

MINUTES OF THE TEXAS CENTENNIAL COMMISSION
IN SESSION AT CORSICANA, TEXAS, JULY 16, 1934

President Cullen F. Thomas called the Commission to order at the Corsicana Country Club at 2 p.m., July 16, 1934. Secretary Mayes reported present Brown, Cline, Farnsworth, Foree, Griffith, Hulen, Martin, Middleton, Neff, Ochs, Sharp, Shary, Snow, Stern, Taylor, Thomas, Wommack, and Mayes, Secretary. Absent: Anderson, Birney, Briggs, Caldwell, Carter, Hawk, Hughes, Jones, Josey, Miller, Pennybacker, Wicks, Sealy, Sevier, and Slater. Hughes, Jones, Pennybacker, and Sevier were reported out of the State.

Walter D. Cline, Chairman of the Executive Committee, announced that the Committee had authorized him to create three sub-committees: Planning, Finance, and Publicity, through which the work of the Executive Committee could best be accomplished. The Planning Committee is composed of Middleton (Chairman), Sharp, Ochs, Hughes, Shary; Finance Committee: Hulen (Chairman), Wommack, Miller; Publicity Committee: Martin (Chairman), Hawk, Josey. Cline stated that these committees have worked hard with limited time and were prepared to make partial and preliminary reports. He asked approval of this order of business and that the President call on the Chairmen for their reports. On motion of Shary, seconded by Taylor, this action of the Executive Committee was approved and the Commission proceeded accordingly.

Hulen stated that the Finance Committee had no other report to make for the present than that submitted to the Executive Committee at San Antonio, June 27, but would at a later date suggest methods for raising the required funds. On request, Secretary Mayes read the report, which was included in the minutes of the Executive Committee meeting at San Antonio, June 27, 1934, and mailed to all members of the Commission.

The report was freely discussed, the speakers making it clear that \$15,000,000.00 is set as the minimum and that a workable plan for securing the amount will be presented to the next Legislature. On motion of Neff, seconded by Middleton, the report of the Finance Committee was unanimously adopted.

On request of Chairman Middleton, Shary read the report of the Planning Committee, as follows, the name of Hughes being added to the report as he had heretofore voted for the basic plans:

We, the undersigned members of your duly appointed Planning Committee, unanimously submit herewith our report as a result of our protracted deliberations, relative to plans for a fitting celebration of one hundred years of Texas history and progress.

Under the direction of our worthy Chairman, John D. Middleton, and the thoughtful guidance of our Commission President, Cullen F. Thomas, the Committee has conducted meetings in San Antonio, Austin, and Corsicana, totaling about six days of hard work.

Our Committee submits to you that every member is truly conscious of the importance of the task assigned; that open hearings have been held to which numerous representative citizens from different sections of the State have been invited to appear; that in this manner, we sought to ascertain, as far as possible, the wishes of the people of Texas as to the character and extent of the celebrations to be held in 1936; that our fellow-Texans responded gladly and have thereby assisted materially in the preparation of the plans here submitted; that in addition our Committee has sought to gain information by calling before it from beyond the borders of Texas, fellow-Americans whose past experience in similar enterprises better qualify them to make practical suggestions for our guidance.

As a result of these hearings, our study and careful deliberation, we respectfully submit our recommendations herewith:

Jno. D. Middleton, Chairman
Estelle B. Sharp
John H. Shary
Herman H. Ochs
J. K. Hughes

First: We recommend that in order to portray properly to the world the incomparable history and unexampled progress of Imperial Texas, our observance thereof should be a Centennial Celebration, international in scope, as big and great and beautiful and inspiring as is humanly possible within the time allotted and with the resources provided.

Second: We recommend, as a fitting contribution to this epochal event, that an authentic and comprehensive history of Texas shall be undertaken without delay under the direction of the department of history of the University of Texas; that in the completion of this patriotic work, a staff be selected of men and women peculiarly equipped by ability and experience to make research and assemble data and facts from the rich material and records now being made available; that unbiased chronicles of the events, forces, and influences, not only military and political, but in every field of human endeavor, be prepared and published for the benefit of his generation and posterity.

Third: We recommend, pursuant to the law recently passed by the Texas Legislature, that our Commission make ready, as rapidly as possible, for the holding of a mammoth Central Exposition, soon to be located as provided by statute, which shall impressively emphasize the material, educational, artistic, cultural and religious development of the people of Texas; that a number of worthy celebrations, local in their nature, shall be held in those communities scattered throughout the State, interwoven intimately with the early romantic history of Texas; that in the holding of the Central Exposition and historical celebrations, all of them be conducted in the spirit of cooperation; and that the monies hereafter made available by the State shall be properly and proportionately allocated by the Commission between the Central Exposition and the historical celebrations.

Fourth: We are of the opinion that our great Central Exposition must be Texanic in its proportions and continental in its ideals; that the occasion, in spite of ancient differences between Texas and Mexico, once divided but now the friendliest of good neighbors, should be utilized to cultivate and continue the spirit of mutual understanding and good-will that shall endure unbroken through all coming generations; and that the Republic of Mexico should be invited on appropriate days and in generous fashion to take part in our Centennial program.

Fifth: We call attention, with pardonable pride, to the sequence of events in Texas history that added so much in expanding territory and incalculable wealth and resources to our common country; to the romantic manifest destiny which speeded the American Flag from the Sabine River to the Pacific Ocean; to the desire and expectation that the United States will recognize the propriety and the duty of taking a worthy part in the celebration of events so meaningful in American civilization; and to the well-founded hope that the United States Congress will make an appropriation not less generous in amount than that to be provided by the Texas Legislature.

Sixth: We recommend that the President of the Commission be requested to take such action as may seem proper and necessary to collaborate with the Congressional Committee, recently created by Congress, headed by Senator Tom Connally, with a view to securing financial aid from the Federal Government in behalf of the Texas Centennial. We further recommend that the President of the Commission be authorized and requested to consider proper steps to be taken in behalf of the Centennial to contact the Governors of the States of our Union, and especial-

ly those States from which the tides of population have flowed into Texas from the days of the Austins; and further especially contact the Governors of those States toward the west of us carved out of the vast territory that came into the Union following the Independence of Texas (in the belief that such States will be happy to find appropriate recognition in our Centennial Exposition); also to contact many foreign governments with a view to cultivating closer relations in trade and culture with Latin America; and especially France, Spain, Mexico, and the States of the Confederacy, thereby emphasizing by the participation of these governments, the romantic history of Texas under six flags.

Seventh: We recommend for the purpose of carrying out the plans of this great epochal project, that a permanent, practical organization be set up, substantially as per chart herewith submitted (chart is blue print showing tentative official departmental organization to be set up as relating to the Commission); that the Texas Centennial Commission shall, at all times, retain and reserve that control and direction contemplated by the terms of the law, as to manner, method, extent and plans of initiating and holding the official observance of the Texas Centennial, including both the Central Exposition and the historic celebrations; that for convenience and efficiency, these powers and duties shall be lodged in an executive committee of not less than five nor more than seven members of the Commission, which executive committee shall always be subject to the will and judgment of the full Commission; that the office is hereby created of Director General, who shall be vested with all the powers and duties of a general executive in carrying out and enforcing the purposes and plans for the Texas Centennial; that the multifarious labors of the organization shall be departmentalized, having suitable and efficient heads known as Directors, all under the supervision and direction of the Director General; that in the set-up of this organization, men and women shall be chosen, free from political bias or interference, and solely on merit, efficiency and suitability to do the work to which they are assigned; that the suggested set-up for organization is flexible and subject to such modifications as the Commission on recommendation of the Director General may hereafter order.

Eighth: We recommend that the Commission shall proceed, as soon as practicable, after the location of the Central Exposition, to select the ablest executive possible to be secured who is best suited in ability, equipment, adaptation, and vision for this high honor and responsibility; that thereafter the Director General, with the consent and approval of the Commission, shall secure the services of an Assistant to the Director General, especially qualified and suited to supervise the holding of the historic celebrations, whose duties it shall be to contact the various communities where military and political history was made, especially in Texas' early days; to undertake cooperation with such communities; to ascertain the wishes of the local people as to the nature, extent, date, and duration of the proposed celebrations; and further to explore the ability and willingness of different localities to render financial aid in conduction of their celebration; to collaborate in the undertaking to make all celebrations, however and wherever held, high class, patriotic, and faithful to the facts of history.

Ninth: We suggest for the consideration of the Historical Department that special attention be given to setting up permanent markers and memorials in those spots and places, associated with the heroic saga of Texas; that especially near the Alamo and Goliad, and on the battlefield of San Jacinto, Texas' most sacred shrines, the most splendid cenotaphs shall be erected, so beautiful and impressive as shall challenge the admiration and awaken the patriotism of all future generations of Texans.

Tenth: We recommend that the Central Exposition shall encompass in its practical development the complete story of Texas' progress from the crude beginnings of our hardy pioneers to the splendor of our present-day civilization; that here be gathered in exhibit, the reproduction and pageant representation of all that is best in Agri-

culture, Livestock, Mineral Resources, Social Science, Fine Arts, Liberal Arts, Education, Culture, and Religion--all this to the end that Texans may know and love Texas better and that both information and inspiration shall greet the unnumbered millions whom we invite within our gates.

Eleventh: We suggest as desirable buildings for the Central Exposition, in which to house the display and representation of Texas' rich and varied resources, some of which improvements may be temporary and some of which should be permanent, the following:

- (1) Administration Building.
- * (2) Agriculture and Horticulture Building.
- * (3) Manufacturing and Industry Building.
- (4) Mineral Resources Building.
- (5) Cotton Exposition Building, including cotton in all its stages of development.
- (6) Transportation Building, from the old covered wagon to the modern airplane.
- (7) Livestock Building, including a hippodrome roofed over to hold rodeos, stock exhibits, with adjacent pens and stalls.
- (8) Game preserve: An open area setting for animals in their native environment, together with an aquarium, to be used as a place for sportsmen's exhibits.
- (9) Science Building.
- (10) Education and Liberal Arts Building.
- (11) Fine Arts Building.
- (12) Temple of Religion, in which shall be portrayed the story of religious development in Texas from the far off days of the mission of the wilderness to our present-day churches.
- (13) A very large coliseum or stadium, to be used for athletic events, pageants, contests, and celebrations.
- (14) A commodious auditorium, in which to hold concerts, musicales, etc.
- (15) Model farms: model truck farm; model fowl or chicken farm; model fruit farm.

Twelfth: We recommend as preliminary to the opening of the Centennial celebration in 1936, to be inaugurated as soon as possible, systematic and consecutive programs in schools and communities under the leadership of the State Department of Education, State Teachers' Association, Parent-Teachers' Association, and the educational department of the Texas Federation of Women's Clubs, and through its educational department the Daughters of the Republic.

Thirteenth: We recommend that steps be taken by the Commission without delay to make contacts with and extend invitations to all national conventions of every kind and character to hold their annual meetings in Texas during the Centennial period of 1936.

Fourteenth: We recommend that ample provision be made for recognition of extraordinary Texas talent in the domains of music, art, drama, and poetry. To this end we further recommend the selection of appropriate committees, qualified by training and experience to develop plans, contests, and awards for encouragement of the cultural side of our civilization.

*permanent.

PROPOSAL FORM NO. I

PROGRAM OF REQUIREMENTS FOR THE COMPETITION FOR THE
CENTRAL EXPOSITION OF THE TEXAS CENTENNIAL

1. The city or community desiring to obtain the central exposition shall base its offer on the following information and shall submit such data and information as requested herein in detail. The proposal shall be signed by the Mayor of the city or community.
2. Competing cities shall provide approximately 200 acres of land which will lend itself to development purposes contemplating walks, boulevards, drives, lakes, lagoons, cascades, fountains, parks, etc., with adequate adjacent ample automobile parking facilities beyond the limits of the exposition grounds, adequate transportation facilities from the city to the exposition grounds, with railroad spurs, good traffic circulation, at a convenient distance from the center of the city. Entrance approaches shall be adequate, attractive, impressive, and commanding. Drawings shall supplement this proposal, showing the location of the site with reference to the city plan.
3. The competing city shall provide without cost up to the site of the exposition grounds the following facilities: electricity, gas, water, fire protection, sewerage, and drainage.
4. Notice is given that the present law provides that 10% of the gross income from the exposition shall be reserved until the State of Texas is reimbursed for the money so appropriated, and it is hereby recommended that the net proceeds, if any, earned from the administration of the Centennial shall be allocated between the city, the State, and subscribers (whether individuals, corporations, or institutions) proportionately according to money furnished or appropriated by them respectively.
5. Each city shall state the maximum of its offer in properties and money exclusive of lands offered for Centennial site. If properties are offered, then there shall be an itemized inventory of the value thereof by sworn appraisers. All properties offered shall be, in the judgment of the Texas Centennial Commission, either now adapted or hereafter to be made adaptable to the purposes and uses of the Texas Centennial. The Mayor of the city, the city council, the chamber of commerce, the clearing house, bank presidents, prominent citizens, and presidents of luncheon clubs shall pledge themselves to use their utmost influence to carry out in good faith the offer made.
6. Upon awarding of the location, the successful exposition city shall take the necessary steps within 60 days to make certain to the Centennial Commission the carrying out of the offer made, and then shall deposit on demand such monies as may be needed from time to time with the Treasurer of the Texas Centennial Commission. The funds raised by the successful city shall be used exclusively for the development of the central exposition.
7. The Texas Centennial Commission reserves the right to accept or reject any or all proposals.
8. The proposals for the central exposition shall be submitted in sealed envelopes to the President of the Texas Centennial Commission at its headquarters in Austin on or before 12 o'clock noon, September 1, 1934. Any questions or communications shall be addressed to the President of the Texas Centennial Commission at the same address.

PROPOSAL FORM NO. II

PROGRAM OF REQUIREMENTS FOR CITIES WISHING TO TAKE PART
IN THE HISTORIC CELEBRATION OF THE TEXAS CENTENNIAL

1. Any city wishing to take part in the historic celebration of the Texas Centennial shall submit application in writing and give the following data as requested. This information shall be based on the fact that each community taking part in such a celebration shall provide suitable site for the holding of the celebration.

(a) Dates of celebration.

(b) Location of celebration or pageant.

(c) Submit a brief of the theme of the celebration or pageant.

(d) How many people are needed? Are they available in the community?

(e) State what properties will be required for staging.

(f) State the approximate cost involved for the properties, costumes, music, seating, lighting, etc.

(g) How much money will be locally subscribed?

2. The Texas Centennial Commission reserves the right to accept or reject any request for the staging of a celebration or pageant.

3. Applications for a historic celebration or pageant shall be submitted to the President of the Texas Centennial Commission at its headquarters in Austin on or before 12 o'clock noon, November 1, 1934. Any questions or communications shall be addressed to the President of the Texas Centennial Commission at the same address.

George L. Dahl, architect, was called in to explain the organization chart, which is a tentative plan of organization under a Director General responsible to the Commission and the state.

Some discussion ensued as to the allocation of funds to the main exposition and to the various localities at which historic celebrations are to be held, and it was agreed that the allocation and prororation of funds must in all cases be at the discretion and in the good judgment of the Commission. It was made clear that the Commission desired that Texas should not only have a creditable central celebration but that minor historic celebrations should be encouraged and supported in whatever ways the Commission may deem best.

After lengthy discussion in the way of explanation and approval, Cline moved that the report be adopted and spread on the minutes subject to such changes as the Commission may hereafter wish to make, and that the Committee be sincerely thanked. This motion was seconded by Taylor and unanimously adopted.

Secretary Mayes was instructed to send copies of the report of the Planning Committee, including Proposal Form No. 1, to the Mayors of Dallas, Fort Worth, Houston, San Antonio, and such other cities as may express a desire to submit proposals for the main celebration. On the suggestion of Middleton, the publicity office was instructed to give State-wide publicity to the Planning Committee's report and especially to the Proposal Forms to be submitted to cities competing for the main celebration and to other places desiring historic celebrations.

Martin, Chairman of the Publicity Committee, made an extensive verbal report, stating that he had gathered a capable staff and that the work of the Committee was well under way. He reported fine cooperation from State officials on contracts for supplies and printing and also on the cashing of State warrants. He submitted drawings of posters and copies of the TEXAS CENTENNIAL NEWS. He stated that no funds are being spent for advertising space and that all recognized mediums are being used, including newspapers, periodicals, radio, screen, billboards, and personal contact, and added that all contracts were being let under competitive bidding. He was asked to submit manuscript for the proposed brochure to a committee named by President Thomas, composed of Neff, Farnsworth, and Griffith, for their approval. On motion of Cline, seconded by Shary, the Publicity Committee's verbal report was adopted.

Secretary Mayes stated that he had submitted the report of the Publicity Committee made to the Executive Committee at San Antonio to a vote of the members of the Commission by mail as instructed by the Executive Committee and that a majority of the Commission had voted favorably, putting the Publicity Committee's work into effect at any time after July 5.

President Thomas stated that it would not be necessary to have the entire Commission meet September 1 for the opening of proposals for the main celebration, and on motion of Middleton--seconded by Shary--Thomas, Cline, Middleton, and Mayes were appointed to open these proposals in Austin at 12 o'clock noon, September 1, in the presence of representatives of the competing cities.

President Thomas announced that he would be out of Texas until early in September and that he would authorize Gus F. Taylor to approve vouchers for him until further notice.

Womack moved that the Commission extend thanks to the members of the Chamber of Commerce, civic clubs, and other citizens of Corsicana for the cordial hospitality shown the Commission. This motion was seconded by Shary and unanimously adopted.

President Thomas instructed Secretary Mayes to insert the following reports in the minutes:

"Complying with your instructions to ascertain and report when any unused portion of the appropriation made by the Second Called Session of the Texas Legislature for the use of the Texas Centennial Commission will lapse, I am informed by the Comptroller's Department that

in the absence of any specific limitations as to time, warrants can be issued against the State Treasury against any unused part of the \$100,000.00 appropriation up to a date within two years after the appropriation became available."

"As per instructions of your Committee in session at Dallas, June 13, I have seen the Secretary of State in regard to having the commissions issued to the members of the Texas Centennial Commission signed by the Governor and also as to having commissions issued to members of the Advisory Board.

"The Secretary of State stated that in issuing the commissions he had followed the wording of the Centennial Bill, but that such members as might desire it could return their commissions to his office and he would either request the Governor to sign them or would have new commissions issued carrying the Governor's signature.

"He further stated that the fact that the Centennial Bill provides that commissions be issued to members of the Centennial Commission and does not provide for commissions for members of the Advisory Board creates the inference that the law does not contemplate that they shall be issued to members of the Board.

"He also stated that he could not issue commissions to Advisory Board members without first receiving \$1.00 for each commission, that it would be expensive to send letters to the Advisory Board members, and that he hesitates to do so because he doubts whether enough commissions would be paid for to justify the expense and also because he fears that members of the Board might feel that his office was trying to collect fees for a service not specified in the law creating the Advisory Board."

The Commission adjourned at 4:50 p.m. subject to call.

LUNCHEON NOTES

The Corsicana Chamber of Commerce and three civic clubs gave a luncheon in honor of the Centennial Commission at the Country Club at noon, at which Cowry Martin presided. He introduced Hon. Luther A. Johnson, who welcomed the Commission to Corsicana where the idea of the Centennial was first promulgated in November, 1923.

C. C. Roberts, President of Chamber of Commerce, J. N. Gaherty, President of Rotary, Boyce Martin, Vice-President of Lions, F. C. Paul, President of Citizens Club, J. W. Edens, Mayor of Corsicana, and Beauford Jester, Chairman of Board of Regents, University of Texas, were introduced. The members and officers of the Commission and the publicity staff also were introduced.

Brief talks were made by Cline, Neff, and Thomas on behalf of the Commission, in which Corsicana was praised for its progressiveness and hospitality, and assurance was given that Texas would hold a celebration in 1936 in which all the State would be glad to participate and of which every Texan would be proud.