



Pledge

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



TEXAS CENTENNIAL NEWS



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

Vol. 1--No. 4

Corsicana, Texas

July 31, 1934

Federal Centennial Cash Certain As Result of Committee's Visit

The Federal congress, through the naming of a joint Senate and House committee, has officially recognized the Texas Centennial for 1936.

With an appropriation of \$5,000 to pay its expenses this committee under the chairmanship of Senator Tom Connally of Texas, will visit the State during this fall. Senator Connally has announced that the purpose of the visit is to determine the degree and nature of federal participation in the Centennial.

Texans will have the facts to marshal in an unanswerable array when the committee arrives. The independence of Texas was the greatest factor in the march of the Stars and Stripes to the Pacific

Ocean. The history of the State from 1836 forward is so closely interwoven with that of the Nation that there can be no division of the two interests. Senator Connally has said these facts are recognized by the Congress and he entertains no doubt as to the full co-operation of the federal government, to the extent of the appropriation of millions of dollars.

Texas has loomed large in the national picture these last few years. In all the rehabilitation work of the New Deal, Texas has played a dominant part.

And, too, Texas has the actual figures to demonstrate that in the matter of furnishing federal revenues it is well toward the top.



Left to right, seated: Senator Austin, Vermont; Senator Connally, Texas; Senator McGill, Kansas. Standing: Representatives Bloom, New York; Martin, Massachusetts, and Lanham, Texas. This is the committee which will visit Texas this fall to determine the degree and nature of Federal Co-operation in the Texas Centennial.

In the last thirty years, through the medium of internal revenue collections and customs receipts, Texas has contributed to the national treasury a total of \$905,584,517.23, just a little short of a billion dollars. The average receipts of the federal government from Texas from these sources yearly for the past ten years has been \$50,000,000.

This does not take into account federal receipts over this period from other sources. It merely shows that Texas is in no sense in the attitude of a beggar when it comes to the Federal congress and asks for a substantial appropriation — millions of dollars.

There is ample precedent for the re-

quest. Appropriations have been given other States and other cities in the staging of expositions. Without detracting from any of these it may be said that none of them approached the magnitude proposed for the Texas Centennial, and none of them had important historical background so closely interwoven as between State and Nation.

It will be remembered that when Texas became an independent Republic, later to be annexed to the American Union, the territorial limits of the United States were extended for more than a thousand miles west from the Sabine River. They were extended for more than a thousand miles Southward to the Rio

Grande. The annexation of Texas made possible the rapid march of the flag to the Pacific.

Again citizens of the United States, former high officials, played an important part in the making of Texas. The leader of its revolutionary forces and its first constitutional president, Sam Houston, was the former Governor of an American State, and a close friend of an American President, Andrew Jackson.

Texans are preparing to marshal the figures and facts to demonstrate to the congressional committee the great importance of federal participation in the Centennial, not only financially, but in the

(Continued on Page Seven)

Hughes Tells Benefits of Texas Centennial

Organization being perfected in the major cities of Texas has definitely determined that the Texas Centennial for 1936 is "already over."

This is the opinion of J. K. Hughes of Mexia, independent Texas oil operator and member of the Centennial Commission.

Mr. Hughes points out that Houston is firmly entrenched for a last-ditch fight for the honor of being the Texas Centennial city. Its committee is organized and a bond issue is to be submitted the voters. A site almost within the shadow of the Rice Hotel is proposed for the Centennial. Incidentally, he points out that where the Rice now stands once stood the capitol of the Republic of Texas.

"San Antonio, in whose limits is the sacred shrine of the Alamo is organizing," Mr. Hughes said. With all South Texas behind it, along with the vast ranch territory to the West, Mr. Hughes asserted that his information was that San Antonio already was in the thick of the fight and he remarked "The people of the Alamo City know how to fight."

Dallas, he pointed out, is organized. A committee with Fred F. Florence, prominent banker, at its head is working. The city proposes to enlarge its Fair Park from one hundred and forty-seven acres to two hundred acres and submit a very substantial cash bid to the Commission.

Fort Worth has called a meeting, Mr. Hughes said, and definite plans there, backed by the vast empire to its West, are going to materialize within a short time. Fort Worth, with its fighting reputation, may be depended upon to go along to the last round, Mr. Hughes declared.

"There are also indications that the capitol city, Austin, of which all Texas is proud, will get in the fray. Down where the great granite structure dominates a beautiful enchanting scene in the slope of Congress Avenue to the majestic Colorado, patriotism has abounded since the days of Sam Houston, and Austin will give a good account of itself."

"Let it be distinctly understood now," Mr. Hughes said, "that the Texas Centennial Commission has a duty to perform in the selection of the Centennial city and that duty shall be performed to the absolute letter of the law under which it is operating."

"The legislature, in its wisdom, enacted a law, naming the personnel of the Commission. The same law provides that the city offering the greatest financial inducement shall be chosen as the Centennial city. That's exactly what the Commission will do. It has no choice. It is non-partisan. It is boosting the claim of all Texas to the right of a great Centennial celebration in 1936, which in extent and magnitude will truly reflect the glories of the past and mirror the future."

"As business men of long experience members of the Commission realize that a celebration of this magnitude requires financing. If millions are given by the suc-

El Paso Country Is Rich In Texas History

Although it is on the western frontier of the State, El Paso and its territory is rich in Texas history.

This was brought to the attention of the people of that city and section by H. L. Birney, El Paso, member of the Texas Centennial Commission, who called a meeting of representatives of ten West Texas counties together with New Mexico citizens, whose State also is rich in historic lore.

When the Indians of New Mexico revolted against the Spaniards in 1680, most of the 2200 settlers retreated to El Paso and there founded what is now that beautiful city. Two years later a presidio, or military garrison, was established nearby and missions were founded along the Rio Grande to its junction with the Concho river.

The Spaniards wanted to find a shorter route to New Mexico and so an expedition was sent from El Paso into Central Texas in 1683.

Also Ysleta, in the rich valley near El Paso, marks the first settlement on Texas soil. Its present ancient church is a show place.

The El Paso country is rich in history. The world will be told about it during 1936.

Successful city for the celebration it will not have paid anything but a very modest figure. Chicago in a season, attracted twenty million visitors. They expended there an estimated \$640,000,000.

"There can be no doubt that Texas will attract more visitors than has Chicago. This is true for the simple reason it has and will have a great deal more to offer. In the first place all Texas is here and now assured that when the Commission says it is going to stage a celebration of the first magnitude, it means just that. Texas is a State of the first magnitude. Anything it does must be commensurate with that. It goes without saying that such a celebration will result in the greatest influx of visitors ever seen in a commonwealth or a city."

"Money is required for the celebration—a minimum of \$15,000,000. But money is desired only so that the dream of revering the Texas of the past and picturing the Texas of the future may be possible. Its culture, its romance, its history, its achievements, its future are the dominant themes of the Centennial. They are the working basis of the Commission."

"Let no man deceive you. The celebration has not been and will not be commercialized. Any of the great Texas cities have the facilities, or can provide them, to stage the Centennial. It is nothing but right that the fortunate city should share in the expense of staging the Centennial. Of course, such city in the end will not have expended a dollar. It will get its investment back—and that with compound interest."

Centennial News Only Official Publication

Texas Centennial News desires again to call to the attention of the people of Texas the fact that it is at the present time the only official publication of the Texas Centennial Commission.

Any other publication carrying the Centennial name or the Centennial idea is without the endorsement of the Commission.

Texas Centennial News is published under the direct authority of the Commission. It is financed by a State appropriation. It is the official mouthpiece of the Centennial campaign, and there is no other.

This statement is made so that the public will understand that, while the Commission sponsors and is responsible for matter appearing in this publication, it is in no sense responsible for any other, and constructions placed by such publications upon the Centennial plans and movements may not at all reflect the views of the Commission.

Chambers of Commerce In State Do Good Work

The Chambers of Commerce over Texas, through their efficient managers, are on the honor roll of the publicity committee.

Without a dissenting voice and from every section of Texas has come the letters of these civic leaders pledging unstinted co-operation in the Centennial movement.

Managers of these commercial bodies, representative of the business interests of their communities, report a rapidly-growing and almost unanimous sentiment in favor of the great 1936 celebration.

The publicity committee could not have gotten to its present place, it could not have obtained the momentum it now has without the assistance of these faithful men.

Gentlemen of the Chambers of Commerce of Texas, we thank you. Stay with us for six more weeks and let's have the biggest celebration ever staged in the Western Hemisphere. Think-Talk-Write Texas Centennial in 1936.

Texas Press Is Active Boosting Centennial

In three days the publicity committee received enough clippings concerning the Texas Centennial to fill one large scrap book. This shows the splendid spirit of co-operation of the Texas press.

The publicity committee was confident in the beginning that it could rely absolutely upon the loyalty of the press. It has in no sense been disappointed.

Gentlemen of the press—our profound thanks. Now go along with us for six more intensive weeks and all Texas will be Centennial-conscious. The success of the big 1936 event will be beyond question. Think-Write-Talk Texas Centennial.

No Seals, Stamps or Coins Are Endorsed

The Texas Centennial News desires again to make it plain to the public that the Centennial Commission is sponsoring no sales of seals, stamps or coins.

The Commission is sponsoring the sale of no device, be it commercial or otherwise, to the people of this State.

Any such movements, regardless of source, are altogether without the endorsement of the Commission, and purely the action of independent organizations or persons.

The Commission is seeking in no sense to commercialize its campaign to make all Texas Centennial-minded. The purpose of the campaign is wholly educational and patriotic. It has nothing to sell, save the Centennial. It sponsors no such sales.

Figures Reveal Texas Pays U. S. Big Sum

Some startling figures will be laid before the committee from the Federal Congress when it comes to Texas this fall to determine the degree and nature of Federal participation in the Texas Centennial.

For instance it will be shown from statistics that the average yearly receipts of the Federal government from Texas for the last ten years from customs and internal revenue sources have been \$50,000,000. This does not take into account other sources of Federal revenues within the State.

In the last 33 years from these sources the government has collected in Texas a total of \$905,584,517.23.

Considering the magnitude of the State, the epochal character of the Centennial celebration, it may be seen that the Commission's expectation that the Federal government will co-operate to the extent of possibly \$5,000,000 is not an unreasonable expectation. It would only be 10 per cent of the annual income from these two sources alone.

The committee is headed by Senator Connally of Texas who already has voiced his unqualified approval of Federal participation. Another member is Representative Lanham of the Fort Worth district who may be counted upon as an active supporter.

Jacksonville to Hold Big Centennial Rally

Jacksonville is in line as a Centennial booster. The Chamber of Commerce is arranging a meeting which is expected to attract visitors from all that section for the purpose of getting them behind the movement.

Lowry Martin, chairman of the publicity committee, has been invited to address the meeting on the purposes and aims of the Centennial.

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.

Chamber Managers Are Unanimous for Plan

Chambers of Commerce managers from various sections of Texas, attending the Southwestern Chamber of Commerce School in Dallas last week, gave unanimous approval of the plans for the great Centennial celebration of 1936.

On Thursday, by invitation, Lowry Martin, Corsicana, chairman of the publicity committee, addressed the School. He outlined the Centennial plans in detail and told the Chamber of Commerce managers they now had an opportunity to render the State probably their greatest service in promoting the Centennial celebration plans.

Those present were enthusiastic after hearing the detailed plans and will go home stronger evangelists than ever for the Centennial.

Waxahachie Plans To Make Section Beautiful

Waxahachie citizens, acting through their Chamber of Commerce, are enthusiastically behind the Texas Centennial movement.

Plans for a rally there are now in progress, and among other things Waxahachie is going to stage a beautification campaign so that the city will be attractive to the millions of 1936 Texas visitors.

Greenville Organizes Its Advisory Board

Advisory board members of the tenth senatorial district were organized Friday of last week in a meeting held in Greenville. Mrs. J. L. Lovejoy of McKinney was named as temporary chairman.

The tenth district is composed of Collin, Hunt, Rockwall and Rains counties.

Battle Creek Massacre Restoration Planned

Hubbard, in Hill County, and Dawson, in Navarro county, are working on a joint plan to restore the grounds and scenes of the Battle Creek massacre for the Texas Centennial of 1936.

The plan contemplates securing a CCC camp for a period of probably six months to do the work of beautifying a State park at the scene, and to remold, as nearly as possible, the historic phases of the Indian massacre at that point.

This will prove one of the big drawing cards for the 1936 celebration when the plans of Hubbard and Dawson are completed.

It is in line with a similar plan being worked out by Mexia and Groesbeck for the restoration of old Fort Parker, and by citizens of Shackelford and adjoining counties for the restoration of old Fort Griffin.

All Commissioners Are Extremely Busy Now

All members of the Texas Centennial Commission are extremely active at this time, doing their part to make Texas Centennial-conscious by September 1. Some of them actually have postponed vacations so that they may remain in the State to do their bit in the big movement.

Especially active, of course, are Brig. Gen. John A. Hulen, who has the additional duties of heading the finance committee; John D. Middleton, head of the planning committee; and Lowry Martin, head of the publicity committee. All members of their committees also are rendering full co-operation and are not complaining whatever may be the hours of work necessary to put over their particular part of the project.

Historical Spots Abound

In practically every section of Texas from El Paso eastward to Texarkana and from Dalhart southward to Brownsville historical spots abound.

The Texas Centennial Commission has made provision for appropriate celebrations at these numerous points of interest. Proposals for such celebrations will be received by the Commission in Austin on November 1.

Get your local plans completed. Follow in detail the outline which appeared in Centennial News last week. (If you haven't a copy of this plan write for it.) Then submit the details on November 1 and be in line for an all-Texas celebration of its birthday in 1936.

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Vol. 1.—No. 4 CORSICANA, TEXAS July 31, 1934

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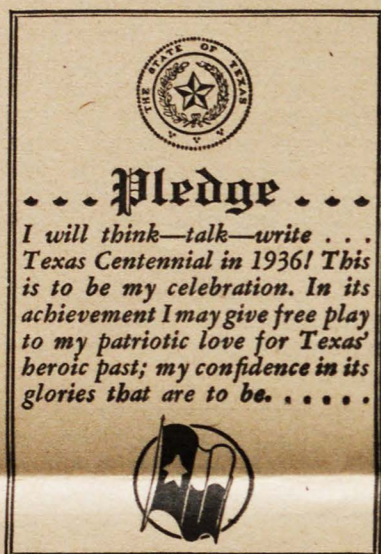
Markers along the highways will attract millions of visitors to Texas in 1936 to the principal points of interest. These visitors will be here attending the great Texas Centennial. Every village and hamlet within our borders will share in the increased prosperity the great exhibition will insure. Your part now is to assist in getting every Texan Centennial-minded by September 1. Think-Talk-Write Texas Centennial in 1936.

Wood County Democrat Demands Centennial

The Wood County Democrat has some decided opinion concerning the necessity of holding the Texas Centennial. Here is what it says:

"The time for holding the Texas Centennial is drawing nearer and nearer each week and the Texas legislature has been authorized by the people to make an appropriation of money to hold the Centennial. . . . Texas should hold the Centennial, and it should be held in such a manner that the rest of the world will realize that Texas is on its feet. To appropriate a small sum of money and to do a half-way job will be worth practically nothing. Besides, the Centennial properly held will more than pay for itself in gate receipts alone; then there is the enormous amount in extra gasoline tax which will come in from cars that will come from every State.

"Speak up, you candidates for representative; let the people know where you stand on this question. Tell the people whether you are for a 'Forward Texas' or a 'Backward Texas.' We believe that anyone should be for a great Texas Centennial where it is practically assured that it will pay its own way, and the money appropriated will be returned to the State."



Solid Texas Behind Centennial Is Urged

In a few words the Garland News tells its readers why the State should be solidly behind a Texas Centennial in 1936.

The News says: "During the past few days the publicity committee of the Texas Centennial have organized in Corsicana, and under the able leadership of Lowry Martin have made plans for putting before the people of Texas the Centennial of 1936. Texas has the greatest history of any State in the Union, and romance has been spread over it since before the invasion of the Spaniards. Every citizen should feel himself or herself a committee of one to talk and live Texas Centennial."

Speakers Tell Lufkin What Celebration Means

Lufkin Rotarians at a recent meeting were told what the Centennial means to them and to Texas by two speakers from Houston. The speakers were H. B. Jewett and Russ Baty.

Mr. Jewett outlined the claims of Houston as the site for the main Centennial exposition and asked for the support of the Lufkin territory in the campaign to culminate on September 1 in the selection of the site at a meeting of the Commission in Austin.

He asserted that if Houston gets the exposition it among other things plans to ask the Federal government in 1936 to hold the annual naval maneuvers in the Gulf.

Mr. Baty displayed a drawing of the grounds Houston will offer the Commission. They are located only six blocks from the Rice hotel. The tentative plan as made by Houston calls for more than 80 buildings on the grounds. He also asserted that Galveston in conjunction would put on a \$3,000,000 building program, principally in beach resorts and hotels. He said 50,000 admissions a day during the life of the main exposition might be expected.

Historical and Cultural, Main Celebration Idea

"We want the people to understand this—that the historical, the cultural, the artistic and the religious life of Texas through the last stirring century will be paramount in the Centennial celebration of 1936." This from Will H. Mayes, secretary of the Texas Centennial Commission. It is exactly the view of every member of the Centennial Commission.

Material gain there will be, as a matter of course, from the celebration. It is a natural consequence and purely incidental. The Commission is not stressing, nor will it stress in the celebration, material gain. But every Texan should know that the attraction of many millions of people to this State will of necessity go a long way toward restoring prosperity, and also will result in the bringing of many thousands of new citizens to the Lone Star State.

Luncheon Clubs Are Talking Centennial

Numerous luncheon clubs over the State already have put on Centennial programs at their weekly meetings.

It is sincerely to be hoped that those which have not already done so will get in line immediately.

There is something in your community of historical value. Discuss it in connection with the Centennial of 1936. And also bend your energies to have your community 100 per cent Centennial-conscious by September 1.

The luncheon clubs of Texas can render no greater service to their State within the next six weeks than this.

Beautifying Texas Is Now Well Under Way

With Texas divided into twenty-five districts, the State Highway Commission is making rapid progress in its plans for beautifying all Texas before the great Centennial of 1936.

Co-operation of all the citizenship has been requested and in large measure is being given, it is announced. What citizens may do to assist in the beautifying of historic spots, making cities and towns attractive, and doing all these things the Highway Commission has not the authority to do off its right-of-way.

It is expected citizens of each county will take an inventory of the plants growing in their county and decide which is the most beautiful and practical plant they have for planting that will make their county outstandingly beautiful. If this is done think what Texas will have to show from the oaks and elms of the north, the retama and palms of the south, the holly and pine in the east, the huisache and mountain laurel of the central and the yucca, senisa and cactus of the west.

The romantic and inspiring history of the State is to be considered. Citizens are expected to look after the historical spots and then the State Highway Commission will place on the highways a state marker, telling where such places may be found.

It should be decided as quickly as possible what is the most beautiful and prolific blooming plants growing in your city. There may be a combination of two plants. When the choice has been made the county chairman should consult with the division chairman and the division engineer and they will give the information to the landscape artist. He will have some of the chosen shrubs planted for some distance out on the highways leading into your city. In this way the traveler's attention will be drawn to the plant and later he will see it carried out in all its beauty in the intensive planting in your city.

Citizens should plan beautiful city entrances which add much to appearance. Secure some of the beauty spots in your county to be used as rest parks where the traveler can get out of the moving traffic to eat and play.

While the work is being carried on for the permanent beautification of Texas, as much as at all possible is to be completed before Centennial year.

And the Highway Commission has said there is one thing it does not want: Tin posters and signboards walled along back of the right-of-way on private property looking like a patchwork scheme to repel the traveler.

Visitors to Texas Centennial from other states, traveling by automobile, in gasoline tax alone, will, it is estimated, place \$25,000,000 in the Texas treasury. Wealth of untold millions and from many different angles will pour into the State as a result of the Centennial. While honoring the memory of its founders, Texas will be reaping a rich financial reward. Think-Talk-Write Texas Centennial in 1936.

Pecan Growers to Aid With Big Show Exhibit

Texas Pecan Growers Association is solidly behind the Texas Centennial.

At its recent meeting in Stephenville the Association voted that it would have an elaborate display at the main exposition of 1936, and otherwise lend its co-operation to the fullest possible extent.

Organizations of all kinds in every part of the State are falling in line. It looks like a unanimous pull to make the Centennial the greatest event of its kind in American history.

Fort Griffin Scenes Will Be Lived Again

Old Fort Griffin, outpost of early Texas civilization in what was then the far west, is to have its stirring scenes relived during Centennial year.

The old fort was in what is now Shackelford county of which Albany is the county seat.

Says the Moran News:

"It wouldn't cost much to reproduce old Fort Griffin. Some of the old buildings are still standing and with a little repair could be made to last many more years. The old Masonic lodge hall still stands and is in such good condition that it is used for a school. This would interest thousands of Texans and out-of-state tourists in 1936. The state highway runs right by the old spot and it would be one of the most accessible places in West Texas.

"The fine history back of old Fort Griffin, its many memories and campaigns, its troops who battled the Indians and outlaws, gave protection to the early settlers that dared to build this great country; its heyday when the 'flat' was filled with houses of vice, when horse and cow thieves were 'strung up' without going to trial, where buffalo hunters gathered for their slaughtering trips to the west, and where stacks of buffalo hides took on the proportions of homes, all of these historical facts would make old Fort Griffin a place of great interest."

DeWitt County Will Have Centennial Part

DeWitt County, named in honor of Green DeWitt, one of the colonizers under Mexican rule, is preparing for its place in the Centennial of 1936.

J. W. Arnold, Cuero, secretary of the Chamber of Commerce there, writes that DeWitt County is becoming "Centennial-minded." Located midway between Gonzales, the Lexington of Texas, and Goliad, scene of the Fannin massacre, Cuero, the county seat, is preparing to do its part toward entertaining the millions of visitors certain to be attracted to that section of the State.

Incidentally Cuero is the home of the "Turkey Trot" a distinct Texas institution internationally known.

Pampa Stages Pageant To Boost Centennial

To Pampa, bustling oil city of the Panhandle, goes the honor of having staged probably the first of the pre-Centennial pageants of the present campaign.

Five thousand persons from various sections of the Panhandle were in Pampa for the event, the dates of which were May 31 and June 1. The sponsor was the junior Chamber of Commerce, assisted by the senior organization and business men in general.

The theme was the story of Texas up to and including 1834 and was depicted, first by a parade of fourteen floats, sponsored by civic clubs and churches and then by a huge pageant. This was staged in a natural amphitheater. It consisted of the main historical events in Texas up to and including 1834. The two stages were placed in front of a group of trees, making a unique background, a lighting system was used and loud speaking equipment.

The pageant closed with Stephen F. Austin in prison. A celebration later planned will "get him out" and carry on the story of Texas through 1835, culminating in the real celebration of 1936.

These are the sort of things needed in every Texas community before September 1. Such parades and pageants will do more than any other single agency to acquaint all the people, more particularly the young people, with the aims and objects of the Texas Centennial.

Here, too, is a very definite piece of work that may be accomplished by the women of Texas, so many of whom have expressed a willingness to lend their co-operation and asked us what they might do. If you will do this you will certainly have contributed your share toward the success of the Centennial movement.

Traveling Men Big Centennial Boosters

The several thousand traveling men of Texas are among the biggest boosters for the 1936 Centennial.

In their contacts with the business leaders of the State they are doing a great work in molding public opinion solidly behind the movement.

Incidentally the hotels of the State have much at stake in the movement and rapidly are falling in line.

Overton Will Stage Rally for Centennial

Overton Chamber of Commerce is planning a Centennial meeting shortly, where a special appeal will be made to East Texas oil operators to get behind the movement.

It is pointed out that the oil operators are among the State's most progressive citizens, and further that their industry stands to derive great benefit from the Centennial.

Indications are for a large attendance at the Overton meeting.

Refugio Is Planning for Its Celebration

Refugio, historic Texas town on the Gulf coast, is in line battling an even thousand for the Texas Centennial. Definite dates for a local Centennial have been set.

A dance and community hall for the celebration to cost \$5,000 will be constructed. The Refugio city council voted a preliminary budget of \$300 for advertising.

The council having in charge the Refugio plans is composed of Joe W. Sneed, chamber of commerce; Dr. J. E. Bauer, Rotary Club; B. E. McGuill, American Legion; A. H. Bailey, fire department; Miss Maidie Mitchell, Historical and Landmark Association; Mrs. J. T. Vance, Woman's Club, and Mrs. Thelma Heard, Altar Society.

Alex Lillico was named secretary of the council and manager of the Centennial.

Corpus Christi to Lay Celebration Plans

"Lookout" in the Corpus Christi Caller-Times makes some timely remarks concerning the plans of that city for a part in the great Centennial celebration of 1936. For the benefit of other towns and cities planning similar celebrations we reproduce below what he says:

Let's Start Now

Will H. Mayes expressed great satisfaction at the interest shown over the state in the forthcoming Texas Centennial Exposition. Dale Miller, an earnest worker in the Centennial cause, once told the Lookout that the greatest obstacle in the path of exposition planners was the apathy of Texans. Now, however, Mr. Miller will doubtless feel as Mr. Mayes feels.

Executive members of an advisory board from this district have been appointed, and actual work should get under way in the near future.

The Lookout has already attempted to point out just what a successful exposition would mean to the empire state. He has attempted to show that every community in Texas would benefit greatly. The knowledge that hundreds of thousands of Americans would gain of Texas and its possibilities would aid us immeasurably in the expansion of our industries and commerce, and in the development of our resources.

Fortunately, the state executive committee have been appreciative of the immensity of the undertaking. They realize that staging what will virtually be a world's fair is a gigantic task. And they have decided that at least \$15,000,000 must be devoted to the work.

That amount will probably be insufficient, but it will do to carry on with. Naturally, the raising of such an enormous sum is a major operation in itself. It will call for support from every person in the state in one form or another.

There's still another angle for Corpus Christians to consider. The exposition

Kaufman County Falls Into Centennial Line

Kaufman County is falling in line for the Texas Centennial.

John H. Reagan, grand old man of Texas history, at one time lived in that county.

Now Harry Galbraith, Terrell newspaper editor, proposes that a replica of the old Reagan home be constructed and taken to the central exposition in 1936.

Discussing this plan the Kemp News says:

"While many people do not know that this great man ever lived in Kaufman County the fact remains that he did live here many years ago just about two miles due east of the town of Kemp. His home place was on the high hill in what is known as the Henry Bell pasture and signs of the old homestead can still be found. Doubtless some of the older people of the county remember when Reagan lived there, or at least remember the house so that it could be duplicated."

proper will be preceded, and accompanied, by smaller regional celebrations. Every city that makes a practice of an annual celebration will enlarge and elaborate the occasion to a point where it will be in keeping with the state exposition.

In the case of Corpus Christi, it might be wise to merge the annual agricultural exposition and Splash Day, and set the date for next summer. In this manner it might be possible to attract participants who would take part in the state affair some six months later.

There are other possibilities, of course, and several of them are worthy of consideration. But, whatever we do, if we do anything at all, let us fully realize before we start that plans must not be haphazard and finances uncertain. Let us not confine our efforts to Corpus Christi but embrace the entire region. Let us realize from the start that this celebration must be something out of the ordinary, and that a parade of Boy Scouts and a fireworks display will not be adequate to the occasion.

And if we are going to do something, let's get started on it now.

Dean Potts Is Head of Advisory Board

Dean C. S. Potts of Southern Methodist University law school, was named permanent chairman of the Dallas County Advisory Board to the Texas Centennial Commission, at a recent meeting. Mrs. Larry Mills was named permanent secretary.

Talks were made by George Waverley Briggs, member of the Centennial Commission, Mrs. Kenneth Foree, member of the Commission, and others taking part were Dr. J. F. Kimball, noted educator, Col. W. E. Easterwood, Jr., capitalist and philanthropist, John W. Pope, lawyer, Mrs. Ella Caruthers Porter, club leader, and W. H. Bradfield, Garland newspaper publisher.

San Antonio Laying Its Centennial Plans

San Antonio is laying definite plans to get in the fight for the honor of being the Centennial city of 1936.

Announcement from the Alamo city is that civic leaders are meeting with a view to determining just what the city has to offer in the way of site and financial inducement for the celebration.

A meeting of the committee during the present week is expected to answer the questions as to how much San Antonio will bid for the celebration and how the money will be raised.

Reports are that the city and surrounding sections are very enthusiastic, and that following the meetings of this week San Antonio will be in the thick of the fight for the Centennial celebration.

Galveston News Asks Aid For Centennial

The Galveston News, oldest Texas newspaper, founded in the days of the Republic, naturally is intensely interested in the Texas Centennial plans. Needless to say it is squarely behind the movement.

Among other things in a recent editorial The News, affectionately known to the fourth estate as "The Old Lady by the Sea," says:

"In deciding to confine the preliminary publicity campaign to Texas, The Texas Centennial Commission shows practical appreciation of the immediate need. That is to make the people of Texas Centennial conscious in order to build up support for a celebration worthy of national publicity.

"There is little enough time to mobilize public sentiment. The centennial city is to be selected September 1. That will allow something over a year in which to prepare the celebration and publicize it throughout the nation. It will be enough if the money is made available and the preliminary work is competently handled. The Centennial Commission is functioning with commendable efficiency. The scope and quality of the celebration depends upon the attitude of the people within the next few months."

Advertisers Get Data On Centennial Message

Some of the biggest concerns in Texas are writing the publicity committee for Centennial data to be used in various forms of advertising.

One of these, a big oil company, will place Centennial data on its tourist maps. Compilers of other maps, with out-of-state circulation will include the Centennial message.

While the publicity committee is confining its efforts to making Texas Centennial-conscious by September 1, it is glad to get this out-of-state advertising. It is all in line with the big campaign which will precede the 1936 celebration.

Much Spiritual Good Seen In Exposition

The Henderson Times sees much material and spiritual good for Texas in the coming Centennial.

Says the Times in a recent editorial:

"Whatever form and scope the celebration of the Texas Centennial may take, if it develops statewide harmony and teamwork and breaks down sectionalism and selfishness, it will be worth all it costs. When the Centennial Commission and the Centennial Advisory Board met recently in Austin Mrs. Percy V. Pennybacker, that grand old lady who has made her long and useful life of culture and talent count for a better Texas, sounded a note of harmony. 'We must first prepare ourselves spiritually for the celebration of the Centennial,' she said. And a great company of splendid Texans forgot little differences of opinion on procedure and set to work to lay the groundwork of the great enterprise of celebrating a century of progress in Texas as a free commonwealth. With all its boundless resources and its majestic size and potential power, Texas is being held back by its lack of statewide co-operation. If Texans can forget sectionalism and factionalism and petty rivalries in their united effort to celebrate a glorious period, the Centennial will have accomplished its greatest and most lasting benefit. Let Texas be big in heart, big in co-operation and team work, as well as big in size.

"Let us prepare ourselves in spirit for the proper honor of the sacrifices of our ancestors and for a revival of statewide co-operation and progress."

Huntsville Is In Line for Centennial Move

Huntsville, where is located the tomb of Sam Houston, as well as his old home, was host last week to advisory board members from ten counties in that section.

Officers were named at a meeting held under a pine tree at the old Houston home. Resolutions strongly favoring the Centennial were adopted and Huntsville is laying plans to beautify the environs of the Houston tomb so that it will be easily accessible to the millions of Texas visitors in 1936.

Texas Women Have Big Part for Celebration

The women of Texas have an important job and a serious obligation for the next six weeks.

It is to Think-Talk-Write Texas Centennial.

Discuss it in the home. Discuss it in the club. Any place you happen to be talk about the Texas Centennial and its plans. No worth-while movement was ever successful without the full co-operation of womanhood. We are depending upon the patriotic women of Texas in this movement. They have never failed Texas. It is unthinkable that they would fail now.

Dallas Enters Fight to Secure Celebration

Dallas is squarely in the fight to secure the central exhibition of the Texas Centennial in 1936.

This announcement is made by Fred F. Florence, prominent banker and chairman of the Chamber of Commerce committee having the Centennial movement in charge.

Mr. Florence in discussing the plan of the Centennial Commission for a site of not less than 200 acres, said that Dallas would meet this requirement. He explained that the present Fair Park of 147 acres would be enlarged to 200 acres by the purchase of adjacent property.

"When the Commission meets in Austin September 1 to receive bids for the Centennial Dallas will submit an offer that it will be hard for the Commission to reject," Mr. Florence said.

City officials in Dallas also are announced as making a close study of the plans of the Commission with a view of lending the official co-operation of the city government.

Federal Centennial Cash Certain as Result of Committee's Visit

(Continued from Page One)

placing of historical exhibits and in the maintaining of buildings at the central celebration.

It is generally felt that the Congress is anxious to extend its co-operation. The plan and the facts need only to be presented. All this will be done when the committee visits the State. It will be asked to appropriate only a small percentage of the receipts from Texas in one year. A reasonable request, statistics show, and one the Commission has no doubt will be promptly accepted. It will mean the expenditure upon the part of the Federal Government of several millions of dollars within a period of a few months.

It fits perfectly into all plans for re-employment. It will provide work and not doles for thousands of Texas workmen. It will be one of the greatest rehabilitation movements undertaken by an American State. In view of the fact that the government has poured untold millions into all the States for direct relief to the people, it is felt that a plan which offers them constructive work in a great enterprise will meet with no opposition.

As an indication of the mind of National leaders it is said that when President Roosevelt began his vacation cruise he carried with him a well known Texas history for study. From the President down the Federal agencies are becoming Centennial minded.

Gathering of the facts and figures for presentation to the Federal committee now is under way. Its visit will mark one of the big turning points in Centennial plans. Given its definite approval and recommendation, the securing of Federal appropriations may then be taken as an absolute certainty.

Houston Starts Move to Get Centennial

A "Jury" of 15 in Houston is taking "testimony" to determine the value to Houston of becoming the central exposition city of 1936, and also to determine the amount of co-operation that may be expected of the citizenship in the movement.

Houston is contemplating a bond issue of \$3,000,000 or more to finance its cash bid for the Centennial. In addition it has tentatively agreed upon a site six blocks from the Rice hotel, the site of the one-time capitol of the Republic of Texas.

Clarence R. Wharton, lawyer and historian, is chairman of the committee having the centennial movement in charge, and also head of the "jury" hearing the evidence.

Mr. Wharton announced at the opening session that as an ordinary proposition he did not favor bond issues, but for this particular purpose he very heartily favored it.

To date practically every "witness" called by the "jury" has favored a concerted drive to secure the Centennial. Significant among these was H. M. Lull, executive vice president of the Southern Pacific Lines. "I'm a native of Vermont," Mr. Lull said, "and I have never been accused of throwing my money around foolishly. A lot of money has been spent foolishly in recent years by federal, state and local governments, but this is one time when I think money would be well spent.

"Here is a project where \$10,000,000 to \$15,000,000 will be spent, most of it in Texas, to provide jobs for the thousands upon thousands of unfortunate citizens who, we all know, are willing and anxious to work.

"I think it would be a disgrace if the premier city of Texas should throw up its hands in discouragement and fail to take advantage of this opportunity."

The Centennial City

It is a great honor that will come to some Texas city on September 1—that of being the Central Centennial city of 1936. Already the folks are busy in the major cities of the State laying plans for their financial proposal which will be submitted to a sub-committee of the Centennial Commission in Austin on September 1.

The city securing this honor will be the most widely publicized city in the United States for the next three years. The remainder of this year and all next year in advance publicity, and all the following year while the great central celebration is in progress.

The time is short—preparation for the Centennial offer should be in the making immediately.

Million Club Members Within Thirty Days---Centennial Goal

Here's a real job for the county advisory boards.

We want a million Texans, over the age of 15 years enrolled as members of "The Texas Centennial Million Club" by September 1, when the site of the central exposition city will be chosen.

This looks like a big order, but it really isn't. It's easy. Here's why. In every county in Texas there are at least four members of the advisory board. If each of these will get 50 club members, and in turn call on each signed to secure fifty more, and on as an endless chain, the quota of every county may be easily secured. This quota should at least be as much as the voting strength of the county.

Think what it will mean when we announce that a million Texas men and

women have banded themselves together as active, persistent Centennial boosters. Can't you readily see how it will quicken the activity in those cities seeking the central exhibition, and be proof positive to them that Texas wants the celebration and that Texas will support it?

Further advantages are that it will give the advisory board in each county a local list through which it may carry on its activities, virtually increasing your personnel to that extent; it will furnish you a list for ticket sales, etc., and will insure that every county in Texas is a participant in the celebration.

Just a few moments work on the part of every advisory board member will get the 50 each for a nucleus, and when these work a few moments more they will have

their fifty signed, and so on down the line.

Get busy now. Don't wait, to write us that you will do so. Get your quota and then write us you are "over the top." That will be cheering news to the publicity organization and it will be a great message to carry to the people of all Texas.

In another column we are carrying a suggested form on which the club members may be secured. You can get these forms off on a typewriter without expense. It is also distinctly understood that those becoming members of the Club are assuming no sort of financial obligations, and as a result of having signed will be called upon for no financial contributions.

Look up the suggested form. Then talk to the chairman of your advisory board. Divide the work. Go out a few hours for Texas and your quota will be over.

Advisory Boards Over State Are Organizing

Centennial advisory boards in a very large number of Texas counties and districts have organized for work. Reports from some of these are carried in Centennial News this issue. Reports from all of them are desired.

It is important that the advisory boards organize at once, name their chairman and get to work. The time is rapidly growing shorter. We have a big job to put over. Just a little time in which to do it.

Plan your organization today. When you have organized notify us immediately as to your officers and what your plans are. We are prepared to unload some very important work upon you.

Bid Committee Now of Great Importance

One especially important body right now is the subcommittee of the Texas Centennial Commission, which on September 1 in Austin will receive the bids of the Texas cities for the honor of being the centennial city of 1936.

This committee is composed of the president of the Commission, Cullen F. Thomas; the chairman of the executive committee, Walter D. Cline, and the secretary Will H. Mayes.

Crockett Is Planning Rally For Celebration

Crockett, named for the Texas patriot, David Crockett, is planning a Centennial rally shortly. It is to be sponsored by the Chamber of Commerce.

It is expected that definite plans will be made for the part Crockett is to play during Centennial year.

East Texas Meeting Talks of Centennial

East Texas Chamber of Commerce managers met in Marshall recently to formulate plans for publicizing the Texas Centennial movement in their territory.

The managers also discussed plans whereby a more direct route from that section to Mexico City might be assured for tourists and visitors during Centennial year.

Ashburn Tells Club Plans For Centennial

At a recent meeting of the Conopus Club in San Antonio the gospel of the Texas Centennial was brought by Col. Ike Ashburn of Houston.

Col. Ashburn, who is manager of the Texas Good Roads Association, told the

club what the Centennial would mean to road building in Texas. He asserted it would give good roads the greatest impetus in their history and would be the largest contributor to creating a system of paved highways touching practically every hamlet in the State.

Sherman Meeting Will Form Advisory Board

Tuesday of this week there is being held at Sherman a meeting of the advisory boards of the fourth district to perfect permanent organization.

Mrs. Cecil Smith of Sherman is the temporary chairman for the group, having been named by Mrs. Volney Taylor of Brownsville, state chairman of the advisory boards. Mrs. Smith has gone to California on vacation and in her absence Mrs. H. G. Tuck of Sherman has been designated to head the temporary organization.

Suggested form to be used in securing members for "The Texas Centennial Million Club."

The Texas Centennial Million Club

We, the undersigned, hereby become members of the Texas Centennial Million Club for.....County. We understand the purpose is to assist the advisory board in our county, and the Texas Centennial Commission, in preparation for the celebration in 1936 of 100 years of glorious Texas history. This is also notice that we favor a celebration of the first magnitude, in keeping with the glories of the past, and so that the future may be correctly mirrored. It also is understood that in becoming members of this club we are assuming no financial obligation whatever.

Name

Address