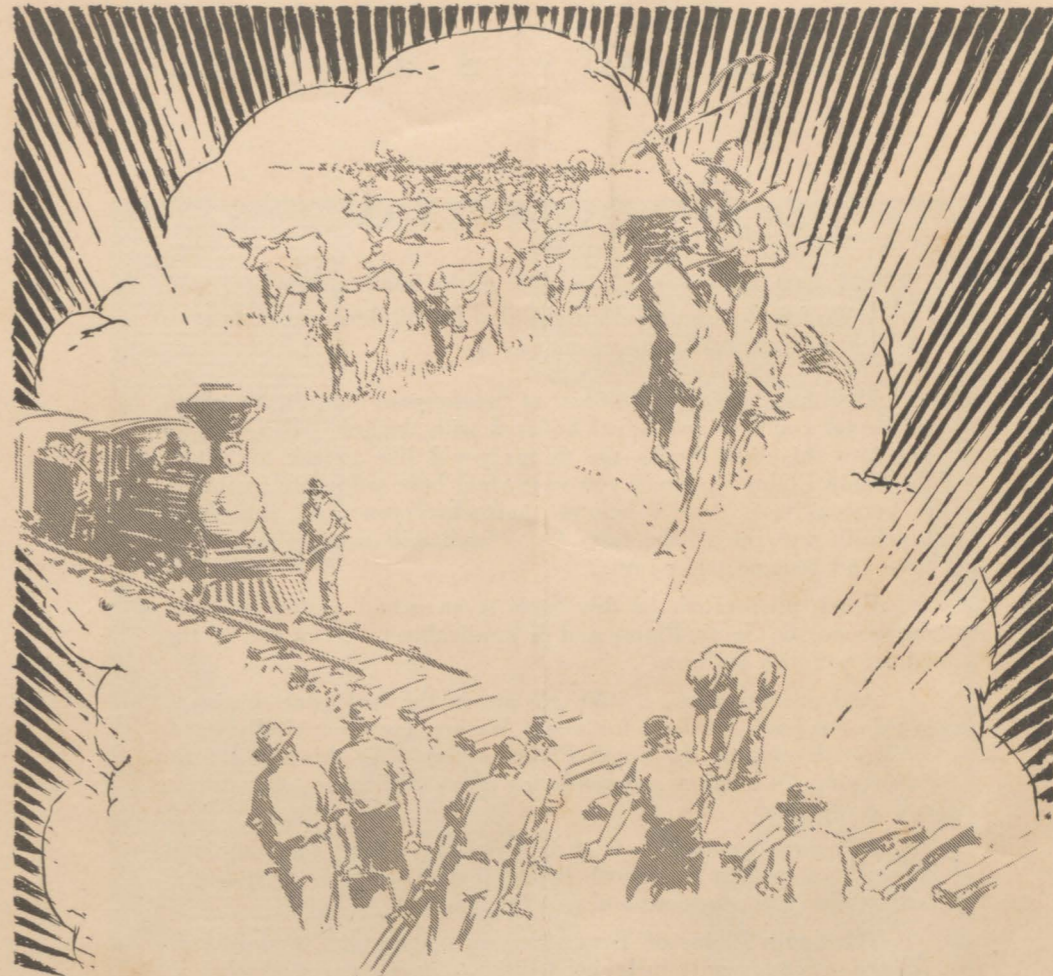
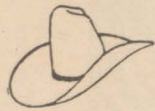




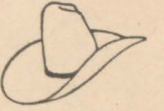
FARM LIFE

on the **South** *of Texas*
Plains





T h e G r e a t S O U T H P L A I N S o f T e x a s



Foreword

YOU have asked for information on the South Plains of Texas. We folks out here are always glad to tell about our country—because we're mighty proud of it.

They have elected me as sort of "spokesman" to tell you about this great country, and I feel honored with the job. I've tried to put into this little book—the things you'd like to ask me about the South Plains section if you were right here talking to me about it personally. And I believe that when you read this book carefully and get all the facts * * * you *will* want to move out here and become one of us.

Every photograph in this book is an actual picture of conditions on the South Plains and is applicable to every one of the fifteen counties out here.

And one thing more. We are not in the real estate business. We do not have any land for sale. We are, however, vitally interested in developing the South Plains section. To this end we are advertising the section and rendering every assistance to enquirers and prospectors.

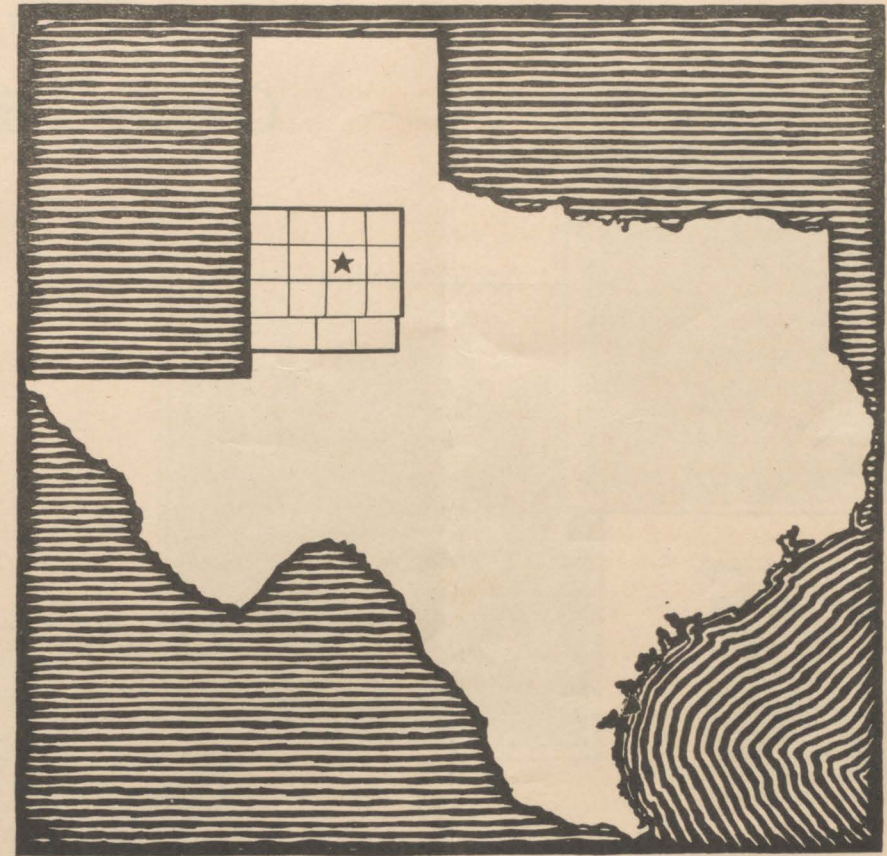
Of course, you will have to buy your land from some one, but we will put you in touch with the original owners, or agents, who will render you courteous and fair treatment.

The South Plains of Texas, Inc., is a non-profit organization. We are interested only in laying the facts about our country before substantial, hard working farmers who will be interested in moving out here where living conditions are ideal—where there is never a crop failure—and where farming pays real profits.

I hope you like our little book. We know that if you'll read it carefully—you'll want to know still more. Won't you write me what you think? I'll be glad to answer any questions and I want you to feel right from the start that I am your friend who is anxious to put you in touch with other friends out here on these wonderful South Plains.

Just address me—

THE SPOKESMAN,
c/o South Plains, Inc.,
Lubbock, Texas.



Location

The South Plains are in the northwestern part of Texas. They are in the southern part of the "Panhandle" and are called the "South Plains" to distinguish them from the northern Panhandle Plains due north.

According to government reports, the South Plains of Texas are the largest single tract of 100 per cent tillable virgin farm land left in the United States.

The South Plains lie on a level upland plateau

about 1,000 feet above the country to the south and east. Fifteen Texas counties are comprised in this South Plains region. The boundary extends east from the New Mexico line and occupies the limits shown on the map above.

In these fifteen counties there are 2,500,000 acres now under cultivation and 5,000,000 more acres of virgin farm land which is as fine, fertile, tillable agricultural land as any man could want.



The Great S O U T H P L A I N S of T e x a s



A Quick Growing Great Diversity

Season and a of Crops!



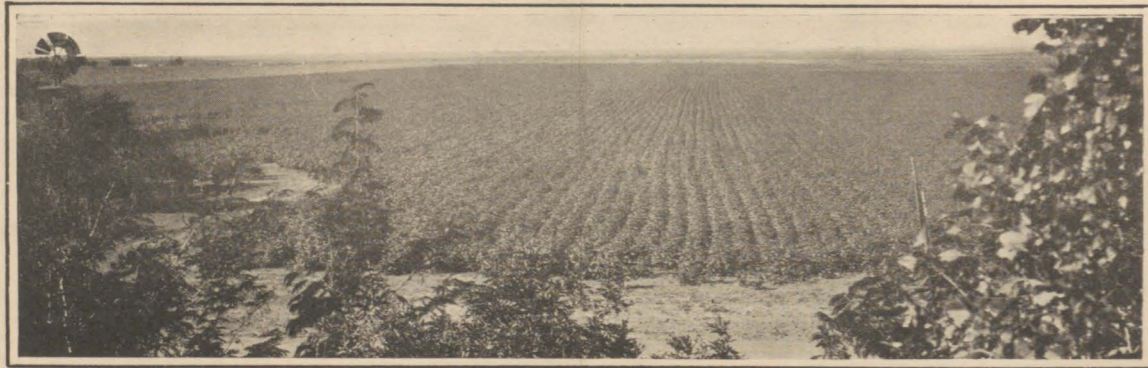
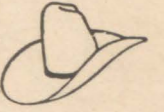
The South Plains have the greatest diversification possibilities of any section in the entire country; being located where the cotton and grain belts overlap. Here are some interesting facts: On the South Plains cotton is produced at a lower cost than anywhere in the United States. South Plains wheat has the highest protein value of any wheat in the United States. Surplus feed stuffs, grains, etc., are being shipped to far distant points, to feed out cattle, hogs, poultry, etc. The growing season is exceedingly quick. The level country and mild weather gives more outdoor working days and lower production costs.



Not only diversity of crops, but diversity of animal husbandry as well! To the south and west of the South Plains region—is the cattle range country. Due to the terrain, it is naturally range country. Baby beef can be brought from there to the South Plains and fed out at handsome profits on the low-cost grain sorghums grown here. Dairying conditions are ideal on the South Plains and due to the mild climate no huge investment is needed in expensive barns. The climate is invigorating to animals as well as people. Hogs, sheep and poultry are also raised with minimum production cost and maximum profit. Fine strains of draught horses and mules are available here too.



The Great S O U T H P L A I N S of T e x a s



Character of Soil

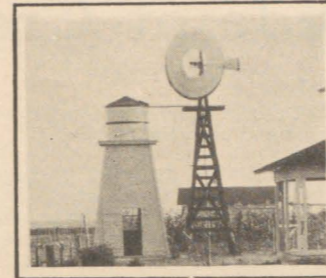
Before going into the character of the soil, a word about the general topography of the South Plains would not be out of place.

The general elevation is about 3,000 to 3,500 feet above sea level. The surface is a nearly level grass covered plain. There is little weed growth and more than fifty per cent of the South Plains virgin land requires no advance preparation before plowing under.

According to official soil surveys made by the State and Federal Governments the soils are sandy loams to clay loams; underlaid by a clay subsoil from 12 to 36 inches beneath the surface.

On account of the loam top soil and levelness of the land practically no run-off of moisture occurs. The clay subsoils retain the rainfall, and the sandy loams form a natural mulch, making an excellent seed bed. These soils are productive, desirable types and are adapted to a wide variety of crops. They are easily worked and the level country and mild climate tend to greatly lower production costs.

The use of mechanical processes in farming is admirably suited to the South Plains region. Tractors, wheat harvesting combines, grain sorghum headers and cotton cultivating and harvesting machinery are easily used on this table land.



An Abundant Water Supply PLENTIFUL RAINFALL UNDERGROUND WATER SHEET

The average rainfall is about 22 inches per year. Seventy-five per cent of this yearly total falls within the six months of the crop growing season. By following good farm practices in the preparation of the seed bed, and the cultivation of crops adapted to this section—there is no reason for a crop failure.

During the growing season, from June to September, the average rainfall on the South Plains is about 10.26 inches. In East Texas during these months it is 9.99; in Northeast Texas, 12.34; and in the low plain to the south, 10.28. East and North Texas have more yearly rainfall, but due to tighter soils and poorer distribution—it is of no advantage.

The rainfall seeps below to the moisture-retentive clay subsoil, where it is effectively held for use in crop growth. The underground water sheet is a natural reservoir from which can be pumped to the surface through wells unlimited quantities.

There is an abundant supply of water. An underground water sheet underlays the entire region at a depth of from 20 to 125 feet. Analysis of this water shows it to be about 99 per cent pure and to contain very little mineral. It is a clear, sparkling, healthful water for man or beast.

The cost of getting the water to the surface is very low. The wells are shallow, and due to the steady, moderate winds * * * it can be unfailingly pumped to the surface by windmill. The clay subsoil makes an ideal natural reservoir for tank water for stock.

No irrigation is needed in the farming practices of the South Plains, but if truck, fruit or garden crops are desired—an abundance of irrigation water is thus available at a very low cost.



The Great S O U T H P L A I N S of T e x a s



Where a Multitude of Crops

Can Be Produced at a Profit



COTTON

You can produce cotton on the South Plains under the most favorable conditions of any cotton country. In the words of Arno S. Pearse, General Secretary, International Federation of Master Cotton Spinners and Manufacturers' Association of Manchester, England: "There is no other cotton section in the whole of the United States which can compete with so low an average price of production, except the irrigated cotton in the Mesilla Valley."

Cotton is grown on the South Plains at a lower production cost than the cotton farmer of other sections is used to. What makes this low production cost?

1. Virgin soils of sandy-loam character, overlaid with a chocolate colored clay subsoil which holds water.
2. A real cotton climate—with just enough rainfall during the growing season of say fifteen to eighteen inches from April till September, and a temperature of around 84 to 90 degrees during the growing season.
3. Absence of boll weevil and root rot.
4. Absence of usual crab grass, bermuda, Johnson grass and other noxious weeds, which are not native

to the South Plains. Turning the sod kills the native grasses and leaves the ground practically clean.

5. Simpler methods of cotton raising, namely, turning of the soil perhaps three or four inches, listing and planting in the water furrow, throwing the soil back to the plants after they come up—a total of only two or three cultivations to insure a crop.

6. The simplest harvesting methods known—use of home made "sleds," devices with wooden or steel fingers which strip the bolls from the plants wholesale, and gin equipment which breaks the bolls and extracts the lint about as well as the average picker does by hand. The cost of this method of "sledding" is about \$3.50 to \$5.00 per day. Capacity per "sled" one to two bales per day. Compare this with the average cost of hand picking per bale.

The South Plains is destined to become the greatest cotton producing section of the world.



GRAIN SORGHUMS

Grain sorghums carry their seeds in a massive head at the top of the stalk. These crops flourish on the South Plains where the soil is capable of holding moisture and where 85 per cent of the rainfall is during the growing season from April to October.

Of the grain sorghum crops the following are the most generally raised: Kafir, milo, feterita and hegari. Although the South Plains are not the only section in Texas where grain sorghums are produced, more are produced here now than in any other state.

Experiments by the Texas Experiment Stations using grain sorghums in balanced rations in fattening cattle and sheep proved that as economical a gain was made with this feed as where corn was used. It has further been proved that meats from live stock fed on grain sorghums do not show any more shrinkage than where corn was used.

The grain sorghum production in 1926 was 48,276,000 bushels valued at \$26,551,000, and has been steadily increasing since then. The crops are produced most economically. The production cost is even lower than South Plains cotton crops.



These grains make ideal feed for cattle, sheep, hogs and poultry. Hundreds and hundreds of tons of this grain are shipped out to other parts of the United States for feeding purposes.

This sure feed crop of grain sorghum has done much to spread the diversification idea to South Plains farmers. As a money crop or as a ready and inexpensive feed crop for live stock—it is unexcelled.



WHEAT

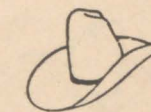
Ninety per cent of the Texas wheat crop is produced in West Texas—yet only a small fraction of the potential wheat land has been seeded in this crop. The South Plains country contains a large acreage of this virgin land which is admirably adapted to the raising of wheat.

The quality of the Plains wheat is unusually high and because of its high protein content, millers all over the country pay a premium for it.

The soil and climate of the South Plains is perfect for wheat raising and good crops are almost a yearly occurrence. Due to the levelness of the land—production costs are lower than in any other wheat country. Hundreds of acres at a time may be sown by power machinery after the sod has been turned with



The Great S O U T H P L A I N S o f T e x a s



tractors. And at harvest time, the combine threshing machinery is drawn across these table-level acres and the wheat taken in trucks right from the field.

It is conservatively estimated that the adaptability of machinery methods in wheat culture on the South Plains has cut down the man labor required to produce and harvest a crop by more than seventy-five per cent.

Here is another major source of cash income from the South Plains farm. Where in all the world is there farm land so adaptable to a large number of crops and which produces each with such low production cost? Truly, this South Plains region is the farmer's paradise!

CORN

Corn is a profitable crop out here. Due to the fine adaptability of the South Plains to stock raising



—the corn may be sold as a direct money crop or be just as profitably used as feed for horses, mules, cattle and hogs.

And you'll see inspiring sights here. Corn and cotton growing side by side and both crops producing at exceptionally low costs. Up to this time, the production of grain sorghums has been more widespread than corn. Of course, there are many kinds of grain sorghums which may account for the higher total production.

If you have been raising corn, you'll be right at home out here. Your seed bed preparation may be a bit different from your old practices, but this land will raise corn as well as any in the country

and there is no need to learn how to farm all over again in learning to raise crops which you have had no experience with before.

I tell you, my friend, this is the greatest diversification country you ever saw—you'll say so, too, when you see it.

HAY and FORAGE

In any live stock country, hay and forage is an important crop item. All of West Texas at present produces about sixty per cent of the hay and forage crop of the entire state—and mind you there are still over five million acres of virgin farm land here on the South Plains. Alfalfa, sudan grass, cane sorghum and peanut hay are important forage crops here.

Perhaps the sudan grass is more commonly used on the South Plains than the others. It is a grass sorghum that grows very prolifically. It can be threshed if desired and a valuable cash crop obtained from the seed. It has a high nutritive value and live stock are particularly fond of it. Sudan is the valuable cultivated summer pasture crop in Texas, and the South Plains is "the home of Sudan grass."

Virtually the entire nation is supplied with its sudan and cane seed from this immediate section, and the production of the crops for seed alone brings good profit.

The South Plains farmer does not have to buy a single item of feed for his stock. And he can raise a



complete balanced ration of crops right on his farm and mix his own feeds if he wishes. Considerable of these forage crops are baled and shipped out to other parts of the state and to distant states, so it is a ready

money crop as well as live stock feed. In the raising of these crops, too, the level land, the greater number of outdoor working days, and the well distributed rainfall make for lower production costs, and more crops with less work. When you live on the South Plains you can take your choice of many crops and raise any or all of them at a profit. Who could want a better country than this?

FRUITS

This country resembles some of the best fruit raising sections in California and other sections.



It has a sandy loam soil with clay base and a climate which makes the hardier fruits thrive here.

Apples, plums, peaches and grapes are particularly successful. The berries also do well. Although the country is practically treeless in its native state, trees grow readily whether of the fruit, shade or nut variety. As a rule it is best to plan to water the young trees until they get a start and the tap root has grown down and penetrated the moist subsoil below.

Of course it would be expected that melons would thrive in a loam soil such as this, and this is

quite true. Some of the finest watermelons on the market are being produced right here.

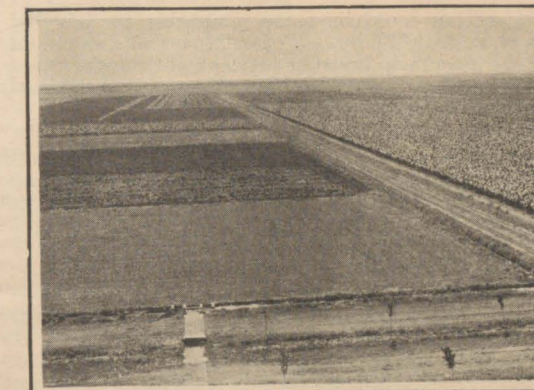
Such conditions make it very nice to have a small orchard and vineyard for one's own use or for "pin money" for your wife along with turkeys and eggs.

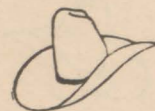
TRUCK RAISING

Any kind of truck desired can be grown on the South Plains. Most of the truck raising, however, must be done by light irrigation methods. A plentiful supply of water is near the surface and can be pumped from the shallow wells by wind power—thus making irrigation practically free after the equipment is installed.

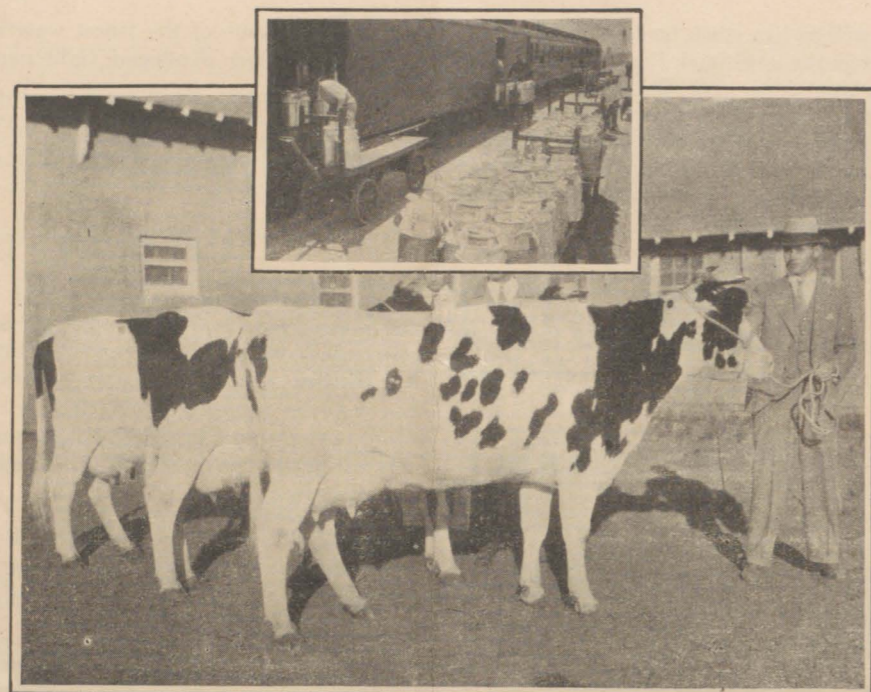
All the vegetables for the use of the family can be easily raised and thus cut down an expensive living item in addition to the healthy advantages of eating fresh garden truck.

It is likely that within the next few years this South Plains country will become one of the major truck raising sections of Texas. Everything is here: soil, climate, rainfall and ready markets served by adequate transportation.





The Great S O U T H P L A I N S of T e x a s



Ideal Dairy Farming

No section could be more adaptable to dairying than the South Plains. The mildness of the climate makes expensive housing equipment unnecessary. The high, dry air is invigorating and particularly healthful to cattle.

A rich market is at the very door step of the South Plains. The State of Texas has never produced enough dairy products for her own use. Efficient transportation facilities and local milk plants make it easy and profitable to market the cream—while the skim milk is fed to hogs and poultry.

Native pasturage, supplemented with sudan grass pastures in summer and small grain grazing in the winter—furnishes ideal pasturage. The grain sorghums make perfect ensilage which can be economically stored in "pit silos" and other silos.

Cotton cake and protein feeds are available locally at a minimum cost. The farmer can produce his own feed at a 25 per cent less production cost than anywhere else in the country. Sweet sorghums yield from 5 to 7 tons of green forage to the acre.

The South Plains is a particularly healthy country for cattle. There has never been a case of "hoof and mouth" disease known on the South Plains. Ticks and insect pests are unknown.

Manufacturers are convinced that cheese may be profitably manufactured in West Texas and one plant has been built and another is being built. Powdered milk and condensed milk plants will come in later. But for years to come, there is a plentiful market for dairy products right here in Texas—which adequate transportation has put at the very door of the South Plains.



Profitable Hog Raising

Hog raising is another source of dependable cash income. This industry goes hand in hand with dairying. The skim milk is profitably and economically fed to hogs thus taking advantage of this dairy by-product.

All conditions on the South Plains make for successful hog raising. The high altitude—pure water—cool nights—abundance of natural pasturage—cheapness of produced feed crops, make an ideal set up for swine culture.

The grain sorghums make ideal hog feed and are produced at very low cost. Another source of green feed is the "pie melon" which hogs eat with great relish and which grow prolifically on the South Plains.

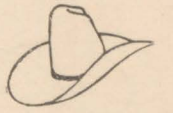
Whether you want to specialize in hogs as a

principal money crop or not, you can raise enough pork for your own needs and a little to sell—at no trouble or expense. Where swine are bred as a principal money crop, they are found to be unusually profitable! South Plains hogs always bring top prices at Fort Worth and other packing house markets. Packing plants are beginning to spring up right out here on the South Plains and there is never any difficulty in disposing of swine at an excellent figure with little transportation expense.

The breeds are being improved each year, and now the Poland Chinas and Duroc Jerseys are well established all over the section. As is the case with all other farming activities on the South Plains, plentiful and free information may be obtained from the local Agricultural Experiment Station, and the Texas Technological College.



The Great S O U T H P L A I N S of T e x a s



The Romantic But Wasteful Cattle Range Has Passed

The South Plains were formerly the great cattle country. Over these millions of acres of level prairie formerly roamed unnumbered herds of range cattle. This is the country that has been made immortal in song and story as the home of the tireless cowboy who lived in the saddle and meted out a crude but speedy justice to the cattle rustlers.

Those days are over. The last roundup has been made. Fences are springing up across the fenceless prairie—the romantic cattle range has passed.

Romantic, yes—but wasteful. In the old days it took 10 acres or more to support one steer. The cattle roamed at will over the plains and were rounded up when market season approached. But now the land is too valuable to turn over to the meandering grazing of cattle. It has been discovered that these same fenceless acres can support 10

times the cattle and bring higher market values if sown in grain sorghums and farmed in economical fashion.

Today 10 blooded Hereford beef steers can be raised and prepared for market on less land than former methods required for one of his range brothers. And on the other hand—diversified farming can be carried on in a highly profitable manner.

The South Plains lie adjacent to the broken country below the caprock in West Texas and New Mexico. Due to the topography and soil structure of much of this land lying below the cap-rock, it is not adaptable to farming practices at all and will likely be used for grazing purposes only for years to come. The South Plains farmer can buy cattle from these open ranges and bring these cattle up to the South Plains and feed them out on the plentiful grain sorghums and corn raised here.



Beef Cattle Are Now Fed Out More Economically Than by Open Range Methods

Earlier in this book it was stated that hundreds and hundreds of tons of grain sorghums are being shipped from the South Plains each year to be used for feedstuffs.

The South Plains farmer is coming to see that if the farmer in distant states can buy this grain and pay freight on it and then feed it to cattle and make a profit—how much more profitable it would be to *him* to use his grain sorghums to feed out cattle for the market himself.

And so the industry of fattening cattle is gaining quite a momentum on the South Plains. Already in Lubbock there are huge feeding pens where practically purebred range cattle—calves, yearlings and feeders—are brought in and fed out for the market far more economically and profitably than by the old open range methods.

Packing house facilities are available right in Lubbock. And the great Fort Worth and Kansas City packing house markets are only a few hours away by direct freight service. As was mentioned on the previous page, the cattle may be bought from the open range country to the south, east and west—below the “caprock” and fed out with practically no mortality to cut in on profits.

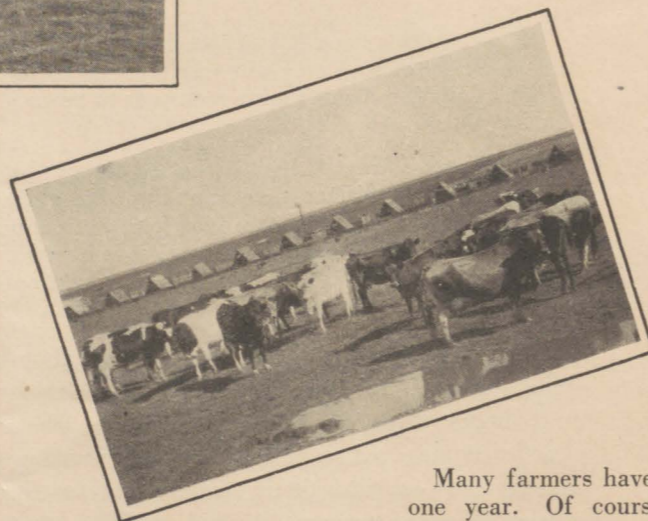
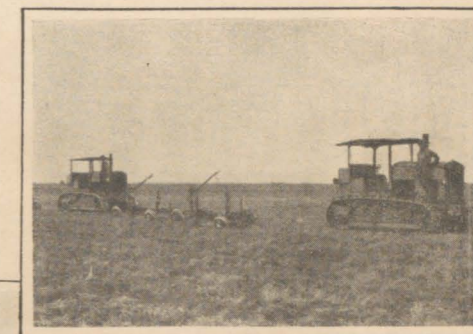
These open range cattle are well bred Herefords and other strains of beef cattle. This one proposition of raising grain sorghums and forage and feeding out beef cattle for the market offers a handsome income of cash revenue to the South Plains farmer. The beauty about this country is that you can make use of any or all of a dozen or more distinct types of farming activities and be sure of a steady unflinching income.



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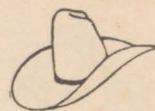
Here is True Diversity of Farming



Every picture on these pages was taken in this wonderful South Plains country. We can show you hundreds of scenes just as convincing as these. Cotton and corn growing side by side! Wheat growing in thousand-acre fields which lends itself to the most economical methods of planting, cultivation and harvesting.

Many farmers have paid out their 160-acre places in one year. Of course this is not the rule—but it has been done many times. But you should have at least two or three thousand dollars to start with. The more you have to put into improvements the more money you will make from the beginning.

Why waste away your life in a section which offers less? Why stay on high priced land where you're practically dependent on one crop and if it fails—so do you? Here fertile, virgin land awaits you for \$30.00 to \$50.00 an acre. Make a fresh start. Come to the South Plains where farming pays real profits!



T h e G r e a t S O U T H P L A I N S o f T e x a s



Poultry Raising Is at Its Best on the South Plains

Poultry is another money crop for the South Plains farmer. Certain definite characteristics of the country make it an ideal habitation for fowls as well as for man and beast.

In the first place—a sandy loam soil underfoot is the best type for poultry. It encourages the healthful habit of scratching. In wet weather the sand does not “ball-up” on their feet and perhaps bring on colds and distemper.

There are a maximum number of days of invigorating sunshine. The summers are not excessively hot due to the altitude. And the winters are not excessively cold due to the South Plains’ southern location in the United States.

Expensive housing is not needed for the poultry. Ventilation is no problem because of the moderate climate and the dryness of the air. In short—poultry of all kinds thrive on the South Plains.

Lubbock shipped more turkeys last year than

any other point in Texas and the industry is just starting. Poultry and egg buyers are conveniently located in every town on the South Plains and a ready and competitive market is at the very door step of the South Plains farmer. Poultry raising is another industry which can be used by itself to build an independent fortune if desired.

But whether it is gone into on a large scale or not, every farmer wants enough poultry to supply his own needs and he finds poultry and eggs a ready and convenient source of cash income the year round.

A plentiful water supply which is cheaply pumped from shallow depth by windmill makes artificial tanks practical for the raising of ducks and geese if desired. Every type of fowl thrives here. AND don't forget that the feeding problem is easily taken care of. Green pasturage is inexpensive and easy to plant. The grain sorghums make ideal feed whether mixed at home or bought ready mixed. The South Plains is a great poultry country!



A Double Money Crop Is Sheep Raising on the South Plains

Texas now leads all states in the production of sheep and wool. Most of this production is in West Texas.

The very same admirable situation applies to sheep raising out here as does to cattle raising. Sheep and goats are bred and raised by the open range method in this country spoken of on the previous pages which lies below the caprock and which is unadaptable to farming practices. These sheep and goats may be brought up to the South Plains inexpensively and fed out on the cheaply raised grain sorghums and corn crops netting a fine profit to the South Plains farmer without the risk of a high mortality rate. Thus many South Plains farmers are beginning to specialize in the sheep and wool business.

Sheep are a double money crop, producing both wool and mutton. Experiments conducted by the State Experiment Station at Spur shows that lambs can be fed up to 80 or 90 pound stock in ninety days. Grain sorghums are the principal feed used—supplemented with natural grazing lands and planted forage crops.

In the spring the wool is sold and in the fall the culls are sold for mutton—keeping the best stock for breeding purposes and wool production. With sheep, as with cattle a ready market is at the door step of the South Plains farmer. Right in Lubbock, the mutton crop can be disposed of—or can be shipped to Fort Worth or Kansas City Markets by direct fast freight.

The climate and soil of the South Plains is exceedingly agreeable for sheep as for poultry and cattle. No diseases infest this region which are common among herds. The mild, high, dry climate is healthy and makes for quick maturing.

Sheep and wool offer a separate industry which can be specialized in profitably if you are so inclined. Or they can be made a double money crop “side line” to round out a balanced program of farm diversification. Here again you see the South Plains as the ideal country for you. You can choose between so many forms of profitable farming enterprises.

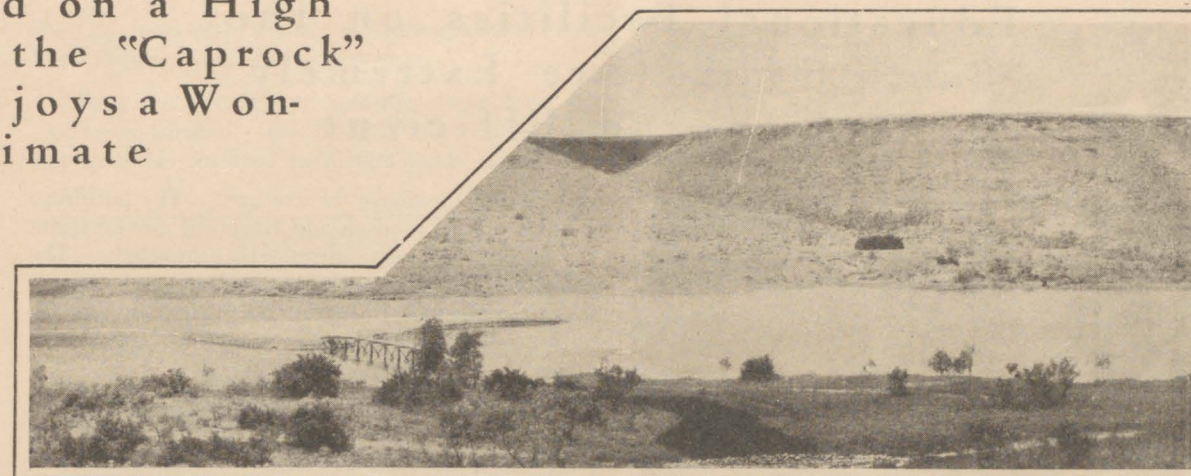
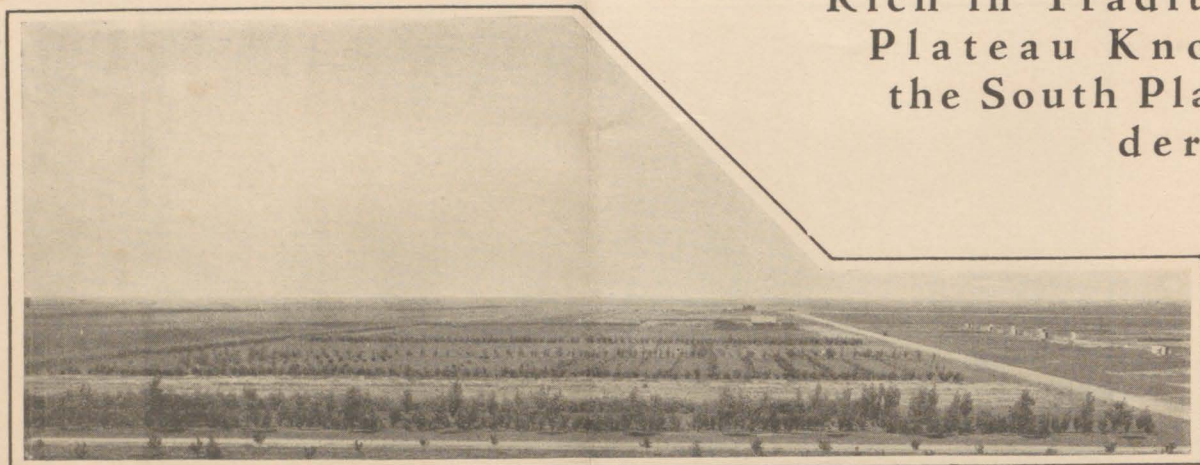


The Great S O U T H P L A I N S of T e x a s



Rich in Tradition
Plateau Known
the South Plains
derful

and on a High
as the "Caprock"
Enjoys a Won-
Climate



As you have seen from the map and the description of the location of the South Plains in the fore part of this book—they are located in the northwestern part of Texas and are called the "South" Plains to distinguish them from the northern Panhandle Plains lying directly to the north of them.

HEALTHY LIVING CONDITIONS

To sell one's holdings and move to a new country is a serious business. You want to be sure you are right. You will want to consider not only soil, rainfall, and growing seasons—but the living conditions of the section as well.

The geological formation of the South Plains is indeed interesting. It is a level, high plateau rising above the surrounding country about 1,000 to 1,500 feet. The soil formation has been described and it

has been shown that it is ideal for farming, but there are other conditions to be considered when buying a farm.

You could not find a healthier section to move your family to than the South Plains of Texas. The climate is high and dry. On an average, there are 3,550 hours of sunshine each year. The water is pure and invigorating. The South Plains average a 1,000 foot higher altitude than the health resorts in the Ozarks. Sickness is extremely rare out here. And not only is sickness rare—but there is a constant feeling of exhilaration. One *feels* like working out here on the South Plains. Even in mid-summer there is a constant breeze blowing—and there is none of that heavy humidity in the air that produces cyclones and makes each breath a labor.

Is not this health consideration for you and your family quite as important as the financial considerations of good farm land which will produce crops? Twice blessed is he who finds a country which combines these two major considerations!

There's the kind of atmosphere here that puts real zest in living. Life is no longer a humdrum monotony. You've got an incentive and friends to help you succeed.

HOSPITALITY

And there's another thing about us out here. You've likely heard the little poem about "Out where the West begins—where the handclasp is a little stronger, out where the smile lingers a little longer, out where the west begins." Well, that's literally true. Folks *are* interested in each other out here. There is a real hospitality which is noticed at once. And it's sincere. Back in the old days of the West a man had to know who his friends were, due to frontier hardships. And we have just gotten in the habit of being friendly and of being interested in each other's success.

You'll soon become one of us out here. And this western hospitality will make you feel at home. So, Pardner, what are you waitin' on? Why not come on out to the South Plains of Texas—and not waste another year?





The Great S O U T H P L A I N S of T e x a s



Educational Facilities on the South Plains Are Extremely Modern and Efficient



One of the first things that impresses the visitor to the South Plains is the character of their common school system.

When Mirabeau B. Lamar was the second President of the Republic of Texas in 1840 he said: "The cultivated mind is the guardian genius of democracy. It is the only dictator that free men acknowledge, the only security that free men desire." Under the earliest Texas laws, great expanses of land were set aside as school lands. The Texas fathers foresaw the need for education in the state and perhaps caught a vision of its coming greatness.

It would seem that the fathers of the South Plains section have caught the inspiration of the earlier fathers in regard to the vital matter of education. They are building their educational system on bed rock.

The rural school system on the South Plains is as good as any rural school system in the entire

country and far above the average. The buildings are of the most modern and fireproof construction. The schools are very adequately supported. The teaching staffs are of the best. Bus services have been inaugurated in many districts, to take the children to and from school without trouble or danger.

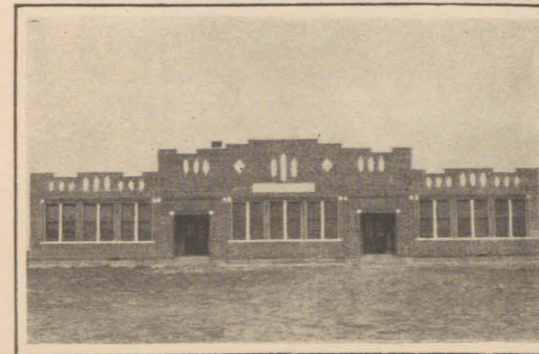
The pictures on these pages will impress you we are sure with the type of school system out here. This matter is all-important to the farmer of any section. No man wants his children to grow up without educational advantages. We have all come to know that education *pays*. The South Plains country is singularly blessed in its educational system.

The rural school is the basis of the system, but we have not stopped here. The high school system is of the best. Every town of fair size has adequate high school facilities. Their affiliations with higher educational institutions are on a par with any high school of similar size. All the subjects taught in modern high schools are taught here.

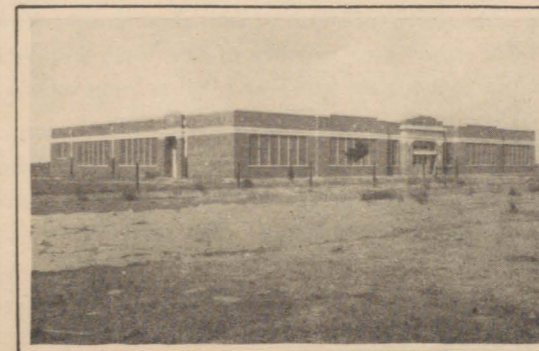


Two hundred and fifty-two students graduated from the Lubbock high school last year.

Then the educational facilities have been carried even further. The South Plains farmer need not send his children to distant parts of the state

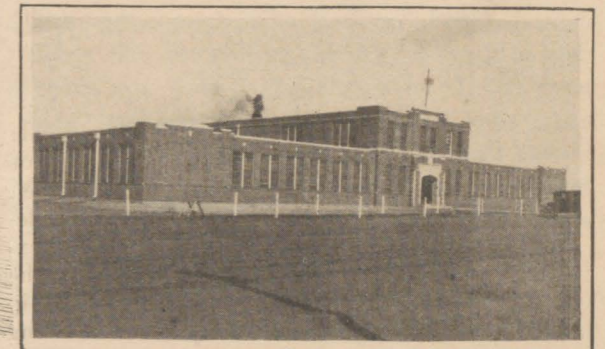


to receive higher educational advantages. On pages 26 and 27 of this booklet are described the Texas Technological College and the State Agricultural Experiment Station—both of which are located at Lubbock. The former is an accredited college with an enrollment in 1929 of over 2,000 students and



this enrollment is increasing by leaps and bounds. The college is completely equipped and offers degrees of the same standing as other state colleges over the nation.

The State Experiment Station does not offer a college course, but offers unlimited and valu-

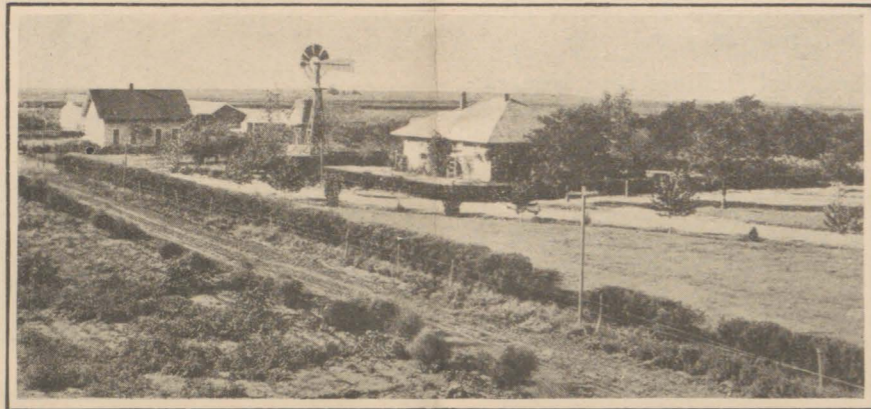


able data to farmers on the practical aspects of South Plains farming.

The educational facilities which the South Plains offer you merit your deep consideration. Can you *afford* to move to a section which offers you less?



The Great S O U T H P L A I N S of T e x a s



People

Among city people, their liking for a town depends largely on the kind of friends they make there. They say, "I don't like such and such a town and I am very fond of such and such a town"—but when you sift down the facts you'll always find that they have better friends in the latter place, and that is the reason for their like and dislike.

This has much to do with a farmer's satisfaction with his community as well. It is true, that he does not have as close association with his neighbors as does the city man—but with the automobile the farmer is no longer isolated. His neighbors are closer. He visits them oftener.

We think you will like us folks out here on the South Plains. We like each other. There is nothing high-hat about us. We're just plain

folks. But we're interested in each other. We pull together. We welcome the stranger to our midst and make him one of us.

Practically all South Plains people are native born white population. During harvest seasons we have access to large supplies of negro and Mexican labor if we want it. But the farmers here are white people. And they are serious minded, upstanding citizens of the type that you will like to associate with—and feel at home among.

Here's another big advantage of this country. You are among people that you'll like and who will want to help you in every way they can. Your social associations as well as your available educational advantages are of your very own choosing on the South Plains. That does make a difference, doesn't it?



Spirit

We often hear this statement out here, "The South Plains is a young man's country." It is. But the word "young" has nothing to do with a man's age in years. I've seen men at fifty that were "younger" than others at thirty-five.

It's the youthful spirit of the South Plains that is meant. And my friend, it's here. This is a new country—as far as agricultural development is concerned. You plow under virgin land that never before felt a plough-share. There's a thrill in that. You grow up with the country. You see your land increase in value with each passing year.

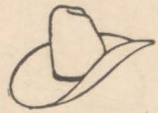
Then there's just something about the air out here that makes one feel young and full of get-up-and-go. The air and water are invigorating. You'll soon feel a lot younger than the calendar and the date in the family Bible tells you!

That spirit is typified not only in each man's personal affairs—but it applies to community in-

terests as well. We all pull together. We can see the effectiveness of our efforts. It's a new country. We're building something for our old age and for our children. We've got incentive!

The picture at the top of this page is of a group of South Plains folk who left their businesses and got out to raise money to build a fine new hotel in Lubbock. And they raised the money in record time. No one was benefiting personally—but we saw we needed the hotel for the community benefit and we did it. The same spirit has brought the Texas Technological College, the Texas Experiment Station, the Santa Fe and Fort Worth and Denver City Railways.

This South Plains spirit will rejuvenate you. You'll soon feel that you're one of us—and you *will* be. You'll want to take hold and lift, too. Come on out, we need you to develop this marvelous country!



Here Are Facilities For the Most of Your

Learning How to Make South Plains Farm



TEXAS TECHNOLOGICAL COLLEGE, LUBBOCK, TEXAS

It has been said that, "If a man who does not live on the South Plains sends his son to Texas Tech he'll never see him again unless he moves to the South Plains."

Of course this is not literally true, but it gives you something to think about. It means that the Texas Technological College so trains a boy or girl and so shows them the opportunities all around them here on the South Plains—that most of them want to settle right here and start their fortune.

The Texas Technological College opened its doors to students on October 1, 1925. Before the close of the fall term the enrollment reached 925. The enrollment in 1929 was over 2,000 and is increasing by leaps and bounds.

Everything at Texas Tech is brand new—buildings, machinery, equipment. Its graduates are given full graduate standing at any college in the land. It is as good a college as there is and has a wonderful future ahead.

There are four colleges in the organization of the

Tech as follows:

Agriculture, including agronomy, horticulture, animal husbandry, dairying, in all their branches.

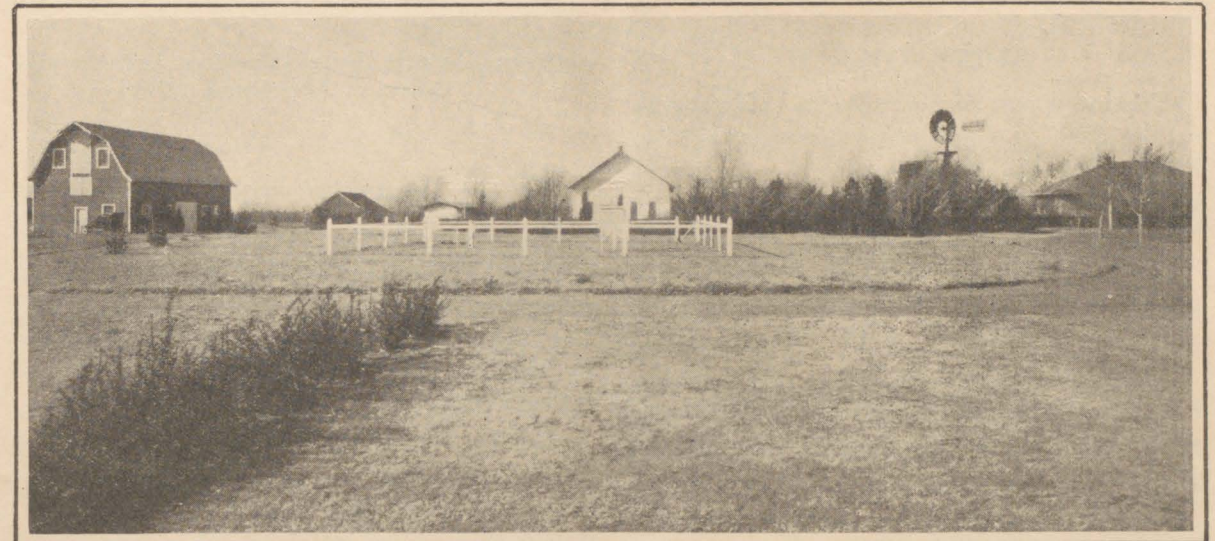
Liberal Arts, giving instruction in practically all of the conventional college subjects.

Home Economics, including cooking, sewing, child hygiene, and all the lines necessary for preparation for home making.

Engineering, including civil, electrical, mechanical, chemical, architectural, engineering. Most stress is laid upon textile engineering.

Extension work is offered which enables one to do work toward a degree by correspondence.

Summer school courses are arranged, and many adult farmers will take advantage of these six-week terms in the School of Agriculture to learn scientific farming as applied to the South Plains region. The fees are very nominal and the actual practice method is used on the many acres of the school's experimental fields.



STATE EXPERIMENT STATION, LUBBOCK, TEXAS

This station was established in 1909, and has done much to bring scientific farming practice into the South Plains. The work of this station is supplemented by another one at Spur, Texas, which specializes in live stock culture and experiments in feeding. The facilities of these two stations are completely available to any farmer who wants it.

An annual Field Day is held at the Lubbock Station each fall just before harvest time. Farmers are invited to visit the station at this time and go over the entire farm which is in cultivation. Hundreds of farmers come to see these tillage methods and have their problems individually discussed. Experiments are constantly being conducted with cotton, grain sorghums, fruits, truck, rotation work, etc.

The data is carefully compiled and compared over a period of years.

This station is also the fountain head for pure strains of seed. Seed is furnished to representative farmers in various sections and they in turn supply their neighbors—thus keeping up pure strains.

In 1927 this station answered 1,665 letters from farmers and entertained 6,487 visitors. Comprehensive bulletins on every agricultural subject that a new farmer in this section would be interested in having have been compiled and are sent free for the asking.

Truly, here are the facilities to enable the farmer to move into this great South Plains region and make the most of his farm.



T h e G r e a t S O U T H

Every One of the Fifteen South Plains Counties Description

BAILEY COUNTY

Northwest part of South Plains. Total acreage, 659,200. Uncultivated acreage, 613,245. Principal towns: Muleshoe, county seat; Baileyboro, Bula, Mill, Hurley, Enochs and Goodland. Served by the Santa Fe Railroad.

BORDEN COUNTY

Southeast part of South Plains. Total acreage, 572,800. Uncultivated acreage, 537,340. Principal towns: Gail, county seat; Tredway, Kingsmere and Durham.

COCHRAN COUNTY

West part of South Plains. Total acreage, 556,160. Uncultivated acreage, 549,547. Principal towns: Morton, county seat; Bledsoe, Lehman, Whiteface and Chipley. Served by the Santa Fe Railroad.

CROSBY COUNTY

East part of South Plains. Total acreage, 556,800. Uncultivated acreage, 369,857. Principal towns: Crosbyton, county seat; Ralls, Lorenzo and Cone. Served by the Santa Fe Railroad.

(Note:—Acreage figures taken from United States Census of Agriculture, 1925)

DAWSON COUNTY

South part of South Plains. Total acreage, 577,920. Uncultivated acreage, 392,789. Principal towns: Lamesa, county seat; Sparenberg, Pride, Lou, Arvana, Michies. Served by the Santa Fe Railroad.

FLOYD COUNTY

Northeast part of South Plains. Total acreage, 647,040. Uncultivated acreage, 382,761. Principal towns: Floydada, county seat; Lockney, South Plains, Sterley, Dougherty, Stringer, Aiken, Muncy, Mickey and Alcino. Served by the Santa Fe, Fort Worth and Denver South Plains, and Quanah, Acme and Pacific Railroads.

GAINES COUNTY

Southwest part of South Plains. Total acreage, 985,600. Uncultivated acreage, 936,192. Principal towns: Seminole, county seat; Seagraves, Eclipse, Logsdon, Hatchton and Loop. Served by Santa Fe Railroad.

P L A I N S o f T e x a s



Is Dotted With Growing Progressive Towns of Counties

(NOTE: Thousands of acres have been put under cultivation since 1925.)

GARZA COUNTY

Southeast part of South Plains. Total acreage, 556,800. Uncultivated acreage, 478,917. Principal towns: Post, county seat; Southland, Justiceburg and Close City. Served by the Santa Fe Railroad.

HALE COUNTY

North part of South Plains. Total acreage, 663,040. Uncultivated acreage, 408,555. Principal towns: Plainview, county seat; Hale Center, Abernathy, Petersburg, Running Water, Halfway and Ellen. Served by the Santa Fe and Fort Worth and Denver South Plains Railroads.

HOCKLEY COUNTY

West central part of South Plains. Total acreage, 554,880. Uncultivated acreage, 518,448. Principal towns: Levelland, county seat; Anton, Smyer, Ropesville, Clauene, Pep and Roundup. Served by the Santa Fe Railroad.

LAMB COUNTY

North part of South Plains. Total acreage, 654,080. Uncultivated acreage, 542,948. Principal towns: Olton, county seat; Littlefield, Amherst, Sudan, Earth and Yellow. Served by Santa Fe Railroad.

LUBBOCK COUNTY

Center of South Plains. Total acreage, 555,520. Uncultivated acreage, 324,290. Principal towns: Lubbock, county seat; Slaton, Idalou, Shallowater, Wolffarth, Monroe, Becton, Hurlwood, Posey, Woodrow, Burris, Canyon, Acuff and Doud. Served by the Santa Fe and Fort Worth and Denver South Plains Railroads.

LYNN COUNTY

South central part of South Plains. Total acreage, 552,960. Uncultivated acreage, 399,353. Principal towns: Tahoka, county seat; O'Donnell, Wilson, New Home and Draw. Served by Santa Fe Railroad.

TERRY COUNTY

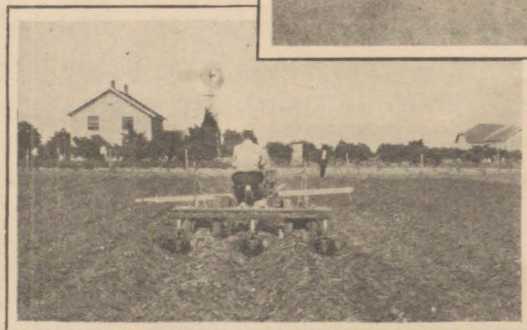
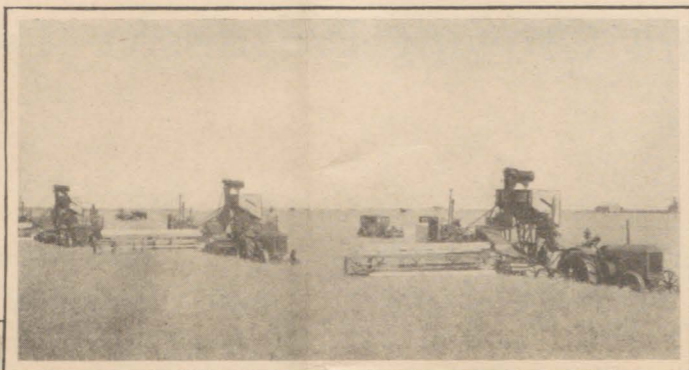
Southwest part of South Plains. Total acreage, 556,800. Uncultivated acreage, 420,251. Principal towns: Brownfield, county seat; Meadow, Tokio, Gomez, Wellman and Pollock. Served by Santa Fe Railroad.

YOAKUM COUNTY

Southwest part of South Plains. Total acreage, 562,560. Uncultivated acreage, 546,165. Principal towns: Plains, county seat; Bronco and Sligo.



The Great S O U T H P L A I N S o f T e x a s



Progress

You have read that this is a "young man's country" out here. If you could see the farming methods on the better class farms out here you would realize what this statement means. The most modern and efficient methods are used that can be found anywhere.

Above are illustrated three of these modern, labor-saving mechanical processes which have been adapted to farm life on the South Plains—the wheat harvesting combine, the tractor and disc plow, and the cotton harvesting "sled."

In the first place, there is no country more admirably adapted to machinery methods in farming than the South Plains. The country is level as a floor. There are no stumps to be pulled or burned out thus leaving an obstacle to be plowed around. The soil is of a loam structure and not "tight" to work. There are more outdoor working days due to the climate. After rains, the soil can be worked much sooner than the average due to its structure.

In the second place, the land is so cheap that a man can afford to buy larger acreages which give him a huge block to use as a seed bed with the me-

chanical devices readily available for sowing, cultivating and harvesting.

Experiments have been continuing for years seeking to perfect a machine to pick cotton. Several experimental models were tried out on the South Plains in 1927. It is only a matter of months now until a reliable, mechanical cotton picker is put on the market. And the South Plains is the best adapted country in the United States for the use of these machines because of the advantages enumerated above.

At present many farmers are using the homemade "sled" type of cotton harvester pictured above. This is easily made and used and enables one man to harvest more cotton a day than ten can pick by hand—at a tremendous saving in cost. The cotton burr extractor machine takes these bolls that have been "sledded" and extracts the lint—giving practically as good a grade of cotton as the hand picked variety.

Progressive methods await you here. You are moving up in the agricultural scale when you settle on the South Plains!



Lubbock

The Hub of the South Plains

The City of Lubbock is the Hub of the South Plains. It is located almost in the exact geographical center of the fifteen counties comprising the South Plains and has for years been the main city.

It has a background of colorful history and a future of rosy promise. It is peopled with progressive, hard-working, far-seeing folks. They are proud of their city and the South Plains around them. They are building for a great future—a future which even the most optimistic of us hardly dare to clearly picture.

Here are just a few facts about Lubbock that will interest you:

- Population 21,500.
- Eight railroad outlets with 20 daily trains.
- Elevation, 3,251 feet; average winter temperature, 40 degrees; summer, 77.5 degrees.
- Three thousand five hundred and fifty hours sunshine per year.
- Building permits in 1929, \$3,337,305.60.
- Two cotton compresses, one cotton oil mill, eight gins, three cotton exchanges and over 150 buyers.
- Lubbock is the concentration point for all South Plains cotton.
- Seven designated state highway outlets with

fifty-six daily automobile passenger busses.

There are fifteen South Plains counties in the Lubbock trade territory with a population of more than 200,000 and with only 33 1/3 per cent of the tillable land under cultivation. Lubbock has 186 wholesale distributing houses.

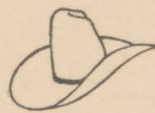
Every religious denomination is represented in Lubbock.

Natural gas for domestic, commercial and industrial uses. The cheapest electric rate for both domestic and industrial purposes in Texas.

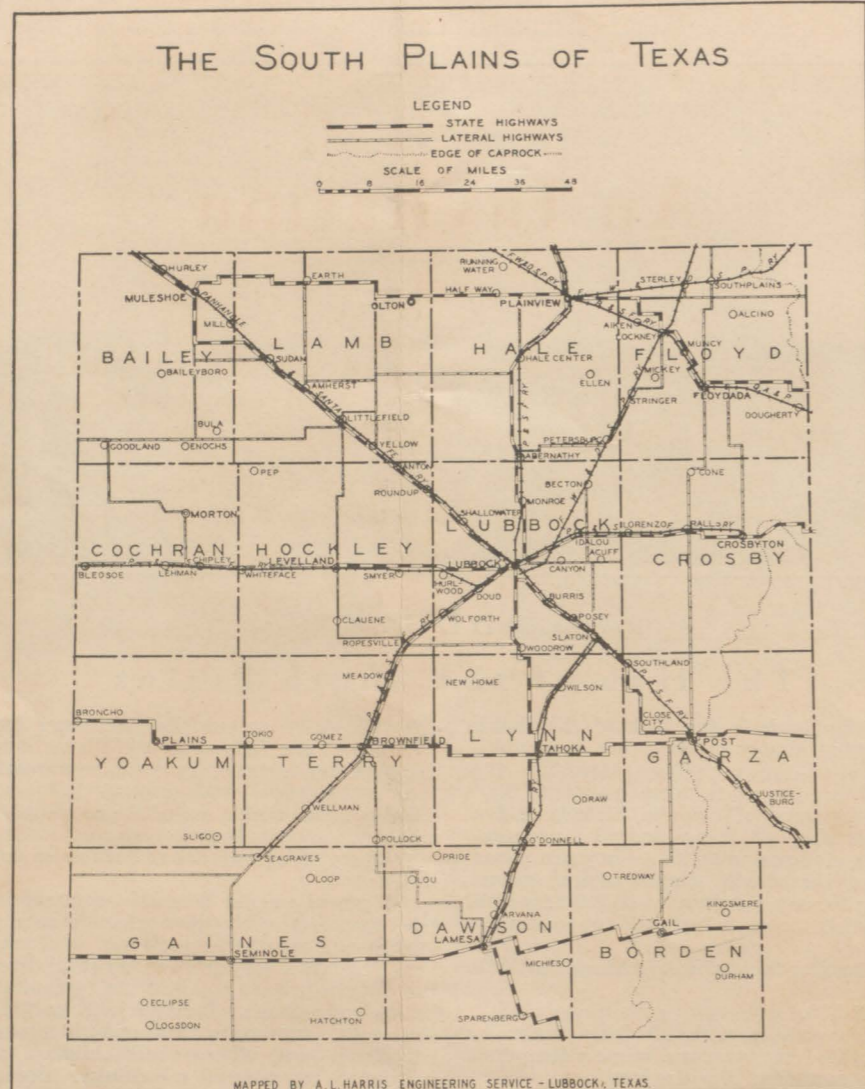
Of course, very few farmers will live in Lubbock. But they will want to know the type of city that is to be their "capital". Lubbock will be the place where they will congregate now and then and meet their neighbors—and where their children can have the wonderful educational advantages already described.

You'll be welcome in Lubbock. You'll come here first to meet me and the South Plains Incorporated people—and we'll give you a genuine West Texas welcome. We need you and want you. And maybe, perhaps, you need us, too—and what these great South Plains have to offer you!

Won't you write me what you think? I'll be glad to personally answer your letter.



The Great SOUTH PLAINS of Texas



Detail Map of Counties of South Plains Showing all Towns, Railroads and Roads

This map shows in detail all the fifteen counties which comprise the South Plains, together with towns, roads, railroads, etc. It will be helpful in visualizing just what section you will be most interested in. We suggest that you use it in connection with the description of the different counties on pages 28 and 29.

An Invitation



ELL, my friend, this finishes up our little book, and I feel I haven't told you half of our wonderful story, and I know there will be many things you'll want to ask about.

Please feel perfectly free to write me for any information you wish. I'll be more than glad to take care of the matter personally.

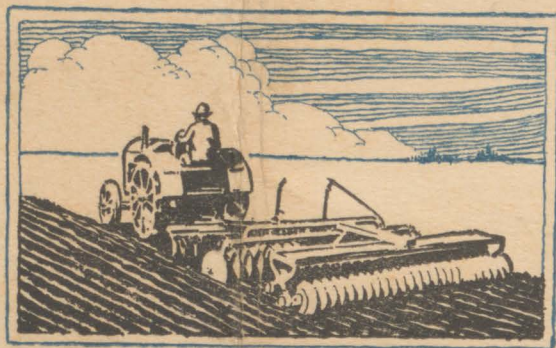
And another thing! Won't you try to come out here and visit us? You can't know half about this marvelous country till you've seen it. Won't you plan to come out and look it over yourself?

I'll send you complete information about rail and motor routes from your home to the South Plains if you request it.

So Pardner, what are you waitin' on? Come on out to the South Plains of Texas where farming pays a real profit.

Sincerely yours,

THE SPOKESMAN,
c/o South Plains, Inc.
Lubbock, Texas.



The Great
SOUTH PLAINS
of Texas