
5. CLASSIFICATION

OWNERSHIP OF PROPERTY: public - local

CATEGORY OF PROPERTY: building

NUMBER OF RESOURCES WITHIN PROPERTY:	CONTRIBUTING	NONCONTRIBUTING
	2	0 BUILDINGS
	0	0 SITES
	0	0 STRUCTURES
	0	0 OBJECTS
	2	0 TOTAL

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

NAME OF RELATED MULTIPLE PROPERTY LISTING: N/A

6. FUNCTION OR USE

HISTORIC FUNCTIONS: COMMERCE/business = office building

CURRENT FUNCTIONS: RECREATION AND CULTURE/museum = museum

7. DESCRIPTION

ARCHITECTURAL CLASSIFICATION: OTHER: 2-part commercial block

MATERIALS: FOUNDATION CONCRETE
WALLS BRICK, TERRA COTTA
ROOF ASPHALT
OTHER

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

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National Register of Historic Places Continuation Sheet

Section 7 Page 5

White Deer Land Co. Building
Pampa, Gray County, Texas

The White Deer Land Co. Building (1916) is a 2-story, 2-part commercial building with eclectic features, derived from classical and contemporary styles. Located in downtown Pampa on tree-lined brick street with 1- and 2-story commercial buildings, the building is sheathed in red brick with terra cotta detailing, and features three symmetrically placed entrances, distinctive bay windows on the second floor, and geometric sash windows throughout. In excellent condition, with minor modifications, the White Deer Land Co. Building retains a high degree of historical and architectural integrity.

The White Deer Land Co. Building faces east on S. Cuyler Street, near the intersection with Atchison. The building is set back from the sidewalk, behind a row of short concrete obelisks, and two black lamps with spherical lights. Both floors are divided into seven distinctive bays. The ground floor on the east elevation features three symmetrically placed entrances alternating with four large identical windows, each with a transom. The first and third doors feature geometric sidelights, but the narrower central doorway does not. Each sidelight is made up of small square panes and longer rectangular panes, similar to the geometric shapes in each of the windows and transoms. All entrances have storm doors. A bed of plantings is set between the sidewalk and the building, between the outer doors, making the central door inaccessible.

A concrete splash board extends around the building, covering the first fourth of the ground floor, and is topped by a narrow terra cotta band. The windows and doors on the ground floor are separated by simple red brick pilasters. The ground floor and second floor are separated by three alternating courses of terra cotta and red brick. The transoms are of speckled Florentine glass.

The central window on the second floor is shorter than the other six windows, and features paired geometric 6/3 sashes and a projecting wood sill. Bracketed bay windows fill the second and sixth bays, each with a large central geometric 6/3 sash window, flanked by narrow 2/1 sash windows. Windows in the first, third, fifth and seventh bays are identical 6/3 geometric sash windows with plain wood sills and terra cotta lintels. The building is topped by a thin terra cotta cornice below a stepped brick parapet with terra cotta coping. Throughout the building, the dark red brick was laid with a pencil-mortar joint.

The south elevation features plain sash windows with wood sills and terra cotta lintels, and a continuation of the wrapped terra cotta cornice band from the front of the building. An elevator was installed on the south elevation in 1983 to make the building fully accessible. On the west side of the building, fronting the alley, is a 2-bay brick carriage house / garage (**contributing**), featuring a concrete splashguard similar to that on the land company building. The west side of the land company property, fronting McCarley Park, is bordered by an alley. To north of the land company building is the Holland Wing, a building which slightly predates the land company building. The Holland Wing was purchased, remodeled and opened in October, 1995 as a museum annex. The south side is bordered by an empty 1-story building at the corner of Atchison and Cuyler

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Section 7 Page 6

White Deer Land Co. Building
Pampa, Gray County, Texas

Streets. Occupied by a Magnolia service station for many years, the county has purchased it for museum expansion.

The White Deer Land Co. Building was designed to hold both offices and living quarters, with main office on the south side of the ground floor. The land company office includes oak woodwork, and teller windows on the countertop. The safe in the office still contains the deeds and records of the land company. Four original fireplaces remain: in the main office, the northeast corner and northwest corners of the first floor, and in the southeast corner room on the second floor. Two skylights also remain. The floors are hardwood, with tile was laid in the office at a later date. The ceilings are 15 feet high and covered with painted pressed metal. The ceiling trim features an ornate crown molding.

The White Deer Land Co. Building retains a high degree of integrity, receiving only very minor alterations over the years, especially to its primary facade. The only known changes to the building are the addition of an elevator to the south side, replacement of light fixtures on the east side, and the addition of a garden bed. As the building retains all of its characteristic features, however, it represents a high degree of integrity and continues to convey its significance.

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White Deer Land Co. Building
Pampa, Gray County, Texas

West elevation with garage, camera facing east
Photo by Darlene Birkes, 1998



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: Settlement, Architecture

PERIOD OF SIGNIFICANCE: 1916 - 1949

SIGNIFICANT DATES: 1916

SIGNIFICANT PERSON: N/A

CULTURAL AFFILIATION: N/A

ARCHITECT/BUILDER: Kaufman & Berry

NARRATIVE STATEMENT OF SIGNIFICANCE (see continuation sheets 8-8 through 8-12).

9. MAJOR BIBLIOGRAPHIC REFERENCES

BIBLIOGRAPHY (see continuation sheet 9-13).

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
- University
- Other -- Specify Repository: *White Deer Land Museum, Pampa, TX*

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National Park Service

National Register of Historic Places Continuation Sheet

Section 8 Page 8

White Deer Land Co. Building
Pampa, Gray County, Texas

The White Deer Land Co. Building (1916) in Pampa, TX, served as the third Pampa office built by the White Deer Land Co., the region's primary landholder and developer from 1886 through 1957. The building meets Criterion A, in the area of Settlement, for its associations with the settlement of a four-county region in the Texas panhandle. The building also meets Criterion C, in the Area of Architecture, as a good example of an eclectic 2-part commercial block, and as the only known project jointly attributed to Amarillo architects William Raymond Kaufman and Joseph Champ Berry.

Native Americans may have lived in the east-central Texas panhandle 20,000 years ago. The region's prehistoric Plains Apaches gave way to the Apaches, who were in turn displaced by the Comanches and Kiowas. Spanish exploration of the area began after Francisco Vasquez de Coronado advanced into the Panhandle in 1541 in search of gold. Army engineer J. W. Abert mapped the area near Hoover and Lefors in 1845, followed by an expedition led by Randolph B. Marcy with George B. McClellan in 1852, and the arrival soon thereafter of buffalo hunters and traders. The army removed Native Americans to Indian Territory after the Red River War of 1874. The federal government established Fort Elliott in 1875 in Wheeler County, after the first cantonment settled in eastern Gray County earlier that year.

Ranchers settled the area as early as 1877, and were soon followed by land syndicates which established vast ranches. In 1882, the Francklyn Land and Cattle Co. purchased approximately 637,000 acres in Gray, Carson, Hutchinson and Roberts Counties. The Francklyn Land was managed by Col. B. B. Groom and his son, who established the Diamond F Ranch, with headquarters on White Deer Creek. In 1886, English bondholders foreclosed on the land, and organized the White Deer Land Co., with George Tyng acting as first manager. Lord Rosebery of London (at one time Prime Minister of England) served as the principal bondholder with Andrew Kingsmill of London as the banker. Because foreigners could not own land in Texas, two New York lawyers, Frederic de P. Foster and Cornelius C. Cuyler, held the legal title. The company located its office in a log house on the ranch.

In 1888, the Southern Kansas Railroad extended its line through the Panhandle toward Amarillo, through present-day Pampa. Thomas Lane, a telegraph operator, manned a section station at the rail switch, and became the first postmaster after the White Deer Land Co. applied for a post office in 1892. The name of the station changed from Glasgow to Sutton, and finally to Pampa, so named because Tyng saw a similarity to the flat terrain of the Argentine *pampas* (plains) he had once visited.

The W.D.L. Co. relocated to a log house southwest of White Deer, and then to a farm house southeast of White Deer, before constructing its own building at 318 W. Atchison, Pampa, in 1891.¹ In 1902, Gray County was organized and Pampa was platted, and the land owners set about to promote the area. In 1906 the White

¹ Lane, Eloise. *White Deer Land Building* brochure.

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National Register of Historic Places Continuation Sheet

Section 8 Page 9

White Deer Land Co. Building
Pampa, Gray County, Texas

Deer Land Co. built its second Pampa office building at 124 S. Cuyler. The company built a demonstration house near the railroad to display homegrown products to prospective land buyers passing through on the train. The company surveyed the land, laid out farms and ranches, built water wells, strung hundreds of miles of wire fence, offered \$150,000 in loans to farmers to buy seed wheat, and extended credit when times were hard.²

When oil was discovered on the Burnett ranch in Carson County in 1921, the WDLCo. had 20,000 acres of land remaining, and they reserved one-half of the mineral rights on land they sold. By 1957 most of the land and lots were sold, and the corporation was liquidated by paying cash to the bondholders and assigning to them a pro rata part of the minerals. M.K. Brown was the successful bidder for the remaining real estate, which included the office building. He and Clotille Thompson, his secretary, founded the museum. Complying with a request made by Brown before his death in 1964, the M.K.Brown Foundation developed the museum (opened in December 1970) and deeded it to Gray County in 1971.

The White Deer Land Co. Building

The final White Deer Land Co. Building was constructed at 116 S. Cuyler, in 1916, adjacent to the second land office building. Designed by Kaufman & Berry, the building housed the company's offices, in addition to rented offices and apartments. The larger apartments were originally designed for visiting dignitaries and guests from England. Rooms were occupied at various times by a lawyer, abstractor, dentist, doctor, Masonic Lodge, and – during WWII – wives of men stationed at the Pampa Army Air Force Base. The present parlor on the northeast, first floor, served as the Post Office from 1916 through 1927, and the Catholic Church in 1927-28, while a new church building was erected.

The two-part commercial block is the most common composition used for small and moderate sized commercial buildings throughout the U.S, and is characterized by a horizontal division into two distinct zones.³ The White Deer Land Co. Building features a symmetrically arranged primary elevation, and an eclectic mix of stylistic influences, evident in Prairie Style geometric small-pane windows and transoms on the ground floor, prominent bay windows (common in the late Victorian Era) on second floor, a stepped parapet, and very simple Classical pilasters on the ground floor. Additional ornamentation (including lion heads and rosettes) shown on blueprints was never applied to the building, probably to cut costs.

The White Deer Land Co. Building is the only known project jointly attributed to Amarillo architects Berry & Kaufman. William Raymond Kaufman (1881-1948) was the son of Amarillo architect Davis Paul Kaufman (1852-1915). Working together in the firm of D.P. Kaufman & Son, they designed many buildings in

² Ibid.

³ Longstreth, Richard. *Main Street: A Guide to American Commercial Architecture*, 4.

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White Deer Land Co. Building
Pampa, Gray County, Texas

the Texas Panhandle and nearby New Mexico, including the Elks Club, Old Grand Theater, St. Mary's Academy (1913-14), and Lowrey's Academy, all in Amarillo, the Union County Courthouse (1909) in Clayton, NM, and the Cochran County Courthouse (1926, remodeled 1968) in Morton, TX. Kaufman's most prominent projects are those he designed for Pampa's "Million Dollar Row," in the late 1920s and early 1930s, including the Gray County Courthouse (1929, NR 1997), Pampa City Hall (1930), Pampa Central Fire Station (1930), and the nearby Combs-Worley Building (1931). Joseph Champ Berry (1875-1950) worked throughout the Texas Panhandle, Oklahoma, and New Mexico for most of his career, designing a wide variety of projects, including houses, schools, and civic buildings. Operating primarily out of Amarillo, Berry later designed many successful buildings utilizing modern styles, best evidenced in his *moderne* Texas courthouses in Wellington (Collingsworth Co., 1930), Dumas (Moore Co., 1931), and Panhandle (Carson Co., 1950).

The White Deer Land Co. Building is currently used as a history museum, containing displays of the settlement period, including a pioneer kitchen, school room, bedroom, dental office, tack office, store, post office, and beauty salon, along with arrowhead and doll collections, pioneer clothing, handiwork, school mementos, military items, a painted time-line, a board with graffiti from the land company's first headquarters building, and many historic photos.

The White Deer Land Co. Building meets Criterion A, in the area of Settlement, because land sales in the 4-county were made from this facility from 1916 through the company's liquidation in 1957. The facility also served as a meeting place, office buildings, and apartment space in the early days of the city of Pampa., and once housed the post office, dental and doctor offices, law offices and church facilities. Despite some modification, the building retains a high degree of integrity of location, setting, workmanship, design, feeling, and association, and is eligible for listing under Criterion C, in the area of Architecture, as a good example of a 2-part commercial building, as one of the oldest such buildings in Pampa, and as the only known joint project by two of Amarillo's most notable early 20th century architects.

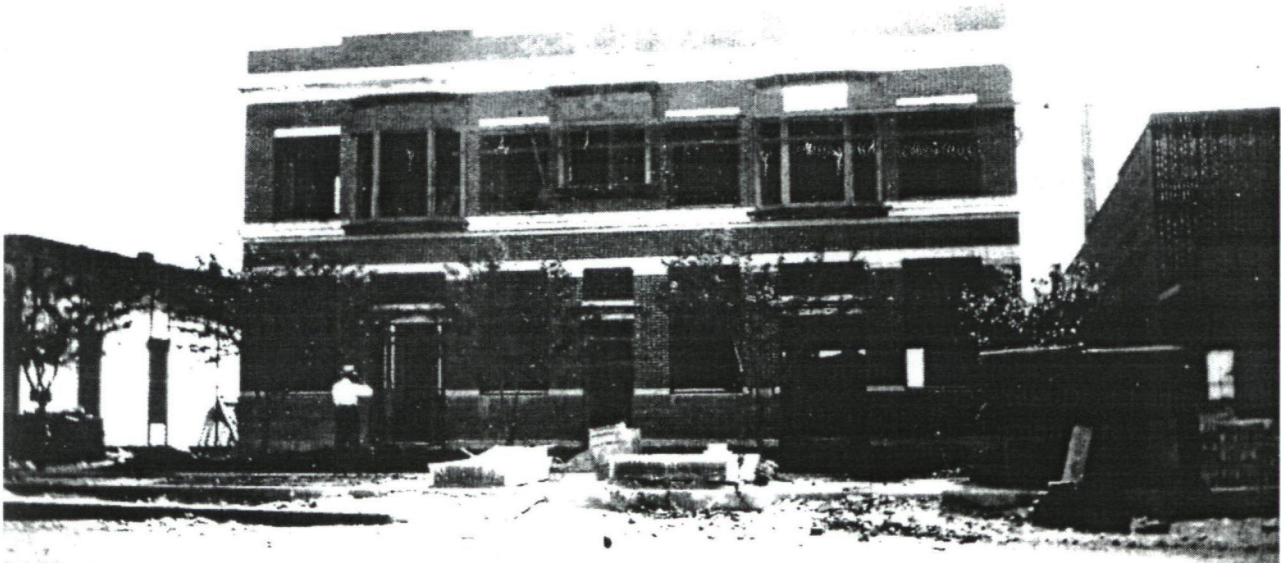
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

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White Deer Land Co. Building
Pampa, Gray County, Texas

White Deer Land Co. Building, construction photo
Source: White Deer Land Museum



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White Deer Land Co. Building
Pampa, Gray County, Texas

White Deer Land Co. Building, c. 1918
Source: White Deer Land Museum



United States Department of the Interior
National Park Service

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Section 9 Page 13

White Deer Land Co. Building
Pampa, Gray County, Texas

-
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- White Deer Land Building, Recorded Texas Historic Landmark file, Texas Historical Commission, 1969.

10. GEOGRAPHICAL DATA

ACREAGE OF PROPERTY: less than one acre

UTM REFERENCES Zone Easting Northing
 1 14 322240 3933920

VERBAL BOUNDARY DESCRIPTION Original 1902 plat, 4 lots, Block 4, east side

BOUNDARY JUSTIFICATION The nomination includes all property historically associated with the building.

11. FORM PREPARED BY (with assistance from Gregory Smith, Historian, Texas Historical Commission)

NAME/TITLE: Darlene Birkes, Chairman

ORGANIZATION: Gray County Historical Commission

DATE: 10-15-1998

STREET & NUMBER: 2365 Aspen

TELEPHONE: (806) 665-2913

CITY OR TOWN: Pampa

STATE: TX

ZIP CODE: 79065

ADDITIONAL DOCUMENTATION

CONTINUATION SHEETS

MAPS

PHOTOGRAPHS (see continuation sheet Photo-14)

ADDITIONAL ITEMS

PROPERTY OWNER

NAME: White Deer Land Museum, Anne Davidson, Curator

STREET & NUMBER: 116 S. Cuyler

TELEPHONE: 806/669-8041

CITY OR TOWN: Pampa

STATE: TX

ZIP CODE: 79065

United States Department of the Interior
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Section PHOTO Page 14

White Deer Land Co. Building
Pampa, Gray County, Texas

White Deer Land Co. Building
116 S. Cuyler
Pampa, Gray County, Texas
Photographed by Darlene Birkes
April 1998
Negatives on file with Darlene Birkes

East elevation, camera facing west
Photo 1 of 2

West elevation, camera facing east
Photo 2 of 2

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY White Deer Land Company Building
NAME:

MULTIPLE
NAME:

STATE & COUNTY: TEXAS, Gray

DATE RECEIVED: 12/14/99 DATE OF PENDING LIST: 12/29/99
DATE OF 16TH DAY: 1/14/00 DATE OF 45TH DAY: 1/28/00
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 99001701

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 1.14.00 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

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



WHITE DEER LAND CO. BUILDING

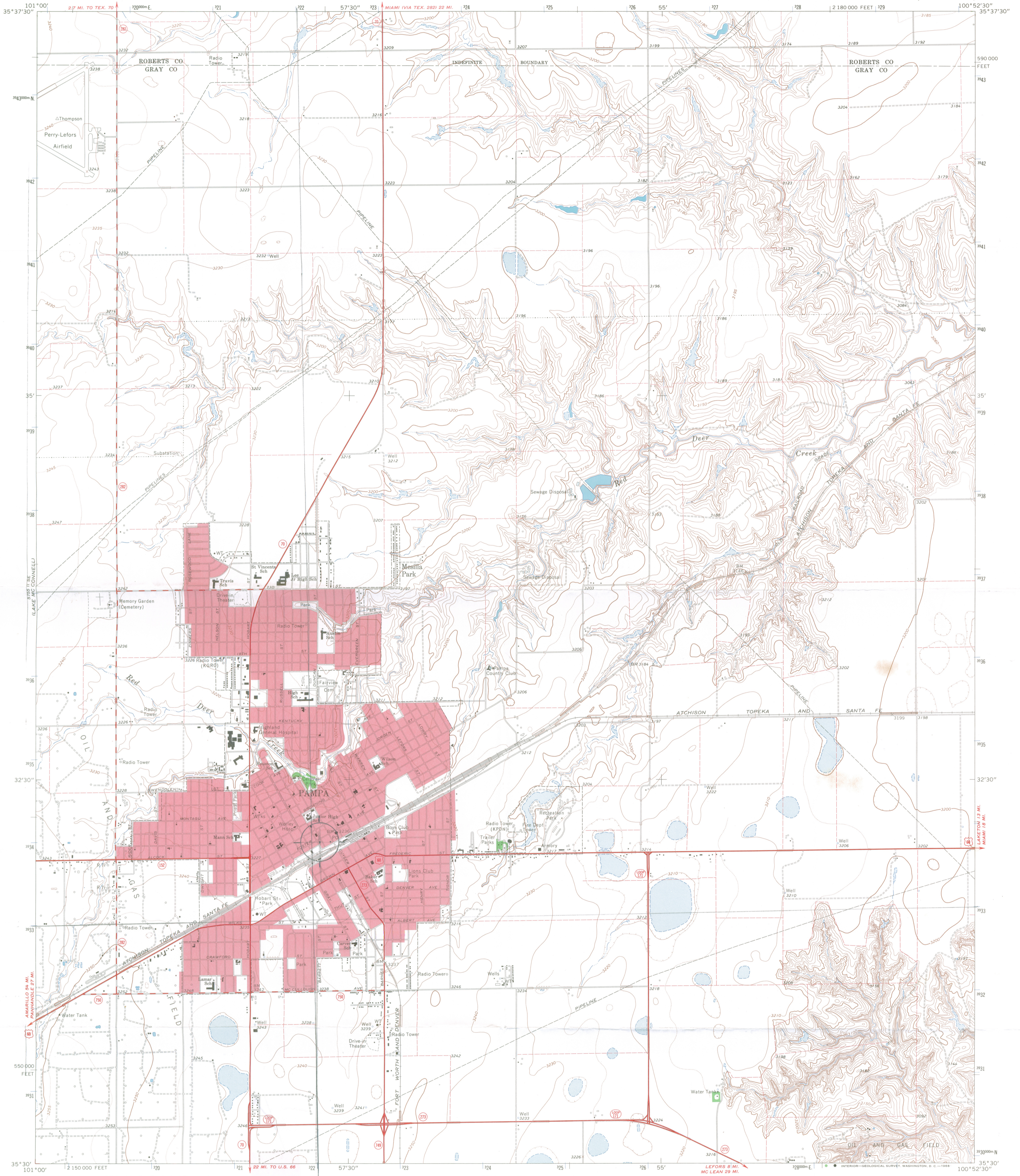
116 S. CUTLER

PAMPA, GRAY CO., TEXAS

PHOTOGRAPH 1 of 2

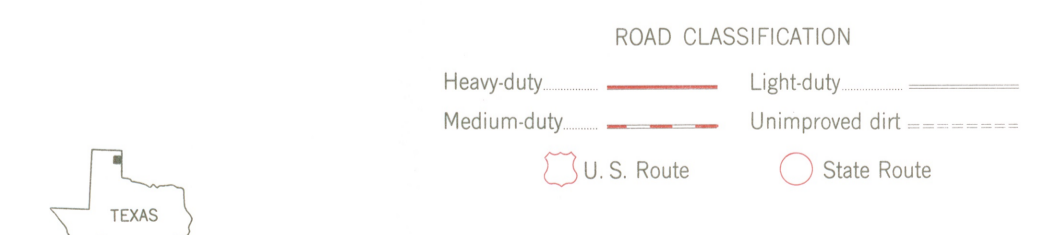
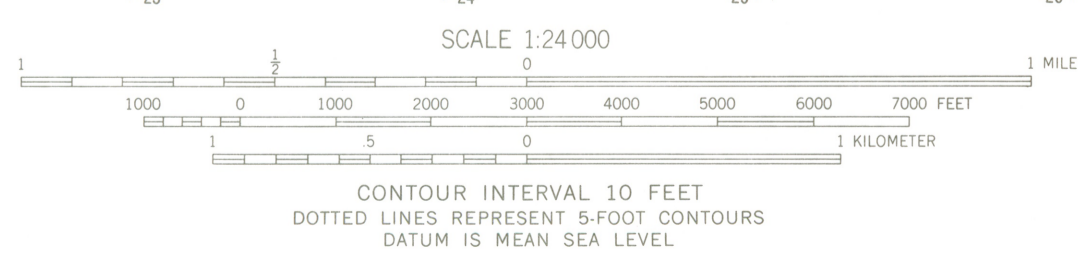
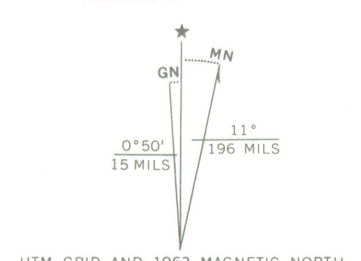


WHITE DEER LAND CO. BUILDING
116 S. CUYLER
PAMPA, GRAY CO., TEXAS
PHOTOGRAPH 2 of 2



WHITE DEER LAND CO. BUILDING
116 S. CUYLER
PAMPA, GRAY CO., TEXAS
UTM REFERENCE: 14/322240/3933 920

Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Topography by photogrammetric methods from aerial
photographs taken 1962 and planetable surveys 1963
Polyconic projection. 1927 North American datum
10,000-foot grid based on Texas coordinate system,
north zone
1000-meter Universal Transverse Mercator grid ticks,
zone 14, shown in blue
Red tint indicates areas in which only landmark buildings
are shown
Fine red dashed lines indicate selected fence lines



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR WASHINGTON, D. C. 20242
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

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