

SUGGESTIONS FOR "A MERRY CHRISTMAS"

JOHN GODFREY

SHIP EARLY AND AVOID THIS-



GIVE DAD A BOX OF '25 CENTERS'



A NEW COAT FOR THE "WIFE"



TWO KILLED WITH ONE "STONE"



FIX "LITTLE BROTHER" LIKE THIS-



DONT FORGET FIDO

Fort Worth "Where Golden West and Sunny Southland Meet"

By ROSCOE ADY, Industrial Commissioner, Fort Worth Chamber of Commerce



FORT WORTH FROM THE AIR

COMMERCIALLY, Fort Worth concedes some rivals in Texas, but as an Industrial center, Fort Worth maintains her unquestioned supremacy.

The four packing plants located in the city constitute the largest industrial group in the Southwest.

Fort Worth is the largest terminal grain market in the South. Within the last few months one grain elevator of 1,750,000 bushels capacity, another of 500,000 bushels capacity and an addition to a third of 300,000 bushels capacity, have been completed, giving a total grain storage of 6,500,000 bushels.

Additions and enlargements at four of the city's eight petroleum refineries, completed within the past year have cost more than \$2,000,000. Another refinery is now spending \$2,000,000 on extensions.

A cotton mill of 22,000 spindles, the largest in Texas, will be completed in October, 1924. A cement plant of 6,000 barrels daily capacity will begin operations in January. A rolling mill has recently been converted into an electrical steel plant which melts and re-rolls

scrap, of which an almost unlimited supply is available from the oil fields, railroads and manufacturing plants of the area.

The 1920 Federal Census of Manufactures gave Tarrant County, of which Fort Worth is the county seat, first place among all the counties in the vast area southwest of Kansas City, in the value of manufactured products.

Tarrant County's total production was \$155,000,000, which was \$30,000,000 greater than its next competitor.

Fort Worth has four iron foundries, three brass foundries, and numerous plants making windmills, well machinery, pumps, batteries and piston rings. Wood-working plants include the largest furniture factory in the Southwest as well as smaller factories in this line, nine planing mills and a cooperage plant.

Among the food products made in Fort Worth on a large scale are canned goods of all kinds, bakery products, macaroni and spaghetti, butter, oleomargarine, ice

cream, confectionery of all kinds, extracts, soft drinks, and a score of others. This list includes ten flour and feed mills, five creameries and four cotton oil mills.

There are 14 garment plants, and the largest and best equipped printing plants in the state. One of these recently began operation of book-making machinery, and a five-volume set of Texas history, written by a prominent citizen of Fort Worth, has been produced in the most artistic manner.

There are four great plants manufacturing tools and oil country supplies.

The United States helium gas plant, the only one of its kind in the world, is in Fort Worth. It has cost more than \$5,000,000 and the investment is constantly being increased.

A mooring mast for the large dirigibles has been erected in Fort Worth, and these air ships will be brought to Fort Worth for inflation with helium, the non-inflammable gas. Fort Worth has been named as one of the four stations for these giants of the air. At night the lights from the mooring mast are visible for 50 miles around.

Cotton valued at \$150,000,000, live-stock valued at \$116,000,000, grain valued at \$100,000,000, and petroleum valued at \$55,000,000 is handled annually in Fort Worth.

With eighteen rail outlets, Fort Worth has the facilities for distribution which are essential to industrial growth. One out of every thirty-five freight cars loaded in the United States is consigned to or through the city, and more than fifty per cent of the railway traffic entering the state passes through Fort Worth.

Her fuel supply is another great asset. There is brought to the city through five pipe lines, natural gas from fifteen distinct fields. Her eight refineries furnish

an ample supply of fuel oil. Bituminous coal fields of almost unlimited extent lie to the north and west at a distance of from forty to one hundred miles.

The existence in the city of a number of very large industries has attracted a large and permanent supply of labor, which is supplemented by the transient supply always available in large railroad centers. The great majority of the laborers are native white, the city having only 5 per cent foreign born and 12 per cent negro.

Fort Worth is neither a "cow town" nor an "oil town." True, it numbers among its residents many of

the old cattle kings of Texas, men whose individual land holdings run into hundreds of thousands of acres. It has among its residents, executives of the larger oil-producing companies, individual operators, and thousands of their employes. There are also several hundred owners of oil lands, whose fortunes have been made in various fields where their land holdings were sold or leased to the oil companies. These families have been attracted to Fort Worth by its excellent climate, its outstanding schools and colleges, its churches and amusements.

A few years ago the president of the Texas State Medical

Association, in speaking of Fort Worth, made the following statement:

"Fort Worth is situated at the rise of the western foothills, with an ideal elevation. It is ideally sewered, watered and drained. It is somewhat cooler in summer than that part of Texas to the east. It is centrally situated in the best climate of the state, where mild winters, cool summer nights, long, sunny days, dry climate and stimulating temperature changes are most conducive to life in the open."

These natural advantages did not prevent the city



MAIN STREET, LOOKING NORTH

from thoroughly organizing its health and sanitation work and as a result, it was announced by the Federal Government at the beginning of the present year that the death rate for 1923 in Fort Worth was the lowest of all southern cities and third lowest in the nation, better records having been made only by Akron and Seattle.

Fort Worth has 38 ward schools and nine high schools. The scholastic population in 1923 was well over 27,000 and considerably more than twice as great as that of 1913. It is the headquarters of the State Teachers' Association, and "The Texas Outlook," one of the foremost teachers' journals of the country, is published here. There are 12 private schools, exclusive of business colleges and musical and art schools.

In its institutions of higher learning Fort Worth has been most fortunate. The list includes Texas Christian University, Texas Woman's College and Southwestern Baptist Theological Seminary. The former institution, founded by the Christian Church, is now non-sectarian. This institution has an enrollment of more than 1,000. In December, 1923, Mrs. Mary Coutts Burnett of Fort Worth gave to the University, for endowment and building purposes, property valued at \$4,150,000, and which has a potential value of many times that amount. This magnificent benefaction has opened up wonderful possibilities for the institution, and assures Fort Worth the highest type of educational talent.

Texas Woman's College, with an enrollment of more than 500, is growing rapidly and has been the recipient of many gifts that have furnished it with a substantial endowment.

The Southwestern Baptist Theological Seminary is one of the largest theological schools in the country, with an enrollment of 750.

Fort Worth has 151 churches, several of which have unusually beautiful buildings. One of them has an auditorium seating 5,000 and claims the distinction of

having the largest Sunday School attendance of any church in the United States.

In 1920, the Census disclosed that Fort Worth had a larger percentage of home owners than any other large city in Texas. In 1922, through the annexation of a large amount of contiguous and closely built up territory, this lead was greatly increased, for the reason that in this territory the great majority of the residents owned their own homes. A large percentage of home owners means well kept and attractive homes. Not only in the exclusive residence districts, but in every residence section, is this true in Fort Worth. Many of the homes are palatial, for from the standpoint of individual wealth, Fort Worth outranks all Texas cities.

Practically every house has its well-kept lawn. Flowers abound. Climatic conditions are such that chrysanthemums, roses and other flowers are frequently seen blooming in the yards between Christmas and New Year's Day. In the spring, summer and autumn the lawns are a riot of flowers.

With 130 miles of hard-surfaced streets and practically all the others graveled, the city has done its part toward making the residence section sightly. Trees are everywhere and in many varieties.



A FORT WORTH CHURCH

There are four country clubs, three of which have well-kept golf links. The municipal links are open to the people at large. Downtown clubs, including the Fort Worth, the Elks and the University, bring the business and professional men into closer touch. The Fort Worth Club has begun the erection of a twelve-story building, covering a lot 100x200 feet in dimensions, located near the business center.

There are 31 parks with an area of more than 8,000 acres. At Forest Park, a municipal zoo, containing hundreds of animals, is maintained. There is a concrete swimming pool, circular in form, and said to be the largest open-air swimming pool of its type in the United States.

But the great playground, not only of Fort Worth,

but of all North Texas and Southern Oklahoma, is Lake Worth. In 1913 the city bought several thousand acres of land along the West Fork of the Trinity River. At a point about five miles from the city, a dam, 3,000 feet long and 71 feet high was built. The lake thus created is fourteen miles in length and from one to two miles wide.

A municipal bathing beach was provided and half a million visitors enjoy it each summer. The shore line is timbered throughout most of its length, and following its irregular course is the famed "Meandering Road," more than 30 miles long. In the spring more than 50 varieties of wild flowers spread a blanket of color along this alluring drive. Great fields of blue bonnets, the state flower, carpet the landscape with splashes of purplish blue.

About 2,000 summer camps have been built along the shore, and some of the owners, entranced with the beauty of the lake, and its green background of softly-rolling, wooded hills, are making their permanent homes there.

It was the success of Lake Worth, from every standpoint, that was responsible for Fort Worth's undertaking the greatest water project ever conceived in Texas. This is the creation of a series of great reservoirs that will impound 1,150,000 acre feet of water, which, with the estimated rate of replenishment, will make available 2,000,000 acre feet per year.

At least five new reservoirs are contemplated. Preliminary engineering discloses that fifteen per cent of all flowing and flood waters in Texas pass through Tarrant County. Filings have been made on all principal streams and carry with them all rights for a distance of 100 miles upstream from the proposed dam locations.

The project will provide an unlimited supply of water for municipal use, irrigation for 150,000 acres of land and absolute protection against flood danger. It is estimated that land values in the county will be enhanced by at least \$60,000,000. The plan contemplates the creation of a great pleasure resort on the largest reservoir, to be located in the eastern part of the county.



A PORTION OF THE STOCK YARDS—ARMOUR AND SWIFT

DALLAS

OSOS

Featured in January Issue

OSOS

Dallas, another wonder city of the great Southwest and next-door neighbor to Fort Worth, will be given a position of honor in the January Magazine.

Fort Worth's Pennant Winners

OSOS

In telling of the grandeurs of Fort Worth, one must not overlook its pennant-winning baseball club which for several seasons now has won the Texas League play.

