

(Oct. 1990)
**United States Department of the Interior
National Park Service**



**NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM**

1. NAME OF PROPERTY

HISTORIC NAME: Carlock Building
OTHER NAME/SITE NUMBER: New Cotton Exchange Building

2. LOCATION

STREET & NUMBER: 1001-1013 13th Street
CITY OR TOWN: Lubbock
STATE: Texas **CODE:** TX **COUNTY:** Lubbock **CODE:** 303
NOT FOR PUBLICATION: N/A
VICINITY: N/A
ZIP CODE: 79401

3. STATE/FEDERAL AGENCY CERTIFICATION

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this (nomination) (request for determination of eligibility) meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (meets) (does not meet) the National Register criteria. I recommend that this property be considered significant (nationally) (statewide) (locally). (See continuation sheet for additional comments.)

[Signature] 8 JUN 2004
Signature of certifying official Date

State Historic Preservation Officer, Texas Historical Commission
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of commenting or other official Date

State or Federal agency and bureau

4. NATIONAL PARK SERVICE CERTIFICATION

I hereby certify that this property is:

- entered in the National Register
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet
- determined not eligible for the National Register
- removed from the National Register
- other (explain): _____

Signature of the Keeper Date of Action
Edson H. Beall 7/29/04

5. CLASSIFICATION

OWNERSHIP OF PROPERTY: Private

CATEGORY OF PROPERTY: Building

| NUMBER OF RESOURCES WITHIN PROPERTY: | CONTRIBUTING | NONCONTRIBUTING |
|---|---------------------|------------------------|
| | 1 | 0 BUILDINGS |
| | 0 | 0 SITES |
| | 0 | 0 STRUCTURES |
| | 0 | 0 OBJECTS |
| | 1 | 0 TOTAL |

NUMBER OF CONTRIBUTING RESOURCES PREVIOUSLY LISTED IN THE NATIONAL REGISTER: 0

NAME OF RELATED MULTIPLE PROPERTY LISTING:

6. FUNCTION OR USE

HISTORIC FUNCTIONS: COMMERCE/business=office building

CURRENT FUNCTIONS: COMMERCE/business=office building

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: MODERN MOVEMENT / Art Deco

MATERIALS: FOUNDATION CONCRETE
WALLS BRICK, CONCRETE, STONE
ROOF CONCRETE, ASPHALT
OTHER GLASS

NARRATIVE DESCRIPTION (see continuation sheets 7-5 through 7-9).

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The Carlock Building occupies 1001-1013 13th Street in downtown Lubbock, at the southwest corner of 13th Street and Texas Avenue, a major commercial thoroughfare. The two-story brick building, constructed in 1930-31, contains a primary two-story section and a smaller one-story section along the south side. The footprint is generally rectangular, with the south side somewhat irregular as it was built to jog around an existing building. It is a good local example of Art Deco commercial architecture. The ornamentation and form of the decorative facades feature many Art Deco characteristics, such as vertical pilasters that delineate each bay or section of the façade, and that rise above the parapet to reinforce the illusion of verticality that the Art Deco style created. The building also features patterned brickwork, cast concrete parapet details and multicolored art glass transoms demonstrative of the era and the style. Sited at a prominent corner in Lubbock's historic commercial section, the Carlock Building is among the city's notable commercial architecture.

Setting

Lubbock County and its county seat of Lubbock lie in northwest Texas, on the southern portion of the Great Plains referred to regionally as the South Plains. The region's terrain is level and dotted with by hundreds of ephemeral lakes known as *playas*. Lubbock sits on a wide semi-arid plain known as the *Llano Estacado* (Spanish for Staked Plains). Yellowhouse Canyon, the primary feature of the plain, bisects Lubbock diagonally from the northwest to southeast. Platted as Block O, Section 1 of Lubbock County in 1891, the Original Town of Lubbock occupies flat land just south and west of the canyon, essentially level and about 3200 feet above sea level. Lubbock (population 199,564 in 2000) serves as county seat and as the region's economic hub, based on agribusiness and service industries. The community follows a strict rectilinear street plan laid out on the cardinal directions, and is generally flat with little variation.¹ Although blessed with rich soil, the area's native vegetation consisted primarily of grasses, with few trees to be seen.²

Several Lubbock buildings from the era of greatest growth from the mid-1920s through the mid-1930s are designated landmarks. These include the Fort Worth & Denver South Plains Railway Depot (built 1928, listed in the National Register of Historic Places 1990), Lubbock High School (1930-31, NRHP 1985), Lubbock Post Office and Federal Building (1931-32, NRHP 1995) and the Kress Building (1932, NRHP 1992). The Carlock Building is strategically sited at the southwest corner of 13th Street and Texas Avenue, a major north-south thoroughfare, and is located one block southwest of the Lubbock County Courthouse.

Exterior

Concrete sidewalks front the Carlock Building on the north and east sides, and there is no landscaping. The building footprint is generally rectangular. The major part of the building is two stories, while a small one-story section is located on the south side of the structure. The two-story portion of the building measures 60 feet x 125 feet. The irregularly shaped one-story portion measures 15 feet on the east (front) façade, and 30 feet at the west (rear) façade. This one-story section was built to create a buffer between the Carlock Building and any future large-scale construction to the south, assuring adequate ventilation of the building in the pre-air

¹ Kress Building, NRHP file.

² South Overton Residential Historic District, NRHP file.

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conditioning days of the 1930s. The one-story section prevented any other construction from blocking the prevailing southwesterly winds and causing a loss of cooling winds to ventilate the building. The one-story section also winds around another one-story building, which was erected between 1926 and 1930. For the eastern 80 feet of this section the building is only 15 feet wide, while for the western 45 feet the building is 30 feet wide. The gross dimensions of the entire building are 75 feet on the east façade, and 90 feet on the west façade. The north and south sides are 125 feet.

The two-story portion of the building is steel frame, with terra cotta tile curtain walls filling the voids. The one-story portion is also steel-framed with similar tile curtain walls. Both sections of the building are flat-roofed, with a typical built-up roof surface. The visible facades (east, north and west) are faced with a buff brick veneer, which was similar to the color used at the newly opened Texas Technological College. This buff brick is very popular in Lubbock, and is found throughout the downtown area. The south façade is faced with a lesser quality common brick.

The Carlock Building is one of the few Art Deco buildings constructed in Lubbock, and one of the best preserved of the handful that survive. When built, the two visible facades were true classics of small-scale Art Deco design. Brick columns on the ground floor divided the north façade into seven bays. Texas granite covers the base of each of the brick columns. The columns emerge as engaged pilasters above a cast stone string course that delineates the first and second floors. The pilasters rise up to and through the parapet. The east façade is also divided into similar bays, three on the two-story portion and a single bay in the front of the one-story section. The pilasters feature narrow vertical recessed panels in the brickwork capped by cast stone that adds to the verticality of the structure. A cast stone cap formed into an abstract geometric shape tops each pilaster. The parapet between each pilaster is cast stone as well, with a band of low bas-relief pyramidal forms across the bottom of each cast stone. The cast stone string course on the east and north facades also features a continuing string of repeating geometric patterns that accent the string course and relate it visually to the parapet. This stringcourse is carried southward onto the one-story section and becomes the bottom design element near the parapet for that section of the building. The stringcourse also serves as a sill for the second floor windows. The unadorned south and west facades are capped with a simple cast concrete parapet cap which is the same color as the much more ornate parapets of the east and north facades.

The seven bays are typical of commercial design of the period. On the north façade of the structure a central bay contains both a storefront and an entrance to the stairwell leading to the second floor. This central bay originally contained two sets of doors, one opening into a commercial space, and one that led to the stairwell. A brick column with granite base separated the two sets of doors. A flat awning originally extended over the sidewalk the width of the entire central bay. No other awnings were used on the building. Three more bays flanked the central bay on each side. Each of these bays contained a wood-framed plate glass door with a transom above. Each door and its transoms were flanked on either side by "polished" plate glass windows set on very low sills.

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A much larger fixed transom extended across the entire upper portion of each bay. According to the original plans, these transoms, which have been incorporated into the current storefronts, are made of "Pressed Lens Glass with copper divides for 4"x 4" panes." Most panes are clear translucent glass, but one row of blue panes near the perimeter forms a rectangle, with a yellow-gold pane at each corner. These transoms are divided into three sections, one over each plate glass window and one narrower one over the door. All of the glass sections of the bay were divided by heavy wood frames, both vertical ones between the door and transom and the flanking plate glass windows and horizontal ones between the lower sections and the colored glass transoms.

The three bays on the east façade were somewhat different. The first two bays, which formed the side wall of the corner commercial space, contained only two large plate glass windows separated by a thin wooden divider. However, the colored glass transoms above were the same as those on the north façade. The third bay on the east façade contained two doors, one on each side of the bay, separated by one large plate glass window. Once again, the colored glass transom above was the same as those on the north side. The fourth bay, the front bay for the single story section of the building, was designed just like the ones on the north side, with a central door flanked by two plate glass windows, and a colored glass transom above. However, this bay was narrower than those on the north side, so the plate glass windows were not as wide as the others.

On the second floor, the bays on the north and east facades are identical. Each bay contains two pairs of windows, separated by a narrow brick column. Each of these narrow columns features a central vertical rib of raised brickwork and each continues upward above the window, becoming small engaged pilasters. They rise into the cast stone portion of the parapet where they come to a point, capped by a cast stone portion of the parapet. A rectangular cast stone panel is recessed into the brickwork above each pair of windows, two rectangles per bay. Each pair of windows originally consisted of two standard double hung, one over one wooden windows topped by a single small rectangular transom. The two windows were divided by a heavy vertical wooden element, while a similar horizontal element separated the window from the transom above. Each bay featured two pairs of windows, with six pairs of windows on the east façade and fourteen on the north.

The windows on the south façade were a mix of styles befitting a secondary facade. The first eight pairs of windows on the second floor, running from the east toward the west, are similar to those on the north and east facades, except they feature pairs of two over two windows with opaque glass. The westernmost window on the south façade is a short, truncated version of the others. On the ground floor of the south side, two over two windows with transoms are set in pairs, with transoms and steel grills over all windows. The west end of the building contains just three single one over one windows with transoms, and one much smaller one over one with transom. The first floor of the west façade contains a full sized commercial window unit, complete with colored glass transom, identical to those found on the east end. There are also two horizontal rectangular window units on the first floor of the west end, each with a trio of small two over two wooden windows.

Interior

The interior of the building was designed to meet the typical retail standards of the day. On the ground floor, seven retail spaces faced to the north. On the east side, the third bay from the north contained a small retail

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space, while the fourth bay, in the single story part of the building contained one long narrow space which extended toward the west about 53 feet. These nine retail spaces were functional and relatively utilitarian, with simple plastered walls and ceilings. All but a few were floored with hard maple flooring. Some spaces were treated to a terrazzo floor, as was the stairwell and the stairway. The commercial space on the highly visible northeast corner, the space that shared a section of the building with the stairwell and the first commercial unit to the west of the stairwell utilized the more expensive terrazzo flooring, which was also used in the stairwell.

Access to the second floor was via a stairwell located in the central bay of the north façade. The stairs opened into a long narrow east-west hall, lined on each side by offices, mostly housing cotton brokers, and sampling rooms. The hall is offset slightly to the south, leaving much larger spaces on the north side than the south. There were four spaces on the north side. In the northeast corner a large room was used as a cotton classing area. This room extended westward approximately 55 feet, filling the space behind the three eastern most bays. The space to the west of this space was a 17-foot wide office filling the space behind the central bay. To the west of this office was another large cotton sampling space, which occupied the space behind the next two bays. One small office occupied the space behind the westernmost bay.

In each of the large cotton classing rooms, a large rectangular skylight provided ambient light. These were built to meet government regulations, which required that cotton be classed under natural light of a north-facing skylight. The wells for these skylights are still present, but the glass and framework have been removed and they are now covered over. The floor plan on the south side of the second floor was somewhat different from the north. In the southeast corner of the second floor, a small office approximately 17 by 30 feet occupied the space. A row of five small offices, each approximately 17 by 25 feet, extended westward along the south side of the building. The southwest corner of the building was occupied by restrooms.

These rooms were simple and unadorned, featuring plaster walls and ceilings with plain wooden baseboards and door facings. The spaces all used simple wood framed plate glass doors with opaque glass, as well as a transom to facilitate airflow. All of the rooms also featured a half-wall of opaque glass windows that faced out onto the hall. Flooring on the second level was terrazzo in the hallway and restrooms. Second floor plans were not available, but the flooring in the offices and sampling rooms probably was wood similar to the first floor spaces.

Changes since 1930

Space in the building has been used in the local cotton trade since its construction. In 1973, Watson Carlock leased the prime corner location on the bottom floor of the building to investment firm E.F. Hutton. At that time, the lower floor was extensively remodeled, both on the interior and the exterior. All original commercial/retail storefronts were eliminated and replaced with plate glass. The first floor exterior walls were clad in an aluminum skin that covered all brick surfaces as well as the original transoms, which fortunately were left intact behind the aluminum. The entire first floor was air conditioned for the first time, and the second floor was left to serve as a storage area. No tenant occupied space in the second floor after 1966, and apparently Carlock did not think the space was worth remodeling at anytime after that date.

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In 1984, E. F. Hutton moved out, and with a newfound appreciation for historic preservation, Watson Carlock decided to try to salvage what he could of the building's exterior. The aluminum skin was removed, as were the 1970s plate glass windows. A more modern dark anodized plate glass window was used to replace them, and the original multicolored transoms were once again exposed. Unfortunately, Carlock also replaced all the second floor windows on the east, north and west facades with new plate glass units. He also covered up the front of the small one story section on the south side of the building with an anodized aluminum skin to visually relate it to the façade of the smaller building next door, which is under common ownership, but not part of this nomination. The windows in the south façade were left intact.

Over the years, the interior of the building was altered to suit the needs of a variety of tenants. Most of these changes were minor, until 1973, when the E.F. Hutton Company leased space in the building. They made many changes, especially on the ground floor. The first two bays in the northeast corner, and the small retail space that used the third bay from the north on the east façade were combined into one large open space. The central bay, with the stairwell remained basically original, except that the doorway between the stairwell lobby and the small commercial space next to the stairs was walled off. However, the doorway, the door and all trim were left intact. The three bays to the west of the central bay were broken up into offices. On the second floor, there were fewer changes over the years. Sometime between 1931 and 1973 the classing rooms on the north side of the second floor were divided into two offices with a simple wood stud wall with sheetrock surface. This was probably a post-World War II alteration. Otherwise, little change occurred on the second floor. The second floor was not rented after 1973.

Since the single-story section on the south side of the building was too small for most commercial or retail uses, it soon was incorporated into the rest of the building. According to the 1940 Sanborn Map, this space was used in conjunction with part of the adjacent building to the south, either as a brokers' office or a store. This arrangement continues to the present. The single-story portion of the Carlock Building now forms about half of the floor space of an office in the adjacent building. A section of the common party wall between the two buildings was removed to create a common space at the front of the building. As a part of the 1984 renovation of the Carlock building, the adjacent building and the one story portion of the Carlock Building were visually unified behind a common dark anodized aluminum skin. It is no longer clear from the east façade that any of the one-story street frontage is actually part of the Carlock Building.

The current owner purchased the building in 2002. He is currently using the space behind the fifth and sixth bays, counting from the east to the west, as well as some storage space under the stairwell. The new owner intends to rehabilitate the entire building to use as law offices. Selective demolition was undertaken to ascertain the extent of the work needed. Suspended ceilings used throughout the building after 1973 have been removed. The small offices built by E.F. Hutton in some of the other ground floor spaces were also removed, making the original floor plan again visible in two of the original spaces. Alterations to the exterior since 1973 have impacted the building's integrity of design, materials, and workmanship. However, the building retains sufficient integrity to convey its significance as a historic commercial property.

8. STATEMENT OF SIGNIFICANCE

APPLICABLE NATIONAL REGISTER CRITERIA

- A** PROPERTY IS ASSOCIATED WITH EVENTS THAT HAVE MADE A SIGNIFICANT CONTRIBUTION TO THE BROAD PATTERNS OF OUR HISTORY.
- B** PROPERTY IS ASSOCIATED WITH THE LIVES OF PERSONS SIGNIFICANT IN OUR PAST.
- C** PROPERTY EMBODIES THE DISTINCTIVE CHARACTERISTICS OF A TYPE, PERIOD, OR METHOD OF CONSTRUCTION OR REPRESENTS THE WORK OF A MASTER, OR POSSESSES HIGH ARTISTIC VALUE, OR REPRESENTS A SIGNIFICANT AND DISTINGUISHABLE ENTITY WHOSE COMPONENTS LACK INDIVIDUAL DISTINCTION.
- D** PROPERTY HAS YIELDED, OR IS LIKELY TO YIELD, INFORMATION IMPORTANT IN PREHISTORY OR HISTORY.

CRITERIA CONSIDERATIONS: N/A

AREAS OF SIGNIFICANCE: COMMERCE

PERIOD OF SIGNIFICANCE: 1930-1954

SIGNIFICANT DATES: 1930-31

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: J. B. Davies and Company, Architects and Structural Engineers, Fort Worth, Texas

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-10 through 8-14).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-15).

PREVIOUS DOCUMENTATION ON FILE (NPS): N/A

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

PRIMARY LOCATION OF ADDITIONAL DATA:

- State historic preservation office (*Texas Historical Commission*)
- Other state agency
- Federal agency
- Local government (*City of Lubbock, Planning Department*)
- University
- Other -- Specify Repository:

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The Carlock Building was constructed during late 1930 and early 1931 as the New Cotton Exchange Building, built to house both retail space and cotton classing and cotton brokerage firms. By the 1920s and early 1930s, the production of cotton was the leading economic activity on the South Plains of Texas. Cotton farming began its domination of the regional economy, a trend that would only grow for the next half century. By the 1950s, Lubbock was the largest inland cotton market in the world.

As cotton farming grew in size and scale, so did the businesses necessary to conduct the industry. Cotton gins abounded, and cotton oil mills, seed delinting mills and fabricators of farming, ginning and delinting machinery prospered in Lubbock and the surrounding area. The cotton broker was an important element in the cotton business, as these agents arranged for the sale of the farmer's cotton to a consumer, usually a shipper, or directly to a textile mill of some sort. The brokers, as a part of their business, classed samples of the cotton they were selling in order to verify the quality of the cotton sold and to set a fair market price for the cotton they were handling. Any structure housing a brokerage firm required both office space and classing space. From the 1920s through the 1940s these cotton brokerage/classing facilities were common in downtown Lubbock. The Carlock Building was one of the most important of these brokerage facilities.

The Carlock Building is being nominated under Criteria A in the area of Commerce at the local level of significance, because of its role in the most important economic activity of the South Plains region. As one of the central locations for cotton buyers and brokers it played a vital role in the dominant economic activity of the region. The Carlock Building was a major location of this activity from 1930 to the mid 1950s. Although the Carlock Building is one of a small number of Art Deco buildings remaining in Lubbock, it is not being nominated under Criteria C because of significant alterations to the storefronts and windows.

Development of Lubbock County and Lubbock

Lubbock County was created in 1876 and organized in 1891, and in the 1880s its flat grasslands were sparsely populated by Anglo-Americans engaged primarily in cattle ranching and stock farming. E. R. DeQuazy operated a store in Yellowhouse Canyon and had a post office named Lubbock, receiving his appointment on March 31, 1884. George Singer operated another trading post in the same canyon. When DeQuazy closed his operation in midsummer of 1884, Singer assumed the role of postmaster. Singer's store thereafter functioned as the social center for the area. In August 1890 two towns were established near Singer's store, with Lubbock on the north side of Yellowhouse Canyon and Monterey on the south side.³

In late 1890 local citizens joined forces to establish a central town for the area to avoid a fight over the designation of the county seat. They selected a neutral site near the two older communities, keeping the Lubbock name to facilitate postal service. They quickly migrated to the new town site, moving buildings in their entirety from Monterey and the original Lubbock site.⁴ Isolated because they had no railroad, the city and county grew slowly during their first 20 years.

³ Lubbock Post Office and Federal Building, NRHP file.

⁴ Lubbock Post Office and Federal Building, NRHP file.

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The introduction of rail service by the Santa Fe Railroad in 1909 clearly established Lubbock as the postal distribution center for the South Plains. Rail service also facilitated the replacement of less fire-resistant buildings in the city with masonry buildings. The railroad's lower freight costs increased access to building materials such as brick and stone which were naturally lacking in the South Plains.⁵ Lubbock also incorporated as a city in 1909.

After the railroad reached the city in late 1909, Lubbock began to assert itself as a leader among small towns scattered across the sparsely-populated Llano Estacado. During the 1910s the population more than doubled and Lubbock bypassed Plainview as the largest community and true "Hub of the Plains," as its promoters called the growing city. When the Texas Legislature in 1923 chose Lubbock for the new Texas Technological College (now Texas Tech University), the city's future growth seemed assured. From the beginning a strong relationship existed between the college and the City of Lubbock. To celebrate their success, the city invited West Texans to a gigantic barbecue on August 28, 1923. About 30,000 people attended, jamming the small community (population about 7,000) and consuming more than 35,000 pounds of food. The city exhibited more substantial support by extending street paving and water and electric lines to the 2,008-acre campus site, directly west of town, before construction of the college began.⁶

Between 1923 and 1926 there was dramatic growth in population in the city and the region. During the same period the South Plains boasted 100% increases in both the number of farms and the amount of tilled acreage. By the end of the decade, the sixteen South Plains counties had experienced a population growth of 167%, nearly seven times the state average and ten times the national one. By the end of 1926, the city of Lubbock boasted an estimated population of 17,500, more than four times its size in 1920.⁷

Texas Technological College exerted a strong influence on all facets of the city's economy in the late 1920s, increasing the demand for goods and services and adding to both its permanent and transient populations. Lubbock expanded rapidly throughout the 1920s due to the area's agricultural boom and the development of the city as a regional trade center for the southern High Plains. By 1924, the yearly rate of building permits exceeded one million dollars, and reached \$3,337,041 by 1930. Approximately half of these permits were for residential units.⁸

Lubbock's position as a regional hub of commerce was reinforced in 1928, when the Fort Worth & Denver South Plains Railway, affiliate of the Burlington Railroad system, built a branch line connecting Lubbock to its main line from Fort Worth through the Panhandle in an attempt to capture a share of the High Plains' freight and passenger market. To accommodate this service, the Burlington in 1928 built an elaborate passenger and

⁵ Lubbock Post Office and Federal Building, NRHP file.

⁶ Texas Technological College Historic District, NRHP file.

⁷ Lubbock Post Office and Federal Building, NRHP file.

⁸ South Overton Residential Historic District, NRHP file.

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freight depot southwest of downtown in the 1800 block of Avenue G.⁹ The economy of the region was changing, as cotton farming was rapidly emerging as a dominant force in the economy. People were flocking to the region to buy land to enter the cotton business.

Many Lubbock buildings of the 1920s and 1930s reflect revival styles popular throughout the Southwestern United States, such as Spanish Colonial Revival and Mission Revival, greatly influenced by the campus being designed for Texas Technological College. Buff or golden-colored brick were often popular for exterior walls.¹⁰ In March 1931 the Architect of the Treasury released architectural plans and specifications for a new postal facility in Lubbock, specifying red brick exterior finishes. Opposition quickly arose, however, as the Chamber of Commerce and other civic leaders preferred a light colored stone more consistent with neighboring buildings such as the 1916 Lubbock County Courthouse and the new Lubbock County Jail. Both were sheathed in light colored limestone and buff brick. Additionally, buff brick predominated as a construction material for buildings at Texas Technological College at the west end of Broadway, commercial buildings in the downtown area, and the proposed new high school building on 19th Street.¹¹

Early streets consisted of unimproved paths, then the City of Lubbock installed brick paving on Broadway and several other streets during the 1920s. Constructed of Thurber vitrified paving brick on a concrete subsurface and a sand cushion, much of the brick paving survives. During the 1930s the Works Progress Administration (WPA) constructed many curbs and gutters in the city, and the city also paved many streets with asphalt.¹²

The downtown area bustled with activity in the late 1920s and 1930s. Many large construction projects began before the full effect of the Great Depression was felt. The Carlock Building was built in 1930 and 1931 to serve as the New Cotton Exchange Building. Three established cotton merchants from Weatherford, Texas were the original owners of the building. J.D. and Lloyd Doughty and J.B. Kerby purchased the building site in 1930 from John F. Bacon of Lubbock. The men retained J.B. Davies & Co. Architects and Structural Engineers of Fort Worth, Texas to design and build the structure. The new structure occupied a portion of Lot 17 and all of Lots 18, 19 and 20, in Block 2 (149) in the Original Town section of the City. The other portion of Lot 17 was already occupied by a commercial structure built between 1926 and 1929. Thus the one story portion of the new building's south side wrapped around the slightly older neighbor.

Carlock Building history

The building was complete and in operation by the time the Sanborn Fire Insurance Maps were updated in July of 1931. There were nine retail spaces on the first floor, seven of them facing 13th Street and 2 facing Texas Avenue. The second floor contained seven offices and seven classing rooms. The tenants listed in the Lubbock City Directories reflect the design of the structure. The first floor was occupied by a varied array of retailers, including a jewelry and optical store, office machines and office supplies, electrical supplies, a bicycle store and

⁹ Cactus Theater, NRHP file.

¹⁰ Lubbock High School, NRHP file.

¹¹ Lubbock Post Office and Federal Building, NRHP file.

¹² South Overton Residential Historic District, NRHP file.

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a printing company. As expected, cotton brokers and their sampling rooms took up the second floor. In 1932 there were five cotton brokers operating on the second floor, along with an underwriter and a State Highway Department office. The building was designed as a mixed-use structure and it served that purpose for many years.

The Carlock Building also became the anchor of a larger cotton broker's district. The Sanborn Fire Insurance map from 1957 shows that all or part of every structure but one in the same block was used for cotton classing and handling. In fact, what became the largest inland cotton market in the world was concentrated in a few commercial blocks in downtown Lubbock. Analysis of the city directories from 1930 to 2003 indicates that from the late 1920s into the 1970s, virtually every cotton broker, shipper or buyer in the city was located in either the 1300 block of Texas Avenue, which included the Carlock Building, the 1200 block of Texas, just to the north of the Carlock Building, or the 900 block of 13th, just to the east. In the mid-1950s, a new "New Cotton Exchange Building" was built two blocks to the south, in the 1500 block of Texas Ave., thus extending the district somewhat.

Year after year during the boom period of King Cotton on the Texas South Plains, millions of bales of cotton were sold by tens of thousands of area farmers. It has been estimated that more than 90 percent of these farmers sold their crops to one of the tenants of the "cotton district" in downtown Lubbock. Since the 1970s, the way cotton buyers do business has changed somewhat, as there are fewer independent brokers/buyers, and more marketing is done on the internet or with huge corporate entities. Cooperatives sell directly to mills, which eliminates the need for a broker/buyer/shipper. Even with these changes, in 2003 there were a number of brokers still active in the traditionally concentrated district, including one sole survivor in the one-story section of the Carlock Building.

One of the original tenants of the building was the firm of C.P. and Herbert Carlock. C.P. and Herbert were brothers who entered the cotton brokerage business in 1909. After working in Mangum, Oklahoma and Stamford, Texas they came to Lubbock in 1925. When the new building was constructed, the Carlocks moved in as one of the first tenants, and never left. In 1945 the Carlock Company purchased the building from the original owners.

C.P. Carlock's son, Watson, entered the business in the 1946, and became the sole owner upon the death of his father in 1967. Mr. Carlock was a Texas Tech graduate with a degree in civil engineering and served in the U.S. Army Corps of Engineers in World War II. A member of the Lubbock Cotton Exchange and the American Shippers Association, he had a distinguished career in the cotton industry, including service as president of the Texas Cotton Association. He was also active in the community, serving on many boards and commissions. He served on the Lubbock Independent School District board for nine years, including a term as president in 1970-1972. By 1984 Carlock had developed an appreciation for history and decided to try to reclaim elements of the building's art deco façade. At this time, the building was designated a City of Lubbock Historic Landmark by the Lubbock City Council. Watson Carlock continued in the cotton business until forced into

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National Park Service

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Section 8 Page 14

Carlock Building
Lubbock, Lubbock County, Texas

retirement in 1985 by ill health. The current owner, Kevin Glasheen, is an attorney who intends to remodel the building to house his offices as well as other office spaces. He purchased the building in 2002.

J. B. Davies and Company, Architect

Little information could be found on the designers of the Carlock Building, J. B. Davies and Company Architects and Structural Engineers of Fort Worth, Texas. James B. Davies, Sr. designed the Western Union Telegraph Building at 314-316 Main Street in Fort Worth, a three-story Art Deco building constructed in 1930-31, and similar in scale and design to the Carlock Building. The firm has also been credited with the design of some houses in the Fairmount-Southside Historic District in Fort Worth (NRHP 1990).

Conclusion

The Carlock Building was constructed in 1930-31 as the New Cotton Exchange Building to house both retail space and cotton classing and cotton brokerage firms. Cotton production on the High Plains of Texas expanded rapidly in the first half of the twentieth century, and by the 1950s Lubbock was the largest inland cotton market in the world. Along with cotton gins, cotton oil mills, seed delinting mills and equipment manufacturers, the cotton broker was an important element in the cotton business, arranging for the sale of the farmer's cotton to a consumer, usually a shipper, or directly to a textile mill. The brokers, as a part of their business, classed samples of the cotton they were selling in order to verify the quality of the cotton sold and to set a fair market price for the cotton they were handling. Any structure housing a brokerage firm required both office space and classing space. From the 1920s through the 1940s these cotton brokerage/classing facilities were common in downtown Lubbock. The Carlock Building was one of the most important of these brokerage facilities. Alterations to the building's exterior in the 1970s affected its integrity of design, materials and workmanship. However, the building still conveys its significance as a historic commercial property, and remains a landmark building from Lubbock's period of rapid growth in the early twentieth century.

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National Park Service

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Section 9 Page 15

Carlock Building
Lubbock, Lubbock County, Texas

Bibliography

Abbe, Donald, Paul H. Carlson and David J. Murrah. Lubbock and the South Plains: An Illustrated History. Tarzana CA: Windsor Publications Inc., 1989.

City of Lubbock, Planning Department, Historical Building Files. These files contain general historical information, deed records, building permits, and information pertaining to the building's listing as a local historical landmark.

Deering, Paula. "Art Deco Style In Lubbock and Amarillo." MA thesis, Texas Tech University, 1984.

Glasheen, Kevin, owner of the building. Mr. Glasheen owns a partial set of original plans, which show the front and side elevations, and the floor plan of the ground floor as built in 1930.

Graves, Lawrence L., editor. Lubbock From Town to City. Lubbock: West Texas Museum Association, 1986.

Lubbock Avalanche Journal, January, 28, 1930; June 4, 1930; March 20, 1938

Lubbock Avalanche Journal, January 4, 1967. Obituary of C.P. Carlock.

Lubbock Avalanche Journal, February 14, 1997. Obituary of Watson Carlock.

Lubbock Chamber of Commerce, The Hub, February, 1930, page 3; May-June, 1930, page 4; November-December, 1930, page 8; November-December, 1931, Page 8,

Lubbock City Directories

Hudspeth's Lubbock City Directory, 1930 through 1972.

R.L. Polk's Lubbock City Directory, 1973 through 2003

Sanborn Fire Insurance Map Company, Sanborn Fire Insurance Maps of Lubbock, Texas, for the years 1926, 1931, 1940, and 1957.

Sasser, Elizabeth. Dugout to Deco: Building in West Texas 1880-1930. Lubbock: Texas Tech University Press, 1993.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

| UTM REFERENCES | <u>Zone</u> | <u>Easting</u> | <u>Northing</u> |
|-----------------------|-------------|----------------|-----------------|
| | 14 | 352020 | 3951110 |

VERBAL BOUNDARY DESCRIPTION: North half of Lot 17, all of lots 18, 19 and 20, Block 2 (149), Original Town of Lubbock, Lubbock County, Texas.

BOUNDARY JUSTIFICATION: Nomination includes all property historically associated with the building.

11. FORM PREPARED BY (with assistance from Bob Brinkman, historian, Texas Historical Commission)

NAME/TITLE: Donald Abbe, Ph.D.

ORGANIZATION: Historic preservation consultant

DATE: May 31, 2003

STREET & NUMBER: 4607 23rd Street

TELEPHONE: (806) 792-7826

CITY OR TOWN: Lubbock

STATE: Texas

ZIP CODE: 79407

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS (see continuation sheets MAP-16 through MAP-17 and topographic map)

PHOTOGRAPHS (see continuation sheet PHOTO-18)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: Kevin Glasheen

STREET & NUMBER: 1007 13th Street

TELEPHONE: (806) 741-0284

CITY OR TOWN: Lubbock

STATE: Texas

ZIP CODE: 79401

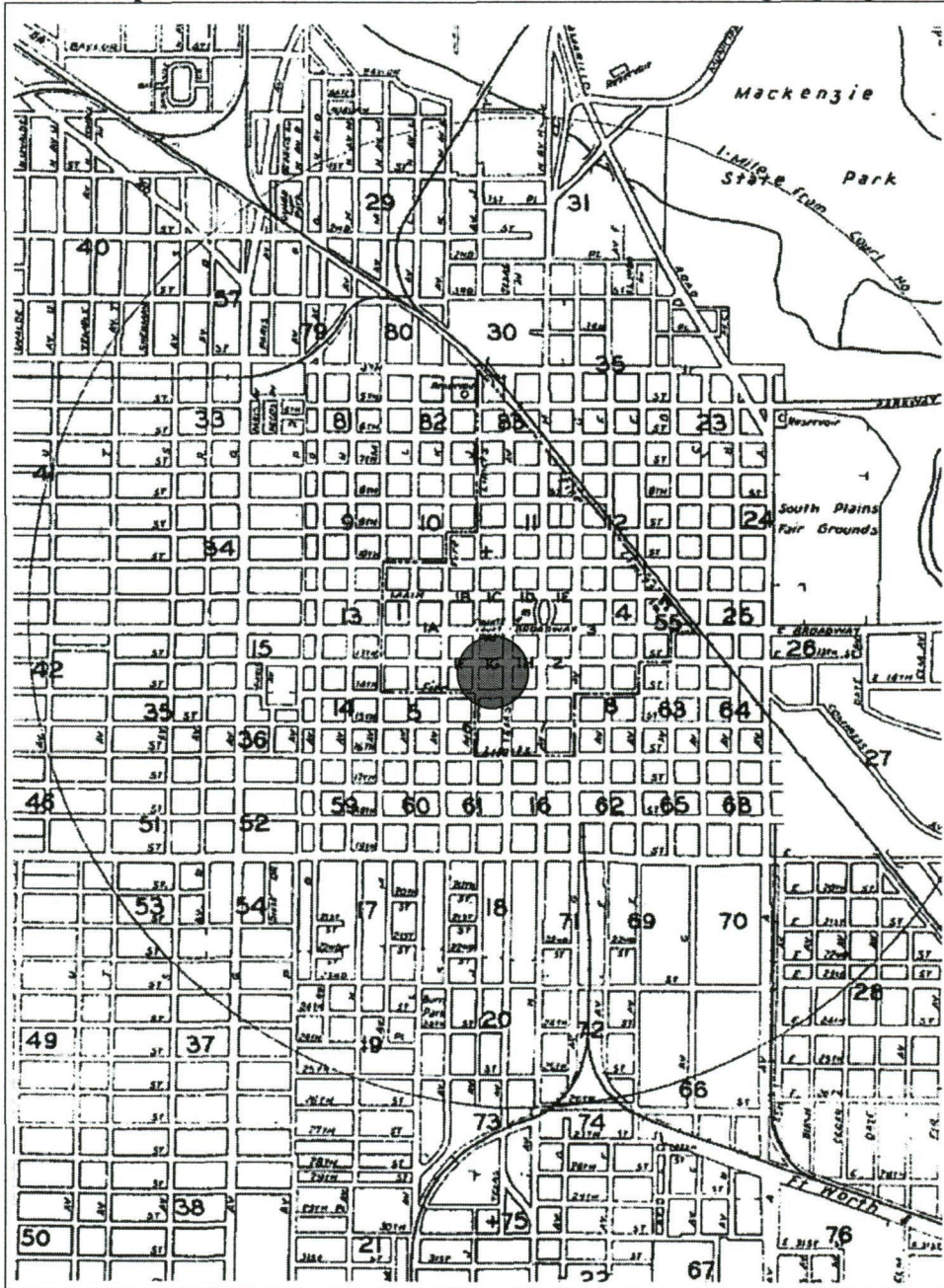
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section FIGURE Page 16

Carlock Building
Lubbock, Lubbock County, Texas

1957 Map of Lubbock with location of Carlock Building highlighted.



United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section PHOTO Page 18

Carlock Building
Lubbock, Lubbock County, Texas

PHOTOGRAPH INVENTORY

Carlock Building
1001-1013 13th Street
Lubbock, Lubbock County, Texas
Photographed by Donald Abbe, May 2003
Negatives on file at Texas Historical Commission

Northeast oblique
Camera facing southwest
Photo 1 of 5

East elevation
Camera facing west
Photo 2 of 5

North elevation detail
Camera facing south
Photo 3 of 5

North elevation detail
Camera facing south
Photo 4 of 5

Second floor corridor
Camera facing east
Photo 5 of 5

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Carlock Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Lubbock

DATE RECEIVED: 6/14/04 DATE OF PENDING LIST: 7/08/04
DATE OF 16TH DAY: 7/23/04 DATE OF 45TH DAY: 7/28/04
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 04000767

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 7/28/04 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in the
National Register

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



BI

CARLOCK BUILDING

1001-1013 13TH STREET

LUBBOCK, LUBBOCK CO., TEXAS

PHOTOGRAPH 1 of 5



194 1 6

CARLOCK BUILDING

1001-1013 13TH STREET

LUBBOCK, LUBBOCK CO., TEXAS

PHOTOGRAPH 2 of 5



1001

194 I E

CARLOCK BUILDING
1001-1013 13TH STREET
LUBBOCK, LUBBOCK CO., TEXAS

PHOTOGRAPH 3 of 5



CARLOCK BUILDING

1001-1013 13TH STREET

LUBBOCK, LUBBOCK CO., TEXAS

PHOTOGRAPH 4 of 5



RVIN

665 611

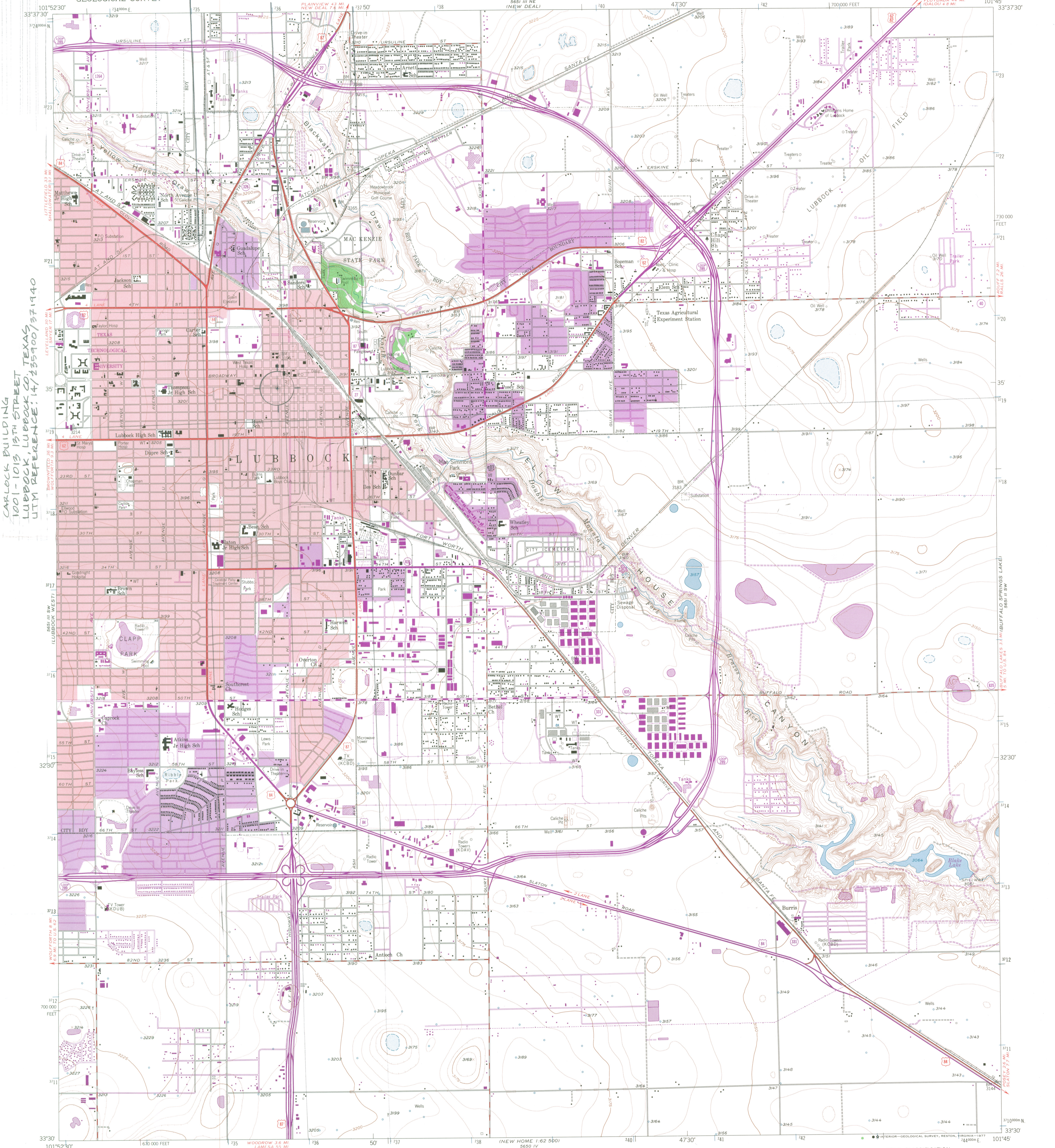
'94 1 6

CARLOCK BUILDING

1001-1013 13TH STREET

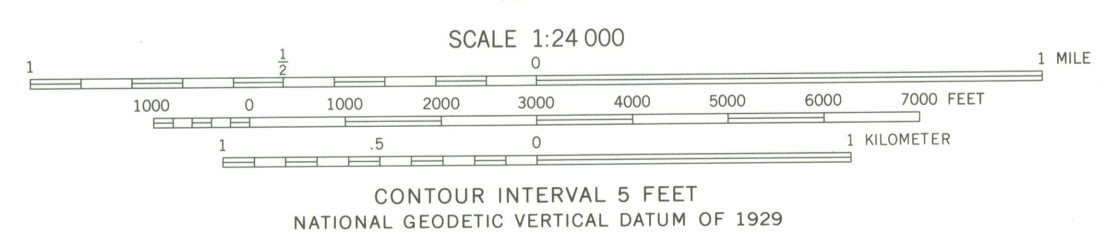
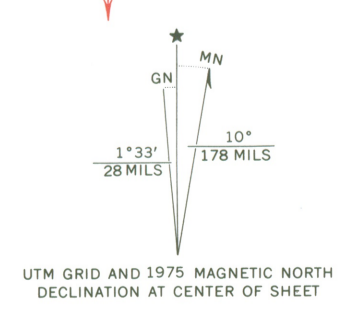
LUBBOCK, LUBBOCK CO., TEXAS

PHOTOGRAPH 5 of 5



CARLOCK BUILDING
1001-1013 18TH STREET
LUBBOCK, LUBBOCK CO., TEXAS
UTM REFERENCE: 14T35900/371940

Mapped, edited, and published by the Geological Survey
Control by USGS and NOS/NOAA
Culture and drainage in part compiled from aerial photographs
taken 1954. Topography from planetable surveys 1957
Polyconic projection. 1927 North American datum
10,000-foot grid based on Texas coordinate system,
north central zone
1000-meter Universal Transverse Mercator grid ticks,
zone 14, shown in blue
Red tint indicates area in which only
landmark buildings are shown
Revisions shown in purple compiled from aerial photographs
taken 1970 and 1975. This information not field checked
Purple tint indicates extension of urban areas



ROAD CLASSIFICATION

| | |
|---------------------------------|---|
| Primary highway, hard surface | Light-duty road, hard or improved surface |
| Secondary highway, hard surface | Unimproved road |
| Interstate Route | U. S. Route |
| | State Route |

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

LUBBOCK EAST, TEX.
SE 1/4 LUBBOCK 15 QUADRANGLE
N3330-W10145/7.5
1957
PHOTOREVISED 1970 AND 1975
AMS 5651 III SE—SERIES V882

3301-321



**TEXAS
HISTORICAL
COMMISSION**

Rick Perry • *Governor*
John L. Nau, III • *Chairman*
F. Lawrence Oaks • *Executive Director*

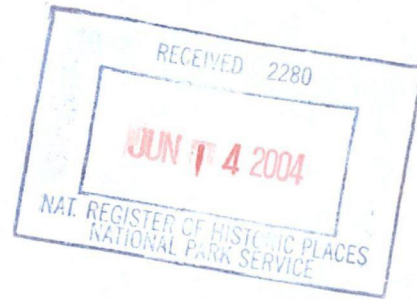
The State Agency for Historic Preservation

TO: Carol Shull, Keeper
National Register of Historic Places

FROM: Gregory W. Smith, National Register Coordinator
Texas Historical Commission

RE: Carlock Building, Lubbock, Lubbock County, Texas

DATE: June 8, 2004



The following materials are submitted regarding: Carlock Building, Lubbock, Lubbock County, Texas

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | Original National Register of Historic Places form |
| <input type="checkbox"/> | Resubmitted nomination |
| <input type="checkbox"/> | Multiple Property nomination form |
| <input checked="" type="checkbox"/> | Photographs |
| <input checked="" type="checkbox"/> | USGS map |
| <input type="checkbox"/> | Correspondence |
| | Other: |

COMMENTS:

SHPO requests substantive review

The enclosed owner objections (do) (do not) constitute a majority of property owners

Other _____