Maps, special color scenic section, Calendar of Events, stories and short essays covering the entire sweep of the Semi-Centennial season and the Oklahoma experience past, present and future, this issue of Oklahoma Today has been designed to give you a lively, living souvenir of what we are today.

A sampler and a memory-piece for a young, new, vigorous state now coming of age and really feeling its oats—Oklahoma at the mid-century point.

We hope you enjoy it. We know you will enjoy Oklahoma. And if you like what you see here and should care to write us, we'd sure be delighted to hear from you.

Dave Loye
Editor
welcome to oklahoma!

Whether you’re here now from out of state, still home thinking about visiting us, or an Oklahoman out to see what your neighbor’s up to this summer, let this be the first handshake and the first of many smiles you will find here.

We’re proud of our state, proud of the great progress we’ve made in our first 50 years, and particularly proud today of our great new development as an outstanding area for vacationers and for new industries. We’re also mighty glad to be able to share this pride with you during our Semi-Centennial year.

My best wishes to you and your family, and I hope this Semi-Centennial issue of our fine, new state magazine will aid you in finding the time of your lives this summer in Oklahoma.

Raymond Gary
Governor
EXTRA! EXTRA!
Arrows to Atoms!
Read all about the wonder,
the witchery, the wampum-loaded
wallop of Oklahoma's . . .

SEMI-CENTENNIAL
EXPOSITION

Oklahoma City, June 14-July 7

By Bill Thomas
The Pied Piper of Hamelin was an amateur—a mere boy in the highly-competitive business of drumming up a crowd. Kid’s stuff. Now take Oklahoma:

The 50-year-old state is blowing its anniversary horn and leading a million and a half men, women and children into an Oklahoma City wonderland known as the Semi-Centennial Exposition.

They’re coming from virtually every section of the United States and a dozen foreign countries, and for three rollicking weeks they’ll swarm the State Fairgrounds to help lick the frosting off Oklahoma’s golden birthday cake.

The Piper’s song goes something like this—Oklahoma style:

Grand, gay and gaudy, the Exposition opens June 14, featuring exhibitors from throughout the world and spotlighting many of the brightest names in the fields of entertainment, science and industry. For a starter, there’s Dave Garroway and Red Foley; the earth satellite and General Motors; a block of Paris and 1,500 exhibit feet of Soviet Russia.

For 24 days, June 14 to July 7, visitors will throng the 320-acre site of the biggest celebration in Oklahoma history—a multi-million dollar production that’s long on entertainment and wide on education.

Appealing to all ages and interests, the show includes a full-scale Teen Town and a real live Boom Town; a Fashion Center for women, and science and industrial exhibits for the gadgeteer; an International House and a mighty midway, along with a host of entertainment headliners.

Played against a backdrop of modernistic buildings and towering new structures, the Exposition is tailored to the comfort of its spectators and boasts a number of revolutionary features that promise to set new standards in showground accommodations.

Streets and traffic arteries pouring into the fairgrounds have been widened and resurfaced; air-conditioning has been installed in three permanent buildings and new structures are going up; a spacious parking lot will provide free parking for 37,000 automobiles; and a beautification project has sprinkled the grounds with yellow and gold flowers to emphasize the Golden Semi-Centennial.

An ultra-modern food service makes its debut, eliminating the ragbag snack stands and tent cafes that once dominated similar shows. Known as “Fooderama,” the new system features an attractive building, 440 feet long and 40 feet wide, housing two giant cafeterias which dish up everything from full-course dinners to one-course snacks.

A “Hospitality Center” will provide visitors with information and rest areas, telephones and a list of rooming accommodations in private homes. Manned by state Jaycees, it’s marked by a 25-foot tower from which garlands of flowers dangle to the ground. Continued on next page
Continued from preceding page

Rustic log gates, carbon copies of the frontier forts of early-day Oklahoma, help point up the arrows-to-atoms theme of the 24-day production, and initiate crowds into the man-made wonderland inside.

Hallmark of the Exposition is a towering arrow-shaped structure, reaching 200 feet into the sky, where it pierces a silhouetted map of Oklahoma and an orbit of golden atoms.

The flashy new tower, now a permanent feature of the modernized fairgrounds, was dedicated to the boom of cannon and the thunder of hoofbeats April 22 in a spectacular ceremony that previewed the upcoming Exposition.

Dedication ceremonies, held on the anniversary of the historic race for land in 1889, opened with a “bang,” as a single round from a Civil War cannon was fired off almost in the shadow of the arrow-shaped structure. Three jet aircraft raced across the sky, laying a five-mile smoke screen in red, white and blue. Almost simultaneously, a mock cavalry troop rode in from old Fort Reno, and thundered onto the grounds as sirens and horns sounded “the big blow for the big show.”

And it was only the beginning—the opening note for a celebration whose fame has literally echoed around the world, and even pierced a hole in Russia’s Iron Curtain.

Soviet Russia is taking part in the show as one of the exhibitors in the “International House,” where more than a dozen countries have their products and culture on display under one enormous roof—which, incidentally, was forced to expand as this exhibit outgrew the expectations of Semi-Centennial officials.

Many of the participating nations, like France, Belgium, Japan and others, bring their exhibits to Oklahoma direct from the World Trade Fair in New York. Russia, however, has never taken part in such an event, and Exposition authorities regard the Soviet entry as something of a “first” and a world premier for the Oklahoma Show.

Actually, one of the biggest servings of foreign flavor is dished up along the Exposition’s exotic “Streets of Paris,” a display featuring everything from a quaint sidewalk cafe to a 60 foot replica of the City of Light’s Eiffel tower.

French waiters hover over tables spread with checkered cloths, beautiful girls dance a calypso can-can, and gendarmes roam the block-square city, lined on four sides with Paree shops, bookstalls and art exhibits.

And the world will be watching, as network television shows stage their regular programs direct from the fairgrounds.

Dave Garroway moves in to originate five nation-wide telecasts of his “Today” show from Oklahoma June 17 to 21. With him will be his entire New York cast, including vocalist Helen O’Connell, Kokomo Jr., the chimpanzee cutup of TV.

Others include Morton Downey, Fran Warren, Dizzy Dean, the Ozark Jubilee program, and “live” inserts picked up by the popular “Tonight” show on three evenings. Network radio originations are also on tap.

The big drawing cards, however, perform before lively audiences in the fairground’s gargantuan 15,000-seat grandstand, scene of 61 shows headlined by top-name stars. With an expected gate of 900,000 persons, stars include Tony Bennett, Patti Page, Al Hibbler, Dorothy Lamour, the Four Aces, Johnnie Ray, the McGuire Sisters and a host of others.

One of the most unusual entertainment features of the Exposition is directed at the tireless teen-ager. A two-acre paradise for youth features an enclosed Teen Town, built around a large dance pavilion and featuring record shops, snack stands, clothing displays, disc jockeys and other attractions—all wrapped up in a mammoth “Kissing Cousin Part,” with 50,000 invitations going out to school youngsters throughout the nation.

Women visitors will be treated to a fabulous Fashion Center, which spotlights an original creation by French dress designer Christian Dior. Insured for $100,000, the dress commemorates Oklahoma’s Semi-Centennial, as well as the 10th year since the controversial Dior opened offices in the United States. Fashion designers, Japanese rug-weavers, hair stylists, models and even men’s clothing are included in the fashionable roundup.

The Dior original won’t be the only “unveiling” at the Exposition, which boasts a tremendous midway with a “wild mouse” roller-coaster built in Germany and a 100-foot double skywheel making their American debuts. Thirty major ride attractions line the modernistic thrill arena, along with a “kiddy land carnival” for the small fry.

On the educational side, highlighting the “Arrows-to-Atoms” theme, Science and the future get major exhibit play. An actual replica of the Earth Satellite, a model of the Vanguard Rocket to be used in launching the famed satellite, and a Solar Battery in operation are
headliners for the “Frontiers of Science” exhibit. This exhibit has been further pointed up by the International Science Symposium in Oklahoma City, June 17, drawing top scientists from all over the world to discuss their common needs and aims. And Oklahoma A. & M.’s new 16-ton Atomic Reactor will be on display in the “Cavalcade of Health” exhibit.

The giants of industry have funneled hundreds of thousands of dollars into their Exposition displays. General Motors and Ford rank as the biggest spenders of the show, pouring $125,000 each into fantastic exhibits which have been rounded up into a mammoth automobile show.

Three major railroads, the Santa Fe, Rock Island, and Frisco, have contributed $25,000 to lay 3,000 feet of rail spur on which streamlined engines and dome-ceiling cars are displayed side-by-side with the wood-burning locomotives of yesteryear.

Nearby, the oil industry plays one of the most colorful roles in the Semi-Centennial classic. They’ve teamed up to build a “Boomtown, U.S.A.,” patterned after the rustic board cities that sprang up in the early days of the hunt for black gold. Drilling rigs spud in June 14, and actually go for oil on the outskirts of a full-sized town that includes an early-day newspaper, horse-drawn fire equipment—a postoffice where Oklahoma’s Semi-Centennial stamp may be purchased; a “Boots Hill” cemetery, a blacksmith shop, tool house and other features—crowned by a 300-foot long “house that oil built.”

A “Cavalcade of Health,” with 75 fascinating displays, stars one of the most unusual women in the world. Known as the plastic lady, the model female was built by German scientists at a cost of $50,000, and comes equipped with all the organs of a human being—right down to simulated blood in the arterial system.

There’s a “Sports and Hobby Show,” with a real trout-fishing pond; a “powerific” display to parade the newest heavy construction equipment that will build the future.

There’s a National Folk Festival, attracting 1,000 homespun musicians from 20 states; and a “Place of The Cross” with holy services held daily in the shadow of a 15-foot concrete cross.

And the Piper’s song goes on and on, and a million and a half people hum a new tune throughout the country:

“I’ll See You in Oklahoma.”
EXTRA! EXTRA!
Teepees to Towers!
Read about the state that’s one big
Wild West show from border to border!
Read all about Oklahoma’s . . .

Semi Centennial
Celebration
STATEWIDE
April 22-November 16

By Bill Thomas
With a whoop and a holler Oklahoma has stepped into a pair of high-heel boots to tread the footsteps of its western heroes in a rousing celebration of the state's 50th anniversary.

It would have brought tears to the eyes of Buffalo Bill, Zack Miller or Tom Mix, cowboy showmen who probably never dreamed of a Wild West show to cover an entire state and last for more than six months.

Buffalo and bucking broncs, cowboys and Indians, the pony express and the covered wagon. They're all here in Oklahoma's long-playing Semi-Centennial, which erupted in Guthrie before 70,000 persons on April 22—won't unwind until November—and features everything from rattlesnake hunts to watermelon festivals and rodeos along the way.

Dozens of rodeos. Look over our Calendar of Events for the complete list. Meanwhile, a few highlights . . .

The Indian Capitol Rodeo at Muskogee in June; the Will Rogers rodeo in Claremore, July 2-6; and the 11th annual International Roundup Club Cavalcade at Pawhuska—world's largest amateur rodeo, bar none.

August will see the 22nd annual horse classic in Ada, with Gene Autry furnishing the stock; and in September, “The Toughest of Them All” at Woodward, followed by the famed prison rodeo behind-the-walls at McAlester penitentiary.

There are scores of others. A celebration calendar full of them, and one equally crowded with Indian programs.

Among the most colorful is the American Indian Exposition at Anadarko, which opens August 19 for a week-long production that will turn the spotlight on thousands of dancing redskins. Staged by the Indians themselves, the show is the only one of its kind, and features pageants, tribal dances, contests and an authentic Indian City built on a hilltop overlooking this Indian capitol of the nation.

Feathers and face paint also play an important role in the fabulous Golden Jubilee celebration at Tulsa, including hundreds of Indians in an eight-day production known as “T-Town Tom-Tom.”

The oil city kicks the lid off its mighty celebration June 1, with a downtown parade heralding the grand opening of “Tulsarama.”

Portraying 50 years of progress “from Tepees to Towers,” Tulsarama will be produced on a 300-foot stage with a cast of 2,000—a pageant highlighting all the color of the old West, Boomtown oil days, and topped by today's growth in industry.

The Tulsa show has been in the making since February, with the men sprouting beards and city belles donning bonnets and calico dresses one day a week to promote the spectacular. Officials estimate an attendance of 100,000.

Elsewhere, countless cities are staging their big celebrations on a local scale.

History in a 10-gallon hat walks through many of them. Like the re-enactment of the Kiowa-Comanche Indian land-drawing at El Reno in August; the Cherokee Strip celebrations in Enid, Ponca City and Perry; and the celebration honoring Jean Pierre Chouteau, the founder of Salina, which will uncork a day of pageants, pony express races, and reveal its 1957 Indian Princess on October 10.

The celebration has also wooed the celebrities of the present: Buster Keaton, the dead-pan comedian who returned to his home town of Perry for the premiere of his movie life; Joel McCrea, Hollywood’s “Oklahoman” who helped unfold the celebration with personal appearances; Yvonne Chouteau, world-renowned ballerina who came home to Oklahoma as “Miss Semi-Centennial,” and more still to come.

The unusual also plays a sparkling role in the six-month round of events, with the oddity prize going to Wetumka for its Sucker Day celebration—in memory of the time a fast-talking swindler took the city for a considerable sum of money, and trouble.

And there's the frontier town in Cherokee; Pauls Valley topping the state by 50 years with a 100-year Anniversary celebration, June 13; Circus City, U.S.A., in Hugo, home for the last of the nation's big tent shows; and the Oklahoma-Notre Dame football game at Norman, which will drop the curtain on the golden year November 16.

Through it all—the pageants, the rodeos and the hundred other events—runs the thread of Oklahoma's illustrious past:

Will Rogers and his fun-poking; Lynn Riggs and “Oklahoma!”; Jesse Chisholm and his frontier trail; Bill Tilghman and Tom Mix; the land race of 1889, and the opening of the Cherokee strip.

Countless others.

Oklahoma’s cup runneth over—western style.
An adventure yarn? Four outlaws terrorizing a frontier community for thirteen violence-filled days!

A love story? A young lieutenant who fell in love with his commanding officer's daughter, eloped with her ... and later became president of the Confederate States of America!

It all happened in Oklahoma.

Suspense? A young man driving his girl home in a rented buggy from a play-party, caught in a blue norther ... a prairie blizzard of snow and sleet that raged for days, yet the young man was ingenious enough to bring both his sweetheart and himself through it alive.

Action? A gusher gone wild, drenching a city with oil and gas for three dangerous days; one lone spark could have set off as horrible an inferno as Dante's! Every incident here is a true story, right out of Oklahoma history.

People everywhere have evidenced a sharpened interest in history in recent years. Many new books probing the Civil War have been published. The first national magazine devoted solely to history, American Heritage, has been a great success. Our own Oklahoma University Press has done a superb job of exploring Oklahoma's heritage.

But by and large, the mass of Americans remain unaware of the historical lode that is Oklahoma's.

Perhaps one reason is our history's complexity and tangled tangents off the main-stream of common knowledge. And yet for this very reason, Oklahoma offers the student of Americana a fresh, new field of intriguing wonderments.

First came the Spaniards, looking for gold. Then the French, looking for empire. Then the traders, looking for business. Then the Indians, looking for a home. With the Indians came tragedy; a displaced people, a wandering people, who sang poetic songs about the wind, the animals, who fought savagely for the wild land they loved.

Some of the Indians were not wanderers. They were of the Five Civilized Tribes: Cherokees, Choctaws, Chickasaws, Creeks, and Seminoles. Driven from their eastern homes, they brought education, skills of farming and ranching, and established their own governments in some ways far advanced over that of their White neighbor.

Then, as the United States grew into young maturity, spreading the reach of its own empire, military forts came to dot Oklahoma; Gibson, Towson, Supply, Cantonment, Sill ...

As the influence of the forts became firm, roads, wagon roads, stage coach routes, cattle trails, and finally railroads, laced their way through Oklahoma's cross timbers and prairies. The Civil War was a confused time for the Indian tribes who had begun to build a rude prosperity in Oklahoma's scenic eastern woodlands.

Most of these tribes cast their lot with the Confederacy, and suffered the pain of federal displeasure for some years after Appomattox. As the troubles of the Civilized Tribes began to ease, trouble increased for the western plains tribes who lived on the great herds of buffalo whose grazing routes traversed western Oklahoma.

The white man killed off the buffalo, and extended...
his fences. With their freedom gone, the nomadic plains tribes rebelled. But the white man’s cavalry prevailed. Western Oklahoma became cow country.

Then other white men began to protest. It was wrong, they claimed, that only cattle should occupy these fertile plains.

“Let us settle the land,” they demanded. “We want to make our homes there.”

The majority ruled. Oklahoma began to welcome its settlers. Mostly by “runs”, the land was thrown open. People came, farmers plowed and planted, cities grew. Oklahoma still has a vast cattle industry, but by virtue of owned pasture; the day of the open range is almost gone.

Some seem to believe that Oklahoma’s interesting history ended with the settling up of this last frontier. It is true that law and order brought an end to the day of the “wild west” outlaw. The Indian could no longer wander with each waning season.

But the romance of Oklahoma had just begun. The saga of oil, violent boontowns, quick wealth, and sometimes quicker bankruptcy, holds more excitement than all the gold rushes ever spawned. The tale of a state that once wanted to be two states, one called Oklahoma and the other Sequoyah, and how these two movements became welded into one, would make a historical novel.

Turbulent early days and politics created some of the most colorful characters ever to play in the drama of America. Names? Call the roll... Pushmataha... John Ross... Jesse Chisholm... Quanah Parker... David L. Payne... Pleasant Porter... Bill Tilghman... Jack Walton... “Alfalfa Bill” Murray... Will Rogers... the list could go on and on, with each new name summoning up a new tale of engrossing interest.

Here, for instance, just one. The name... Sequoyah... one of only 12 men in the entire history of the world to create an alphabet. Condemned to death as a sorcerer for his efforts, he finally succeeded in convincing his fellow tribesmen the Cherokee alphabet had value, and thus gave the Indian his first written language. As a result, over 14-million pages in Cherokee and English, a translation of the Bible, were printed here long before statehood.

This was the past, rich with the material for many a book and many a story. And a past we should like to invite you to know more of, if your interests lie this way.

Address your queries to the State Historical Society, Historical Building, Oklahoma City. A three-dollar yearly membership will bring you the Chronicles of Oklahoma, an excellent quarterly publication of historical fact. Request a list of the outstanding historical publications of the Oklahoma University Press, by writing O. U. Press, Norman, Oklahoma.

Or stop off for a visit at any one of our outstanding museums and points of historical interest. For your convenience, they’re listed here to the right.
Elegant Indian Names

By Gladys Jeffords

The enchantment of our Indian names is surely one of the first things to be discovered by the traveler in Oklahoma. The mystic rhythm and symbolic significance of names that are forever reminders of an America of Indians, of unallotted plains and wilderness, of free rivers, rugged mountains and rolling hills.

With the Indian removal to Oklahoma, many names were brought here from loved homes and communities in the east and southeast. We have names from early Indian trading posts, prominent Indian men, chiefs, leaders, their wives, and daughters and names of the tribes themselves.

Several names of towns have reference to water—“noisy water” (Wetumka), “roaring water” (Wewoka), “boiling water” (Okmulgee), “clear water” (Waurika), “good water” (Nelagony). For one small town, three pretty phrases, “village in the valley,” “cradle in the hills” and “city among hills” find expression in the name Taloga. Travelers will also find a “Crescent Valley,” a “Pleasant Valley,” a “Broken Bow,” and a “Broken Arrow.”

Delightful names with symbolic meanings are scattered over the state. For instance, a name of a small town meaning “a string of beads” has the added symbolic significance “they all stay together” (Tonkawa); “People of the Light” (Catoosa); “People of the Place of Fire” (Potawatomie). Pushmataha county is named for the noted Choctaw, Pushmataha, whose name meant “the sapling is ready” or “finished for him,” symbolic of “the boy is a man.”

Early American poets soon discovered the symbolism of Indian names gave a new sense of beauty to their writing, and other writers were not long in recognizing the poetic and musical value of such names. Over the years, these names have come more and more to be taken for granted by those of us who live among them daily. But the fresh eye and interest of the traveler may prove their salvation.

Many more names of towns and cities, mountains, valleys, and rivers of Oklahoma are of Indian origin, enriching our life among them immeasurably with their elegance and beauty.

Merely murmuring Indian names from a map of Oklahoma would lull a baby to sleep:

- Comanche
- Cherokee
- Checotah
- Sequoyah
- Seminole

- Tamara
- Tamoroe
- Taladega
- Tahlequah
- Tuscarora

- Wauhilla
- Watonga
- Watshunga
- Wellekka
- Wewoka

- Olustee
- Okfuskee
- Ogeechee
- Okmulgee
- Muskogee

PAGE TEN
THE INDIAN

Little Face, 92-year-old Cheyenne, who as a nine-year-old in the main Indian camp witnessed the Battle of Little Big Horn climax by General Custer's famous 'last stand.' Living today near Seiling, in northwest Oklahoma, Little Face is one of more than 120,000 Indians representing 63 tribes in Oklahoma—more than in all the other states combined. Most of our Indians live much as anybody else these days, but you can see the past in all its glory today in Indian City, U.S.A., near Anadarko; seven authentic Indian villages peopled by Plains Indians carrying on their year-round pursuits of life exactly as in the days before the White Man came. Also at Anadarko every year: the American Indian Exposition, drawing tribesmen and visitors from all over the nation; this year August 19-24. Our two most famous Indians are Sequoyah and Will Rogers, both Cherokees, both honored by statues in the National Hall of Fame in Washington.

PHOTO BY CLIFF KING
SUNSET AND DERRICK

Oklahoma’s first big surge of oil development came just before statehood. By the time we could elect our first Governor, 5,000 wells had been drilled and the derrick was already well on its way to becoming as familiar a part of our landscape as telephone poles elsewhere. Raw and utilitarian at first—in a raw, new land—time has since mellowed their presence into a comforting symbol of Oklahoma’s oil wealth (nation’s 4th largest producer); and today’s Oklahoman can find a certain beauty in their clean lines against the sky. (Newcomers who move in to live near an oil-well spend about two sleepless nights due to the round-the-clock chugging of the pump; then presto! Something happens. The chug has become a lullaby of sorts, and they sleep. And the odd part about it is the chug becomes such a part of their lives, they never hear it again—unless they stop to listen!) This derrick’s near Guthrie.

PHOTO BY ROSS CUMMINGS
ARBUCKLE RIDERS

These riders are horseback atop southern Oklahoma's Arbuckle Mountains. Stretching north of Ardmore, known world-wide among geologists for the story of the ancient world's upheaval they lay bare in their whorls and strata, the Arbuckles have a quaint personality all their own. As you pass over them on Highway 77, a particularly interesting sight is the "tombstones." Soil worn down between rock layers has left the rock standing in vertical slabs, row on row, like some graveyard of the Titans far as eye can see.

Nearby, Lake Murray and Turner's Falls.

PHOTO BY JESSE A. BREWER
COOL WATER

Typical of Oklahoma's more than 700 lakes is this cool view in southeast Oklahoma, near Beaver's Bend State Park. You may have heard the joke about the Oklahoman who went to Minnesota; started circling one lake walking the shoreline; finally reached his starting point, shook his head in bewilderment and exclaimed, "But where's the dam?" Yes, we've had to make practically all our lakes; but they say "He who laughs last, laughs best." Where we used to be toward the bottom of the list, Oklahoma now has more inland water than some 31 other states; is one of the leading fishing areas in the nation—and is still building 'em.

PHOTO BY KAZIMIR PETRAUSKAS
RED BARN

Every state has its red barns. There's nothing particularly different about this one, but it is a good picture—and a good symbol of Oklahoma agriculture at its best. A prouder occupation that knows other lines, other dreams may have more glamour—but there's one sure thing about farming. Come what may, men must eat. This red barn's near Binger, west-central Oklahoma.

PHOTO BY EDITH HOGAN
OVERPASS AT NIGHT

Brightest star in Oklahoma's post-war boom in highway development is the 88-mile-long Turner Turnpike connecting Oklahoma City and Tulsa. Opening in June, the new Will Rogers Turnpike, another 88-mile ultra-modern 4-lane divided roadway linking Tulsa with Joplin, Missouri. These plus Oklahoma's current huge, state-wide highway development program, traditional strong position east-west on Highway 66, and north-south plans tying into the new 50-billion dollar Federal Interstate and Defense Highway program give rise to the pretty firm prospect that Oklahoma will soon be billed "Crossroads of the Nation."

This is the overpass walkway at the Stroud Midway Station, Turner Turnpike—an idea carried to the ultimate on the new Will Rogers Turnpike where the nation's first overpass restaurant has been built at the Vinita Interchange.

PHOTO BY PAUL E. LEFEVRE
FALL COLOR IN THE KIAMICHIS

Year after year, nature puts on one of our best shows as over 100 different kinds of trees try to out-do each other for glory in the riotous color symphony that is eastern Oklahoma in the fall. This is the Mountain Fork area, north of Broken Bow. Nearby, Beaver’s Bend State Park and the lumber mills.

PHOTO BY MEL WOODBURY

WINTER AND THE FENCE

The Oklahoma fence-row finds its own brand of lonesome majesty in this shot discovered by our roving art director along Northwest Highway near Oklahoma City’s Lake Hefner. Such a sight means many things to the long-time native, calling up memories of the loneliness of being out away from everybody else, fencing new land. But at the same time, then and now, the beauty of this thing of posts and barbed-wire because it is ours; standing against the night to say, “This is my land. Here I live, love and labor—and shall as long as God wills it so.”

PHOTO BY PAUL E. LEFEBVRE
For years two bad words used to dog our trail. "Dust bowl" and "drought." Coupled with the "Westerns" picture of the Indian as solely a plains dweller—or scrambling among some awfully hot and dry looking rocks—they helped give rise to the notion that Oklahoma was about as flat and dry as the Gobi desert.

Nothing could be further from the truth. Fact of the matter is Oklahoma now has over ½-million acres of inland water. What's more, you'll find the terrain of every state in the nation represented within our borders, and Oklahoma is unique in this characteristic.

Minnesota is famous for its lakes, forests and fishing. You'll find Minnesota again in Northeast Oklahoma. The country around the Spavinaws, Fort Gibson, Lake Tenkiller, and Grand Lake o' the Cherokees. Every year more than a quarter-of-a-million fishing licenses are sold here, and more fishermen visit Lake Texoma than any other in the nation. And lumbering is the major industry in the heavily-timbered Southeastern part of our state—over 10 million acres in forest over the state as a whole.

New England is famous for its fall foliage and points of historical interest. You'll find the glory of New England rivaled in Eastern Oklahoma when no less than 141 different kinds of trees turn color, in the Kiamichis, the Winding Stair Mountains, the Cookson, Spavinaw and Potato Hills. And as for historic points of interest—well, we could go on all night. This is the center for Indian lore, with cowboys and outlaws running the Red Man a close second.

The South has its fabled swamps, Cypresses and their mystic festoon of Spanish Moss. You can see the same in Southeast Oklahoma, in Beaver's Bend State Park, near Broken Bow. And our own old, stately Southern mansion: the Murrell Home, near Tahlequah.

The West has its mountains; so have we—ranging from the Ozarks in the northeast, the Kiamichis in the southeast, through the Arbuckles in the south, to the Wichitas in the southwest. Other names of our mountains: Blue Bouncer, Broken, Buffalo, Elk, Glass, Haystack, Jackfork, Rainy, Rattlesnake, Rich, Sanbois, Scott, Sugarloaf, Wildhorse and Winding Stair.

And—in northwestern Oklahoma—we have our own Great Salt Plain, Alabaster Caverns; strange things like Chimney Rock, Black Mesa, Natural Rock Bridge; and an odd little desert complete with moaning winds and shifting sand dunes as far as eye can see—near Waynoka.

Thus, we'd like to suggest this novel notion—for those of you embarked on a long-range project of seeing the entire nation vacation by vacation over the years ahead. See Oklahoma first and sample a bit of everything here within the borders of one state; then branch out into the regions which offer more of one thing or another that most appeals to you from a sampling of our varied fare.

The only thing we can't give you is the ocean. But to make up for that great experience Oklahoma has given its scenic spots a form of show-casing unique among the states. Over the past few years we have developed one of the most extensive systems of State Parks in the country—and have equipped them with the most modern lodgings you'll find anywhere.

An extravagant claim? No, siree. Within the past three years alone, Oklahoma has invested over $7½-million
into new State Park lodges, cabins, air-conditioned 'em, put in swimming pools—the whole works!

Now, no matter where you go in Oklahoma, you can settle right down with your whole family and enjoy an even better life than—well, we were about to say "Riley," but Riley never had it so good.

We're listing them here to one side, since this information will likely prove of the most direct benefit to you over the years ahead. But before you glance them over, perhaps you'd care to know the most important thing about our lakes and water—as an expression of the way Oklahomans view their land.

Here the attitude toward land has been not to accept what we have and do nothing more, but beyond that—to see what we can make of it. This is one of the spiritual centers of the Soil Conservation movement in America, and we use the word "spiritual" for good reason. Following the grim warning of the "dust bowl" days back in the 30's, Oklahoma agriculturists got busy in a hurry and have since pushed the cause with such evangelical fervor that today Oklahoma land can claim an amazing victory over Old Man Drought. You've read about the drought in the Southwest over the past few years—just broken within recent months by the good rains and huge snows. Actually, this drought has been worse than that of the 30's—less rainfall. But throughout its duration, Oklahoma land has remained productive—even producing peak crops in many areas. To us, this has been the significant fact of Old Man Drought's last march upon this land. Not that he came; but that he held little terror for good land in good hands.

At the same time, the years since the 30's have brought on the building of lakes after huge lakes, to provide not only good recreational areas but sources of a ready water supply for towns, cities and new industries. No other state has built so many lakes in such a short span of time. And the creation of new farm ponds has progressed at an even more phenomenal rate.

In fact, fly over Oklahoma and quite often you'll find yourself bowled over by the checker-board below—really looks like about half the squares are water now!

Yes, Oklahomans have learned the hard way that water is key to the land, and the way it's going—well, we can't help thinking about the place the Dutch carved for themselves in history by making land out of sea. Our trend's in reverse; but has called for the same measure of heroic vision.

for more information on lodgings and scenic points write: Tourist Bureau, Planning & Resources Board, State Capitol, Oklahoma City. Fishermen and hunters, write Game & Fish Dept., State Capitol, for Game & Fish News, $1.50 yearly subscription.
What is the best gauge of a people? What shall be the standard of how well they fulfill their purpose on this earth?

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with Certain unalienable Rights, that among these are Life, Liberty and the pursuit of happiness."

For Americans, can there be a better standard? Now, how do Oklahomans measure up.

Well, for one, we feel that at the heart of these words lies a basic respect for the worth and dignity of the individual human being.

You hear a lot about the "friendliness" of Oklahomans. What is this, really, but the expression of that basic respect for the worth of the other man?

"All men are created equal." Every state, every region has its prejudices, racial, religious, and otherwise. But we think you'll find Oklahoma rather remarkable in its relative absence of these. Here Red Man, White Man, Black Man live as neighbors; Jews, Protestants, and Catholics, too. Look around as you travel here. You'll find no signs: "So-and-so keep out." And very few signs in the mind, either. Oh, White Man and Red Man had their troubles here; but that was long ago. Our proudest native sons are those of Indian blood.

As for those "certain unalienable Rights... Life, Liberty and the pursuit of happiness", you will find that Oklahomans hold freedom of thought, freedom of expression very dear. That's why our political history has so often been highlighted by some real knock-down-drag-out family free-for-alls. Oklahomans have traditionally held tenaciously to the right to be themselves and say their piece, come what may. Why?

Perhaps the reason is that we are still so close to the pioneering days. Perhaps it stems from the fact agriculture still plays a major part in our economy, and the farmer has always been the most independent of men. (His own Boss—dependent only on the will of God.)

Whatever the reason, you will definitely find this independence of mind here—as "Super Salesmen" out to sell a few Gold Bricks have found to their sorrow.

Does this mean that Oklahomans might possibly be tabbed "narrow-minded" or "provincial?" Perish the thought in a state that finds such great pride in the fact she gave the world its best-known Ambassador of Good Will, Will Rogers.

And what of the fact that Oklahoma A. & M. College in Stillwater founded, still staffs and maintains a college in far-off Africa, in Ethiopia?

What of the fact an A. & M. President, Henry G. Bennett, and his wife, lie today in a grave in far-off Iran? Death came to Bennett in a plane crash while he was spear-heading the development of America's Point Four Program in Asia.

And what of the thousands of students who come to Oklahoma University, A. & M. and our other state colleges from all over the world to receive their basic training in agriculture, geology, engineering and other technologies—to take this knowledge back to improve their homelands?

And what of the thousands of refugees—lately the Hungarians—who have found new homes here?

We think it highly significant that among the many exhibits in our Semi-Centennial Exposition, you will find these two: The International Folk Festival, and the International House—including a World Trade Fair.

On the following pages, you will find our small gesture of tribute to an international photographic concept made famous by Edward Steichen.

The Oklahoma... Family of Man.
“Build thee more stately mansions, Oh my soul . . .”

A poet expresses what is in a people, in Americans, their aspirations. Swiftly here in Oklahoma, these statelier mansions have followed the vision of our pioneers—many of whom are still living.

The Arts? Visit Tulsa’s Gilcrease Museum, Philbrook Art Center; Woolaroc Museum near Bartlesville. You may have read about Gilcrease Museum in Life Magazine: “. . . The best collection of art and literature on the American frontier and the Indians ever assembled.” This is so, but then Woolaroc runs Gilcrease a close second. Elsewhere over the state . . . well, suddenly we are face to face with the fact many volumes could, and have, been written and still only the surface will be scratched of the Oklahoma passion for collecting the best of past and present to inspire tomorrow. Seeing these shrines, in person, is the only way. (Handy guide on page 9).

But what of the arts today? We think it significant that over the past 7 years, more people over this earth have heard the Oklahoma City Symphony Orchestra perform than any other in America. Sounds unbelievable? Ask some musically-minded serviceman back from overseas. In addition to their regular MBS and Trans-Canadian Network concerts, the Oklahoma City Symphony carries America to the world through the Armed Forces Network and Voice of America.

Our O. U. Press is recognized as one of the top few among the University Presses in the country, and practically every magazine you read—as well as many of the TV drama shows you see—carry the work of writers trained at O. U.’s famous school of writing.

Religion? Elsewhere we have pointed to the scope and depth of religion in Oklahoma. Here let us single out the world-famous Easter Pageant held annually in the rugged Wichita Mountains near Lawton as a symbol of Oklahomans’ desire to bring the meaning of Christianity to life again today, in the living present, over the span of 2,000 years.

And the housing Oklahomans give their religious aspirations is also highly significant. Ranging from the power of Tulsa’s Boston Avenue Methodist Church—long considered one of the world’s ten most outstanding—to the extreme modernism of Oklahoma City’s famed First Christian “Church of Tomorrow,” Oklahoma’s churches reflect a wide and vigorous range of individuality through all denominations. (All, incidentally, offer you a good, quiet place to pause in your travels this summer, and find the greatest refreshment of all.)

As a whole, Architecture is perhaps one of the most intriguing aspects of the Oklahoma dream. We have our outstanding Frank Lloyd Wright creations (Price Tower in Bartlesville, for instance), but the true uniqueness of Oklahoma lies in smaller, every-day structures. Our motels, restaurants, homes, new office buildings—particularly our new schools. A clean, new look is perhaps the best way to sum it up. (We have our eyesores, too, of course. Certainly. Everybody does. But the interesting aspect about Oklahoma is that we’re too new to have sunk
much of an investment into eyesores. So down they go, ever more swiftly as our economy grows—and our burgeoning new wealth goes into the clean, new structures. End result: a new look for a new state—instead of the monumental “slum” clearance projects faced elsewhere).

Now what about Schools? First some statistics—to indicate a good, broad, over-all job of educating done on all levels. Of every 1,000 students enrolled in college anywhere in the U.S., 18 come from Oklahoma—only 14 other states rank as high. Furthermore out of this same 1,000, 20 attend college here in Oklahoma—and only twelve other states can claim more resident students.

Beyond this, these aspects of the unique. Oklahoma University in Norman has one of the world’s top-rated schools of Petroleum Engineering and Geology. Same for Oklahoma A. & M. in Stillwater in the field of Agriculture. And in an extremely new field of education, the Oklahoma City school system is a national leader in the use of television to teach basic science subjects.

Mention of O.U., of course, brings Sports immediately to the foreground. A thing of the spirit? The Greeks certainly thought so, and who are we to argue with their glory? Three-time national champions, O.U.’s “Big Red” and Bud Wilkinson have made “football” and “Oklahoma” practically synonymous terms in every sports-minded household across the land. Mickey Mantle’s doing more of the same for us with baseball these days, aided by 20 other native Oklahomans in the Majors alone.

Greatest all-around athlete of the half-century, 1900-1950, was, of course, our own Jim Thorpe, Sac and Fox Indian from Prague, Oklahoma. Why does Oklahoma produce so many top athletes? Our guess: favorable climate, interest of a people accustomed to spending a lot of time outdoors, and an outstanding coaching tradition stemming from the grass-roots level, schools and YMCA.

But all this could not have been without some basic dreams in another realm. All too often we think of the way we make a living as somehow divorced from “the finer things.” And yet what are dreams without the where-withal? And isn’t the job of creating a farm, a business, and an industry, an art calling for as much daring and imagination as others which more commonly bear this label?

A majority of the great brand names in the oil industry bear testimony to the vision of individual Oklahomans, and it is not without very good reason that Tulsa—host to more than 800 oil companies—is known as the “Oil Capitol of the World.”

At the same time, Oklahoma agriculture has produced at a rate perhaps best symbolized by the fact the world’s largest wheat elevator is located in Enid, and one of the world’s great soil and water conservation projects has long been underway here. The Sandstone Creek and Washita Valley Projects.

But looking to the future, Oklahoma has seen the wisdom of putting her eggs in more than two baskets, and so today Oklahoma moves swiftly into the field of general industry.

Already Oklahoma’s home-grown general industries have—among many others—made Spartan trailers, Zebo fishing reels, Aero Commander planes and Hummel-Maid rugs a standard for excellence throughout the nation. Macklanburg-Duncan and John Zink are Oklahoma brand-names for products used in building most of the homes in America.

Already, large national concerns have moved in to establish huge, new plants. Concerns like Western Electric, Fansteel Metallurgical, Callery Chemical—why, to take care of expansion within the past year in Oklahoma, there has been an expenditure of over $373-millions for new construction alone!

Reasons for this development are many. Factors like the westward movement of buying power and the tabbing of the Southwest as the region to see the greatest industrial expansion in the nation over the next decade.

But within this general movement, Oklahoma lies in a highly favorable position as hub point for this whole area. Already a central rail, air and highway point, the development of the Arkansas River Basin tying into Northeast Oklahoma’s vast water resources and the proposed series of canals eastward from Oklahoma City to link with new lakes, will give Oklahoma the advantage of water transportation within the not-too-distant future.

In addition, Oklahoma has more low-cost power than it could use up in centuries. Huge reserves of natural gas and coal. A liberal warehousing law has been passed, the state’s tax structure has been revamped to offer industry a real bargain, and 39 Industrial Foundations have been founded in towns and cities awake to the value of new industry.

The war years opened the field. Big manufacturers first discovered then that Oklahomans took to this new field like ducks to water, and set some amazing national records for productivity in defense industries. Men in the service out this way returned home just long enough to mention that Oklahoma was a mighty nice place to live, then hot-footed it right on back.

And so, bit by bit, the word has spread—jacked up and given further emphasis by the creation of the state’s first Department of Commerce and Industry, the efforts of private agencies like the Oklahoma Development Council, and a great many vigorous Chambers of Commerce.

Thus today all the “things of the spirit” which are Oklahoma’s are guaranteed an even greater future by this basic attention to the pocketbook—of every man.

For further information about industrial opportunities in Oklahoma write: State Commerce & Industry Dept., Box 3327, State Capitol Station, Oklahoma City.
Many things will make tomorrow, many visions. Land and water development remain basic, industrial development is on the move, but beyond these three other words command much attention here today.

They are: Science, Health, Aviation.

You hear a lot these days about America's need for more scientists, more engineers, more basic scientific research. Perhaps it will surprise you to learn that Oklahoma is the first state in the nation to form an organization designed to attack this over-all problem. The Frontiers of Science Foundation. Swiftly, surely, the idea has snowballed here, drawing to it money, programs to encourage teaching of the basic sciences in secondary schools, on the college level, teaching over television, grants, commendations, until suddenly . . .

. . . top scientists are coming in from all over the world
for an International Symposium in Oklahoma City, June 17.

. . . Oklahoma A & M will launch its new school for advanced study in nuclear engineering this fall, with both A & M and O. U. installing the Southwest's first atomic reactors for teaching purposes.

But will concern for the machine mean less concern for the man?

Not in Oklahoma. For hand-in-hand with scientific research, the cause of medical research has taken hold here within the past few years to move ahead at an amazing rate.

Already leading the Southwest in this field, the work of the Oklahoma Medical Research Foundation, the O. U. Medical School and the State Mental Health Department has commanded national television attention several times within the past year. (NBC's "March of Medicine," ABC's "Medical Horizons.") And the Noble Foundation in Ardmore ranks high in cancer research.

Elsewhere we have shown how Oklahoma vision has spawned new industry. But to single out just one of these as symbol of many, take Aviation.

Development of our own aircraft companies like Spartan and Aero Commander, plants for top national concerns like Fairchild and Douglas, mighty Tinker Field, our six other Air Force Bases, and the recent selection of Oklahoma City as prime site nationally for the CAA Center (construction now underway) has taken Oklahoma vision to the jumping-off-point for some real soaring.

Yes, it's too bad that Wiley Post can't be around to see how "the sky's the limit" has taken hold as an outlook for Oklahomans.

And perhaps that is the best way to end. With the picture in mind of Wiley Post and Will Rogers, two airborne Oklahomans, two great men of vision who never really died there at Point Barrow twenty years ago. For the things they chuckled over, the things they dreamed live on here today in their home land . . . where vision ever swifter becomes reality.

AND WHAT OF TOMORROW
GOOD INFORMATION SOURCES

MAPS. New, colorful state map prepared by the State Highway Department. Service stations, hotels, motels or write Tourist Bureau (address below).

VACATION SPOTS. Write: Tourist Bureau, Planning & Resources Board, State Capitol, Oklahoma City.

SEMI-CENTENNIAL EVENTS. Write: Semi-Centennial Commission, State Capitol, Oklahoma City.

INDUSTRIAL INTERESTS. Write: Director, Commerce & Industry Dept. Box 3027, State Capitol Station, Oklahoma City.

FISHING & HUNTING. Write: Game & Fish Dept., State Capitol, Oklahoma City.

EVERYTHING. Information Booth, Rotunda, State Capitol, Oklahoma City.

The Oklahoma Guide, 514-page Oklahoma University Press publication.