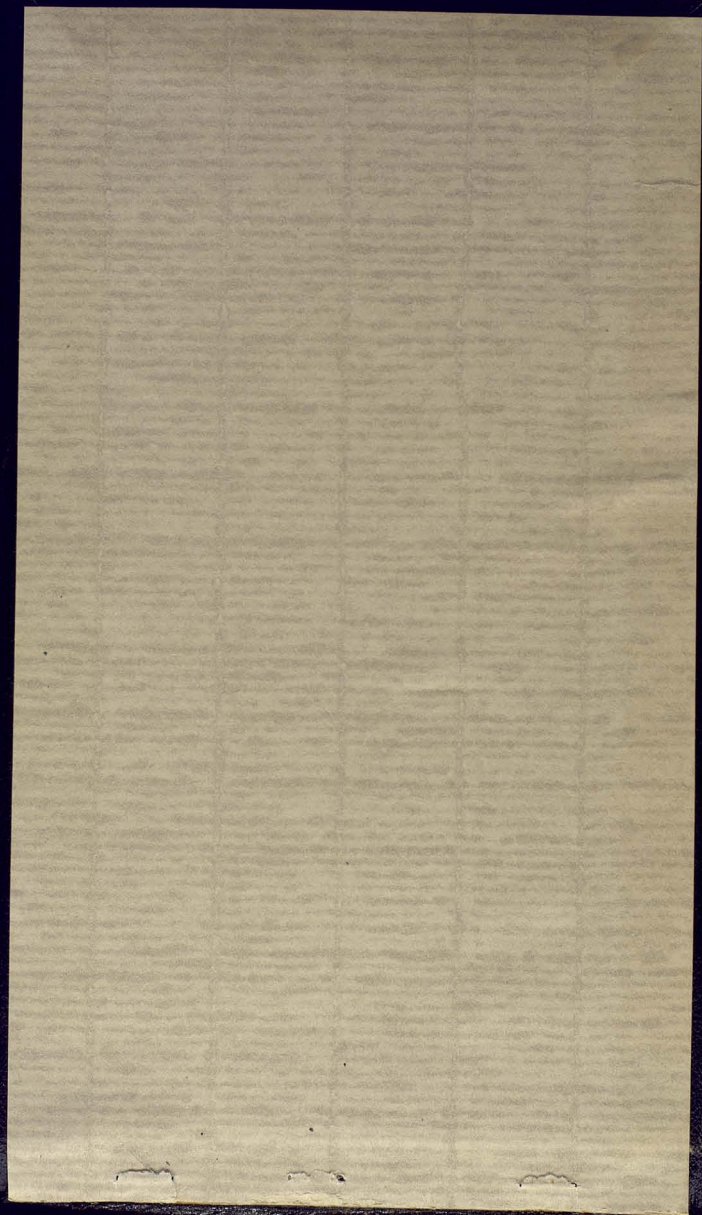


BRIEF
FOR
AMARILLO
on Location of
Texas Technological College



TEXAS TECHNOLOGICAL COLLEGE LIBRARY
LUBBOCK, TEXAS

B R I E F
For
A M A R I L L O

ON LOCATION OF THE TEXAS TECHNOLOGICAL COLLEGE.



Talk St. Looking South

B R I E F

For

A M A R I L L O

ON LOCATION OF THE TEXAS TECHNOLOGICAL COLLEGE.

Hon. S. B. Cowell, Chairman Board of Control,
Hon. F. M. Bralley, President North Texas State
Normal College,
Hon. R. E. Vinson, President University of Texas,
Hon. W. B. Bizzell, President Texas A. & M. College,
Hon. S. M. N. Marrs, Supt. of Public Instruction,

Locating Committee for Texas Technological
College.

Gentlemen:

We respectfully submit the following statement of facts as the basis of Amarillo's claim for the location of the Texas Technological College, to be located under provisions of Senate Bill No. 103, passed by the Thirty Eighth Legislature of the State of Texas. We submit this brief in the conscientious belief that Amarillo offers the most cogent reasons for the location of the College at her doors and the best opportunities and possibilities for the growth and development of a wonderful educational institution.

Amarillo contends that she is the best located city in West Texas for the building of the Technological College for the following reasons:

1. Climatic and health conditions are extremely favorable.
2. Social and moral conditions are unsurpassed for a city of its size.
3. The fact that it is the greatest jobbing and manufacturing center in the territory, with positive assurance of a continued increase in such enterprises, makes it possible for Amarillo to be of most service to the Technological College.
4. Adaptability of soil and nearness to main crop centers as well as intimate touch with live stock industry adds to the desirability of the location.

5. Its unlimited supply of natural gas assures desirable and economical fuel, resulting in a substantial saving in operating expense.
6. Railway and Highway connections make it readily accessible to the territory to be served.
7. It is the commercial center of West Texas.
8. It is the convention center of West Texas.
9. A consideration of the place of location of other state schools justifies the location of the Technological School at Amarillo.
10. It offers an ideal site for the location of the college.
11. Finally and principally, by reason of its size, rapid growth and development, metropolitan character and future it can render most assistance to the school.

CLIMATIC AND HEALTH CONDITIONS.

It is important that the school be located where health and climatic conditions are favorable. We take it for granted that most of Amarillo's competitors can offer favorable data as to health conditions but none can surpass that of Amarillo. The death rate is unusually low. An altitude of 3663 feet renders malaria and kindred ills as unknown.

The water is pure with present supply adequate, surveys and reports have recently been made at considerable expense, to provide a supply for anticipated demand of factories, industries and great growth in population. An analysis of the water shows the following:

Chloride of Potassium	Trace
Sulphate of Soda	3.961
Bicarbonate of Soda	7.801
Bicarbonate of Lime	7.288
Bicarbonate of Magnesia	7.988
Iron and Alumina	2.330
Silica	3.372
Carbonic Acid	2.220



A Palatial Home -

Photo by
Stewart & Edwards
Louisville, Tenn.

The air is bracing and invigorating, a stimulant for energy and optimism among the student body.

The average mean temperature for winter is 43 degrees and for summer 69 degrees, making possible an all year school, if desired, which is not possible in some warm and enervating climates. The winters are not rigorous and the summers are equivalent to those found in Colorado. The average yearly rainfall for 24 years shows 24.99 inches. A comparison by months of mean temperatures extending over a number of years with certain other competitive towns and which are the only ones for which we have available date, follows:

Mean Average Temperature in Winter Months.

Town	Jan.	Feb.	Mar.	Apr.	Oct.	Nov.	Dec.
Quanah	44	43	50	64	63	57	42
Plainview	42	41	44	57	X	X	38
Snyder	44	45	48	61	62	56	X
Amarillo	38	37	42	56	57	50	34

Likewise we submit a comparative statement of average summer temperatures for other competitive towns. Amarillo is the only city on the plains on which we have been able to secure data as to the mean average summer temperature. We have, however, been able to secure such data for Abilene, Stamford and San Angelo, as follows:

Mean Average Summer Temperatures.

City	May	June	July	Aug.	Sept.
Abilene	71	79	83	80	75
Stamford	71	76	85	85	75
San Angelo	73	79	82	80	71
Amarillo	64	73	77	76	69

As stated before, Amarillo's average mean winter temperature is 43 degrees. It will perhaps be interesting to note a comparison with places where other schools may be located, and which show a much lower temperature.

Mean Average Winter Temperature at
Important National Educational
Institutions.

City	Institution	Temperature
Culver, Ind.	Culver Military Academy	31
Ann Harbor, Mich	University of Michigan	26
Madison, Wis.	University of Wisconsin	15
Denver, Colo.	Colorado School of Mines	31
Annapolis, Md.	United States Naval Academy	35
West Point, N.Y.	United States Military "	14
Ames, Ia.	Iowa A.& M. College	21

The question of climate constitutes a real consideration in the establishment of a college of any kind. A reasonably high altitude, pure, light, invigorating atmosphere makes stronger, more vigorous men, as well as live stock. In such territory the Government has sought horses for its cavalry; cattle bring better prices from the packers and from such territory Colonel Roosevelt sought his famous Rough Riders in the Spanish-American War. We truly believe that a student can do a better grade of work in an environment and in an altitude where "pep, push and progress" is a contagion.

SOCIAL AND MORAL CONDITION.

Better conditions in these respects cannot be found than exist in Amarillo and the Plains country. Practically 100% of those living in this territory are native born American citizens. Progressive men from every state of the Union have located here and they and their progeny make up the citizenship. There are few Mexicans, few colored, few foreign born, practically no tenant class in the vicinity of Amarillo. Most people own their own homes and there are few dependent poor. There is no undesirable or tough section in the city. The Bowery of old frontier days has gone.

We are a church-going people. In Amarillo are 21 churches, representing all leading protestant denominations, as well as Catholic churches and societies. Practically any Sunday morning will find four thousand in Sunday school.



Beautiful Palo Duro—

Edward

There is fellowship and friendliness among the business men. The Rotary, Kiwanis and Lions Club have local organizations of from 75 to 100 members each. Among other luncheon clubs for men are the Real Estate Board, Automotive Association and the Associated Advertising Club.

There are no better schools in the Southwest than Amarillo affords. The Amarillo High School ranks sixth in the State with the Affiliation Board. All branches of art and science are taken care of. A new \$170,000 high school has just been completed.

Amarillo is a progressive, metropolitan city. It has 225 blocks of paved streets, 100 miles of concrete sidewalks, 44 miles of sanitary sewers, 60 blocks of white way, 34 miles of paved highways in the County, 12 miles of street railway municipally operated, five national and state banks, having average deposits for the last year of ten million dollars and daily bank clearing of \$150,000, 3 hospitals with a large County hospital now being constructed at a cost of \$250,000, a \$200,000 federal building housing the post office, Federal Court and various governmental agencies, 4 country Clubs, three golf courses, a city property valuation of approximately \$50,000,000, and has recently completed the construction of a municipal auditorium at a cost of \$260,000 with a seating capacity of more than 3000. This Auditorium is one of the finest in the Southwest, which she has tendered for the use of her citizens and the Panhandle Plains-Country as their meeting place. These facilities are tendered the College and its Students body for their convenience and enjoyment.

Amarillo has been described as the "City with a Soul". It is worth something to be educated amid such environments.

MANUFACTURE AND INDUSTRY AN AID TO THE COLLEGE.

Amarillo's claim as being the manufacturing and jobbing center of West Texas must remain unchallenged. With an enormous trade territory of nearly seventy thousand square miles, she is the only real trade center of this vast territory, which includes forty Panhandle counties, six counties in New Mexico and three counties in Oklahoma. The population of this territory in 1905 was 72,714, according to the United States Census and in 1920 - 273,883, an increase of 308.5 percent. Amarillo shows an even more surprising growth. In 1905 the United States Census showed 1,442 as the popu-

lation of Amarillo. In 1910 - 9,957 and in 1922, according to estimate of City Directory Census, the population was 17,803, or an increase of 1134 per cent in seventeen years.

For railroad facilities and natural trade territory it has no real competitor between Wichita Falls and Pueblo on the Denver Road or between Wichita, Kansas and Albuquerque on the Santa Fe, or Oklahoma City and El Paso on the Rock Island.

The following statement filed as an exhibit in a recent rate hearing before the Interstate Commerce Commission furnishes accurate information as to the standing of Amarillo as a trade center.

DISTRIBUTING.

Fifteen of the largest agricultural implement companies in the United States maintain distributing houses here for the entire Southwest and Old Mexico. Their total yearly business amounts to \$10,000,000.00.

AUTOMOBILES:-- Twenty of the leading manufacturers have distributing agents. Approximate business, \$4,000,000.00.

MANUFACTURERS.

Total value of products manufactured during past year in the City of Amarillo, \$3,091,000.00

LINE OF MANUFACTURE ARE:

Flour and mill products	Butter	Petroleum products. (refinery.)
Brick	Ice Cream	Tents & Awnings.
Ice	Candy	Cigars.
Bakers Goods	Mattress	Monuments.
Auto Bodies	Beverages	Metal Tanks.
Optical Goods	Brooms	Farm Machinery.

WHOLESALE BUSINESS.

Total yearly business of wholesale establishments, \$42,266,000.00.



GRAY PHOTO SHOP
AMARILLO, TEXAS

Great West Mill

Numbers and nature of same as follows:

4 Wholesale Groceries	2 Flour and Feed
2 Wholesale Hardware	4 Coal and Coke
2 Drugs	2 Beverages Fountain supplies
4 Oil Well Supplies	6 Office Supplies.
2 Automobile Supplies	2 Furniture
2 Electrical Supplies	4 Fruit and Produce
2 Meat, Poultry, etc.	2 Wool and Hides
5 Petroleum Products	2 Harness, etc.
2 Sash and Doors	1 Paper
4 Machinery--Farm	1 Barber Supplies
5 Auto Tires	1 Crackers and Candy

OTHER INDUSTRIES.

3 Laundries	Street Railway	3 Railroad Shops
Light & Water Co.,	2 Natatoriums	2 Pharmaceutical
Gas Company	3 Greenhouses.	

Since the compilation of this data a large smelter of the United States Zinc Company to Cost \$500,000 has been located at Amarillo and is now in process of construction. An additional industrial pipe line has been built from the gas field. Negotiations are now on foot for the location of other factories, including a glass factory and other industries for the utilization of the inexhaustible gas supply, which field lies just north of Amarillo and is producing one billion cubic feet daily when not shut in, and which makes it certain that manufacturing interests will rapidly increase.

Some idea of the progressiveness of the City may be readily seen from a consideration of the building permits for 1922 and first 3 months of 1923.

1922.

41 Mercantile Buildings	\$ 788,025.00
268 Dwellings	837,995.00
16 Additions	29,200.00

Total -----1,655,220.00

January 1923

4 Mercantile Buildings	26,000.00
23 Dwellings	67,550.00
1 Repair	500.00

February 1923

4 Mercantile Buildings	\$61,700.00
31 Dwellings	90,880.00
2 Repairs	28,000.00

March 1923.

7 Mercantile Buildings	31,900.00
34 Dwellings	99,680.00
2 Repairs	1,150.00

There are more than 300 commercial travelers working out of Amarillo. These salesmen, no doubt, selected the location which would furnish the quickest and best means of reaching all parts of West Texas, having in view highways, railway lines, etc. The managers of their concerns are men of business acumen and ability. If they were called upon to locate a college accessible to the same territory from a transportation standpoint and from a commercial center standpoint they would, no doubt, select Amarillo.

On a freight basis Amarillo is in the common point rate and the college would have the benefit of this low rate in the transportation of its supplies, an advantage of which many of her competitors for the location of the college cannot boast.

A Technological College is acutely interested in manufacture and industry. In the training of operatives, managers, engineers, department heads it is of untold value to have the school located near a city where the student may find practical operation and applications of theories advanced. Amarillo's present advantages, to say nothing of what the future absolutely assures in this respect, should furnish a determining argument in support of the location of the College at Amarillo.



Municipal Auditorium -
Home of the American Legion

Edwards -

ACCESSIBILITY TO MAIN CROP CENTERS AND LIVE STOCK INDUSTRY.

Amarillo is situated in the center of an immense fertile plain, the plain area in the Panhandle of Texas comprising about 30,000 square miles and extending likewise into Oklahoma and New Mexico. With the exception of the Canadian Brakes and the Palo Duro Canyon, the entire area can be cultivated at an extremely low cost. Nearly every crop grown in the south will grow in the Amarillo territory. It is particularly well adapted to wheat, rye, barley, kafir, milo, feterita and alfalfa. It was heretofore thought that cotton could not be raised in this vicinity, but that theory has been disproved. Last year a farmer 100 miles north of Amarillo, in Moore County, raised cotton averaging practically one-half bale per acre, and about 5 miles south of Amarillo another farmer had almost the same success. This year there will be approximately 1,000 acres planted in cotton in the immediate vicinity of Amarillo. The boll weevil and other crop destroying insects are unknown in this section. Grain crops are successfully raised almost without exception. With more specific reference to main crop centers we submit the following:

(a) IRRIGATION BELTS: Amarillo proposes to show that she reaches the three main irrigation belts of West Texas, taken as a whole, quicker than any other city. The first of these districts is located at Pecos and Barstow, Texas, which territory Amarillo reaches direct by the Santa Fe Railway with a daily passenger service at a distance of 370 miles. The two irrigation belts in West Texas are located near Plainview and Hereford. Plainview is only 74 miles distant from Amarillo, while Hereford is only 47 miles direct via Santa Fe Railway. The importance of the irrigated belt is negligible, because the percentage of the cultivated land in West Texas under irrigation is less than one percent. With particular reference to the Pecos and Hereford territories, which are two of the most progressive of the irrigated areas, Amarillo is by far the nearest and most accessible of all competitors.

(b) WHEAT BELT: What is generally termed the wheat belt is located in that part of Texas north of the 33rd parallel. The Fort Worth & Denver

Railway from Vernon via Amarillo to Texline goes through this wheat belt for a distance of over 200 miles; the Santa Fe Railway from Plainview by the way of Amarillo to Higgins goes through this wheat belt for approximately 200 miles; and the Rock Island Railway from Texola, Texas, at the Oklahoma line, by way of Amarillo to Glenrio goes through this wheat belt for approximately a distance of 150 miles. A number of competitive towns in the southern part of what we may term the "Technological territory" do not touch the wheat belt; Amarillo is the real center. Because of its location on the three great trans-continental railroads crossing each other in the very heart of the Texas wheat belt, it may be safely asserted that Amarillo is the very heart and center of the wheat belt of West Texas.

(c) KAFIR-MILO BELT: This crop flourishes throughout the Panhandle generally. It is practically a certain crop, available for feed for all kind of live stock and particularly adapted for the feeding of poultry, for which the Amarillo country is making a vast advancement. Railroad facilities make Amarillo the center of this great industry.

(d) COTTON BELT: We have before us the Year Book of the United States Department of Agriculture for the year, 1915. This shows the production of cotton along the lines of the Fort Worth & Denver City Railway and the Texas & Pacific Railway as follows:

FORT WORTH & DENVER RY.		TEXAS & PACIFIC RY.	
County	NO. Bales	County	No. Bales
Montague	21,837	Palo Pinto	4,960
Clay	10,133	Eastland	7,161
Wichita	6,019	Callahan	7,951
Wilbarger	27,814	Taylor	35,680
Hardeman	21,118	Nolan	18,161
Childress	17,090	Mitchell	26,275
Hall	28,964	Howard	10,235
Donley	3,040	Martin	500
Armstrong	500	Midland	500
Total	136,565		111,423



KAFFIR CORN
A ROW CROP NEAR AMARILLO

Edwards

These are the two main railroads traversing Texas east and west. It will be observed that for the date named production was 20% greater along the Denver road than the Texas & Pacific. We have not figures available for the Santa Fe lines extending south to Sweetwater and beyond, but there is considerable cotton production on the South Plains readily accessible to Amarillo by way of the Santa Fe, and, as hereinabove stated, cotton production has been tried out and proven successful in the Amarillo vicinity, and even farther north, and will be tried out on a larger scale during the present year.

From the figures above given, Amarillo contends that, by virtue of her location on the line of railway of the Fort Worth & Denver and through connections with said line, she is as well situated as any of her competitors and better situated than many other representative cities as regards the West Texas cotton belt. Such cities as Stamford, Haskell, etc., are probably nearer the actual center of West Texas cotton production, but not if railway facilities are taken into consideration.

In view of the fact that a branch of the Agricultural College (John Tarleton) has been located at Stephenville, in what is generally termed Central West Texas, and in view of its proximity to other competitive towns, the question of nearness to cotton production becomes relatively unimportant in the location of the college. Immediately east of Amarillo, on the Fort Worth & Denver, lies Hall County, one of the banner cotton counties of this State. On this side and within fifty miles of Amarillo is Donley County, another great cotton producer; and some considerable cotton has been raised in Armstrong County, through which the Denver Railway runs and which joins Potter County on the east.

(e) LIVESTOCK BELT: Amarillo is again the center of the livestock industry. More livestock are handled out of the yards at Amarillo than any other station in West Texas. Many herds of high-grade cattle are to be found in proximity to Amarillo. The long-horn is never seen in this section. The herds embrace registered animals and those practically subject to registration. This is indeed the home of the white-face Hereford.

Dairy cattle are likewise successfully raised and this industry is increasing, particularly in view of the large creamery and butter factory located in this city and from which factory alone more than 1,500,000 lbs. of butter are shipped annually. Far removed above the tick and fever belt, cattle are healthy and bring top prices on the market.

Hogs likewise thrive in this territory and largely supply the Fort Worth market. Note the following quotation in a letter from Armour & Company, the original of which may be found on file in the office of the Board of City Development at Amarillo:

"Sixty to seventy per cent of our receipts (hogs) during the summer months are shipped from that section; this percentage dropping, however, considerably thru the late fall and winter months. Also in this connection, we are glad to advise that our best hogs, from a quality standpoint, come from the Panhandle and Plains country. By this we mean that the quality of the meat is firmer and produces better pork cuts of all kinds. This is due to two causes - first, because the hogs are fed on grain feed such as milo maize and kafir corn, which produce, we think, as good hogs as Indian corn; and, second, the high altitude is very favorable and productive of healthy hogs. The packers at Fort Worth are very partial to the hogs raised in your section."

The Western Stockyard Company of Amarillo, Texas, has furnished us statement of the livestock handled through the Amarillo yards for the year 1922, as follows:

	<u>No. Cars</u>	<u>No. Head</u>
Cattle	3485	140,381
Horses	161	3,327
Hogs	1165	106,261
Sheep	<u>482</u>	<u>72,871</u>
Total	5293	322,840



A Bumper Wheat Crop

Photo by
L. Smith & Co.
Amarillo, Texas



A Penhandle Herd -
Edwards

We have no comparison as to handling through other stations, but these figures will be sufficient to show that Amarillo has undisputed claim of being in the very center of the live-stock industry for West Texas.

Summing up, Amarillo submits that she is favorably located with reference to crop centers for the following distinct reasons:

FIRST: That the reference to the irrigation districts she is at least equally as well located as any other city.

SECOND: That she alone is the center of the wheat belt.

THIRD: That she is nearer the center of Milo-kafir production than any other city.

FOURTH: That, with due consideration to the question of transportation, she reaches a larger part of the West Texas cotton belt than any other city by direct railroads.

FIFTH: That she is easily the greatest live stock center for West Texas.

UNLIMITED QUANTITY OF NATURAL GAS, A
DESIRABLE AND ECONOMICAL FUEL.

What is known as the Amarillo Gas Field is located twenty-eight miles in a northeasterly direction from the City of Amarillo. This field has been determined and proven to be the World's Largest Natural Gas Field. In area it is fifteen miles in width, and sixty-four miles in length, with boundaries on the north and east not yet found.

There are now over twenty producing gas wells in the Amarillo district, and the potentiality of the possible supply of gas is unlimited, since every well that has been drilled on structure has encountered gas in volumes varying from one million to one hundred fifty million cubic feet, and with from one to seven producing horizons. The long life of the field is conceded by gas experts as offering an industrial life from twenty to thirty years, because of its vast area and has more proven gas acreage than any field in the world.

The rock pressure of most of the wells is from three hundred fifty to four hundred thirty pounds. No water has been encountered in the gas horizons, in fact in practically all the wells the last water is found at around eight hundred feet. There is however large gasoline content. One gas oline plant has recently been constructed and another negotiating. The test shows that one cubic foot contains 1000 to 1040 B.T.U. or heat units, which is about three times as many as artificial gas contains.

There is already one domestic gas line to the city with a daily consumption averaging over three million cubic feet, and one industrial pipe line, which will supply a new smelter of the United States Zinc Company, and another contract has been made to supply other factories. The domestic rate is 45 cents per 1000 cubic feet for the first 30,000 cubic feet, and 22½ cents for the next 170,000 cubic feet and 18 cents for all over 200,000, but a much lower and more advantageous rate will be given for industrial purposes according to the amount consumed.

The total potential capacity of the gas wells already drilled is approximately one billion cubic feet per day. The size of the field is assurance that it is almost inexhaustible; certainly it can be depended upon for twenty-five or thirty years.

IMPORTANCE WITH REFERENCE TO LOCATING TECHNOLOGICAL COLLEGE:

The fuel item constitutes a considerable expense in the operation of any educational institution, particularly a mechanical or technological college. Experts have declared, and your committees assert that their experience proves the fact that natural gas as a fuel at our domestic rate, to-wit, 45 cents is equivalent to coal delivered at Amarillo at \$5.00 per ton. After the consumption of 30,000 cubic feet, which most domestic consumers exceed during the winter months,

the rate is 22½ cents; later it is as low as 18 cents. This is the rate made by the Amarillo Gas Company, which distributes within the city limits under franchise. Industrial concerns secure and will secure a much cheaper rate, and as separate industrial pipe lines are constructed much more favorable rates may be expected. The Amarillo Oil Company is under contract to sell gas to the United States Zinc Company at their smelter located north of the city at an approximate rate of 7½ cents per 1000 cubic feet. While we are not in position now to make positive assurance, we feel that gas may be furnished to the Technological College at a rate not exceeding 9 cents per 1000 cubic feet, in which event, under the figures above stated, this will amount to soft coal at \$1.00 per ton. We are advised by the Business Manager of the Fiscal Department of Texas A & M College, by letter received April 10, 1923, that their estimate of fuel for such college for the last fiscal year was 20,000 tons of lignite. Our understanding is that such coal, laid down at the college, cost approximately \$2.10 per ton, or a total on fuel bill for the Texas A. & M. College for the preceeding fiscal year of \$42,000.00. On account of freight rates, lignite would cost between \$4.00 and \$5.00 per ton in West Texas. With Amarillo's present domestic rate, two-thirds of this amount would be saved by the use of natural gas and if the rate should be reduced to as low as 9 cents, which we hope will be possible, this would mean an annual saving for fuel alone, on the basis of the same consumption and cost as that of Texas A. & M. College, of \$37,800.00; and, considering that winters are colder in this section and the necessity of providing heat for a longer period of time during the scholastic year, would still increase the amount of saving by the location of the College near the Amarillo gas field. And this does not take into consideration the saving to professors, instructors, students and patrons of the school, nor the great convenience and pleasure in the use of natural gas as a fuel for heating and cooking purposes.

We have likewise had prepared for us a statement of the comparative value and cost of the use of natural gas and Texas lignite at Amarillo. Note the comparison at the higher domestic rate:

"Lignite, containing 7160 B.T.U. per pound and costing \$4.95 per ton, or \$.00034567 per thousand B.T.U.

Gas, containing 140 B.T.U. per cubic foot and costing 22½ cents per thousand cubic feet, or \$.000216346.

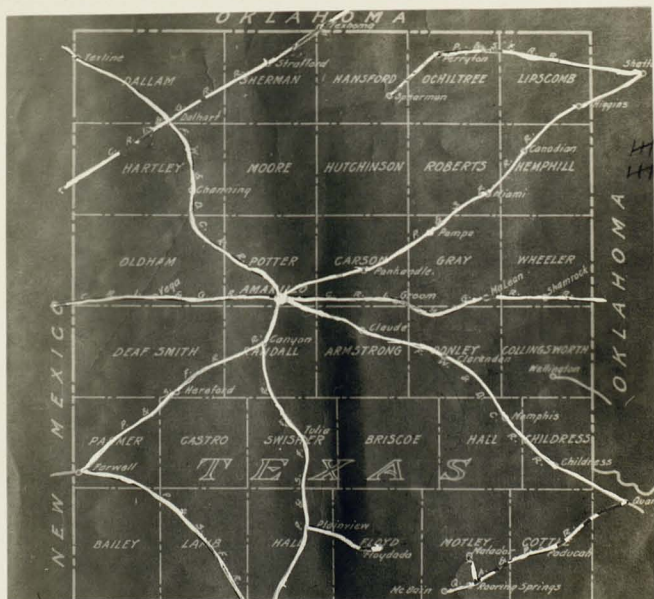
Showing cost of gas 62.6% that of lignite."

These figures are furnished by a wholesale distributor of coal and may be considered conservative in the statement of saving through use of natural gas.

ACCESSIBILITY.

The only possible ground of argument against the location of the Technological College at Amarillo is the fact that it is not situated in the geographic center of the territory described in the Bill. We do not understand that this is a primary requisite in the location of a technological institution. It has not been so considered in the past in the location of other State institutions. Other considerations are of much more importance. One hundred miles and \$3.00 railway fare in addition is an insignificant item in determining the desirability of a location, but Amarillo's purpose is to show by reference to railways, highways and basis of population served, as well as the number of square miles of territory reached, that her location is practically as accessible as that of any of her competitors:

From Amarillo there is territory reached by way of the Fort Worth & Denver Railway, extending as far east as Montague county and as far west as Dallam County; by Rock Island Railway east to Wheeler county and west to Oldham county; by Santa Fe Railway east to Lipscomb county, including the North Plains territory reached by Shattuck line, and west to Farmer county; also by way of Santa Fe on Sweetwater line and G.C. & S.F. as far South as Burnett County; by way of Clovis on the Pecos line of the Santa Fe down as far as Reeves county; and the total of territory reached by railway lines out of Amarillo is 58,217 square miles, having a population under 1910 census of 411,326, and present estimated population of 800,000.



Map showing three trunk line railroads leading into Amarillo; The Santa Fe, Rock Island and Fort Worth & Denver.



Paved Highway Leading into Amarillo
from the West...

In the same manner, and following out the same lines, from Sweetwater there is reached by way of Texas & Pacific Railway east to Palo Pinto County and west to El Paso County; by way of the Orient and Hardeman Counties; by way of Santa Fe Railway east of Potter County and south to Burnett; by way of Santa Fe also west to Tom Green County and east to Sterling; or total of 30,051 square miles reached, with an estimated population of 500,000.

Likewise, from Abilene there is reached by railway, over the Texas & Pacific Railway, east to Palo Pinto County and west to El Paso County; by way of Wichita Valley Railway north as far as Wichita County; by Abilene & Southern south as far as Runnels; or a total of 29,798 square miles reached, with an estimated population of 550,000.

From Stamford there is reached by way of Texas Central Railway east to Erath County and west to Fisher County; by way of Wichita Valley Railway south to Taylor County, east to Wichita County; or a total of 11,613 square miles, with an estimated population of 400,000.

From Plainview there is reached by way of Santa Fe Railway north to Potter County and south to Burnett County, with branch line known as the Floydada Branch there is reached a territory of approximately 17,000 square miles, with an estimated population of 400,000.

Lubbock has as railroad facilities the Santa Fe lines alone with the Crosbyton Branch, offsetting Plainview's Floydada Branch, and has in addition the Brownfield extension, which will increase the square miles reached about 1500 square miles, with no perceptible increase in population.

These are the only towns on which we have definite data, but they are representative among the competitors. Analysis of the figures show that Amarillo has four direct railways, reaching fifty-one counties; Sweetwater three direct railways, reaching forty-three counties; San Angelo two railways, reaching twenty-two counties; Abilene three railways, reaching twenty-three counties;

Stamford two railways, reaching thirteen counties; Plainview one direct railway and one spur line, reaching eighteen counties.

The above figures show that in point of direct lines of railroad, Amarillo reaches a total of eight more counties than those reached from Sweetwater, her nearest competitor; more than twice as many counties as San Angelo or Abilene; and approximately four times as many as Stamford, Plainview, Haskell or Lubbock. And in this connection we have not taken into consideration the counties reached by connecting railways from Amarillo, such as the Orient and Wichita Valley at Chillicothe and Wichita Falls. As a matter of fact, while three trunk lines are shown for Abilene, the Texas & Pacific is the only real trunk line; and while three are shown for Sweetwater, the Texas & Pacific and Santa Fe only, are really to be so considered, because of condition of the operation of the Orient Railway.

Considering the number of passenger trains arriving and departing daily from the various competitive cities, we find Amarillo heads the list with twenty-eight, with others showing as follows:- Sweetwater, twenty; San Angelo, eight; Abilene, eighteen; Stamford, twelve; Plainview, ten; Lubbock, fourteen; Haskell, four; Memphis, eight; Quanah, ten; Synder, eight; etc.

There is a larger number of state and interstate highways, logged and signed, passing through Amarillo than any other West Texas City, as will appear from the highway map attached hereto, Amarillo being on the following main highways:- Colorado to Gulf; Southwest Trail; Ozark Trail; Postal, Coast to Coast, Abo Pass, Puget Sound; etc, the principal highways being paved in every direction from the City for a distance of eight or ten miles, making a total of thirty-four miles of hard surfaced highway in the county, outside the city limits of Amarillo.

In connection with what has been stated it may be worth while to note that the center of population in Texas is moving north and by referring to United States Census 1910 page 33



GRAY PHOTO SHOP
AMARILLO, TEXAS

Santa Fe Depot

(Statistical Atlas) we find that the center of population in Texas from 1880 to 1890 moved 13.7 miles; from 1890 to 1900, 3.2 miles; from 1900 to 1910, 22.6 miles; such advance being north and west at each census. We have not before us the data for the last decade, but there is no reason why the figures will not maintain their consistency, showing the center of population moving toward Amarillo, and when we consider that the vast empire surrounding Amarillo is at the present time practically untouched by the hand of agriculture or industry, and when we consider the fact that it is the most accessible by direct lines of railway and highways, the objection of geographical location is completely overcome.

Furthermore, if we take the railway schedule between Amarillo and various representative towns in the district, including Lubbock, Plainview, Abilene, Wichita Falls, Quanah, Childress, Haskell, Sweetwater, El Paso, Big Springs, San Angelo, Snyder, Dalhart, Canadian, Shamrock, Stamford and Colorado City, it will develop that the average time by railway from Amarillo to each point is seven hours and forty-four minutes, nearly three hours shorter than from San Angelo or Coleman; an hour nearer than Stamford or Colorado; somewhat nearer than Abilene or Snyder; nine minutes farther than Plainview; and twenty-eight minutes farther than Sweetwater.

AMARILLO A COMMERCIAL CENTER.

As before shown, Amarillo has more than thirty manufacturing and industrial plants, which together with the three railways give employment to approximately 5000 persons, with an annual payroll of \$2,400,000.00. She is just beginning to realize the benefits of her great natural gas field; the oil field is a reality, ready to be opened up and operated on a large scale in the near future; and greater activity along manufacturing and industrial lines in the near future is a certainty. More than three hundred traveling men make their headquarters here. Twenty-five automobile concerns have distributing agencies located in Amarillo, the total annual sales exceeding \$5,000,000.00 Its

location at the junction of three great trans-continental lines of railway and the fact that it is situated two or three hundred miles from any other town of commercial consequence, makes Amarillo easily the commercial center of West Texas.

MAIL FACILITIES: The Amarillo postoffice is the distributing point for general office supplies for 122 postoffices in West Texas. It is recognized by a number of the largest eastern mail order houses as the original distributing point of their merchandise, and the postoffice is daily receiving large shipments of parcel post packages by express and freight for distribution by mail from Amarillo. The territory allotted to the Amarillo postoffice embraces, in addition to the forty-six counties in West Texas, large portions of New Mexico and Oklahoma. Inland postoffices served by parcel post out of Amarillo number 658, and there are 69 railway postal clerks running in and out of Amarillo on the United States Mail service.

TELEGRAPH SERVICE: The Amarillo station is one of the large stations in the State, operating a relay station as well as local service, and in point of number of employees and business transactions ranks equal to, or ahead of such towns as Waco, Austin, Beaumont and Shreveport, at times employing a number of employees in excess of the Fort Worth station, and being exceeded only by Dallas, Houston and El Paso.

As further recognition of Amarillo's position in West Texas it may be noted that it is headquarters for the District Deputy of the Boy Scouts; and is designated by the Federal Government for the location of the National Guard organization under the National Defense Act of 1920, containing three companies;— Artillery, Infantry and Medical Corps, resulting in an expenditure in Amarillo through this source of approximately \$50,000.00 annually.

HELIUM POSSIBILITIES: It has been determined that the gas from the wells north of Amarillo has a large helium content, and, while exact figures are in the hands of the United States Government, it is understood that some of the wells show a very

large helium content, and it is anticipated that a Government helium plant will later be located in Amarillo. In fact a bill has been introduced in Congress to this effect, but no action taken because of the lack of adequate appropriation available. The importance of this industry, in view of aerial navigation and its possibilities and its related interest to the curriculum of a technological college, is readily apparent.

AMARILLO AS A CONVENTION CENTER.

During the year 1922 Amarillo had the honor of entertaining more than thirty conventions, comprising National, Interstate, Regional, State and District Associations. Amarillo has just completed her new Municipal Auditorium, as previously referred to. This building is artistically planned and arranged and capable of taking care of 3500 delegates. It has well equipped committee rooms, rest rooms, is the home of the American Legion, etc. Recently there was held in this hall the Panhandle Music Festival, in which appeared such celebrated artists as Schumann-Heink, Anna Case and Arthur Middleton, and such opportunities to hear the great masters, noted lecturers, etc., would be constantly open to the students of the Technological College, which in itself would be a strong factor in a well rounded education. A statement of the conventions held is proof of Amarillo's claim as the convention center of West Texas.

LIST OF CONVENTIONS AND ASSOCIATIONS HELD IN AMARILLO DURING THE YEAR OF 1922.

Panhandle Press ASSociation
State Officers, American Legion
Panhandle Commercial Secretaries
Shrine Carvan
Panhandle Bankers Association
Panhandle-Plains Chamber of Commerce
Abo Pass Highway Association
Texhoma Concert Band
Panhandle-Plains Retail Lumbermen's Assn.
20th Infantry Band
District Medical Association
Panhandle Bar Association
Jobbers and Manufacturers Exposition



Hotel Amherst

9797 Photo Shop

Panhandle Automotive Association
West Texas Dental Society
Automobile Style Show
Amarillo Dental Society
Panhandle Grain Dealers Association
Hereford Breeders Association
Colorado-To Gulf Highway Association
Khiva Shrine Ceremonials
National and State Officers, W.O.W.
Daughters of the American Revolution
Canadian-Clovis Division, S.W. Trail Assn.
142nd Infantry Band
Panhandle Automobile Association
Retail Merchants Exposition
Tri-State Poultry Show
Panhandle District Medical Association

Numerous Conventions will be booked for the year, and it is expected that the total number will exceed that of 1922.

HOTELS AND A COURSE IN HOTEL MANAGEMENT:

Amarillo has a number of good hotels, and has thus far been able to take care of any convention. The Hotel Amarillo is perhaps the largest and best appointed hotel to be found in towns and cities being considered for location of the college. Through this committee it offers the School of Technology its entire plant from the kitchen to the accounting department for the purpose of training students in the practical side of operating a hotel of magnitude.

The Hotel industry is the fourth largest business in America, and the science of successful hotel management is one that is now receiving attention in various universities of the first class. Cornell University last year opened such a course and the response was most gratifying. The hotel industry offers good positions to young men and women in a most attractive vocation.

The Hotel Amarillo further agrees to fur-

nish employment to such students as offer for this course up to any reasonable number.

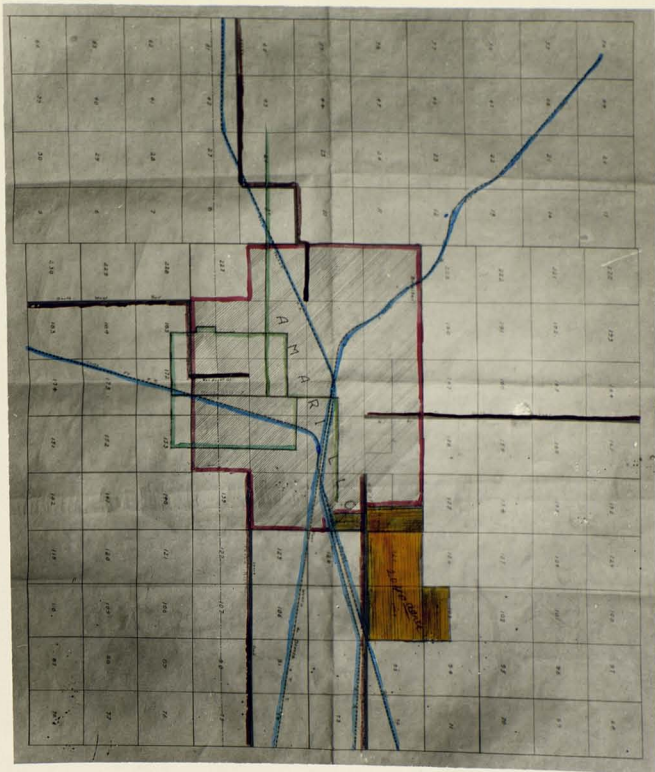
LOCATED WITH REFERENCE TO OTHER SCHOOLS
OF A SIMILAR NATURE.

Geographically, considering the location of Texas A.&M. College at College Station and John Tarleton College at Stephenville on the extreme eastern end of this district, and with Amarillo located in the heart of the Panhandle Plains, the territory is adequately covered, and the demands of the various portions of the State are met. Amarillo has no State institution of any kind, and while there is located in the City, St. Mary's Academy, a catholic institution, this simply takes care of primary, intermediate and preparatory grades. There is located in the town no private college, as generally understood, and no conflicting or competitive schools or Colleges, and the Technological College would have the entire support and cooperation of the citizenship as a whole.

AMARILLO OFFERS AN IDEAL SITE FOR THE
LOCATION OF THE COLLEGE.

Attached hereto is an exhibit indicating the site which Amarillo offers to the Locating Board. This site adjoins the town plat of Amarillo, located on one of the highways, with two other paved highways in close proximity, and the three trans-continental lines of railway with switch facilities available. This tract consists of more than 2000 acres, is situated on a slight elevation, and the location of said College near the said public highways and trans-continental railways is readily observable to passengers and tourists going through Amarillo, and affords a constant living advertisement for the school. In addition, Amarillo offers to bring natural gas, water, electric lights, and to see that its streetcar system is extended to the edge of such property. A personal examination of the site is necessary to appreciate its beauty and desirability.

- Plot of Amarillo.
- Railroads.
- Street Railway.
- Paved Highway.
- Proposed site for college.



AMARILLO BELIEVES IT CAN RENDER MOST
ASSISTANCE TO THE SCHOOL.

We understand that the object of the Locating Committee is not to place the school at some point for the purpose of building up a town or community, but that the location shall be made in the locality and at the place which can best serve and assist in the building of a great technological college. In addition to the reasons heretofore urged, Amarillo asserts that a large town, particularly a manufacturing and industrial center, can be of more service than a small town.

It furnishes more students;
It furnishes more housing facilities;
It furnishes more means of practical education in providing contact with great conventions, festivals, concerts, lectures, etc.;

It offers a greater opportunity to students who desire to earn their way through college;

It offers opportunities through first-hand study of such natural resources as gas and oil and their products, as helium, etc.;

It promises the stimulus and encouragement derived from a location near a rapidly growing city of metropolitan character and thoroughly progressing, destined to be one of the largest cities of the State.

We think it has been demonstrated that states and organizations have made great mistakes in the past in locating schools near small towns rather than in progressive cities. The former theory was to remove the student from the enticements and allurements of the city, so that his mind be not unnecessarily distracted from the subjects at hand. History has shown that these opportunities exist everywhere, particularly since the advent of the automobile and other rapid means of communication and transportation, and it is highly desirable to have the school located where the most is going on and where the best is to be found. It is not an idle boast for us to assert that Amarillo is



known favorably in every nook and corner of these United States, and we think this is more nearly true of Amarillo than of any of her competitors.

Respectfully submitted,

J. W. Crudgington
Will A. Miller
B. T. Ware
W. H. Fuqua
Ross D. Rogers
F. R. Jamison
Chas. A. Fisk
C. M. McCullough
T. E. Durham
O. V. Vernon
Frank M. Ryburn

Committee.





