



Texas Centennial Commission

Publicity Committee
Corsicana, Texas

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LOWRY MARTIN, CORSICANA
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Morris Stern, San Antonio
Gus F. Taylor, Tyler
Cullen F. Thomas, Dallas
Mrs. Fannie Campbell Wommack, Palestine
Gov. Miriam A. Ferguson, Austin
(ex-officio)
Lieut. Gov. Edgar E. Witt, Waco
(ex-officio)
Hon. Coke Stevenson, Junction
(ex-officio)

TO ALL MEMBERS OF THE ADVISORY BOARD TEXAS CENTENNIAL COMMISSION:

From all over Texas we have been receiving assurances of cooperation in our publicity plans.

The patriotism and loyalty of Texans everywhere is unquestioned.

Now then, in order to unify the endeavor in every county of the State, we are asking you, as a member of the Advisory Board in your county to get together with the other members of your County Board and organize yourselves into an association for the promotion of Centennial publicity in your county, having in mind the utilization of all of the mediums outlined in our publicity plan.

In this connection we shall soon have ready for distribution hotel lobby display cards, street car cards, store window display signs, windshield stickers and stamps, bearing the official slogan of the Texas Centennial Commission. "Think-talk-write Texas Centennial in 1936. It is your State. It is your celebration".

We, therefore, shall appreciate immediate advice as to who the chairman of your Advisory Board is so that this material may be mailed to that person for proper distribution as well as other publicity data which from time to time will originate out of this office.

A second matter and one of vital importance is this: There seems to be a general misapprehension as to the how and why of the location of the central city for the Centennial celebration.

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JUL 26 1934



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The Commission, nor any committee thereof had any thing whatsoever to do with the manner in which the major city is to be selected.

On the other hand, the statue creating the Texas Centennial Commission designated specifically that the major celebration should be held in the city offering the greatest financial inducement.

Whether or not this was a wise provision is a moot question and one in which we are not in the least interested. On the other hand it is a provision written into our State laws and therefore must be abided by.

However, the historical significance of this celebration and the tribute to be paid our forefathers is and will continue to be the motivating idea behind any and all Centennial celebrations.

Quite true, from an economic stand point this celebration can and will advance the economic interests of Texas by at least fifty years if properly projected. But after all is said and done this is a celebration of the achievements of the past and the heroes who lived, fought and died that we might have the things which we enjoy today and the privileges which are ours for tomorrow.

We are desirous that this thought be spread far and wide to every citizen of your community so that there shall be no misapprehension as concerns the holding of this great birthday party in 1936.

Bespeaking your patriotic cooperation in the dissemination of this idea and in the organization of your county into a real working unit, we are

Cordially yours,

PUBLICITY COMMITTEE

Lowry Martin
Lowry Martin, Chairman

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