

## THE CENTENNIAL SLOGAN

"Think - Talk - Write Texas Centennial in 1936. It's Your State. It's Your Celebration."

Mats carrying the above slogan may be had from the Publicity Committee on request



# TEXAS CENTENNIAL NEWS



The Official Publication of the Publicity Committee of the Texas Centennial Commission

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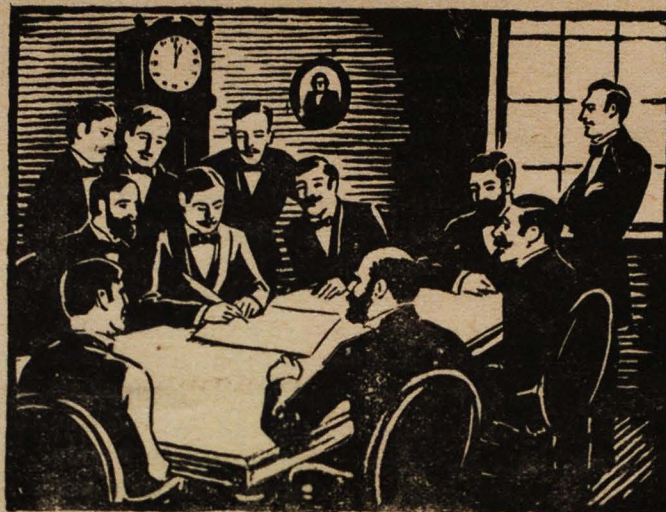
## Texas Is About to Have a Birthday

Texas is going to have a birthday soon. This is not news. We have discovered that most of the folks already know it.

Texas Centennial News has gone to its reading public twice. In both issues it carried appeals for co-operation from those to whom it was addressed. The response has us floored. But we went down shouting. It demonstrated that the newspaper editors of Texas are Centennial-minded. It established the fact the Chambers of Commerce are "on their toes" yelling Centennial from the house-tops. Members of the Advisory Board in all sections are working like trojans.

Literally more than a thousand letters have poured into the offices of the publicity committee. They have contained suggestions that we prize, and that will be acted upon as fast as we can get to them. They contained pledges of co-operation. Offers to work in any capacity in putting over the Centennial plan ran into the many hundreds.

And the happy thing about it is there is a job for everybody in this intensive Centennial drive. We are going to have you assigned to one very shortly now. Until you hear from us personally this is acknowledgement of your letter. It is assurance that your services are going to be utilized. And don't stop writing us. Give us your suggestions. Offer us your constructive criticism. But above all things continue to talk, write and think Texas Centennial for 1936. There aren't many dissenters now. Let's have none



The Texas Declaration of Independence was adopted and signed at Washington-on-the-Brazos on March 2, 1836. It was drafted by a committee composed of George C. Childress, chairman; James Gaines, Bailey Hardeman, Edward Conrad, and Collin McKinney.

by September 1, when the central exhibition city will be chosen.

In the accompanying picture you have the artist's conception of what happened at old Washington-on-the-Brazos on that historic March 2, 1836. There a new civilization was born. There a Republic was established. Can't you visualize the sober thought of these pioneer Texans as they took that momentous step? Don't you imagine they fully realized the price that must be paid in blood and suffering before that liberty was obtained? Then having visualized these things

could you possibly imagine a Texan 98 years later, enjoying all the benefits of the civilization they founded, refusing to lend his active aid to a great Centennial honoring their memory?

Frankly, you can't visualize such a Texan, and the truth is that such a Texan is becoming increasingly hard to find.

We're going to invite the whole Nation to this birthday party scheduled for 1936. We're going even farther than that. We're going to invite the folks of those Nations under whose flag Texas has been, along with our own Uncle Sam to come down and help us celebrate. They'll all be there. Responses and information already indicate that.

That action down at old Washington comprised one of the most glorious pages in all history. It marked the beginning of the expansion of the United States to the Pacific. It's as much a part of American tradition as Lexington and Concord.

That's why Uncle Sam has named a committee from the Congress to come down this autumn and determine the degree and sort of participation he will have in our Centennial.

This suggestion. You are doing well. Continue the good work. The Corsicana meeting of the Commission, details of which are carried elsewhere, shows you the deadly earnestness with which this matter is proceeding. Every Texan must have his part.

Think-Write-Talk Centennial in 1936.

### Dallas News Favors Big Centennial Plan

The Dallas News, in an editorial Wednesday, July 18, endorses the work of the Texas Centennial Commission in envisioning for Texas an exhibition of a magnitude properly to portray the past of Texas and mirror the future.

Extracts from the editorial in the News follow:

"The Centennial Commission has not failed Texas dignity in setting the specifications for the celebration. In insisting on a cen-

tral exposition international in scope based on Federal and State aid, on at least a 200-acre location and a minimum expenditure of \$15,000,000, it has provided as far as its authority extends for suitable recognition of a hundred years of Texas accomplishment. Most Texans, The News believes, hold the opinion that it is better there should be no celebration at all than one on the proportions of a local fair."

The News then discusses the part the major cities of the State must play in the matter of competing for the central exposition, with suggestions as to what its home city may do.

### PLEDGE

"I will think, talk, write Texas Centennial in 1936. This is to be my celebration. In its achievements I may give free play to my patriotic love for Texas' historic past; my confidence in its glories that are to be."

## Full Text of Plan Commission's Report

The Planning Committee for the Texas Centennial at the Corsicana meeting Monday submitted to the Commission its first draft of plans for the big exhibition of 1936. The report was unanimously adopted. It appears below verbatim, for the information of all Texans interested in plans properly to commemorate the glories of their past and press on toward the glories of the future. The committee is John D. Middleton, Greenville, chairman; Mrs. W. B. Sharp, Houston; John H. Shary, Mission; H. H. Ochs, San Antonio; J. K. Hughes, Mexia.

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 this 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, that 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 terri-

tory 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 U. S. 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 U. S. 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 especially 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; 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, those 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 departmentized, 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, but 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 co-operation 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 conducting of their celebrations; 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 agriculture, live stock, 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 un-numbered 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 hippo-

## Requirements For Competing Cities

The Planning Committee for the Texas Centennial Commission at the Corsicana meeting on Monday, July 16, submitted a detailed plan of requirements from that city which in competitive bidding will be designated as the site of the great Texas Centennial of 1936. For the information of citizens of the interested communities, Centennial News is reproducing below the plan as submitted verbatim:

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

drome 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) Educational 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 committees under the leadership

subscribers (whether individual, 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 order 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 and all proposals.

8. The proposals for the central exhibition 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.

(It is recommended that the Executive Committee and the Planning Committee meet in Austin on September 1, 1934, to receive

these bids and to open the bids in public. Final decision can only be made after the two committees have made analysis of the proposals.)

Below is the action of the committee with reference to requirements from those towns or sections desiring to stage historic celebrations during Centennial year, and apart from the central exposition city:

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.

## Houston Drive For Celebration Started

Following a luncheon of more than three hundred representative citizens at the Rice Hotel Wednesday of last week, Houston began its definite campaign to secure the central exhibition for the Texas Centennial of 1936.

The personnel of a permanent Houston Centennial committee was announced. Clarence R. Wharton, lawyer and historian, is chairman. Members are Col. Ike Ashburn, J. M. Lykes, Herbert Godwin, E. L. Crain, Tom Flaxman, Tobias Sakowitz, Henry Winkler, Mrs. I. B. McFarland, Major John C. Townes, Milby Dow, A. D. Simpson, Thomas Kehoe, Joseph S. Smith.

Members of the committee were introduced at the mass meeting Wednesday and Mr. Wharton delivered the principal address.

The meeting marked the official beginning of Houston's campaign to secure the central exhibition. Plans of the other larger cities along the same line are expected shortly.

of the State Department of Education, State Teachers Association, Parent-Teachers Association, and the educational department of the Texas Federation of Women's Clubs, 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 domain of music, art, drama and poetry. To this end we further recommend the election of appropriate committees, qualified by training and experience to develop plans, contests and awards for the encouragement of the cultural side of our civilization.

One of the great contributions Texas can make to the general recovery program is the Centennial in 1936. It will attract new money, new citizens. It will give the State the greatest advertising boost in all its history. Think-Write-Talk Centennial in 1936.

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The Official Publication of the Publicity Committee of the Texas Centennial Commission

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## Texas Is Mobilizing Behind Centennial

If there was ever a question in the mind of any Texan as to whether or not a giant exhibition would be held in 1936, that doubt has been dispelled.

This is the opinion of Will H. Mayes, Austin, executive secretary of the Texas Centennial

Commission, in Corsicana the first of the week attending a meeting of the Commissioners.

"Prior to the organization meeting of the Commission in Austin on June 6 my mail indicated that a considerable portion of the public had grave doubt as to whether or not the State would be able to stage the exhibition. Following that meeting there has been a radical change in the viewpoint. Now all the mail is optimistic. All are making suggestions. Those towns having historical shrines near them are indicating active preparation to participate."

Mr. Mayes for more than a quarter of a century was himself an active newspaper editor and publisher, and a former president of the Texas Press Association. His ability to gauge public sentiment is recognized in all sections.

"There was a gradual change in the public viewpoint," Mr. Mayes said, "from the day the legislature made its appropriation for the preliminary work of the Commission. The people then began to realize that the Centennial idea was not ballyhoo, but the presentation of a great plan which had gotten so far along as to command legislative approval."

"Now with the Commission having announced a definite working plan for those cities desiring to secure the central exhibition, with it having been made plain that those locations having historic shrines are expected to do to have their share in the Centennial, everybody has a job, a definite goal, and can go to work."

"In no movement have I ever witnessed this early as much favorable sentiment as has been crystallized in the last few weeks. Everybody wants to help. Everybody wants a part. It will be the job, as I understand it, of the publicity committee to give these folks a job. The service of every loyal Texan is needed. The personal interest of all is wanted because this exhibition must be all-Texan and for all its citizens."

"It now is generally recognized that the Centennial will benefit all Texas. There isn't a hamlet but that will benefit. We want the people to understand this, but at the same time to know that the historical, the cultural, the artistic and the religious life of Texas through the last stirring century will be paramount."

Mr. Mayes in connection with the historical side of the exhibition pointed out that the plan committee in its Corsicana report provided that an authentic and comprehensive history of Texas be written and that it "assemble data for an unbiased chronicle of the events, forces and influences, not only military and political, but in every field of human endeavor."

It provided for a number of worthy celebrations during Centennial year in those places famous in Texas history by reason of military, political or cultural events. It also provided that the main exhibition be all-Texas in its proportions; that the participation of all those Nations under whom Texas has lived be asked to participate. Thus it is expected that the glorious history of the State will be paramount at all times in every phase of the great exhibition, plans for which now are actively under way in all sections.

## Connally Feels Confident of Federal Aid

United States Senator Tom Connally is confident the Federal government will cooperate in a big way in promoting the interests of the Texas Centennial. He is chairman of a joint congressional committee which during the autumn will make a survey of the State to determine what cooperation shall be given. Discussing this matter Senator Connally said:

"In the closing days of congress there was adopted a joint resolution authorizing a committee to come to Texas and collaborate with your own Centennial Commission created by legislative enactment to plan and direct a great celebration of the one hundredth anniversary of Texas' birth as a free and independent republic. I hope and I am confident that that congressional committee of which I am the chairman will report back to congress after its visit here this fall, recommending that the Federal Government participate liberally in that centennial. Texas' part in the history of the United States is so unique that all of the states should be reminded of its heroic achievements and Texas should hold such a centennial celebration if for no other reason to remind our children of their glorious heritage from the great brave-hearted men and women who fashioned here a free and independent Republic."

## Teachers College Will Stage Huge Pageant

A splendid piece of constructive work in spreading the Centennial gospel is being accomplished under the direction of President McConnell at North Texas State Teachers College at Denton.

An elaborate pageant, boosting the Centennial, and portraying the history of Texas, is to be presented at the school in August.

Three thousand teachers, from widely separated parts of Texas, will witness the pageant, in addition to 600 attending the summer sessions at the College of Industrial Arts.

It is hoped the splendid example of President McConnell will be followed in the other schools having summer sessions. It also is a good suggestion for the women's clubs and various civic organizations over the State.

A pageant during August in every Texas community would do much to forward plans for the Texas Centennial.

## Thomas on Vacation, Martin Acting Chief

Hon. Cullen F. Thomas, Dallas, President of the Texas Centennial Commission, has left the State on an extended vacation trip, taking him to Chautauqua, N. Y., and other points. He will be absent through the month of September.

In his absence Lowry Martin of Corsicana, vice-president, automatically becomes President of the Texas Centennial Commission. He will act in an executive capacity in all matters concerning the Commission until Mr. Thomas returns to the State.

## Business Men Told Centennial Benefit

Much has been said of the necessity for holding a giant Texas Centennial in 1936. This argument, in the main, has centered about the fact that Texas, with its romantic history, and its long line of achievement, should hold a great exposition setting forth the stirring events of the past for the inspiration of this and future generations.

That idea continues to be the central one in all Centennial plans. However the business man is entitled to know what, if any, material benefits may accrue to him as a result of the exposition. For after all is said and done the merchants, the manufacturers, the bankers and those engaged in the various ramifications of commerce must meet the bills, contribute mainly to the support of government and take the losses in the way of increased taxation when any occur.

One great central idea surrounds the deliberations of the finance committee of the Texas Centennial Commission. In the first place it might be said the membership of the Texas Centennial Commission is a roster of substantial Texas citizens, engaged in various lines of business and professional activities, some of the members being among the very large taxpayers of the State. The chairman of the finance committee is Brigadier General John A. Hulen of Fort Worth. For more than thirty years General Hulen has been actively, and in an executive capacity, connected with business enterprise which are among the largest contributors to the maintenance of government in the way of taxes. General Hulen has been for all these years engaged in the railroad business.

His committee has not as yet announced its definite plan of financing. It merely has announced that \$15,000,000 is the minimum goal in presenting to Texas and the world a Centennial celebration in keeping with its past achievements and its ambitions for the future. General Hulen's committee has announced that its plans do not include a penny in increased taxation upon the people of Texas. This means indirect as well as direct taxes. There are other ways in which the exposition may and will be made self-sustaining.

When the business man learns that he is not confronted with more taxes to stage the exhibition, he then wants to know what the material benefits to himself and his State are likely to be.

Let it be borne in mind that the legislative plan for the exposition envisions one which will take the visitor to almost every section of the State while he is our guest. Regardless of the city in which the central exposition is held it will not be the only attraction. It is true that in it will be concentrated the great buildings in which will be housed those displays of the material, cultural, artistic, religious and educational wealth of the State. There also will be consolidated historical displays and there will be rendered great programs and pageants. In the central city will be staged an exposition of the first magnitude, far away and beyond the county fair or the State fair idea. It will be national and

## Reproduce Stories in Centennial News

The Centennial News is your newspaper. Use it. Take the material, rehash it, Mr. Editor, or print it as it is. At any rate get all of it you possibly can to your readers.

Speakers use this material in your talks. Don't forget to incorporate some of it in your letters.

If you don't see what you want in these columns ask for it. We'll supply it by return mail.

The main point is—let's go. Get the old scissors out. Cut Centennial News to pieces and get it to the people.

There'll be a fresh one along every week.

international in its extent, and it will attract visitors from every state in the Union and from abroad.

But the Centennial Commission realizes that the Alamo, Goliad, San Jacinto, Nacogdoches, San Augustine and the scores of other historical shrines of Texas, cannot be moved from their native setting and shown in the central exposition city. Therefore the plan is laid for secondary expositions, at appropriate times and of the proper character, at the various places of interest.

It goes without saying that visitors in overwhelming number, will not be content with their visit to Texas until all these places are visited.

The net result is that the increased trade incident to Centennial year will be broadly distributed and will reach almost every village and hamlet. As an incentive to this very thing the Highway Department will place appropriate markers over the State making it easy for the visitor to reach the point he seeks, and making it impossible for him to overlook a point which he should visit.

Twenty millions of people at a minimum doubtless will visit Texas during Centennial year. This exclusive of the intrastate movement of a large portion of Texas citizenship.

In Chicago in one season 20,000,000 visitors expended an estimated \$640,000,000. In Chicago attractions were necessarily congested in a small area. In Texas they will be far-flung. More cash and more time must be expended in seeing Texas and its Centennial.

Again there will be thousands who visit Texas in the hope of finding here a new home, a site for a new manufacturing plant, a new business.

Probably 250,000 new and permanent residents will be added by the Exposition. Through all the years they will be substantial contributors to the general welfare of Texas.

Business men of Texas are asked to Think-Talk-Write Centennial in 1936. It's Your State. It's Your Celebration.

Call it to the attention of your employees. Every citizen from the greatest to the humblest is to benefit from the great Texas Centennial.

## Luncheon Honoring Visitors Enthusiastic

In Corsicana, where ten years ago the idea of a Texas Centennial was born, citizens gathered at noon Monday, July 16, to honor visiting members of the Texas Centennial Commission with a luncheon at the Corsicana Country Club.

The luncheon program established the fact that Corsicana citizens were unanimously behind the Centennial movement, and that they had continued to work through the intervening years toward the consummation of the idea, born at a convention of the Tenth District Advertising Clubs in Corsicana in 1924.

The luncheon program was opened by the singing of a verse from "The Eyes of Texas Are Upon You." This was led by Buford H. Jester of Corsicana, chairman of the board of regents of the University of Texas.

Lowry Martin, vice president of the Commission, presided, in the dual capacity of a member of the commission, and as representing the citizenship of Corsicana, his home city.

The address of welcome to Centennial visitors was delivered by Luther A. Johnson, member of Congress from the Corsicana district. Mr. Johnson strongly endorsed the Centennial movement. He told of the plan of the Federal Government to co-operate through the naming of a committee to make a survey of the situation this fall. He expressed confidence that the report would be favorable and that the government could be depended upon for full co-operation.

He asserted the Centennial will serve two purposes: honor the memory of its founders and promote the future material prosperity of Texas.

Chairman Martin introduced the presidents of the Corsicana luncheon clubs, the chamber of commerce president, and Mayor J. W. Edens of Corsicana. The entertainment was under the joint auspices of these organizations, along with other representative citizens. Several hundred persons were present.

Members of the commission also were introduced by Mr. Martin, as later were members of the publicity staff.

Walter D. Cline, Wichita Falls, chairman of the executive committee, asserted the Centennial idea was born in the minds and hearts of the people of Texas. He pledged that all members of the Commission would work without stint until the idea is consummated.

Pat M. Neff, commission member and former Governor, now president of Baylor University, asserted that when President Roosevelt went on his vacation he took a history of Texas along and announced his intention of becoming more familiar with the State. He asserted that every Texan should read, study, feel and live Centennial so that every member of the incoming legislature will be imbued with the desire to make the Centennial the greatest and largest in all American history.

Cullen F. Thomas, Dallas, president, reviewed the primary aims and purposes of the Centennial. He said in the next year all Texans were going to school to learn more about their State. Tribute was paid by Mr.

### Mexia Holds Giant Centennial Rally

At Mexia on last Friday night a monster rally was held to cultivate public sentiment for the Texas Centennial of 1936. It marked the official beginning of an advertising plan which is expected to spread to all sections of the State immediately.

J. K. Hughes, independent oil operator and member of the Centennial Commission, was master of ceremonies at the rally ably assisted by B. H. Broyles, editor Mexia Daily News. L. S. Patterson, prominent Mexia citizen, had a large part in making the plans and was the principal speaker.

Streets were blocked in the central business district and a platform was erected. George Royster's famous 60-piece band was on hand to dispense music. Boy Scout pep squads, the National Guard and other groups in uniform took part. Carnival lighting was arranged by City Manager H. F. Mace of Mexia.

Representatives of the chamber of commerce, service clubs, women's organizations, religious and patriotic groups were recognized on the program. The background portrayed the 100 years of glorious Texas history which is to be honored by the Centennial.

The purpose of the meeting, like scores of others that are to be held over Texas, was to awaken increased interest in the Centennial movement. Groesbeck, Corsicana and a large number of other nearby towns and cities were represented.

Lowry Martin, Corsicana, chairman of the Centennial publicity committee, and his entire staff attended the demonstration.

Old Fort Parker between Mexia and Groesbeck is to be reconstructed for the Centennial year. Plans for the reconstruction are under way headed by prominent Groesbeck citizens with Mexia co-operating.

### Radio Programs Are Given to Centennial

Radio Station WFAA, Dallas, and Wm. Cameron Lumber Company scored first in giving radio time to the Texas Centennial campaign.

On Saturday evening, July 14, Harry Benge Crozier, publicity associate of the Centennial Committee, spoke for 15 minutes over WFAA. His message was heard by many thousands of Texans.

Then Monday, July 16, for five minutes beginning at 12:25 P.M. the Cameron program was lent the Centennial movement.

Doubtless many others will be announced in our next issue.

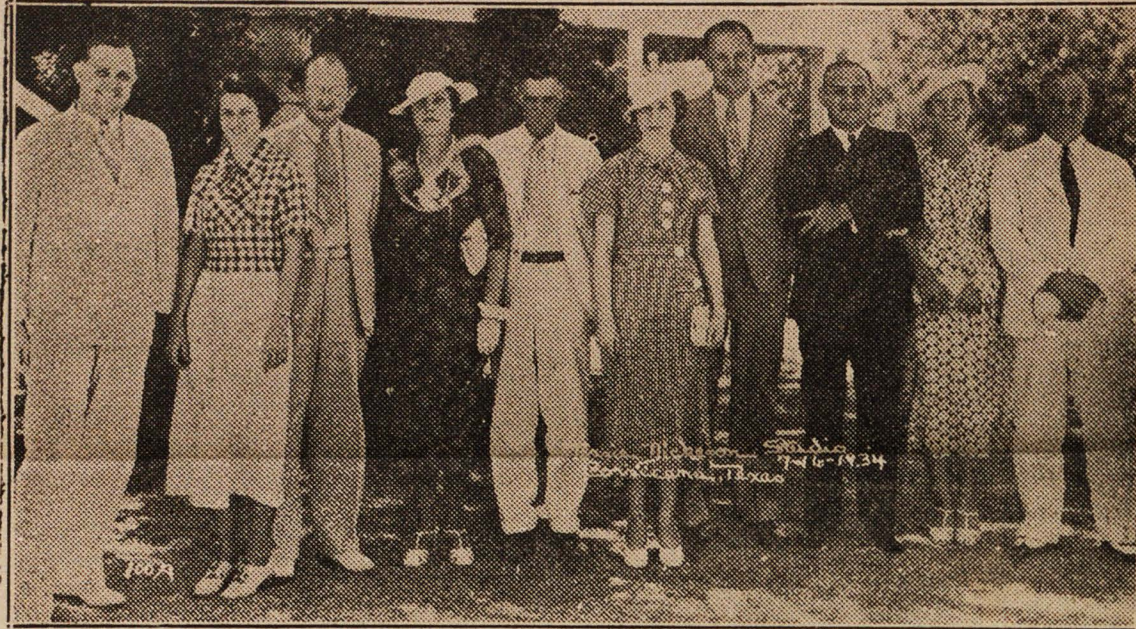
Mr. Crozier will be a regular Saturday evening feature over WFAA beginning at 6:45 P.M. Be sure to hear him.

These programs are voluntary contributions to the Centennial. The co-operation of other stations will be appreciated and is earnestly desired.

Thomas to the pioneer women of Texas, who he credited with a very large part in founding the present civilization.

The benediction was by J. S. Haley, superintendent of the State Orphans Home at Corsicana.

## Those Operating the Publicity Department



On the extreme right in this picture is Lowry Martin, publicity chairman; extreme left is Harry Howard, chief of staff. Next in order are Billie Ruth Young, secretary; Erle Racey, advertising director; Louise Wood, advertising associate; Ben Ford, publi-

city associate; Moree Bryant, secretary; Irl Brown, Texas Daily Press League; S. W. Papert, President Texas Daily Press League; Bobbie Lee Staten, research director. Harry Benge Crozier, publicity associate, attended the meeting but was absent when the photo was taken.

### Mexico Is Anxious to Aid Texas Plan

The Republic of Mexico has heard of the Texas Centennial plans. Its people are anxious to have a share.

This is the message brought to the Centennial Commission by L. S. Patterson of Mexia, himself a traveling evangel for the Centennial.

Some time ago Mr. Patterson made a tour of a large section of the Mexican republic. He asserts he found public officials and business men anxious to cultivate increasingly better relations with Texas. He is confident when the matter is placed before it officially the co-operation of the Mexican government is practically assured.

Which means much in Centennial development. Many visitors will come to Texas to see the Mexican exhibit. Attracted by its romance thousands of them will cross the broad expanse of Texas to visit the Southern republic.

### Alamo and Goliad Shrines Remembered

Count on San Antonio.

That's the message Morris Stern, of that city, member of the Texas Centennial Commission, brought to the Corsicana meeting.

San Antonio folks aren't going to let the world forget that within its corporate limits is the sacred shrine of the Alamo, Mr. Stern said. The city probably will be an active

competitor for the central exhibition. Should it not become the central exhibition city it will have a pageant of history builded around the defense of the Alamo, and the traditions of the old missions, the Governor's Palace, San Fernando cathedral, and the scores of other historical spots in the ancient city.

This is indicative of what may be done at so many places.

President Cullen F. Thomas reminded the meeting that Goliad though a small town like many others by no stretch of the imagination could be ignored in Centennial plans.

And the Commission has made it plain that none of them will be overlooked.

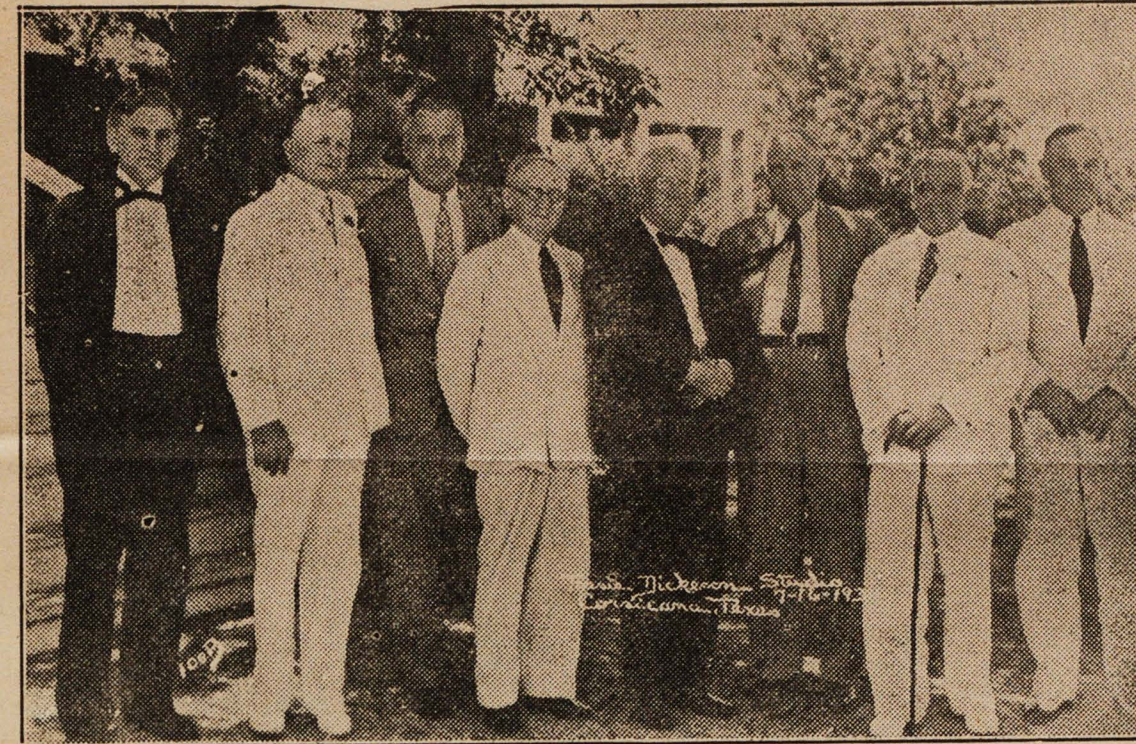
The Exposition is for all Texas. All Texas will participate. Think-Talk-Write Centennial in 1936.

While the plan of financing has not been announced, you may assure your neighbor that no increased taxes are contemplated. The Centennial is expected to pay its way.

Get ready for Texas' big birthday party in 1936. We're going to have visitors from everywhere. All Texans are supposed to sign the invitation. Are you enlisted actively? Think-Talk-Write Centennial in 1936.

Twenty millions of people in a season at the Chicago World's Fair expended an estimated \$640,000,000. This in a congested area. An equal number of people will spend more money in Texas Centennial year. There's so much more to see. Centennial will not be an expense. It's a good investment for all the people. Think-Write-Talk Centennial in 1936.

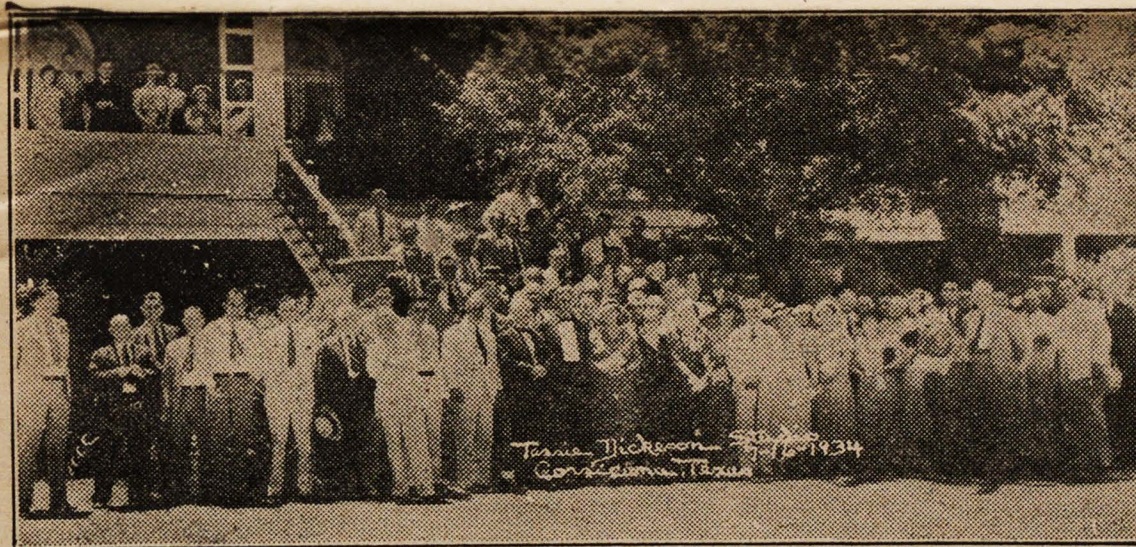
## Here's Officials of the Texas Centennial Commission



In this picture is shown the executives and committee heads charged with detailed responsibility in putting the Centennial over. Reading from left to right they are former Governor Pat M. Neff of Waco, who issued a proclamation in 1924 calling Texans into session at Austin to begin the drive for a Texas Centennial. Next in line is John D. Middleton of Greenville, chairman of the

Plan Committee; next is Walter D. Cline, Wichita Falls, chairman of the executive committee, followed by Will H. Mayes of Austin, executive secretary; John A. Hulen, Fort Worth, chairman of the finance committee; Gus F. Taylor, Tyler, treasurer; Cullen F. Thomas, Dallas, President, and Lowry Martin, Corsicana, Vice-President and chairman of the publicity committee.

## Those Who Put Over the Corsicana Meeting



This is a panorama of members of the Texas Centennial Commission and a reception committee of Corsicana citizens, taken shortly after luncheon tendered the visitors at the Corsicana Country Club on Monday, July 16.

Everybody at this meeting was thinking and talking Texas Centennial in 1936. It was an enthusiastic gathering from which both the Commissioners and the reception committee drew much inspiration.

## Centennial Vision Is Unfolded To People

The Texas Centennial Commission, meeting in Corsicana on Monday July 16, presented a working plan for the great exhibition to the people of Texas.

The Plan Committee reported. It carried a great vision for a Texas celebration which will do honor to the fathers and correctly portray the Texas of the present. The Finance Committee revealed that it is going steadily forward and that at the proper time it will be ready with a complete program.

The Publicity Committee report showed the intensive drive now on to make Texas Centennial minded by September 1.

As a result of the meeting those cities desiring to compete for the central exhibition know definitely the things expected of them. The historic places desiring secondary exhibitions know what they must do. The full report of the committee touching these matters as well as its general plans for the exhibition appear elsewhere in this issue.

General John A. Hulen for the Finance committee said that \$15,000,000 is the minimum goal of his committee. His plans for getting the money will be known hereafter. This much may be said to all the people now, however. There is no contemplation of a plan that would increase anybody's taxes, either directly or indirectly.

Members of the Commission discussed various problems connected with the big event in a harmonious way and all felt at the conclusion of the meeting that some very definite and far-reaching steps had been taken with reference to the big celebration. The discussion indicated that every member of the Commission is actively thinking and working for the success of the movement and the attitude of each was an inspiration to the others.

Members of the Commission were guests at noon luncheon of the service clubs of Corsicana, the Chamber of Commerce and other citizens. An address of welcome was delivered by Luther A. Johnson, member of Congress from the Corsicana district. Mr. Johnson referred to the fact the Federal congress has a committee to visit Texas this autumn to determine what its co-operation in the movement shall be. He indicated his confidence that full co-operation would be given.

## Advisory Chiefs Are Desired at Once

Advisory Board Members: Have you held meetings in your respective counties and named a chairman? If you have send us his or her name immediately. If you haven't will you please do so as quickly as possible.

Shortly we are going to have some stickers, some display window posters and some seals, in colors, bearing the slogan of the Centennial for distribution. This distribution will be through the county advisory committees. That's why we are anxious to know who is in charge. Please get the information to us as quickly as possible.

In cases where advisory board members are not active newspapers and chambers of commerce are asked to take up the work.

## Fervor In Centennial Drive, Briggs' Plea

Texans must champion the Texas Centennial with the same fervor that marked the French citizenship in the time of the building of the famous cathedrals, in order that the exhibition be staged along lines commensurate with the importance of the event, George Waverly Briggs, Dallas banker, and member of the Centennial Commission recently declared in an address before the Texas Press Association.

Every citizen should bear in mind that this is a Texan project, designed for the promotion of the progress of the State and dedicated to its heroic founders, Mr. Briggs asserted. The utter repression of selfish aims and rivalries, as between communities, was urged.

Public opinion, insofar as it has been able to gauge it, is steadfastly in favor of the Centennial, and that upon a gigantic scale, Mr. Briggs declared.

He pointed out that the bigness of the plans involved the wise expenditure of millions of dollars. He explained in detail the monetary demands to be made upon the city successfully bidding for the central exhibition and asserted the remainder must come from governmental sources.

"As we perceive the task," Mr. Briggs asserted, "it depends for its consummation first upon the acquisition of sufficient funds which, after the contribution from the exposition city has been received, must inevitably be secured from the people as a whole. This can have but one signification, namely, a legislative appropriation promptly made that will provide amply for the needs of a Centennial of the first class. If we are thus to proclaim the glories of Texas to the world, we must begin now to think and speak and act in terms of millions of dollars and prepare ourselves with fortitude to look to the public treasury to supply them.

"Finally, we must always bear in mind that this is a Texas project, designed for the promotion of the progress of the State and dedicated to the heroic founders of its liberty and independence. Therefore, as we proceed, step by step, in this great undertaking, we must be sustained by the utter repression of selfish aims among the cities to which we turn for counsel and support.

"Throughout the confines of the State, with one heart and with one accord, we must champion the Texas Centennial with the same spirit of self-renunciation in which tradition tells us that the cities of France projected their great cathedrals more than a thousand years ago. For centuries these majestic churches have stood guard over the destinies of the communities in which they are reared, ceaselessly exerting a refining influence upon their religion, their culture and their patriotism. We know little of the men who planned them except that they were the leaders of their time, even as you are the molders of public thought and action within your accustomed spheres. We know, too, that to every common project the artisan gave a part of his labor and the peasant

a portion of his crop, even as you are regularly contributing in material things to the advancement of the communities in which you live.

"We know, moreover, that there then prevailed an ardent spirit of local ambition and pride among the competing cities, yet, happy to relate, as it manifested itself with respect to this great undertaking, the intensity of its exuberance was tempered and restrained by the pervading consciousness among the people that however numerous their rivalries were, or however acute or discomfiting their competitions might become, it mattered little in the end, since all was for the glory of France.

"And thus, my friends, must it become with us, for in the perfect harmony of that self-denying spirit shall lie the secret and the source of our only power. Let us endeavor, therefore, as we proceed with this noble enterprise, to restrain all ignoble impulse for regional aggrandizement or local gain and patriotically pledge the energies of our minds and hearts and the accumulated treasures of our material wealth to the expanding glory of imperial Texas in whose destiny we find, and shall ever cherish, our fondest pride. Let us fervently resolve that every aspiration, motive and purpose that shall flow from this mighty undertaking shall reflect a true apostrophe to the glorious land in which we live and thus forever establish the untainted patriotism of our self-effacement as, quickened and sustained by at least the semblance of the consecrated spirit of the Alamo and San Jacinto, we ceaselessly proclaim in word and deed:

"Our hearts, our hopes, are all with thee,—  
Our hearts, our hopes, our prayers, our tears,  
Our faith triumphant o'er our fears,  
Are all with thee,—are all with thee."

Profit and not expense is the promise of the Centennial in 1936. A legislative act provides that within two years after its close, all profits and permanent buildings of the Centennial become the property of the State. With 20,000,000 visitors spending their money in all sections of the State, there is no doubt that in addition to the profit made by the State, individual business men will reap a large revenue. Think—Talk—Write Centennial in 1936.

The greatest opportunity ever offered the people of this State will be presented in 1936 by the Texas Centennial. Millions of visitors will be attracted to the State and thousands of these people will be so attracted to the state that they will probably return to make it their home. Think—Talk—Write Centennial in 1936—help get these visitors into the State.

Think—Talk—Write Centennial in 1936—remember this slogan and live up to it. Only by doing your part in this celebration will it be put over in a manner befitting the greatest State whose anniversary it commemorates.

## Centennial Not to Boost Any Taxes

The Texas Centennial isn't going to cost the taxpayer a penny. There will be no additional ad valorem tax. There will be no additional indirect taxes, such as one on gasoline, income, sales, etc.

The Centennial will attract to Texas a minimum of 20,000,000 people. It will be a far greater drawing card than the Chicago World's Fair: There all attractions were centered in a congested area. Here spots of interest will be far-flung. They will extend from Texline to Brownsville, some 1,100 miles. They may be seen hourly from Texarkana to El Paso, a distance of 1,000 miles.

Most of these visitors will traverse a large portion of the Lone Star State. In each section they will drop some money. It will be one of the greatest single factors for industrial recovery.

If you should find an objector on the ground of cost just tell him the Centennial will pay its own way. The taxpayer will be out nothing. Not only is that true but the legislative act provides that profits and permanent buildings be turned over to the State within two years after the close of the exhibition. It is entirely probable the Centennial will show an absolute profit to the taxpayers of Texas.

The Texas Centennial Commission sets \$15,000,000 as the minimum which should be appropriated and applied to the staging of the celebration in 1936. That is a fairly generous appropriation, but it will call for that much and more to do the Texas-sized thing. More important results of the Corsicana meeting, since they were more definite and specific, were the recommendations which the planning committee in a detailed report, and which were adopted by unanimous vote. These recommendations outlined the specifications to which cities bidding for the position must conform, and set the provision that control should always vest with the commission, but that a director general be chosen to serve as a general manager for the central exhibition and the many small exhibitions that will be staged.

This last is a highly important step. Members of the Texas Centennial Commission are men of affairs. They have their own businesses which call for attention. If they could take leave of absence from their businesses they have had no training or experience for direction of the many-detailed business of managing a great historic celebration efficiently and successfully. If Texas is to have an impressive celebration, it must be competently directed. The time for perfection of plans and for co-ordination of the thousand-phased program is limited. Little more than a year is left. The most intense concentration of effort will be required, and every move will have to count for something. Only an experienced and driving man as general manager can put the ambitious program through. The sooner that man may be chosen and set to work, the better will it be for the great undertaking.—Hilton R. Greer, in the Dallas Journal.