

The Development of Highways in Texas:
A Historic Context of the Bankhead Highway and Other Historic Named Highways

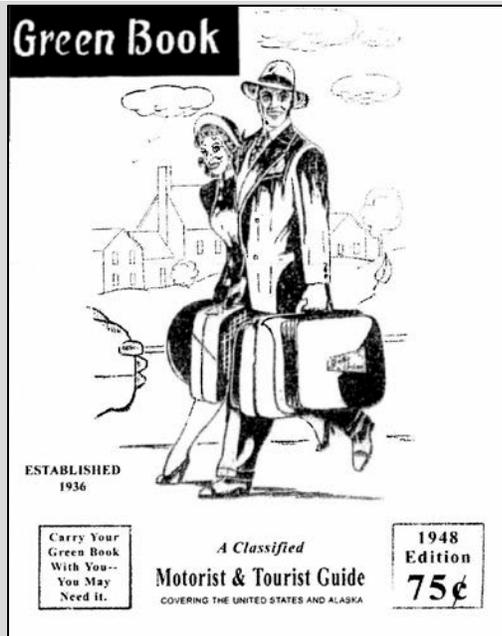


Figure 91. (Left) Example of a cover of the *Green Book*, 1948, reproduced in an article by Cotton Seiler entitled "So That We as a Race Might Have Something Authentic to Travel By": African American Automobility and Cold-War Liberalism," published in *American Quarterly* 58 (December 2006). Source: History Program Division files, Texas Historical Commission, Austin, Texas.

Figure 92. (Right) Photograph of the Powell Hotel located at 3115 State Street in Dallas, no date. Source: *The Roundup*, <http://jesuitroundup.org/5575/part-ii-aint-that-a-shame-the-shadow-of-jim-crow-over-dallas> (accessed March 17, 2014), crediting the Marion Butts Collection, Texas/Dallas History and Archives Division Dallas Public Library, Dallas, Texas.



The *Negro Motorists Green Book* and Race-specific Travel Guides

The *Green Book*, the longest-running publication geared toward black travelers, was founded by New Jersey postal worker and civic leader Victor H. Green. During his career as a mail carrier, Green collected information on New York area businesses that accommodated black travelers. With this information, he founded the Victor H. Green Publishing Company in New York City and first published *The Negro Motorist Green Book* in 1936. So that motorists of color might avoid potentially tense and dangerous encounters while traveling the nation's highways, the guide offered suggestions for lodging, eating, and leisure establishments that welcomed black patrons. *The Negro Motorist Green Book* was influenced by similar guides published in the first half of the twentieth century for Jews faced with anti-Semitism when traveling.⁴⁹⁸ The first issue covered only Metropolitan New York. The next year, Green expanded the guide to include the continental United States.⁴⁹⁹ While the *Green Book* contained short articles on traveling tips and advertisements, it focused primarily on the state-by-state lists of businesses that would serve the black traveler as recommended by travel agents and, later, by the general public. By 1942, the *Green Book's* Texas listings on the Bankhead Highway included El Paso and Fort Worth, as well as Dallas and Texarkana. The resources consisted of hotels and motels within short distances of the highway.

In 1947, the Victor H. Green Publishing Company established a Vacation Reservation Service to help black travelers book accommodations at any hotel or resort listed in the publication. Two years later, the guide expanded to include listings in Bermuda, Mexico, and Canada. In 1952, the publication's name was changed to *The Negro Travelers Green Book* in recognition of those African-Americans traveling by means other than the automobile.⁵⁰⁰ The types of establishments discussed also expanded from hotels, tourist homes, and restaurants, to doctor's offices, pharmacies, and grocery stores in black communities.⁵⁰¹ Unlike other travel guides geared toward blacks, the *Green Book* survived into the 1950s and 1960s under the helm of Victor Green's wife, lending the publishing company additional uniqueness as a black-owned and all-female operated enterprise.⁵⁰² The title of the guide changed to reflect the decrease in racial discrimination – to *The Travelers' Green Book* in 1961 and to the *Green Book Guide for Travel and Vacations* in 1962. The *Green Book* began as a 16-page pamphlet covering the continental United States, and expanded to a 128-page book including businesses in Canada, Mexico, and the Caribbean by the time publication ceased in 1966.⁵⁰³