

FOR INFORMATION
WRITE TO THE
CHAMBER OF COMMERCE

LUBBOCK, TEXAS

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"The Land of Underground Waters."

Foreword:

The following pages tell briefly the story of Lubbock. If you are looking for an opportunity to better yourself, study these pages carefully. The illustrations are actual photographs, every statement can be verified. The book has been prepared by the Chamber of Commerce, for the purpose of telling the world the truth about the South Plains, We ask you to investigate for yourself.

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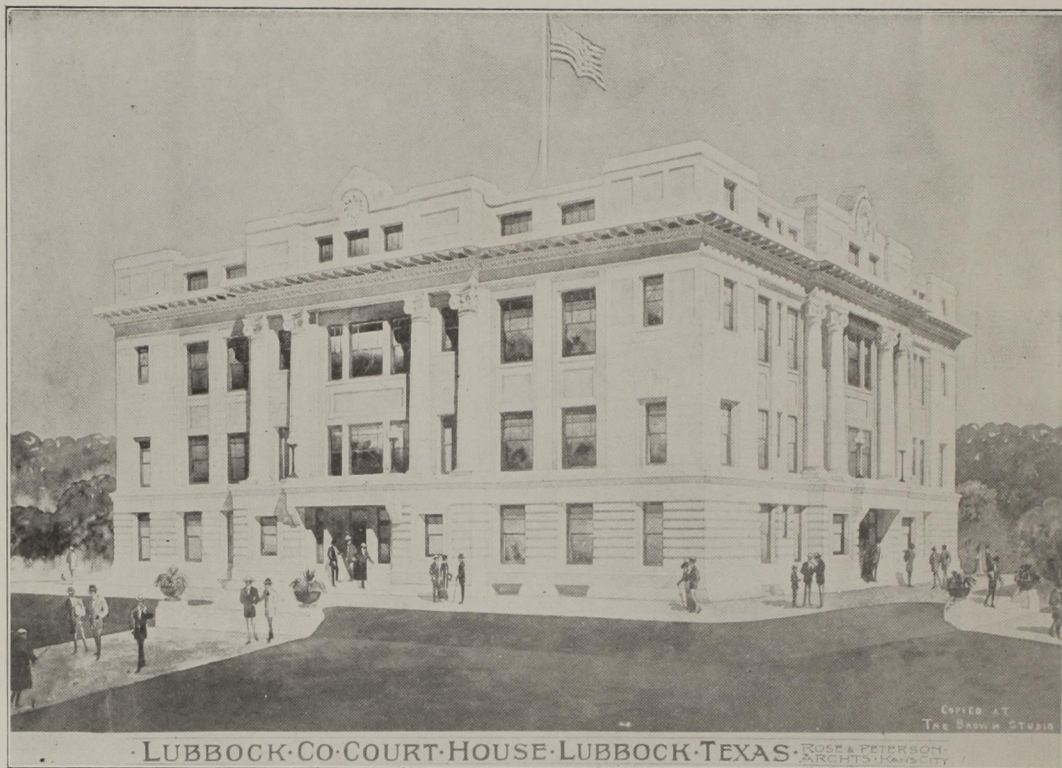
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LUBBOCK'S NEW COURT HOUSE IN PROCESS OF ERECTION. THE BUILDING
IS IN THE CENTER OF A FINE PARK.

There Are Opportunities To Be Found In Lubbock

Lubbock County is located on the South Plains, just south of the Panhandle of Texas. The altitude of the county is 3,241 feet, which gives many advantages, that will be mentioned later. The entire county, with the exception of the Yellowhorse Canyon, which traverses the county from the northwest to the southeast, is level, clear of rocks and stumps, and can be easily tilled. The slight slope toward this canyon makes good drainage for both city and country, but there is no washing away of the top soil by reason of heavy rains.

Fifteen years ago there were less than 300 people in the entire county. Five years ago the city of Lubbock had 1,900 population. This year the city population is over 4,500, and the county is over 8,000.

Until eight years ago Lubbock was 125 miles from a railroad. In January, 1910, the first passenger train arrived in the city. This date was practically the birthday of Lubbock. Since that time Lubbock has acquired three railroads, and others are pending. This is sufficient evidence that Lubbock is the railroad distributing center of the South Plains.

As an evidence of growth, the registration of the first day's school in 1915 was 250 greater than the registration of the first day of school in 1914. The total registration for the present school year is 950. The Lubbock schools are modern in every respect, and have a course of study which is equal to many large city schools. In addition to the regular course of study, such departments as manual training, art, elocu-



TOP: J. M. RADFORD GROCERY CO., WHOLESALE, THIS IS ONE OF THE THREE WHOLESALE GROCERY HOUSES IN LUBBOCK.
 BOTTOM: HOWARD HOTEL, WHERE ALL THE MODERN CONVENIENCES MAY BE FOUND

tion, music, and domestic science are offered. The schools are housed in two good buildings and it will be necessary to erect a third for another year.

The city also has a good commercial school under the name of "The Lubbock Business College." So Lubbock is well supplied with educational facilities.

Religiously and morally this country is well fortified. Practically all the various churches are represented in the city. The nearest saloon is 95 miles away, and the people of the South Plains will measure to a higher standard intellectually and morally than many of the older settled communities.

It was but a few years ago that the cattle ranged over this entire country unrestricted. There were no fences and the few inhabitants were mostly cowboys. No one ever thought of putting a plow into the sod, and the first farmer who came to this section was not given a royal welcome. It however, took but a few years to show the South Plains was not only a good stock country, but also a good farming country. And despite the fact that they were many miles from a railroad, a great number of farmers faced the hardships of frontier life and made good.

After the first railroad came into the city, the settling of farmers was more rapid, and today there are hundreds of farms in the county, and their owners are making good with a variety of crops.

SOIL

The soil is a chocolate sandy loam, averaging from two to seven feet deep, underlaid with a clay subsoil. It contains no alkali, nor anything detrimental to any crop grown. There is just enough sand in the soil to make it work easily. Each square foot of land is practically as good as any other.

CLIMATE

The altitude of the county accounts for the cool, pleasant summers. While others in the North and South are suffering from the heat and the humid atmosphere,



HAULING A PART OF ONE MAN'S COTTON CROP BY TRACTOR. THE LUBBOCK STATE BANK IN THE BACKGROUND.

THE CITY NATIONAL BANK BUILDING, ONE OF THE FINEST BUILDINGS IN WEST TEXAS.

Lubbock enjoys cool breezes. Hot destroying winds never come to the South Plains. As to the winter months, the mean average temperature for December, January and February is between 40 and 45 degrees. This indicates that seldom is the temperature down to a point where it is disagreeable.

The average date of the first killing frost is November 7th. The average date of the last killing frost in the spring is April 10th, making about seven months without frost.

These advantages are unquestionable to all residents of Lubbock. There are but few days in the year when the farmer cannot carry on his farm work, as there is over 300 days of sunshine in the average year.

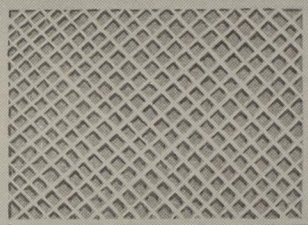
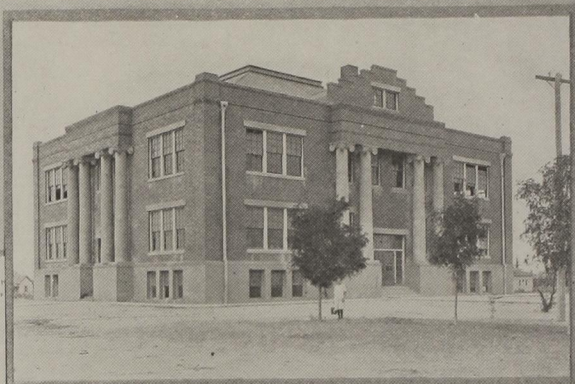
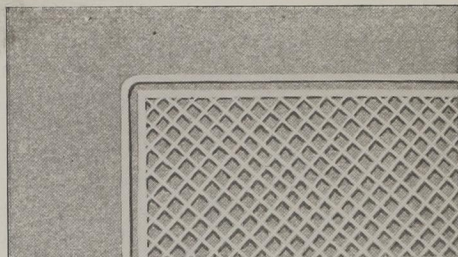
This climate is not only comfortable, but healthful, there being no tuberculosis or kindred diseases here.

RAINFALL

A most important necessity is water. Of this necessity Lubbock has plenty. This county has on an average of twenty-four inches of rainfall annually. According to statistics, between 65% and 70% of this comes in the growing season. This amount of rainfall on the Plains is equal to thirty-five to forty inches in a rolling tight land country. The soil absorbs all of the water that falls, and retains it. The cool nights and lack of hot winds prevent rapid evaporation. So without irrigation the rainfall is sufficient to grow excellent crops.

A DIVERSIFICATION COUNTRY

The following crops are raised in this country without irrigation: Kafir corn, milo maize, feterita, Indian corn, cane, cotton, millet, Sudan grass, peanuts, sweet potatoes, all kinds of truck, apples, peaches, pears, plums, grapes, cherries, and all manner of small fruit. With such a variety, the average farmer does not fail to make good every year.



CANYON SCHOOL HOUSE. THIS RURAL SCHOOL IS THE CENTER OF MANY INTERESTS OF THE FARMERS AND THEIR FAMILIES.

ONE OF LUBBOCK'S SCHOOL BUILDINGS. PLANS ARE UNDER WAY TO ERECT A NEW HIGH SCHOOL BUILDING TO TAKE CARE OF THE RAPIDLY INCREASING POPULATION.

As heretofore stated,, this country has been and always will be an excellent stock raising county. The Herefords are common on these Plains, the dairy cow is coming in greater number each year, as well as the hog and sheep. With the ease of growing feed crops, with good native grass, and Sudan grass, both as a hay and a pasture, and with good transportation to the markets, stock farming is becoming more and more important in the South Plains.

NO BOLL WEEVIL OR FEVER TICK

We have no boll weevil, nor blight in this country. Nor has there ever been any fever tick on the South Plains.

The winters are mild, which makes cattle raising profitable, and there are few days during the entire year when a farmer cannot work.

SILOS

A large number of silos have been built here during the past three years and are proving of great value to the farmer. While many up-ground silos have been erected, many farmers prefer the underground or pit silo.

KAFIR CORN, MILO MAIZE, FETERITA

These are the three big feed crops in this section. They are all sure in yield and have proven to be equal in feeding value to corn. Each year the market for these grains is being extended so that the surplus can always be handled at a profit. These grains yield from one to two tons of heads per acre on the average.

INDIAN CORN

Is becoming a more important crop of the South Plains each year, with the average yield around thirty bushels per acre during the past three years.



RESIDENCE OF JUDGE W. R. SPENCER.
 RESIDENCE OF W. B. ATKINS. RESIDENCE OF JNO. F. ROBINSON.
 LUBBOCK HAS MANY VERY COMFORTABLE HOMES.

COTTON

As a cotton country the South Plains is proving a success. The Lubbock country is averaging from one-third to one-half bale per acre. As has been stated above, there is no boll weevil to destroy the crop. Lubbock now has two gins.

MILLET

Millet is grown quite largely here and with great success. It always makes a good yield, and is good hay.

SUDAN GRASS

Sudan grass, a new hay, has already proven its worth in the South Plains country. Grown for its seed at first and then for its hay, it is now also a proven summer pasture for all kinds of stock. As high as fifty hogs, three horses, and three cows, have been pastured upon five acres with great success from the first of May until the first killing frost in the fall. As hay, Sudan will yield from three to five tons per acre, and is second to alfalfa in feeding value. It is an annual crop and thus does not become a pest as does Johnson grass.

CANE

Cane, like kafir corn is a great success here. And fed either in the bundle or as ensilage, makes a fine feed.

PEANUTS

Many farmers are raising several acres of peanuts each year both for hog feed and for the market. Many make as high as \$40 per acre in selling these peanuts on the market.



LUBBOCK IRRIGATION CO.'S WELL. WE CAN IRRIGATE IF WE SO DESIRE.

STOCK FARMING

With kafir, feterita and cane for ensilage, with these in the head, threshed or as chops and peanuts added for a dry feed, with millet as hay, and as Sudan grass as hay and for a pasture, with a favorable climate and an abundance of pure water, the South Plains, makes an ideal stock-farming country.

IRRIGATION

Lubbock County is in the shallow water belt. Irrigation can be carried on over practically the entire county. An abundance of water is found, at a depth from 30 to 70 feet. Several wells are already in operation in the county, and such crops as alfalfa, etc., can be raised by irrigation. Here is an opportunity for the man with a small capital. It will cost approximately \$20 to \$25 per acre to install an irrigation plant ready for operation. When it is known that raw land can be purchased for \$20 to \$30 per acre it can easily be seen that an irrigation farm can be had for a comparatively small price.

The following statements made by some of the representative farmers in Lubbock County, will show what is actually being accomplished. These statements could be duplicated by many other farmers.

JOSEPH HERZET, Lubbock, Texas.

The following is my yield for 1915. The 1914 crop was as good, except I made 50 bales of cotton from 35 acres:

35 acres of corn, 42 bu. per acre.

60 acres milo maize, one and one-third tons of heads per acre.

75 acres white and red kafir, 45 bu. per acre.

30 acres cotton, one-half bale per acre.

Besides the above I raised considerable peanuts, beans, watermelons and had a fine garden.

I expect to feed all of my grain with the exception of two cars of corn and two of kafir and maize to hogs and cattle, of which I have 20 hogs, and 460 cattle.

In 1916 I expect to plant about 120 acres of Sudan for both hay and pasture, and will feed cattle and a large number of hogs.



RAISING HOGS UPON SUDAN GRASS PASTURE. THIS IS A PROVEN SUCCESS IN THIS COUNTRY.

M. E. MERRILL, Lubbock, Texas.

During the season of 1915, I had my farm rented. The renter made the following crops:

25 acres of milo maize, averaged 45 bushels per acre.

10 acres of red kafir corn, 43 bu. per acre.

7 acres white kafir, 45 bu. per acre.

10 acres corn, 40 bushels per acre.

18 acres of Sudan grass, 23 tons.

I have eight acres of orchard of apples, grapes, peaches, plums, cherries, strawberries, dewberries, etc. All of these bore well. I sold, gave away and used hundreds of bushels of peaches and apples. The apple, peach, plum and cherry trees were loaded to the ground.

In the orchard I raised a large amount of garden truck. I have several Jersey cows, and practically live from my farm, besides having much fruit and truck to sell.

By raising the greater part of his living, and marketing his feed crops through livestock, the average farmer of this section can not only make a good living, but also money besides.

ABRAHAM VANDERWALKER, Lubbock, Tex.

I came to this county last winter and bought my farm. It was raw land. From this sod land I have made the following crops this year:

25 acres maize, 40 tons heads.

5 acres red kafir, 9 tons.

25 acres feterita, 40 tons.

5 acres corn, 40 bu. per acre.

One-fourth acre Irish potatoes, 25 bu.

From my one year's experience I consider this a first class farming country.

J. A. WILSON, Lubbock, Texas.

I live two miles east of Lubbock, and made the following crops on sod land broken between February and May.

On between twenty and twenty-five acres, I made eight tons per acre of red top cane, which I placed in my silo.

Forty-five acres of kafir and maize, with a poor stand made thirty-one bushels per acre.

I tried some seed sent from the government, and made twenty-four bushels per acre of White Dwarf Hegari, with a poor stand, and twenty-eight bushels per acre of Schrock kafir.

Two acres of Sudan produced 500 pounds of seed per acre, and I pastured considerable stock on the field afterwards.

One acre of turnips in my orchard made me \$100.00.

Six acres of corn yielded nearly thirty-five bushels per acre.

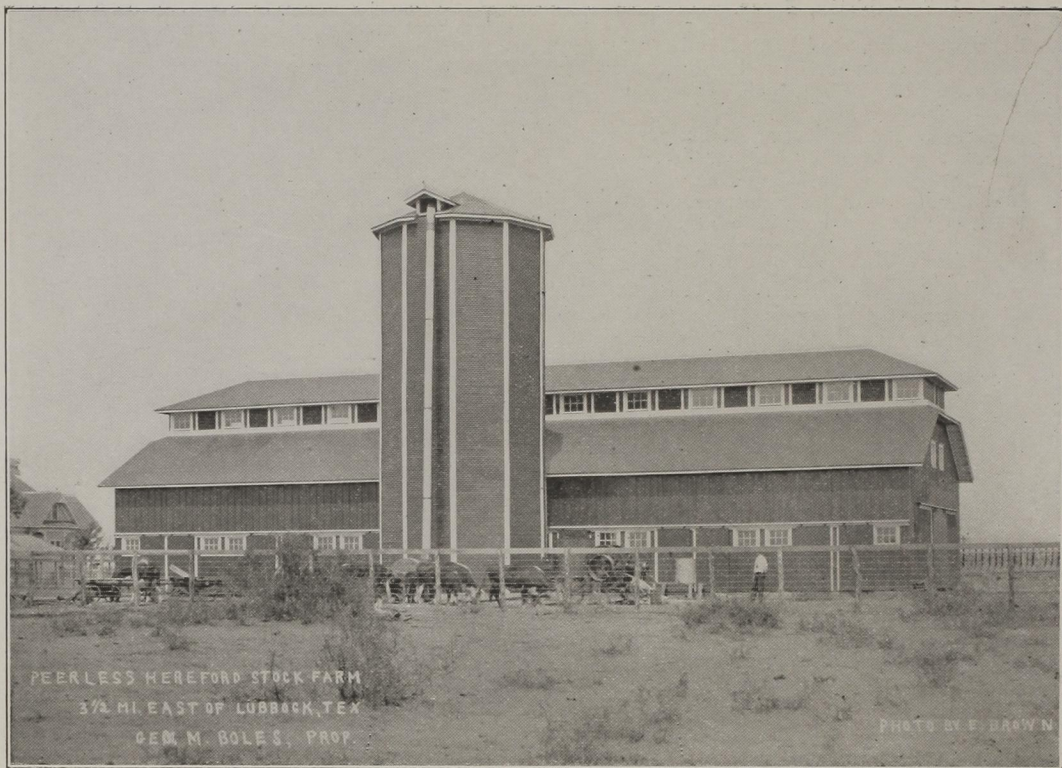
B. L. MORRIS, Lubbock, Texas.

In March, 1915, Drs. Peebler and Hutchison bought a quarter section of raw land three miles from this city. No work was begun upon the land until the twentieth of the month. It was then cleared of the small brush and the sod broken. Mr. Morris rented the place and makes the following report for his 1915 sod crop:

30 acres white kafir, 49 bu. per acre.

70 acres (poor stand), 39 bu. per acre.

30 acres cotton, 21 bales.



THE BARN AND SILO OF GEO. M. BOLES. MR. BOLES HAS SEVERAL HUNDRED REGISTERED HEREFORD CATTLE.

\$150.00 worth of watermelons.

On five acres of Sudan planted on sod land, Mr. Morris pastured 32 hogs and about the same number of pigs from the first of May until fall. He also kept two milk cows on this pasture, and at times he put in eight more head of cattle to keep the Sudan short so that the hogs would eat it readily.

The milk cows nearly doubled their milk supply within four days after being placed upon the Sudan. The hogs received no other feed than the grass and kept in fine condition.

I will plant twenty acres of Sudan for pasture next year and will have about 250 hogs upon it during the summer.

B. W. CASEY, Lubbock, Texas.

The following is the average yield from my farm during the past three years:

40 acres maize, averaged $1\frac{1}{2}$ tons.

12 acres white kafir, $53\frac{1}{2}$ bushels, 56 lbs. per bushel.

Corn 25 acres, 30 bushels.

20 acres cotton, 3-5 bale.

I always have a fine garden, and consider it an addition to my farm, as in connection with our chickens it gives us a good part of our living during a considerable part of the year.

I also have a fine young orchard which will be in bearing soon.

I have 25 hogs on my place, some of which we kill for our own use and the surplus we sell on a good market.

(Note) Mr. Casey bought this quarter section in 1913 with the crop. He paid \$21.00 per acre, and the crop upon the place brought him \$18.00 per acre.

S. A. RICHMOND, Lubbock, Texas.

I have kept no account of grain crops this year, but the yield, with the exception of corn, is greater than even last year. I have bought a bunch of cattle and will feed what I have raised. It has been my experience that Sudan makes a fine pasture, and next year I will plant 30 acres for that purpose. This year I turned my hogs into my peanuts and let them harvest the goobers. They make a fine feed for the hog. As in every year we had a fine garden, and not only lived from it, but sold considerable truck through the year.

I have a fine orchard and my fruit all bore well. I consider that the South Plains country is the best farming country in Texas. It is now out of the experimental class.



A REPRESENTATIVE FIELD OF COTTON AND CORN. BOTH CROPS ARE A PROVEN
SUCCESS IN LUBBOCK COUNTY.



LUBBOCK THE CITY



Lubbock, the city, county seat of Lubbock County, in 1910 had a population of 1938, and now has a population of over 4,500. It is growing rapidly for the following reasons:

It is situated advantageously geographically.

It has three railroads, with others in prospect.

Its climate is healthful, invigorating and comfortable.

It is the center of a fine farming country.

And lastly it has a live set of business and professional men who are working all the time for its betterment.

Lubbock has all the modern improvements that go with an up-to-date city.

HOMES

Lubbock is justly proud of its comfortable, cozy homes. Every year a large number are being erected with all the modern comforts and conveniences. The quality of the home in a community shows the standard of life in that community. Lubbock people are a home-loving people. There are no saloons, and fewer other evil influences than is ordinarily found in a city of this size.



HARVESTING SUDAN GRASS FOR SEED PURPOSES. NOT ONLY IS SUDAN GRASS GOOD FOR HAY AND EXCELLENT FOR PASTURE, BUT THE SEED COMMANDS A GOOD PRICE. LUBBOCK COUNTY IN THE PAST TWO YEARS HAS MARKETING MILLIONS OF POUNDS OF THIS SEED

BANKS

Lubbock has two substantial banks, the Citizens National Bank and the Lubbock State Bank, each with a capital of \$100,000.00. These banks show a large increase of deposits every year. The total for the two banks for March 7, 1916, was \$654,224.64. Both banks are housed in beautiful brick buildings on the main corners of the courthouse square.

Another indication of growth is found in the fact that the postal receipts show heavy increase each year. The receipts for 1913-14 were \$10,000.00, for 1914-15, \$13,000.00, and for the year 1915-16 over \$14,000.00.

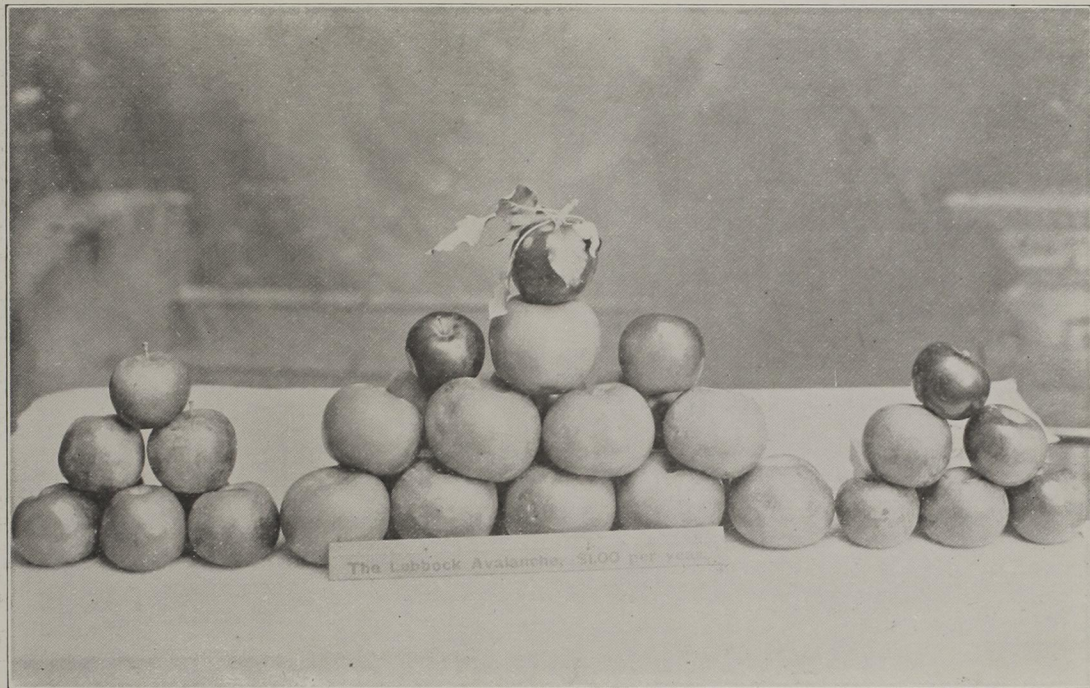
With good school, active churches, a clean, progressive citizenship, Lubbock presents a satisfactory present, with a promise of a big future

Hustlers can make good here. We do not desire any other kind. If you are of the right kind and desire to get into such a country as herein described, come to Lubbock.

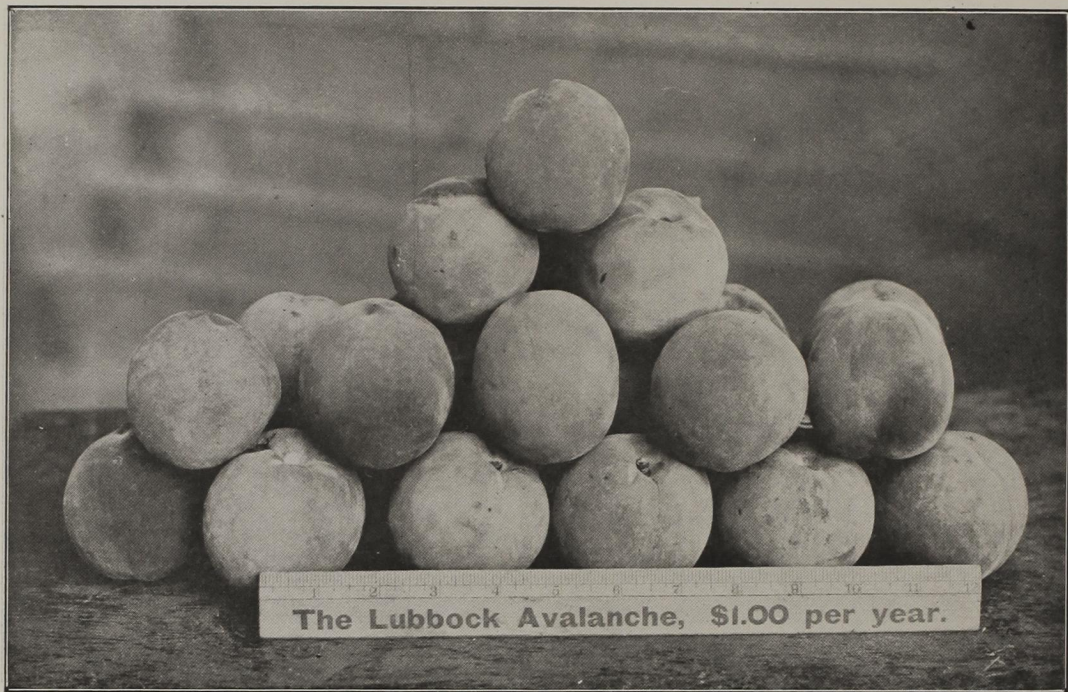
Let the Chamber of Commerce serve you in your investigation. Write to this organization for further information.



A FIELD OF MILO MAIZE, GROWN BY LEE ACUFF, TWO MILES FROM LUBBOCK. NOTE THE EVENNESS OF THE GROWTH.



THERE ARE HUNDREDS OF ACRES OF FINE APPLES IN LUBBOCK COUNTY.



The Lubbock Avalanche, \$1.00 per year.

DELICIOUS PEACHES ARE RAISED ALL OVER THE SOUTH PLAINS.



GRAPES NEVER FAIL TO YIELD ABUNDANTLY. ONE VINE IN H. W. SCROGGINS' VINEYARD
TWENTY-FIVE



A PLUM TREE LOADED TO THE GROUND.

Lubbock Wants Men With Good Stuff In Them

Who will bring their families with them and make their homes with us, farm our lands and take advantage of the opportunities here. For such, a welcome is awaiting, and a reward.

Prices for land range from \$20 to \$30 per acre, depending upon the distance from the city. These prices will hold but a short time, for it is inevitable that the value of this land will increase.

Any inquiry of whatever nature concerning Lubbock, either city or county, should be addressed to the Secretary of the Chamber of Commerce, Lubbock, Texas, who will promptly and carefully answer same.

SOUTHWEST COLLECTION
Texas Tech University
LUBBOCK, TEXAS 79409



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