Got a great historical photograph tucked away somewhere? Enter it in the Aransas County Historical Society’s 2015 Historical Photo Contest. ACHS offers prizes of $100 for first place, $50 for second place, and $25 for third place. Winning photographs will be published in the 2016 Calendar of Historical Photographs of Aransas County. Prizes will be awarded at the 2016 Calendar Premiere in September 2015.

A panel of three judges will be selected to judge the photographs. The judges are not eligible to enter the contest, and will not know the names of those who submit photographs. The photo contest serves to enrich ACHS’s digital photo collection and helps preserve images of the past for future generations. Submitted entries must be at least twenty-five years old. For contest rules and entry form, please see page 3 of this Newsletter.

For questions, call Janie White at (361) 729-2133.
FROM THE LAB: A message from the President . . . .

The old newspaper adage, “A good time was had by all,” certainly would be appropriate to describe the program and audience at the recent Annual Meeting of the Society. We had a full house at the Fulton Mansion Visitor and Education Center on February 26 to enjoy a meal and wonderful program, entitled “Pictures that Talk! Seven Magical Memories from the ACHS Photo Files.”

Participating were seven local “picture stars,” members who were a part of recent historical photos donated to ACHS through the annual photo contest. These included Dolly Close, Jackie Shaw, David Herring, Gloria Davis, Phil Albin, Jeanie Schindler, and Kam Wagert. Each gave a brief talk about their photo. In addition, Elaine Albin surprised her husband Phil with a large 75th birthday cake, which the membership enjoyed for dessert.

I want to thank all the program participants as well as board members and others who made the meeting such a success. Thanks go especially to Janie White for her work with the photographs and meal, along with Dolly Close, Norinne and David Holman, and Marsha Hendrix for their help with the refreshments and kitchen.

At the annual meeting, the Society’s membership re-elected three trustees for new three-year terms, Ray McLester, Pam Stranahan, and Dolly Close, and also elected Donna Dickinson and Jeanie Schindler to new three-year terms.

The success of the annual meeting program is actually the result of several years of work. For the past several years, ACHS has been sponsoring an annual photo contest and publishing the winners in each year’s new historical photo calendar. Now, we have in hand a rich collection of historical photographs which will provide new generations with a more clear understanding of our past. Some of these will make it into the forthcoming history of Aransas County. But, we know there are many more photographs and documents that need to be preserved. The annual photo contest will kick off in April, so if you have photos you would like to submit, please refer to the information which appears elsewhere in this newsletter.

---David Murrah

WELCOME NEW ACHS MEMBERS!

Donna Jansma
Bobby & Jo Ann Little
Ro Jean Williams

BE SURE YOU ARE A PART OF THE FORTHCOMING ARANSAS COUNTY HISTORY

The stories are coming in, but do we have yours?

We need your entry for your family, business, church, school or organization for the new Aransas County history. Don’t be left out!

For guidelines for each section, please contact the person at right. A packet and sample entry will be sent to you.

FAMILY HISTORIES: Dolly Close (332-6602) Jo Ann Morgan (723-6411)
NEWCOMER MEMORIES: (since 1970) Joan Bounds (723-7599)
HISTORICAL BUSINESSES: Janie White (723-2133)
CHURCH and NON-PROFIT ORGANIZATIONS: Janie White (723-2133)
SCHOOL and GOVERNMENTAL HISTORIES: Marsha Hendrix (463-9894)
SPONSORING BUSINESS HISTORIES: David Murrah (205-3930)
PERSONAL & FAMILY MEMORIALS: Janet Taylor (723-2148)

Questions? Please contact Marsha Hendrix at 463-9894 or by email at Marsha.Hendrix@thc.state.tx.us

A PROJECT OF THE ARANSAS COUNTY HISTORICAL SOCIETY
preserving our history since 1965

WE ARE STILL COLLECTING STORIES!!

Entries for ACHS’s planned new pictorial history on Aransas County keep coming in. Tentatively titled, Between the Bays: A Pictorial History of Aransas County, this comprehensive book is going to be a must-have for your bookshelf or coffee table. Over 135 stories have been submitted, and we know of a few more that are in the works.

We are still in the editing stages of putting the book together, so if you want your business, family, church or nonprofit organization included in this new full-length history of our county, please let us know so we save room for you. You may contact Marsha Hendrix for entry guidelines at (361) 729-0386 or by email at Marsha.Hendrix@thc.state.tx.us

---Marsha Hendrix
PHOTO CONTEST RULES AND ENTRY FORM: ENTRY DEADLINE, JUNE 30

1. Each entry must be a photograph that relates to the history of Aransas County, and must be **25 years old or older**. No copyrighted material may be submitted. Xerographic copies will not be accepted.
2. Each participant may submit up to ten (10) entries.
3. Each photograph must be identified, including the date (or period), location, name(s) of individual(s), and significance to Aransas County History. This information will be used to create a caption for the photograph.
4. Entries may be submitted in the following formats:
   a. Original print donated to the ACHS Photograph Collection.
   b. Loan of original print(s) to the ACHS for digital copying.
   c. High resolution (300 dpi or greater) unaltered digital copy of an original. Lower resolution copies will not be accepted.
5. Photographs will be accepted by mail, by physical delivery to the ACHS lab on any Wednesday afternoon between 2 PM and 4 PM, or by appointment. For information or appointment call Janie White at (361) 729-2133.
6. We ask your permission to continue to use the photographs you enter for education of the public on the history of Aransas County. Future use of originals and/or digital copies will credit your collection. Please specify how you would like that credit to read.

2015 ACHS PHOTO CONTEST
Aransas County Historical Society, P.O. Box 702, Rockport TX 78381

Winning images will be featured in the 2016 calendar of historic photographs and will receive a cash prize – 1st $100, 2nd $50, or 3rd $25. Deadline: June 30, 2015 at 4:00 P.M.

Submit by mail to the address above, or in person Wednesdays between 2 PM and 4 PM at the ACHS lab, Room 15, Rockport Community Center, 619 N. Live Oak St. A copy of this form must be completed and attached to each image. **Each form MUST BE SIGNED and DATED.**

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Editor’s Note: The following is one of more than a hundred family histories that have been submitted for the forthcoming new history of Aransas County. Our thanks to Jo Ann Morgan for securing the story.

The 1930s national depression made for tough times everywhere, and forced people to move about the country looking for work. Rockport, however, benefited because hard times brought John Warden and Opal Marshall to town.

John “Buddy” Warden, Jr. was born in Santa Cruz, California on February 21, 1916. He was the third child of John Henry Warden, Sr., who was part Cherokee, and Daisy Hartly Warden. When Buddy was eight, his mother Daisy died at age 34, and a few weeks later, his youngest brother Harvey died from typhoid.

Buddy’s father, John Sr., soon left California with his two young boys and moved to Arizona. After working in the mines, he was soon ready to be on the move again and headed for Texas, making a living by cutting up cedar trees. Somewhere, he heard about Rockport, and in 1932 arrived on the coast with Buddy, who was almost 17 years old, and his younger brother Doug, age 13.

Young Buddy Warden got a job right away working on fishing boats for Willie Close, and later Westley Atwood. One day he came in from fishing and found that his father and brother had decided to move on without him. Buddy, tired of his father’s nomadic life, decided to remain in Rockport. Mr. Close and Mr. Atwood gave Buddy permission to sleep on their boats and they became father figures to him.

The year 1932 also brought Jesse Marshall, wife Mattie and their eight children to Rockport, moving from Lamesa on the plains of West Texas. Mattie suffered severe asthma and could no longer live in the harsh “Dust Bowl”. One of the eight children was 13-year-old Opal Marshall, who had been born at Lamesa in 1919.

Once they arrived in Rockport, Jesse put all eight of the children to work; young Opal was hired to wash dishes at Thompson’s Spa, a very popular local restaurant and known though-out Texas and States beyond. Small in stature, she had to stand on a box to do her work.

Meanwhile, one of Opal’s brothers, Gano Marshall, befriended young Buddy Warden, and the whole family “adopted” him, with the mother Mattie feeding him and treating him as her own child. By this time Buddy was 20 and Opal was 17, and he soon became attracted to her. Finally, he built up courage to ask her on a date to a Medicine Show.

After a short courtship Buddy and Opal were married in 1936 at the Methodist Church in Corpus Christi. They lived with her parents until their first baby was born. After living in several rent houses and having two more babies, Buddy and Opal bought a home on North Church Street where their fourth child was born.

Opal enjoyed being a housewife and mom. Her family remembers that she was an excellent cook and could put together a wonderful meal in no time. One of the meals all looked forward to having was smothered steak, potato salad and beans topped off with a chocolate pie topped with two inches of meringue. But, Opal had a steadfast rule at mealtime. The children were not allowed to fix their own plate or eat one bite until Buddy’s plate was filled. And, when it came to dessert, same rule, Buddy was always served first.

In the 1940s and ‘50s, Opal played women’s softball. The team was made up of local women including her two sisters, Bessie Atwood and Myrl Wright, and other friends. The team was good and had a large following. Opal served as pitcher, and featured a mean fast ball. The team traveled all over Texas winning trophies and many championships.

In the late 1950s, Buddy bought for Opal a marine gas station from Delo Caspary that was located on “The Rocks” that formed part of the Rockport Boat Basin. It became known as Warden’s Marine. Opal was completely in charge of it - ordering supplies and fuel, keeping the books and billing and when necessary worked on the dock. She made many friends and was well respected.

Buddy Warren never forgot his friends. One year, Bobby Close, the grandson of Willie Close, one of the men who let Buddy sleep on his boat, asked Buddy for permission to marry his youngest daughter, Joyce. Buddy told his daughter that if Bobby was near the man his grandpa was, he would make a very good husband.

The Warden home was always filled with love, laughter and lots of family and friends. Opal Marshall Warden died in 1993 after 57 years of marriage. Buddy passed away in 1999 at the age of 82. After being a nomad with his father, Buddy had fallen in love with Rockport and the people he came to know over the years. Making another move was never in his plans.
“Just the Facts, Ma’am.”

“TOAST OF THE COAST”
Where did that slogan come from?

by
Phil Albin

[Editor’s note: Throughout the past several decades, the Rockport-Fulton Chamber of Commerce has used a number of promotional slogans, including the current one, “The Charm of the Texas Coast,” There has been some confusion about the origin of its predecessor slogan, “Toast of the Coast,” so former ACHS president Phil Albin, whose parents participated in the development of the slogan and logo, recently took time to recall and research the topic, utilizing in part ACHS’s files of The Rockport Pilot.]

The popular tourism logo with a fish holding a champagne glass and toasting Rockport, Texas was used by the Chamber of Commerce and others for nearly 40 years. The origin of the bright yellow, green and black logo along with the catchy phrase, “Toast of the Coast,” has been a mystery to many, but it was one that was solved by using the philosophy from Jack Webb’s old TV program, Dragnet, where Joe Friday says “Just the facts, ma’am.”

Here are the facts. Prior to 1948 the Rockport Chamber of Commerce had been engaged in promoting the Rockport Gulf coast area with various slogans and print material. Some captions were “Port of Play,” “Four Beautiful Bays,” “Miles of Shoreline” and “Where the Oaks Meet the Sea.” An art graphic of ducks and geese taking flight usually accompanied the slogans.

At a Chamber of Commerce meeting held December 7, 1948, the President James "Jimmy" Sorenson, Jr., presided over thirty-nine members and guests of the chamber and voted to hold a contest to find a more appropriate slogan. Chamber Director Roy Rogero was appointed chairman of the committee, to be assisted by Hugh Morrison and Jack Horton to formulate the rules of the contest. All agreed that a $25 award would be given to the winner of the contest. Everyone except chamber directors and their families would be eligible to submit slogans. The slogan should be limited to not more than six words and that entries must be received by the chamber no later than January 15, 1949.

The chamber received an overwhelming response of more than 300 entries. At its directors’ meeting on February 9, 1949 at the Fire Hall, newly elected President Rob Roy Rice and eight members selected as the winner "Toast of the Coast,” submitted by Augusta Deane. One of the directors present at that meeting suggested that a drawing of a "fish drinking a toast" be used as a suitable graphic design for the new slogan. Director and newspaper man Roy Rogero was instructed to contact a commercial artist for suggested logo drawings.

Rogero then engaged the commercial artist firm, Design Studios in San Antonio to produce four small draft logo drawings. The firm promptly produced the four drawings and received $25 for its work.

A week later, the chamber directors considered the four drawings and then chose either one or a compilation of two or more of the drawings from which to produce the new “Toast of the Coast” logo. My father, E. J. "Gene" Albin, who was a chamber director, then volunteered his wife and my mother Helen, who was an artist, saying that she would be willing to produce a larger painting of the agreed-upon logo design for display and photographic purposes during the contest winner presentation. Within two weeks, she had the artwork ready for viewing.

On March 1, 1949, at the monthly Chamber dinner meeting, president Rob Roy Rice presented Miss Deane a check for $25 for her slogan, “Toast of the Coast,” an event documented in a photograph of the presentation which also depicted the new logo painted by Mrs. E. J. Albin. The Rockport Pilot published the photo in its March 10th, 1949 issue.

Mystery solved, with “just the facts.”

DO YOU HAVE A STORY FOR THE NEWSLETTER?

The Newsletter of the ACHS welcomes ideas or feature stories for future publication. An article should be from 450 to 550 words and should include one or two photos. Please send your entry or idea for a story to the Newsletter editor, David Murrah, at davidmurrah@sbcglobal.net, or call him at (361) 729-6858. Your story should be of broad interest to the public and deal with the history of Aransas County. Share your knowledge!
Friends of the History Center (FHC)

In spite of the rain, The History Center held a Texas Independence Celebration on March 21 that began with a military salute at Magnolia Park, followed by the opening of a new exhibit, "Signers of the Texas Declaration of Independence. This exhibit features display panels from Humanities Texas, originally created by the Star of the Republic Museum at Washington on the Brazos. Artifacts of the Republic era are also on display as well as posters about local descendants of the signers of the Declaration of Independence. The History Center is a venue of Aransas Pathways and is open to the public Fridays and Saturdays from 10 am to 2 pm at 801 E. Cedar St. See www.aransashistorycenter.org for more information.

Aransas Pathways

The Henderson tract at Marion and Henderson streets has been developed as a nature preserve with a trail leading from Marion to Palmetto. An opening will be staged in the spring. Plans for a handicapped accessible launch in Lamar have been presented for outside funding. Interpretive signage will be added to the Connie Hagar Cottages site on Church Street at First Street. Clearing and habitat restoration has been underway this winter. Pathways will begin remodeling the garage at the History Center to create a climate controlled space for curation and collections.

County Historical Commission (ACHC)

The CHC welcomed three new members, Geoff Bywater, Gene Harrison and Veronica Camehl. A workshop was held in January prior to a regular meeting to define committee roles and the CHC relationship to other historical organizations.

THC approved three marker nominations for 2015: Hynes-Balthrope House (Fisher), the Rockport Volunteer Fire Department, and Jackson Family Maritime Industries. Narrative for those markers will be written by THC for local review then markers will be forged.