

A Huge Success! Old Southwest Lives Again In Pageant

BY BILL WILSON
News Staff Writer

Will would have liked it. They paid him tribute at Butler Field last night under a star-studded heaven—a tribute that will live long in the memory of every man, woman and child who was there. It was a tribute to a great man, selfishly claimed by the Panhandle as one of its native sons, but loved in as many countries and by as many peoples as the sun shines upon. Twelve thousand persons joined

Buy your tickets to the pageant before leaving the downtown district! That was the advice of pageant officials last night after a mass of humanity jam-packed entrances to Butler Field. Some who attended the pageant were unable to secure tickets at all and others were delayed 40 minutes after punishing their footwear in long queues before ticket windows. Much confusion resulted at Butler Field when thousands were turned away with the stadium filled to the brim. Many with general admission tickets sought to exchange their seats for places in the reserved seat section, further complicating the situation. The pageant started promptly at the announced hour. A warning against small-time scalpers who offered tickets for sale at cut prices was issued last night. Only high school students are authorized salesmen and anyone offering tickets below the price of 50 cents is acting without authority, it was declared.

In the tribute. More than 4,000 were turned away. Tonight and tomorrow night "Old Southwest Days and the Life

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of Will Rogers" again will be presented in the pageant at Butler Field.

By far the most impressive scene in the entire production was that of Donald Novis singing "Empty Saddles" as the late Will Rogers' (Continued on Page 9, Col. 3)

WE THANK YOU!

Compliments Pour in on Edition

The Globe-News staff is overwhelmed and deeply appreciative of the many fine unsolicited compliments received on the Golden Anniversary edition. Apparently the big paper lived up to advance expectations because it seems to have met with overwhelming favor.

Telephone calls, letters, telegrams have been pouring in since the edition came from the presses.

One of the letters from Marion F. Peters, manager of the West Texas Gas Company at Plainview who has one of the most unusual collections of autographed brands in existence. He wrote:

"Just this note to express my en- (Continued on Page 9, Col. 4)

Pages of History To Turn Backward for Second Big Day

A mammoth mounted parade, the largest ever seen in this section and as colorful as a drugstore cowhand's kerchief, wound its way down windy Polk Street yesterday as the nation opened a three-day celebration of the Will Rogers route—U. S. Highway 66.

And again today Amarillo will turn back the pages of history and the Old West will ride once more.

Yesterday's opening, featured by the pioneer parade, polo games, cowpony races and "Old Southwest Days," historical pageant on Butler Field, drew more people to Amarillo from greater distances than any other fete.

Delegations from up and down the first all-paved highway between the Great Lakes and the Pacific Coast were here.

Among them were four members of the Rogers family—Bill, the Beverly Hills publisher, Jimmy and his attractive wife, and Mrs. Tom McCadden, Will's oldest sister.

"Soapsuds," also an important member of the family because he was the favorite mount of the late Plainsman-philosopher, was here, too. Led by Frank Ewing of Higgins, one of the oldest and closest friends of Will Rogers, the horse highlighted the parade.

Old friends of the humorist rode reverently behind the horse.

Big Parade Today

Another pioneer parade will be staged at 11:30 o'clock this morning. There will be polo games and cow pony races at 3 o'clock again

TODAY'S PROGRAM

MORNING

Dedication of the Will Rogers route at 9:30 o'clock in West Amarillo.

Parade assembly at 10:30 o'clock

Parade at 11:30 o'clock.

AFTERNOON

Polo games and cow pony races at 3 o'clock on the Tri-State Fair Grounds.

NIGHT

"Old Southwest Days" at 8:30 o'clock on Butler Field.

this afternoon at the Tri-State Fair grounds; and the pageant will be presented at Butler Field, beginning at 8:30 o'clock.

Leo Carrillo, screen star and a pulsating personality, who won the hearts of the great crowds with his flashing smile, was the grand marshal of the parade.

At a breakfast given yesterday morning by Carl Hinton as national president of the memorial highway association, Mr. Carrillo made it quite plain he came here to honor the memory of one of his closest friends—Will Rogers, for whom the highway is named.

Notables on Hand

Other Hollywood head-liners here for the celebration are Donald Novis, famous tenor; Monte Blue, Frank Albertson, and "Tex" Ritter.

Governor Clyde Tingley of New Mexico and other prominent public figures, including officials of the highway from every state through which the route passes also were here yesterday and had part in the parade. Amon Carter, nationally-known Texas publisher, was here.

With the Oklahoma City delegation came the famous Kiltie Band of pretty lassies and the famous "Flat-Foot Four," a police quartet.

There also were bands from Plainview and Shamrock and delegations from almost every point in the Panhandle-Plains.

The crowd of thousands and thousands was even more colorful than the parade. Big hats, cowboy boots, colored shirts and neckerchiefs and jangling spurs were seen on every side.

Still more delegations are expected today. Still more celebrating is to be done.

PAGEANT SIDELIGHTS

Called 'Tex' But Never In Texas

Although he has been called "Tex" for many years, William W. Milliken, commissioner of public works for Santa Monica, Calif., never set foot on Lone Star soil until he arrived for the Will Rogers route celebration.

With Mr. Milliken in California's cross-country cavalcade came Roscoe H. Dow, ex-mayor of Santa Monica and now a deputy commissioner of public works and Don Jackson, assistant manager of the department of information for Santa Monica.

In another car of the California caravan were Jim O'Donnell, lifelong friend of the late Will Rogers, and Chet Relph, who is vice-president of the western division for the Los Angeles Chamber of Commerce.

Highway officials from practically every state through which the Will Rogers route passes are here for the celebration.

Among the first to arrive was John L. Coffey of Oklahoma City, a member of the Sooner state highway commission. He came here two days before the celebration started.

A. L. Commons of Miami, member-secretary of the Oklahoma state highway commission, also is here.

"This is a happy event for me," he said. "I live on U. S. Highway 66. There has been a decided increase in tourist traffic since it became known the route is paved all the way between Chicago and Santa Monica."

Not on the Will Rogers route, but much interested in the celebration, Fort Worth was well represented on the first day.

At the head of a delegation arriving early yesterday morning was C. C. Patterson of the Chamber of Commerce. With him came Robert C. Martin, vice-president of the First National Bank in Fort Worth; John A. Olson, assistant cashier of the Fort Worth National; John W. Gilbert, a special representative of the Continental National.

Amon G. Carter, Fort Worth publisher, who arrived Sunday, rode in the parade with Gov. Clyde Tingley of New Mexico and Mayor Ross Rogers of Amarillo.

Casa Manana sent "Miss Fort Worth" to the pageant, but she is an Amarillo girl, Elizabeth Morris.

One of the most picturesque paraders was Coe Howard of Portales, mounted on "Midnight," a snow white horse raised by Ab French of Elida on the AD Bar ranch, one of the biggest registered ranches in Eastern New Mexico. And the saddle in which Coe Howard rode was hand-embossed, a present to R. C. "Dick" Dillon of Encino, former governor of New Mexico, from President Rubio at the time of the latter's inauguration as chief of the southern republic.

On Scroll of Worthy American Names That of Will Rogers Will Be Engraved in Eternal Memory of American People

EDITOR'S NOTE: High tribute to Will Rogers was contained in a memorial service address prepared for delivery in rites Sunday night at Butler Field in Amarillo by Rev. Hubert Thomson, Tenth Avenue Methodist Church pastor. Rev. Thomson has written the following tribute for the News taken from his address.

By REV. HUBERT THOMSON

The name of Will Rogers shall always stand high among the names of the honored men of America. In him were concentrated the chief characteristics of a genuine American. To be typically American, I think, one should have combined in his personality the traits and qualities of different nationalities. Rogers' ancestry included Scotch, Irish, and North American Indian, and he exhibited noble qualities of each race, blending them into one great personality which was genuinely American.

Let us consider, first, his love of freedom. This characteristic is typical of our citizenship. P. J. O'Brien points out that Rogers was a lover of the free life of the open range even during childhood. This is an American trait. From the day that Patrick Henry exclaimed, "Give me liberty or give me death," down to our present day, all true Americans have been lovers of freedom. Herein may Will Rogers be considered truly American. Though he jokingly remarked on one occasion that he did not know that Americans had so many rights

until he read the Constitution, he loved liberty passionately and used it freely. Freedom of speech and of the press were two items in the American Bill of Rights that Will Rogers used generously. He poked fun at the administration, the chief executive, the congressmen, big business men, financiers—in fact, all who were high up in authority and influence, and he made them like it. Lowell Thomas reminds us, in his appreciation of Rogers, that "Will never took a crack at any man, party, or class unless he or it was riding cockily on top of the world." In brief, he never hit the man that was down. This is an American trait to the fullest extent.

In the second place, Rogers was a pioneering spirit. As the poet declares,

"There are pioneer souls that blaze the trails

Where highways never ran" and such a soul was Will Rogers. He surged ahead of his generation in wit and wisdom. He analyzed politics and world conditions with a foresight that was often astounding. He looked ahead with such accurate judgment that his utterances were actually prophetic. Furthermore, he was an adventurous spirit. His biography recites his experiences as a breaker of wild horses, a rider of the range, a roper of wild steers, an adventurer in the Boer War, and a daring companion of Wiley Post in his Arctic flights. From the day that Will Rogers ran away from home as a boy until he

met his death in the airplane crash in the tundra of the frozen North, he was an adventurous and pioneering spirit in every interest and activity of his life. This spirit is typically American.

In the next place, this great American was a lover of humor. It has been said that people of the whole world laugh alike and weep alike. But not all the people of the world laugh about the same things. We Americans enjoy a good laugh. We love people who can bring smiles to our faces. O'Brien says that the only jibe that Rogers ever had to fail was in England when he ventured a joke about the English drinking tea in the afternoons. His audience considered the jibe an unjust criticism of one of their sacred institutions and failed utterly to appreciate the joke. That is English. But not so with America. A joke that will bring an American audience down with boisterous mirth and laughter would cause the English only to sit and stare. Yes, America loves humor, and Rogers loved it too. He will always rank as one of America's greatest humorists.

Finally, the generosity of Will Rogers made him worthy the name "A Great American." It is true that in our nation there are greed, covetousness, selfishness, and unscrupulous business methods. These are facts of common knowledge; but this is not characteristic of the rank and file of our citizenship. I believe that true Americans are characterized by big-heartedness. Have we

not often heard the expression "A Big-Hearted American?" Will Rogers was one of the most generous of men. His philanthropies were numberless. It is a well-known fact in Amarillo that when he made a personal appearance in our city, the proceeds of the entertainment were donated to the fund for crippled children. He was constantly donating his services to benefits—the Big Cross, for which he helped to raise \$2,000,000 in 1917; the Salvation Army, one of his pet charities; flood, drouth, and storm victims; boys camps; charitable institutions of every kind—these were among his philanthropies.

In addition to donating service, he always gave his personal contribution, amounting many times to thousands of dollars. His benefits, however, were not limited to organizations. He helped individual persons by the hundreds. Their worthiness was little concern to Rogers if they were in need. From the poor woman dispossessed of home and shelter, crouching in the street with her meager possessions, to the dirty, bow-legged tramp that claimed to be a cowboy friend, the masses held out to Will Rogers an imploring hand. They were never turned away empty nor disappointed. As he summed it up, "I never hated anybody or anything." Long live the memory of such a man, a friend to humankind! How fitting that we pause this week to pay tribute to the name of one of the noble sons of the Great Southwest, Will Rogers, the Great American!

Rogers Pageant Causes Comment

Letters of congratulations to Amarillo for staging the Will Rogers Memorial Celebration were presented Mayor Rogers yesterday by Chester Relph, one of the leaders in the motorcade from California.

The mayors of Gallup, N. M., Williams, Ariz., Winslow, Ariz., Los Angeles, Needles, Ariz., and San Bernardino, Calif., all sent letters to Mayor Rogers.

Besides Relph, those present at the presentation of the letters were: Mr. and Mrs. R. B. Stroud of Williams, George Larson of Santa Monica, Jim O'Donnel of Santa Monica, Mr. and Mrs. H. V. Rainbolt and their two sons Billie and Jack of San Bernardino.

All the letters were addressed to Mayor Rogers. They read in part, as follows:

"The town of Williams and the Williams-Grand Canyon Chamber of Commerce extend to you our best wishes for the success of Old Southwest Days and the Life of Will Rogers' celebration in your city. Signed, W. C. Rittenhouse, mayor of Williams."

"We wish you every success in your dedication program of the Will Rogers Highway, and I wish to express regrets that I cannot participate personally. Signed, R. R. Rogers, mayor of Gallup."

"The city council and the citizens of Winslow, through my offices, send congratulations and best wishes to your city and citizens for your splendid efforts in behalf of the Will Rogers Memorial Highway. May your three-day celebration be the success that it so rightfully deserves. Signed, J. A. Graves, acting mayor of Winslow."

"Through the courtesy of the Will Rogers Motorcade the city of San Bernardino extends to you, and through you the people of Amarillo, most cordial congratulations.

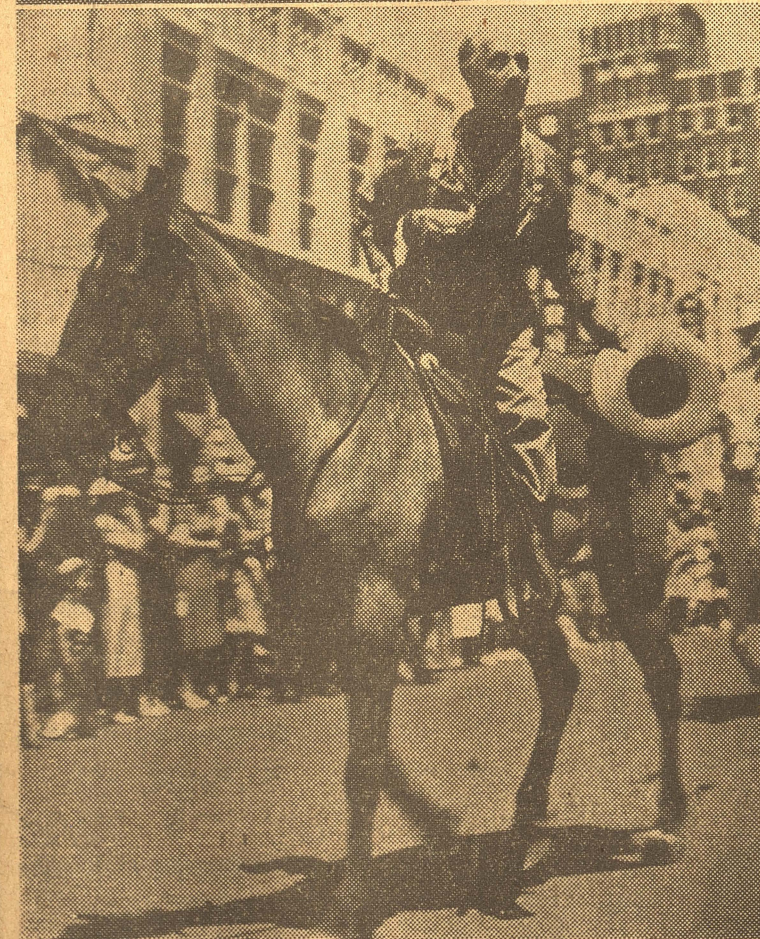
"May your pageant commemorating the life of the beloved American, Will Rogers, be most successful. Signed, C. T. Johnson, mayor of San Bernardino."

"Miles may separate our communities; two states may be different, but when it comes to the Will Rogers Highway, we are all one and the same. The city of Needles is proud to be on such a highway, and we hope that we will have cause to be even more proud as the years go by, and the road grows in importance and travel. Signed, W. M. Claypool, Jr., mayor of Needles."

"The city of Needles wish to convey to you and the good citizens of Amarillo their best wishes for a successful convention of the Will Rogers Highway.

"I am asking the members of the Highway 66 Motorcade to convey to you and the citizens of Amarillo the cordial greetings of the city of Los Angeles on this occasion of the ceremonies of the dedicating of the Will Rogers route from the Pacific Coast to the Great Lakes.

"We wish the Old Southwest Days pageant every success and we are pleased that our delegation from Southern California will have a share in this interesting event. I can think of no finer memorial to that great American and Westerner, Will Rogers, than this highway which binds together many of the communities that knew him and loved him. Signed, Frank Shaw, mayor of Los Angeles."

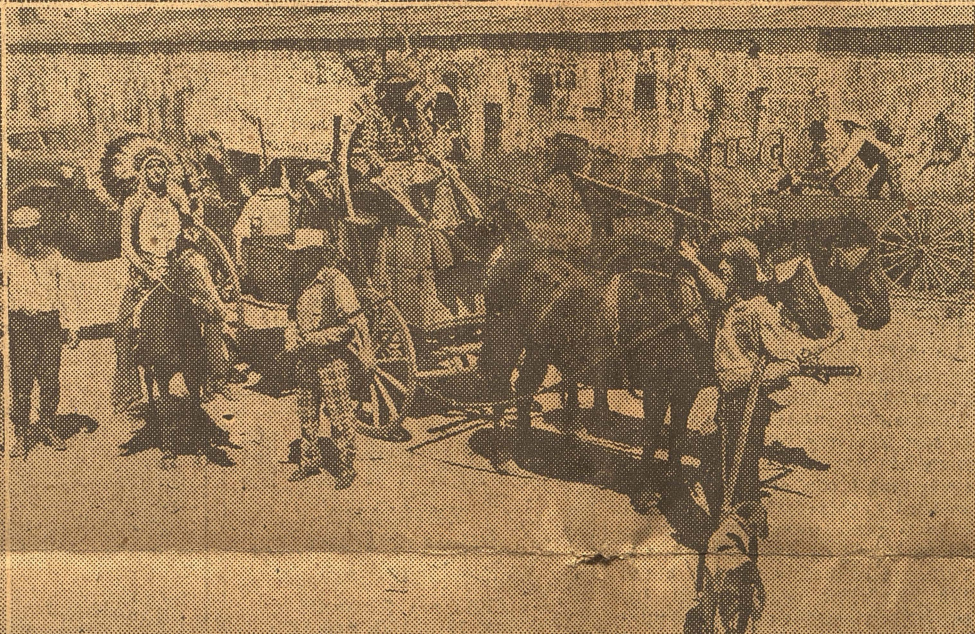
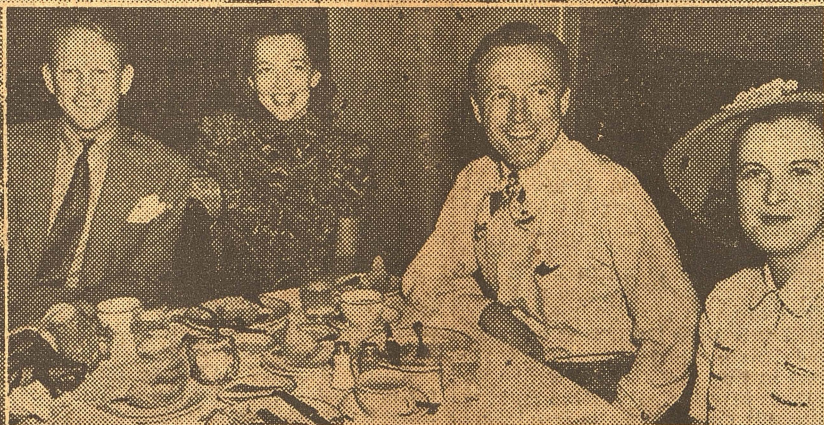
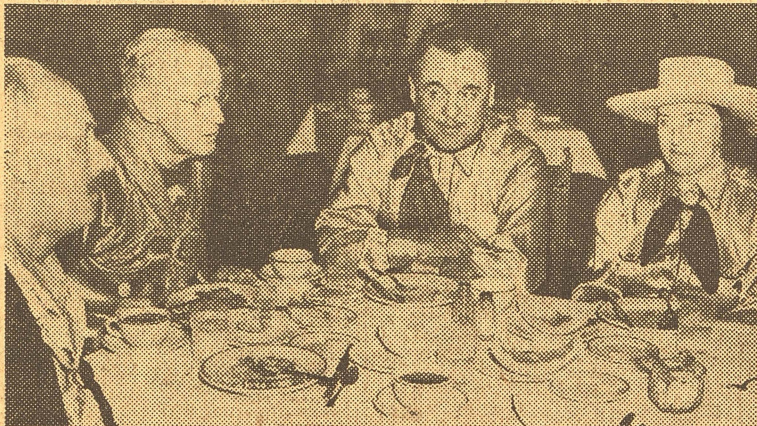
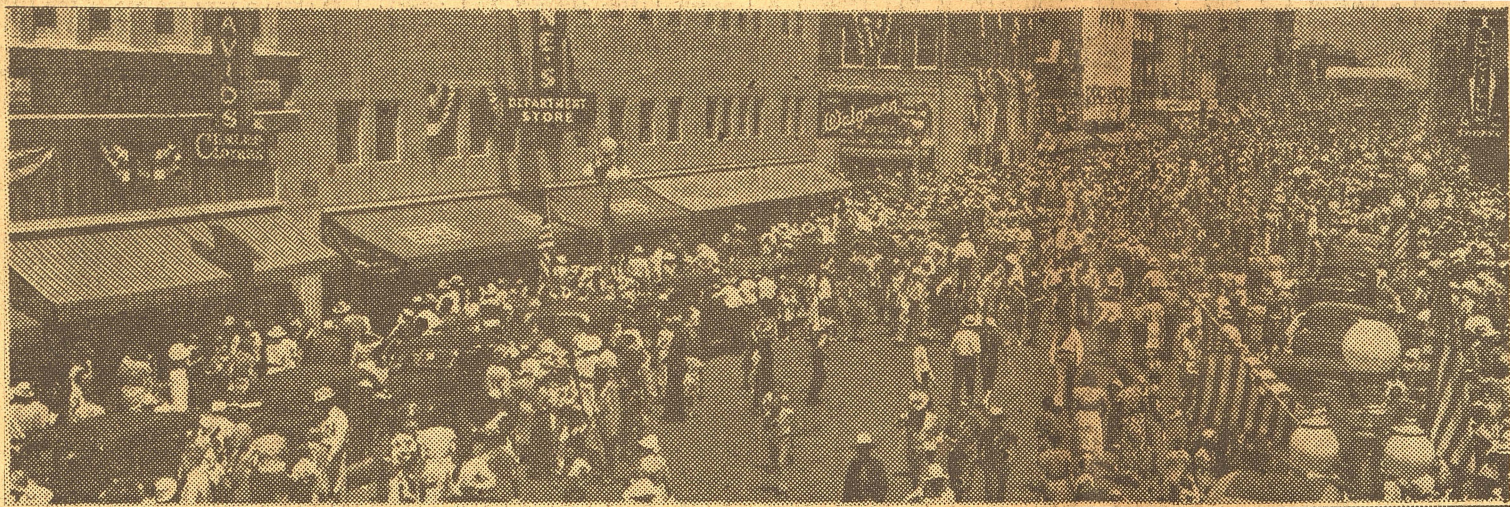


Horses . . . horses as far as you could see lined Polk Street yesterday as the Will Rogers Highway 66 celebration got underway in truly western fashion. Leo Carrillo, lower right; Monte Blue, center left; and cross-eyed Ben Turpin, lower left, put on a show for the thousands as the parade moved along. In the upper right picture are seen (left to right) Bill Rogers, son of the humorist; Amon G. Carter, publisher of the Fort

**HORSES!
HORSES!
HORSES!**

Worth Star-Telegram; Mrs. Tom McFadden of Chelsea, Okla., Will's eldest sister; Mrs. Jimmy Rogers and Jimmy Rogers. Center right are left to right Mrs. Hap Johnson of Amarillo, Governor Clyde Tingley of New Mexico, Mrs. Lawrence Hagy, Amarillo, Leo Carrillo, and Mrs. Claire James of Los Angeles, recently crowned "Miss California," an honored guest at the celebration.

—Photo by McCormick Co.



THEY CROWDED POLK AND TAYLOR Streets yesterday as the old Southwest lived again in the momentary glamour of the big parade. Top view present a small section of Amarilloans and their guests for the day as they closed in behind the line of march down Polk Street. Second row, left, at the luncheon table are Ben Turpin, Dr. W. H. Flamm of Amarillo, and Mr. and Mrs. Leo Carillo; at right are three of the attractive young women who added to the glamour of the occasion: Mrs. Claire James of Los Angeles (Miss California), Miss Antoinette

Carillo and Miss Jean Howe of Amarillo. Third row, left, Gov. Clyde Tingley of New Mexico prepares to pass out autographs for members of the girls Kiltie Band of Oklahoma City; at right Mr. and Mrs. Donald Novis are at lunch with Frank Albertson, RKO Pictures star, and Miss Martha Houghton of Amarillo. Bottom, left, Frank Ewing of Higgins, Okla., leads "Soapsuds," Will's favorite mount with saddle empty in the parade; right, the Forest Hill home demonstration club entry in the parade depicts a familiar scene from "Old Southwest Days."