Turning the Two -Lane into a Tourism Triumph

BARBARA BRANNON, PhD
The Last American Highway
1917–2019
Stew Magnuson

The Last American Highway: A Journey Through Time Down U.S. Route 83
3 volumes
• The Dakotas
• Nebraska/Kansas/Oklahoma
• Texas
Map showing proposed system of state highways, June 1917
Grading Texas Highway 4 in Hemphill County, Texas, 1918.

*Images of America: Hemphill County*
The D.C.D Convention, the Annual Highway Classic, Convenes in Hobart Tuesday and Wednesday, May 11th and 12th
PLAINS HIGHWAY BODY TO MEET HERE

Predict Klan To Be Much In Evidence At State Dem Convention

TOM LOVE NOT OUT OF FIGHT AS SUPPOSED

Official Organization Not Active, But Members And Exes Getting Together

BY C. D. WAID
Special Correspondent
HOU STON, May 13.—The Ku Klux Klan has bobbed up again in Texas politics after a dormancy of nearly four years, and will be very much in evidence at the Beaumont convention.

Probably the official organization is not active, but its members and former members are forming their old organization.

In some Counties
The Klan had influence and full control of the Deeds, Tariffs and Tariff courts democratic conventions, and in the past lost control in a very short time.

ROUTE OF GREAT PLAINS HIGHWAY FROM CANADA TO LAREDO

SPO N SORS TO CONVENE THIS WEEK TO SEEK DESIGNATION AS CARDINAL U. S. HIGHWAY

Important Session To Bring Delegates To City From Laredo To The Dakotas On Next Tuesday And Wednesday

One of the most important and far-reaching highway development projects ever instigated in the United States—that of securing designation for the Great Plains highway, a primary, conditional Federal route—will be given earnest consideration at the annual meeting of the Great Plains Highway Association to be in this city Tuesday and Wednesday.

The meeting to be held here will be attended by a large group of highway enthusiasts from various Texas towns between Perryton, in the far north end of the Panhandle, to Laredo on the Rio Grande, and by delegations from Oklahoma, Nebraska, Kansas, and the Dakotas and possibly from the Canadian province of Saskatchewan, and from the Mexican district, Nuevo Leon. All those men are interested, outstanding business men of their respective communities. None of them is of the grotesque type.

Phone Company Build New Line In Floydada Area

FLOYDADA, May 13—The Telephone Company, an organization with relations at a score of scores of towns and cities of the Panhandle and Panhandle and other extensive miles of territory, recently announced that they will build a new line from Floydada.

TX

Abilene Morning Reporter-News, May 14, 1928
The Great Plains Highway, Canada to Mexico, 1930
LOOK WHAT $83 WILL BUY?

AT Graham-Edwards

Home of Fine Furniture

Central-Western Nebraska's Largest Home Furnishings Store

THURSDAY-FRIDAY-SATURDAY

NEBRASKA

US 83

NORTH PLATTE
Your Retail Shopping Center
On Highway 83

THREE GROUPS OF OCCASIONAL TABLES
$43

THREE GROUPS OF TABLE LAMPS
$83

3-PIECE CURVED SECTIONAL

3-PIECE CURVED SECTIONAL

2-PIECE SUITE

SOFA SLEEPER

YOUR

$123.00

NEBRASKA

US 83
Shamrock  Texas Vietnam Veterans Memorial Highway mural
Canada to Mexico: 1,885 miles
Texas portion: 895 miles
Canadian Wagon bridge over Canadian River 1916
Shamrock  Tye Thompson, Route 66 musician and muralist
Browning Automatic Rifle Magazine. Bruce Hieft and G.N. Scruggs each found a clip in Salt Fork River after Clyde Barrow, Bonnie D. and W.D. Jones drove off an embankment in 1933.
Paducah  Home of the original Marlboro Man
Anson Cowboy’s Christmas Ball
Abilene  Hardin-Simmons University Cowboy Band  Founded 1923
Ballinger
US 83 Roadside icon
Junction
Deer Horn Tree 1968
Uvalde  Home of Matthew McConaughey, Dale Evans, and more
Laredo
La Posada
original building 1886
Laredo  Birding in Las Palmas, along the Rio Grande
Laredo  Washington’s Birthday gowns, Linda Leyendecker Gutierrez
San Ygnacio  Home of Adrian Martinez
Boosting the Route
Present Day
How would you boost heritage tourism related to US 83?
First, learn your history.

1. Mark the linear resource on a highway map. Loop or line?

2. Read about the history of Highway 83 and find a state-by-state travel guide at www.usroute83.com

3. Check out the Highway 83 Chronicle blog at http://ushighway83.blogspot.com

4. Read Stew Magnuson’s Last American Highway books: stewmag@yahoo.com (and others)
Connect with your tribe.

1. Connect with tourism offices in all US 83 cities (and other states); meet and brainstorm

2. Build a resource list: contacts, businesses, helpers

3. Who are your target travelers? Solo, family, groups? RVers, bikers, cyclists?

4. Encourage communities to join Fans of US 83 Facebook group, other social media
Create something fun together.

1. Come up with a common name for project

1. Schedule a shared event — along all or part of linear resource. Festival, linked garage sale, film showing, concert, book signing, commemoration

2. Pool your resources (finances and talent)

3. Divide responsibilities

1. Craft a branding and marketing strategy
Put it to work.

1. Share the word with travelers: tourism offices, travel groups, communities

2. Advocate for historic surveys, designations

1. Show everyone a great time
Five communities • August 1-4, 2019
Wild & Free on 83 Save the Date postcard, media blitz
Canadian Education Foundation's
Night Under the Stars Gala

AUGUST 3RD
@ THE CITADELLE
6:00-10:00 PM
DINNER & BEVERAGES
ENTERTAINMENT
LIVE & SILENT AUCTION

Featuring Chet Garner of The Day Tripper on PBS

for ticket information go to
canadianedfoundation.com

8/3 on 83
Canadian Education Foundation Gala with The Daytripper
Created something fun together

1. Scheduled a shared event with 6 cities. Festival, food, movies, live music, book signings, races, governor’s proclamation, veterans’ ride, crafts, car shows, antiques, helicopter rides, golf, local tours, farmers’ market, car giveaway

2. Pooled their resources (finances and talent)

3. Divided responsibilities

1. Crafted a branding, website, marketing strategy
US 83  Bikers en route to Sturgis
Wellington  Banners and life-size cutouts
US 83  Point of Interest signs
US 83  T-shirts, buttons
Canadian Grand opening of retro tourist court
Shamrock  Classic cars, U-Drop Inn
Wheeler  Photo backdrop
Childress  Book signing and museum open house
Wellington  Documentary film premiere
Shamrock Farmers’ Market
Wheeler  Barbecue and Gospel Singing
Wheeler
Barbecue and Cake
Los Ebanos  Aboard the ferry to Mexico
With thanks to
Texas Historical Commission
Texas Plains Trail Region
Texas Forts Trail Region
Texas Pecos Trail Region
Texas Hill Country Trail Region
Texas Tropical Trail Region
Abilene Public Library
Southwest Collection, Texas Tech University
Stew Magnuson
Artsmith

All photos by Barbara Brannon unless otherwise noted

Abilene
Canada & Associates
US 83 (Treadaway Blvd.)