



Voyages of discovery don't require a small armada of ships and the financial support of royalty. In Levelland, the heart of the Llano Estacado, you'll find a life-style gem of learning, culture, commerce, shopping, and memories in a land that used to be dominated only by ranches, cattle barons, cotton gins and pumpjacks.

A West Texas Welcome!

In 1540, Spain's Coronado de Vasques first claimed this Llano Estacado territory that is now world-known as a leading producer of oil and fiber. But the friendly people who live here will tell you that our real treasure lies in the most spectacular sunsets in the world! Welcome to a city with "quiet, neighborly charm" and "big city conveniences."

Rich in History

There were no census returns for Hockley County until 1900, when forty-four people were found living here. That year, five ranches encompassing almost 354,000 acres and 15,700 cattle were counted. Known as the "last frontier of Texas", Levelland is home to some of Texas' grandest ranches including the Spade Ranch (where barbed-wire was invented), the Mallet Ranch, and the southern border of the massive XIT Ranch (the ranch that built the Texas State Capitol.) Settlement accelerated

during the early 1900's, the county was organized in 1921, and the City of Levelland was incorporated in 1926. The discovery of oil and gas brought large scale industry and within a short period of time witnessed the most rapid development of any section of Texas.

A Quaint, Historic Downtown

The beautiful Hockley County Courthouse was built in 1927 and serves, along with a windmill and new gazebo, as a lovely backdrop to the many boutiques and stores that offer an array of merchandise from hardware to diamonds, consignment crafts to lady's apparel, decorative accessories to shoes, scented candles to building materials.

Levelland — "City of Mosaics"

A mosaic is a 6000-year old art technique where cubes of glass tile are fixed in a pattern to make a work of art. There are more than seven mosaics throughout the city commonly called the "City of Mosaics". They can be found on the Fine Arts Building at South Plains College, Methodist Hospital, Levelland Clinic, Science Building at South Plains College, the Chamber of Commerce building, The Carver School and The Hockley County Library on two corners.

Tom T. Hall Recording Studio & "THURSDAY NIGHT LIVE"

Music is also a treasure of Levelland. The Tom T. Hall Recording and Production Studio is the largest recording studio between Dallas, Texas and Phoenix, Arizona. South Plains College is the only college in the USA to offer a degree in country and bluegrass music where students

sharpen their performance and musical skills. SPC's Creative Arts Department is famous for entertainment legends such as Lee Ann Womack (#4 on the charts 10/97), Heath Wright (lead singer for Ricochet), Natalie Mains (lead singer of the Dixie Chicks) and many others.

"THURSDAY NIGHT LIVE" is a *live*-Branson-style music show that offers you the chance to be the audience and watch "up and coming stars" perform in the fabulous Tom T. Hall Studio for a "taping" of the program. It is free and open to the public on Thursday evenings. *Call for date and time.*

Levelland is a Sports Town

More than 90,000 people visit South Plains College every year to attend a sporting event of one kind or another. Very fine facilities and a town that loves winners offer the right environment for any sporting event.

Discover a Texas Treasure

The wonder of Levelland is that there was treasure here all along. Not the treasure that Coronado sought, but more. Today, Hockley County ranks consistently in the top 5 cotton counties in Texas. We are on the north end of the Permian Basin — the third largest oil field in the world. Since 1926, people have continued to embrace the spirit of early pioneers to claim for themselves the richness of life in Levelland — the heart of the Llano Estacado.

*For your free copy of our Calendar of Events,
call the Levelland Chamber of Commerce
(806) 894-3157 — fax (806) 894-4284
www.ci.levelland.tx.us*