

# P.S.

## See? Coronado Made it to Nebraska After All



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Historians long believed that in 1541, Francisco Vázquez de Coronado became the first European explorer to reach the Platte River in Nebraska. By the 1890s, historical and archeological evidence pointed toward central Kansas as Coronado's farthest north, but the story lived on in popular culture. Here, "Coronado" takes a smoke break at Nebraska's Diamond Jubilee in Omaha on November 5, 1929. The celebration marked seventy-five years since the opening of Nebraska Territory to Euroamerican settlement. More than 150,000 people lined the two-mile route of the "Parade of Nations." According to the next day's *Omaha World-Herald*, the turnout was nearly as large as the record crowds for Woodrow Wilson and Charles Lindbergh.

The parade included Indians representing "Nebraska's first families," and floats representing various immigrant groups and historical topics. The parade's larger theme, said the *World-Herald*, was to depict "the perils of the pioneers, the struggles and privations of the early home makers and achievements of the second generation."

More perils, struggles, and privations were soon to come. The same newspaper includes a full-page ad from *The Saturday Evening Post* attempting to calm fears after the recent stock market crash: "Wall Street may sell stocks but Main Street is still buying goods. The ticker may slow down but production is going right ahead." Despite cheerleading from the *Post* and from President Hoover, the nation's economy plunged into the Great Depression.

—David L. Bristow, Editor