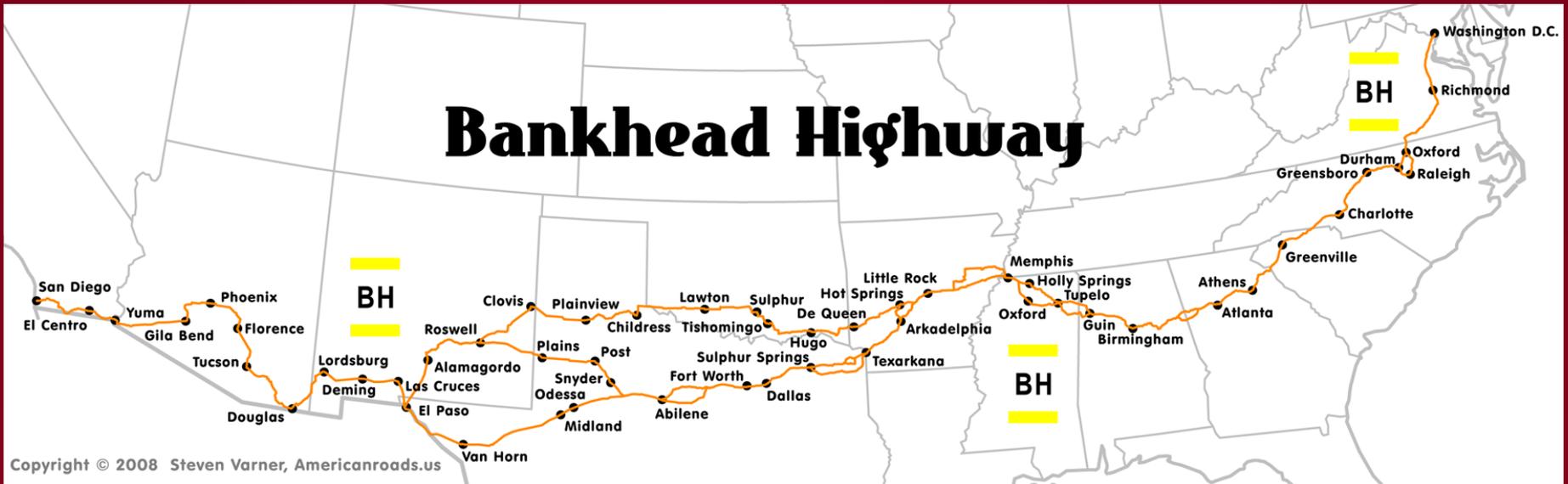




**TEXAS HISTORICAL COMMISSION**

*real places telling real stories*

# Bankhead Highway



## Experiencing the Bankhead Highway, Texas Style

Leslie Wolfenden  
Story of Texas Workshop, Austin  
September 8, 2014



# TEAM PROJECT FOR THE BANKHEAD HIGHWAY

Texas Legislature established the Texas Historic Roads and Highways Program in 2009

- **Goal:** identify, designate, interpret, and market historic roads and highways in Texas
- **First project:** Bankhead Highway, the first all-weather transcontinental roadway established in 1916 (Washington, DC to San Diego; 900 miles in Texas: Texarkana to El Paso)
- THC and TxDOT teamed up with private consulting firm Hardy-Heck-Moore, Inc. (HHM)
  - Statewide historic context for Texas highways
  - Historic resources survey of road-related resources along the Bankhead Highway
  - Interpretation measures to provide heritage tourism information



# PUBLIC OUTREACH

- Public Outreach Meetings
- Email Blasts
- Webpages
- Social Media
- Other Media





# NETWORK

THC contacted potential hosts to organize public outreach meetings in 10 communities

- Main Streets, CLGs, CHCs, historical preservation organizations, Heritage Trail Regions
- Could do the organizing by themselves or could network with other local groups to pull public outreach meeting together





# NETWORK

- Informed attendees about the Bankhead project and gave a brief Bankhead Highway history
- Gathered contact information at public outreach meetings so we could send out updates via email blasts
- The public was encouraged to share knowledge and images of the Bankhead Highway





# POST-PROJECT

Accumulated research materials, gathered survey data, wrote reports.

Now what?

Make this information accessible to consultants, researchers, communities, and general public.

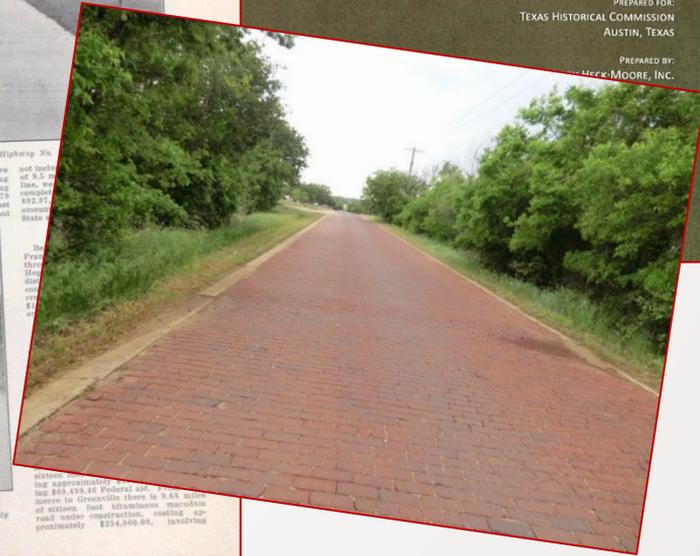


*Bankhead Highway*



THE DEVELOPMENT OF HIGHWAYS IN TEXAS:  
HISTORIC CONTEXT OF THE BANKHEAD HIGHWAY  
AND OTHER HISTORIC NAMED HIGHWAYS  
VOLUME I  
JUNE 20, 2014

PREPARED FOR:  
TEXAS HISTORICAL COMMISSION  
AUSTIN, TEXAS  
PREPARED BY:  
MARK MOORE, INC.





## DOCUMENTS

Reports available via THC website

- Statewide Historic Context of Historic Texas Highways
- 6 historic context reports for named historic highways
- Resource Evaluation Methods
- Physical Evolution of Road Construction
- Annotated Bibliography of research materials



## RESOURCE EVALUATION

Established statewide process for comparing and analyzing road-related property types

Available via the THC website

- National Register Evaluation Criteria
- Registration Requirements
- Property Types (table format)



# ROAD-RELATED PROPERTY TYPES

## Commercial Buildings

- Lodging (hotels, tourist homes, campsites, tourist courts, trailer parks, motels, highway hotels)
- Dining establishments (restaurants, food stands)
- Gas stations
- Auto sales and service
- Bus stations

## Recreational/ Cultural Resources

- Drive-in theaters
- Entertainment facilities (dance halls, ballrooms, nightclubs, roadhouses, casinos)

## Landscape Elements

- State parks
- Roadside parks and turnouts
- Natural features





# ROAD-RELATED PROPERTY TYPES

## Streetscape Features

- Traffic signage
- Sidewalks
- Monuments/markers

## Roadway Segments

- Roadways
- Curbs
- Guardrails
- Medians
- Bridges
- Culverts

## Grade-separated Structures

- Interchanges
- Entrance/exit ramps

## Historic Districts

## Historic Road Corridors

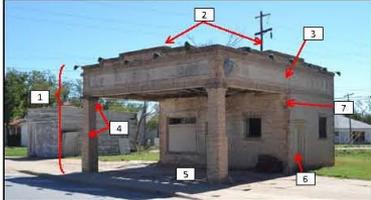




# PROPERTY TYPES

## Gas Stations: by periods of significance with character-defining features

Table 19. Gas Station Company Affiliations by Time Period.

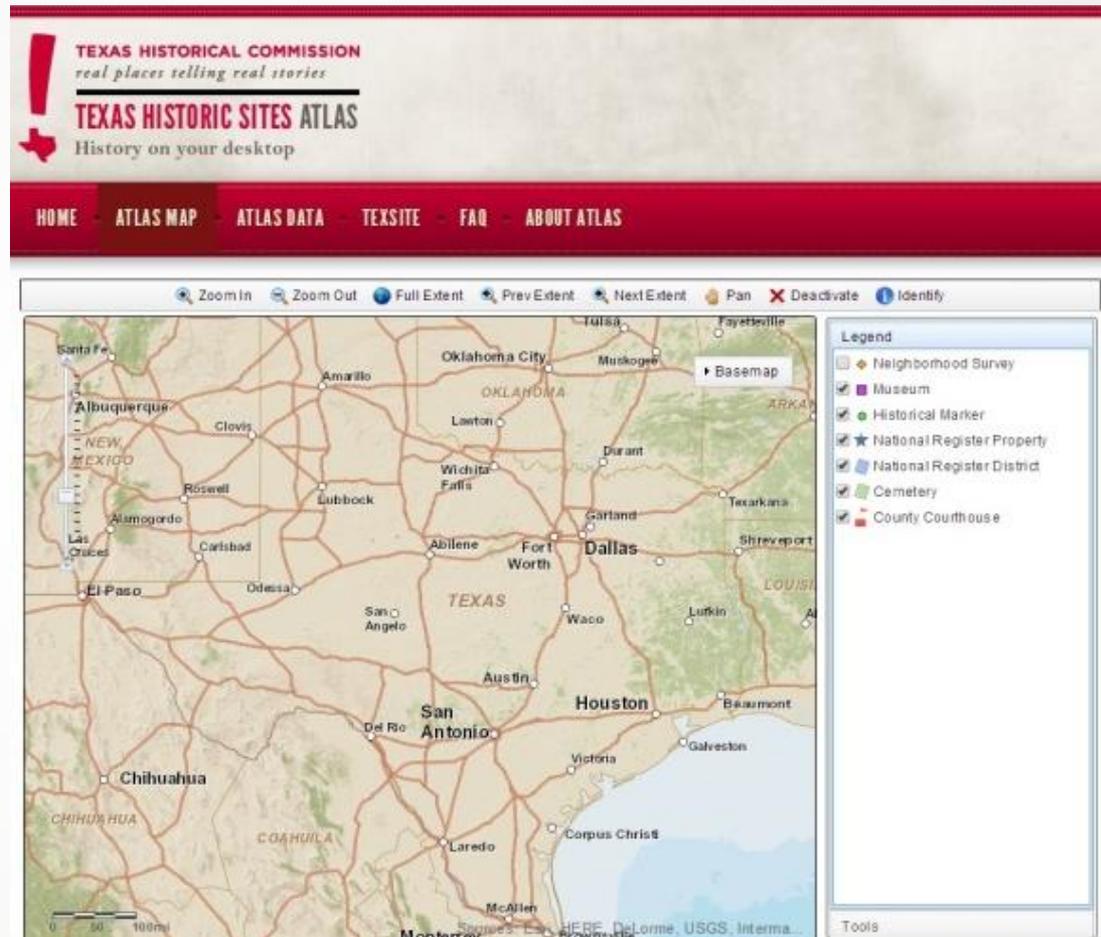
	Initiation of the Highway System: 1917–1932	Depression, Mobilization, and War: 1933–1944	Postwar Road Expansion: 1945–1956	Effects of the Interstate Highway System: 1957–1980
Magnolia (Mobil)	 <p>3400 Main Street, Dallas, Dallas County. Distinguishing features: hip-roofed canopy and broad brick columns with angled brickwork in the pedestals.</p> <p>Character-defining Features:</p> <ol style="list-style-type: none"> <li>1. House with Canopy form with Craftsman stylistic features.</li> <li>2. Hipped roof form, often with exposed rafter tails.</li> <li>3. Brick columns with enlarged pedestal at base and a simple capital at top.</li> <li>4. Load-bearing brick construction, although wood or local stone was sometimes used.</li> <li>5. Display windows next to one or two single doors.</li> <li>6. Decorative features such as brick quoins and contrasting colors or door and window lintels (not present on this example).<sup>1171</sup></li> </ol>	 <p>US 180, Albany, Shackelford County. Distinguishing features: box form, stepped parapet, and angled brickwork in the column pedestals.</p> <p>Character-defining Features:</p> <ol style="list-style-type: none"> <li>1. Oblong Box with Canopy form with brick exterior walls; modest Classical Revival stylistic influence.</li> <li>2. Stepped parapet on front and side façades; flat roof over office and canopy.</li> <li>3. Broad panel on fascia allowing space for business name to be advertised.</li> <li>4. Brick columns with enlarged pedestal and chamfered brickwork at base and a simple capital at top.</li> <li>5. Centered single door entrance with one large display window to one side and a smaller single pane window to other side.</li> <li>6. Single door side entrance with decorative brickwork in lintel.</li> <li>7. Decorative brick quoins at corner of office.</li> </ol>	 <p>5660 Alameda Avenue, El Paso, El Paso County. Distinguishing features: drum-like extension/bay at the corner. Note: this building has been extensively altered yet retains the cylindrical wing that is a character-defining feature of this subtype.</p> <p>Character-defining Features:</p> <ol style="list-style-type: none"> <li>1. Oblong Box with Drum form with Modern stylistic influences.</li> <li>2. A one-story building with a large cylinder-like wing that extends from one of the building's front corners (in some examples, the cylinder rises approximately five to six feet above the building).</li> <li>3. One or two service bays located on the side of the building (removed from this example).</li> <li>4. A large set of rounded windows with a single door are typically within the rounded corner extension (removed here).</li> <li>5. Rounded windows within the cylinder-like wing (removed).</li> <li>6. Exterior siding of porcelain-enamel or stucco (removed here).<sup>1172</sup></li> </ol>	 <p>3349 S. 1st Street, Abilene, Taylor County. Distinguishing features: although the form is typical of what most gas stations used at that time, this subtype has fixed panels in the transoms of the corner windows. By the early 1960s, the company abandoned red as the primary corporate color and began using blue instead, keeping red for the Pegasus company logo. Note: the checkered exterior color scheme presents a strong effect that visually overpowers the building's overall historic character; however, the building still retains most of the character-defining features that identify this building as a good example of this distinctive gas station subtype affiliated with the Mobil Oil Company of the early to mid-1960s.</p> <p>Character-defining Features:</p> <ol style="list-style-type: none"> <li>1. Oblong Box with Canopy form with Modern stylistic influences.</li> <li>2. Flat roof over office/garage and canopy.</li> <li>3. Canopy extends over office roof.</li> <li>4. Porcelain enamel exterior finish.</li> <li>5. Multi-bay garage/service bays.</li> <li>6. Corner windows with metal screen.</li> </ol>
			 <p>1918 W. 2nd Street, Odessa, Ector County. Distinguishing features: red-colored bands in the canopy and along the parapet wall, as well as relative broad and rounded corners of the canopy.</p> <p>Character-defining Features:</p> <ol style="list-style-type: none"> <li>1. Oblong Box with Canopy form and Streamline Moderne stylistic influences.</li> <li>2. Flat roof over office/garage and canopy.</li> <li>3. Brick-faced exterior finish.</li> <li>4. Curved corners on canopy.</li> <li>5. Three horizontal bands in Magnolia-branded shade of red evenly spaced in fascia of canopy; contrasts to the narrow bands of other companies, e.g., Gulf and Texaco, which are grouped together more closely.</li> </ol>	



# TEXAS HISTORIC SITES ATLAS ONLINE DATABASE

Uploaded survey data  
into the Atlas

- 300,000+ site records
- Texas Historical Markers
- National Register properties
- Courthouses
- Museums
- Cemeteries
- Sawmills
- Archeology
- Military sites
- Neighborhood surveys





# HISTORIC TEXAS HIGHWAYS WEBPAGES

## • Historic Texas Highways

- Bankhead Highway
- Del Rio-Canadian Highway
- East Texas Highway
- Meridian Highway
- North Texas Highway
- Old Spanish Trail
- Route 66
  
- Sidebar Interests
- Publications for Roadside Architecture

## Historic Texas Highways



Today, the Lone Star State is crisscrossed with a jumbled tangle of high-speed highways and byways. It was not always this way. In the late 1800s and into early 1900s, the traveler had only dirt, gravel, and occasionally paved roadways from which to choose. As automobiles became more popular, the demand for better and safer roads increased, leading to the Good Roads movement. This in turn led to the improvement and expansion of the roadway network across Texas and across the nation. The development of communities was closely linked to transportation, whether waterways, roadways, or railways. As auto travel increased in the 1920s and '30s, towns connected by roads prospered due to the ability to sell and trade goods, and by providing places for travelers to stop for food, lodging, and vehicle care.

A rich architectural legacy from this early time period still remains along these early roadways, including gas stations, motels and hotels, diners and cafes, auto dealerships and repair shops, parks, signage, bridges, and tourist attractions. To learn and see more about these resources, please explore our various highway links on the sidebar, including the Bankhead Highway.

Happy Travels!

## Establishment of the Texas Historic Roads and Highways Program

In 2009, House Bill 2642 established the Texas Historic Roads and Highways Program, the goal of which is to identify, designate, interpret, and market historic roads and highways in Texas. The Texas Historical Commission (THC) and the Texas Department of Transportation (TxDOT) have entered into agreement to administer projects relating to this program.

The first project under the Historic Roads and Highways Program focused on the historic Bankhead Highway, a coast-to-coast roadway established in 1916. The Texas Legislature designated the Texas portion of the Bankhead as a Texas Historic Highway in 2009. Using Federal Transportation Enhancement funds, the THC and TxDOT are coordinating to accomplish several products:

- A historic context for Texas highways statewide,
- A cultural resources survey of much of the Bankhead Highway (including field documentation of highway-related resources),
- Upgrades to the THC Atlas that will assist in documentation of historic resources, and



# BANKHEAD HIGHWAY WEBPAGES

## Bankhead Highway

- Explore the Bankhead Highway
- Bankhead Highway History
- Bankhead Highway Maps
- Bankhead Highway FAQs
- Bankhead Highway Survey
- Bankhead Highway Project Information
- Bankhead Highway News & Links

### Bankhead Highway

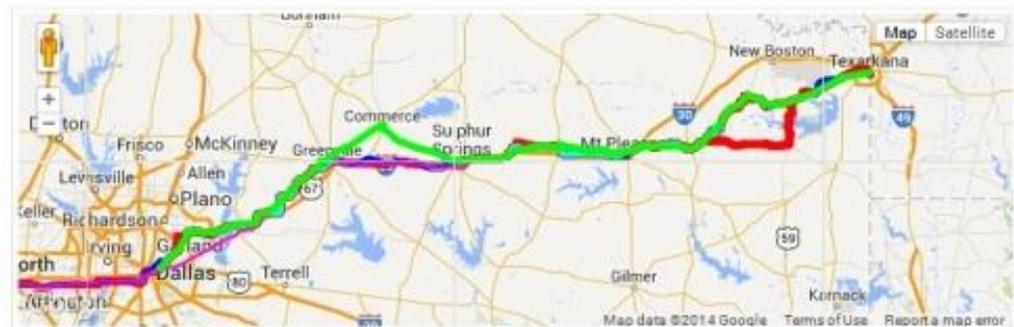


#### A Brief History

In the 1st half of the 1900s, classic roadways such as the Bankhead Highway and Route 66 were major arteries through Texas, forever altering the development and cultural heritage of the Lone Star State. The Bankhead Highway was one of the nation's earliest transcontinental highways. Its path crossed approximately 850 miles of Texas going from Texarkana to El Paso.

[Learn more about the history of the Bankhead Highway »](#)

### The Bankhead Highway Route and Places of Interest



Bankhead Highway Map. Use your mouse to zoom in and out on the map to see the various alignments. Seen below are some of the places of interest along the Bankhead Highway. For more places of interest, [Explore the Bankhead Highway](#).



# BANKHEAD HIGHWAY WEBPAGE

## Highlights of Bankhead Highway



[Casino, 3001 W Division St, Arlington »](#)



[Gas Station, 2211 Stonewall St, Greenville »](#)



[Gas Station, 412 W 3rd St, Texarkana »](#)



[Grade Separation \(Over/Under Pass\), Vickery Blvd W, Fort Worth »](#)

[EXPLORE THE BANKHEAD HIGHWAY »](#)

The Texas section of the Bankhead Highway contains some 2,700 road-related historic resources including auto repair garages, gas stations, diners, tourist camps, auto courts, motels, road markers, paving, traffic signs, and bridges.



We gathered together the best of the resources (National Register Listed, Eligible for the National Register, and Contributing to a District) into an interactive map so you can experience the riches of the Bankhead from your smart phone. [Click on the red Explorer the Bankhead Highway button above to start](#)

Listed, National Register Eligible, and Contributing to a District sites, click on the link below.

[Download a Google Earth file and take a virtual trip down the Bankhead Highway »](#) (Open with free [Google Earth download](#))

## The Medallion Articles

- [On the Road to Progress](#)
- [Historical Highway](#)

## From the THC Blog

- [Hitting the Roads](#)
- [Heavy Metal](#)

## Submit Your Photos

Upload images to our [Bankhead Highway in Texas Flickr Group!](#)





# EXPLORE THE BANKHEAD WEBPAGE

Two ways to look at resources:

Interactive map

and

Places of Interest thumbnails feature all Listed, Eligible, and Contributing road-related resources along the Bankhead Highway



Explore the Bankhead Highway

View Edit Revisions Node export

The Bankhead Highway enters Texas through Texarkana, passing through 31 counties, over 75 communities, and 5 Heritage Trails regions, and leaves Texas via El Paso - covering a vast distance of some 850 miles. The Bankhead Highway project surveyed all road-related structures along the historic highway, which included gas stations, auto repair garages, diners, tourist camps, motels, auto courts, paving, signage, and bridges. Also included in the survey were road-related National Register of Historic Places properties, Recorded Texas Historic Landmarks (RTHLs), and State Antiquities Landmarks (SALS).

About the Places of Interest

The Places of Interest section shows all road-related structures along the Bankhead Highway that are Listed, Recommended Eligible for the National Register of Historic Places, or are Contributing to a Historic District. The Places of Interest can be found either through the interactive map or by using the Sort options below.

Sort according to: Show me places in a specific:

Direction: East to West

City: -- All Cities --

County: -- All Counties --

Decade: -- All Decades --

Go


1 2 3 4 5 ... Last »

Next 24 Featured Places »

Show This

Admin Links

- Admin Home
- View All Users
- Add New User
- Add Content
- Edit/View Content
- Manage Sidebars
- Manage Blog Categories/Tags
- Manage Menus

Log out

Submit Your Photos

Upload images to our [Bankhead Highway in Texas Flickr Group!](#)

Other Ways to Explore the Bankhead Highway

Visit the [THC's Atlas](#) to see all historical sites along the [Bankhead](#).

Download a Google Earth file and take a virtual trip down the Bankhead Highway >>

How to open the file in Google Earth

The Medallion Articles

[On the Road to Progress](#)

[Historical Highway](#)

From the THC Blog

[Hitting the Roads](#)

[Heavy Metal](#)

A Joint Project of:

TEXAS HISTORICAL COMMISSION  
real places telling real stories



# BANKHEAD HIGHWAY INTERACTIVE MAP

Interactive map is Google Earth-based (free download), downloadable to computers and smart phones to navigate the Bankhead Highway route, showing the surveyed resources.

## Explore the Bankhead Highway





# BANKHEAD HIGHWAY INTERACTIVE MAP

Click on the red balloon to get quick pop-up window with option to click on pop-up title to go directly to that resource

## Explore the Bankhead Highway

View Edit Revisions Node export

Map Satellite

Bridge, IH 20 Frontage Rd W, Millsap

Map data ©2014 Google Terms of Use Report a map error

Sort according to: Show me places in a specific:

Direction City County Decade

East to West -- All Cities -- -- All Counties -- -- All Decades --

Go Reset

Auto Parts Store, 102 7th St, Texarkana

Gas Station, 412 W 3rd St, Texarkana

Gas Station, 404 W 7th St, Texarkana

Bridge-Class Culvert, W 7th St, Texarkana

## Bridge, IH 20 Frontage Rd W, Millsap

View Edit Revisions Node export

Address: [Bridge, IH 20 Frontage Rd W, Millsap](#)

Date: Exactly 1934

Historic Uses: Bridge

Stylistic Influences:

National Register of Historic Places: Individually Eligible

Previous Designations: National Register Listed (Indiv.)

Other Historic Designations: [2096001115](#)

The State Highway 89 Bridge at the Brazos River consists of three 165-foot Parker through-truss spans and 11 concrete girder approach spans. It was listed on the National Register of Historic Places in 1996 (NR#96001115). The bridge was constructed in 1934 by Buckner Brothers under contract to the Texas Highway Commission. The bridge carries two lanes of traffic on the westbound frontage road of Interstate 20, former State Highway 89. It is about 3 miles east of the Palo Pinto County line in southwest Parker County.

For the truss spans, Texas Highway Department engineers chose the THD T24-165 design for a riveted Parker through truss, one of the many standard designs the Bridge Division developed. The three truss spans rest on reinforced concrete piers consisting of battered cylindrical columns in a dumbbell configuration. The bridge's 11 concrete girder approach spans, supported on a series of concrete bents, feature Type K open concrete approach railings. Truss railing consists of a single row of 12-inch deep channel. A bronze plaque affixed to the railing end post names the bridge contractor, as well as THD official involved in the project.

## Photo Gallery

Click on any image to view the photo gallery

Share | Facebook | Twitter | StumbleUpon | Email





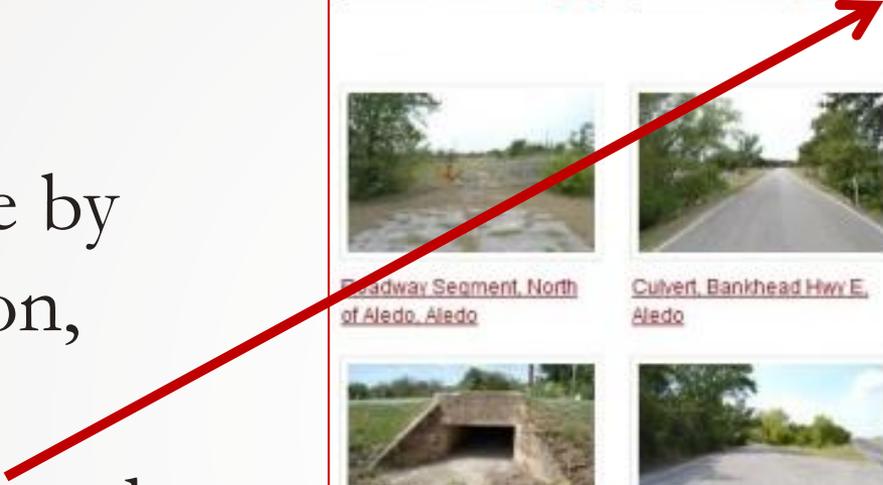
# BANKHEAD PLACES OF INTEREST

Sortable by  
Direction,  
City,  
County, and  
Decade

Sort according to:      Show me places in a specific:

Direction:       City:       County:       Decade:      

 <a href="#">Roadway Segment, North of Aledo, Aledo</a>	 <a href="#">Culvert, Bankhead Hwy E, Aledo</a>	 <a href="#">Roadway Segment, Bankhead Hwy E, Aledo</a>	 <a href="#">Roadway Segment, On private property, Aledo</a>
 <a href="#">Culvert, E Bankhead Hwy, Weatherford</a>	 <a href="#">Roadway Segment, E Bankhead Hwy, Weatherford</a>	 <a href="#">Gas Station, 202 Fort Worth Hwy, Weatherford</a>	 <a href="#">Auto Repair Shop, 110 Fort Worth Hwy, Weatherford</a>
 <a href="#">Roadway Segment, W Bankhead Hwy, Weatherford</a>	 <a href="#">Bridge, W Bankhead Hwy, Weatherford</a>	 <a href="#">Bridge, W Bankhead Hwy, Weatherford</a>	 <a href="#">Bridge, IH 20 Frontage Rd W, Millsap</a>





# BANKHEAD PLACES OF INTEREST

## Bridge, IH 20 Frontage Rd W, Millsap



**Address:** [Bridge, IH 20 Frontage Rd W, Millsap](#)

**Date:** Exactly 1934

**Historic Uses:** Bridge

**Stylistic Influences:**

**National Register of Historic Places:** Individually Eligible

**Previous Designations:** National Register Listed (Indiv.)

**Other Historic Designations:** [2006001115](#)

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### Photo Gallery

Click on any image to view the photo gallery.



All have

- Basic info
- Image

May have

- Extra information
- Additional images (maps, photos, postcards, etc.)



# BANKHEAD PLACES OF INTEREST

## Bridge, IH 20 Frontage Rd W, Millsap



**Address:** [Bridge, IH 20 Frontage Rd W, Millsap](#)

**Date:** Exactly 1934

**Historic Uses:** Bridge

**Stylistic Influences:**

**National Register of Historic Places:** Individually Eligible

**Previous Designations:** National Register Listed (Indiv.)

**Other Historic Designations:** [20086001115](#)

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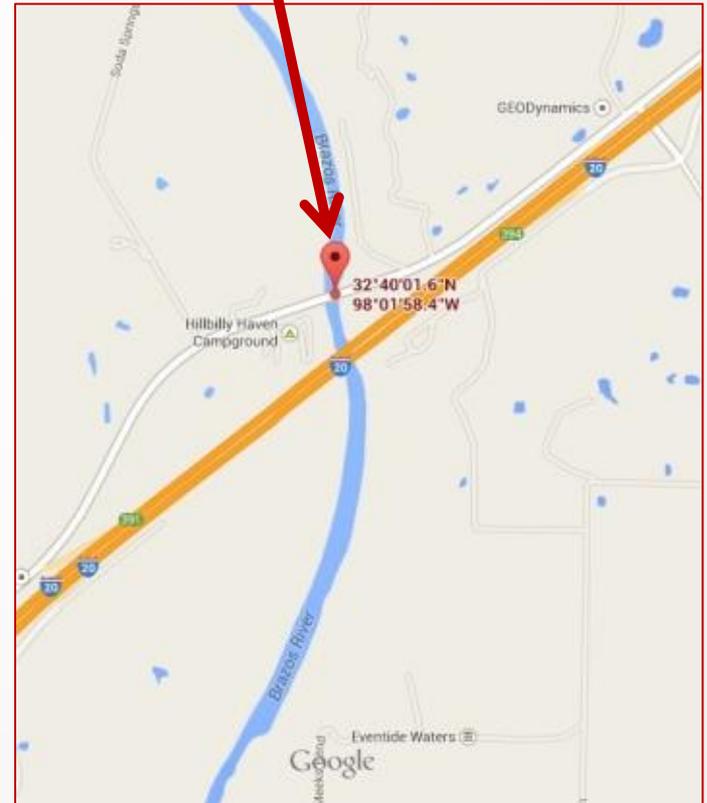
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### Photo Gallery

Click on any image to view the photo gallery.



Click on Address to get map location





# BANKHEAD PLACES OF INTEREST

## Bridge, IH 20 Frontage Rd W, Millsap



**Address:** [Bridge, IH 20 Frontage Rd W, Millsap](#)

**Date:** Exactly 1934

**Historic Uses:** Bridge

**Stylistic Influences:**

**National Register of Historic Places:** Individually Eligible

**Previous Designations:** National Register Listed (Indiv.)

**Other Historic Designations:** [2096001115](#)

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### Photo Gallery

Click on any image to view the photo gallery.



Click on Other Historic Designations number to be linked directly to Online Atlas database entry

## Bridge at the Brazos River, State Highway 89

[Print this page](#)

[Report Error](#)



State Highway 89 Bridge at Brazos River

**Property Name:** State Highway 89 Bridge at the Brazos River

**Other Name:**

**County:** Parker

**Address:** I-20, 1.7 mi. W of jct. with FM 113

**City:** Millsap

**Date Listed:** 1996-10-10 00:00:00.000

**Reference Number:** 96001115

**Multiple Property Name:** Historic Bridges of Texas, 1866-1945

**To SBR:**

**Vicinity:** no

**Status Code:** 1

**Status:** Listed

**Date Removed from National Register:**

**Notes:**

**To NPS:** 1996-09-09 00:00:00.000

**Date Notified:**

**Local Significance:** no

**State Significance:** yes

**National Significance:** no



# SIDEBAR INTERESTS

## Sidebar Interests

The Sidebar Interest page was created to showcase those undertold and unusual resources or knowledge that gets uncovered during surveys and research.

- [Negro Motorist Green Book](#)
- [Union Metal Gas Stations](#)
- [Good Roads Movement](#)
- [Namesake of the Bankhead Highway](#)
- [Pole Markings](#)
- [The Broadway of America](#)

## Negro Motorist Green Book

- The Negro Motorist Green Book was first published in 1936 in order to give the African American traveler information "that will keep him from running into difficulties, embarrassments and to make his trips more enjoyable." This type of travel guide listed roadside lodging and dining establishments, along with other amenities, on or near major highways in most metropolitan areas.
- [The Negro Motorist Green Book 1949](#)
- [Green Book excerpt from the Statewide Historic Context report](#)

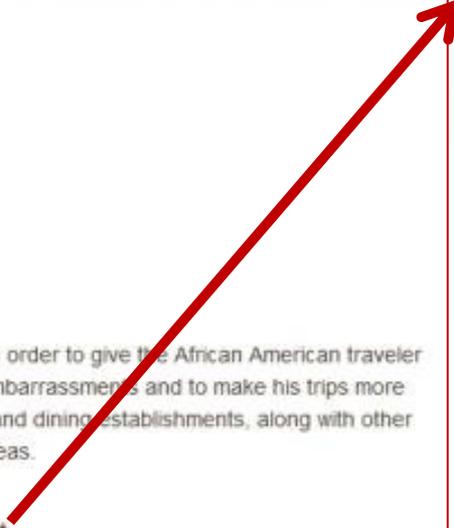
## Union Metal Gas Stations

During survey work, THC staff came across an all-metal gas station. After doing some research, it was discovered that this was a prefabricated Union Metal Manufacturing Company building that had been available via catalog. Union Metal is better known for its street lighting. Union Metal produced a line of "artistic stations at reasonable cost" as a step up from the "plain, inartistic type."

- [Union Metal 1925 Catalog No. 5](#)

## Good Roads Movement

As bicyclists began advocating for better-quality paved roads ca. 1880, a loosely structured movement coalesced around the cause of "Good Roads." One grassroots cyclists' organization, the National League of Good Roads, was founded in 1892. In the same year, the League of American Wheelmen began publishing a



Figures (a) 94-Green Book (above), and (b) 95-Powell (above right). (a) Example of a cover of the Green Book, 1948, reproduced in an article by Cotton Seller 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. (b) 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.<sup>503</sup> The first issue covered only Metropolitan New York. The next year, Green expanded the guide to include the continental United States.<sup>504</sup> 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.

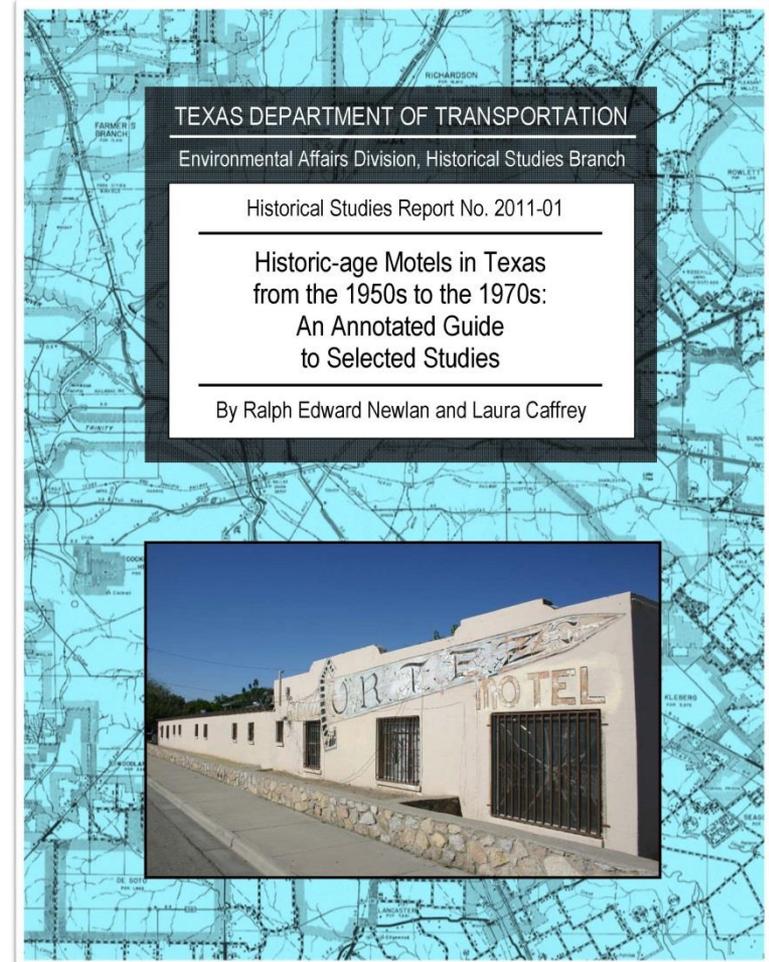
In 1947, the Victor H. Green Publishing Company established a Vacation Reservation Service to help black travelers book accommodations at any hotel or resort listed in the publication. Two years later, the guide expanded to include listings in Bermuda, Mexico, and Canada. In 1952, the publication's name was changed to *The Negro Travelers Green Book* in recognition of those African-Americans traveling by means other than the automobile.<sup>505</sup> The types of establishments discussed also expanded from hotels, tourist homes, and restaurants, to doctor's offices, pharmacies, and grocery stores in black communities.<sup>506</sup> 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.<sup>507</sup> 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.<sup>508</sup>





# PUBLICATIONS OF ROADSIDE ARCHITECTURE

- Statewide Historic Context for Development of Highways in Texas
- Historic Road Infrastructure of Texas 1866-1965 (NR MPS)
- Historic Context for Texas Roadside Parks & Rest Areas
- Field Guide to Gas Stations in Texas
- Guide to Research & Documentation of Historic Bridges in Texas
- Historic-age Motels in Texas from the 1950s to 1970s
- Field Guide to Industrial Properties in Texas





# SOCIAL MEDIA

- THC Blog
- Facebook
- YouTube
- Flickr
- Instagram
- Etc.



# SOCIAL MEDIA: THC Blog

## Heavy Metal

Submitted by Rob Hodges on Fri, 08/30/2013 - 4:53pm

**Categories:** [History Programs](#)

By Leslie Wolfenden, THC Historic Resources Survey Coordinator



Prefabricated, all-metal gas station in Breckenridge.

Recently, I was traveling back to Austin from Childress with THC [National Register of Historic Places](#) staff Greg Smith and Caryn Hammons. We had been conducting a historic resources survey in Childress, following on the heels of the successful [collaborative survey project in Pittsburg](#) that led to the creation of a National Register district listing earlier this year.

Since Childress was selected as the next candidate for a historic resources survey, THC staff conducted an initial site visit in May to check out local research sources and led a public meeting and field survey with local volunteers in July. We are working with the Childress Main Street program, Childress County Historical

Commission, Childress County Heritage Museum, Childress Chamber of Commerce, and citizens.

During the return trip, we came upon an all-metal gas station in Breckenridge in Stephens County. Although familiar with the Texas Department of Transportation's "A Field Guide to Gas Stations in Texas," this was an example we did not recognize. We stopped for a closer look and to take photos. What was unusual about it was the classical detailing seen in the columns, as well as the amount of glass in the office area and the all-metal construction. While looking a bit dilapidated with broken glass and peeling paint, the building retains a high level of integrity.

After doing some research back in the office, I discovered it was a prefabricated building that could be ordered from catalogs. This particular example was made by the Union Metal Manufacturing Company of Canton, Ohio, as seen in its 1925 catalog as Design 238. Union Metal is better known for its [street lighting](#). Ben Eckart of Kansas is doing a restoration project on a Union Metal filling station, and his website has information on metal gas stations, including the [1925 Union Metal catalog](#) (partial).

The 1925 Union Metal catalog announces that "a new era in filling station architecture is dawning." By popular

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### Recent blog posts

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- [Varner-Hogg Plantation Celebrates Texas Independence](#)



# SOCIAL MEDIA: Facebook

**Texas Historical Commission**  
6,532 likes · 967 talking about this

Government Organization  
The Texas Historical Commission (THC) is the state agency for historic preservation. We save the real places that tell the real stories of Texas.

About · Suggest an Edit

23 Friends  
Connected to Texas Historical Commission

23 friends like this

3 friends were here

**Texas Historical Commission**  
2 hours ago

Last week, we shared a #MarkerMonday post about cadets at Pleasanton High School Junior Reserve Officers'

THC Facebook: 7,400+

Texas Bankhead Highway Facebook: 980+

**The Texas Bankhead Hig...** Members Events Photos Files

Notifications Create Group

Write something...

**Dan Smith**  
Historical BH 14 hrs

I lucked out the other day and was able to purchase a AAA (Western) Tour Book from 1939. Believe it or not, it has 640 pages, weighs over a pound, and includes two folded maps of the western U.S. It also has town and other sight-seeing information, strip maps with route descriptions, and all sorts of other useful information for touring. And it was an annual publication! The cost was \$3 (~\$50 in today's \$\$). It's a little late for the Bankhead - at least my BH focus - but it's great for showing just how serious touring had become by then. Here's just one of the hundreds of strip maps.

**ABOUT** 887 members

Open Group

The Texas Bankhead Highway History Group is open to everyone that has an interest in this historic old road. Membership and participation is welcomed from anywhere, not just Texas, but the posts need to largely relate & focus on the Texas section. This is a civil group. While you may disagree with comments and respond with your own, they must be polite and civil. Rough language or humor will get you removed immediately.

Please remember to give the date and source credit of any image that you may post.

887 members (85 new) · Invite by Email

Add People to Group

**SUGGESTED GROUPS** See All

- Native Texans on Facebook  
Matt Synatschck and Leslie Lyons joined  
Join
- Texas Cattle Trails History Group  
Jill Campbell joined



# SOCIAL MEDIA: YouTube Videos

## Historic Texas Highway Construction Video

This video shows how a particular stretch of historic highway was constructed between the Texas cities of Weatherford and Mineral Wells. The photos in the video were gathered during our two-year Bankhead Highway project.





# SOCIAL MEDIA: Flickr

The screenshot shows a web browser window displaying the Flickr group page for "Bankhead Highway in Texas". The browser's address bar shows the URL <https://www.flickr.com/groups/bankheadhighwayintexas>. The Flickr navigation bar includes links for Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, Mobile, and More. The group's banner image is a historical black and white photograph of a street scene with a building that has a sign for "CABING TRIP". The group name "Bankhead Highway in Texas" is prominently displayed, along with a "Join Group" button. Below the name, a short description reads: "The Bankhead Highway was one of the nation's earliest transcontinental highways - Dating back to 1916, the roadway extended from ... See more". To the right of the description, it shows "97 Photos", "21 Members", and the date "2nd August, 2013". A navigation menu below the banner includes "Photos", "Discussions", "Members", "Map", and "About".

The main content area features a grid of seven photographs:

- Top Left:** A small thumbnail version of the group banner with a "Hide" button and a "+ Join Group" button. Attribution: "TEXAS HISTORICAL COMMISSION and photo rolling and more".
- Top Middle-Left:** A photograph of a brick archway with a train passing through it. Attribution: "by BOB WESTON".
- Top Middle-Right:** A photograph of a train passing through a stone archway. Attribution: "by BOB WESTON".
- Top Right:** A photograph of a weathered wooden sign that says "MOTEL". Attribution: "by BOB WESTON".
- Bottom Left:** A photograph of a stone monument with a clock tower. Attribution: "By QuesterMark".
- Bottom Middle-Left:** A photograph of a historical marker for "BANKHEAD HIGHWAY THROUGH ARLINGTON". Attribution: "by QuesterMark".
- Bottom Middle-Right:** A photograph of a large, ornate brick building with a clock tower. Attribution: "by BOB WESTON".
- Bottom Right:** A photograph of a two-story white building with arched windows. Attribution: "by BOB WESTON".



# SOCIAL MEDIA: Instagram

Instagram Log in



**txhistcomm** •  
**Texas Historical Commission** The Texas Historical Commission (THC) is the state agency for historic preservation. We save the real places that tell the real stories of Texas.  
<http://www.thc.state.tx.us>

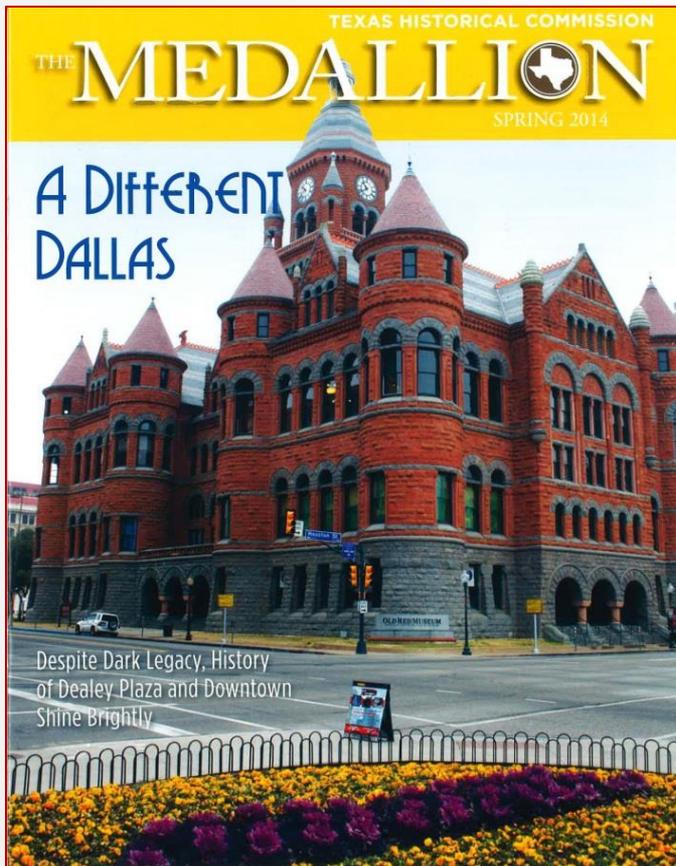
<b>416</b> posts	<b>1,019</b> followers	<b>42</b> following
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June 2014



# OTHER MEDIA: THC Medallion Newsletter

- Published 4 times a year
- 15,000 subscribers



## THC OUTREACH

### On the Road to Progress

Bankhead Highway Team Gathers Public Input, Embarks on Resource Development

By Leslie WoMenden  
THC Historic Resources Survey Coordinator

The Bankhead Highway's impact on hundreds of Texas communities—from colossal cities to tiny towns—remains evident to this day. Upon completion of the highway in the 1920s, businesses and attractions specifically catering to motorists emerged along the transcontinental roadway, which stretched across Texas from Texarkana to El Paso. Fortunately, many of these resources remain intact.

In Texarkana, the historic route along 7th Street is lined with 1940s, '50s, and '60s motels, restaurants, and gas stations built for those traveling by car. Similarly, in the 1920s, the Bankhead Highway traversed the Deep Ellum neighborhood in Dallas along Commerce Street. Today, the neighborhood retains many of the gas stations, garages, and dealerships dating to that era. In Abilene, South 1st Street contains one of the best collections of historic motels (1930s-60s) along the entire highway's path in Texas.

In smaller towns, the Bankhead often traversed Main Street business districts. Communities such as Moshat Vernon in Franklin County, Ranger and Fairland in Eastland County, and Big Spring in Howard County hosted the historic highway, and they retain respectable collections of auto-related businesses dating to the mid-1900s.

The Texas Historic Roads and Highways Program's public involvement and survey phases were completed in December 2013. Earlier in the year, teams of professional historians traveled along the route to document historic buildings and structures.

Survey teams followed the five known alignments of the historic highway: a 1922 route based on the T. A. Darr Tourist Guide; a 1923 route based on a Rand McNally Auto Trails Map; and routes from circa 1930-34, 1936-40, and 1961 following the various historic alignments of U.S. 67 and U.S. 80 based on Texas Highway Department maps. The survey teams began work in Texarkana and traveled westward to El Paso through dozens of Texas communities.

documented several historic Chevrolet and Buick dealerships.

Notable historic hotels identified along the Bankhead Highway include the Adelphi Hotel and the Statler Hilton in downtown Dallas, the Baker Hotel in



Mineral Wells, the Mobley Hotel in Cisco, and Hotel Settles in Big Spring. Other noteworthy resources

include Fair Park in Dallas and the Kimbell Art Museum and Stockyards in Fort Worth.

"The survey team even documented the Bankhead itself—original roadway segments, bridges, culverts, and some roadside parks," explains Bratten Thomsen, director of the Texas Historical Commission's (THC) History Programs Division.

"They found a segment of the original concrete road from the 1920s that runs for about five miles near Redwater. This stretch really helps shed some light on the highway's history, with several intact bridges and historic culverts."

Although multiple original segments of the road remain in various West Texas communities, one of the longest pieces of original brick roadway still in use was documented in Cisco (Eastland County). Extensive segments of brick roadway are



Remnants of the Bankhead highway can still be found in communities across Texas, including (above) the Sinclair gas station in Albany, and (left) a historic car dealership in Garland.

Teams documented more than 30 different types of resources related to the historic highway, including auto repair shops, gas stations, auto dealerships, restaurants, motels and tourist courts, hotels, and drive-in theaters. Excellent examples of original Gulf, Magnolia, Texaco, Sinclair, and Phillips 66 gas stations were identified by the survey teams along the highway. The survey teams also



## OTHER MEDIA: Brochure

### Bankhead Highway Brochure

If you like to drive along historic highways, do "mystery tours," or see road-related architecture, the Bankhead Highway brochure gives a brief history of the historic highways in Texas and the Bankhead Highway. Order a free print copy of the brochure using our [online request form](#) or [download a PDF](#) of the brochure now.



Available at the TxDOT Travel Information Centers throughout Texas and also locally at chambers of commerce, convention and visitor bureaus, museums, libraries, etc.

Available by request or by download.





# OTHER MEDIA: Brochure

## HISTORIC TEXAS HIGHWAYS

### BANKHEAD HIGHWAY

The Broadway of America

#### Preserve the Future

Help the THC preserve the past while touring. Please be respectful of historic artifacts and structures. We hope you enjoy your travel and encourage you to celebrate Texas heritage with future generations.

#### Gateway to Heritage Travel

Explore travel themes such as Historic Trails and Highways, Texas Frontier, Military History, or Cultural Heritage to plan your next adventure.

#### See the Sites

From western forts to Victorian mansions, the THC's state historic sites illustrate the breadth of Texas history. Come explore the real stories at the real places.

Plan your next trip at [www.texasimetravel.com](http://www.texasimetravel.com) and [www.texashistoricsites.com](http://www.texashistoricsites.com)



**TEXAS HISTORICAL COMMISSION**  
real places telling real stories

[www.thc.state.tx.us](http://www.thc.state.tx.us)



U.S. Department of Transportation  
**Federal Highway Administration**

P.O. Box 12276  
Austin, TX 78711  
512.463.6100



COVER: Background: Old Bankhead Highway near Redwater, Bowie County.  
Top: Fort Worth Landmark Lodge in Fort Worth (Tarrant County)  
Bottom: Old U.S. 67 alignment east of Rockwall on 1940, Rockwall County (TxDOT Photo Library).  
25K 03/14

## HISTORIC TEXAS HIGHWAYS

### BANKHEAD HIGHWAY

The Broadway of America



TEXAS HISTORICAL COMMISSION



Left: Placing and pouring concrete on the Bankhead Highway, Texas Federal Aid Project No. 45 (Tarrant County).



Middle left: J. P. Punk Motor Co. Olds-Cadillac in Greenville (Hunt County).



Middle right: Bankhead Highway through Mount Pleasant (Titus County) circa 1940 (TxDOT Photo Library).



Right: Sinclair gas station in Albany (Shackelford County).

For many Texans, driving along a Texas interstate highway can be a thoroughly modern experience—with gridlocked traffic, ongoing construction, and views of large-scale development along the roadside. However, historic maps show the routes traversed by today's modern interstate highways closely resemble the routes of

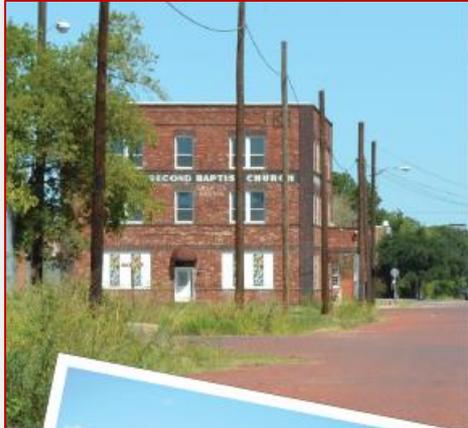
some of the earliest paved highways in the United States, constructed in the 1920s. In some locations, the heritage of our modern highways dates back even further, following railroad lines, stagecoach routes, and even trails from the Spanish Colonial era and earlier.

View looking east along Weatherford Road/Bankhead Highway (Tarrant County) (TxDOT Photo Library).





# OTHER MEDIA: Brochure



## HISTORIC TEXAS HIGHWAYS

The highway system affected development in Texas—how agriculture and industry responded, the types of buildings constructed along the roadside, and the patterns of highway use for shipping, commerce, and tourism. These historic routes and future highways linked Texas regions with each other and with neighboring states and Mexico. Many 19th century roads, stage and mail routes, and railroads followed portions of these early roads and trails, and sections of some evolved into segments of future highways. Until Anglo-American settlement began in Texas in the late 18th century, most roads and trails were pedestrian, equestrian, and pack-animal routes. Wagons traveling on narrow dirt paths created ruts, but also led to the widening of many routes. Railroads were frequently built parallel to wagon roads, and future highways continued this trend, often incorporating sections of earlier routes.

## BANKHEAD HIGHWAY

The Bankhead Highway was one of the nation's earliest transcontinental highways. Its beginnings can be traced to 1916 when the Bankhead Highway Association was organized to promote the highway's development. The roadway extended from Washington, D.C. to San Diego, California, by way of Alabama, home of U.S. Senator John H. Bankhead and a major supporter of the highway. Its path crossed approximately 850 miles of Texas, passing through Texarkana, Mount Vernon, Dallas, Fort Worth, Weatherford, Abilene, Midland, Van Horn, and El Paso, among other communities, and roughly followed what became U.S. 67 and U.S. 80. The Bankhead was the first all-weather transcontinental highway in the United States, and was designated State Highway 1 in 1917 by the Texas Highway Department. The highway provided an engineered roadway for local and regional traffic, as well as for military use. The highway also brought a new industry—highway tourism—to Texas and entered popular culture through stories and music. The Bankhead Highway includes segments of, or sections near, roads and trails forged during Spanish Colonial, Republic of Texas, and statehood eras.

In addition to the physical historic highway itself, associated road-related historic resources along the

roadway are auto repair garages, gas stations, diners and cafes, tourist camps and courts, motels and hotels, road markers, traffic and commercial signs, bridges, and culverts.

Highways, such as the Bankhead from the auto trails period of the 1910s and 1920s, laid the foundation for the state and federal highway systems that survive. Highways were important routes transporting people and goods, supporting the national system, and aiding the tourism industry. The trend for naming highways in Texas has been a cyclical one. Before 1917, road names were often associated with colonial names or with the geographic or locational routes that they followed. Auto organizations and named highway organizations used nostalgia and memory to promote these roads and to secure funding for their construction, expansion, and eventual absorption into the Texas highway

system as major routes. The Bankhead Highway was also known as the "Broadway of America."

To explore Texas' Bankhead Highway and to plot heritage tourism routes, go to [www.thc.state.tx.us](http://www.thc.state.tx.us) to download the Texas Historical Commission's (THC) Google Earth-based Bankhead Highway map that shows the various alignments of the Bankhead Highway as well

as road-related National Register of Historic Places properties, Recorded Texas Historic Landmarks, State Antiquities Landmarks, historic-age resources, and more.

Above: Hi-Ho Ballroom on West Jefferson Street in Grand Prairie (Dallas County). Far left, background: South Commerce Street in Ranger (Eastland County).



Top: Unsubmerged Bankhead Highway in Lake Ray Hubbard (Rockwall County). Bottom: U.S. 67 in Texarkana (Bowie County) circa 1940 (TxDOT Photo Library).





## OPPORTUNITIES

Tap into  
**Economic Development**  
and  
**Heritage Tourism**  
Opportunities

Tourism in Texas is a \$65 billion dollar industry with 220 million visitors, 63% of which report that they “seek travel experiences where the destination, its buildings and surroundings have retained their historic character.”



## Do Your Homework

### **Don't recreate the wheel!**

- Attend other communities' events that are similar
- Talk with the people who organize the events
  - What works? What doesn't work?
- What types of sub-events would work with the main event?
- Who are potential sponsors?
- Start small, then expand on your success
- Network with your local organizations
  - Don't do it all by yourself! TEAMWORK!
- Adapt the event idea to your locality
  - Capitalize on what makes your community or region different
  - What works in east Texas may not work in west Texas
  - What are your historic resources?



# Utilize THC Information



In Eastland, Palo Pinto, and Callahan counties, there is a close grouping of communities with Bankhead Highway alignments and road-related resources



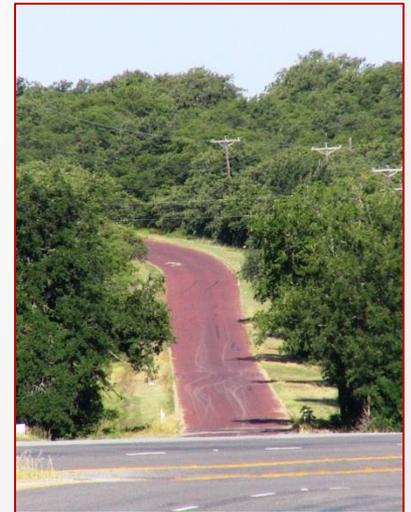
## THC Surveyed Road-related Resources

“Explore the Bankhead Highway” webpage shows all surveyed road-related resources that are:

- Listed on the National Register
  - Eligible for the National Register
  - Contributing to a National Register District (listed or eligible)
  - Recorded Texas Historic Landmarks
  - State Antiquities Landmarks
- 
- Eastland County: 71 resources
  - Palo Pinto County: 46 resources
  - Callahan County: 12 resources



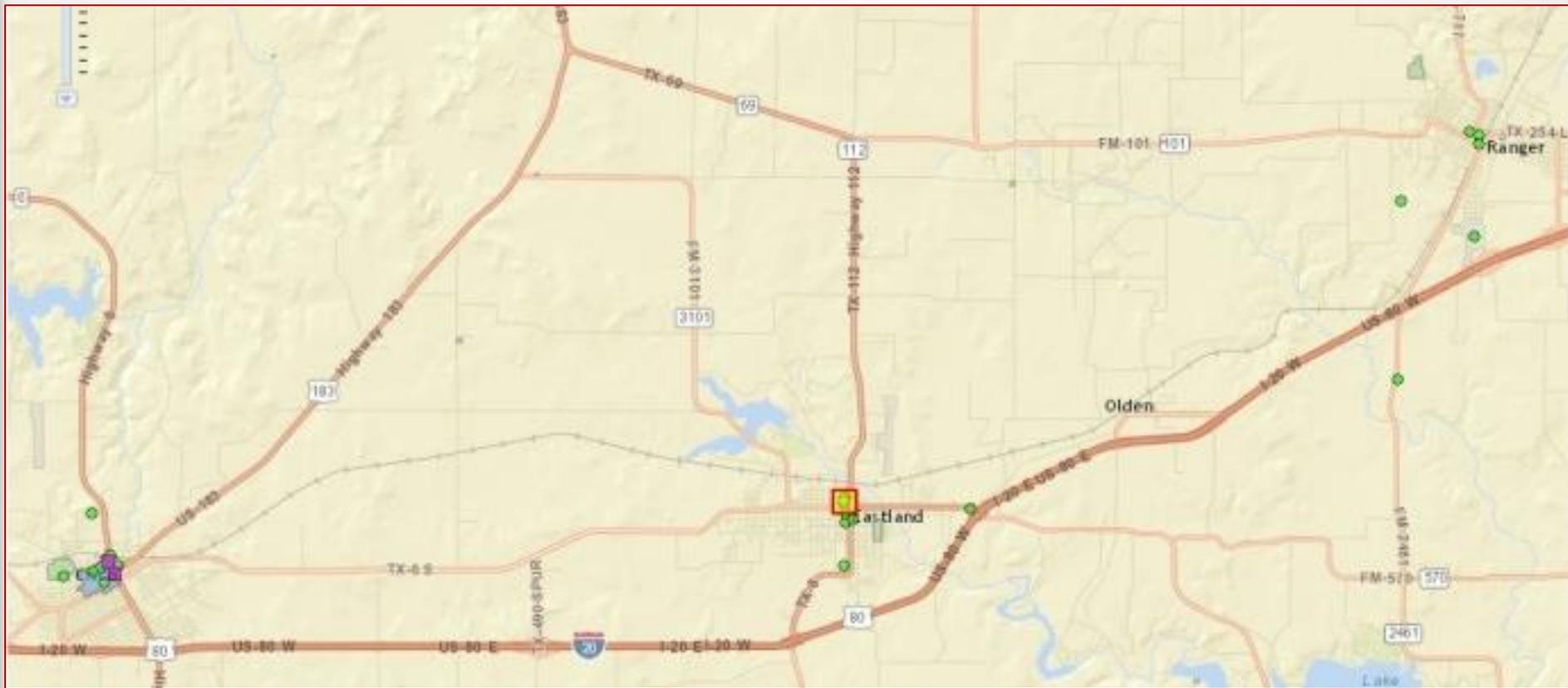
# Road-related Resource Images





## Other Historic Resources

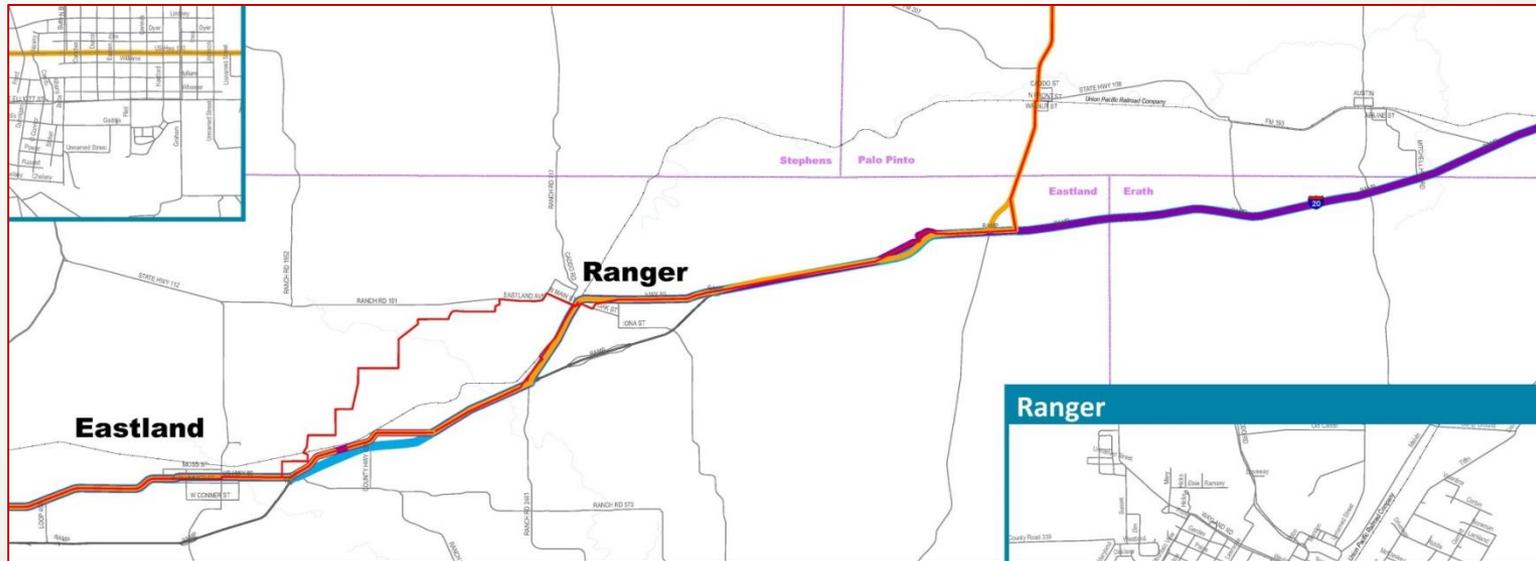
The THC Online Atlas shows all Historic County Courthouses, National Register Properties and Districts, State Antiquities Landmarks, Historical Markers, Cemeteries, Museums, and Military Sites (not just road-related resources)





# THC Maps

THC website has Bankhead Highway maps showing the various alignments along the entire length





## Create Your Own Event

### Economic Development & Heritage Tourism Opportunities

Pull the THC information together for your town or area

- Maps
- Photos
- Online Atlas data
- Historical information about the resources

And combine it with what you have locally

- Tie into locally significant date/event or holiday
- Museums and research archives
- Courthouses and railroad depots
- Music and art
- Farmers market and gardens
- Stores

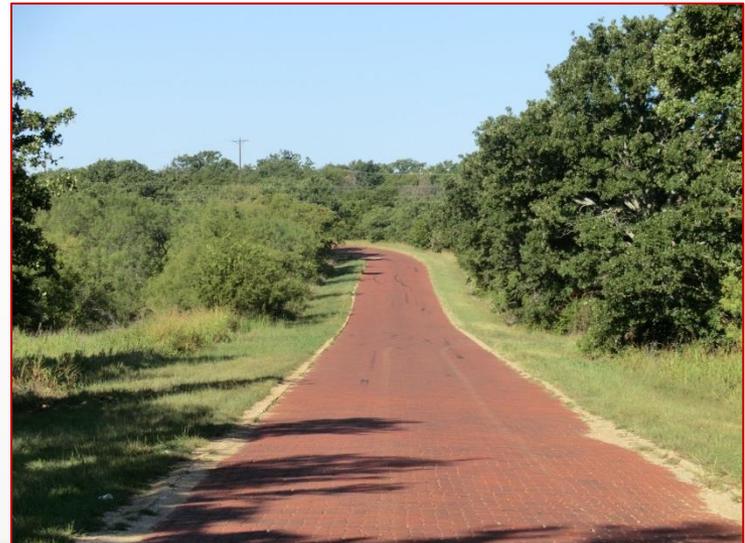
To create your own event



## Build on Existing Event

The Eastland County area already has a small local event:  
The Annual Historic Bankhead Highway Drive.

- Organized by a few local residents
- How can this event be built upon?
- How to attract more attendees?
- How to make this beneficial for the local communities along the Bankhead Highway?





## TEAMWORK Example

- In September 2013, THC held a public outreach meeting in Eastland at the historic Connellee Hotel on the Bankhead Highway
- Hosted and organized by (existing network structure)
  - Eastland Community Foundation (initial contact),
  - Eastland County Museum,
  - Eastland Chamber of Commerce,
  - Eastland County Historical Commission,
  - Roaring Ranger Museum Board,
  - Ranger Chamber of Commerce,
  - Central Texas Historical & Genealogical Preservation, Inc.



# Create Your Own Event

Red Poppy Festival

Tyler Art Walk

**BOB WILLS FIDDLE FESTIVAL**

Wine in the Pines

Rally 'Round Greenville

Pittsburg Pioneer Days

*Classic Car Classic*

Bonnie and Clyde Days

Coal Miners' Heritage Festival

Pecan Street Festival

*Western Heritage Day*

Fall Bazaar and Red River County Duck Race

*Sip 'n Stroll*

**Boots & Brew**

*Arts, Antiques, & Auto Extravaganza*

*Longview Downtown Live*

40<sup>th</sup> Annual Country Fest

Cotton Patch Challenge Bicycle Tour

**Dogtober Fest**



## Create Your Own Event

Create an event that showcases your historic road-related resources with other local entities: museums, railroad depots, historic hotels, eateries, courthouses, etc.

- Create a **walking/driving tour** brochure showcasing historic sites
- Organize an **antique car show** and a drive along the Bankhead Highway
- Hold a **bike ride/race** along the Bankhead Highway
- Engage **public speakers** to talk about event-related topics
- Have **live music** or a **street dance** on closed street blocks
- Host a **competition**, such as a cook-off or art show
- Get **sponsors** to offset event costs and advertising
- Encourage **local shops and museums** to be open during the event



# TEAMWORK Event: Create Opportunities

*Rally Round Greenville*

*Car Show*



Saturday and Sunday,  
September 20 & 21

Historic Downtown Greenville

Advance Registration: \$15

Day-Of Registration: \$20

Trophies in Many Categories

\$500 Prize for

Highest Club Participation!!



LIVE MUSIC KIDS ALLEY FOOD ART SHOW BIKE RACE

[www.RallyRoundGreenville.com](http://www.RallyRoundGreenville.com)

903.455.1510

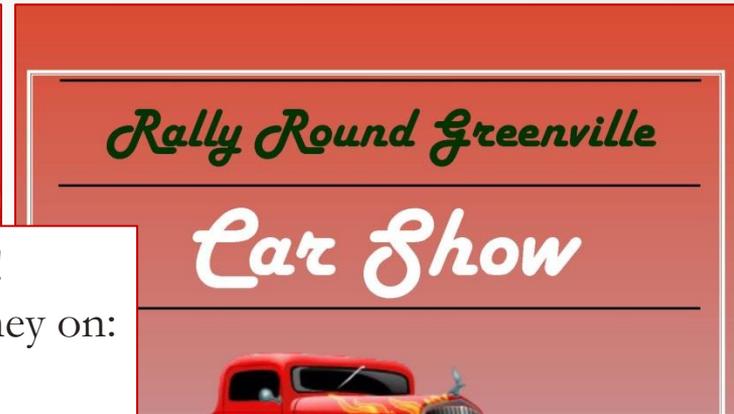
- Started in 2006 with \$600 budget, initially to complement the Cotton Patch Classic Bicycle Ride
  - Organized by the local YMCA and Rotary Club
- In 2014, had \$50,000 budget
  - Organized by the Chamber of Commerce, Convention and Visitor Bureau, and volunteers
- Budget comes from sponsorships, alcohol sales, vendor fees, VIP tables, etc.
- Profits/proceeds rolled into next year's budget
- 10,000+ visitors over 2.5 days in 2013



# TEAMWORK Event: Create Opportunities

Event promotes:

- Historic Downtown Greenville
- Free event
- Car show
- Live music
- Kids alley
- Art show
- Bike race
- Food
- Shopping
- And More!



Economic Development Opportunities!

Visitors and residents are spending money on:

- Food and drink
- Necessities
- Non-necessities
- Hotels
- Gas

Give them reasons to come back:

Heritage Tourism Opportunities!

- Historic Hunt County Courthouse and railroad depot
- Historical buildings
- Historic downtown walking tours
- Texas Main Street City
- Concert series
- 1940s movie theater (\$7 mil. restoration project)
- Wineries
- Heritage Garden of Hunt County
- Farmers market
- Audie Murphy/American Cotton Museum
- W. Walworth Harrison Public Library genealogy dept.





- Teamwork
- Don't recreate the wheel
- Do your homework
- Utilize THC information available
- Network
- Teamwork!



## FOR MORE INFORMATION

Leslie Wolfenden

Historic Resources Survey Coordinator

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512-463-3386

Historic Texas Highways webpage

<http://www.thc.state.tx.us/preserve/projects-and-programs/historic-texas-highways>

Bankhead Highway webpage

<http://www.thc.state.tx.us/preserve/projects-and-programs/historic-texas-highways/bankhead-highway>



[www.thc.state.tx.us](http://www.thc.state.tx.us)