

Celebration Goes Into Second Day With Enthusiasm Still At High Pitch; Pageant at Butler Field Again Tonight

Colorful and even colossal, the Will Rogers route celebration went into its second day with a brief, but impressive ceremony this morning to dedicate the highway.

And then came the parade, old-timers riding reverently to honor the memory of the plainsman-philosopher, bands playing, pioneer property passing in review and other features.

More polo games and cow pony races were on the program this afternoon.

Thousands upon thousands thrilled last night to "Old Southwest Days," a spectacle that crowned all

"Tex" Ritter, screen star and cowboy crooner, who had the leading role in "Starlight Over Texas," will be featured tonight in "Old Southwest Days." He will sing "Empty Saddles" as "Soadsuds," the favorite mount of the late Will Roger stands spotlighted on Butler Field.

The celebration committee announced today there were plenty of good seats and that the program would start at 8 o'clock

other capacity crowds at entertainment in the Panhandle.

Several thousands were turned away last night and another record crowd is expected tonight.

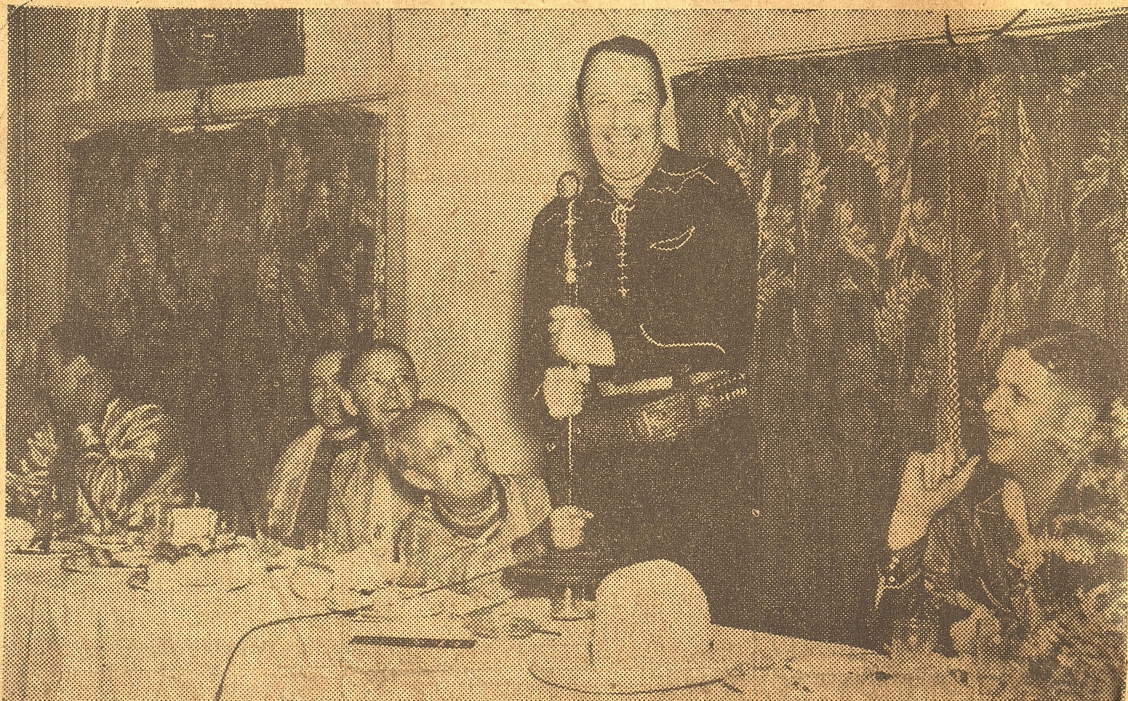
With the Lone Star state's own cowboy singer, "Tex" Ritter here to appear in the most dramatic episode, the historical pageant will begin at 8:30 o'clock.

There will be several interesting features introduced as a prelude and those holding tickets are urged to be in their seats not later than 8 o'clock tonight.

Jimmy Rogers, young son of the late Will Rogers, was so impressed last night with the tribute he and his wife decided to remain and he probably will appear tonight in the pageant.

The famous Kiltie Band from Ok-

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—Photo by McCormick Co.

TOP PICTURE—Fun at the Kiwanis Luncheon. Monte Blue, standing, appears to be having plenty of it. Others in the picture, left to right: Leo Carrillo, Donald Novis, Roy Smith of Tucumcari, Ben Turpin, and Clay Thornton.

BOTTOM—Mayor Ross Rogers of Amarillo is shown receiving greetings sent him from all the mayors in towns along the Will Rogers Highway. They were presented by Chet Relph, left, an official of the Los Angeles Chamber of Commerce.



Ribbon Bow Is Untied To Mark Fruition of Quarter Century of Work on Rogers Route

By RAYMOND HOLBROOK

It required a quarter of a century of dreaming and work, the co-ordinated efforts of the citizens of seven states, and millions of dollars to make the Will Rogers Memorial Highway a reality—but it took only the untying of a ribbon bow to officially open it.

And this morning, Amarilloans and Panhandle and out-of-state visitors gathered at the western

edge of the city to join in impressive dedicatory services and to watch Carl Hinton, president of the Will Rogers Highway Association, loosen the bow of the ribbon stretched across the road.

Like the other events of the three day celebration now in full swing here, there were a number of notables taking part in the service, which was broadcast over Station KGNC between 10 and 10:30

o'clock this morning.

Governor Clyde Tingley of New Mexico was the principal speaker of the ceremony, tracing the progress in road building both in his state and in the entire southwest and praising the man for whom the new Chicago to San Monica route has been named.

At the conclusion of his talk Governor Tingley bestowed large bouquets and resounding kisses

upon "Miss Southwest," and "Miss California." Also presented at the ceremony was "Miss Casa Manana" of Fort Worth, Miss Elizabeth Morris, an Amarillo girl.

Tribute to Will Rogers was paid and appreciation to the visiting delegations from other states was voiced by Mayor Ross Rogers, master of ceremonies in his welcoming address.

Representatives of Arizona, New

Mexico and Oklahoma made short talks.

Additional color at the dedicatory service was provided by the famous Girls' Kiltie Band of Oklahoma City, decked out in their red and yellow Scotch costumes. Music during the ceremony was furnished by the Sooner lassies.

The entire ceremony was planned and executed by the San Jacinto Kiwanis Club, who were giv-

en the honor since the service was held in their section of the city. Bill Beechler was general chairman and was assisted by Glenn Miller, George Kercher, Zack McCrady, Clyde Williams, Neal Shaw, G. F. Branson, Robert Ricks, and Powell Smith, committee heads. Members of the club directed traffic at this morning's service.

Neely-Greenhill Agcy. for Insurance

—all of whom are now appearing at the show.

After three years of experience Miss Morris tells the four things she considers most vital to a girl with her ambitions. First is personality—which radiates in no small manner when this stirring brunette walks into a crowd. Second is health—which sparkles in the depths of her black eyes. Third comes wil-

Ritter---

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a general rule think the next one is a "ham."

But Autry's compliment is just typical of this Ritter fellow.

This morning, about 8 o'clock, two boys from the Maverick Club knocked on Tex's door. They wanted to know if he would come down to the club. Sure he would, and inwardly Tex was warmed to the cockles of his heart. He has heard about the Mavericks.

Last summer I met Tex at the Grand National Studio. He was completing a picture that afternoon. And he had been ill, working hard and at a terrific pace. Nothing would satisfy him but that he take me on location while he finished the picture. Then he showed me many technicalities and took much time to answer scores of questions put to him.

The next morning he called for me at the hotel and took me up to meet Autry. Tex took me this place and that place. And I had just met him. He was tired, simply worn out, and ill. He didn't have to escort me around. But he did. That's the sort of a fellow this Ritter is.

Frequently, Tex comes through Amarillo. He never arrives in town but that he calls.

Tex and Rip Underwood are old friends—classmates at the University of Texas, as a matter of fact. Whenever Tex is in town, they're together nearly all the time.

Ritter has just finished "Starlight Over Texas," a Monogram release. He's a Texas Ranger in the film. Another recent picture made by Tex is "Utah Trail," which the Rialto is playing tomorrow and Thursday. This theme is that of a ghost train.

Tex was in New York at the time of his Hollywood offer. He had appeared on many national programs. Some of the programs he has been on are the Eno Crime Clue, Gang Busters, and the famous Cowboy Tom's Roundup. His singing voice is considered one of the tops in Western pictures.

This afternoon Tex was to appear at the Maverick Club and on the radio with the "Sons of the West."

The Western star also will appear at the Capitol Theater tonight at 11:30 when Manager Bill Smith gives a special showing of the Will Rogers picture for the committeemen of the pageant.

I wish you could meet and know Tex—you'd like him. He's a Texas prince!

Celebration---

(CONTINUED FROM PAGE 1)

Oklahoma City also will appear again tonight and the "Flat Foot Four," a police quartet from Oklahoma City, probably will sing.

Ben Turpin, the cock-eyed comedian, also is remaining for the entire celebration.

Despite the record crowd that packed the business section yesterday, an equally large crowd this morning saw the pioneer parade.

Old-timers—those who hold membership in the Panhandle Old Settlers Association—will be guests this evening at a chamber of commerce barbecue on the Tri-State Fair Grounds.

Tomorrow, last day of the celebration arranged by the Will Rogers Memorial Highway Association, will be featured by polo games and cowpony races in the afternoon and "Old Southwest Days" at night.

Having a good time was the major occupation of Amarilloans and thousands of out-of-town visitors who thronged Amarillo streets this morning.

The Amarillo Hotel was the scene of nothing that should be classified as peace and quiet as old time fiddlers waked up the guests and the town this morning.

Reversing the procedure common at old time dances where the dance continued as long as anyone could sing another verse to "Good-bye, Old Paint," the last number, the fiddlers led off with "Old Paint."

The streets were thronged early with out-of-town shoppers who came early to get their shopping done before the parade.

A metallic clanking along the sidewalks recalled another day when a spurred heel served the purpose an accelerator pedal serves today.

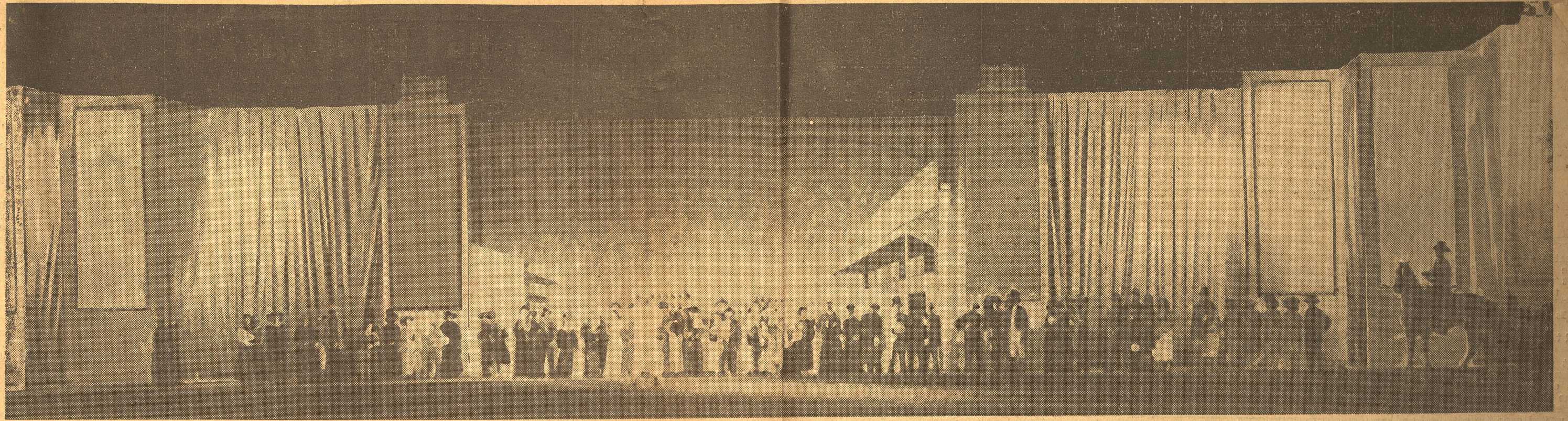
Wooden nickel vendors were pursuing their trade early. "Just a nickel for a nickel, you can't get gyped," says the vendor.

The parade moved South on Polk Street to Tenth Avenue and back North on Taylor.

"Go on home, you've seen us once," said a small boy riding the LZ ranch chuck wagon as spectators crossed Polk Street to Taylor Street to see the parade again.

The Chamber of Commerce offices at Third and Polk are a congregating place for big shots—local and visiting . . . Pat Flynn's "chief of police" badge is just about as big

WILLIAM JAMESON
IRISH AMERICAN



One of the scenes from "Old Southwest Days and the Life of Will Rogers" at Butler Field. The pageant again will be presented tonight and tomorrow night.

—Photo by McCormick Co.

ROGERS ROUTE OPENED