

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

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Corsicana, Texas

August 7, 1934

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 tooenthusiastic 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.

By Herman H. Ochs Texas Centennial Commissioner

On March 2, 1936, one hundred years shall have passed since that small group of patriots met in the town of Washington, Texas, and announced to the civilized world that Texas is and of right should be a free and independent republic. This declaration startled the world and made a most profound impression on the political governments of both hemispheres, more particularly of course on that glorious union of States on the North American continent.

Thus was created the Lone Star Republic, and for nine years Texas occupied a place of dignity and honor among the governments of the world. The United States of America as well as the majority of civilized nations of the world hastened to recognize the new government.

Even prior to this notable event, Texas had a more glorious history than any nation of the world. The story of settlement and hardship, of patriotism and bravery, stands unchallenged and unequalled forever in the world's history. No State in our great Union of States has nearly the glorious historical background that Texas has.

During the latter part of the seventeenth century and until the close of the eighteenth century, we find Texas the battleground of Spanish and French forces, each government endeavoring to claim and hold the territory by establishing permanent settlements.

This chaotic condition kept those sturdy pioneers from the United States, who had long looked with longing eyes toward this beautiful and resourceful empire from firmly establishing themselves and live in peace and prosperity and turn the wilderness into a garden.

This brings us to the threshold of the nineteenth century. Mexico had won its independence of Spain. In their first flush of victory, feeling that co-operation of the settlers in Texas was necessary, the new Mexico government promised a very liberal administration of Texas affairs. This promise, true to past experience of the Texans, was quickly broken.

Those liberty-loving patriots who had braved the hardships and dangers of trail-blazing and had established themselves in this new land wanted to live in peace and honor by establishing happy homes.

However, it was not long before interracial misunderstandings arose. The spirit of the Texas settlers and that of the proud and haughty new Mexican government did not mingle and understand each other. Hence rebellion broke out almost immediately, culminating in scattered encounters with various invading Mexican

Thus we remember the battles of Gonzales and Goliad. Then on March 2, 1836, the declaration of Texas independence at the city of Washington; then the fall of the Alamo on March 6; and finally the battle of San Jacinto on April 21, resulting in the capture of General Lopez de Santa

Anna, who termed himself "The Napoleon of the West" and who had come to Texas to crush, once and for all, this spirit of independence in the hearts of these Texas settlers.

The War of Independence lasted seven months. Terms of complete surrender were signed between General Sam Houston and General Santa Anna after the battle of San Jacinto and Texas was free. With bated breath the world had watched this conflict and hence it was no wonder that recognition of the new Texas government was spontaneous.

Then came a period of uncertainty, when great care and tactfulness and real statesmanship was necessary, for Mexico had never really conceded or acknowledged the independence of Texas. For nine years Texas remained a republic, being served by four presidents, until in 1845 she joined that glorious union of States of North America and the Lone Star Republic became the Lone Star State of that Great Union.

Thus far we find Texas under five flags—Spanish, French, Mexican, of the Lone Star Republic, and now under the most beautiful, most inspiring, most dignified and most glorious emblems, the Stars and Stripes, which, by the grace of God, stand for the greatest Nation under heaven.

Now Texas was recording history of a less militant nature until 1861, when Texas cast its lot with the Confederacy of the Southern States, until the end of the Civil War in 1865, when she again raised the Stars and Stripes, and may God grant that they may wave in glory and honor over this goodly land as long as the earth remains.

Hence for four years we find Texas under the Confederate flag, and so putting Texas under six flags. Is there any other State in this great Union that records such a varied and glorious history? No, Texas stands alone and truly we are proud of our Lone Star emblem.

Texas occupies a vast empire, comprising over a quarter of a million square miles of territory. It has a greater diversity of climate, soil, natural resources, products, etc., than any other State in the Union. Under intensive cultivation Texas could feed and clothe the world.

It extends 900 miles from north to south and eleven hundred miles from east to west. Texarkana is nearer to Chicago than it is to El Paso, another city within the same State.

The resources and possibilities of Texas have barely been touched. The entire population of the United States can locate and live happily within its confines. Do you ask, has it a future? I dare say, and what a glorious future. If the world only knew the tremendous treasure stores this great State holds, the eyes of the world would be on Texas.

Are not these facts convincing argument for inviting the world to come to Texas in 1936 and celebrate with us the 100th anniversary of our independence? Do we not owe it to the crowded human centers of our land and the civilized world to tell them of this great empire and its glories and treasures? The answer is truly, emphatically in the affirmative.

However, telling will not do, we want to Floresville.

show the world what we have. Not only do we want to invite them to come to our city or community, nay, we want them to see the entire State.

Hence, in my opinion, we must abandon all provincialism, all selfish interests, but, in the spirit of the patriots who settled and defended this great State, let us stand together, all for one and one for all, for the entire State. Our glorious past speaks mightily to us at this time. We hear their voices calling to us, echoing down the corridors of time, "This is what we have done for you. We laid the foundation of this great State, so that you might be free and happy. What are you going to do for future generations? Are you going to be narrow and selfish or broad and liberal and loyal and true? Will you show your appreciation of your sacred heritage left you by us, for which we bled and died, so that your children's children will call you bless-

These are trying times. Conditions that try men's souls. Hence I say, my fellow citizens, let us cast aside forever all selfishness and greed, let us meet on common ground, merge our efforts, our hopes, our desires, our ambitions, and take advantage of this opportunity, first, to commemorate in a fitting manner our appreciation of the labors and sacrifices and the indomitable spirit of our forefathers and dedicate ourselves to carry on in this spirit and perpetuate the great government they established, and, second, display and portray to the world the grandeur, the wealth, the resources, the possibilities and the future of our great Lone Star State, by celebrating our Centennial not in any one place but all over this great

Beeville Meeting Forms 18th District Board

The 18th district Centennial Advisory Board has perfected organization and gone to work to assist in the grand push for the Centennial of 1936. Organization meeting was held in Beeville.

Col. Charles R. Tips, Three Rivers, leading Texas glass manufacturer, was made permanent chairman for the district. Lida Daugherty of San Patricio was made permanent secretary.

An active committee to outline the work was named. It consists of five members who are J. R. Dougherty, chairman; Mrs. J. D. Cochran, Sinton, vice chairman; Judge J. A. White, Goliad; Dr. W. A. McLeod, Cuero; Mrs. Frank Dudgeon, Port Lavaca.

It was decided that work of collecting historical data from each of the counties would begin at once under the direction of the advisory board.

A resolution was unanimously adopted saying the board recommended a State appropriation of not less than \$5,000,000 for staging the Centennial. Every candidate for the legislature in the district was notified of this action along with Senator E. J. Blackert of Victoria.

A publicity committee for the district was named composed of Jack Howerton, Cuero; John Weber, Goliad; Sam Fore, Jr., Floresville.

Martin Urges Centennial Idea to Managers

August 7, 1934

Speaking before the Southwestern Chamber of Commerce School in Dallas last week, Lowry Martin, Corsicana, vice president of the Commission and head of its publicity committee, asserted the Centennial would be a powerful factor in aiding recovery.

Mr. Martin's speech met with a very hearty response from the managers of the Chambers of Commerce, scattered throughout the State. There was not a discordant note in the indorsement of the plans for the big celebration.

"The Centennial isn't going to cost the taxpayer a penny," Mr. Martin said. "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, where 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 that the Centennial will show an absolute profit to the taxpayers of Texas.

"On Sept. 1 the city in which will be held the major celebration of the Centennial will be selected. The city offering the highest financial bid will be chosen.

"It has been estimated that \$15,000,000 will be required to properly finance this gigantic review of economic, historical and cultural Texas. It is probable the successful bidder will offer as much as one-third of this sum, likely more.

"By Sept. 1 the stage will be set. The finance committee will have worked out its plans. It is expected these will prove the State's part of financing will be accomplished without raising taxes one penny.

"The planning committee will have completed its work. It will be ready to announce the kind and nature of celebration to be held. The publicity department will have sold the State the idea. Every Texan will be centennial minded. This alone represents a potential attendance of 6,000,000. The successful bidder will find a State afire for the celebration. The only thing it will have to do is to provide facilities for the great show.

"Almost every small city, town and hamlet in Texas has the opportunity to be chosen a secondary Centennial city. These selections will be made by the commission on Nov. 1. No financial guarantee is required. The only requirement is full co-operation."

All Centennial Publicity Is Being Preserved

So that all reference to the Texas Centennial at this time may become a part of the permanent records of the Commission the publicity committee now has the services of two large press clipping bureaus. These are the Texas Press Clipping Bureau, and the one operated by students of the University of Texas.

Every reference to the Centennial appearing in Texas, either news story, editorial, illustration or advertising, is clipped, sent the publicity committee which in turn files it in a permanent record, which in the years to come in the archives of the Texas Centennial Commission will be interesting reading for generations to come.

Incidentally the clippings reveal the almost unanimous support of the press of Texas in the Centennial movement. Clippings literally by the thousands are pouring in each week. Such co-operation of course constitutes the success of the campaign and the committee is very grateful for the fine spirit shown.

The name of every newspaper and periodical carrying an item, and the date on which it was carried, is shown in the permanent file which is being made. This in the years to come, will show the hearty co-operation given by the publishers and the citizens and will be an invaluable guide in the future activities of the Commission.

Federal Committee Will Arrive November 15

The joint Congressional committee which is to visit Texas this fall in connection with Federal participation in the Centennial of 1936, likely will reach the State about November 15.

This statement was made this week by Tom Connally, junior United States Senator from Texas, and chairman of the committee

"It is my plan," Senator Connally said, "to get the committee together and in the State immediately following the general election in November. Tentatively I have set the date at November 15.

"It is our plan to visit all sections of Fexas and acquaint the members of the committee with the vastness of Texas, the romance of its history, and the advantages to be gained from Federal participation in the event."

Commission Members On Vacation Write Letters

Letters were received during the week by the publicity committee from Cullen F. Thomas, president of the Commission, and Mrs. Percy V. Pennybacker, member of the Commission, both of whom are vacationing at Chautauqua, N. Y.

Both letters expressed continued thought for the plans for the Texas Centennial, and both carried a word of praise for the work being done at this time by the publicity department.

Advertising Staff Busy Boosting Centennial

Laying down a barrage, covering all phases of advertising and publicity, in behalf of the Texas Centennial now is in progress.

Erle Racey and Louise Wood are in Dallas and Fort Worth and will contact first, editors of all the newspapers and periodicals for the purpose of securing the utmost possible co-operation in securing news publicity for the Centennial. This will cover use of the weekly press releases sent out from the publicity offices in Corsicana, and also the freest possible use of Texas Centennial News.

The executive of the advertising department of each newspaper will be requested to secure the co-operation of his staff in presenting to all advertisers plans for carrying some word of the Centennial in their regular copy. This may be the Pledge or some other selected outstanding fact concerning the Centennial.

In addition they will personally contact the principal advertisers and urge upon them mention wherever possible of the Centennial in their advertising.

Radio stations will be contacted with similar requests as to inducing radio advertisers to mention the Centennial in their broadcasts. Radio advertisers also will be called upon.

In addition outdoor advertisers will be asked to include a Centennial thought in their posters, and the department stores will be asked to display placards, signs, etc., in their show windows, giving the Centennial movement a boost.

The plan as being carried out this week will be extended as rapidly as possible until all of the larger cities and towns are reached in this systematic campaign to secure for the Centennial the greatest possible amount of advertising before Sept. 1.

All Printing Contracts Are Let By Committee

Contracts were let some days ago for the printing on all phases of the great publicity drive which is to be concentrated into the month of August. This printing is in process of delivery and in a few days will be in evidence in all sections of Texas.

There will be posters on the highways, made possible through the co-operation of outdoor advertisers, there will be posters and other advertising placards on display, all calling attention to the great Centennial of 1936. In addition contract has been let for the 40-page brochure, executed in colors, a masterpiece of the printer's art, which will be ready for delivery in a few days. Beautifully illustrated it will carry in continuity the history of the Centennial movement from its inception to the present. It will be invaluable for public speakers, writers and others desiring to present to the public any phase of the Centennial movement. This brochure, with limited distribution, will serve as a reference boon in all communities in Texas.

of the Texas Centennial Commission Vol. 1.-No. 5 CORSICANA, TEXAS Aug. 7, 1934

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	resident Texas Adv. Clubs
Karl Hoblitzelle	Motion Pictures
Fred Beseler	Outdoor Advertising
Jerry Belcher	Radio Advertising
THE PARTY OF THE P	

Challenge to Patriotism Seen In Centennial

The Texas Centennial, a challenge to the patriotism and common sense of every Texan, is meeting with an almost unanimous response of approval from all sections of the State.

As the intensive publicity campaign progresses the momentum is gaining,

Why the Texas Centennial?

BY CULLEN F. THOMAS President, Texas Centennial Commission

generation, in behalf of a greater Texas, is the Texas Centennial.

It will celebrate one hundred years of ness to modern commonwealth.

It will foregather the marvelous products of Texas' brawn and brain in every field of human endeavor.

It will turn toward Texas the attention of the peoples of many tongues and lands beyond the seas.

It will make the tale of Texas table-talk in ten million homes, in the two Americas. from Baffin Bay to Cape Horn.

It will repay Texas for all outlay from her treasury, from out uncounted millions dropped within her borders by the unnumbered hosts who come by rail and road and plane to behold her resources and applaud

It will be an epochal event in which the Nation will claim the right to share, since in succession 1836 was followed by 1845, San Jacinto by Chapultepec and American domain and destiny pushed westward from the Sabine River to the Pacific Ocean.

It will be far more than a mammoth modern exposition, whose buildings are models of architecture, in brick and stone, housing triumphs of invention and miracles of science and the riches of Texas soil and sun.

It will testify that Texans are not unworthy the incomparable heritage left to them by martyrs and patriots, dying and

The most splendid conception of this ready to die, that Texas might become an Anglo-Saxon commonwealth.

It will commemorate the sacrifices of the plain pioneer men and women who unexampled progress, from barren wilder- first trekked the unpeopled wilds, with ax and plow and rifle and spelling book and Bible, to lay the mudsills of civilization.

It will Texanize Texans.

It will teach all the sons and daughters of Texas, native-born and adopted, to know Texas better, to love Texas more and to serve Texas with single-hearted zeal.

It will lift our eyes to the hilltops of our history, whence cometh our help above bog and fog, for taller thinking and nobler

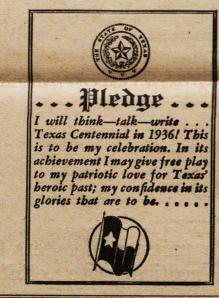
It will seal in tighter bonds of unity through contact and understanding, Texas citizenship of every type, from pines to plains, from the river to the Gulf.

It will rid our State of the specter of sectionalism, to the end that Texas may remain in territory, ideals and destiny forever undivided and indivisible.

It will rekindle the dying flame of patriotism, in decadent days, and as we renew our faith at Texas' sacred shrines, put to shame a leadership of noisy pretense and little deeds.

It will serve to bring to pass the poet's

'Bring me men to match my mountains, Bring me men to match my plains, Men with empires in their purpose, And new eras in their brains.



comparable to the increasing size of a snowball as it goes down the hill.

From all walks of life and from all kinds and classes of people are coming assurances of hearty support and statements that the Texas Centennial must be the biggest thing of its kind ever staged on the American continent.

The letters agree that Texas, being a big State, must of necessity develop big ing the great central celebration of 1936.

plans to observe in a big way its hundredth anniversary. And a gratifying thing about this indication of public opinion is that practically all are in agreement that the minimum of \$15,000,000 for the expoonly not too large, but probably not enough and that even more money likely will be secured as the plans materialize.

Dallas Junior Chamber Is **Showing Interest**

The Junior Chamber of Commerce in Dallas is showing increasing interest in the Texas Centennial of 1936, and more particularly in the plan of Dallas to secure the central celebration.

Lowry Martin, vice president of the Commission and chairman of the publicity committee, was invited to appear before the Junior Chamber at its regular meeting on last Wednesday when he explained in detail the Centennial plans and the working organization.

The Dallas Junior Chamber is working in close co-operation with the Senior organization there in the contest for secur-

Attract Tourists Plea of Texas Weekly Article

Dale Miller, associate editor of Texas Weekly, in an article last week discusses at length the importance of Texas attracting a larger share of the tourist business. In that connection he made some interesting observations concerning the part the Texas Centennial will play in producing more of this traffic.

That portion of his article dealing with this phase of the matter is reproduced be-

"Henry Edwards, editor of the 'Tyler

Journal', wrote to this department a few days ago suggesting that some definite organization could perhaps be formed to have for its purpose the encouragement of tourist travel to Texas by publicizing the attractions of the Lone Star State in various ways. His suggestion, it seems to me, is timely and highly important. Whether such an organization should come within the scope of the duties assumed by the Centennial Commission is an interesting question. The newly organized publicity committee of the commission is doing a splendid work just now in making Texas people Centennial-conscious, and newspaper editors over the State are cooperating in every way to relay reams of Centennial information to their readers. But whether the operation of this committee will extend very far beyond the boundaries of Texas is a different question. The limited capital now at the disposal of the commission is perhaps not inadequate for publicity work in Texas, since the patriotic press, radio, and screen in the State will doubtless contribute articles, broadcasts, pictures, and so on; but publicity elsewhere will be more difficult to obtain, although it is to be devoutly hoped that the Centennial appropriation from the next Legislature will be sufficiently generous to permit the widespread publicity that such an important event richly deserves. If organized effort to publicize the advantages of Texas in such a way as to direct tourist travel into Texas is the natural function of the Centennial Commission, then there is no organization better constituted to carry on this work. And it should be added that when the work of the commission has been consummated two or three years from now its trained personnel might be incorporated into some permanent body having for its purpose the constant promotion of Texas outside of its borders-because, surely, Texas's attractiveness to the tourist and home-seeker will not cease to exist with the Centennial year. The Texas Centennial, besides paying reverance to an era unparalleled in history, is calculated to call the attention of the world to the marvelous advantages which are the common heritage of every Texan every year. In this respect, the Texas Centennial will simply lay the foundation for the development which patient encouragement in subsequent years will bring to pass. "But if this problem of directing tourist

travel to Texas on a large scale is beyond the function of the Centennial Commission just now, then it would seem advis-

able that a contemporary organization be created to work harmoniously with the commission, this organization to devote its efforts to publicizing Texas throughout the nation while the commission concerns itself with creating an exposition worthy of the publicity. It is for the commission to decide whether its duties encompass both of these tasks, because the character of its personnel inspires the confidence that if it undertakes them both it can accomplish them both. Nevertheless, the importance of bringing the nation to the Texas Centennial is second only to building the Centennial itself. That is why this changing economic world in which we are living, one of the effects of which has been to make American tourist travel a home industry, has a pertinent significance to the Texas of today and tomorrow.'

Fort Worth Meeting of Committee Heads Held

Heads of the various committees of the Texas Centennial Commission, all members of the publicity committee, the chairman of the executive committee, and the secretary of the commission, held a meeting in Fort Worth on last Friday.

The purpose of the meeting was to review the campaign to date in behalf of making Texas Centennial-conscious by September 1, and to lay detailed plans for the August drive, which is to be the most intensive in all the history of Texas publicity campaigns.

Present were Walter D. Cline, Wichita Falls, chairman of the executive committee; Gen. John A. Hulen, Fort Worth, chairman of the finance committee; John D. Middleton, Greenville, chairman of the finance committee; Lowry Martin, Corsicana, chairman of the publicity committee; J. E. Josey, Houston, and Wilbur Hawk, Amarillo, members of the publicity committee, and Will H. Mayes, Austin, secretary of the Commission.

Co-ordination of all effort was arranged so that there will be no lost motion and no duplication in the few weeks remaining before September 1 when the central celebration city will be chosen at a meeting in Austin. Much enthusiasm was shown for the campaign as it is progressing by those attending the meeting.

Corpus Christi Trio Is To **Boost Centennial**

Through the good offices of the Corpus Christi Chamber of Commerce, acting through Sidney Kring, its manager, the Texas Centennial through August is to have the benefit of the famous "Corpus Christi Trio," which will be known as the Texas Centennial Trio during the cam-

This trio is composed of prominent club and civic leaders in that city. They will be available at frequent intervals for programs in various parts of the State.

Their expenses are paid by the Corpus Christi Chamber of Commerce as a contribution toward the promotion of the Texas

Centennial Is Necessity, Says Ft. Worth Press

The fact that the Texas Centennial of 1936 is a necessity and not a luxury is stressed by the Fort Worth Press in a recent strong editorial.

Says the Press:

"In the statements of some candidates for the Legislature regarding an appropriation for the Texas Centennial, made to the Press, there is a tone which might be paraphrased as follows:

"The Centennial is a luxury; relief is a necessity. If there is money left after taking care of relief needs, I may vote for the Centennial.'

"What these gentlemen fail to see is that the Centennial is, on the part of the State, an investment made in the sure hope of getting a large return. Relief is an investment too, but that money, though well spent, will never come back. Work is better than relief. A \$15,000,000 Centennial would provide at least that much work. It would bring into the State millions of dollars. If Dallas and Ft. Worth get it between them, for instance, the resulting rush of construction and employment of other nature would, with other construction now planned, cut the relief rolls down greatly. The bill would be paid by the visitors.

"Let those gentlemen who are dubious about the Centennial as a luxury revise their views. It is a necessity. And, if they want to be doubly sure the state is reimbursed, let them vote that it is to be repaid out of the Centennial's first receipts."

The last suggestion of the Press is exactly what the plan for the Centennial provides. Repayment for the State out of a percentage of the first receipts. _____000-

Gen. Wolters Proposes Offer of \$5,000,000

Gen. Jacob F. Wolters, addressing a recent luncheon of 300 Houston business and civic leaders, asserted that Houston must prepare to offer \$5,000,000 for the honor of being the Centennial city of 1936.

General Wolters has long been an advocate of a Centennial. He appeared before the Austin mass meeting 10 years ago advocating an event, big in magnitude and vision to properly portray the Texas of the past and present. He has kept steadfastly to that view through the years.

Houston is contemplating the submission of a bond issue of from \$3,000,000 to \$5,000,000 for the purpose of bidding for the Centennial. It was in connection with this movement that General Wolters advocated that it be made \$5,000,000.

H. M. Lull, executive vice president of the Southern Pacific Lines, a native of Vermont but an adopted Texan, also made a strong appeal for the Centennial.

Houston is thoroughly organized and a committee headed by Clarence R. Wharton, lawyer and historian, has the Centennial campaign in charge.

Praise for Workers

The San Antonio Express sees much value in the programs being adopted by the advisory boards over the State. It asserts this assistance is invaluable to the Commission and others having the welfare of the Centennial at heart.

The Express says:

"Organization meeting of the 18th district committee, Texas Centennial Advisory Board, at Beeville this week was characteristic of gatherings being held throughout the State to arouse citizen interest in the celebration of Texas' hundredth birthday anniversary. The advisory board's mission is primarily educational; it undertakes to give Texans knowledge of what this milestone in their history signifies. The popular reaction to that message should show the civic leaders who sponsor this movement the sort of celebration the citizens desire.

"Such an expression is needed to guide the Texas Centennial Commission that will map out a program for 1936; and also to inform the Legislature, that must appropriate funds for State participation in the observance. Both the lawmakers and the Commission have assumed that a central exposition is to be held in one of the larger cities; but both have emphasized the statewide nature of the celebration. The 31st district organizations should strive to impress upon their respective communities the fact that the Centennial means a great deal to them, alike on sentimental and practical grounds. The 18th district embraces Goliad, the scene of a dramatic historical event, but the other districts also have borne their part in the making of Texas.'

University Facilities Are Behind Committee

The University of Texas has placed its entire facilities for historical research squarely behind the publicity committee of the Texas Centennial.

This action came through H. Y. Benedict, president of the institution, who praised the work being done in behalf of the Centennial in the very highest terms.

The action of President Benedict insures that all historical data presented the public in connection with the Centennial movement may be relied upon for absolute ac- said. curacy in every detail.

Gonzales Advisory Board Starting to Work

The Gonzales district advisory board has organized for its work in that historical part of Texas.

Miller 'Ainsworth of Luling has been named chairman for the district. Ross Boothe of Gonzales is a member taking a leading part. Gonzales is known as the Lexington of Texas, because there was fired the opening gun of the Texas revo-

teenth District

The 17th district Advisory Board members held an enthusiastic meeting in Galveston and organized for the work before

A resolution supporting the Centennial movement to the utmost was introduced by Louis C. Elbert, editor of the Galveston

News, and unanimously adopted.

Fred W. Catterall of Galveston was named chairman for the district and Mrs. John L. Darrouzet, secretary.

Members of the Board are from Galveston County: Fred W. Catterall, Mrs. John L. Darrouzet, Mrs. Helen B. Moore, Louis Elbert, Mrs. E. Q. Rogers, Adrian F.

Brazoria County: Jordan McNeill, Louis Wilson, G. C. Hardman, Mrs. W. R. Bratton, Mrs. F. K. Stevens.

Fort Bend County: Judge D. R. Pearson, Mrs. Albert George, John M. Moore,

Matagorda: Mrs. Jesse Mathews, George C. Harrison, Cary Smith, J. F. Barnett, Sul Roos Harrington, Mrs. A. S. Mor-

Chambers County: A. W. Marshall, Mrs. G. H. Fahring, Judge Guy C. Jackson, Dr.

Wharton County: Mrs. J. R. Cox, A. H. Armstrong, Mrs. A. L. Lincecum, Mrs. J. T. Murphy, Charles C. Ingram, Mrs. Steve Munson, Jr.

Florence Asserts Dallas To **Announce Plans**

Definite plans of Dallas for securing the main celebration of Texas Ceptennial will be announced soon, Fred F. Florence, banker and head of a committee having the matter in charge, has announced.

Discussing the plan Mr. Florence said: "State Fair Association officials have promised their fullest co-operation in case the Centennial is staged in Dallas. No attempts as a lease of the fair grounds or buildings have been made.'

"The Fair Association, I believe, would accept the job of running the 1936 exposition if it were offered," Roy R. Rupard, secretary, said.

"All plans for obtaining the Centennial here will be announced soon," Mr. Florence

All Texas Movie Now Seen As Probable

An all-Texas motion picture is among the early possibilities as a result of the intensive drive now being made for the Centennial of 1936.

Numerous inquiries as to the possibilities for such a film are being received. It is quite possible that actors from New York and Hollywood will be in Texas soon and that such a picture, depicting the romance of Texas, will be given the world through the medium of the motion picture. master.

San Antonio Express Has Galveston Is Host for Seven- Comptroller Sends One of Staff to Corsicana

The publicity committee for the Centennial is receiving the unstinted and loval support and co-operation of the office of George H. Sheppard, State Comptroller, and also of the State Board of Control, in its present campaign.

In order that the payment of accounts might be expedited, and to insure the regularity of all items, the keeping of the books in perfect order, Miss Lurleen Hubert, an attache of the Comptroller's department, was invited by the chairman of the committee and is now stationed in Corsicana for the duration of the publicity drive, giving the committee her full cooperation in the vast amount of detailed bookkeeping work that must go through and be approved by her department in

The presence of this State official insures that every item is being handled exactly as the law provides and that when the campaign has ended the books and accounts will be in perfect order.

Coahuila Is Preparing to Construct Road

The Mexican State of Coahuila, to which Texas was once joined as a political unit, is going to have an all-paved highway throughout its length ready for the Texas Centennial year of 1936. This movement is a part of the co-operation of the Mexican government already assured for

Plans for immediate beginning of work on the highway were laid at a recent joint meeting of the Chambers of Commerce and representative business men from the Texas towns of Eagle Pass and the Mexican towns of Piedras Negras, Monclova and

Forty-two prominent industrial leaders were present and plans were approved for Pan-American highway south of Saltillo to the American border.

The International Traffic Commission has direct charge of the plans for the beginning of immediate construction.

Masonic Order Plans to **Boost Centennial**

The Masonic order in Texas is planning to observe its Centennial in Texas in 1936 along with the Texas Centennial.

A meeting recently was held in Fort Worth for the discussion of plans. A committee has plans in charge for the cooperation of the Masonic order with the Centennial movement.

Alva Bryan, Waco, past grand master, heads the committee. Others on the committee are W. Steve Cook, grand master; Jewel P. Lightfoot, past grand master, and George R. M. Montgomery, past grand

Abilene Man Is Head of Ad-. visory Board

The 24th Senatorial district advisory board at a recent meeting in Abilene organized for its work in behalf of the Texas Centennial.

Dr. R. N. Richardson of Abilene was chosen chairman for the district. Mrs. J. U. Fields of Haskell was named vice-chair-

Temporary officers at the organization meeting were T. N. Carswell, Abilene, chairman, and Mrs. John Perry, Sweetwater, secretary.

Among those attending the organization meeting were Mrs. W. H. Norred, Putnam; R. T. Williams, Rotan; E. L. Maberry, Roby; Mrs. Ella Hudson Day, Rotan; Mrs. J. D. Westbrook, Rule; Mrs. Royal Headrick, Mrs. R. C. Ledford, Sweetwater; Ollie Clark, Albany; Mrs. J. D. Meredith, Rotan; T. J. Glover, Merkel; Mrs. Dallas Scarborough, Mrs. Geo. R. Harris, Abilene; C. E. Coombes, Stamford; Miss Hibernia Grace, Anson; Mrs. T. L. Laurendale, Ran-

Leon County Collecting Historical Data

Leon County is taking the lead in the collection of historical documents pertaining to the early history of that section in preparation for the great Centennial of 1936. These are to be placed in a museum to be established at Centerville, the county

Numerous Texas newspapers are publishing historical matter pertaining to their sections, all of which is to be used in inspiring the people to a more active part in the Centennial.

Among newspapers taking an active part in this movement are the Normangee Star, San Augustine Tribune, Nacogdoches Sentinel, Hearne Democrat.

The San Augustine Tribune recently mentioned the unearthing of numerous documents pertaining to the history of the county a hundred years ago. San Augustine was near the eastern end of the old San Antonio trail and it was in that section that one of the first settlements in Texas was made.

Hughes Gives All His Time to Centennial

J. K. Hughes, independent oil operator of Mexia, has resigned as president of the Chamber of Commerce in his home city, the purpose being to devote his entire time hereafter to the Texas Centennial of 1936. Mr. Hughes is a valued member of the Texas Centennial Commission.

He is a tireless worker in any cause with which he becomes identified, and all members of the Commission, as well as the publicity staff, are glad to know that he may now be depended upon to think, talk and write Centennial in 1936 every day in the year.

27th Senatorial District **Formally Organized**

The 27th Senatorial District Advisory Boards went into permanent organization at a recent meeting in Corpus Christi.

Mrs. Frank A. Tompkins of Corpus Christi was named executive member of the board.

Among those present were Mrs. R. M. Gonzales of San Diego, Judge W. R. Perkins and Mrs. K. C. Fawcuss of Alice, and Sidney Kring, Mrs. G. R. Scott and Mrs. Frank A. Tompkins of Corpus Christi.

Mr. Kring addressing the meeting asserted that all should be unselfish in promoting the Centennial. Mrs. Fawcuss told of old historical relics recently displayed at a fair in Mathis, San Patricio county, and suggested that they be shown in the Centennial city of 1936.

The 100 per cent co-operation of Duval and Jim Wells counties was assured by representatives from those counties.

Howard Makes Talk to 5,000 **Texas Farmers**

Harry Howard, chief of staff of the publicity department for the Texas Centennial, addressed a meeting of 5,000 Texas farmers at Agricultural & Mechanical College at College Station on Thursday morning of last week.

The occasion was the fiftieth annual farmers short course in progress there, and the address was made possible through the kindly co-operation of college officials. This demonstrates again the interest being shown in the Centennial by all the institutions of higher learning in the State. Mr. Howard's address was cordially received by the farmers, who when they return home, will further extend among their friends and neighbors the plans and purposes of the great Texas Centennial.

Motion Pictures Will Show Romance of Texas

Three motion pictures, depicting historical Texas in the background, and carrying a spoken message from Centennial Commissioners, will be on the silver screen in every leading theater in Texas within the next few days.

Contract for the production of the films has been let. The motion picture houses are very generously giving their service in showing the films a place on their programs without cost to the Cen-

Former Governor Pat M. Neff, gives the address in one of the films, Walter D. Cline of Wichita Falls in another, and Lowry Martin of Corsicana in the third.

The presentation of these films is expected to greatly accelerate the interest of all Texans in their Centennial.

Nacogdoches County Board Is Becoming Active

The Centennial Advisory Board in historic old Nacogdoches county is becoming extremely active in behalf of the Centennial celebration.

A permanent organization was formed at a recent meeting held in Nacogdoches and Phil Sanders, prominent citizen, was named chairman. Mrs. R. B. Blake was elected secretary. Other members are Miss Virgie Sanders, R. E. Price, C. L. Farr and Mrs. A. C. Irwin of Garrison.

Following the meeting the committee announced:

'Plans for the Centennial are taking form rapidly and it will be the biggest celebration ever known in Texas when it is held in some Texas city in 1936.'

Grimes County In Line, **Board Organized**

The Grimes County Advisory Board organized at a recent meeting held in Navasota and laid plans for compiling historical data of Grimes County in preparation for the Texas Centennial. This is to be issued in pamphlet form. The board. showing considerable activity, voted to hold a meeting the second Tuesday in each

Officers chosen were Mrs. J. W. Brosig, chairman; Mrs. Louise Pierce, recording secretary; Mrs. Walter Greenwood, Plantersville, treasurer.

Cameron County Now In Line for Centennial

Cameron County is in line for a proper celebration of Centennial year with its advisory board organized and gone to work.

At a meeting in Brownsville S. Finley Ewing was named as chairman of the board. The advisory board is composed of Mrs. Harbert Davenport, Mrs. W. R. Jones, Miss Julia O'Brien, R. B. Creager and J. G. Fernandez, Brownsville; Mrs. T. S. Herren, Harlingen.

A valley-wide meeting is one of the first projects planned when the participation of the entire "Garden Spot" will be asked in the plans for the great Centennial of 1936. -000-

Maverick County Starts Centennial Program

Maverick County members of the State Advisory. Board are in line solidly behind the Te as Centennial of 1936. It has announced for its main purpose just now the beautification of Maverick county. Trimming and planting of trees and the marking of historical spots is to begin at once.

The meeting held in Eagle Pass chose Mrs. Van E. McFarland as chairman and Dena K. Graves as secretary. Members of the board are Mrs. E. H. Schmidt, Dena K. Graves, Mrs. Van E. McFarland, and B. H. Miller, Cal Huffman and Francis

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

"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 reverance 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 cooperation 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.

nounced 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 ar 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."