

Erle Racey

ADVERTISING GEARED TO SALES



THOMAS BLDG
DALLAS

September 18, 1934

*Samuel Locke et al
as letter*

Hon. Amon G. Carter,

Fort Worth, Texas.

Dear Mr. Carter,

May I offer my sincere congratulations to you and others of the Texas Centennial Commission for the progress which the Texas Centennial Movement has made to date.

With the designation of a central celebration point now definitely made, and with the projected designation of subsidiary celebrations at historic points of the State, the magnificent dream of Texans is rapidly approaching realization.

In reading of the progress which has been made and the events leading up to the designation of a central celebration point, I cannot help but feel a certain amount of personal pride in these definite steps assuring a Texas Centennial in 1936.

I simply wish to set out here a brief summary of the work which I have been privileged to do in connection with the movement, thinking perhaps, that you might not be completely familiar with it.

As Governor of the Texas Advertising Clubs in 1932, upon the invitation of the President of the Texas Press Association, Mr. Lowry Martin, I offered the aid of organized advertising in Texas in the all important matter of selling the people of Texas upon the idea of passing the constitutional amendment, making a Centennial of great proportions possible in 1936. In

co-operation with the Texas Press Association and the Texas Out-Door Poster Association and many other advertising media and material men a campaign was put over , under my direction, which, if paid for at regular advertising rates, would have cost in the neighborhood of \$250,000.00. This included eight large pieces of newspaper copy run by more than 100 daily newspapers and more than 100 weekly newspapers in the State of Texas, and a striking out-door poster board which was posted free of charge by the out-door poster plant owners all over the State. Not only was this advertising material prepared and published gratis, but an active speaking campaign was conducted under my governorship of the advertising clubs toward the passage of the Centennial Amendment.

We believe that this campaign and the resulting successful passage of the Amendment should prove to the Centennial Commission the value of display advertising in making the Centennial a success.

When Mr. Lowry Martin organized his publicity committee functioning throughout the month of July and August 1934, he appointed me Advertising Director to prepare the advertising materials used in this campaign. Under my direction, therefore, the Centennial brochure, "Commemorating A Hundred Years of Texas History," was designed and produced; several newspaper ads produced, a striking three-color out-door poster board was designed and is now being exhibited to Texans all over the State -- without one penny's cost for space to the Commission. Other advertising materials, such as display cards, sticker stamps, et cetera were produced with as noticeable success from every standpoint.

All this work was done without pay or thought of remuneration, except the work done at Corsicana which was on a small salary. I am very happy and grateful for the opportunity to have been of some little service in this great movement which is destined to mean so much to our State.

Now, however, that the second phase of the Centennial project is be-

ing entered, I feel sure that the Centennial Commission will wish to designate an advertising agency to serve the advertising needs of the movement. Undoubtedly, there will be a great field to be covered by news publicity, but there is also an imperative need for advertising service to guarantee the success of the Centennial.

In this connection I should like to offer the services of the
ERLE RACEY ADVERTISING AGENCY.

We have had a wide experience in all branches of advertising; namely the preparation of newspaper, magazine, radio, out-door, direct mail and motion picture advertising. I am thoroughly acquainted with the Centennial movement due to my long study of it and I have made more contact with the newspapers, out-door plants and radio stations of the State than any other advertising agency due to this past activity.

I feel sure that the Texas Press Association, The Texas & New Mexico Outdoor Association, the Radio Stations and others would be happy to see me granted the privilege of serving the Centennial Commission as its Advertising Agency --- knowing of my long period of unselfish service to the Movement.

I would deeply appreciate it if you would give me an opportunity to further state our capabilities and I do honestly feel that I have earned the right to serve the Texas Centennial Commission in the capacity of their advertising counsel.

With kindest personal regards, I am

Cordially yours,

ERLE RACEY ADVERTISING AGENCY,

Erle Racey
President.

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