

## STREET GUIDE INDEX

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# Houston First City in Texas

Colorful and vigorous Houston is the largest city in Texas with the largest metropolitan district population in the South. It is located 50 miles from the Gulf of Mexico and is swept by moderate Gulf breezes. Houston is the largest industrial city in the South and is the center of a rich agricultural and livestock region. It is the world's greatest center for the production, refining and distribution of petroleum and petroleum products and is the nation's largest cotton export center. It is at the head of the \$50,000,000 man-made Houston Ship Channel and its deep-sea port normally ranks as third largest in the United States. It is also an International

The history of Houston, intimately entwined with the history of Texas, is an amazing story of rare interest, rich in tradition and full of romance. The city was founded on August 26, 1836, by John K. and A. C. Allen, brothers, and was named in honor of Sam Houston, its first President of the Republic of Texas. It was established a few months after the battle of San Jacinto where Texans, led by General Houston, won freedom from Mexico. The battlefield, now a state park and home of the Sam Houston Memorial Monument, is 570 feet tall, and the San Jacinto Museum of History. It is interesting to know that six flags of sovereignty—Spain, France, Mexico, United Confederacy, Republic of Texas and the Stars and Stripes—have flown from over the city. Houston, and on which at one time was located the capital of Texas.

In little more than a century Houston grew from a frontier wilderness to king-pin metropolis of the great Southwest. For decades it has been one of the fastest growing cities in the nation and this growth is continuing at a rapid rate. The city's gross product is valued at over a billion dollars. The last federal census of 1940 placed Houston's population within the corporate limits at 384,514 and the metropolitan population at 510,497. The population is now conservatively estimated at approximately 508,000 for the corporate limits and 600,000 for the metropolitan area. Houston's growth has been made great by its rich natural resources and by the vigor of its citizens. Houston is served by six trunk-line railroad systems, a deep-sea port, the Intracoastal Canal, many common truck and bus lines, a network of excellent state and federal highways, and six daily newspapers and seven radio stations. The principal universities are the University of Houston, Rice Institute, Baylor University College of Medicine, Dental College of the University of Texas and the Texas State University for Negroes. Houston's excellent public schools include 126 public schools and 25 parochial schools.

The principal points of interest are the Houston Ship Channel; San Jacinto Battleground, San Jacinto Monument and Museum of History; Museum of Fine Arts; Municipal Zoo; Garden Center and Museum of Science and Industry; the Aquarium; the Houston Oilers Stadium and Music Hall; City Hall; Public Library; beautiful residential sections; Municipal Airport; Texas Medical Center; surrounding oil fields and petroleum refineries. The city is surrounded by a wide belt of parks and playgrounds equipped with all types of recreation facilities including swimming pools, tennis courts, bridge paths, golf courses, etc. Largest park is the beautiful Hermann Park, 3,600 acres, with a lake, a zoo, a stadium, permits enjoyment of outdoor sports the year 'round. Hunting and salt and fresh water fishing are available nearly all forms of aquatic sports may be enjoyed at the numerous bayshore resorts and the beaches of the Gulf of Mexico.

**For the  
Pleasure, Convenience and  
Service of  
Shamrock Guests**

- Three public and nine private dining rooms all superb Shamrock cuisine.
- The Emerald Room, built without a single supporting column to mar the magnificent sweep of its 103 feet, is internationally famous for its beauty, its fabulous food and its sophisticated entertainment.
- The Shamrock Room offers equally fine food and entertainment in a more intimate setting.
- In the Pine Grill meticulously-served breakfasts, luncheons and dinners, club-style or a la carte, are available at modest prices.
- The beautiful Shamrock Pool and the Aquatic Terrace are gay gathering spots for our patrons and their guests. A hospitable climate makes this a favorite place for informal entertaining under the sun or stars much of the year.
- In the lobby promenades are fine specialty and service shops to serve every traveler's needs: a man's shop, an exclusive dress shop, a beauty salon, a fur salon, a liquor store, a florist, barber shop, gift shop, pharmacy and others.
- An adjoining 1000-car parking garage is reached by covered walkway; parking and delivery are prompt, careful, and complete car servicing is available.

**See Houston**

For travelers without cars, who wish to see the many interesting sights of Houston and its surrounding area, the management will arrange conducted tours. Or, if preferred the Shamrock garage will provide cars, with or without drivers, for the use of guests who wish to plan their own trips.

### Points of Interest for the Visitor

**Houston's Civic Center:** Houston's \$2,000,000 City Hall rises shaft-like from the far end of a block-long lagoon, surrounded by beautifully landscaped gardens. Grouped around it are the Sam Houston Coliseum, where the annual Fat Stock Show and Live Stock Exposition is held; the Music Hall, cultural center; and the Public Library's Central Building with its 300,000 volumes.

**Houston Museum of Fine Arts:** Located at Main and Montrose, its classic building houses fine permanent collections and many seasonal exhibits of paintings, sculpture and other works of art. Five minutes from the Shamrock.

**Hermann Park and Zoo:** Within a few blocks of The Shamrock, this spacious park spreads its many acres of wooded beauty. Among its interesting features: an 18-hole golf course, kept in perfect condition throughout the year; a fine zoo and Museum of Natural History; Miller Memorial Theater, scene of Summer Symphony; and the statue of Sam Houston by famed sculptor Enrico Ceracchio.

**Rice Institute:** Just across Main Street from Hermann Park is Rice Institute, one of the nation's great educational institutions. Its 400-acre wooded campus and architecturally beautiful buildings are worth a visit.

**Medical Center:** Adjoining Hermann Park on the south is the site of Houston's great \$100,000,000 Medical Center. Already built are Hermann Hospital, its Annex and Nurses' Home, Hermann Professional Building and Baylor Medical College; many other projects are under way.

**Houston University:** Founded in 1935, this comparatively young school, has grown amazingly. Already it has acquired a 250-acre campus and many fine buildings.

**Residential Districts:** There are many neighborhoods of beautiful homes, both in the city and its immediate suburbs. Driving through such residential sections as River Oaks, Braeswood, Riverside Terrace, Tall Timbers, Memorial Drive, San Felipe Estates you will see every type of architecture from the stately colonial mansion to the picturesque ranch style home. During the Spring, the Azalea Trail through the gardens of River Oaks is a never-to-be-forgotten sight.

**The Bayshore:** The shores of Galveston Bay, a few miles east of Houston, are lined with the summer cottages and year-round homes of Houstonians. The Houston Yacht Club is situated here, and nearby are many excellent places for fishing or crabbing, sailing, motor boating and swimming.

**Houston Ship Channel:** Nearly 50 miles in length, the channel that links Houston with the Gulf of Mexico is lined with industries, whose value runs far into the millions. Flags of every nation fly from ships docked in the Turning Basin and the loading activity on the dock is an always-interesting sight to visitors from inland.

General Sam Houston defeated General Santa Anna's Army and won Texas' freedom from Mexico is now a State Shrine. Dominating the grounds is the 570-foot San Jacinto Monument, tallest single shaft in the world. At top, an observation room permits a view of the country for 25-miles around. In the base of the memorial is a very fine Museum of Texas History open to the public free.

**Oil Fields:** To those not familiar with the oil country, the derricks that spike the prairie around Houston are always an interesting sight. Within a few miles radius of the town is produced 20% of the state's petroleum and 9% of the nation's. The Humble refinery at nearby Baytown is the nation's largest; free conducted tours of the plant each afternoon offer visitors an unusual opportunity to see how crude petroleum is transformed into gasoline and other familiar products.

**Recreational Facilities:** Houston has much to offer the pleasure seeker. Modern movie theaters are in every section of town. In winter there is the Symphony, Little Theater, Alley Theater, concerts, road shows, football, hockey and good hunting nearby. In summer: The Summer Symphony, Summertime Light Opera, swimming, fishing and sailing. Golf may be enjoyed year-round and there are many fine public and private courses within a short drive of The Shamrock.



Above: Typical room,  
Unexcelled in beauty,  
comfort and convenience.

Above: Covered walkway through the gardens joins garage to hotel.

Below: Swimming pool, with gay Aquatic Terrace for dining or lounging.

# HOUSTON

## CITY MAP

## COMPLIMENTS OF...

# The Shamrock

*America's Magnificent Hotel*

GLENN Mc CARTHY, *President*