



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. . . .



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Centennial Certain to Attract Many Millions to This State

While it has been emphasized that the historical, the social, the cultural, the artistic and the religious advancement of Texas for the last hundred years is, and must continue to be, the dominant thought in all Centennial ideas and plans, yet there is an economic side.

The business and professional interests of the State which in the final analysis must foot the bill are entitled to know what the returns on the investment in Centennial are likely to be.

In the first place a celebration of the proportions envisioned by the Centennial Commission should attract to Texas a minimum of 20,000,000 persons. This in addition to the intrastate movement of the 6,000,000 inhabitants of Texas.

A conservative estimate of their combined expenditures while visiting Texas is \$640,000,000. Proof that this is conservative lies in the fact that a million and a quarter visitors to Colorado, in a short summer season, spent some \$50,000,000. The season in Texas will be much longer. Centennial attractions will be far greater. The celebrations, including those at the various historical places, will be more widely separated. It will take longer to see it all. The natural result will be a larger per capita expenditure of money.

The out-of-state visitor, compilations show, spends his average dollar about this way:

Twenty cents goes for gas, oil and auto upkeep, another twenty cents goes for hotel or tourist accommodations, another twenty cents goes for food, whether in cafes or grocery stores, some twenty-five cents is expended in the retail merchandising stores, and the remainder is divided among amusements and incidentals.

Thus it may be seen that every line of trade stands to benefit materially from the holding of the Texas Centennial.

In addition the State government, as such, stands to reap a very material income from these tourists. Probably \$25,000,000 will go into the treasury as a direct result of the gasoline tax. This is divided proportionately between the building and maintenance of State highways

Heads Finances



GEN. JOHN A. HULEN
Chairman, Finance Committee

and lateral roads, and the public school system.

The citizen probably is most interested in the fact that this greatly increased revenue would doubtless mean the material strengthening of the common schools of the State, in the lengthening of terms, in the raising of standards, and in the ability to employ more experienced teachers.

Raising the educational standards of the people has been the shibboleth of Texas since the days of the Republic when the free school system was established. It re-

mains a problem nearest the hearts of most citizens. The fact that it will benefit from the celebration constitutes one of the great arguments in favor of the Centennial of 1936.

While the Finance Committee has set a minimum of \$15,000,000 as the amount necessary properly to finance this great celebration—and while this on its face appears to be a vast sum—analysis will show the celebration can hardly fail to be self-liquidating.

The city securing the celebration may expect to entertain for a period of from two days to a month practically every visitor to the State during this season. The enormously accelerated business to that city could not fail to repay it many times over for its investment in the Centennial.

It already has been shown that the State stands to collect in direct taxes on the visitors some \$25,000,000 which repays it with compound interest for its Centennial investment.

At this time the Federal government is collecting one cent in gasoline tax upon every gallon sold. Collections from this tax alone would certainly reimburse the Federal treasury for the co-operation it will extend. Therefore the Finance Committee of the Centennial Commission has given the assurance to the people of Texas that the Centennial will not increase taxes, local, State or Federal, either ad valorem or indirectly.

Lest the public might think this the too-enthusiastic view of those having the Centennial closest to their hearts, it may be said the same view has been publicly expressed by prominent bankers, industrialists, railway executives and business leaders in all parts of Texas.

It is the view entertained and expressed in the public press by representatives of those industries which would be most affected by any increased taxation.

It is the view supported by numerous members of the Texas legislature who have asserted that study convinces them that any appropriation made by the State merely is in the nature of an investment or a short-term loan, which carried a guarantee of return with compound interest.

Connally Reviews Texas History And Sees Federal Co-operation

Federal co-operation without stint in the staging of the great Texas Centennial celebration of 1936 may be regarded as a certainty if United States Senator Tom Connally's views are adopted by both Houses of Congress and approved by President Roosevelt.

Senator Connally is chairman of a joint committee of the National House and Senate which will visit Texas this fall to determine the degree and nature of Federal participation in the big Texas event.

Another member of the joint committee is Representative Fritz G. Lanham of the Fort Worth district.

"I am convinced that the Federal government has a definite part, and a part that it should accept, in the Texas Centennial of 1936," Senator Connally said.

"The romantic history of this State is very closely linked with the march of the American flag from the Alleghanies to the Pacific. Of greater importance to the Union was the annexation of Texas than even the Louisiana Purchase, because it opened the way for the quick acquisition of territory all the way westward to the Pacific.

"Again recent arrivals from the United States won the Texas victory at San Jacinto. They created the provisional government and wrote the Declaration of Independence at Old Washington. The entire history of Texas from the days of the colonists is so closely interwoven with the history and destiny of the Federal Union that there can be no separation of the two.

"The Texas Centennial is the greatest step forward yet undertaken by an American State. It at once pays honor and reverence to the fathers and mothers who established a great civilization here, and looks forward to the further development of this mighty empire. Its vision is so far-fetched, its plans so comprehensive, and the determination of its hard-working Commission so marked, that description cannot be given in the English language.

"Texas is entitled to the very biggest celebration that may be prepared and staged in the time intervening before the Centennial year. The vastness of the State, the unparalleled history it has, the resources developed and those awaiting developing, call for big events, big men, big plans, large execution.

"The Commission has rightly said that the Centennial must not be and will not be anything but upon the very largest scale. The plan as announced through my good friend, John D. Middleton of Greenville, is an elaborate, well defined plan capable of smooth execution. And the plan is none too big for Texas and warrants the support of every citizen.

"Again my good friend General John A. Hulen of Fort Worth is correct when as head of the Finance Committee he asserts that not less than \$15,000,000 is even considered for the staging of this great celebration.

"Texas is a rich State, notwithstanding recent depression years. It executes plans upon a big scale. It has big, outstanding

leaders in all the activities of life. Its people are one of big vision, big hopes, big aspirations. To portray these the Centennial must be big.

"The truth of the matter is that \$15,000,000 is not a large amount of money for a celebration of this nature. Divided, as it is proposed that it shall be, between the successful bidding city and the State and Federal Governments it will be a drain upon none. The plan further indicates a self-liquidating celebration, and in my opinion, in the ultimate, there will be no cost assessed against any of the participating units.

"Of course, I cannot speak for the Congress of the United States. But I can say that as chairman of the Committee having in charge the recommendation that will be made to the Congress touching federal co-operation in the enterprise, that I am thoroughly sold on the need and the rightfulness of such federal co-operation. I have every confidence that the Senators and Representatives from other States who will tour Texas with Representative Lanham and myself, will catch the Texas vision of romance and history and development and that they will return to Washington thorough converts to the Texas cause.

"With these evangels on our side I do not anticipate any difficulty in securing in some manner the full and hearty co-operation of the federal government, both morally and financially, in the Texas Centennial movement."

Texas Women Showing Action Interest in Plan

Interest of the women of Texas in plans for the Centennial of 1936 is being greatly increased in all sections, and this is one of the most hopeful signs, because the Commission realizes that upon the women is largely dependent the success of the celebration as well as the preliminary campaign.

Mrs. Ross Woodall of Huntsville, president of the Texas Women's Press Association, this week asserted that her organization is squarely behind the Centennial movement, ready to render every possible degree of co-operation. Mrs. Woodall also is chairman of the district advisory board organization in her section.

Living as she does at the old home of Sam Houston, and where his remains now rest, Mrs. Woodall is a tireless worker for the Centennial as a whole, and more particularly for the part Huntsville and that section will play during Centennial year.

She expects to have both her organizations working smoothly and continuously for the Centennial, which will be an invaluable aid in opening up much wider avenues of publicity.

Teachers College Pageant Details Announced

Detailed plans for the pageant to be staged at North Texas State Teachers College in Denton at Recreational Park on the evening of August 14, have been announced by President W. J. McConnell.

Faculty and students of the College will participate in the pageant.

It will depict one hundred years of Texas history in eight episodes: The Tejas Indians, Austin's Colony, the Alamo, the Declaration of Independence, the surrender of Santa Anna, the Southern Confederacy, Reconstruction and Modern Texas. About 400 students will take part in the pageant. In addition to the scenes there will be choruses, dances and tableaux.

Discussing the plans, President McConnell said:

"The program will be complimentary to the public. We have nearly 3,000 summer students from every section of Texas, and our purpose in staging this spectacle is to inspire them with the Centennial spirit and give them an impetus to produce similar patriotic programs in the towns where they will be teaching next year. We are inviting the Centennial Commission and other distinguished visitors."

No Turning Back Now Says Goldthwaite Paper

The Goldthwaite Eagle asserts there is no turning back and that Texas will hold its giant Centennial as scheduled in 1936. The Eagle says:

"It has been rightly urged that the present time does not present the conditions most favorable for securing money to pay the expenses of the Centennial celebration, yet the effort must be put forth now or the proposition must be abandoned entirely. It is certain that those interested in preparing for a proper celebration will never agree to abandoning or even deferring the undertaking. The state's one hundredth birthday should, must and will be properly observed by displaying the wonderful development of the resources of Texas since 1836. The showing that will be made will be of vast and lasting benefit to every section and will be interesting as well.

"If the matter is delayed until everything is just right and prosperity is universal, it will be too late to celebrate the state's first century as a government and most of us will lose our opportunity of taking part in it. The celebration must be now or never."