

Thousands Upon Thousands of Colorfully Attired Texans Pack Streets To Celebrate Completion of Will Rogers Route as Three-Day Festivities Open With Great Show

Amarillo this morning saw its largest mounted parade, opening event of a three-day celebration to mark completion of the Will Rogers route.

Thousands upon thousands packed the streets. This afternoon and each afternoon throughout the celebration there will be cow pony races and polo games at The Tri-State Fair grounds.

First feature of "Old Southwest Days," historical spectacle to be staged each night on Butler Field, will begin at 8 o'clock tonight.

Donald Novis, famous tenor, will appear in a brief concert beginning at 8 o'clock. The concert will be broadcast by KGNC.

Officials in charge of the celebration today were urging those who intend to see the pageant to be in their seats early.

After the Novis concert there will be a program by the Kilties band of Oklahoma City and the pageant proper will begin at 8:45 o'clock.

High-ranking public officials, cinema celebrities and plains pals of the late Will Rogers rode in the parade this morning while men, women and children from up and down the highway between Santa Monica and Chicago watched and cheered.

Highlight of the parade was "Soapsuds," favorite mount of the late Will Rogers, led by Frank Ewing of Higgins, who once employed the plainsman-philosopher as a cowboy.

In the parade were such dignitaries as Governor Tingley of New Mexico, Amon G. Carter, Fort Worth publisher; Mayor Ross Rogers and Senator Dennis Chavez, Coe Howard of Portales and officials of highway association from every state through which the route passes.

Leo Carrillo, screen star and grand marshal of the parade, rode his own

POINT BARROW, Alaska, Aug. 15 (U.P.)—A pink granite memorial today marked the place where Will Rogers, famous humorist, and Wiley Post, noted flier, died near the Arctic Circle three years ago.

On this third anniversary of their crash the shaft was dedicated.

Inscribed in the stone, which was brought here from a quarry at Claremore, Okla., Rogers' home, were the words:

Will Rogers and Wiley Post ended life's flight here August 15, 1935.

The monument overlooks Walapai Lagoon, 15 miles east of here, where the motor of Post's plane failed, sending the ship crashing into the moss hummocks of the Arctic tundra.

marvelous mount, was greeted with thunderous applause.

Several other Hollywood head-liners were in the parade.

Donald Novis, "Tex" Ritter, Monte Blue, Ben Turpin and others made

See PARADE, Page 2

School Group Doubles Goal Selling Tickets

Sales for tickets for the Will Rogers Pageant more than doubled the goal set by the high school student congress, reaching a total of more than \$3,000 this morning.

The congress was to have continued exclusive sales rights of the

An urgent call is made to all R. O. T. C. boys available for ushering to be at the Armory wearing their uniforms at 6:30 o'clock this evening. Directions will be given at this time and transportation to Butler Field will be furnished, says Lauchlin McNeill, in charge of the student activity in the pageant. Over 100 ushers will be needed, McNeill estimates.

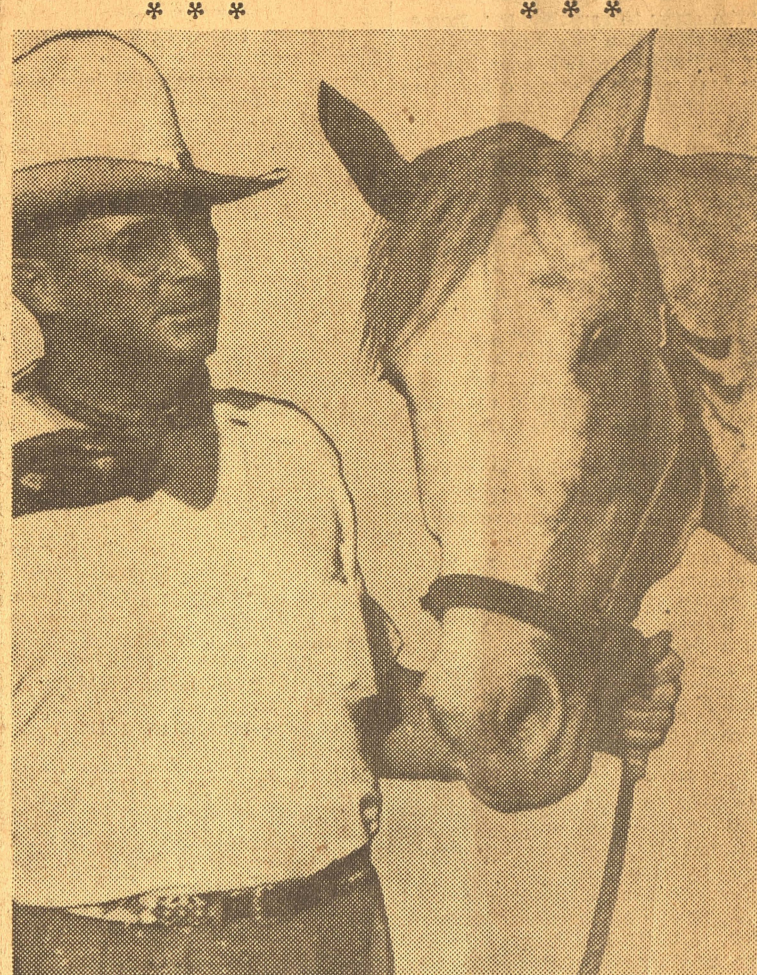
tickets through this week if it reached \$3,000 in sales by the close of the last week. The student workers pushed the drive with their spirit and enthusiasm and topped the goal with a regular W. Lee O'Daniel margin. The school will receive 10 per cent of the sales to be applied on the public address system for the high school building. The workers are hoping to earn \$1,000 or more for the project.

The school will receive its commission on all ticket sales except those made at the gate. Those manning the stations throughout the city are marking the cry, "Buy your tickets now and avoid waiting at the gate."

The Chamber of Commerce gave another breakfast this morning for the workers, at which time peak enthusiasm was reached for the final drive for sales.

A. V. Bryan, Woodrow Baldwin, and Yvonne Powers were announced winners of this morning's prizes offered by H. Walters, one of the

See TICKETS, Page 2



CHARLEY LOWE, national secretary Will Rogers Highway, and Soapsuds, favorite cowpony of the beloved cowboy philosopher and humorist.

East and West Clasp Hands Over Breakfast Table at Country Club

The East and West joined hands over the breakfast table this morning at the Amarillo Country Club.

It was the official opening of the three-day celebration which marks the opening of Highway 66—the Will Rogers Highway, from Chicago to Los Angeles.

Film notables, west coast celebrities, state dignitaries and officials of the celebration breakfasted.

There were no long speeches.

Carl Hinton, national president of the Will Rogers Highway Association, introduced Gov. Clyde Tingley of New Mexico and Mayor Ross D. Rogers of Amarillo. Gov. Tingley declared he was glad to pay a visit to his "annexed" Panhandle and Mayor Rogers announced that anyone who is thrown in the "air-conditioned hoggow and who can't get out, then I'll get in there with him."

Leo Carrillo, who headed the film notables to Amarillo for the celebration, was introduced by Mr. Hinton and the actor then presented those who arrived on the specially chartered ship last night, together with those who arrived today.

Tribute was paid by Carrillo to the late humorist—Will Rogers, and to Mrs. Rogers who was unable to make the trip due to the emotional strain.

Presented as "the great editor of Beverly Hills," Bill Rogers, son of the man everyone loved, drew a great ovation. He stood and bowed stiffly and Carrillo said Bill's bowing reminded him of Will's—"just took a couple of kinks."

"Great rancher who raises cattle in California and it comes out Kansas City steaks," was the title Carrillo tacked onto Jimmie Rogers. Carrillo said for years Jimmie had been trying to rope a certain "maverick" and he had finally succeeded.—Mrs. Rogers.

Lee Ford, "one of the greatest public servants any state ever had and in the midst of a campaign for congress," was introduced, as was Mrs. Ford.

Monte Blue, "six foot two," was paid tribute by Carrillo as being a man who added much to the fine acting on the screen.

Carrillo built Ben Turpin, the original "Tackless Texan" up as a hardboiled landlord who just sits back and collects the rent. He paid him high tribute as a fine comedian and had Turpin about to pop his vest buttons—then, true to Carrillo style—he said he believed he would wait until later to introduce the cockeyed comedian because he was

See BREAKFAST, Page 2

Casa Manana Star Is Home

"Miss Casa Manana" returned to her native Amarillo by plane this morning just in time to swing into the big Will Rogers Celebration parade and then receive a rousing welcome at the Amarillo Kiwanis Club.

Strikingly attractive with her long black hair and flashing eyes, "Miss Casa Manana"—better known to her fellow Amarilloans as Elizabeth Morris—was in for an hour of crowded activity when she landed here.

Stepping off of the Braniff airways plane that had whisked her from Fort Worth to Amarillo in two hours at 11:30 o'clock, she was rushed to North Fillmore Street where the parade was then just beginning to move out. All the places in the parade had been assigned but officials made room for the Fort Worth representative, placing her atop the fire truck with the Alpha Deltas.

As the parade ended, she was escorted to the Amarillo Hotel where along with Leo Carrillo, Irvin S. See MORRIS, Page 2

Sheriff Wears Old Trappings For Celebration

Sheriff Bill Adams wore today the oldest trappings seen at the Will Rogers Highway celebration.

A black Montana-style hat with chin strap, a Colt frontier "thumb-buster" pistol, and a broad leather cartridge belt worn in 1885 by Bruce Gerder of Tulla were lent to the sheriff.

His spurs were made in Dalhart in 1908 for Deputy Sheriff Gib Landis, then a young cowhand.

Mr. Gerder, who was a Plains cowboy in the 80's, brought the trappings with him when he came to Amarillo for the celebration today, tomorrow and Wednesday. He has lived at Tulla many years.

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—Photo by McCormick Co.

"MISS CALIFORNIA" arriving in Amarillo by Transcontinental and Western Airliner to participate in the Will Rogers Highway Celebration and Memorial Pageant.

Tingley Is Sorry 'Jimmie' Is Absent

"I'm awfully sorry Jimmie couldn't be here."

That was the first thing Gov. Tingley of New Mexico had to say for the press upon arriving in Amarillo.

He was referring to Gov. James V. Allred, who was prevented by illness from attending the Will Rogers Highway 66 Celebration here.

"I have talked to Jimmie three or four times in the last few days," said Tingley, "and I could tell he was not feeling at all well."

Tingley had challenged Allred to a cowpony race during the festivities here.

The New Mexico governor seems to be extremely proud of the completed Highway 66, not only across his state but as a whole.

"I believe we have one of the

finest highways across the country now," he said.

"The Will Rogers Highway and the other fine highways we have connecting the North and East with the Pacific Coast are going to increase our tourist travel and will also induce more vacationists to come to Texas and New Mexico.

"The completion of this highway marks one of the proudest moments of my life."

The governor said he would be here today and tomorrow.

His big, black sedan bears New Mexico License No. 1 and flies the New Mexico state flag on a shaft from the front of the radiator. The car is driven by a member of the New Mexico State Police, crack law enforcement organization.

Tickets--

(CONTINUED FROM PAGE 1)
directors of the pageant. They received \$10, \$7, and \$3 respectively.

Each substation received a limited number of reserved tickets to be sold for 25 cents. These, together with the general admission ticket, will admit the holder to a reserved section, and will assure him of a seat.

Parade--

(CONTINUED FROM PAGE 1)
up the California contingent.

Ranchers of tomorrow—youngsters in range regalia and riding their own mounts—made up another section.

There were Indians, stage coaches, covered wagons, surreys and some of the principals of "Old Southwest Days" in colorful costumes.

The parade, most of it moving at a fast canter, required about 20 minutes to pass a given point. It was led by the famous Kiltie band of Oklahoma City.

Another parade will be staged tomorrow morning at 11:30 o'clock.

Again tomorrow afternoon there will be polo games and cow pony races and tomorrow evening a barbecue will be given for old settlers.

"Old Southwest Days" is scheduled to be held at 8:30 o'clock each night.

It was the Horses' day as the most colorful crowd ever assembled witnessed the most colorful parade in the history of Amarillo.

Attention in all sections of the crowd was focused on the horses.

"Westwind," the favorite mount of Leo Carillo, led in attention at the head of the parade. Rarin' in salute to the giant flag above Polk Street between the Amarillo Hotel and the Amarillo building, "Westwind" drew a roar of applause.

Governor Clyde Tingley, the cowboy governor of New Mexico, shared attention with his beautiful mount.

It was horses literally by the hundreds—the largest number of horses ever seen in a parade in Amarillo, even in other days when everyone rode horseback.

There were bays, chestnuts, buckskins, roans, grays, blacks, sorrels, whites and Epaluchians.

"Soapsuds," favorite mount of the beloved cowboy humorist and philosopher, Will Rogers, was the highlight in attention in the parade. A hush fell over the crowds as the riderless horse was led along the

Casa Manana, Miss Morris was named over all other cast members to represent Fort Worth at the celebration and to invite Leo Carillo to the show there.

"But the Show Must Go On" and the former Fort Worth girl is leaving by plane tomorrow noon to be back behind the footlights once again when the curtain goes up tomorrow night.

Breakfast--

(CONTINUED FROM PAGE 1)

expecting him to do it now. Ben fell over in his chair.

"And now," said Carillo, "I want you to meet a popular young actor who borrowed boots and a kerchief and decided to become a Panhandle cowboy—Frank Albertson.

"Two years ago I was sitting as a member of the audience when I heard a voice that seemed to come right from heaven, so beautiful was it," said Carillo. "That voice turned out to be that of Donald Novis who tonight will sing at the pageant.

"That woman sitting beside him is Mrs. Novis—she watches every move he makes."

The crowd roared its approval.

Vince Barnett was presented as an outstanding actor and one who brought clean comedy to the screen. Mrs. Barnett was presented.

Tex Ritter, Monogram Studio western star, J. D. Funk and Col White, Santa Monica publishers; George Larsen "the man with the Los Angeles Chamber of Commerce who is doing so much for flood control"; C. J. S. Williamson, also of the Los Angeles Chamber of Commerce; Chet Wells, who headed the Pacific Coast Caravan and who brought greetings to Mayor Rogers from all the mayors in towns along the route; Amon Carter, "who can be depended upon not to make a long speech," (the crowd yelled "speech, speech" when he was pre-

sent); Mrs. McSpadden, sister of Will Rogers and Mrs. Miles, daughter of Mrs. McSpadden; Larry Doyle, director of the pageant and "who got run out of Hollywood not too long ago"; Publisher Gene Howe and Associate Publisher John McCarty of the Globe-News; T. E. Johnson, editor of the Times; President of the Amarillo Chamber of Commerce Paul Ediquist all drew rounds of applause upon introduction.

Carillo "Miss California," (Miss Claire James in everyday life) who also is a contract player for Warner Bros. and Metro-Goldwyn-Mayer. Miss James won the coveted title just yesterday afternoon and took the 9 o'clock plane from Los Angeles, arriving at 5 o'clock this morning.

Actor Carillo lastly introduced his family, saying that Will Rogers "told me we were not like most actors in Hollywood, we still have the same gals we started out with." He presented his "gal." Introduced also was his daughter, Antoinette Carillo, "the annoyance in the family and who has just finished a course so she can be a first class secretary."

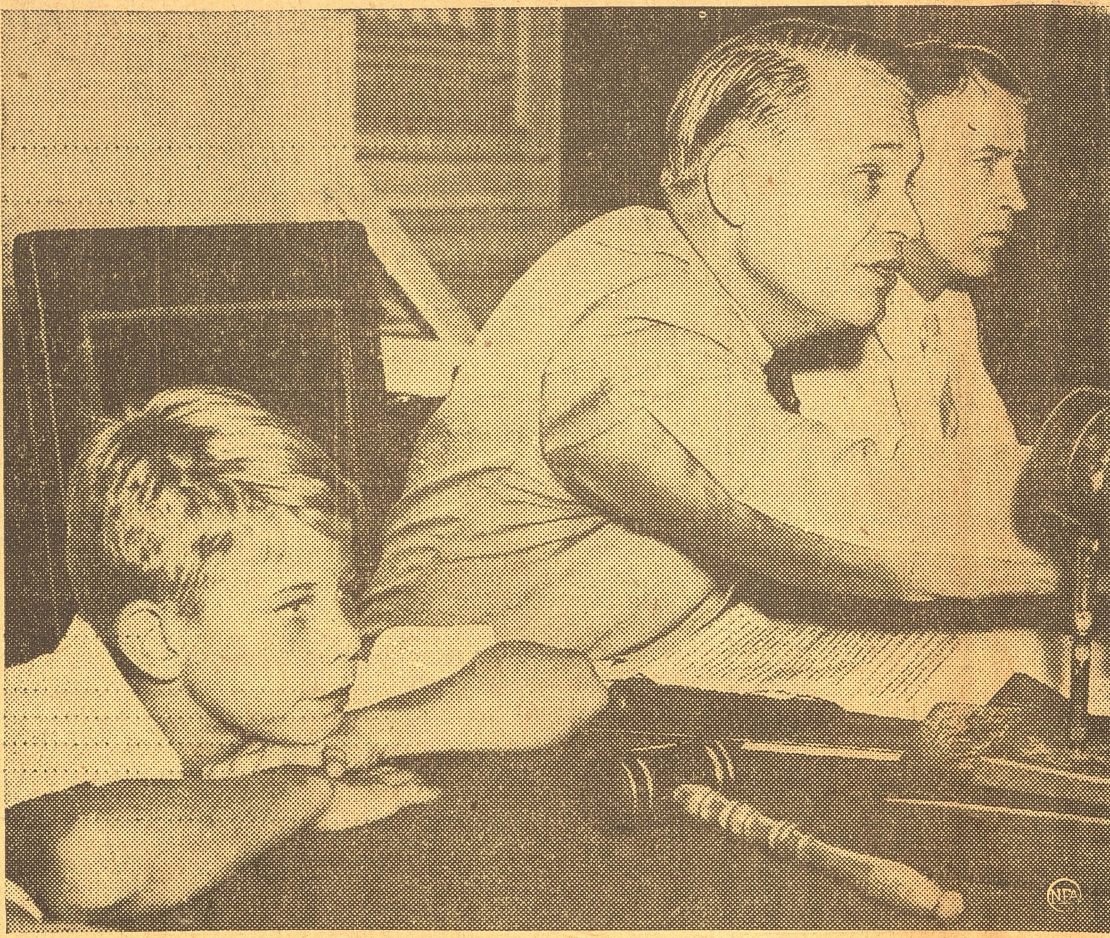
Immediately after breakfast the crowd left for the assembling place for the parade.



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BOBBY DIES, son of Representative Martin Dies of Texas, was one of the most interested spectators as his father examined witnesses in his committee's investigation of un-American activities in Washington. Looks as if Bobby might be a cross-examiner himself one of these days, doesn't it?

serge suit, just like he always wore for appearances.

The portrait is absolutely the artist's creation. Mrs. Rice used no one photograph as model. Each time a Will Rogers motion picture was reissued in Austin she would see it—maybe just to study one feature that wasn't clear in her mind. She literally memorized the curvatures of his skull.

Surveying her finished work, Mrs. Rice says, "I think Will Rogers was one of the most honest and one of the purest men who lived in our time. If I hadn't thought so I wouldn't have spent a year of my time painting his portrait, but considering his character, if I can do anything to help people remember him, I will be repaid."

Before coming to Amarillo Mrs. Rice exhibited her picture in the Morton Galleries in New York City for two weeks.

This distinguished grey-haired woman says she has been painting ever since she can remember. Her career as a portrait painter began when, at the age of 16, she did a picture of her father.

Mrs. Rice studied in New York and in Princeton. She later decided that to be a great artist she must visit the art centers of the world. Ten years ago she realized this desire. She went to France and to Italy and later she visited in Corsica and Africa.

While Mrs. Rice was in Corsica, the highest government official there commissioned her to do his portrait after seeing her painting of an old monk who lived on the island.

Mrs. Rice went from Corsica to Paris where she established a studio and studied under the masters

for about a year. One of the paintings she had done while in Corsica was accepted for the Spring Art Salon. To have a picture exhibited in this three-mile-long showing is one of the greatest honors an American artist can receive in France.

Since coming back to America Mrs. Rice has painted nearly 100 portraits.

One of her most interesting portraits is of Dr. Frederick Evy of the University of Texas. This picture was an experiment. Once each year Mrs. Rice had Dr. Evy to pose. At these annual sittings she applied all her added knowledge and experience to the painting. Some time later when her works were on exhibit in Austin people were asked to vote on which they liked the best. The one of Dr. Evy had a majority.

Other noted Texas figures which Mrs. Rice has painted are the late Dr. S. B. Brooks of Baylor University and also his wife, Dr. E. C. Evans of the State College at San Marcos, Miss Mildred Baskin, a San Antonio principal, President H. Y. Benedict of the State University, and also Dr. W. H. Harper of the university.

State-owned portraits include a life-sized picture of Vice President John N. Garner, which hangs in the Senate chamber, and pictures of Dan Moody, Ross Sterling and "Ma" Ferguson, former governors of Texas.

Although Mrs. Rice has lived in Texas most of her life this is her first stop in Amarillo. She says she likes cowboys and is glad she brought her sketch book.

In Poland, railway locomotives largely burn wood, of which substance 1,600,000 cubic meters were used during 1937.

Noted Artist Who Painted Will Rogers' Portrait Spent Year On It Before She Was Satisfied With Results; Work Now on Exhibit In Amarillo Hotel

By MARGARET MCKENZIE
From a large gold frame the canvassed likeness of Will Rogers looks benevolently down on people passing through the lobby of the Ama-

rillo Hotel. People who, in cowboy dress, are commemorating his name. A smile is on his face—that special smile which always accompanied his common sense philosophy.

The artist of this portrait, Mrs. Lucie Wilson Rice of Austin, says, "I tried to paint Will Rogers just as he is looking down on us now—or as he might have looked when someone asked, 'Will, what's the matter with the world?' And when he answered:

"'Ain't nothing the matter with this world but SELF-ishness. The

country's selfish. People are selfish. Each of us is selfish'."

Mrs. Rice who brought the portrait to Amarillo for the Will Rogers Memorial Celebration, worked almost exclusively on it for a year. She saw Will Rogers on the stage four times. She says that's why she painted him in a blue

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