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Hug the Coast Highway Celebration [program and brochure]

Hug the Coast Highway

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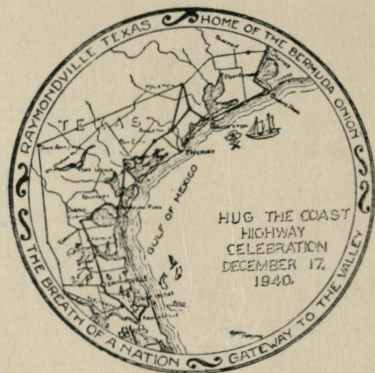
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OFFICIAL PROGRAM
Hug-The-Coast Highway



Celebration, December 17th, 1940
RAYMONDVILLE, TEXAS



9:15 to 9:45 A. M.
BAND CONCERT Raymondville High School Band.
North of Magnolia Filling Station



10:00 to 10:45 A. M.
BAND PARADE ALL BANDS
Form at Third and Hidalgo Avenue. Go East on Hidalgo Avenue.
to Seventh Street. South on Seventh Street to Athletic Field.



11:00 A. M.
Arrival of Caravan from all towns along the Hug the Coast Highway at the Willacy-Kenedy County line, 7 miles North of Raymondville on the HUG THE COAST HIGHWAY.

WELCOME COMMITTEE

County Judge Chas. R. Johnson, Commissioners, Cleo Gilliland, R. D. Teague, Tom King, Cruz Williams and Roger F. Robinson.
Cutting of Ribbon Members of Texas Highway Commission
Brady Gentry, Charm. R. Lee Bobbett
and Harry Hines.

Music by Brownsville High School Band.



11:15 A. M. to 12:30 P. M.
ATHLETIC FIELD

Welcome Address—Hon. W. H. Bostick, Mayor of Raymondville.
Addresses by—Brady Gentry; R. Lee Bobbett, Harry Hines, Texas
Highway Commissioners. Congressman Milton West;
Congressman Richard Kleberg; Representative Rogers Kelley,
Elmer Pope of Corpus Christi and others.



12:30 P. M.
FREE LUNCH ATHLETIC FIELD

Band Concert 12:30 to 1.15 Athletic Field Fort Brown Band.

—*—
1:30 P. M.

Rodeo Parade San Benito and Lyford High School Bands.
West from Rodeo Grounds on Hidalgo Ave. (Highway 186) to
Third Street South on Third to Kimball. East on Kimball
to Eighth Street. Disband.

—*—
2:00 to 2:45

Band Concert Athletic Field Harlingen High School Band.

2:30 to 5:00

H. T. Cragg Rodeo One mile East on Highway 186

BARBECUE AND RODEO 75c

Featuring Ruth Mix Cragg, daughter of late Tom Mix.

Music by San Benito High School Band.

—*—
2:45 to 3:30

Band Concert Athletic Field Brownsville High School Band.

—*—
3:30 to 4.00

Band Concert Athletic Field Lyford High School Band.

—*—
4:00 P. M.

Wild Animal Act (Free) Trained Lions Athletic Field
Capt. Alfredo Rousetta.

—*—
4:30 P. M.

Performing Elephants On Streets of Raymondville

—*—
6:45 P. M.

Christmas Organ Vesper First Methodist Church
Services 3rd and Hidalgo

Mrs. B. S. Wright, Organist.

—*—
7:30 P. M.

Boy Scout Jamboree Admission Free, Athletic Field
Indian Fire Lighting Ceremony

Court of Honor

Recognition of Star, Life and Eagle Scouts for the year 1940.
1500 Rio Grande Valley Scouts to participate.

Arnold H. Dryer, District Scout Executive.

Ralph Cissne, Field Scout Executive.

—*—
8:30 P. M.

Free Street Dance One Block West of Depot

—*—
ALL DAY LONG.

Bingo Games

Home Demonstration Clubs Exhibits of South Seventh Street
Farm and Home Products of Willacy County

—*—
Monty the Wonder Trained Belgian Police Dog On Streets
of Raymondville.

—*—
Charro Days Sample Brownsville Texas On Streets of Raymondville

—*—
Coffee at Luncheon donated and prepared by the Duncan Coffee
Company of Houston

—*—
Condiments at Luncheon donated by Walker's Austex Chili Co.,
Austin, and Service Wholesale Grocery Co., Harlingen, Texas.

—*—
Sound Trucks through the courtesy of Gulf Refining Co., and Gulf
Brewing Co., (Grand Prize Beer) of Houston, Texas.

—*—
Busses donated by the Union Bus Lines and the Missouri Pacific
Transportation Company.

SARITA — 6 Miles

Note the trees along the Highway, they are scrub oaks. 9 miles farther you will strike salt flats where Baffin Bay reaches the Highway just north of Mifflin. About a mile farther on you will be in the shifting sand hills or dunes. Notice how they have been covered with brush to keep the sand from shifting or blowing. On both sides of the highway for the next 30 miles can be seen sand dunes, some close to Highway and other only a spot of whiteness against the brush. At Turcott 6 miles farther on is one of the Kenedy ranch's large loading pens.

ARMSTRONG — 20 Miles

2 miles beyond Armstrong you leave the Kenedy Ranch and enter the King Ranch. Note from here on the appearance of mesquite trees and a few scattered cactus which grows thicker as you come closer to the Valley.

NORIAS — 10 Miles

RUDOLPH — 8 Miles

Kenedy-Willacy County Line — 7 Miles

The gray colored cattle with a hump on their shoulders which you have noticed from time to time are Brahmas, which have been imported to combat ticks. They and their off-spring are tick free. Many of the cross breeds are to be seen along the highway as well as the full bloods.

RAYMONDVILLE — 7 Miles

Junction with Highway 186 to Red Fish Bay and Falfurrias

To the East on Highway 186 a distance of 26 miles is Red Fish Bay, noted for its fine fishing, boating and swimming. To the west 22 miles is Sal del Rey the "Salt Lake of the King" which has been providing salt as long as man can remember. Raymondville is also the home of the second largest irrigation development in the world, which has just been completed at a cost of four and a half million dollars.

LYFORD — 6 Miles

SEBASTIAN — 4 Miles

Causeway over the North Floodway is 3,862 feet in length. It is the shortest causeway on the Hug the Coast Highway. This floodway diverts water from the Rio Grande River when it is in flood stage and conducts it around to the north and empties it onto the lower reaches of the King Ranch about 15 miles East of Sebastian.

COMBES — 7 Miles

Junction with Highway 107 to Edinburg

HARLINGEN — 5 Miles

Go straight through to the road on the south side of the Depot, Harrison Street, turn right five blocks to "F" Street. Turn left on "F" and follow pavement.

As you enter Harlingen from the North you pass the Valley Refining Company, which refines Valley oil from Valley oil wells. On the right across railroad tracks is the Fair Park, home of the Valley Mid-Winter Fair and the only Municipal Auditorium in the Valley.

SAN BENITO — 7 Miles

As you turn left into San Benito follow the Highway markings, they are well marked.

BARREDA — 6 Miles

Junction Highway 100 to Port Isabel and the Gulf of Mexico, then on through Olmito to

BROWNSVILLE — 13 Miles

Where the Hug-The-Coast Highway meets Old Mexico. We are glad to have you with us. Make yourself at home, enjoy our wonderful year round climate, that is never too hot, never too cold, and then come back and make your home with us.

RIO GRANDE VALLEY

The Rio Grande Valley is a place to live, work and play. It leaves nothing to be desired. It extends 110 miles from Port Isabel on the Gulf of Mexico along the Rio Grande River to Rio Grande City, and is from 15 to 30 miles wide. It is 600 miles further south than Los Angeles and 10 miles South of Miami, Florida. The Gulf breezes cool the Valley in summer time and moderate the temperature in the winter. Our temperature ranges from a maximum average of 82.6 to a minimum of 64.4 with an average of 73 degrees. The altitude of the Valley ranges from sea level to 200 feet. The sun ordinarily shines at least part of the day about 340 days out of the 365. Rainfall ranges from 23 to 28 inches per year. Fort Brown at Brownsville is typical of the whole Rio Grande Valley in that it shows the best health report of any U. S. Army Post in the U. S. A. Our schools are among the most highly accredited in Texas, they are affiliated with the best colleges and Universities in the South. Our school buildings are among the most modern to be found anywhere. Every denomination of consequence is represented among our Churches. Sports of all kinds may be enjoyed the year round, more than 150 lakes, streams, resacas, bays and irrigation canals abound with fish. Wonderful surf bathing, fishing, and sailing may be enjoyed along the many miles of Gulf Coast. Hunters may find white wings, doves, quail, deer, Mexican lion and other game in from 20 to 75 miles either in the Valley or across the Rio Grande in Mexico. Just across the Rio Grande, Mexico offers romantic night clubs, wild game restaurants, bull fights, horse racing, fiestas, Mexican celebrations, promenades and beautiful señoritas. The Rio Grande Valley is full of historic spots. Peñitas founded in 1525 is said to be the first settlement in Texas. Many battles of the Civil War and Mexican War were fought within its confines, and they are all plainly marked. Thousands of cars of citrus fruits and vegetables are shipped out of the Valley each year. Over 10,000,000 citrus trees are now growing in the Valley.

There are two deep water harbors in the Valley, Port Isabel and the Port of Brownsville. An International Airport at Brownsville. Numerous

oil fields scattered from one end to the other producing much oil and gas which is piped as far north as Chicago. Hundreds of winter tourists return to the Valley year after year. Come on down, spend a few weeks in the Rio Grande Valley and you will understand why.

WILLACY COUNTY

WILLACY COUNTY was created in 1921. It has an area of 450,000 acres and according to the 1940 census its population is 13,218. Its main highway and feeder roads are all concrete paved. Excellent railroad, bus and truck facilities are available at almost any point in the county. Many thousand acres of virgin brush land are available for cultivation. It leads the world in the production of first onions every year.

Vegetables grown include: broom corn, carrots, tomatoes, okra, peppers; beans, peas, potatoes, sweet corn, popcorn, beets, onions lettuce and nearly all other temperate and semi tropical zone fruits and vegetables, cotton, grain sorghums, alfalfa cow peas, sudan, and a great variety of grasses are abundant.

Fine hunting the year round: deer, javalins, turkey geese ducks and quail in season: Mexican lion bob cat and other predatory animals on which there is no season. Fishing, boating and swimming is to be enjoyed along the Laguna Madre at Red Fish Bay, Willacy County's pleasure resort.

RAYMONDVILLE

RAYMONDVILLE is the seat of Willacy County. It is the junction point of highways 186 and 96: the "Hug The Coast" Highway. All modern conveniences are available: pure water, natural gas, Municipally owned water system, new filtration plant sewage system, electricity, modern telephone, fine schools and churches of fifteen denominations, beautiful homes, modern tourist courts and trailer camps, two modern airports, and last but by no means least, it is composed of people who are friendly, courteous and anxious to have you among them. Stop and visit with us and we hope we can induce you to stay with us in the Wonderful Rio Grande Valley of Texas.

HUG-the-COAST HIGHWAY



OPENED
DEC. 17, 1940

From the Louisiana State Line

TO

The Rio Grande Valley

On the Mexican Border

**HUG THE COAST HIGHWAY
THROUGH THE STATE OF TEXAS
From The Louisiana State Line
to
The Mexican Border**

NOTE: The points of interest along this beautiful highway and other information, are shown in small type following each town. For more detailed information consult the local Chamber of Commerce.

ORANGE

On the Louisiana State Line, Follow Highway No. 87, which is plainly marked through Orange.

\$5,000,000.00 Navy Yard under construction; to construct destroyers for the United States Navy.

ORANGEFIELD — 8 Miles

Remain on Highway No. 87 to Galveston.

NECHES RIVER CROSSING — 8 Miles

Cross Neches River on Causeway and Bridge, 7,816 feet in length. This is the South's tallest highway bridge.

PORT ARTHUR — 6 Miles

Continue straight through Port Arthur on 16th Street. **OPTIONAL ROUTE.** Turn left on Ninth Ave. (Junction Highway 8) go 13 blocks to Procter Street. Highway well marked "Highway 87—Business Route". Turn right on Procter St., and go to end of Street or Houston Ave., 36 blocks. Turn right on Houston Ave., 13 blocks to 16th St. Turn left on Highway 87, 16th Street.

10 miles from famous Spindletop Oil Field where on Jan. 10, 1901 the Lucas Gusher blew in and started the Texas Oil Industry.

SABINE PASS — 14 Miles

Sabine Pass Battle Grounds: — Dick Dowling and 47 men defeated a Federal force of 22 ships and 15,000 men during the Civil War at this spot. They sank three ships, captured 500 men and saved Texas from an invasion by Federal Troops.

Gulf Shore Drive CAPLAN — 2 Miles

GILCHRIST — 33 Miles PORT BOLIVAR — 18 Miles

FERRY 24 hour service. Toll 25c per vehicle. Leaves Port Bolivar on the half hour. Leaves Galveston Island on the hour.

GALVESTON — 5 Miles

Highways well marked and impossible to miss them. Leave Ferry on Highway 87 to the Sea Wall Boulevard. Bear right on Seawall Boulevard to Broadway Ave., which is the beginning of U. S. 75. Continue through Galveston on U. S. 75: **OPTIONAL ROUTE:** After getting on Seawall Boulevard continue on same past Fort Crockett to 61st St. Turn right on 61st Street to Broadway which is Highway 75. Turn left on 75 and continue through Galveston, across the new \$3,000,000.00 causeway, 8,195 feet in length and on the four-lane Highway to what is known as the "we" where Highway 6 intersects U. S. 75. Bear left on Highway 6 to Alvin.

HITCHCOCK — 6 Miles ARCADIA — 4 Miles

ALTA LOMA — 4 Miles ALGOA — 3 Miles

ALVIN — 4 Miles

Houston is not on the Hug-The-Coast Highway but may

be reached by continuing on Highway 75 at the "we".

LAMARQUE — 4 Miles WEBSTER — 3 Miles

DICKINSON — 8 Miles GENOA — 7 Miles

LEAGUE CITY — 4 Miles SOUTH HOUSTON — 4 Miles

HOUSTON — 11 Miles

San Jacinto Monument and Battle grounds 22 miles southeast on La Porte Road. Take Highway No. 225 on Harrisburg Blvd. Monument open 10 A. M. to 6 P. M: week days—to 7 P. M. Sundays. Admission to observation tower 25c, children under 14 — 10c. Houston Sight seeing bus leaves Rice Hotel 1 P. M. week days; 1 P. M. and 4 P. M: Sundays. Round trip \$2.00 to San Jacinto. 33 miles in Houston 1 hour 45 minutes trip \$1.75 Bus leaves Rice Hotel 9:30 A. M. 1:00 and 3:30 P. M:

To return to the Hug-The-Coast Highway by way of Alvin go south on either South Main or Fannin to Leland. Turn left on Leland and Highway 35 to Junction with Telephone Road and continue on 35 past the airport on the left.

PEARLAND — 16 Miles on Highway 35

ALVIN — 10 Miles on Highway 35

Junction with Highway 6 from Galveston

ANGLETON — 22 Miles

Continue on Highway 35 to Corpus Christi. Junction with Highway 288 for Velasco and Freeport. Through Angleton, fine concrete pavement well marked.

VELASCA and FREEPORT — 17 Miles

On Highway 288. Sulphur Wells, Oil Wells, Gas Wells, Dow Chemical Plant.

Fine tarvia topped and concrete road, well marked to

EAST COLUMBIA — 12 Miles

Cross Brazos River

WEST COLUMBIA — 2 Miles

BAY CITY — 23 Miles

Cross Colorado River

Junction with Highway 71 to El Campo 15 Miles

Junction with Highway 177 to Blessing 2 Miles

PALACIOS — 12 Miles

Through Palacios on 35, well marked.

Camp Hulen: One of U. S. Training Bases on Matagorda Bay. Fine fishing the year round. Hunting, boating and swimming

Juction Highway 172 to Olivia — 16 Miles

Most of distance between Palacios and Port Lavaca on fine roads, well marked and in view of Matagorda Bay and Lavaca Bay. Cross Lavaca Bay just north of Port Lavaca on Causeway, 10,305 feet in length, the longest on the entire length of the Hug The Coast Highway.

Causeway — 11 Miles

PORT LAVACA — 3 Miles

Junction with Highway 87 to Victoria

Go through Port Lavaca, Highway 35 well marked.

Junction with 185 to Port O'Connor — 11 Miles

Guadalupe River — 4 Miles

TIVOLI — 4 Miles

Junction to Goose Island Park — 22 Miles

Junction Road to Goose Island Park. Lamar and Mills Wharf. Refreshments and Marine Museum. 5 miles East of Wharf is the BIG TREE in Goose Island Park. It is the largest Live Oak tree in the world. Cross Copano Bay Causeway, 9,191 feet in length take left hand road for Beach drive, Pass Old Fulton

and Old Fulton Mansion still furnished in the style of 70 years ago, where Robert E. Lee, U. S. Grant, Jeff Davis and other were entertained.

ROCKPORT — 6 Miles from Mills Wharf

New Yacht Harbor. White Sand Bathing Beach. Fine Fishing and all water sports.

Through Rockport on Highway 35, well marked

ARANSAS PASS — 10 Miles

Through Aransas Pass on Highway 35, clearly marked

On Aransas Bay. Fishing, Hunting, Boating, Swimming.

GREGORY — 10 Miles on Highway 35

Junction with U. S. 77 and 181

Turn left with U. S. 77 and 181

Corpus Christi Causeway — 10 Miles on 77 and 181

Causeway across Corpus Christi Bay is 8,166 feet in length Port of Corpus Christi and Chemical plant can be seen from causeway, Naval Base at Flower Bluff. Fine fishing, bathing. Oil and Gas Wells to the South and West.

CORPUS CHRISTI — on U. S. 77 and 181

Follow Water Street to Junction of Highway 9 on Peoples Street, turn right on Peoples Street then jog left to Leopold St., still on Highway 9 to South Port Ave. Junction with Highway 286. Turn left on Highway 286 to Agnes Street, Junction with Highway 44. Turn right onto Highway 44 to

ROBSTOWN — 17 Miles on Highway 44

At depot curve to left onto Highway 96 which you will follow from here on into the Rio Grande Valley.

DRISCOLL — 8 Miles

BISHOP — 8 Miles

3 miles South of Bishop you will enter the World's Famous King Ranch, at one time claimed to be the largest ranch in the world and whose acres were counted in the millions. You will pass their loading pens, the largest on the Missouri-Pacific Railroad system near this point.

KINGSVILLE — 3 Miles

Junction with Highway 141 to Alice and Falfurrias.

Headquarters of the King Ranch interests. Texas A. and I. College. Division Point on the Missouri-Pacific Railroad:

New road from here to Kenedy-Willacy County line that has just been completed.

REVIERA — 15 Miles

Junction with Highway 285 to Falfurrias

WARNING!

If you must pull off of the highway between Riviera and Raymondville, do not go outside the line of posts marked "Parking Line". Beyond this line is **SOFT SAND.** If you should get into it, **START YOUR CAR SLOWLY. DO NOT UNDER ANY CIRCUMSTANCES SPIN YOUR WHEELS OR GUN YOUR ENGINE. CRAWL OUT AS SLOWLY AS POSSIBLE.** The portions of the road marked are the ones in which you should use the greatest care.

1.9 miles south of Riviera you will enter Kenedy County and for the next 48 miles, the entire distance across this County, you will be in one of the three great ranches, Kenedy, King or Yturria. About .5 mile further on, on the west side of the road, is a monument to Mifflin Kenedy, founder of the ranch and for whom the county was named.