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OF

AMARILLO

"QUEEN CITY OF THE PLAINS"

COMPRISING OVER SIXTY VIEWS OF THE PRINCIPAL BUSINESS, RESIDENCE AND PUBLIC BUILDINGS OF AMARILLO, PANORAMIC VIEW OF THE CITY, PALO DURO CANYON SCENES, ORIGINAL DRAWINGS AND GROUPINGS, MANY OF THEM PUBLISHED FOR THE FIRST TIME; ALSO AUTHENTIC INFORMATION AND HISTORICAL SKETCH OF AMARILLO, IMMIGRATION FACTS, ETC.

ENDORSED BY AMARILLO CHAMBER OF COMMERCE

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AMARILLO, TEXAS.

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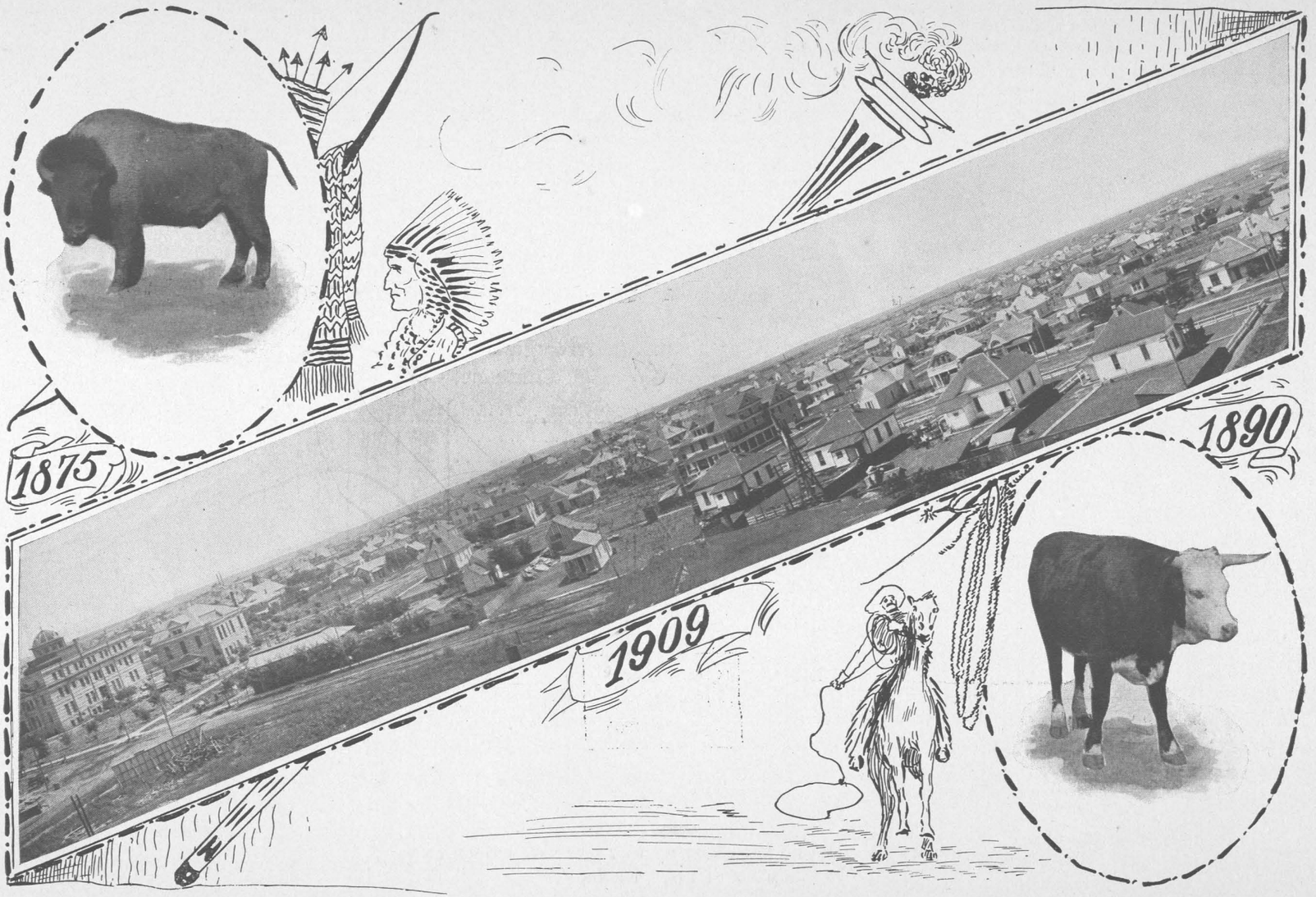


Thirty-five years ago the site of what is now Amarillo was inhabited by the Indian and buffalo; fifteen years ago the cattleman with his great herds of cattle held full sway; today Amarillo is a modern, growing city of 15,000 people.

AMARILLO, "QUEEN CITY OF THE PLAINS"

Amarillo, from the Spanish word meaning "yellow clay," located nearly in the geographical center of that portion of northwest Texas known as the Panhandle, is 1,147 miles southeast of Chicago, 366 miles northwest of Dallas, 469 miles southeast of Denver, 585 miles and 818 miles southwest of Kansas City and St. Louis respectively.

Its population is 15,000 with less than one per cent colored, the population consisting principally of settlers from the agricultural states of the north and east and from other portions of Texas. Its population in 1906 was 8,000; in 1907, 11,000.

As late as the late seventies, the buffalo and Indian occupied the present site of Amarillo; these were replaced by the cattleman who grazed great herds of cattle on the rich plains grass. With the building of the Fort Worth & Denver railroad in 1887 came the first permanent settlement; the town at that time was three miles to the west of the present site and the inhabiants for the most part lived in tents. The town site was changed to the present one in 1889 and everything movable was moved to it from the old town.

In 1890 Amarillo boasted a population of 490; there was no increase in the population until the building of the Santa Fe railroad in 1898. In 1900 the population had reached 1,442. From that time until 1905 the growth was steady but not rapid, the real growth of the city beginning in 1906 and continuing to be steady and rapid and showing each year a big percentage of increase.

While the foregn populaton of Amarillo is confined almost entirely to a few Mexican railroad laborers, it is yet one of the most cosmopolitan of cities in that its population is made up of the progressive people from all parts of the United States: northern enterprise has mingled with southern hospitality and western generosity to produce a community typical of all that is best in American civilization.

With an altitude of 3,640 feet, Amarillo possesses a particularly fine climate; winters are mild and summers cool with invariably cool nights. The following table, showing average monthly temperatures for nine years is the result of observations made by the government weather bureau at Amarillo:

Average monthly temperature for nine years. (Courtesy of T. J. Considine, U. S. weather observer.)

Year	1900	1901	1902	1903	1904	1905	1906	1907	1908
Jan.	40	40	35	39	35	31	39	42	39
Feb.	36	34	38	29	45	24	38	44	40
March	47	45	46	43	52	50	40	57	52
April	52	54	57	56	55	52	56	53	56
May	62	62	66	62	64	63	64	59	64
June	72	73	73	66	70	74	71	72	73
July	74	77	75	78	75	74	74	76	73
Aug.	75	76	77	76	74	78	73	76	74
Sept.	69	68	77	76	69	70	69	71	68
Oct.	59	59	60	58	58	55	53	58	57
Nov.	48	48	47	58	48	47	42	43	45
Dec.	39	37	36	47	37	44	46	38	41

Amarillo's climate is especially beneficial to throat and lung affections; malaria and kindred diseases are unknown. Three sanitariums are already located in Amarillo and another large one is proposed with which to accomodate the hundreds of health seekers who annually visit the city.

Amarillo is the natural commercial center of the entire Panhandle and its tributary country. Three great railway systems, the Santa Fe, Rock Island and the Fort Worth & Denver,

make a division point of Amarillo and each maintains extensive machine shops and roundhouse while the Santa Fe general offices for the entire southwestern division are located here. These three railways give employment to about one thousand resident employees and distribute in Amarillo a monthly payroll of $100,000.

Amarillo has had a rapid manufacturing and industrial growth. The more important industrial enterprises now located here are: ten miles street railway, large packing house, gas plant, electric light and power plant, glove factory, sash and door factory, mattress factory, six banks, twenty-two wholesale houses, $60,000 opera house, federal and state courts, government experimental farm and weather bureau, brick, broom and candy factories, $10,000 park and summer theater.

"The Auto City" is an appellation sometimes given to Amarillo because of the three hundred automobiles in private and public use. The hard, level roads of the surrounding plains that extend for miles in every direction from Amarillo make autoing a pleasure unequalled elsewhere in this country. The open winters that usually prevail make the use of autos possible almost the entire year.

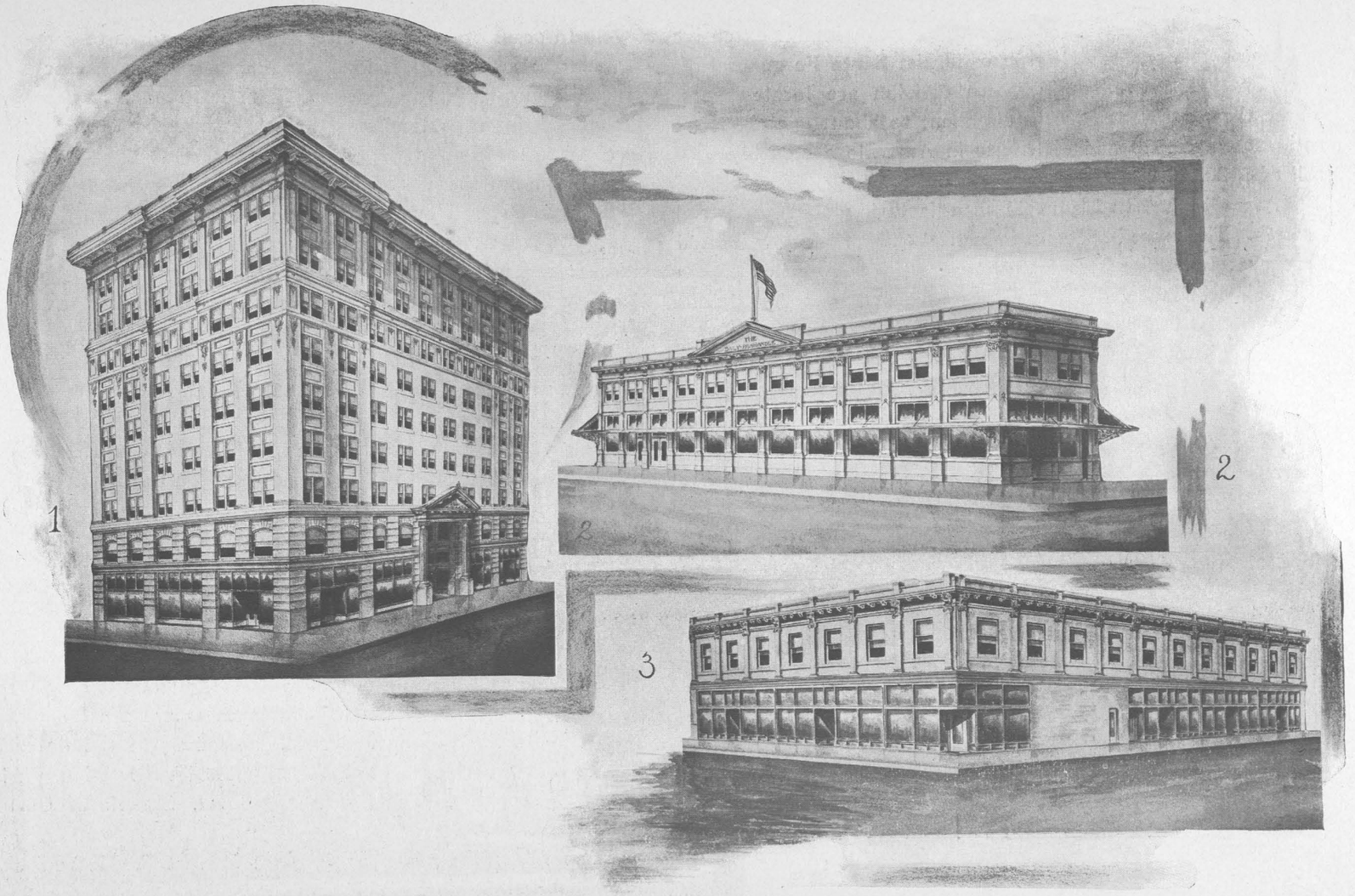
Amarillo's public and private buildings are of a high order. The principal public buildings are a $60,000 opera house, $50,000 Baptist church, $35,000 Methodist church, $100,000 courthouse, $75,000 sanitarium, three depot buildings aggregating $100,000. A number of public and business buildings are now under construction or proposed for the immediate future, the combined cost of which will reach half a million. A conservative estimate of the value of buildings, just completed and under contract for construction, made in August, 1909, gives a total of more than a million and a half dollars.

In point of residence interest, Amarillo gives to the visitor a most pleasing impression. Its homes are of a character unusual to new and growing cities. The best residences are hardly confined to any particular section of the city but are to be found scattered throughout. Its homes are principally of the neat cottage type but there are many palatial homes costing from $30,000 to $60,000. Houses and lawns are well kept and thousands of growing trees are fast forming beautifully shaded streets. Large numbers of rental houses are constantly being built to satisfy an ever increasing demand; nearly all of these houses are strictly modern in equipment.

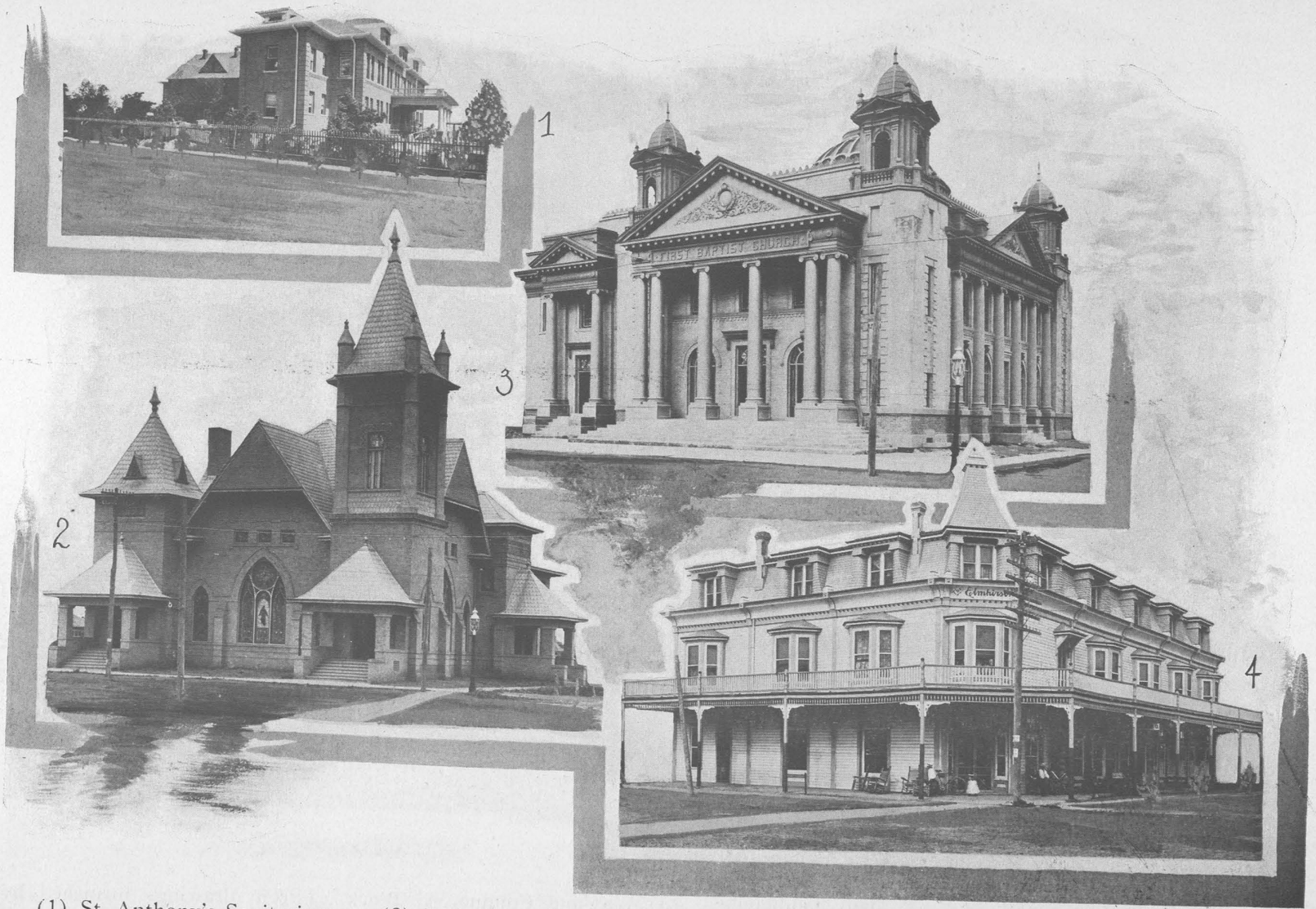
Amarillo's rapidly increasing population has occasioned a large suburban growth and attractive tracts of land on eminences overlooking the city have been laid out into lots and streets to accommodate this demand. Among these is Glenwood, where is located Glenwood park and summer theater. Famous Heights, just east of the city, lies on a gentle slope leading to Famous Heights Park with its lake and automobile drive surrounding it. San Jacinto Heights, overlooking the city from the southwest, is becoming a pleasing residence section; a street railway, connecting with down town lines, accommodates its residents. University Heights, also possessing street railway facilities, affords a beautiful view of the city from the northwest.

The following religious denominations are represented in Amarillo, with numerical strength according to the order in which they are given: Methodist, Baptist, Presbyterian, Christian, Episcopal, Catholic, Congregational, Church of Christ, Christian Science.

Church edifices are as follows: Baptist 2, Methodist 2, Presbyterian 2, Catholic 1, Episcopal 1, Congregational 1, Christian 2.



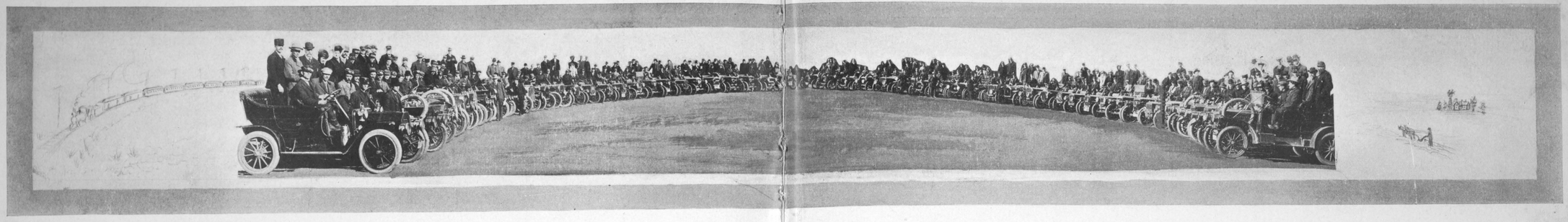
(1) Proposed Office Building. (2) Daily Panhandle. (3) Wayland Commercial Block. (From drawings furnished by courtesy of the architect, George Burnett.)



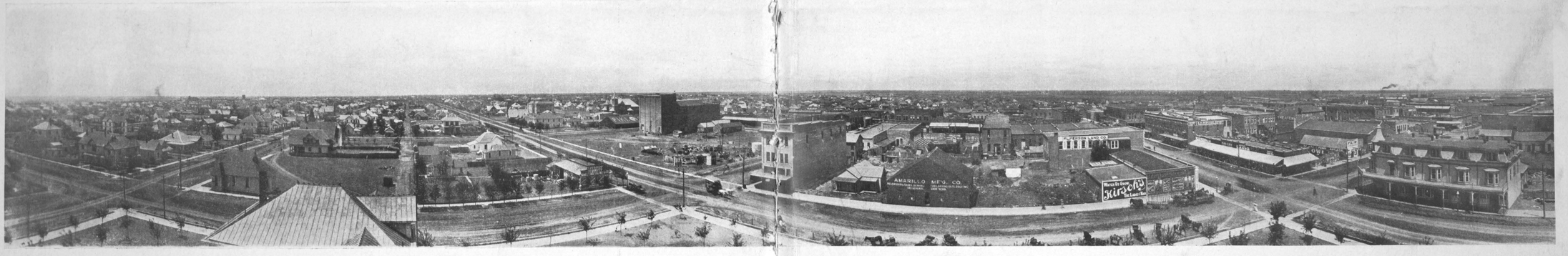
(1) St. Anthony's Sanitarium. (2) Polk Street Methodist Church. (3) First Baptist Church. (4) Elmhirst Sanitarium.

(1) Morrow-Thomas Hardware Company (wholesale.) (2) Morrow-Thomas Hardware Company (retail.)
(3) Greer & Sons Department Store. (4) Panhandle Steam Laundry.

(1) Grand Opera Huose. (2) Elks Club. (3)County Courthouse. (4) Amarillo Hotel, (courtesy Geo. Burnett, architect).



Group of Homeseekers on Semi-Monthly Excursion Day.—More than 30,000 Homeseekers Visit Amarillo Annually.



Panoramic View of Portion of Amarillo looking South from Courthouse Dome.

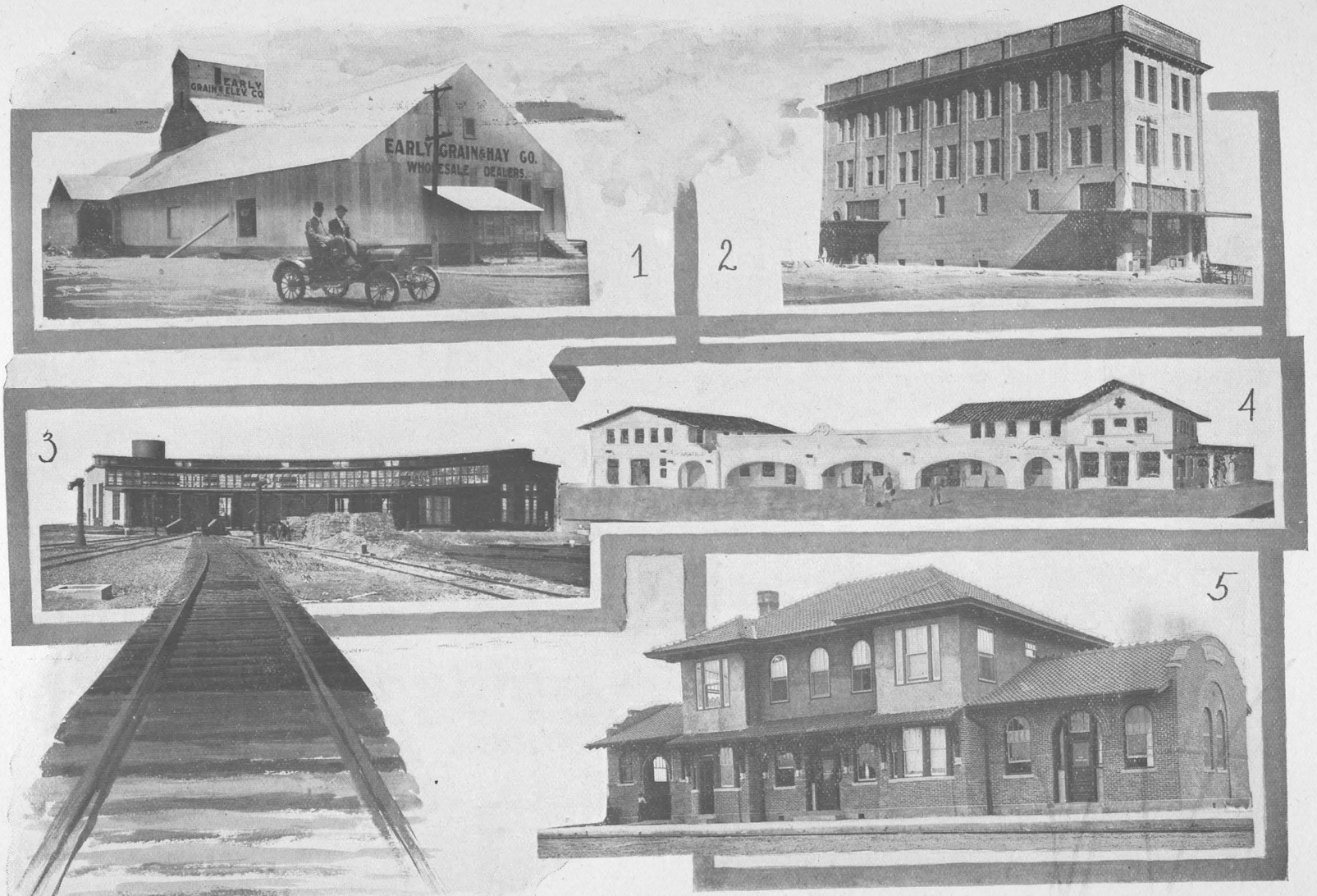
In the Texas Panhandle the Cowman has been superseded by the Plowman.

Seventy-five thousand home-seekers visited the Texas Panhandle in 1908; 25,000 of this number settled or invested; 30,000 of them visited Amarillo; 385 cars of immigrants were unloaded in Amarillo and 900 in the Panhandle.

The percentage of visitors who settled or invested in the Panhandle in 1904 was less than 1 per cent; it is estimated that the percentage in 1909 will be at least 70.

In 1905 the proportion of settlers and investors was 5 per cent more than in 1904; in 1906 the proportion was 12 per cent more than in 1905; in 1907 the increase was 27 per cent over the preceding year; in 1908 the inrcease was 42 per cent over 1907.

These big figures serve to show the rapidity with which the Panhandle country i s being settled and account for the rapid growth of Amarillo, the metropolis.



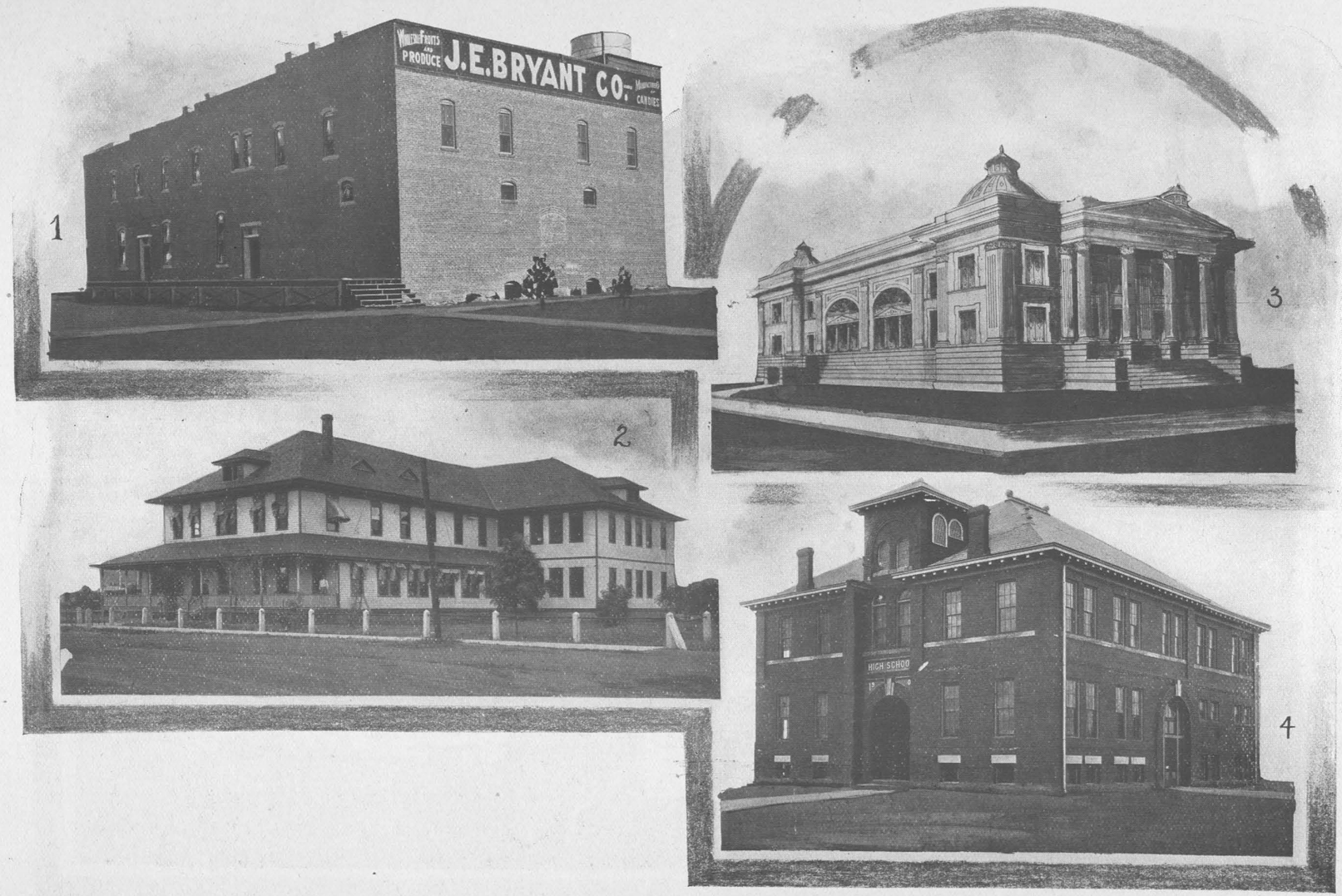
(1) Early Grain & Hay Co. (2) Panhandle Telephone & Telegraph Co. (3) Section Santa Fe Roundhouse.
(4) Santa Fe Depot. (5) Rock Island Depot.

GROUP OF AMARILLO RESIDENCES

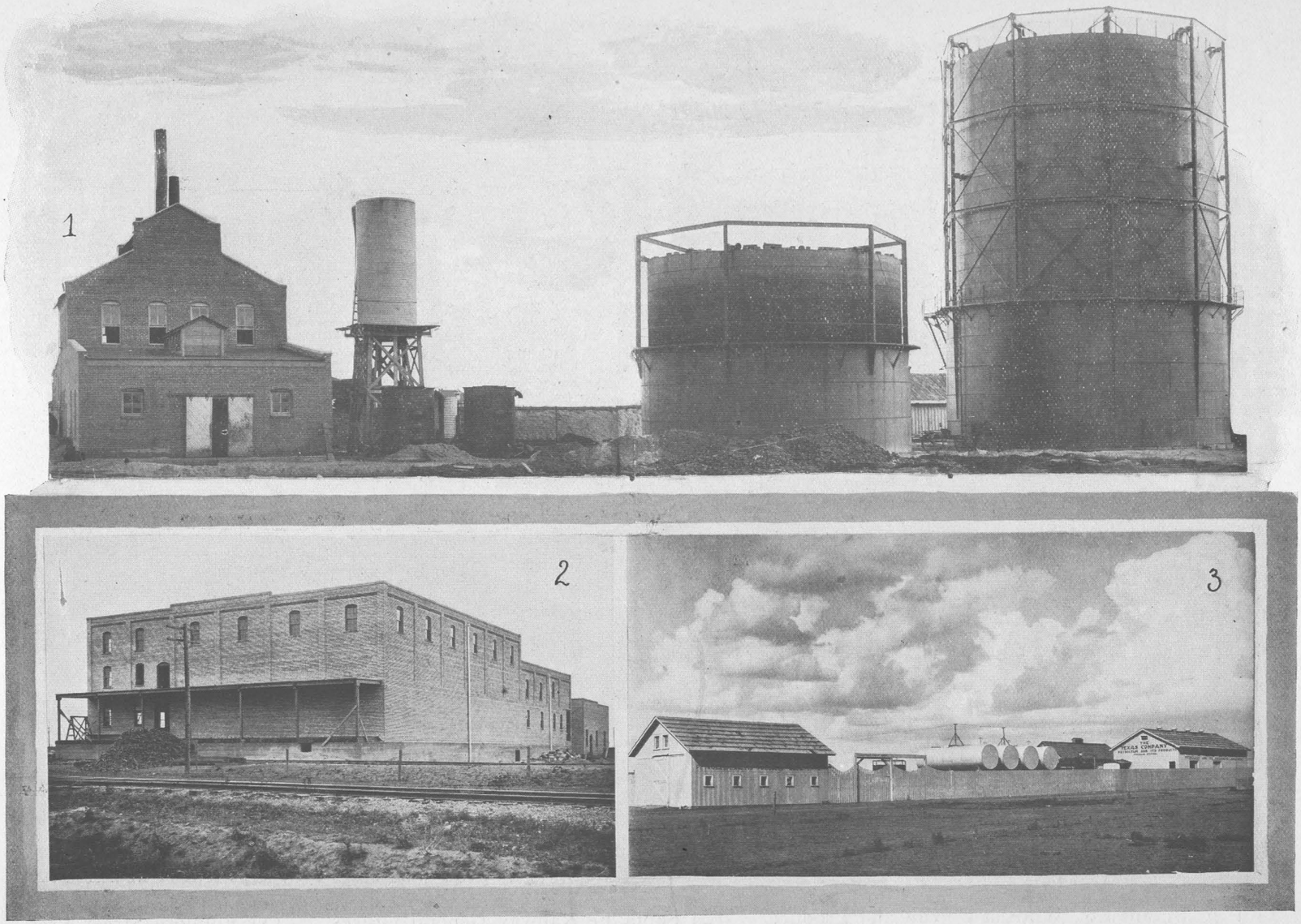
(1) J. E. Nunn. (2) J. H. Patton. (3) Senator John W. Veale. (4) Chas. L. Green. (5) H. B. Sanborn. (6) W. H. Fuqua.

GROUP OF AMARILLO RESIDENCES

(1) B. T. Ware. (2) C. T. Herring. (3) Lee Bivins. (4) Andrew Laird. (5) Winter Street Scene. (6) J. L. Smith



(1) J. E. Bryant Co., Wholesale Fruit and Produce. (2) Santa Fe Railway General Offices. (3) Fillmore Street Presbyterian Church, (courtesy O. G. Roquemore, architect.) (4) Amarilo High School.



(1) Amarillo Gas Company Plant. (2) Panhandle Packing Company (under construction.) (3) The Texas Company.

PALO DURO CANYON, BEAUTY SPOT OF THE PLAINS

Drive less than an hour to the south of Amarillo over a hard, smooth plains road, absolutely unbroken by indentation of any kind, and you will suddenly be halted with wonder and awe on the verge of a precipice beneath your feet. Nothing more startlingly abrupt can be conceived than to come thus upon this great fissure, eighty miles long and reaching a depth of 1,500 feet at some points, after having tranquilly traveled the level plain stretching out before you with the unbroken monotony of the sea.

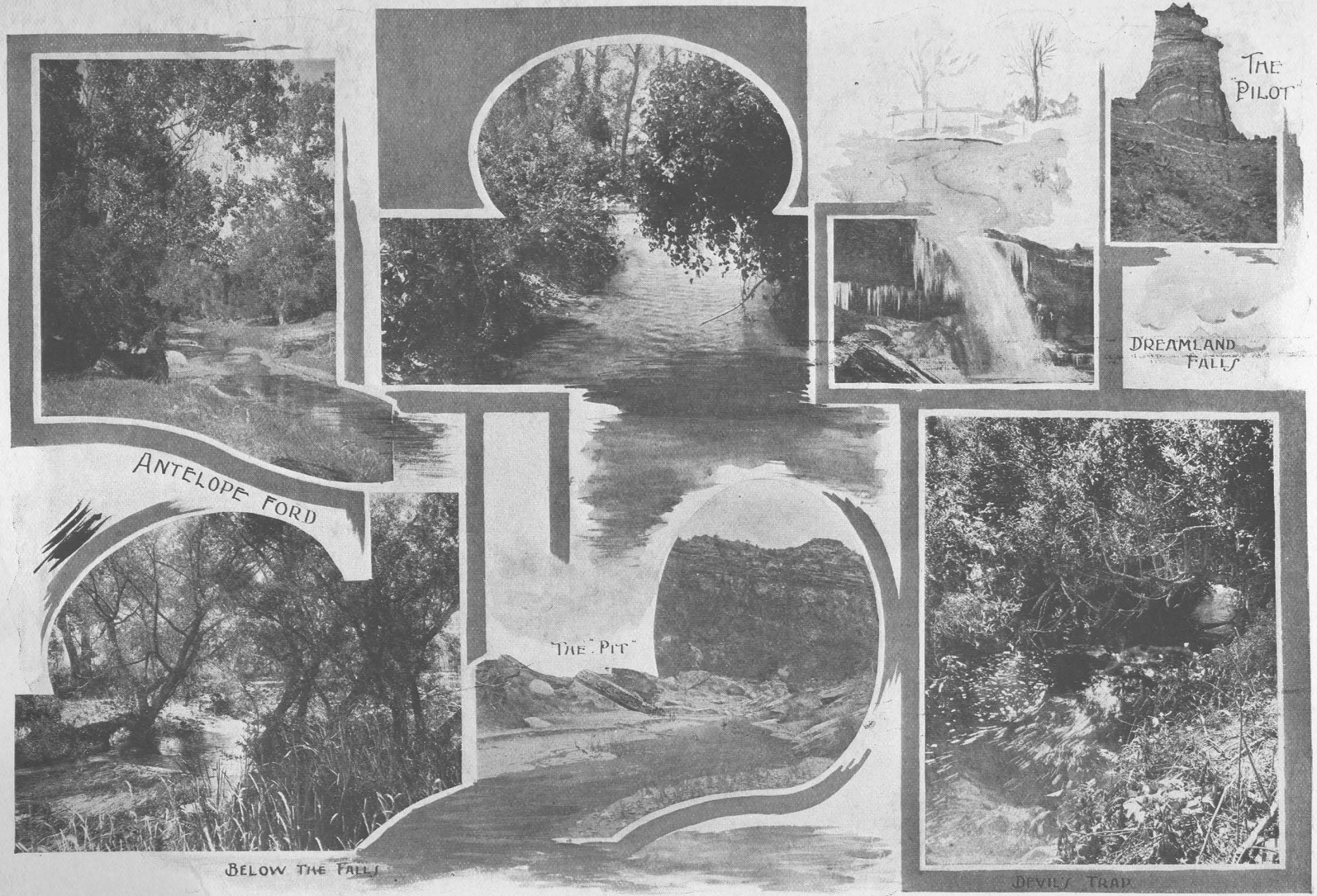
Palo Duro Canyon is one of nature's masterpieces. In its great depths are combined the grandeur of the Rockies and the enchantment of the woodland. Streams that are torrents dashing madly against huge boulders and over precipitous cliffs at some points, farther on meander past vine covered trees with the repose of a peaceful meadow creek. The beautiful colorings nature has given to the canyon walls rival those of America's most famous mountain scenery.

There are more than a hundred distinct tree species to be found in Palo Duro canyon beside a wealth of wild flowers. The atmosphere is cool, pure and exhilirating as that found upon the plains above; every part and depth of the canyon is entirely free from mosquitoes, reptiles and insects. Excellent fishing is to be found in the streams. The Palo Duro Club, with membership chiefly in Amarillo, maintains a well appointed club house and grounds and a number of summercottages within the confines of the canyon.

While the greater part of Palo Duro Canyon abounds in small streams and woodland scenery, except for the huge boulders, yet there are parts that are almost if not entirely inaccessible and remain unexplored; in these wild fastnesses there are wild animals yet to be found. Evidence is plentiful to show that this great canyon was once a favorite Indian hunting ground and also the scene of battle between warring tribes Relics and skeletons have been unearthed proving both remote and recent Indian habitation of the canyon.

Palo Duro Canyon affords a most delightful playground for the residents of Amarillo; picnic, camping and fishing parties frequent it constantly during the summer months. Steps have been taken looking toward making of this wonderland a national park while private interests are considering the erection of a large sanitarium and hotel for the benefit of health seekers.

SCENES IN BEAUTIFUL PALO DURO CANYON



SCENES IN BEAUTIFUL PALO DURO CANYON

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