



CORONADO CUARTO CENTENNIAL

NEW MEXICO. 1540-1940

CORONADO CUARTO CENTENNIAL COMMISSION

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
ERNA M. FERGUSSON
ALBUQUERQUE

SECRETARY
GILBERTO ESPINOSA
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RILEY M. EDWARDS
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B. C. HERNANDEZ
ALBUQUERQUE

CHARLES M. MARTIN
ROSWELL

PAUL A. F. WALTER
SANTA FE

CHAIRMAN
STATE
PLANNING
COMMITTEE

MRS. ALBERT G. SIMMS
ALBUQUERQUE

Office of the Centennial Commission
Albuquerque, New Mexico

December 4, 1937

P. P. F.

5/88

Bulletin to All Sustaining Members:

Subject: Current items

1. You will be interested in the enclosed copy of an exchange of correspondence between H. P. Brunell, chairman of the Torrance County Coronado Centennial Committee, and this office. It shows how any group anywhere in the state can plan to "tie-in" its own historical background with the 1940 celebration.
2. Enclosed is another copy of the financial report sent you recently. Please note the addendum at the bottom of page 2. This is in explanation of the fact that the commissions account, which included remuneration paid to Los Conquistadores, is closed for the present. It should also be noted that the rate of commission paid (25%) included all expenses incurred during the fundraising campaign and was based on the total amount subscribed, NOT on revenue as received.
3. One of the early jobs now scheduled for this office to handle is the check-up of all framed certificates supposed to be furnished to all Sustaining members as per their financial contracts with the Commission. Below we give the number of the certificate assigned to you. If this number is not correct or if you have never received a certificate will you please advise us. If no number at all is mentioned below, it will mean we do not find any certificate in your name now. In which case, if you DO have a certificate, will you please use enclosed envelope and tell us its number.

Thanking you, we are with best wishes

Very truly yours,

Karl E. Kilby

Karl E. Kilby
Executive Assistant
Coronado Cuarto Centennial Commission

KEK/BS

xPP723-6

P. S. The number of the Certificate assigned to you, is 1940

December 4, 1937
Albuquerque, N. M.

PRESCRIPTION

Offered for the purpose of improving the health, activity and success of your daily business correspondence.

PROCEDURE

1. Take this sheet of paper in hand.
2. Flatten it out....shake it good....and listen.

PLEASE NOTE

It has the crackle of quality and the rattle of class, which it should have, because it is

C O R O N A D O C E N T E N N I A L B O N D

-- a good, durable, clean-cut, business-like paper of 25% rag content.

PUBLICITY

This paper is water-marked with the official Coronado Centennial Emblem. So, for the good of the 1940 cause, we would appreciate if you would specify Coronado Bond for your next order of letterheads, forms, blanks, bills or any business stationery you use regularly.

In lots of 2000, your Coronado Bond letterheads alone, will cost you only 75 cents a thousand more (or \$.00075 per sheet more) than you would pay for the ordinary cheap-grade bonds. Just ask your printer.

Thanks for whatever you can do for the

CORONADO CUARTO CENTENNIAL

ESTANCIA PUBLIC SCHOOLS

H. P. Brunell, Superintendent

Estancia, New Mexico

Coronado Cuarto Centennial Commission
Albuquerque, New Mexico

November 9th, 1937

Gentlemen:

In reply to your letter of November 8th, I am unable to give you any very definite information as yet.

At almost every meeting of the Estancia Lions Club, some time is given to a consideration of the best type of show for our community to put on as a part of the Coronado Cuarto Centennial celebration. Those suggestions which have had most consideration to date all include some sort of pageant and all have varied greatly in magnitude.

Some boosters have suggested that we attempt to depict the development of the Estancia Valley from pre-conquest days to the present. Others think that we should attempt only a complete dramatization of some single outstanding episode.

For this latter, I personally incline toward dramatic depiction of the life of Eloisa Luna Otero -- later Mrs. Alfred M. Bergere. Included in this drama would be approximately the following incidents: Courtship and marriage of Colonel Otero and Eloisa Luna; arrival of the young couple at Estancia, the seat of a ranch more than one million acres in extent; conflicts between the Whitney and the Otero forces (the cattlemen and the sheepmen) culminating in the battle of Estancia Springs and the death of the gallant young don.

In gathering data and materials for this spectacle we would expect to draw upon the entire citizenry of the Estancia Valley and we believe that for this purpose the mountain villagers will prove an almost inexhaustible source of information and participation.

Naturally we want to make a contribution such as will meet with the approval of the Coronado Cuarto Centennial Commission and we want to work in close cooperation with the Commission. Likewise, we are open to suggestion.

Very truly yours,

H. P. Brunell, Chairman

CORONADO CUARTO CENTENNIAL COMMISSION
Box 177, Student Union Building
University of New Mexico
Albuquerque, N. M.

Mr. H. P. Brunell
Estancia, N. Mex.

November 12, 1937

Dear Mr. Brunell:

Thanks for your splendid letter of November 9. We are having copies made of it for distribution among all Centennial Sustaining and Contributing members.

It is activity and enthusiasm such as your letter reveals that will put over the new and revised Centennial program for 1940 in decisive fashion.

We feel quite sure that the Commission will authorize the contacting of Centennial leadership in other communities over the state for the purpose of assembling a collection of suggestions for "doing things" locally, such as you have sent to us.

With best wishes, I am

Sincerely,

Karl E. Kilby

Executive Assistant
Coronado Cuarto Centennial Commission

KEK/BS

unanimous among Centennial Sustaining members, as we have had only one cancellation sent in so far—and maybe this will be withdrawn when the member organization in question decides that they would rather not be first to repudiate their sustaining contract.

At the present time our future revenue status is approximately as follows:

Due from Sustaining Membership Contracts:	
On November 1, 1937	\$1,160.00
During period of November 1, 1937 to March 2, 1938	562.00
During year of March 2, 1938 to March 2, 1939	2,350.00
TOTAL	\$4,072.00

The above sum of money, together with cash on hand at this time, will enable the Commission to carry on the work of properly preparing the right sort of presentation of the new two-phase Coronado Centennial program.

First of all it will be our job to see to it that the proper texts, covering historically, the Coronado portion of New Mexico history, are prepared for use in the schools generally, and especially in the high schools and institutions of higher learning. Illustrating and narrating the famous "Forty Episodes" will comprise an important phase of this work.

Coincident with this "education" procedure, the development of the portable pageant must be carried on. This must be done in visible fashion, by experts who know how to give us, in miniature, the essentials of the art and history which will high-light the attraction scheduled finally to travel the state in 1940.

Naturally, some time will be required to do this work satisfactorily and in a manner certain to provoke desired analytical comment, constructive criticism and original suggestion. But we will proceed with all speed possible.

For, the sooner we have ready our advance or "sample copy" showings of what we propose to do, the sooner we will be able to present to Centennial leadership throughout New Mexico, something definite in the way of an actually visible working program for 1940.

JAMES F. ZIMMERMAN, President,
Coronado Cuarto Centennial Commission.

Albuquerque, N. M.
November 15, 1937.



Coronado Cuarto Centennial Commission

FINANCIAL REPORT

November 1, 1937

Coronado Cuarto Centennial Commission

President—JAMES F. ZIMMERMAN, Albuquerque
Vice-President—ERNA M. FERGUSON, Albuquerque
Secretary-Treasurer—GILBERTO ESPINOSA, Albuquerque
RILEY M. EDWARDS, Socorro CHARLES M. MARTIN, Roswell
B. C. HERNANDEZ, Albuquerque
Chairman, Planning Committee—MRS. ALBERT G. SIMMS,
Albuquerque

Commission Offices: Student Union Building,
University of New Mexico,
Albuquerque, N. M.

Financial Report for Period of April 11, 1935 to October 31, 1937

SCHEDULE A:—RECEIPTS

(1) From Sustaining Members	\$5,427.50
(2) From Contributing Members	980.00
(3) From State Funds	2,400.03
Total Income	\$8,807.50

SCHEDULE B:—DISBURSEMENTS

(1) ADMINISTRATION			
(a) Labor—Executive	\$450.00		
Labor—Secretarial	461.50	\$911.50	
(b) Supplies—Stationery	304.01		
Supplies—Clerical	97.58	401.59	
(c) Postage (Incl. Express)		264.01	
(d) Telephone, Telegraph, Delivery		50.80	
(e) Rent (To Dec. 8, 1937)		40.00	
			\$1,667.90
(2) PUBLICITY			
(a) News Releases	\$ 410.09		
(b) Printing, Folders		1,024.24	
(c) Printing, Letters		88.09	
			\$1,522.42
(3) FUNDING			
* (a) Commissions Paid to Los Conquistadores and Other Representatives	\$2,595.60 *		
(b) Preparing and Furnishing Certificates to Sustaining and Contributing Members		754.02	
(c) Travel Expense		122.20	
			\$3,471.82
(4) MISCELLANEOUS EXPENDITURES			\$ 1.00
Total Expenditures			\$6,663.14
(5) CASH ON DEPOSIT			\$2,144.36
TOTAL DISBURSEMENTS, PLUS CASH ON HAND			\$8,807.50

“ON THE RIGHT TRACK NOW!”

New Plans of Coronado Centennial Commission Meet With General Approval

It is quite evident by now, that the revised program proposed by this Commission for the 1940 celebration of the original Coronado Expedition through the Southwest 400 years ago, is gaining widespread popularity.

From as far away as Wichita, Kansas, and from the potent pen of Victor Murdock, widely quoted editor of the *Wichita Eagle*, former Congressman and member of the Federal Trade Commission, comes the encouraging suggestion that Kansas, Oklahoma and Texas join with New Mexico in promoting the Centennial and doing anything and everything possible, “to emphasize our regional distinction, to which enterprise the Coronado Celebration can be made an important contribution.” Continuing, Mr. Murdock states that he finds a “pleasure in the reflection that the people of New Mexico have the happy inclination to keep alive the memory of the older days of the oldest region of the Southwest and to give them the glamour they merit.”

And so it goes. Everybody, everywhere, seems to be satisfied with the soundness and practicability of the two-phase program announced after the “go ahead” meeting of the Commission in September.

We have had 100 per cent favorable response from all state institutions of higher learning, from the State Board of Education and from State Superintendent Rodgers, to our request for co-operative promotion of the Centennial along educational lines during the next two years.

And the idea of having a portable or traveling pageant featuring the Coronado era and available for presentation all around the state during 1940, wins approval wherever it is mentioned or presented. Roosevelt and Torrance Counties have already commenced promoting public meetings for the purpose of furthering this idea. Colfax County (and other) delegates to the recent Santa Fe meeting of the Northern New Mexico Alliance have considered ways and means of using the proposed movable “show.” The Roswell High School leads the parade of schools organizing Coronado Centennial Clubs.

Letters from a number of loyal and enthusiastic holders of Centennial Sustaining Membership contracts state definitely and emphatically that, since we are “on the right track now,” we can expect to receive their continued financial support. This attitude is almost

*This item complete (no further commitments, nor anything due now) included all expenses, travel, etc., and the rate of payment was based on total subscriptions taken, in the amount of \$10,579.50.

P. P. F.

5188

February 2, 1938

My dear Mr. Kilby:

The President has received your letter of January twenty-second and much appreciates your kind thought in sending him the "Analysis of Suggestions" for the Coronado Cuarto Centennial. He is looking forward with interest to an opportunity for glancing over the program.

Very sincerely yours,

M. H. McINTYRE
Secretary to the President

Karl E. Kilby, Esq., ×
Executive Assistant,
Coronado Centennial Commission, ×
Albuquerque,
New Mexico.

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× PP7415

CORONADO CUARTO CENTENNIAL

NEW MEXICO. 1540-1940

Office of the Centennial Commission
Albuquerque, New Mexico

January 22, 1938.

CORONADO
CUARTO
CENTENNIAL
COMMISSION

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
ERNA M. FERGUSON
ALBUQUERQUE

SECRETARY
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SOCORRO

B. C. HERNANDEZ
ALBUQUERQUE

CHARLES M. MARTIN
ROS WELL

PAUL A. F. WALTER
SANTA FE

*achd
2-2-38
JW*

Honorable Franklin Delano Roosevelt,
President of the United States of America,
Washington, D. C.

Dear Mr. President:-

The CORONADO CUARTO CENTENNIAL COMMISSION is meeting today,
in Annual Session.

Among other items on the Agenda, will be the consideration
of the New Two-Phase Plan proposed at the Sept. 14, 1937,
meeting of the Commission, for the further promotion and
accomplishment of the 1940 Centennial.

x PP723-6

Therefore, since you are the holder of Sustaining Membership
Certificate No. 1940, we are sending you herewith, a copy
of the "Analysis of Suggestions", which we have prepared for
the Commission's guidance and study.

Hoping that you will, at least, have time to glance it over,
we are, with best wishes,

Centennially yours,

Karl E. Kilby

Karl E. Kilby,
Executive Assistant,
Coronado Centennial Commission.

KEK/JEM

Encl. did not
to file come
file

February 6, 1938.

P.P.E.
5188

My dear Mr. Kilby:

Thank you very much for your
courteous note of February fifth, with
the enclosed brochure on the Coronado
Cuarto Centennial. #

20079-B

I shall be glad to lay this
material before the President at the
first opportunity and can assure you
of his very real appreciation of your
thoughtfulness in sending it along.

With all good wishes,

Sincerely yours,

M. H. McINTYRE
Secretary to the President

RB/ma

Karl E. Kilby, Esq., X
Executive Assistant, Coronado #
Cuarto Centennial Commission,
Albuquerque,
New Mexico.

I have not read it.
W. H. G.



CORONADO CUARTO CENTENNIAL

NEW MEXICO. 1540-1940

CORONADO
CUARTO
CENTENNIAL
COMMISSION

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
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ALBUQUERQUE

SECRETARY
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ALBUQUERQUE

CHARLES M. MARTIN
ROSWELL

PAUL A. F. WALTER
SANTA FE

CHAIRMAN
STATE
PLANNING
COMMITTEE

MRS. ALBERT G. SIMMS
ALBUQUERQUE

Office of the Centennial Commission
Albuquerque, New Mexico

April 1, 1938.

file

Mr. M. H. McIntyre,
Secretary to the President,
Washington, D. C.

My dear Mr. McIntyre:-

Here's hoping you will not object if we approach you once more as regards the welfare of the Coronado Cuarto Centennial.

The enclosures herewith, tell the story.

So, all we can say in this letter is that we will be grateful for any assistance given us by the President through your kind offices.

With best wishes, and thanks for whatever you can do for us, we are

Centennially yours,

Karl E. Kilby X

Karl E. Kilby,
Executive Assistant,
Coronado Centennial Commission.

KEK/JEM

P.P. 7.
5188



CORONADO CUARTO CENTENNIAL

NEW MEXICO. 1540-1940

Copy

CORONADO
CUARTO
CENTENNIAL
COMMISSION

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
ERNA M. FERGUSON
ALBUQUERQUE

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SANTA FE

CHAIRMAN
STATE
PLANNING
COMMITTEE

MRS. ALBERT G. SIMMS
ALBUQUERQUE

Office of the Centennial Commission
Albuquerque, New Mexico

April 1, 1938.

Hon. Harold L. Ickes,
Secretary of the Interior,
Washington, D. C.

Dear Mr. Ickes:-

Since you were the leader in the proposition of asking other Members of the National Cabinet to join with you in the formation of an inside-the-Cabinet Coronado Committee, we believe there should be no harm in asking you for such advice, information and assistance on one of our current problems, as you might be able and willing to give us.

We refer to the matter of the Coronado Commemorative Coin Bill.

The enclosures sent herewith, speak for themselves on this matter, so we will not elaborate on them.

What we would like to have is, any suggestions you would care to give us from Official Washington that will enable us to lay before the Finance Committees of the House and Senate, the proper type of evidence to convince the Powers that Be, who control the authorization of any sort of Coin issues, that it is not the intention or desire or plan of the Coronado Centennial Commission to permit the distribution of a Coronado Commemorative Coin to get into the hands of numismatic vendors.

From the evidence we have on hand here, plus supporting correspondence from all parts of the Southwest, we feel that the Commission, as authorized by Senate Bill 321, can control the sale of Coronado Commemorative Coins in such a fashion as to distribute the major portion of the issue almost entirely in this part of the country, to Centennial Boosters only, and at a price per coin that will enable the Centennial Commission to finance the 1940 Celebration, without resorting to speculation.

Thanking you for whatever you can do for us, we are

Centennially yours,

Karl E. Kilby
Karl E. Kilby,
Executive Assistant,
Coronado Centennial Commission.

KEK/JEM

DIGEST OF LETTERS RECEIVED
FROM CORONADO CENTENNIAL
SPONSORS AND SUPPORTERS.

APRIL 1, 1938.

SUBJECT: - - Coronado Commemorative Coin Bill

- 1 - It is certain that the Celebration in 1940, of the Coronado Entrada in 1540, will be of inestimable value to the general International Program of the State Department at Washington.

Here follows a few comments from letters received:-

- (a) - "Centennial itself will create greater good will and friendship for the United States among other Nations -- this because it is an Historic only, proposition".
- (b) - "Better understandings between this country and all Latin-Americans - - eventually, U. S. is going to depend largely on Latin-America for raw materials, and Latin-America on this country for manufactured goods."
- (c) - "Centennial is not a World's Fair - - less feeling of Commerce and profit than with most great Expositions".
- (d) - "No event in American History more deserving of authentic celebration than explorations of Coronado, who found this country for us in the first place."
- (e) - "Speech of Senator Chavez about establishing Radio relations with South America, indicates value of Centennial."
- (f) - "The whole proposition is in line with Government idea of putting people to work, and promoting an era of prosperity and good will."
- (g) - "This country can do nothing better toward promoting Peace than to invite, especially the Spanish-speaking countries to join with us in a Celebration like the proposed 1940 Centennial".

"If this is not true, why did the United States Senate pass a resolution authorizing the President to issue an International Invitation for this event?"

2 - Regarding the importance and value of passage of the Coronado Coin Bill, we have the following comments:-

- (a) - "Every one in New Mexico and Southwest will be not only proud, but willing to buy and own one of these Coins".
- (b) - "Advertising value will be greater than any other form of publicity."
- (c) - "Passage of Coin Bill will not cost the Government^y anything, except materials and labor."
- (d) - "No direct expense whatsoever to the Taxpayer."

3 - As regards control of sale and distribution of Coins as authorized and issued, we submit the following:-

- (a) - "Distribution of these Coins can and should be controlled - - made available to general public first."
- (b) - "Hardly a week goes by but what somebody asks as to when the Coronado Coins will be ready."
- (c) - "You have enough inquiries on file now to assure sufficient distribution of these Coins through the right channels."
- (d) - "Commission does not need to employ professional Coin vending firms to distribute the Coronado Half-Dollar".
- (e) - "You can limit the number of Coins going to any one person, if there is any likelihood of anybody's trying to hog the market".

CORONADO CUARTO CENTENNIAL COMMISSION,
Box 177,
c/o University of New Mexico,
Albuquerque, New Mexico.

BULLETIN

LETTER ABOUT

CORONADO

COIN BILL



From the

CORONADO CUARTO
CENTENNIAL COMMISSION

Box 177, Univ. of N. M., Albuquerque, N. M.

To All Sponsoring Members
of the Coronado Cuarto
Centennial Commission.

Monday,
March 14th,
1938.

No doubt you noticed, in a recent Press story, that the New Ways and Means Committee of the Centennial Commission met Wednesday evening, March 9, and voted to report back to the Commission that, in the judgment of the Committee, the Coronado Commemorative Coin Bill is the next, and most important step to be taken in the furtherance of the 1940 Centennial Celebration program.

The Committee also recommended that a representative be sent to Washington, at the earliest proper moment, to co-operate with New Mexico's Congressional delegation in behalf of this Bill.

A final action of the Committee, at the above mentioned meeting, has resulted in instructions being given to this office to request, immediately, from all Sponsoring Members of the Centennial, an expression of opinion, in the form of a letter addressed to the Commission, about the importance of the Commission's going after this Coin Bill opportunity with all dispatch and ability possible.

For your information in connection with this matter, we mention briefly, the following facts:—

1—On Jan. 5, 1938, the United States Senate passed Joint Resolution No. 204, authorizing the President of the United States to invite other countries to participate in the forthcoming 1940 Centennial.

2—Later, Secretary of the Interior, the Honorable Harold L. Ickes, wrote the Centennial Commission here, advising that he had invited the Secretaries of War, State and Commerce to associate themselves with him in a National Cabinet Coronado Centennial Committee.

3—Still more recently, Senator Dennis Chavez addressed the Senate on the value of establishing Radio broadcasting equipment, for the purpose of promoting good will between the United States and, particularly, the Latin-American countries to the South of us.

4—It was the consensus of opinion of the Ways and Means Committee that there could be no venture undertaken any time within the next two years, that would do more to create international good will, and a stronger desire for peace throughout the Western Hemisphere, than the proposed Centennial in 1940.

5—The preliminary and current expenses of the Commission in keeping alive and active, the general idea of the 1940 Celebration, have been taken care of by funds raised as in the past (See page 12—Third Annual Report).

Financing the future activities, including the original production of a satisfactory type of traveling Pageant, for use throughout the state in 1940, and for gradually increasing publicity relative to the forthcoming Celebration, will, of course, require additional funds, sooner or later.

There are orders in the files here for more than 20,000 Coronado Coins already. The enthusiastic Coin Collector makes no objection to paying one dollar for a Commemorative 50 cent piece. The profit from the judicious distribution of the Coronado Coins among numismatic fans only, would be sufficient.

But, it is not the intention of either the Committee or the Commission to permit the entire issue to go to Coin Collectors only. A considerable portion of the issue will be reserved to sell to Coronado Centennial friends who want them in the States of New Mexico, Arizona, Texas, Oklahoma, and Kansas. From the interest already shown in the matter, we are confident that there will be thousands of people in the Southwest here, who are not Coin Collectors, but who will want one of the Coronado Coins, as a souvenir only.

With the above facts before you, will you now, please, write the Coronado Centennial Commission a good, strong letter, urging prompt action on this Coin Bill proposition, and give us two or three good reasons why, in your opinion, this should be done. Please write as quickly as possible, as we would like to have this material ready to present to the Commission when it meets with the Ways and Means Committee for consideration of the recommendations made Wednesday evening of last week.

Thanking you for your prompt attention to this matter, we are
Centennially yours,

KARL E. KILBY,
Executive Assistant,
Coronado Centennial Commission.

KEK/JEM

NEWS FLASH

Student Union Bldg.
Box 177, Univ. of New Mexico
Albuquerque, New Mexico

1540-1940 "An Event Four Centuries in the Making"

From the Offices of
The Coronado Cuarto
Centennial Commission

(Released Monday, Mar. 14, 1938)

WAYS AND MEANS COMMITTEE OKAYS COIN ISSUE

Votes to Ask Congress
to Authorize Coronado
Coin for 1940

The proposed Coronado Commemorative fifty-cent piece was approved last Wednesday night, March 9, by the Ways and Means Committee of the Coronado Cuarto Centennial Commission. The coin, if authorized, will be minted for the Coronado Cuarto Centennial celebration in 1940.

The report of the committee will be read at the next meeting of the Commission, scheduled for the latter part of March.

The resolution passed by the committee is: "The chairman (of the Ways and Means Committee) shall be authorized to advise the Centennial Commission that in the judgment of the committee the Commemorative Coin bill is the first step to be taken in any program in the furtherance of the 1940 Centennial Celebration and that the committee feels that, with the approval of the Centennial Commission, a representative should be sent to Washington at the proper time to co-operate with New Mexico's congressional representatives in behalf of the passage of the bill."

Members of the committee which met Wednesday night are: Gilberto Espinosa, chairman, Clinton P. Anderson, William A. Keleher, all of Albuquerque, and L. E. Freudenthal, Las Cruces.

Suggested Thoughts for an Editorial

The appointment of the new Ways and Means Committee, and its action on Wednesday, March 9, are just what the Coronado proposition needs, and in the opinion of a number of sponsors of the undertaking, may be said to be the best thing that has happened to the 1940 Centennial, as yet.

The active leadership of such well known state leaders as Clint Anderson, Bill Keleher, Gilberto Espinosa, and L. E. Freudenthal, is bound to be constructive.

On Jan. 5, 1938, the United States Senate passed Joint Resolution No. 204, authorizing the President of the United States to invite other countries to participate in the forthcoming 1940 Centennial.

Later, the Secretary of the Interior, the Honorable Harold L. Ickes, wrote the Centennial Commission advising that he had invited the Secretaries of War, State, and Commerce to associate themselves with him in a National Cabinet Coronado Centennial Committee.

Still more recently, Senator Dennis Chavez addressed the Senate on the value of establishing Radio broadcasting equipment, for the purpose of promoting good will between the United States and, particularly, the Latin-American countries to the South of us.

It was the consensus of opinion of the Ways and Means Committee that there could be no venture undertaken any time within the next two years, that would do more to create International good will, and a stronger desire for peace throughout the Western Hemisphere, than the proposed New Mexico Centennial in 1940.

Hence, the passage of the Coronado Coin Bill will be a positive and direct action on the part of Congress toward the furtherance of a greater desire for permanent peace in this turbulent world of ours. Pass the Coin Bill, and you assure the Centennial. Hold the Centennial, and you establish better international understanding, closer and more neighborly foreign relations. Such accomplishments always put a pause to the war urge.

NOTE TO EDITORS:—

"Coronado Brevities," as enclosed, is not offered, particularly, for publication purposes, though its appearance (or any part of it) in your columns, would undoubtedly encourage schools whose teachers' names we do not have on our own general mailing lists now, to start arranging for more Coronado study in their regular schedules.

Yours, K. E. K.

NEWS FLASH

Student Union Bldg.
Box 177, Univ. of New Mexico
Albuquerque, New Mexico

1540-1940 "An Event Four Centuries in the Making"

From the Offices of
The Coronado Cuarto
Centennial Commission

(Release March 22, 1938)

Stevens Here to Plan Coronado Programme

"New Mexico offers one of the richest fields I have ever seen for the purpose of staging both a really authentic and exceptionally spectacular series of statewide celebrations, such as are planned for the 1940 Coronado Centennial," said Thomas Wood Stevens yesterday, in a meeting with the officials of the Coronado Cuarto Centennial Commission. "This marvelous New Mexico of ours has cradled life and culture as ancient as our mountains and mesas, conquest, and explorations as daring and colorful as any in all history, and the implacable battling which won a wilderness for the rugged mountain men and pioneers who vanguarded our modern civilization.

"Of course, I have long known this," continued Mr. Stevens, "as I have maintained my Santa Fe residence here in New Mexico for more than eighteen years and am fairly familiar with our striking historical background. But it takes a session like this one to make me realize quite definitely once more, what a challenge this Centennial proposition is to the imagination

and resourcefulness of an experienced dramatic producer."

Mr. Stevens is in New Mexico now, coming here at the call of the Centennial Commission, for the purpose of planning the Historical Programme production which will be provided by the Commission for the 1940 celebration. He is on leave at present from his duties as Director of Dramatics at Stanford University, California. Mr. Stevens has enjoyed an interesting and successful career as a director of productions for public celebrations of all kinds. He staged the Yorktown Pageant in 1931, for the Historical Commission of Congress. He was the Director of the Magna Charta Pageant in Seattle for the American Bar Association. He has been Dramatic Director in various Universities, such as Iowa and Michigan, as well as at Stanford. As Director of the Shakespeare Globe Theatre at Chicago, he prepared, and produced the showings of the plays of the Bard of Avon at the various World's Fair celebrations held at San Diego, Chicago, Cleveland, and Dallas. For nine

years, Mr. Stevens directed the dramatic programs of the Carnegie theatre in Pittsburgh. He staged the Missouri State Centennial Pageant, and also put on the St. Louis Pageant and Mask, which showed to audiences of 80,000, for four successive evenings. At the present time, Mr. Stevens is here working with the Centennial Commission, planning an investigative tour of the important regional centers of New Mexico which have already signified an interest in the use of the Coronado Programme proposed for 1940. The proposed tour plans include conferences with interested Centennial sponsors and leadership in the centers to be visited. Also, Mr. Stevens will visit a number of the most important historic sites in the Sunshine state, including both those places prominent in the Coronado Era, and in the later Pioneer Days history of New Mexico. His investigations will aid, materially, in the production of the 1940 shows, which will be of interest to the entire state.

Coronado Brevities

For the Use of Educational Instructors, Language Students, etc.

May Be Used By

- (1) Teachers of History, Drama, Spanish, etc., for short studies.
- (2) Any teacher or club for the purpose of holding a "Coronado Spelling Bee."
- (3) Art Departments and School Publications for sources of pictorial ideas.

1. **CORONADO**—(Koh-roh-nah'-doh)

(Don Francisco Vasquez de), governor of the province of New Galicia in New Spain, and leader of the 1540 gold-seeking and exploring expedition from old Mexico into the Southwestern part of the United States.

2. **MENDOZA**—(Men-doh'sah)

(Don Antonio de), Viceroy of New Spain, who appointed Coronado as leader of the 1540 Conquistadores Expedition into the United States.

3. **VACA**—(Vah'-kah)

(Cabeza de), treasurer of the ill-fated Narvaez expedition to Florida in 1528. With only three companions left out of an original 300, de Vaca accomplished an eight-year journey across the continent from the east coast of Texas, where he was shipwrecked, to New Spain, carrying stories of fabulous riches to be found in the country to the north (now U. S. A.)

4. **CIBOLA**—(See'-boh-lah)

Coronado's objective—the kingdom of age-old myth and legend, supposed to consist of Seven Cities having jewel-studded walls and streets of gold. Reported by the Conquistadores to be rich only in skins, corn, meat, and adobe houses. Six of these cities were found and visited.

5. **ESTEVANICO**—(Ess-tee-vah-nee'-koh)

A negro slave of Andres Dorantes and one of the survivors of the Narvaez expedition. After making the trip with de Vaca to the west coast of Mexico (1528-1536) Estevanico was bought by Mendoza and sent as guide with Friar Marcos de Niza in 1539 to scout Cibola. Because of his greed he was killed by the Indians before the walls of the first of the Seven Cities approached.

6. **NIZA**—(Nee'-sah)

(Marcos de), the Friar who led the scouting party in 1539, and after Estevanico's death, returned to New Spain with such glowing accounts of Cibola that Mendoza authorized the Coronado Expedition of 1540. De Niza accompanied Coronado to Hawikuh from whence, because of constantly increasing criticism of him, he was more than eager to return to Mexico, even though he carried the message of disappointment to Mendoza after the Conquistadores discovered that the cities of Cibola were not built of gold.

7. **COMPOSTELA**—(Kom-poh-stell'-lah)

Leading city of New Galicia (380 miles north and west of Mexico City). At Compostela, on February 22, 1540, Viceroy Mendoza reviewed the expedition, scheduled to depart the next day, under the command of General Coronado, on the adventurous journey to Cibola.

8. **CULIACAN**—(Koo-lee-ah-kan')

The last, or farthest north (290 miles from Compostela) Spanish outpost in Old Mexico. A sham battle was staged here.

9. **ALARCON**—(Ah-lahr-kohn')

(Hernando de), Commander of the ship ordered by Mendoza to sail north with supplies, from Acapulco, along the west coast of Mexico while Coronado marched inland. The two parties never accomplished a contact, although Alarcon entered the Colorado river and reached a point near present-day Yuma, Arizona.

10. **SAMANIEGO**—(Sah-mah-nee-ay'-goh)

(Lope de), Coronado's army master who was the first casualty of the expedition. He was killed at Chiametla, about half way between Compostela and Culiacan. Thinking a fight with the natives ended, he lifted the visor of his helmet, only to have an Indian arrow pierce one of his eyes and penetrate clear through the back of his skull.

11. **SAN GERONIMO**—(Sahn Hay-rah-nee-moh)

First town founded by Coronado (in the state of Sonora, Old Mexico) on the trip north from Culiacan in 1540.

12. **DIAZ**—(Dee ahs)

(Melchor), the Captain whom Coronado left in charge of San Geronimo. Diaz attempted to communicate with Alarcon at the Colorado River but found only the latter's note beneath a tree advising of his departure some days before Diaz' arrival there. Diaz met his death in a rather unusual manner. One day he threw his spear at some dogs which were bothering the sheep. Evidently the weapon remained sticking upright from the ground, as his horse stumbled upon it and Diaz was pierced through the thigh. They constructed a litter for him, but he died a few days later.

13. **HAWIKUH**—(Ha-wee'-koo)

First of the "Seven Cities of Cibola," besieged and conquered by Coronado July 7, 1540. He named it Granada. Now a ruin about 15 miles southwest of present pueblo of Zuni, N. M.

14. **TOVAR**—(Toh-vahr')

(Pedro de), the Captain sent by Coronado to explore the pueblos of the Hopi, to the north of the Zuni country. He gave the name of Tusayan to the Hopi region.

15. **CARDENAS**—(Cahr'-day-nas)

(Garcia Lopez de), Discoverer of the Grand Canyon of the Colorado. He was sent on this exploration after Tovar reported a mighty river west of the Hopi

(over)

country. His stories of the canyon were not believed by the Conquistadores.

16. **ALVARADO**—(Ahl-vah-rah'-doh)

(Hernando de), the Captain sent eastward during the autumn of 1540. He discovered the fortified Acoma, also the Tiguex and Cicuye pueblos and reached the great plains of western Texas where he saw the buffalo described by de Vaca.

17. **TIGUEX**—(Teeg-wish')

A group of pueblos on the Rio Grande River (ruins now excavated near Bernalillo, N. M.), where the Conquistadores head-quartered during the winters of 1540 and 1541.

18. **BIGOTES**—(Bee-goh'-tes)

Indain Chieftain of Cicuye, called "Whiskers" by the Spaniards, whom he welcomed and treated royally until he was put in chains at the instigation of El Turco, an Indian slave from the plains, who claimed he had been robbed of gold bracelets by the followers of Bigotes.

19. **CICUYE**—(See-koo'-yay)

Now Pecos, N. M., the pueblo of Bigotes, from whence the Conquistadores marched down the west bank of the Rio Pecos for 3 or 4 days before bridging the river and crossing for their eastward journey in April, 1541.

20. **QUIVIRA**—(Kee-vee'-rah)

The fabled golden kingdom "300 leagues to the east." Coronado's second dream-plan for finding untold wealth. The new "Open Sesame" to riches after the disappointment of Cibola. But Coronado found no gold in the villages of Quivira.

21. **EL TURCO**—(Ell-Toor'-koh)

Called "The Turk," because he "looked like one." Claimed he was a native of Harale in the distant Quivira (possibly in Kansas), which he described with many alluring stories of gold. He betrayed the Spaniards by guiding them south and east into the "Staked Plains" of Texas from the Pecos bridge, instead of northeast to Quivira.

22. **LLANOS ESTACADOS**—

(Yah'-nohs Ess-tah-cah'-dohs)

"Staked Plains," so named by some authorities, because they consist of an extensive level plateau, bounded on all sides by steep escarpments or palisades, whence the Spanish name, meaning "palisaded plains." Also reported that, in order to keep from getting lost on these trackless prairies, the early pioneers drove stakes into the earth every few yards, thus marking the trail. Located in N. W. Texas and S. E. New Mexico the "Estacados" cover an area 400 miles (north and south) by 150 miles (E. and W.). They are separated from the east slope of the Rockies by the valley of the Pecos River.

23. **ISOPETE**—(Eee-soh-pay'-tay)

A painted captive Quiviran who wanted "to go home." With the Texas Indians supporting him he threw himself prostrate in front of Coronado's horse insisting that even though they beheaded him Quivira would be found only to the north. "The Turk" then confessed that the Pueblo Indians had promised him liberty if he would lead the Spaniards astray. Isopete thus became official guide.

24. **PADILLA**—(Pah-dee'-yah)

(Juan de), Franciscan Friar, who accompanied Coronado to Quivira, refusing the use of a horse on the trip. He returned to Quivira in 1542, as a missionary, only to be killed by the Indians he sought to serve. Some authorities believe the place of his death was in the neighborhood of Amarillo, Texas.

25. **ISLETA**—(Iss-lay'-tah)

Indian pueblo on the Rio Grande River in New Mexico a few miles south from Albuquerque. According to one legend, the body of Father Padilla was stolen from its burial place in Quivira, and placed beneath the old Spanish mission at Isleta, N. M., where it is claimed his cottonwood coffin, every 20 years, works up to the surface of the floor, thus requiring reburial every second decade. Another handed-down story has it that one of the fathers who originally founded Isleta was named Padilla and is the priest involved. But since the wooden floor was laid in the church there have been no "re-appearances."

October 26, 1938

P.R. 7.
5188

My dear Mr. Brayer:

Thank you for your letter of October
twenty-fourth.

If you will telephone my office immedi-
ately upon arrival in Washington, I will be very
glad to try to arrange the appointment requested.

X 3215

Sincerely yours,

M. H. McINTYRE
Secretary to the President

+
Herbert O. Brayer, Esq.,
Director, Coronado Cuarto Centennial, #
Albuquerque,
New Mexico.

K/mdp

TELEGRAM

The White House
Washington

26WU. RA. 44-D. L. 3:15 p.m.

Albuquerque, New Mexico, October 31, 1938

Marvin H. McIntyre.

Could you wire me by Western Union regarding the appointment
sought in my recent letter, President Zimmerman and I planning
to leave for East this weekend and would like confirmation of our
appointment with the President on either fourteenth or fifteenth.
Deeply appreciate your courtesy.

Herbert O. Brayer, Director
Coronado Cuarto Centennial.

Letter on way

7



CORONADO CUARTO CENTENNIAL

NEW MEXICO, 1540-1940

CORONADO
CUARTO
CENTENNIAL
COMMISSION

Office of the Centennial Commission
Albuquerque, New Mexico
October 24, 1938

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
ERNA M. FERGUSON
ALBUQUERQUE

SECRETARY-TREASURER
GILBERTO ESPINOSA
ALBUQUERQUE

RILEY M. EDWARDS
SOCORRO

B. C. HERNANDEZ
ALBUQUERQUE

CHARLES M. MARTIN
ROSWELL

RUTH LAUGHLIN ALEXANDER
SANTA FE

CHAIRMAN
STATE
PLANNING
COMMITTEE

MRS. ALBERT G. SIMMS
ALBUQUERQUE

Mr. Marvin H. McIntyre

Secretary to the President of the United States
White House
Washington, D. C.

Dear Mr. McIntyre:

When President Roosevelt vetoed the Coronado Cuarto Centennial Coin Bill, he told Senator Carl Hatch that he would be pleased to confer with the officials of the Coronado Cuarto Centennial Commission in regard to the federal government's part in the Coronado Cuarto Centennial.

James F.
Doctor Zimmerman, President of the University of New Mexico, and of the Coronado Cuarto Centennial Commission, and the writer, will be in Washington on November 14, and 15.

Would it be possible for you to arrange for a conference with the President at any time during these two days. If, however, the President should be in Hyde Park at that time we would be happy to confer with him at his home in New York. Should it be that the President would be unable to see us on either of these two days, would you suggest a time during that week when we might confer with him. We would, however, appreciate a meeting on either of the dates suggested above.

Thanking you for your courtesy.

Yours very truly,

Herbert O. Brayer
Herbert O. Brayer
Director

CORONADO CUARTO CENTENNIAL

KEY PITTMAN, NEV., CHAIRMAN

PAT HARRISON, MISS.
WALTER F. GEORGE, GA.
ROBERT F. WAGNER, N. Y.
TOM CONNALLY, TEX.
J. HAMILTON LEWIS, ILL.
ELBERT D. THOMAS, UTAH
FREDERICK VAN NUYS, IND.
F. RYAN DUFFY, WIS.
JAMES F. POPE, IDAHO
JAMES E. MURRAY, MONT.
DENNIS CHAVEZ, N. MEX.
LEWIS B. SCHWELLENBACH, WASH.
CLAUDE PEPPER, FLA.
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ALBEN W. BARKLEY, KY.

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ROBERT M. LA FOLLETTE, JR., WIS.
ARTHUR H. VANDENBERG, MICH.
WALLACE H. WHITE, JR., MAINE

HENRIK SHIPSTEAD, MINN.

EDWARD J. TRENWITH, CLERK
JAMES A. WHITE, ASST. CLERK

United States Senate

COMMITTEE ON FOREIGN RELATIONS

November 5, 1938.

file
Dr. Brayer & arms
Wood

2
11/12

W. E. B.

W. E. B.
W. E. B.

Mr. Marvin MacIntyre
Secretary to the President
The White House
Washington, D. C.

Dear Mr. MacIntyre:

May I take the liberty of explaining briefly something of the two gentlemen who will represent New Mexico in their conference with the President which you are arranging. Perhaps it will aid in making their conference with Mr. Roosevelt a bit less formal.

Dr. James F. Zimmerman is one of America's leading educators. As President of the University of New Mexico he has gained nationwide acclaim for the tremendous strides made by that institution. He is well known for his work with eastern foundations. Prominent in Rotary Club activities he has not only served as district governor but was but recently one of a select national delegation to Europe to inspect the progress of Rotary International. When the Legislature of New Mexico created the Coronado Cuarto Centennial Commission it provided in the statute for the selection of this civic minded educator to serve as President of the Commission.

Dr. Herbert O. Brayer, our other representative, while still a very young man, is no less outstanding. He has been professor of history at the University of New Mexico for several years until his selection by the Coronado Commission as Director of the Centennial. He is a noted authority on southwestern and Latin American history, the author of several books and a capable research scholar. His knowledge of New Mexico, its background and its people ably fit him for his present task.

I trust this brief introduction will be of some aid to the President. Our state is counting heavily upon the results of this conference.

Sincerely yours,

Dennis Chavez
Dennis Chavez, USS

PP. 7
5188

United States Senate

*Mr. Tatten
sorry
thanks*

WASHINGTON, D. C.

*added
5/29/40*

May 27, 1940.

THE WHITE HOUSE

MAY 28 12 40 PM '40

RECEIVED

Dear Mr. President:

13215

Hon. John E. Miles, Governor of New Mexico,
and Hon. Clyde Tingley, Mayor of the City of
Albuquerque, have asked me to extend to you
an official invitation to witness the opening
performance of the Coronado Entrada at Albu-
querque, New Mexico. #

The invitation is attached hereto.

Sincerely yours,

Dennis Chavez
Dennis Chavez, U.S.S. #

The President
The White House

May 28, 1940

My dear Senator Chavez:

The President has asked me to acknowledge the receipt of your letter of May twenty-seventh and to assure you of his appreciation of the invitation extended to him, on behalf of the Governor of New Mexico and the Mayor of the City of Albuquerque, to attend the opening performance of the Coronado Entrada at Albuquerque, New Mexico, on the evening of May twenty-ninth.

He regrets very much that his plans are such that it will not be possible for him to accept.

Very sincerely yours,

EDWIN M. WATSON
Secretary to the President

Honorable Dennis Chavez,
United States Senate,
Washington, D. C.

hm

X
Invitation
"A"
1940 - May



Official Invitation
to Witness the Opening Performance of the
CORONADO ENTRADA
AT ALBUQUERQUE, N. M., MAY 29, 1940
Issued To

THE HONORABLE FRANKLIN D. ROOSEVELT

The Premier of Celebrations Honoring the 400th Anniversary of the Explorations of Francisco Vasquez de Coronado throughout the Spanish Southwest will be held at the Stadium of the University of New Mexico, on the evening of May 29th, 1940, with additional performances to follow there on May 30 and 31 and June 1.

The Entrada will be a tremendous dramatic spectacle,—an event in the history of outdoor entertainment in America. The State of New Mexico and the City of Albuquerque would be honored to have you witness this historic "first night" and to participate in appropriate ceremonies.

OFFICIAL
INVITATION
NO.
5



John E. Minter
GOVERNOR OF THE STATE OF NEW MEXICO.

Chas. J. Summerman
CHAIRMAN, CORONADO CUARTO CENTENNIAL COMMISSION.

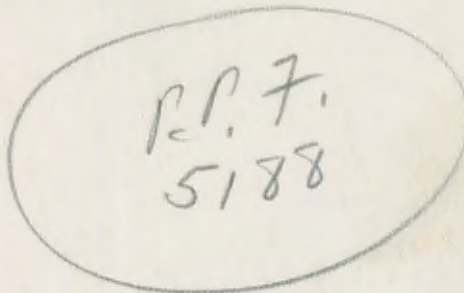
Chas. J. Summerman
MAYOR OF THE CITY OF ALBUQUERQUE.

Chas. J. Summerman
PRESIDENT, ALBUQUERQUE CHAMBER OF COMMERCE.

1540 — NEW MEXICO — 1940

THE CORONADO CONGRESS
AUGUST 6-15, 1940
THE CORONADO CUARTO CENTENNIAL
ALBUQUERQUE, N. M.

CONFERENCE CHAIRMEN
EDGAR L. HEWETT
THE BANDELIER CENTENNIAL
ARCHAEOLOGY AND ETHNOLOGY
ARTHUR L. CAMPA
HISPANIC LETTERS
T. M. PEARCE
SOUTHWESTERN LITERATURE
DONALD D. BRAND
ANTHROPOLOGY
GEORGE P. HAMMOND
HISTORY
WILLIAM McLEISH DUNBAR
FINE ARTS



July 29, 1940

The Honorable Franklin D. Roosevelt
President of the United States
The White House
Washington, D. C.

Dear Mr. Roosevelt:

I take great pleasure in sending you, under separate cover, an autographed copy of The Narratives of the Coronado Expedition, the first of the volumes actually to be published in the Coronado Historical Series. #

On behalf of the Coronado Cuarto Centennial Commission of New Mexico and all of us who have had the pleasure of producing this book, I desire to express our sincere appreciation for your support of this program. We believe that this series of publications will remain as a permanent monument to the Coronado celebration of 1940 and will help preserve the cultural heritage of the Southwest, particularly its Spanish and Indian civilizations. X 3/25

Sincerely yours,

George P. Hammond
George P. Hammond
Editor

GPH:HF

ack
study
ack
6/20/40
Set

P.P. 7. 5188
P.P. 7. 9-C
P.P. 7. 9-B

Study

August 20, 1940

~~Mr. Harris~~

My dear Mr. Hammond:

I am requested by the President to send you a note of thanks for that inscribed copy of the book "The Narratives of the Coronado Expedition" and to assure you that he deeply appreciates your thought of him. He is much pleased to have this book in his library.

Very sincerely yours,

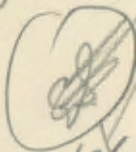
M. A. LeHand
PRIVATE SECRETARY

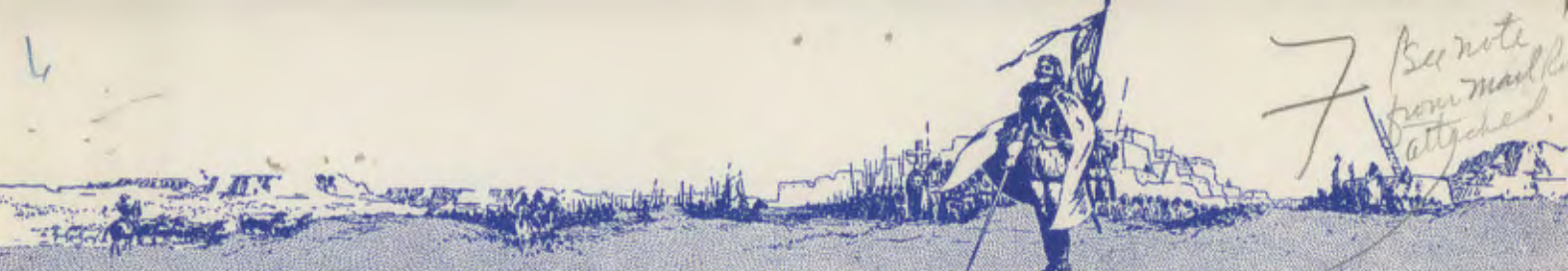
George P. Hammond, Esq.,
Editor, The Coronado Congress,
Albuquerque,
New Mexico.

get

~~Mr. Morris~~
~~Did you~~
~~prepare~~ Such
~~for~~

Rec'd 8-3-40
sent to study
McHiker.
Was ack'd 8-16-40





7 See note from mail room attached.

CORONADO CUARTO CENTENNIAL

NEW MEXICO. 1540-1940

CORONADO
CUARTO
CENTENNIAL
COMMISSION

##

PRESIDENT
JAMES F. ZIMMERMAN
ALBUQUERQUE

VICE-PRESIDENT
ERNA M. FERGUSON
ALBUQUERQUE

SECRETARY-TREASURER
GILBERTO ESPINOSA
ALBUQUERQUE

RILEY M. EDWARDS
SOCORRO

B. C. HERNANDEZ
ALBUQUERQUE

CHARLES M. MARTIN
SILVER CITY

RUTH LAUGHLIN ALEXANDER
SANTA FE

ORVAL RICKETTS
FARMINGTON

Office of the Centennial Commission
Albuquerque, New Mexico

October 1, 1940

The Honorable Franklin D. Roosevelt
President of the United States
The White House
Washington, D. C.

Dear Mr. Roosevelt:

A short time ago I had the privilege of sending you the "Narratives of the Coronado Expedition," published under the auspices of the Coronado Cuarto Centennial Commission.

Two additional volumes of Coronado publications, "Pioneers in American Anthropology, the Letters of Adolph Bandelier to Lewis H. Morgan," have now been issued. These volumes are singular in their treatment of the origin of cultural institutions among the Indians of Mexico and the Southwest, and that they bring together two of the outstanding pioneers in the field of American Anthropology.

It is our hope that these books may occupy a cherished nook in your library.

Sincerely yours,

George R. Hammond

Editor, Coronado publications
Dean, Graduate School
University of New Mexico

GPH:MK

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

(25)

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

BA576 61 DL 3 EXTRA=PRESCOTT ARIZ VIA BOSTON MASS 12

PRESIDENT FRANKLIN D ROOSEVELT=

.DUE SHORTLY NHVN=

1940 AUG 12 PM 6 27

*PP. 7.
5188*

*ack 8/14/40
MW*

CITY OF PRESCOTT CORDIALLY INVITES YOU OFFICIALLY OPEN
UNITED STATES CORONADO ENTRADA PRESCOTT AUGUST SIXTEENTH
SEVENTEENTH EIGHTEENTH ARIZONAS FIRST PRESENTATION. IF
UNABLE MAY WE SUGGEST YOUR REQUEST MAYOR LAGUARDIA OFFICIALLY
REPRESENT YOU HERE IN HIS BOYHOOD HOME. PRESCOTT, IS A MILE
HIGH IN THE PINES COOL BREEZES ARE ALWAYS BLOWING. WE ARE
CLOSE TO OUR NEIGHBORS TO THE SOUTH=

MAYOR E A MCCABE.

X101

*Mr. Tolson
2050*

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

August 14, 1940

Dear Mr. Mayor:

This will acknowledge your telegram of August twelfth, requesting the President to open the United State Coronada Entrada at Prescott on August sixteenth.

While the President is greatly interested in the success of the Coronado celebrations, I regret that it will not be possible for him to comply with your request. The reason for this is that large numbers of "entradas" will be held in various communities in the six states carved out of the territory explored by Coronado. Since it would be impossible for the President to recognize each by official participation, he could not single out one for a special favor. As you will readily understand, he must treat all of his groups of friends on a basis of exact equality.

In response to your request that the President designate Mayor LaGuardia as his representative, may I explain further that the President does not designate a representative except for an official occasion.

I hope that this reply is not too disappointing but I feel upon reflection you will understand the circumstances which make it impossible for the President to do many things which in different circumstances he would be very glad to do.

Very sincerely yours,

STEPHEN EARLY
Secretary to the President

Honorable E. A. McCabe,
Mayor of Prescott,
Prescott, Arizona.

wdh-mw

MEMORANDUM FOR THE FILES:

Four designs of the Coronado Cuarto Centennial commemorative postage stamp, No. 1 of which the President o.k.'d, returned to the Postmaster General, 7/30/40.

X19

hm

pp7.
5188

X19 - miscel.



Office of the Postmaster General
Washington, D. C.

July 26, 1940.

THE WHITE HOUSE
JUL 29 10 10 AM '40
RECEIVED

Memorandum for the President.

Transmitted herewith are die proofs of the Coronado Cuarto Centennial commemorative postage stamp in different shades of purple for the selection of the color to be used in printing this issue. The color shown on proof marked No. 1 appears to bring out the design very satisfactorily.

According to present plans, this stamp will be placed on sale at Albuquerque, New Mexico, on September 7, 1940.

J. A. Hurley
Postmaster General

PP. 7,
5188

7

November 14, 1940

Dear Mr. Hammond:

Late in July of this year, you were kind enough to send to the President an autographed copy of "The Narratives of the Coronado Expedition", Volume II, published by the Coronado Cuarto Centennial Commission of New Mexico. Since the President would like very much to complete the series, I wonder if you would be good enough to send to us or tell me where we might obtain Volume I?

I am sorry to trouble you but I know you will understand.

Very sincerely yours,

M. A. LeHAND
Private Secretary

George P. Hammond, Esq.,
Editor, The Coronado Congress,
Albuquerque,
New Mexico.

3215
X P.P. 7.9-#
X P.P. 7.9-B

tmb

THE WHITE HOUSE
WASHINGTON

8/27/40

MEMO FOR CAP INGLING

Have you anything on
"Narratives of the Coronado Expedition"
which comes in two volumes. I have Volume
II and the President wants to know where
Volume I is. I have checked with Mrs.
Eben's card file on the President's books
but can find no trace of Vol. I. It may
be that it has been sent to Hyde Park.
However, would you see if you have any
record of the receipt of Vol. I.

It is edited by George P. Hammond,
Univ. of New Mexico and also called "Coronado
Cuarto Centennial Publications, 1540-1940."

TOI

*This is the only one we
have.*

ROSS, Hon. Nellie Taylor - Director, The U.S. Mint,
April 19, 1938

Mr. McIntyre referred for draft of reply a letter of April 15 from Karl E. Kilby, Exec. Ass't., Coronado Centennial Commission, Albuquerque, New Mexico, asking Mr. McIntyre to reply to their letter of April 1st re favorable consideration for the Coronado Commemorative Coin Bill (S.-321). - On April 20, M.M. O'Reill sent Mr. Kannee a draft reply, returning file in this case. -- On April 21, Mr. McIntyre wrote Mr. Kilby explaining the danger of issuing commemorative coins, and that the President has recommended to the appropriate committees of the Congress that legislation be enacted declaring it to be the policy of the U.S. to authorize the striking of commemorative medals in lieu of commemorative coins, and to discontinue the striking of such coins.

SEE - 3215 (Official File)

P. P. F.

5188

MINT, The Director of the
May 9, 1938.

Mr. McIntyre referred for preparation of reply correspondence from Karl E. Kilby, Executive Assistant, Coronado Centennial Commission, Albuquerque, N. M., asking if the Commemorative Medals which the President has recommended to Congress will be minted of the same coinage metal as regular United States Treasury coins; and if a Commemorative Medal is struck for the purpose of memorializing the Coronado Cuarto Centennial can the Centennial Commission there have the exclusive sale of such medals for revenue raising purposes. Mr. McIntyre asked the Director of the mint to reply to Mr. Kilby's two queries and then to return the correspondence for the White House files.

SEE 3215 (Official File)

P. P. F.

5188

STATE, The Sec. of
Apr. 19, 1939

Mr. Hassett referred for scrutiny and suggestions draft of a reply for the President to send to the Archbishop of Santa Fe, Most Rev. R.A. Gerken, New Mexico, who wrote to the President on April 14 re their preparations for their celebration of next year, the Coronado Quater-Centennial, the 4th anniversary of Coronado's Expedition through the Southwest. Since he was accompanied by the first Catholic priest, Juan Padilla, to traverse a large part of what is now the U.S., they are going to take an important part in these celebrations. Says they are endeavoring to have a bill passed giving a liberal appropriation to the Centennial. Asks President to assist them. -- Praises the President's pan-American Union speech. -- State Dept. replied thru Sumner Welles on Apr. 25 to Mr. Early suggesting change. -- On Apr. 26, the President wrote to Archbishop Gerken thanking for his letter and saying he is much interested also in plans which he outlined to hold next year an Eucharistic Congress in connect on with the Coronado Quater-Centenary. Says he hopes their Congress will be an outstanding success and will promote the spirit of the good neighbor among all the nations which take part.

P. P. F.

SEE - P.P.F. 2773

5188

POSTMASTER GENERAL, The
June 16, 1939

The President referred for draft of a reply, letter of June 14 to the President from Rep. John R. Mardock, suggesting issuance of a stamp commemorating entrance of first man into the southwestern corner of the U.S. Refers to Fray Marcos De Niza, a Franciscan Monk, who preceded to Coronado and traced the route of the Spanish conqueror to the seven cities of Cibola. This was 400 years ago this Spring. Says they in Arizona feel that no small share of credit should go to Marcos De Niza for his exploration. -- Mr. Farley replied to the President July 14 returning Rep. Mardock's letter for our files. Says he has advised Rep. Mardock that there is no chance for the stamp.

SEE - 19 Miscel. (Official File)

P. P. F.

5188

JONES, Hon. R. T.
Governor of Arizona,
Phoenix, Arizona
9-13-39

PP 7
5188

Wrote to the President urging establishment of an International Monument on the border between Arizona and Sonora, Mexico, as suggested by the Coronado Cuarto Centennial Commission of Arizona. This Commission proposes to erect and operate a Coronado Memorial Museum, permanently honoring the great leader who discovered and explored southwestern United States, providing a suitable place for the preservation and exhibition of historic and scientific materials of southwestern United States and northern Mexico, and a suitable base from which research students of history and science may freely carry on their work in both countries. The governor wishes to be advised if there is anything the State of Arizona can do to expedite the matter. ---- The President wrote to Gov. Jones, Oct. 10, 1939 acknowledging letter and saying that the proposal also provides for the cession by the United States and Mexico of the land necessary for the erection of the monument which would be jointly administered by representatives of the Federal Park Services of the two countries. The President also said he is informed that the Sec. of State recently sent instructions to the American Embassy at Mexico City with the view of ascertaining the general attitude of the Mexican Government towards this matter, but he understands that no report has as yet been received from our Embassy. The President said the Sec. of State assures him that he will be glad to give every possible consideration to the international aspects of the Quarto Centennial celebrations and render all appropriate assistance, and as re the purely domestic aspects of proposed celebrations, the President said they should be taken up with the Sec. of the Interior who was designated as a member of the United States Coronado Exposition Commission to represent the United States in connection with anniversary celebrations in question. ---- The President's reply is as per draft supplied by A. A. Berle, Jr., State Dept., Oct. 10 in response to Gen. Watson's request of Sept. 21. In memo of Sept. 21, Gen. Watson said the letter from Mr. Charles M. Morgan, Coronado Cuarto Centennial Commission of Arizona, dated Sept. 1 (referred to above by Gov. Jones) was referred to State Dept., on Sept. 5.

SEE 3215 (Official File)

BURLEW, E. K.
Department of the Interior
November 27, 1940

Wrote to Mr. Early transmitting draft of telegram prepared at suggestion of G. C. Dickens, Managing Director of the United States Coronado Exposition Commission, to be sent to Mr. Dan T. White, Jr., General Chairman, Coronado Southwest Fiesta, El Paso, Texas. Mr. Dickens requests that greeting from the President reach the Coronado Southwest Fiesta officials not later than Nov. 28, to be read at opening of Fiesta, which is closing feature of 1940 Coronado celebration. -- Pencil notation: "It was explained to Mr. Burlew that request was too late. - W.D.H. - 12/2/40."

SEE - 3215 (Official File)

P. P. F.

5188

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BURLEW, E. K.

Department of the Interior

November 27, 1940

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SEE - 3215 (Official File)

P. P. F.

5188