

DO NOT CROSS YELLOW LINE

OBEY HIGHWAY MARKINGS—SAVE LIVES

Highways Oklahoma's interstate highway network makes its location at the heart of America a natural crossroads for visitors from all over the world. Here you'll find the world's most scenic drives and the most beautiful views of the state.

SPEED LIMITS

UNLESS OTHERWISE POSTED
DAY, 55
NIGHT, 50
TRUCKS, 40

WATER DEVELOPMENT through modern technology is the key to Oklahoma's bright economic future. Huge reservoirs over the state harness water resources for domestic, industrial and farm use. Soon, navigable waterways will link it to the sea.

INDIANS hold a legendary key to Oklahoma's future. Ceremonial rituals still pay tribute to his heritage, but the Indian in modern Oklahoma has emerged as an alert, aggressive leader in most phases of the state's business and cultural life.

PETROLEUM has taken a new complexion in oil-rich Oklahoma. Drilling rigs still dot the landscape and pour forth millions of gallons of black gold, but research is the keynote in the bustling refineries and petrochemical plants in the state.

CATTLE and cattlemen have left an indelible mark on the Oklahoma economy. The cow business flourishes on green Oklahoma grazing pastures, and the marketing activity is among the greatest in the nation. Six types of cattle do well here.

OFFICIAL OKLAHOMA STATE HIGHWAY MAP FOR THE 1964 DISTRIBUTION

1964

WORLD'S FAIR

AT THE NEW YORK

OKLAHOMA

VISIT

STATE HIGHWAY COMMISSION

GOVERNOR: *Henry Bellmon*

MEMBERS:

- HENRY BELLMON, GOVERNOR
- MARTIN GARBER, VICE CHAIRMAN
- WIRGIL JUMBER, SECRETARY
- COOPER WEST, MEMBER
- TRUMAN BRANSCUM, MEMBER
- G. NAT RISH, MEMBER
- T. H. MCCLAIN, MEMBER
- ROBERT S. NEWHOUSE, MEMBER

For those of you who may be going to the 1964 World's Fair, let me suggest that you take our Oklahoma in a vacation, giving your state which is producing in progress every day.

Started at the crossroads of the nation, Oklahoma's friendly citizens, our scenic parks, comfortable hotels, resorts and lodges, our excellent restaurants, our beautiful lakes and many historical sites await your pleasure.

Midwest, traveler: Oklahoma's friendly citizens, our scenic parks, comfortable hotels, resorts and lodges, our excellent restaurants, our beautiful lakes and many historical sites await your pleasure.

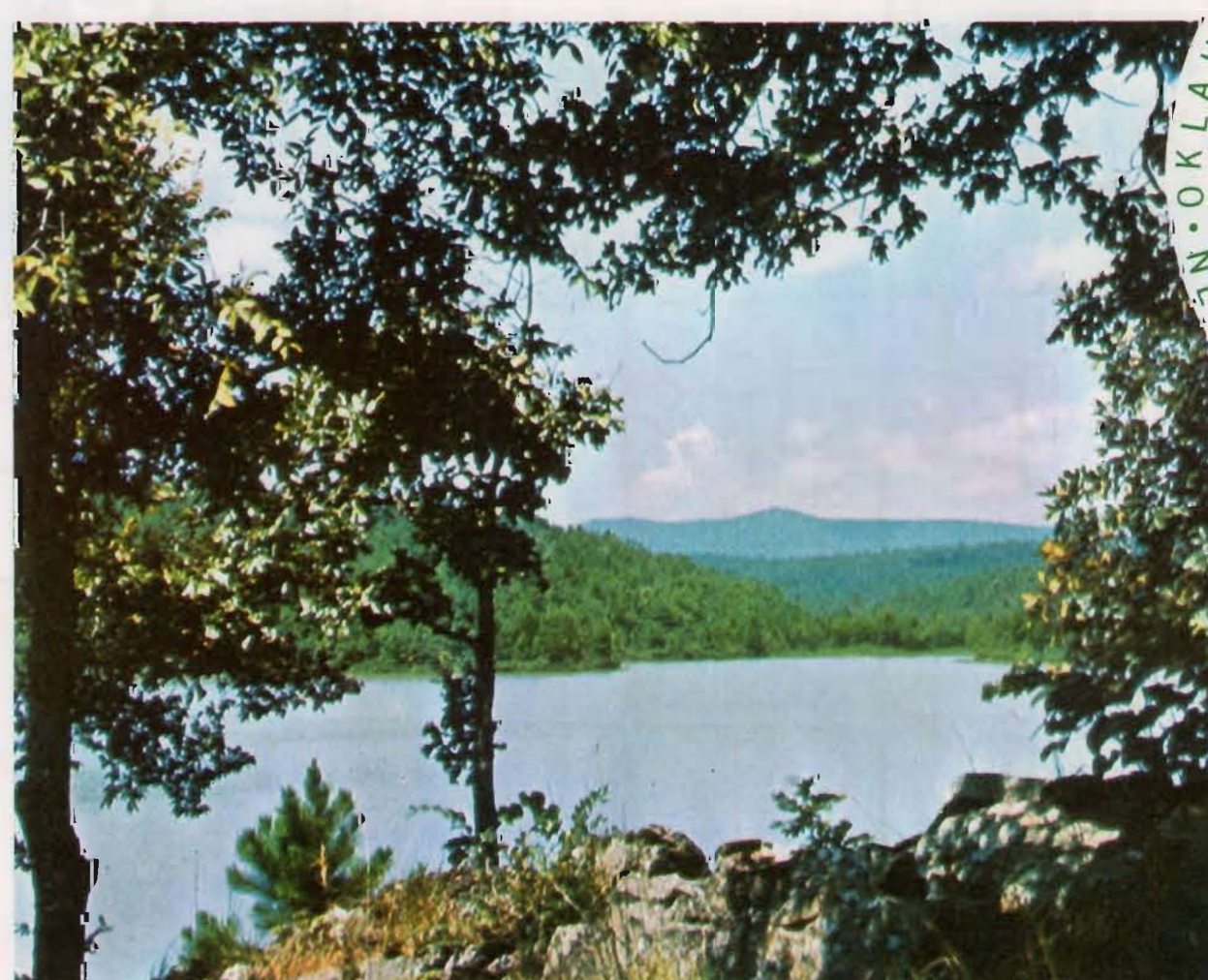
Butter still, during your next vacation, make yourself at home in Oklahoma.

WELCOME TO OKLAHOMA

INDUSTRY has found the wide, open spaces of Oklahoma to its liking, and more and more industries are locating in a land that's rich in natural resources. The nation is finding the Oklahomans are good employees and fine neighbors.

Oklahoma's 1964 WELCOME MAT is Out in Two Places!

The State of Oklahoma has its Welcome Mat out in two places in 1964. You'll find it along every highway and street in the Sooner state, welcoming every vacationer and visitor with traditional Oklahoma hospitality... you'll find it, too, in the Oklahoma exhibit at the New York World's Fair. If you're a newcomer to Oklahoma, we hope you'll stay with us for awhile. If you first meet us at the World's Fair, we hope you'll take advantage of every Sooner's sincere invitation to "take the Oklahoma Way home"... and in so doing, learn why America's 46th state is a land of dynamic accomplishment and vast potential. We know you'll like Oklahoma!



The emblem adopted by the Oklahoma World's Fair Commission is symbolic of the natural resources of Oklahoma that are emphasized at the state's exhibit at the New York World's Fair. The state colors, forest green and white, have been combined with blue, representing Oklahoma's growing water resources. The evergreen trees of southeastern Oklahoma are representative of the productivity of the Oklahoma soil, while the left half of the emblem depicts Oklahoma's water. The water currents indicate the quantity of water available for industrial use, while the small sailboats suggest the recreational potential of the state.

VISIT

OKLAHOMA

OFFICIAL STATE

HIGHWAY MAP

1964

CULTURAL activities in Oklahoma range from nationally-recognized symphony orchestras to modern museums and art centers. Opera, ballet, and Broadway shows compete with superb productions by little theater in a busy winter season.

STATE PARKS in Oklahoma constitute some of the most beautiful vacationlands in America. From green-forested mountains to red-rock mesas, from resort lodges to the blue waters of sun-filled lakes, Oklahoma is vacation adventureland!



WORLD'S FAIR For its exhibit at the New York World's Fair, Oklahoma has built a monument—not of stone and steel and glass but of people and land and natural resources. Rather than competing architecturally with other exhibitors, the state has found a new and unique method of displaying its most valuable assets.

The Oklahoma World's Fair Commission has chosen a natural, outdoor setting for the Oklahoma exhibit, graphically emphasizing the water development and industrial potential, the recreational advantages and the warm, natural qualities of the Oklahoma people.

In so doing, the Oklahoma exhibit takes the form of the state itself, reproducing in detail the lakes and waterways, the trees and flowers and the natural beauties of Oklahoma.

A staff of energetic college men from Oklahoma demonstrate to Fair visitors the combination of southern hospitality and western vigor which characterizes citizens of the state. These "Sooner Guides" act as general hosts to visitors from all over the world, answering questions about the state and telling of the qualities which have made it, in the 57 years since statehood, one of the most progressive in America.

Throughout the landscaped Oklahoma site, emphasis is placed on Oklahoma's water development program, with a 100-foot-long topographic map of the state as focal point. Visitors may literally tour Oklahoma by means of perimeter walkways and an elevated ramp.

OKLAHOMA'S HERITAGE is rich and varied, the pages of its past alive with the drama of the frontier. All over the state, historical edifices echo the excitement and interest of a pioneer tradition in a land where history is just beginning.

Way of life in Oklahoma, and Oklahoma full advantage of hundreds of acres and more than 11 months of year every year. No matter where he is, the vacationer can find a course.

MODERN LIVING in Oklahoma can be seen in the Tulsa skyline or witnessed in the articulate conversation of an Oklahoma City housewife. Oklahomans are interested, and they combine hospitality of the South with the vitality of the West.

WESTERN LIFE in Oklahoma can be wrapped up in one word—Rodeo! Every season gives Oklahoma cowboys a chance to practice at this sport, joining top national contenders, many of them Oklahomans, in the finest rodeos in the West!

EDUCATION is available for every boy and girl in Oklahoma. One out of every four persons is enrolled in school, with over 55,000 attending the state's 33 colleges and universities. Education emphasis is apparent, its fruits well reflected.

WATER SPORTS dominate the spring and summer in Oklahoma's 1,000 square miles of blue, blue water. Skiing, boating, sailing, skin diving, fishing and swimming enthusiasts come from far and near to bask in the fresh air and warm sunshine.

AGRICULTURE in Oklahoma is dominated by waving fields of golden wheat, but the rich Oklahoma soil yields many, many products to help feed the world. Agriculture ranks as the second industry and Oklahoma farmers rank with the very best!