

STEVE AUSTIN
100 WEST 1ST STREET
MT. PLEASANT

903-577-6763



CHAIRMAN
COURTHOUSE
TEXAS 75455

FAX 903-577-9047

October 29, 2015

JUDGE LEE, COMMISSIONERS:

The Titus County Historical Commission is requesting that the Commissioner's Court approve the purchase of 5 (five) Bankhead Highway Historic Route signs for placement at strategic points along the old "Broadway of America". I have included an article by Hudson Old which shows one sign already in place. Also, you will find an example of the "BH Historic Route" sign. The 18" x 24" reflective sign is \$40 with Tax Number. I would add our order to those already being processed by Mr. Truitt. This will get them to us in the quickest manner.

5 signs @ \$40 ea. = \$200

A handwritten signature in black ink, appearing to read "Steve Austin".

Respectfully submitted'

Steve Austin; TCHC/Ch.

RECEIVED

OCT 29 2015

TITUS COUNTY JUDGE

JOURNAL

September 2015 - 209 N. Jefferson - Mt. Pleasant, TX 75455 - (903)577-8245 - \$1.50



Mt. Pleasant Main Street Commander Jacob Hatfield, City Manager Mike Alt and Mayor Paul Meriwether pose with

Bankhead Highway across Texas funnels historic tour through Greater Geezerplex

An innovative Texas Historic Commission (THC) tourism initiative linking towns the breadth of the state will channel a stream of vintage car collectors through Mt. Pleasant on the 100th anniversary of the passage of Alabama Senator John H. Bankhead's Federal Aid Highway Act of 1916.

Members of the Antique American Independent Auto Association (AAIAA) organizing the 850-mile four-day April cruise from Texarkana to El Paso are the elite among gear heads. Google AAIAA and you'll find them booking no custom cars, no modifieds, no street rods, rat rods or low boys for the tour.

Registration opens October 1.

"Vintage cars should be in keeping with the two-lane Bankhead Highway era for 1925 to 1955 cars which predated the interstate system," said AAIAA Commander Dale Truitt. While mechanical modifications are acceptable, "all cars and trucks must appear original from the outside."

While Ford, GM and Chrysler products are being accepted, the core AAIAA members coming through



AAIAA Commander Dale Truitt and his Studebaker station wagon made the pages of Texas Highways when the man organizing the Centennial tour on the Bankhead Highway came to Mt. Vernon's first Bankhead Film Festival. For information on the April ride across Texas, Google AAIAA.

will be behind the wheels of Pierce-Arrows and Packards, Grahams, Kaisers, Tuckers and Hudsons.

"There were a gillion American car manufactur-

ers back in the day," said Mr. Truitt, a retired A&M engineering professor trying to decide whether he'll make the drive in his Golden Hawk or the gleaming Studebaker

station wagon he was in when Texas Highways caught up with him earlier this summer at the first annual Bankhead Film Festival in Mt. Vernon.

Along with Weatherford and Big Spring, the THC selected Mt. Vernon as one (See Bankhead, Page 8)

(Bankhead, From Page 9)

of three pilot cities working with Patrick McMillan & Associates, a San Antonio consulting firm helping promote the Bankhead Highway.

"It can be anything," said Mr. McMillan. "If you've got a community bingo game, make it Bingo on the Bankhead. If there's an already established destination that's 10 miles off the route, instead of a ribbon of highway include it as a draw along a broader Bankhead corridor.

THC researchers who spent two years surveying the route identified 2,700 road-related relics from bridges to the period architecture of gas stations, motels and business districts, many much as they were when roadways like the Bankhead funneled traffic through town along Texas Main Streets.

The key to the state plan is branding the Bankhead Highway name into towns along the route.

"It's about time," said retired Professor Truitt, the workhorse organizing the 100th Anniversary Tour. "In terms of historic significance, the Bankhead's bigger than

Route 66."

Bankhead historian Dan Smith's book, Texas Highway 1 - The Bankhead Highway in Texas, describes the "Good Roads" movement that led to passage of federal legislation and development of the Bankhead Highway.

"It's the stuff every Texas school kid needs to know about the significance of transportation, the relationship between roads and economic development," said Mr. Truitt, whose organization will be printing and distributing a two-page synopsis of Dan Smith's work for distribution to chambers, city councils and school districts prior to the club's Texas tour.

According to the 5-page Texas Highways write up Mt. Vernon scored with its first Bankhead event, the Franklin County Museum location previously known as the restored home of a confederate veteran is now the Colonel Clay Thruston Bankhead Highway Visitors Center.

The idea is bigger than the individual tourism assets of towns along the route, said Donna McFarland, an orga-

(See Bankhead, Page 18)



Only imagination limits Bankhead marketing potential

By HUDSON OLD
Journal Publisher

Travelers along the historic Bankhead Highway can count Clinic Pharmacy having in stock Dr. Tichenor's Original 1864 Formula All-Natural Peppermint Mouthwash as their journey leads them to a convenient stop with head in parking on the way through Mt. Pleasant. Formulated in New Orleans for more than 150 years,

Dr. Tichenor's is a powerful blend of peppermint oil, saccharum carbonate and purified water, a concentrate for making 48 ounces of breath freshening mouthwash, a product worthy of having on hand just to read the label. Coming in at 70 percent alcohol, the label advises against accidentally swallowing the undiluted 140-proof product. Not recommended for children under 6 years

of age, "adult supervision required for use by children over 6," the label reads.

Remember, friends, its available on the Bankhead in Mt. Pleasant!

(And my point, if I have one, which I do, this state-backed initiative to promote historical tourism along the Bankhead is a fine opportunity to turn a promotion into fun linking people and places along an 850-mile ribbon of road connecting Texans in ways we haven't thought of yet.)

MASON'S

Get Ready To
Rally behind your favorite team! Choose one of

(Bankhead, From Page 9)

nizer of last summer's Mt. Vernon Bankhead Film Festival.

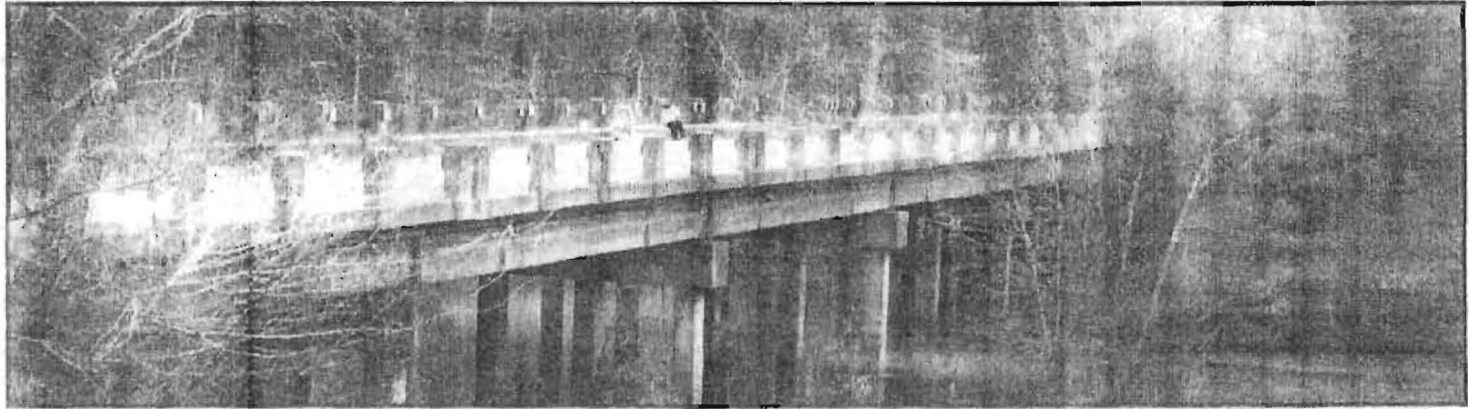
"The bigger idea is the collective draw of all of the assets in every town along the route that make a destination for historic tourism," she said.

The significance of the Bankhead Act was the federal money that got the states in gear building roads. Professor Truitt said. The larger federal initiative was construction of an all-weather road spanning the continent.

"When it passed in 1916, one of the qualifying requirements for getting federal money was having a state highway department," Professor Truitt said.

The Austin legislature got the message. Forerunner to the Texas Department of Transportation (TxDOT), the Texas Highway Department came to life in 1917 with a mandate to "get the farmer out of the mud."

Surveys defining the route for Texas 1 from El Paso to



The Texas Historical Commission identified 2,700 landmarks associated with the Bankhead Highway, like this old bridge west of Texarkana.

Texarkana began connecting one-time wagon trails today including segments of US 67, US 80, interstates 10, 20 and 30 and Main Streets through dozens of towns including Sulphur Springs, Mt. Vernon, Winfield, Mt. Pleasant, Cookville and Omaha on its way east to Texarkana.

Weave in tales of rival communities gunning for designation on the Bankhead and the marketing concept gets bigger. Some of the earliest maps put together by promoters showed the Bankhead dipping south out of Sulphur Springs more or less follow-

ing the current route of Texas 11 through Winnsboro, Pittsburg, Danglerfield, Hughes Springs and Linden before bearing north into Texarkana.

Signage then and signage now is among the first orders of business. Professor Truitt had a thought that for the moment was snuffed by the state. Word is, it was writer Dan Smith who researched and found the original design of Bankhead Highway markers, then found a manufacturer to reproduce them. Professor Truitt's peddling them for \$40 a copy along with whole-

sale T-shirts and coffee mugs celebrating the 100th anniversary of the highway act.

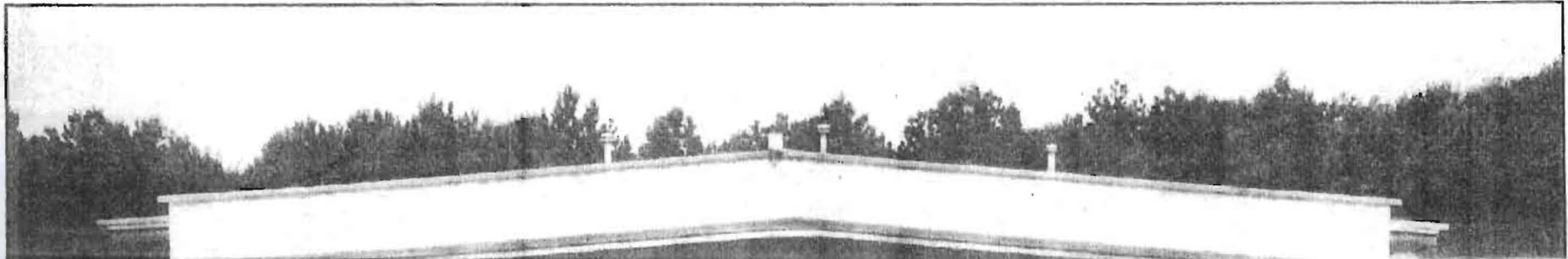
There's a small catch about signage - TxDOT, the ruler of Texas highways and right of ways, hasn't approved the signs.

"So we're looking for individuals and businesses along the route who want to put them up as both a directional aid for travelers and recognition of the historic significance of their location," Professor Truitt said.

As luck would have it, the East Texas Journal office is in an old 1890s storefront

on Jefferson, the route of the Bankhead through Mt. Pleasant. Our sign went up the day Professor Truitt and fellow AAIAA member Royce "Bud" Hudgins of Gilmer came in to advance the cause.

Coming from Winfield, the Bankhead came along modern FM 899 to Ferguson Road, veered onto West 1st at O'Tyson and came into the business district along the south side of the courthouse. Turning north on Jefferson it went to 16th, turned east and followed what's now a back road from town out to U.S. 67.



HISTORIC

Bankhead

BH

Highway

ROUTE

Home Mail Search News Sports Finance Weather Games Answers Screen Flickr Mobile Try Mobile Mail on Firefox

All - Search

Search Mail

Search Web



STEVE



Compose

Deletes Move Spam More

Print X

Inbox (65)

Drafts (37)

Sent

Spam (5)

Trash (3)

Smart Views

Important

Unread

Starred

People

Social

Travel

Shopping

Finance

Folders (17)

Am Leg

BRAYDEN DRAGONFL...

CVSO

DAV

Family

Marine Corps League

PGRTexas (37)

SVA

TCHC and TCHPS

TVC

VFW

VIP Info

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More Games

RE: BH Historic Route signs

Reply

Dale Truitt <dale_truitt@hotmail.com>

Oct 28 at 1:03 PM

To: STEVE AUSTIN

Steve,

Thanks for your email of interests and inquest. The best prices I have been able to obtain to this point are from B&D Signs of Texas, located at 3796 State Hwy 24, just south of the Commerce city limits (Contact Bryce or DeNean @ 903-513-9463). They offer an 18" x 24" heavy gauge aluminum backed multicolor reflective historic Route Bankhead, BH, yellow bar sign for \$40.00 if you have a tax number. Roadrunner sign company in west Ft Worth offers the same size and quality sign for \$48.00. The B&D sign company will not fill orders until they have a need to make 20 or more signs. I am going to need to order 14 to 16 sign for Greenville within the next two weeks. Thus, if you should need fewer than 20, then our orders will meet their minimum requirement. If you are ordering for all of Titus County, I would think your order will equal or exceed twenty.

If you would like, I will be glad to bring you examples of both Roadrunner's and B&D's 18" X 24" (highway speed limit sign size) signs for you to compare and borrow to present to your Titus County Historical Commission. I will be glad to move these sample over to you today or any time you desire - just give me an address to drop them off.

Steve, this is going to really give Titus County and Mt Pleasant a big, year around boost in tourism advertisement which will translate into tourism sales dollars just like Historic Rout 86 does for Claremore, El Reno, Weatherford, Clinton and El City. I would like to see Mt Pleasant become know as a historic BH historic route city. Thanks for your work in shouldering this BH responsibility and leadership in Titus Count. I look forward to helping you any way I can. I'll likely be travelling back over to Texarkana (TX) to make a similar presentation to their city council next Monday.

Dale

Date: Wed, 28 Oct 2015 18:01:08 +0000
From: tfcvso67@yahoo.com
To: dale_truitt@hotmail.com
Subject: BH Historic Route signs

Dale, got your info from Hudson Old, here in Mt. Pleasant. I am interested in getting some signs for placement along the Bankhead Highway Historic Route through our county. I am the Chair of the Titus County Historical Commission and have been soliciting support from local businesses along the route become familiar with the history so that they can participate with the many who will tour the BH during the 100th Anniversary Year in 2016. Please provide acquisition info and pricing. Thanks!

BH-Log .log

Q All Search

Search Mail

Search Web



Compose

Delete Move Spam More

People

Inbox (65)

Drafts (37)

Sent

Spam (5)

Trash (3)

Smart Views

Important

Unread

Starred

People

Social

Travel

Shopping

Finance

Folders (17)

Am Log

BRAYDEN DRAGONFLI...

CVSO

DAV

Family

Marine Corps League

PGRTexas (37)

SVA

TCHC and TCHPS

TVC

VFW

VIP-Info

Recent

My Games



Recommended Games



My Games

FW: Needed BH Hwy signs and publicity

Oct 28 at 3:15 PM

Dale Truitt <dale_truitt@hotmail.com>

To tfcvs067@yahoo.com

This message contains blocked images. [View images](#) [Change this setting](#)

Here is the email is dispatched many wks ago with Hudson's article attached.

Date

From: dale_truitt@hotmail.com

To: ajacobs@coahoma.esc18.net; april.garner@thc.state.tx.us; blaire@mineralwellstx.com; mcmessage@crcom.net; mainstreet@cityofcoloradocity.org; cteague@comvtx.com; chamber@eastland.net; cfarmer@weatherfordtx.gov; cynthia@arlington.org; danlsmith@mindspring.com; dana@rockwallchamber.org; decima@arlington.org; naplesmayor@windstream.net; dianahinkson476@msn.com; chamber@mt-vernon.com; kallen@redwaterisd.org; hlewis@mybigspring.com; hut73@sbcglobal.net; mainstreet@texarkana.org; janet.mcpherson@roysecity.com; jsmith@weatherforddemocrat.com; kvckcaum@sbcglobal.net; jbaker@sulphurspringstx.org; johnclementx@hotmail.com; john.ferguson@tpwd.texas.gov; jmartyn992@yahoo.com; jmaroney@saltlilloisd.net; kgarrett@weatherfordtx.gov; kay@eastparkerchamber.com; kgoodwin@windstream.net; kpajot@garlandtx.gov; ifoster75092@aol.com; lhall@fortworthchamber.com; lrbrink@dccc.edu; mjessup@pewittisd.net; meredithcaddell@suddenlinkmail.com; miltonbabb2@gmail.com; themonitor@vaiornet.com; nanci@abilenevisitors.com; nancy4232001@yahoo.com; museum@cityofcoloradocity.org; rkeck@community-news.com; rita52moon@yahoo.com; sparker@loraine.esc14.net; bedawson@swbell.net; bluestreak33@hotmail.com; bobtcars@wildblue.net; bkellar@heraldbanner.com; ccstathos@juno.com; cwebb@kiowaonline.net; dcas@srt.com; danielwhayes@yahoo.com; dwknight3040@gmail.com; donrichey@yahoo.com; tbaker@tarleton.edu; fliptop51@gmail.com; gstrtree@aol.com; hueycibolo@aol.com; george.schlemeyer@gmail.com; 53dragon@pdq.net; jbuie3@aol.com; jhthooth@hpnc.com; jnrhill@att.net; jimmy@blackburn.com; joe.pickett@house.state.tx.us; jwcald@swbell.net; ludditejohn@yahoo.com; dfwfiatclub@gmail.com; larry@aadiscout.net; lewbirdtx@aol.com; marv.joyce@sbcglobal.net; mdgriffin75087@yahoo.com; mbunzel@live.com; mcollins@hagerty.com; mharrel2009@yahoo.com; nick@dynis.info; nickh11@hotmail.com; rsmallory@suddenlink.net; the_auto_doctor@yahoo.com; bobphilo@titlexperts.biz; roger.c.dennison@gmail.com; ronald_holley@sbcglobal.net; ziggy857@verizon.net; pochobradsky@ectisp.net; tumbleweedwesson@gmail.com

CC: dianeretro@gmail.com; mnhsudduth@hotmail.com; joyandwalter@tx.rr.com; truroy.t@aol.com; mtt1318@att.net

Subject: Needed BH Hwy signs and publicity

Date: Sat, 10 Oct 2015 17:27:03 +0000

Hello BH Hwy Centennial Tx Tour Enthusiasts,

A couple of weeks back Bud Hudgins and I were revisiting some of the BH community ISDs, Chambers, Main Street mgrs. media owners, etc. along an East Texas stretch of the BH. While in Mt Pleasant, it was suggested that we might want to visit with East Texas Journal publisher Hudson Old due to his interest in all the historic building blocks of Mt Pleasant. His unpretentious newspaper office is in the heart of town and on the old Bankhead Highway. Bud and I carried our usual "torch" of BH related materials in the front door only to find Hudson in the back on his computer. When Hudson discover the cause we represented, he quickly got up and we knew we had ignited the fuse of a large stash of BH dynamite. On leaving after an hour of very revealing dialoged and several material exchanges, he was intense on purchasing our sample, BH, highway grade sign with the assurance it would be mounted on his building the next day. In his farewell, he said we would be receiving complimentary copies of his October East Texas Journal containing front page coverage and a feature article resulting from our visit. Wow, wow, wow!

Your BH Hwy Centennial Tx Tour steering committee has been very, very busy but fortunate to discover several BH history buffs and enthusiasts along our Texas stretch of the old BH Hwy. Hudson Old is a great example of such with resources and support for our historic 100th anniversary event. To our knowledge, he leads the way in posting the first light reflective, highway grade, Historic Route BH sign along our tour route. As your town proceeds and decides to get on the band wagon posting BH signs, we would appreciate your notifying us with photos so we can share your enthusiasm with other cities. Like Hudson and others of us have indicated, it is important to keep these BH sign poles on your city easements and off TXDO easements. For, TXDO has no interest in your city benefitting from historic BH acknowledgement leading to commemorative merchandizing due to their being severely underfunded by a lack of your tax dollars. Please realize, your sign efforts could contribute to a quick change in TXDO's thinking and budgeting.

With Hudson's permission, I am attaching a copy of his very informative journalistic work which I hope will encourage you to help us gain publicity in various mediums in and around your town. Remember we will be parading through 52 communities which have approximate 47 ISDs, 24 newspapers, 45 chambers of commerce, 23 AM or FM radio stations, 3 to 10 area TV stations, etc. Thus far, it has been impossible for the five of us to reach all of these 150 entities, not to mention civic and historic clubs wanting and needing BH Hwy Tour presentations. We would like to reach all of these resources to help share with your citizens knowledge about the historic BH Hwy and the our tour of celebration - but we need your help. As time permits, we will try to schedule more and more visits and interviews.

Again, our hats are off for the leadership Hudson Old has provided in publicizing our BH 100th anniversary celebration with NE Texas citizens in Titus County. THANKS Hudson - you are a real winner!!!