

College Station's 75th Anniversary Exhibit

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Description

Considering Texas A&M University opened its doors in 1876, College Station is an extremely young host city. Still, in 2013, College Station proudly marked its 75th anniversary of incorporation.

While the year featured considerable attention to the landmark year, the city's primary focus was gathering stories and mementoes that could be preserved in College Station's Historical Online Database (Project HOLD) and displayed in a special exhibit at The George Bush Presidential Library and Museum.

Opportunity

By virtue of having 50,000+ students in the community, College Station is a transient city. While most residents are aware of Texas A&M's history, there's a considerable lack of knowledge of College Station's past. Our 75th year provided a great opportunity to tell our stories and, more than that, create an exhibit that would be viewed by thousands of visitors from around the globe to The George Bush Presidential Library and Museum.

Exhibit Goals

Raise awareness about the history of College Station's evolution from a railroad stop near Texas A&M campus to a city of more than 100,000 in population.

Gather, document and preserve stories and items related to the history of local families, businesses, cultures, religious diversity, education, media and more.

Exhibit Features

I led the development of a 3,000 square-foot exhibit at the Bush Library. Titled "College Station: A Community History," the exhibit featured local memorabilia, artifacts and stories that captured the unique history of College Station, Texas, from the time leading up to its incorporation in 1938 to today. Since I offered to coordinate the project on behalf of the city, the Bush Library offered its exhibit space at no cost.

"College Station: A Community History" was open Nov. 2013 through Jan. 2014.

Exhibit items were grouped into various segments that highlighted legacy families, homes, schools, businesses, media and government in College Station during its growth from an outlying rural area to a city of more than 102,000 in population.



.....
Anniversary logo



.....
Historical photos



.....
Historical artifacts

Hundreds of community photos and artifacts, including:

The original playbooks and championship ring owned by the late Manning Smith, assistant coach of the 1939 National Champion Texas A&M University football team. Smith and his descendants have lived in College Station since its incorporation.

FREDDIE, College Station Police Department's former robot mascot purchased in the late 1970s, helped police officers teach College Station children about safety. FREDDIE is a symbol of the city's commitment to community policing and a remnant of our 20th-century love of robots.

Four aluminum propeller blades from the Enola Gay B-29 bomber used during the atomic bomb drop on Hiroshima, Japan, during World War II. These items currently reside at the Oran W. Nicks Low Speed Wind Tunnel and were used to operate the tunnel shortly after the war.



PLAYBOOKS



ROBOT MASCOT



PROPELLER BLADES

Fundraising and Marketing

To initiate the exhibit, I established a layout for Bush Library staff and designed all of the signs and panels needed for display. To fund the exhibit, members of the city's historic preservation citizen committee reached out to community residents, former students and regional corporations for support. I also designed all of the sponsorship and marketing packages, which included:

- * **Advertisements** in local newspapers, magazines and television stations.
- * **Challenge coins, lapel pins and posters** featuring the city's original 75th anniversary logo.
- * **"Here in 1938" yard signs** that were placed in front of historic community homes, which boosted local awareness during the week prior to the exhibit opening.
- * **"Tell Your Story" handouts** to encourage local residents to gather unique items for exhibit display.
- * **Custom print and digital display panels** specific to each exhibit section and theme.

VIP Sponsor Reception and Grand Opening

On Nov. 12, as part of its sponsorship package, I offered a private walkthrough of the exhibit for select guests and community partners. Title sponsors and exhibit contributors also received gift posters, pins and coins as mementos.

On Nov. 16-17, The George Bush Presidential Library and Museum provided free public admission during the exhibit's grand opening. Other coordinated activities included a **vintage car show** led by the Studebaker Drivers Club, **musical entertainment** from local artists, and **mini-train rides** from title railroad sponsor Union Pacific.

Exhibit Results

The City of College Station received **\$51,751 in donations** gathered from dozens of individual and corporate sponsors for the exhibit. Community residents and history enthusiasts also contributed all of the hundreds of artifacts and photos recovered from attics, storage rooms, trunks, albums, walls and many personal collections.

The George Bush Presidential Library and Museum recorded more than 2,200 attendees at the grand opening, even better than its Texas A&M football gameday attendance. Overall, **more than 10,000 visitors** to the Bush Library viewed the exhibit, an achievement far exceeding the City of College Station's expectations.

The exhibit was so popular that I created an **online virtual tour** so that individuals who were not able to view the display at the Bush Library could still enjoy it. The tour – accessible by desktop, tablet and mobile device – now remains the city's best record of the exhibit in its entirety.

Budget, Outside Resources

All exhibit expenses were drawn from funds acquired through private donations. The City of College Station consolidated the funds into one account marked only for exhibit activities.

Total Expenditures	\$ 45,957.12
EXHIBIT RAW MATERIALS.	\$ 15,546.65
EXHIBIT MARKETING	\$ 7,413.95
PROMOTIONAL GIFTS	\$ 6,779.90
GRAND OPENING	\$ 4,932.05
VIP RECEPTION	\$ 3,863.00
HOMECOMING DINNER	\$ 7,421.57
Remaining Balance	\$ 5,793.88

After the exhibit closed in January 2014, the city's historic preservation citizen committee recommended that the city spend its remaining funds on activities that continue to promote community history, such as:

- * **Historic Archives** – The city could enhance its historic online library database by digitizing copies of all of the exhibit's records and collected artifacts and photos.
- * **Historic Marker Program** – The city could purchase more building markers for its historic home sites.
- * **Oral History Transcription Project** – The city could acquire more resources to execute the transcription and archival of existing oral histories.
- * **Exploring History Luncheon** – The city could encourage more participation in the historic preservation citizen committee's monthly lunch programs that educate visitors on history-related topics.

In summary, I coordinated all of the exhibit collection, development and preparation work with support from the city's historic preservation citizen committee. In addition, The George Bush Presidential Library and Museum provided the facility, resources and staff to maintain the exhibit during its display.

- * **Supporting materials on pages 5-16**
- * **See VIRTUAL TOUR on page 17**

Supporting Materials

“Tell Your Story” handouts



COLLEGE STATION
75
1938 ★ 2013

TELL YOUR STORY

In October 2013, the City of College Station will recognize its 75th anniversary, and we need **YOUR HELP** in capturing the history of its people and places!

Tell us stories from when you were growing up, playing, going to school or working in College Station, Texas.

USE THIS PAPER AS A COVER SHEET and please complete the following information so that we may contact you if we have any questions.

** Attached content will be attributed to you. Your contact information will only be used by the City of College Station for this purpose and will not be given to any third party.*

YOUR NAME (FIRST, LAST) _____

YOUR PHONE (XXX-XXX-XXXX) _____

E-MAIL (SAMPLE@AOL.COM) _____

YOUR ORGANIZATION (IF APPLICABLE) _____

STORY TITLE _____

PAGES ATTACHED? ☐ YES ☐ NO IF YES, HOW MANY? _____

PHOTO ATTACHED? ☐ YES ☐ NO

IF ATTACHED, PLEASE DESCRIBE THE PHOTO:

City of College Station
Public Communications – City Hall
P.O. Box 9960, College Station, Texas 77842
E-MAIL: heritageprogram@cstx.gov

QUESTIONS? Call 979.764.3491

CITY OF COLLEGE STATION
Home of Texas A&M University
cstx.gov

Handouts were distributed among community residents from May 2012 to May 2013 to encourage them to contribute stories, photos and artifacts that could be added to the city's historic online library database.



TELL YOUR STORY

In October 2013, the City of College Station will recognize its 75th anniversary, and we need **YOUR HELP** in capturing the history of its people and places!

Tell us stories from when you were growing up, playing, going to school or working in College Station, Texas.

STORY? We want to remember you through....

EXHIBITS We may want to display your historic artifacts at the George Bush Presidential Library & Museum.	ARCHIVES We may want to file your stories, photos, etc. into Project HOLD, our historic online library database.
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WHAT STORIES ARE WE MISSING? Tell us! We want to know more about....

Life in school	Your first job	Games you used to play
What the town was REALLY like	Famous people you met in CS	
What you did for fun	Neighborhood traditions	Events
Places in town	Favorite kid adventures	Making history

Locals brought in hundreds of items as a result. Some of the best stories and photos were featured in the exhibit while others were shared on the city's website, blog and social media channels throughout 2013 and 2014.

Supporting Materials

Exhibit artifacts and historical photos




75th Anniversary Planning Committee
A citizen committee of the City of College Station, Texas

Bill Boyd
Member, Sons of Confederate Veterans
p. 979...
e. [docb...](#)


Sept. 26, 2013

Item Name
1. British Tower must
2. Skillet and cup
3. Small pouch
4. Large pouch
5. Belt with buckle
6. Bayonet
7. Water canteen

Item Photo(s)



The mission of the 75th Anniversary Planning Committee is to commemorate the 75-year history of College Station, Texas, by celebrating the past, honoring the present and embracing the future.



75th Anniversary Planning Committee
A citizen committee of the City of College Station, Texas

Sherry Frisk
Member, 75th Anniversary Planning Committee
p. 713...
e. [hsf...](#)


Sept. 12, 2013

College Station 75th Anniversary Exhibit Item Submission
George Bush Presidential Library and Museum

Item Names	6. Smith Playbooks	11. Yrbook '39	10. Smith Badges
1. '39 Ring	7. '39 Program	12. Yrbook '41	11. Smith Records
2. '39 Bracelet	8. Sugar Bowl Ticket	13. Desk & Items	12. Smith Sign
3. '39 Watch	9. TAMU Bobblehead	14. School Book	19. Battalion 1894
4. Yrbook '40	10. Yrbook '37	15. BB Coat	20. War Ration Books
5. Homer N. Ball			

21. AMCHS Jacket
22. TAMU Pennant

Item Photo(s)



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Mike Neu
Multimedia Coordinator
City of College Station
979-764-3655
mneu@cstx.gov

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Coordinator
College Station
979-764-3655
mneu@cstx.gov

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All of the artifacts and photos designated for exhibit display were itemized by owner and date. The City of College Station and The George Bush Presidential Library and Museum maintained identical records to ensure that items were stored and maintained with the utmost care during the exhibit's three-month span.

Supporting Materials

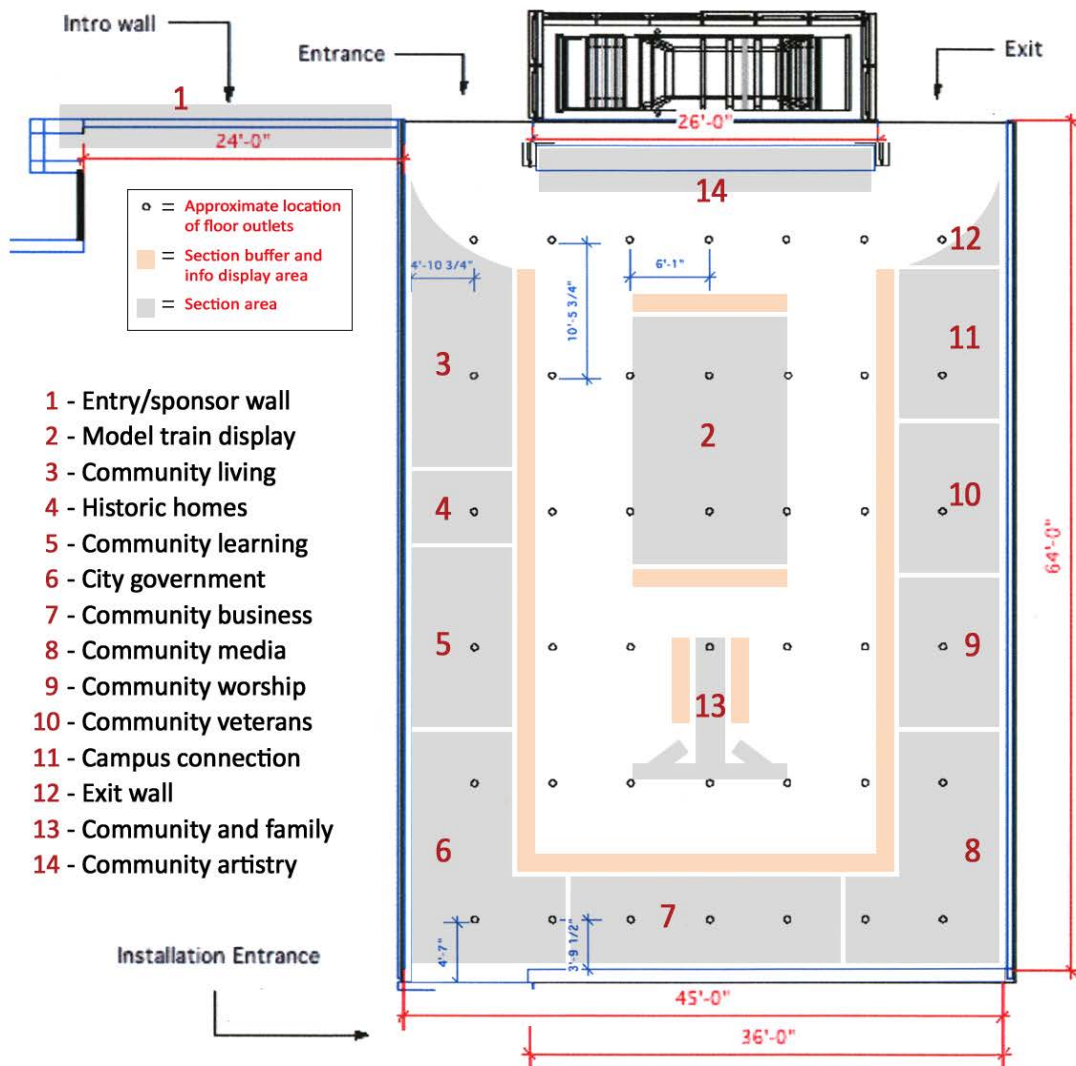
Bush Library exhibit room layout



City of College Station
75th Anniversary Exhibit
George Bush Presidential Library and Museum
College Station, Texas



College Station: A Community History Exhibit Layout

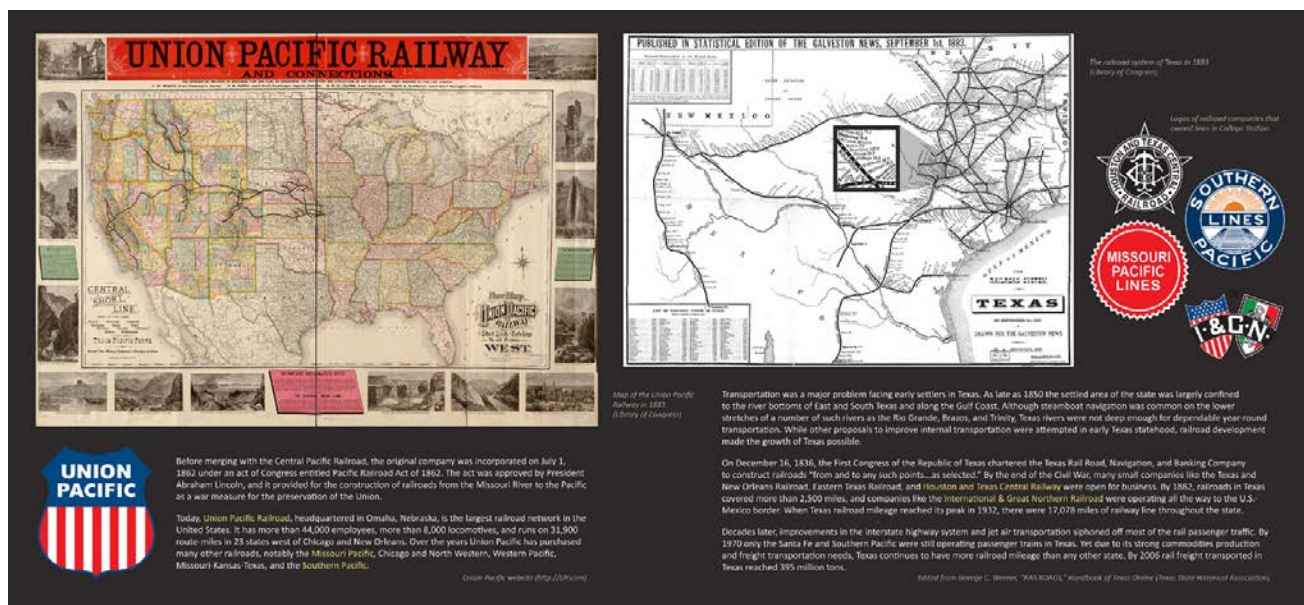


Supporting Materials

Custom exhibit display panels

The variety of different themes, sizes and artifacts planned for each section of the exhibit presented an enormous design challenge for Public Communications.

The contents of each panel were limited to information recovered from existing archived documents as well as items loaned from the "Tell Your Story" marketing campaign.



Supporting Materials

Custom exhibit display panels



"Morty" Stewart, 1931
Senior cadet M.H. "Morty" Stewart, father of the late College Station City Council member Larry Stewart, stands under the Southern Pacific station sign.



A&M College Creamery, 1920s
Built in 1916, The A&M College Creamery building was located just west of the depots and opposite the main entry to campus from Highway 6. Milk was brought into the creamery in steel milk cans from the milking barn just west of the creamery. Processed milk, ice cream and butter from the creamery were delivered to the mess halls on Texas A&M campus. This building was razed in 1995.



A Special Train, 1950s
This photo shows the south end of the Southern Pacific depot with freight wagons stationed nearby. Families with luggage appear to be waiting to board for a group trip. Such railroad "specials" were once commonly used for day trips to and from Aggie football games. They were also arranged for local school trips to see the circus in nearby Dallas or Houston. Regular passenger train service to the College Station depot ended in 1955, yet remained at the Bryan depots for a few more years.



Water Treatment Building, 1970s
A unit of Corp of Cadet officers stand in front of a Southern Pacific water treatment building. An elevated water tank previously stood just north of this building, and it was used to fill the water tanks of passing trains. Tap water piped from the university was treated in this building to remove minerals corrosive to the boiler tubes of steam locomotives.

Waiting on a Train, 1949
A young woman waits for a train at the Southern Pacific depot in College Station. Although her destination is not known, it is possible she is waiting to return to the college she attends in another Texas city.

Since women were not allowed to officially participate in undergraduate programs at Texas A&M University until 1963, it was common for women from Texas State College for Women, Rice University and the University of Texas to visit the campus on weekend events.



Written by Henry R. Mayo
Photos courtesy of Project H.O.L.D., City of College Station



"Initiative, courage, and determination. May these qualities of leadership abide with you forever, and years to come you will recall with pleasure those days you spent at Lincoln High School."

W.A. Tarrow

Lincoln School

1941-1966

Supporting Materials

Model train display table



Above are several close-up views of the exhibit's centerpiece display: a 16-foot-long, HO-scale model train table.

The model's landscape was handcrafted by local model train enthusiasts to look as College Station did in 1938. Its surrounding description panels and graphics were designed by Public Communications.

Supporting Materials

Historic photo scene cutouts



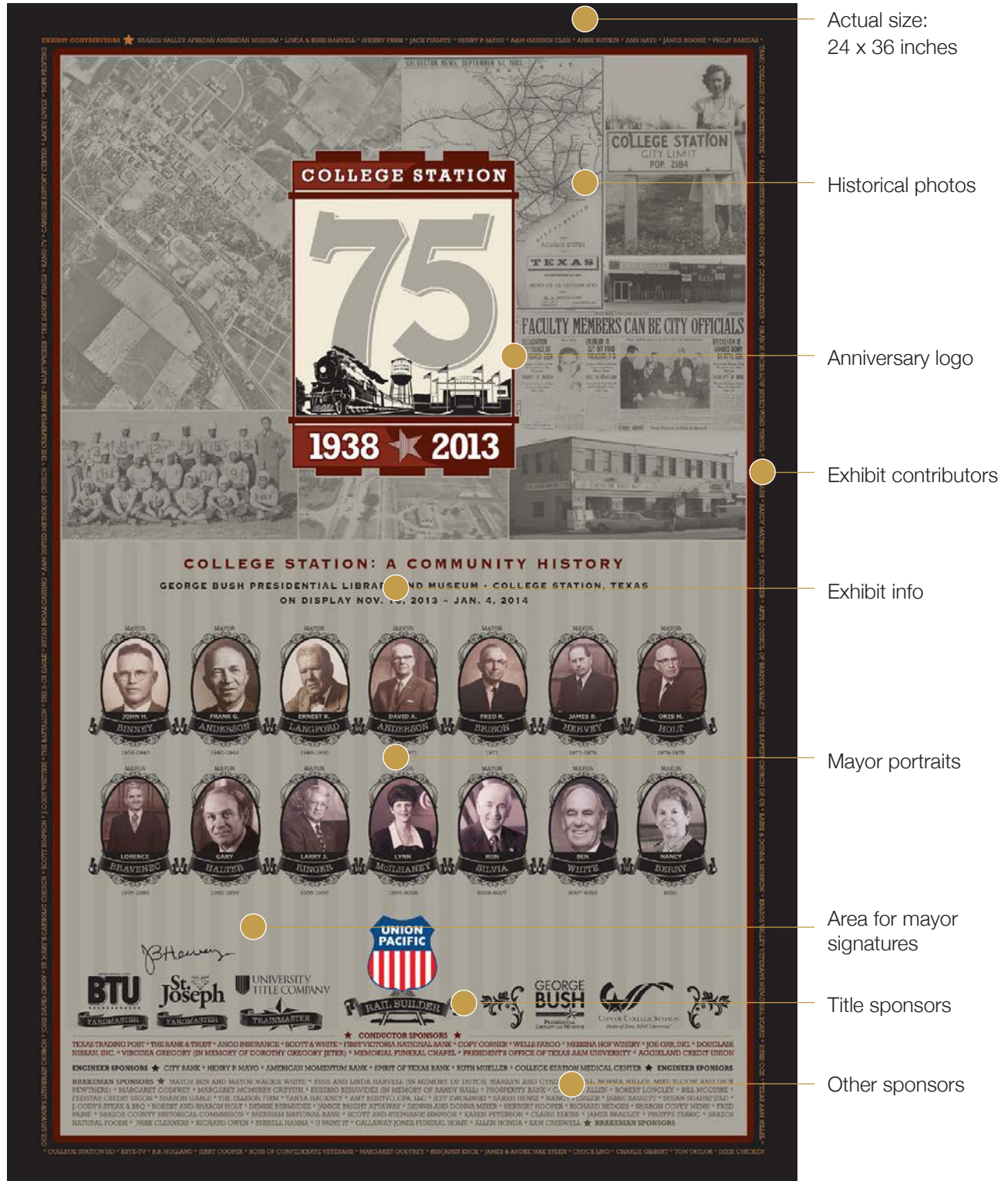
Several of these large cutouts were scattered throughout the exhibit to create photo opportunities for people in attendance.

By allowing visitors to take and send their own photos in this way, Public Communications was able to extend its marketing reach over the life of the exhibit at no additional cost.



Supporting Materials

"Mayors of College Station" gift poster



Supporting Materials

Print and digital advertisements

COLLEGE STATION 75TH ANNIVERSARY CELEBRATION EVENT SATURDAY, NOV. 16, 9:30 A.M. TO 5 P.M.

COLLEGE STATION 75
1938 ★ 2013

"COLLEGE STATION: A COMMUNITY HISTORY"
EXHIBIT GRAND OPENING

GEORGE BUSH PRESIDENTIAL LIBRARY AND MUSEUM
COLLEGE STATION, TEXAS

VINTAGE CAR SHOW
STORYTELLING
DANCE & MUSIC PERFORMANCES
MINI-TRAIN RIDES

LEARN MORE → → → → → → → CSTX.GOV/75

COLLEGE STATION 75
1938 ★ 2013

**COLLEGE STATION:
A COMMUNITY HISTORY**

GEORGE BUSH PRESIDENTIAL
LIBRARY AND MUSEUM
COLLEGE STATION, TEXAS

ON DISPLAY
NOW THROUGH JAN. 4, 2014

CSTX.GOV/75

UNION PACIFIC GEORGE BUSH CITY OF COLLEGE STATION
PRESIDENTIAL LIBRARY AND MUSEUM Home of Texas A&M University

COLLEGE STATION 75
1938 ★ 2013

VINTAGE CAR SHOW
College Station, Texas 11-16-2013

GEORGE BUSH PRESIDENTIAL LIBRARY AND MUSEUM

GEORGE BUSH
CITY OF COLLEGE STATION
Home of Texas A&M University

COLLEGE STATION 75TH ANNIVERSARY CELEBRATION

HOMECOMING
Southwood Community Center
FRIDAY, NOV. 15

COMMUNITY CELEBRATION
George Bush Presidential Library and Museum
SATURDAY, NOV. 16

COLLEGE STATION 75
1938 ★ 2013

JOIN US IN CELEBRATING OUR CITY'S
75TH ANNIVERSARY!

CSTX.GOV/HERITAGE FACEBOOK.COM/CSTX75

Ads were placed in regional newspapers, on TV news station web sites, and among various publications of regional heritage groups such as the Brazos Heritage Society and the Central Texas Studebaker Drivers Club.

Supporting Materials

"Here in 1938" yard signs



55 yard signs were placed in front of College Station homes built in or before 1938, the city's year of incorporation.

Home sites were verified and confirmed by the Brazos Valley Historical Commission.

KBTX.com
Bryan / College Station, TX
The People You Know. The News You Trust.

News ▾ Weather ▾ Sports ▾ Money ▾ Health ▾ BVTM ▾ MomsEveryday ▾ FN@4 ▾ Features ▾ KBTXCares ▾ Ins

ATKINSON TOYOTA Madisonville • Bryan "Helping folks in the Bra

"Here in 1938" Signs Feature Historic Homes in College Station

Updated: Thu 1:16 PM, Nov 14, 2013 By: Stephanie Ando Email

Home / Headlines List / Article

"Here in 1938" Signs Feature Historic Homes in College Station
News 3 Tonight

A lot has changed over the last 75 years, but one home on Bell Street in College Station has been part of the College Park neighborhood from the beginning.

Jerry Cooper says he's always been interested in history, so it makes sense that his home is part of College Station's.

"We've been working for years trying to preserve this neighborhood, and it's being slowly taken over by rental properties and that's something we have to deal with," said Cooper.

Despite all the new homes and student-living apartments popping up around town, Cooper says there are a lot of homes like his that have been there since 1938.

2014 Nissan Maxima SV START YOUR DISCOVERY

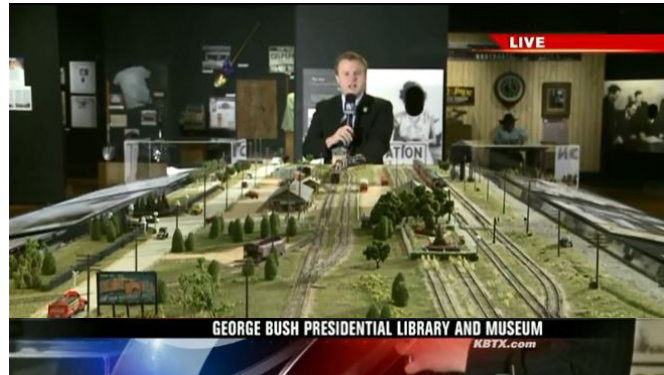
A local television station reported on the yard signs a few days before the exhibit grand opening in November.

<http://bit.ly/1Nj6mQR>

Supporting Materials

Media coverage of 75th anniversary

theeagle.com
Bryan-College Station, Texas



02/27/2013	Organizers seek memorabilia for 75th anniversary of CS incorporation	The Eagle
03/03/2013	New database created to preserve city's history	KRHD-TV
03/04/2013	College Station Examining History as 75th Birthday Approaches	WTAW-AM
03/26/2013	Commemorating the 75th anniversary of...the city of College Station	LegAlert
04/15/2013	75th anniversary interview DeLucia, Scott	WTAW-AM
05/13/2013	Linda Harvell on WTAW	WTAW-AM
06/24/2013	College Station's Linda Harvell on WTAW	WTAW-AM
07/08/2013	Bill McGuire and Linda Harvell on WTAW	WTAW-AM
07/13/2013	College Station population nearing 100,000 mark	WTAW-AM
07/22/2013	Linda Harvell on WTAW	The Eagle
09/09/2013	College Station 75th Anniversary Update	WTAW-AM
09/11/2013	Union Pacific Railroad sponsors new George Bush Library exhibit	WTAW-AM
09/20/2013	CS Council Member Blanche Brick on WTAW	The Eagle
09/23/2013	Linda Harvell Gives Update on College Station 75th Anniversary	WTAW-AM
10/10/2013	Students cope with government shutdown	WTAW-AM
10/10/2013	College Station Anniversary Exhibit on Hold Thanks to Government Shutdown	The Battalion
10/11/2013	Government Shut-Down Could Delay College Station Anniversary Celebration	WTAW-AM
10/12/2013	Government shutdown delays College Station's 75th anniversary exhibition	KRHD-TV
10/14/2013	Government shut down is delaying College Station's 75 year anniversary exhibit	The Eagle
10/17/2013	Bush Library Back Open After Government Shutdown	KWKT-TV
10/22/2013	Good Morning Texas	KBTX-TV
11/04/2013	CS 75th Anniversary Chairwoman Linda Harvell on WTAW	KXXV-TV
11/06/2013	Bush Library Upcoming Events	WTAW-AM
11/13/2013	"Here in 1938" Signs Feature Historic Homes in College Station	KBTX-TV
11/13/2013	Public Affairs Programming	KBTX-TV
11/14/2013	City of College Station 75th Anniversary Exhibit Opening	C-SPAN
11/14/2013	College Station looks back 75 years with anniversary exhibit	KBTX-TV
11/15/2013	75 Years Exhibit	The Eagle
11/16/2013	A great time to celebrate College Station's past and its bright future	KBTX-TV
11/16/2013	Exhibit Embraces 75 Years of College Station History	The Eagle
11/17/2013	Visitors take ticket to the past at College Station 75th Anniversary exhibit	KBTX-TV
11/18/2013	Reviewing the College Station 75th Anniversary Community Celebration	The Eagle
11/20/2013	Union Pacific Helps Celebrate College Station's 75th Birthday	WTAW-AM
01/07/2014	Employee of the Year Mike Neu leads search for homes for exhibit pieces	Union Pacific
		The Eagle

Supporting Materials

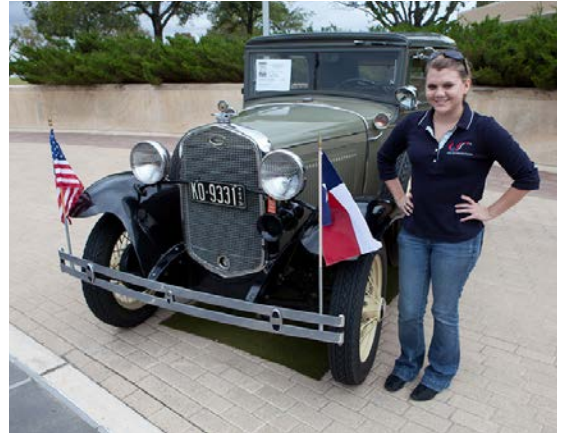
Grand opening event photos



Several College Station mayors, current and former, attended the grand opening event. Each mayor contributed at least one item or idea featured in the exhibit.

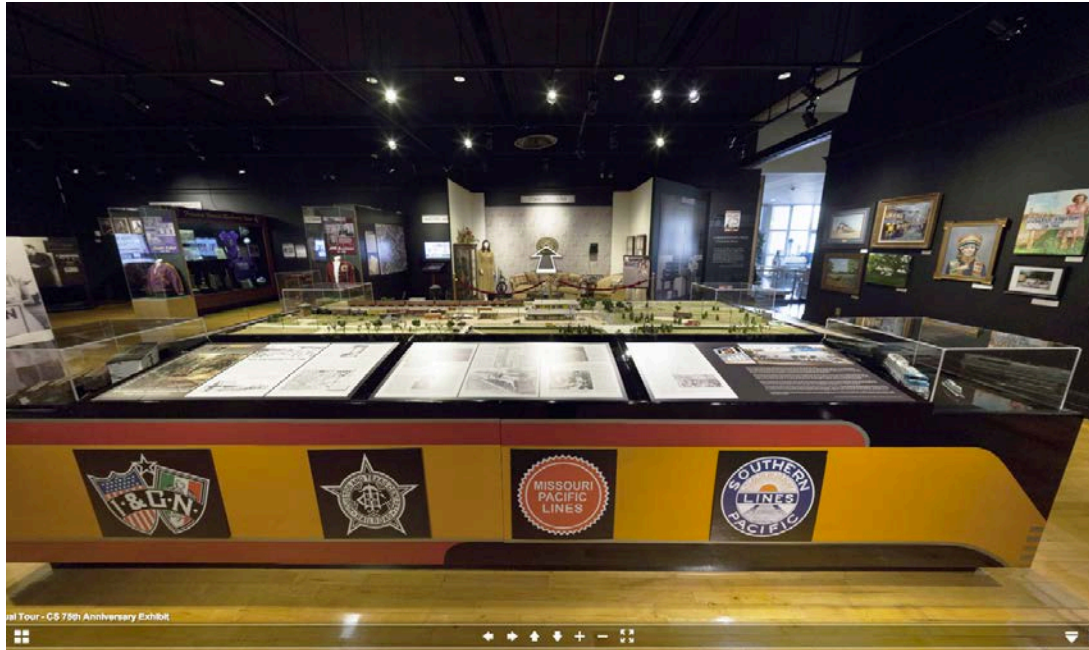


Supporting Materials
Grand opening event photos



Supporting Materials

Exhibit virtual tour screenshots and link



Take the virtual tour

<http://bit.ly/1bi3ocY>