

GUNTER HOTEL, August 26, 1933

My dear Mr. Borglum:

Will send this on a venture; you may or may not get it. May be of some use on your southern journey.

Houston of course must be in the Centennial. Your whole layout is helped by my ideas as to Spanish South Texas because if we can give a strong pulling power to South Texas more people will be brought here and therefore into contact with all the Texas Centennial cities. If we can give an unusual pulling power perhaps more people will come than a standard type Centennial would draw.

As for Houston, it has I think three great angles to capitalize:

1. The San Jacinto victory was a closing chapter in Latin-American dominion in the present United States. The Alamo and Goliad supplied the spiritual impulses. The Spanish century of works is the great historical background.
2. San Jacinto and Houston symbolize the beginning of Anglo-American dominion, and a new civilization, and the birth of the new Republic.
3. Houston, as the metropolis, reflects the material achievements of the new race.

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The spread of the Centennial among a number of cities will be shrewd financing, as well as good psychology. Instead of a costly central exhibition with its costly central administration, the Centennial cities thru their own civic organizations will supply the energy, funds, and personnel, for the sake of their civic interest and pride. Under such conditions the central organization would be relatively small and inexpensive but intelligent. I put the Old Spanish Trail over by these policies while the Lincoln Highway baked by auto and tire magnates spent \$2,000,000 carrying the load by central organization. Respecting the Old Spanish Trail, I was always in the driver's seat but civic organizations furnished the organized machinery and power.