

Erle Racey

ADVERTISING GEARED TO SALES



THOMAS BLDG
DALLAS

September 18, 1934

same as Locke et al 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