

**The original documents are located in Box 14, folder “4/19-22/76 - Texas (2)” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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April 16, 1976

MEMORANDUM TO: Milt Mitler  
FROM: Joe Doba1 *JD*  
SUBJECT: Gladys City: New Old Town

Principal Participants: Mayor Ken Ritter, Bicentennial Committee  
Chairman: Victor Rogers. (Gladys City Beaumont is in Congressman Jack Brooks' district.)

The following information received from our Dallas office hopefully will be helpful to you. If you need additional information on any portion, please advise.

GLADYS CITY: NEW OLD TOWN

When the Beaumont Bicentennial Committee decided to celebrate a 75-year-old event that help change the world - the Spindletop oil discovery - they decided a simple ceremony was not enough.

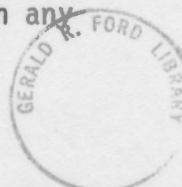
With a desire to make the celebration appropriately important, and with a lot of hard work, the BBC under Chairman, Vic Rogers, has accomplished something remarkable, the rebirth of a 75-year-old city as a permanent museum.

At about 10 a.m. January 10, 1901, the Lucas Gusher exploded at Spindletop, spawning not only a new age but a new town, Gladys City. From Gladys City came Beaumont, and Beaumont has returned the favor.

Gladys City will live on as a permanent gift to the nation, with free guided tours available seven days a week, from 1 to 5 p.m. The Lucas Gusher Monument Association will move its Spindletop monument to the site in the near future as part of a new Spindletop Museum - Phase II of this unique Heritage '76 project.

The opening of Gladys City was picked as one of the 20 Top Bicentennial events in the country for January by the Bicentennial News Service of the Discover America Travel Organization in Washington.

The Gladys City project was further honored by receiving a certificate of merit from the Beautify Texas Council.



Gladys City is built around a square, reproducing as closely as possible the original city. The building include a dry goods store, post office, livery stable, blacksmith shop, photography studio, industrial building, pharmacy and doctor's office.

Also included are the offices of Nelson and White, engineers, the Gladys City Oil, Gas and Manufacturing Company, public toilet facilities, a barber shop, a building housing brokers, attorneys and Minor Oil Company offices, a general store with boarding house on the second floor, and the Log Cabin Saloon with its brothel occupying the upstairs section.

As an added attraction, an observation tower has been built off the main complex to provide an overview of the turn-of-the century city.

All the buildings are completely furnished with antiques of the era generously donated by area residents and merchants. Office furniture was obtained from the original Minor Oil company. Descendants of Nelson and White, engineers, donated furnishings for that building. Bill Nelson, one decendant, was architect for the rebuilding project.

The Jefferson County Bar Association assisted with the law offices, and the Gulf Coast Pharmaceutical Association furnished the doctor's office. Beaumont Police Captain George Schuldt and his father offered materials for the blacksmith shop and rancher Bill Gilbert donated more than 50 items, including two rare wagons and an antique bathtub and bed.

The saloon and bordello apparently proved to be the most challenging building, as authentic bars and tables of the era are increasingly rare. But Calvin Smith, museum director, noted that the upper half of the building would be displayed "as tastefully as possible".

Support came also from those who donated several hundred thousand dollars so that this "living history" museum could become a reality.

So, if you desire a trip through time to the early twentieth century, for recreation, for education, or for a vibrant "feel" of the past, try Beaumont's Gladys City - Boomtown, U.S.A.



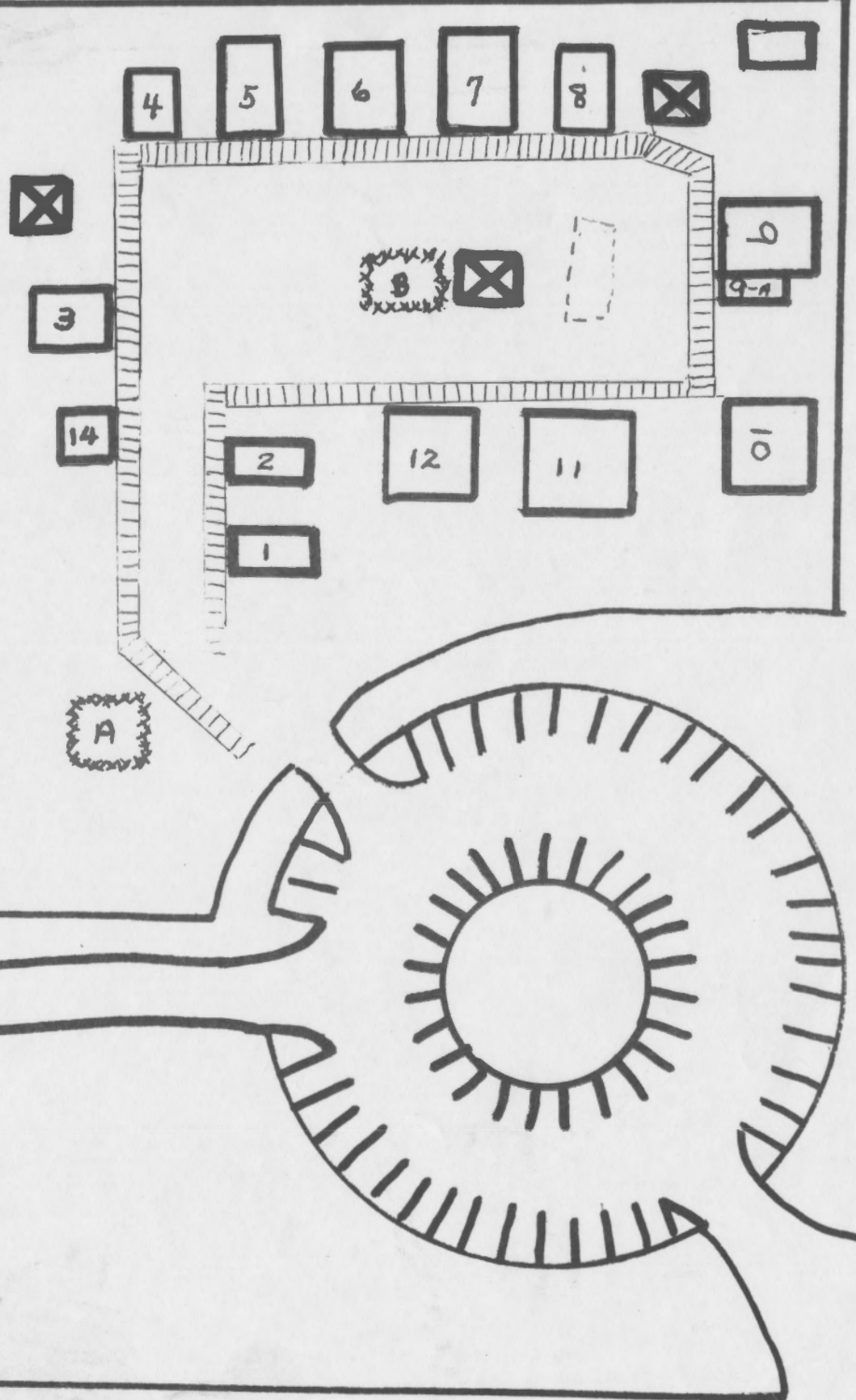
# GLADYS CITY LAYOUT



1. Information Bureau
2. Nelson & White Engineers
3. Gladys City Drug
4. Edgerton Photographer
5. Brokers Office
6. General Store
7. Gibson Dry Goods
8. Post Office
9. Log Cabin Saloon
- 9A. Barber Shop
10. Sheet Metal Works
11. Livery Stable
12. Blacksmith Shop
13. rest rooms
14. Gladys City Oil & Gas  
& mfg. Co.

N. ACCESS CARDINAL DRIVE

UNIVERSITY DRIVE





## Betty Ford Visits Gladys City

and Beaumont

4/21/76

A program ~~heralding~~ heralding the arrival of First Lady Betty Ford in Gladys City in Beaumont will begin at 4 p.m. today in the re constructed boomtown which ~~sprang~~ sprang up around ~~Spindletop~~ Spindletop in 1901, where the discovery of oil ushered in the nation's petrochemical industry.

~~Entertaining~~ Entertaining visitors to Gladys City prior to Mrs. Ford's arrival will be the Forest Park High School Choir of Beaumont ~~which~~ which will present barber shop music.

Mrs. ~~Ford~~ Ford is scheduled to arrive at Gladys City at 4:30 p.m. She will be greeted at the gate by Victor ~~Rogers~~ Rogers, chairman of the Beaumont Bicentennial Commission, Dr. John Gray, president of Lamar University which runs Gladys City, Beaumont Mayor Ken Ritter, Bill Neild, president of the Beaumont Chamber of Commerce, Will Wilson, president of the Lucas Gusher Monument Association and Calvin Smith, director of Gladys City.

She will then walk to a platform area to the left of the main gate to meet members of the Bicentennial Commission and the Lamar University Board of Regents.

Mrs. Ford will then begin a tour of Gladys City, led by Calvin Smith. Three persons will be in each of the buildings to explain various aspects about each structure. She will start with the Gladys City Oil and Gas and Manufacturing Co., then to the Gladys City Drug Store, Edgerton Photography Studio, Brokers Office, general store, Gibson Dry Goods, and post office.

The national champion Nederland High School Westernaires will begin a routine in the concrete area in the middle of ~~the~~

more

Gladys City. After a short routine, they will be followed by square dancers. Mrs. Ford continued her tour.

Mrs. Ford will then go to the Log Cabin Saloon, where a small group of Westernaires will do a can can routine for the First Lady. They will be followed by a group of square dancers who will invite Mrs. Ford to join them.

Upon exiting the saloon, Mrs. Ford will be welcomed to the city by Dr. Gray. Ritter will proclaim Wednesday as Betty Ford Day and read a proclamation passed by the City Council for the occasion.

Rogers, as head of the Bicentennial Commission, will read a Gladys City Proclamation and Jefferson County Judge Leonard Giblin will read highlights of a proclamation from the County Commissioners accepting a <sup>2</sup>100-year-old map for Gladys City describing ~~an~~ the East Texas Coastal area. The map was donated by the British Royal Navy.

Mrs. Ford will offer a response ~~to~~ to the welcome and presentations and the tour will resume, with stops in the barber shop, livery stable, blacksmith shop, Nelson and White Engineers Co. and the Gladys City information bureau. *The Lamar University Band will also entertain during the tour. about 5:30*

Mrs. Ford will leave Gladys City ~~after the tour~~ and go to the Red Carpet Inn in Beaumont where she will rest prior to attending a private party in her honor where she will meet with President Ford Committee volunteers and supporters.

Mrs. Ford will spend the night in Beaumont and leave Thursday for Austin where she will tour the LBJ Library with Lady Bird Johnson.

Mrs. Ford will be accompanied by Mrs. John Tower, wife of Texas' senior senator.

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Betty Ford-Lou Tower Trip to McAllen

3/20-76

Mrs. Ford's plane will arrive at the Miller International Airport in McAllen shortly after noon Tuesday.

~~xxx~~ Rally and program at the airport:

When Mrs. Ford ~~and~~ <sup>accompanied by</sup> Mrs. Tower step to the door of the plane, children from the Doria Avila School of Dance in McAllen will begin a special  $3\frac{1}{2}$  to 5 minute ~~xxx~~ routine and will continue as the ladies walk down the ramp.

At the bottom of the ramp they will be greeted by Tommie Beardmoore, delegate candidate pledged to President Ford from the 15th Congressional District, and McAllen Mayor Jack ~~W~~ Whetsel. Whetsel will make Mrs. Ford an honorary citizen of McAllen and proclaim Tuesday as Betty Ford Day.

He will then introduce Miss Texas Sweet, Mary Bentley of McAllen, who will present ~~the~~ the First Lady and Mrs. Tower with gift packages of ruby red grapefruit, grown only in the Rio Grande Valley, as a gift from the Association of Produce Shippers of the Rio Grande Valley.

Mrs. Ford ~~and Mrs. Tower~~ will then be greeted on a special red carpet by the Red Carpet Greeters of the Chamber of Commerce.

The ladies will walk down the rope line greeting visitors while the contingent of local McAllen High School band provides music. A ~~colorful backdrop of~~ Boy Scouts and Cub Scouts will provide a colorful backdrop of red, white and blue when they hold aloft ~~in~~ American flags which were made by the boys themselves as Scout projects.

~~After working the rope line of visitors, the ladies~~ <sup>She</sup> will get into waiting cars and a motorcade will proceed to the Sheraton Fairway Hotel for a reception with President Ford Campaign workers and supporters.

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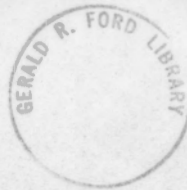


A press bus will be waiting as part of the motorcade to take the local and national press to the private Sheraton Fairway ~~reception~~ reception and will also take the press back to the airport as part of the motorcade when Mrs. Ford and Mrs. Tower leave.

Local press are advised if they ride the press bus, they must move quickly to get a seat on it, as the motorcade will start the instant Mrs. Ford is in ~~her~~ her car.

There is no activity planned at the airport for her departure. She is scheduled to leave the airport for Harlingen where ~~a~~ an airport reception and private party for workers and supporters will be held.

Local press ~~a~~ covering ~~the~~ the event are advised to enter the airport ~~receiving airport~~ in the South gate between the customs building and the adjoining hangar.



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THE WHITE HOUSE  
WASHINGTON

San Antonio  
pic & story





VOL. 149, NO. 4

APRIL 1976

# NATIONAL GEOGRAPHIC



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1976 Lincoln Continental with 30,000 miles.

1976 Cadillac with 3,000 miles.

October 14, 1975. The Sausalito Handicap.  
How did Lincoln Continental's ride hold up after 30,000 miles?

## 68 out of 100 Cadillac owners agree. A 1976 Lincoln Continental with 30,000 miles has a better ride than a new 1976 Cadillac.



There's only one way to find out how the riding quality of an automobile will hold up over 30,000 miles: drive it 30,000 miles and see for yourself.

We drove this 1976 Lincoln Continental 30,000 highway miles. Then an independent testing company set out to measure its ride against a very tough competitor—a brand-new Cadillac with just 3,000 break-in miles.

We called this unusual test the Sausalito Handicap. One hundred Cadillac owners from the San Francisco area test-drove and test-rode both cars over the identical route.

And after 42 miles of highway driving and riding, 68 Cadillac owners out of 100 said the 1976 Lincoln

Continental—the car with 30,000 miles—had a better ride than the brand-new Cadillac!

Maybe the way this Continental's ride held up tells you why a separate survey projects that over the last four years more than 40,000 Cadillac drivers have switched to Lincoln Continental or Continental Mark IV. Experience is, after all, the best teacher.

Experience Continental for yourself by talking to your dealer about buying or leasing a 1976 Continental.

**LINCOLN CONTINENTAL**  
LINCOLN-MERCURY DIVISION

IN THIS BICENTENNIAL YEAR, when we consider the riches of our past, what better place to look for authentic American images than the New England of Robert Frost? In the rock-ribbed boundaries of his New Hampshire farm, Frost first found inspiration for his poetic insights. And who better to help us appreciate his genius than Frost's friend Archibald MacLeish, our most distinguished living poet?

Perhaps the most difficult of all artistic endeavors is interpreting the essence of a man's work in a medium different from the one he employed. For our presentation of Frost's poetry, we found in the talented eye of photographer Dewitt Jones the perfect complement to the Frost idiom. In his poignant images of contemporary New England, the poetry lives. By giving us the very texture of the land and the people Frost wrote of, Mr. Jones has increased our capacity to understand and enjoy the poet's words. It is a high artistic achievement. Frost, MacLeish, and Jones—poetry, mind, and eye—present us with a true "gift outright"—a celebration of the human spirit.

*Silvestro Brown*



ROBERT FROST (LEFT) AND ARCHIBALD MACLEISH AT THE 1938 BREAD LOAF WRITERS' CONFERENCE, RIPTON, VERMONT; COURTESY MIDDLEBURY COLLEGE LIBRARY

# NATIONAL GEOGRAPHIC

THE NATIONAL GEOGRAPHIC MAGAZINE VOL. 149, NO. 4  
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April 1976

**Robert Frost: The Poet . . . 438**  
*Archibald MacLeish remembers a friend and examines his ties with New England.*

**. . . And His Beloved Land 444**  
*Dewitt Jones travels through New Hampshire and Vermont, recording the visual echoes—and perhaps the sources—of Frost's verbal imagery.*

**A Canoe Helps Hawaii Recapture Her Past 468**

*Planning Hokule'a's Bicentennial voyage to Tahiti brings a new awareness of Polynesia's all-but-forgotten folkways. By Herb Kawainui Kane and David Hiser.*

**Those Fiery Brazilian Bees 491**

*When 26 African queens escaped and mated with local bees, they started a new menace—and a lively controversy. Rick Gore reports the differing views of scientists as the new strain swarms north toward Mexico and the United States. Photographs by Bianca Lavies.*

**Water Dwellers in a Desert World 502**  
*Gavin Young and Nik Wheeler explore the seldom-visited domain of Iraq's Marsh Arabs.*

**San Antonio, Every Texan's Hometown 524**

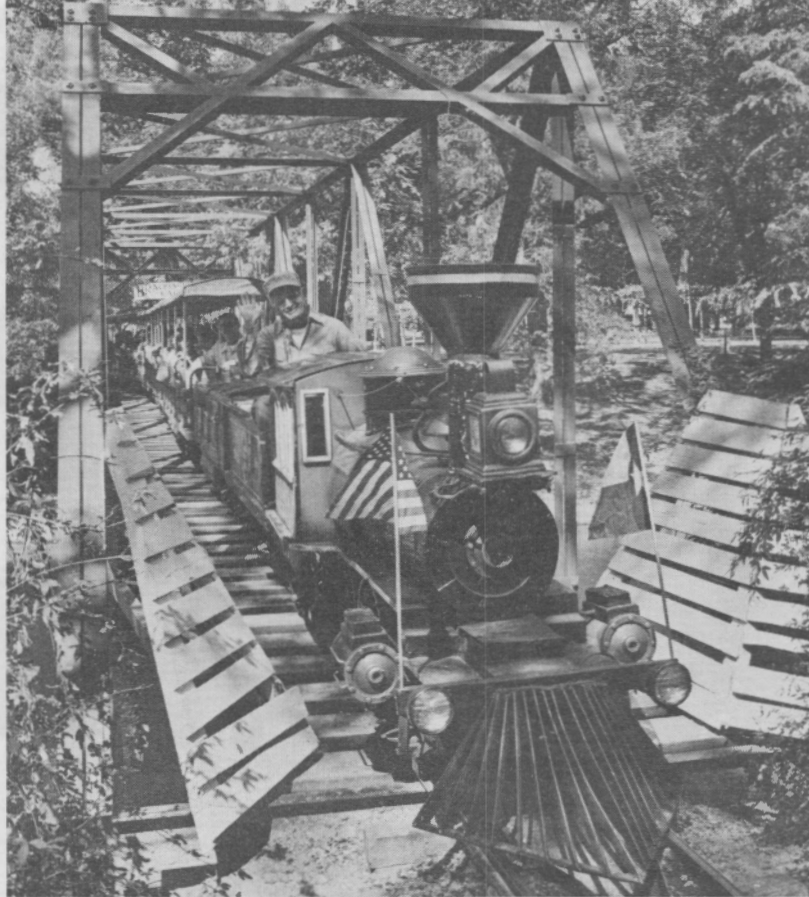
*"San Antone" still offers the rich cultural brew author Fred Kline knew as a boy. Photographer David Hiser views the city with a newcomer's freshness of eye.*

**Irish Ways Live On in Dingle 551**

*Éire's outermost corner guards a rich heritage of life and language. Bryan Hodgson and Linda Bartlett thread the peninsula's sometimes tragic past and ponder its uncertain future.*

**COVER: Five-year-old Paudie Boland listens to his grandfather's accordion concert on the Dingle Peninsula (pages 566-7). The boy represents the new hope of Ireland. His father brought the family back to the ancestral farm after years in England as a construction worker. Photograph by Linda Bartlett.**

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.



"Old Smokey" crosses a wooden trestle on its way through Brackenridge Park. The train stops at places of interest in the 343-acre park.



## Making Tracks Through Brackenridge Park

by KAREN LINGO

Slowly and with a great deal of noise, "Old Smokey" pulls out of the station in San Antonio's Brackenridge Park.

The trip it takes can be a pleasant 16-minute ride through the park and back to the station. Or it can be a day-long sojourn to the many different at-

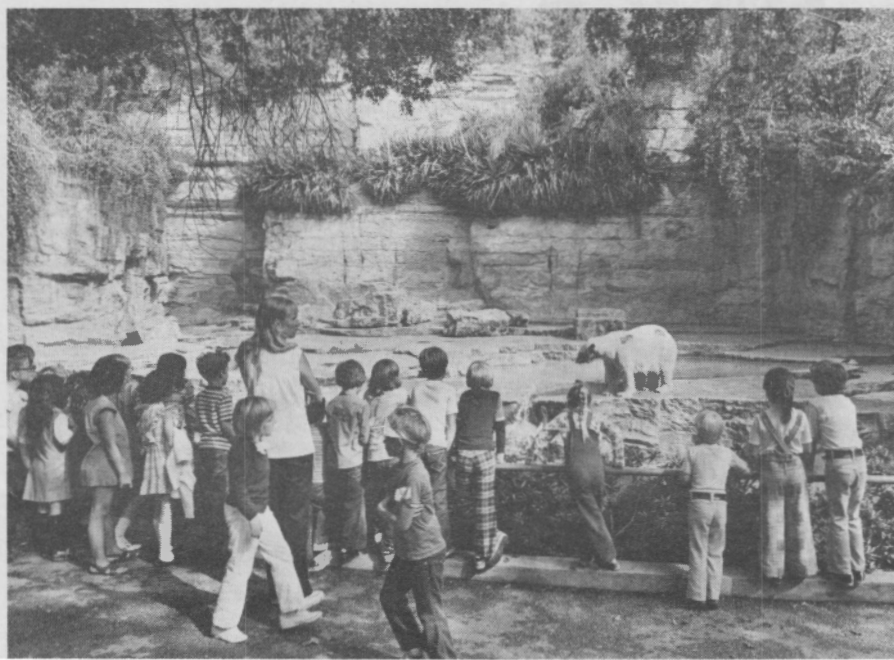
tractions in the 343-acre park, located just minutes from the business district of San Antonio.

Inside the park are a museum, sunken gardens, a zoo, and facilities for golf, horseback riding, and picnicking. The place is crowded to overflowing on

weekends, but during the week it can be almost deserted. This is the best time to explore Brackenridge Park, and the easiest way is on "Old Smokey," the miniature train.

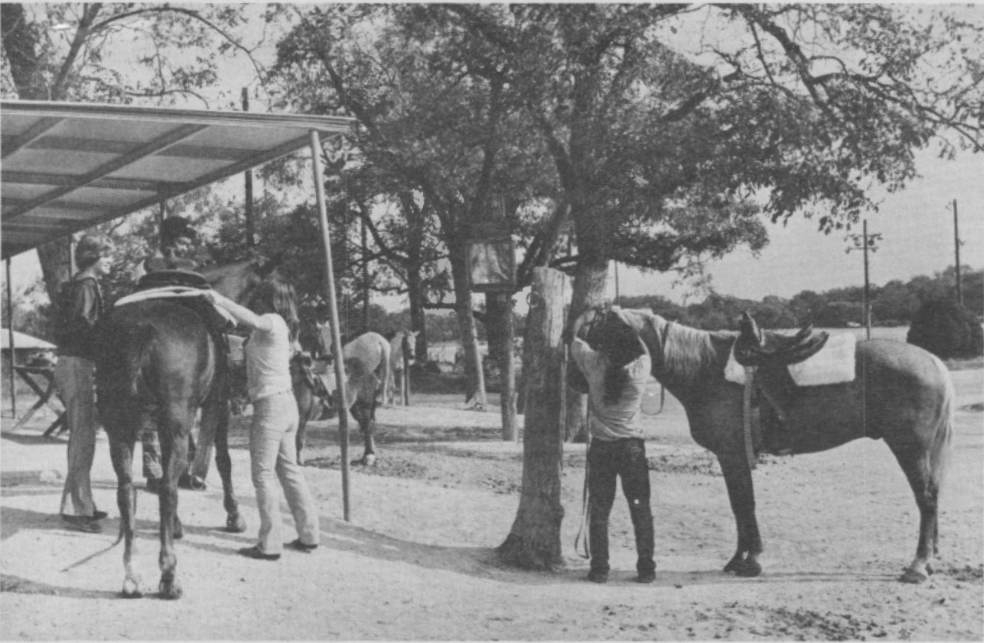
Tickets for "Old Smokey"—officially called the *Brackenridge Eagle*—are 50 cents for adults and 25 cents for children through age 12. That's the charge if you board at the station. If you climb aboard at any of the stops along the way, there's no charge. The train makes continuous 3½-mile trips around the park between 9 a.m. and 6 p.m. from mid-September to June and from 9:30 a.m. until 8 p.m. during the summer months.

Crossing an old wooden trestle that spans the beginnings of the San Antonio River, the train first slows to a stop at the Witte Memorial Museum. This is one of the most innovative museums around, often displaying ultramodern

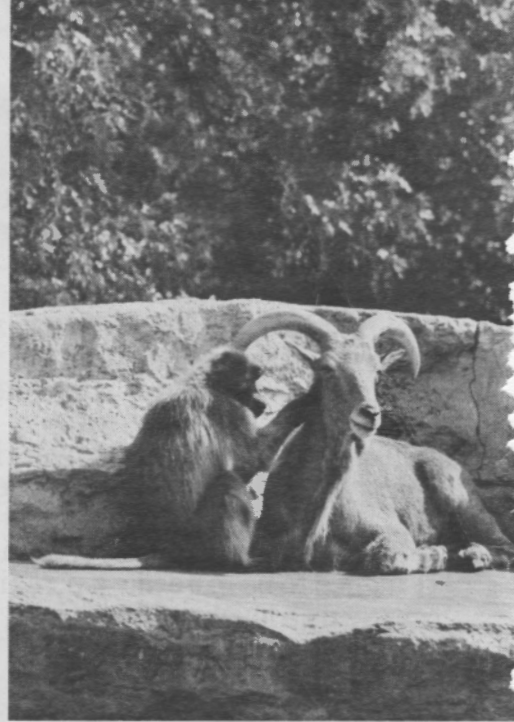


A group of children watch the antics of a polar bear in its natural-walled habitat. Photographs: Crawford





*Horseback riding is a popular recreation in Brackenridge Park. The stables are located near a train stop.*



*On their rock island in San Antonio's zoo, a gelada baboon picks fleas off an aoudad.*

exhibits along with its permanent collections of traditional and historical items.

In the back gardens of the museum are four historic houses, depicting the wide range of dwellings once found in the area. Admission to the museum is by voluntary contribution (50 cents recommended). Hours are 9 a.m. to 5 p.m. Monday through Friday and 10 a.m. to 6 p.m. on weekends and holidays.

Once the passengers are aboard again, "Old Smokey" clatters through a wooded area and a small tunnel on the way to a driving range and polo field. Free polo games are played here most Sunday afternoons from mid-December to May.

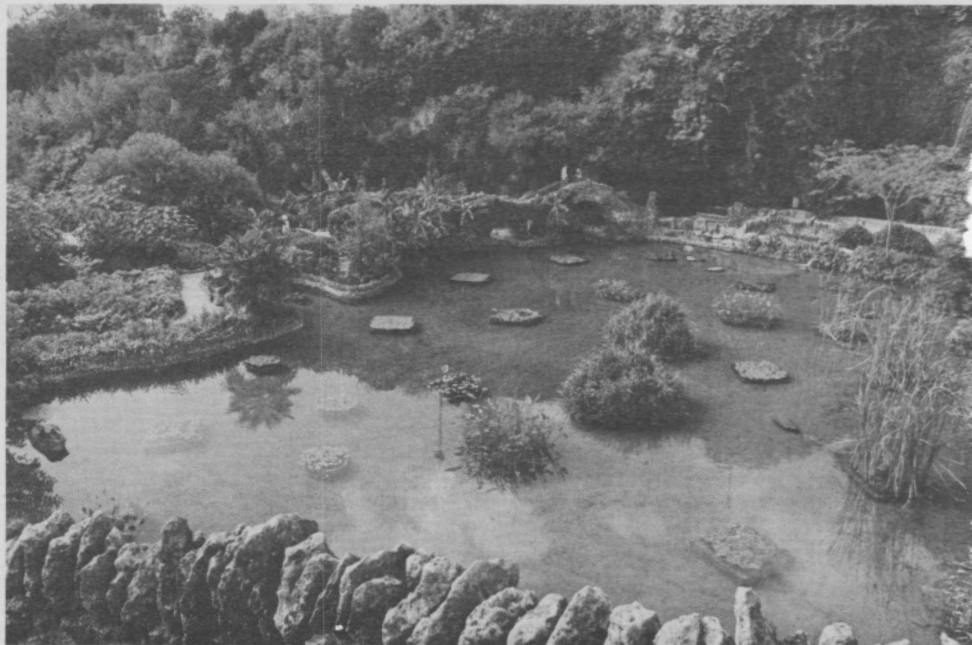
Bordering this section of the park is a golf course. But the pro shop and entrance are about a mile away, off North Broadway. The course is open daily from sunup to sundown. Greens fees are \$3 for 18 holes on weekends and holidays and \$2.50 on weekdays. The price drops by 50 cents after 3:30 p.m.

Just a short walk away from the polo field are the horse stables where mounts can be rented for \$4 an hour from 7 a.m. to 6:30 p.m. each day. Trails lead into the wooded area of the park, and all rides are without guides.

The last train stop before returning to the station is at the Sunken Gardens.

Built into the recesses of an old quarry, its pathways lead past lush green plants and tranquil pools of water. The gardens are open during daylight hours every day, and admission is free.

Across from the train station are the park's Sky Ride, which travels 100 feet over the Sunken Gardens (75 cents per person, free for children under 3), and



*The Sunken Gardens were built into the recesses of an old quarry.*

the Zoological Gardens and Aquarium (open daily 10 a.m. to 7 p.m.; admission \$1 for adults and 25 cents for children).

Just like the Sunken Gardens, the zoo was built right into the walls of the old Portland Cement Company quarry. Bears, giraffes, and mountain goats are contained in areas bounded on one side by natural rock cliffs and on the other side by moats that separate them from visitors.

Some of the world's rarest animals are housed in San Antonio's zoo, including the black leopard, maned wolf, cheetah, and sable antelope. Here also you'll find areas where different species live together in complete harmony. The largest group includes the ostrich,

Grévy's zebra, crowned crane, and various other birds found on the African Plains. In another area, a colony of gelada baboons are good for a half hour's entertainment as they burrow through the fur of some aoudads, looking for fleas.

Scattered throughout Brackenridge Park are picnic tables and walking trails. And in season, brightly colored pedal boats can be rented for a leisurely trip along the San Antonio River as it makes its way downtown.

For further information, write to Sharon Eason, San Antonio Convention and Visitors Bureau, Box 2277, San Antonio, Texas 78298.