

CENTENNIAL NEWS

1836 1936



TEXAS CENTENNIAL EXPOSITION

Vol. I

DALLAS, TEXAS, NOVEMBER 9, 1935

No. 10

ROOSEVELT TO VISIT EXPOSITION AS CENTENNIAL GUEST OF HONOR

23 FIRMS SIGN FOR EXHIBITS

Four Plan to Build Own Structures On Grounds

Signing of contracts for 38,247 square feet of exhibit space in the Texas Centennial Exposition with 23 firms of major rank in their different fields is announced by the Exhibits Department.

Four of the contracting groups will erect their own buildings on the Exposition grounds, while the others have leased space in the Halls of Varied Industries, Foods and Beverages, and Electricity and Communications.

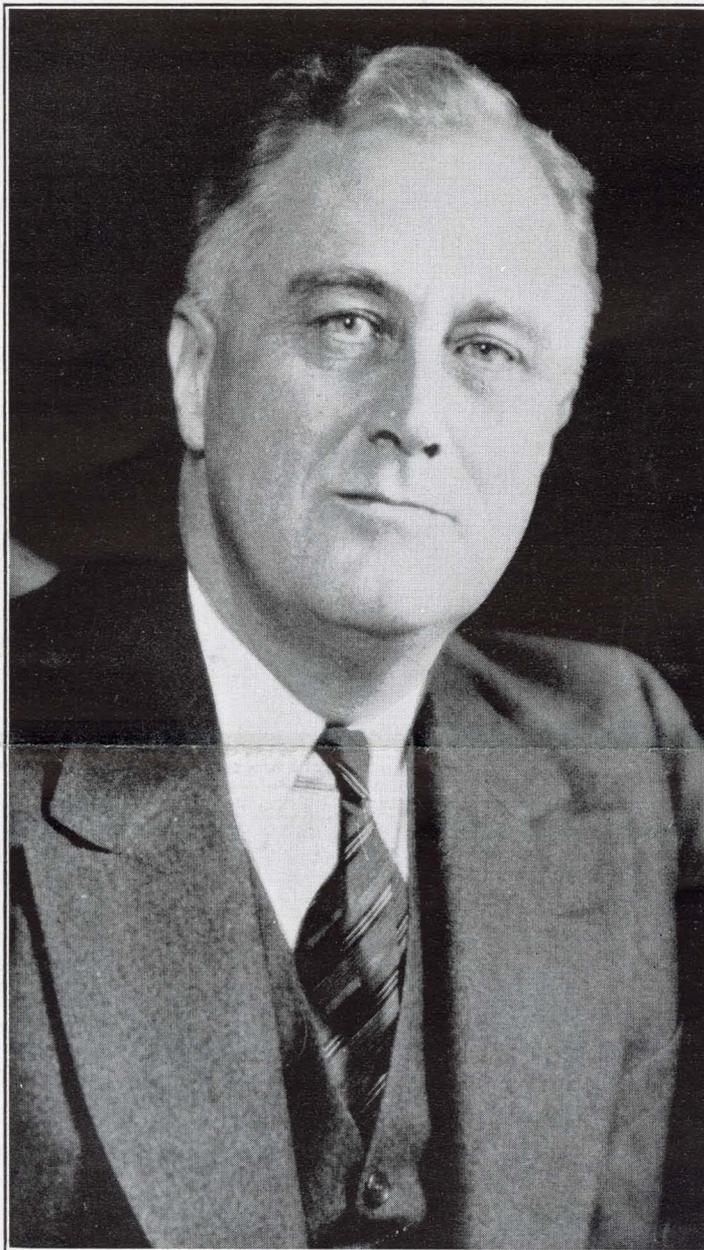
The four agreeing to erect their own buildings are Continental Oil Company, Catholic Exhibit, Inc., the Pan-Hellenic Societies, and the Portland Cement Association.

Firms leasing space in the Hall of Foods and Beverages were Interstate Cotton Oil Refining Company, Ball Brothers, Standard Brands, Walter C. Muller "Treesweet", Walker's Austex Chili Company, Advance Aluminum Castings Company, Ratliff's Pure Food Products Company, Imperial Sugar Company, The Husinger Company, and Grennan Bakeries, Inc.

Locations in the Hall of Varied Industries have been taken during the last two weeks by Fearn Silk Company, Clancy Sales Corporation, National Life and Accident Insurance Company, Donna Lee Products, W. F. Quarrie and Company, and J. E. Waterman and Company.

The largest amount of space in the Hall of Communications has been leased by the American Telephone and Telegraph Company with 7,776 square feet.

He Accepts Cactus Jack's Invitation



President Roosevelt will be the guest of honor at the Texas Centennial Exposition on a date yet to be set. Announcement of the President's acceptance of an invitation issued by "Cactus Jack" Garner, the nation's vice president, has just come from Hyde Park, New York. President's Day will be observed with special features on the occasion of the chief executive's visit.

NATION'S CHIEF TO SEE FAIR

Southwest Will Pay Highest Tribute To Leader

Guest of honor at the Texas Centennial Exposition next year will be President Franklin D. Roosevelt.

In a message from his home in Hyde Park, the Nation's chief executive announced last week that he would attend the Southwest's first World's Fair.

Although the exact date for the presidential visit has not been set, the Exposition will set aside the occasion of his visit as President's Day on the fair's program, with special features in the chief executive's honor.

"The President's visit will bring to Dallas the largest gathering in the history of the Southwest and we are preparing plans for an elaborate program," announced William A. Webb, general manager of the Exposition.

Plans include an address by President Roosevelt, with a nation-wide radio hook-up.

The high spot of the evening entertainment will be a mammoth fireworks display, while the afternoon program will include a patriotic demonstration by the 65,000 school children of Dallas. Their numbers will be augmented by thousands of children coming from other cities and towns of the state. The

(See ROOSEVELT, Page Two)

CENTENNIAL NEWS



Published by the Texas Centennial Exposition, Dallas, Texas.
None of the matter printed in Centennial News is copyrighted and publications desiring to use any material herein are invited to do so.

The Texas Centennial Exposition, celebrating Texas' Centennial of Independence, will open on June 6 and continue to November 29.

Volume I Number 10

What Others Say

'Big Texas in '36'

(Prescott, Arizona, Courier)

Texas is right in the middle of preparations for its mighty Texas Centennial Exposition in Dallas next year.

When Stephen F. Austin obtained a contract with the Mexican government in 1821 to settle 300 American families in Texas he, of course, could not know this colonization would prove to be the nucleus of the Empire Texas is today. He would be proud of plans afoot for next year.

Texas has millions with which to celebrate her Centennial. Big things may be expected of big Texas. And when the roll is called in Dallas next year, many a Texas "ex-patriot" living in Arizona will sing out a lusty "Here!"

'100 Years Old'

(Marlboro, Mass., Enterprise)

Texas will be 100 years old in 1936 and preparations are under way to celebrate the anniversary. An empire within itself the state is one of which residents might well be proud. Texas deserves our salute as she plans her Centennial, a glorious star in the constellation of states, rich in history and material resources, and richer still in the glowing promise of future development.

Thank You!

J. T. Monroe, Houston, passenger traffic manager for the Southern Pacific Lines in Texas and Louisiana, writes: "Copy of your very interesting and 'newsy' Centennial NEWS of October 29 received and we desire to congratulate you on this splendid publication containing, as it does, matter of much interest concerning the Texas Centennial Exposition in 1936."

CONNECTICUT URGES HONOR FOR PIONEER

State May Finance Moses Austin Memorial

The State of Connecticut may participate in the Texas Centennial Exposition with an exhibit in the form of a reproduction of Durham Hall, in Durham, Conn., birthplace of Moses Austin, if a campaign inaugurated by the Waterbury, Connecticut, Republican is brought to fruition.

In an editorial entitled "Connecticut to Texas" the Waterbury Republican says:

"One of the elements of Connecticut greatness celebrated during the tercentenary, now closing, was the deep imprint which Connecticut colonization, made upon other states. With Ohio, originally this state's western reserve, the ties were many and strong, but the far flung influence of Connecticut by no means ended there. Her sons marched westward with the frontier, and carried her stout spirit into many important enterprises, and in instance after instance the guiding genius of movements geographically far removed can be traced to an origin in the Yankee ingenuity and hard headed common sense of our own commonwealth.

"A typical transplanting of Connecticut initiative resulted in the settlement of Texas which next year is to observe the centennial of its independence from Mexican rule. Entirely fitting is it, therefore, that Connecticut should have a part in that celebration and particularly happy is the suggestion made elsewhere on this page by Bernhard Wall of Lime Rock, that a reproduction of the Austin birthplace in Durham should be authorized by Connecticut to stand at the Texas exposition as a monument to our state's part in the great migratory movement which won the Southwest to our federal union. Mr. Wall is a distinguished artist whose interest in Connecticut history and antiquities has been signalized by his successful agitation for the preservation of the covered bridge at Cornwall, and equal with his determination that Connecticut ties with the past be respected at home is his eagerness that this state's part in distant colonization receive suitable recognition.

"The Moses Austin whose birthplace at Durham still stands was the father of Stephen F. Austin, called the founder of Texas, but it was the elder Austin who, in 1821 secured permission of the Spanish governor of Texas for the establishment of an American colony of 300 families. Previous to this time Moses Austin had been a dry goods merchant in Philadelphia, a lead mining magnate in Virginia and Missouri and a founder of the Bank of St. Louis. It was the subsequent failure of this banking house that wiped out the considerable fortune he had accumulated in a restless, active life and turned him to his colonization schemes in Texas.

"He died before actual colonization could follow the Spanish governor's grant, but Stephen F. Austin carried on the enterprise, had the Spanish governor's agreement confirmed by the Mexican government after Mexico's independence, established the settlement, and rose to a leading position in the later Texas republic. Impossible in the space at disposal to outline in full his colorful career, climaxed by his defeat for the presidency of Texas by Sam Houston, after which he became secretary of state in the new government, and died a few months later at the young age of 43.

"But thus in the lives of two men, father and son, one born in Connecticut, the other educated here, the Lone Star state received a Yankee imprint. And it is a circumstance which, as Mr. Wall urges, merits commemoration."

Centennial Rose To Japan

Texas flowers will publicize the Lone Star State's celebration of its Centennial of Independence in far-off Japan.

Plants of the Centennial Rose, official flower of the Texas Centennial Exposition, have been ordered by the secretary of Teikoku Bara Kyok-wia (the Imperial Rose Society of Japan) in Tokyo.

The plants are being shipped from rose fields near Tyler. They will be packed in wet moss for the four weeks' voyage to Japan.

LOUIS GETS BID FOR DEDICATION

Joe Louis, Detroit, outstanding Negro fighter, is one of the distinguished members of his race invited to take part in the dedication on June 19 of the Negro Life Building in the Texas Centennial Exposition. Costing \$50,000, this building will house exhibits revealing the development of Negro culture from the slave days of another century to the present. Funds for the construction of the building have been contributed by the Federal government in recognition of the Negro's part in the development of the Southwest.

TO ADVERTISE EXPO ON TOUR

Headed by Frank Reedy, of Dallas, a group of Texans will leave San Francisco on December 27 on a world tour in course of which they will visit 17 nations to distribute literature publicizing the Texas Centennial Exposition. This literature will be printed in the languages of the countries where it is to be distributed. The members of the tour will carry with them credentials from Governor James V. Allred, Mayor George Sergeant of Dallas, and officials of the Exposition

Roosevelt

(Continued from Page One)

school children will be given a featured place in the President's Day activities because of the chief magistrate's known love for youngsters.

The President will be greeted upon his arrival in Dallas with an honor escort of Texas Rangers, one of the most famous police organizations in the world. His entrance into the Exposition grounds will be heralded with the firing of the presidential salute by a battery of heavy army artillery. This will be the signal for the beginning of a monster aerial review, ships from Randolph Field, Fort Sill and Shreveport, army aviation bases, participating.

The President will be welcomed to the Exposition by Vice President John N. Garner, Governor James V. Allred and other high officials of the government and of the Exposition.

CITY SEEKING BIDS ON CIVIC CENTER WORK

\$750,000 Expenditure Involved in Six Contracts

Advertisements for bids on contracts for the construction of \$750,000 worth of construction in the Cultural and Civic Centers of the Texas Centennial Exposition were authorized during the last week by the Dallas Park Board, which is supervising expenditure of \$3,500,000 of municipal funds in preparation for the 1936 World's Fair.

Work on which the park board will let contracts as soon as these bids are received includes the Hall of Natural History, costing \$200,000, Hall of Domestic Arts costing \$75,000, the Centennial Aquarium costing \$155,000, Band Shell and Pavillion, \$80,000, Police-Fire-Hospital building, \$30,000, and paving, \$200,000.

Meanwhile, with the \$1,200,000 Texas Hall of State, the \$115,000 Hall of Agriculture, the \$260,000 Hall of Livestock and Animal Husbandry, and the \$225,000 Hall of Administration under construction, the Exposition corporation is preparing to let contracts for the Hall of Varied Industries, the Hall of Electricity and the Hall of Communications, this group to cost \$400,000; for the Halls of Transportation and Petroleum, costing \$410,000; for the Hall of Foods and Beverages, costing \$230,000, and an additional Hall of Livestock Exhibits to cost \$130,000.

Exposition officials were completing preparations for closing the grounds of the World's Fair to visitors during the balance of the construction period. Admission of employes and others on official business will be regulated by passes and badges.

EXPO TO SHOW EARLY RECORDS

Old historic records of the Republic of Texas will be assembled in an exhibit which will be housed in the Hall of State of the Texas Centennial Exposition. These will include the manuscripts of the Texas Declaration of Independence, the first Texas constitution, and treaties between the Republic and other nations of the world. These instruments are now in the archives of the state capitol building in Austin.

FIRST FARM COLONY

First Europeans to establish a permanent agricultural colony in the interior of Texas were 13 families of Spaniards from the Canary Islands who were brought to San Antonio de Bexar in 1730, where missions had been established a few years before by the Franciscan Fathers who accompanied the early Spanish explorers.

ACTION UPON U. S. PART IN FAIR NEARER Final Decision On Funds in Hands of McCarl

Tentative approval has been given to allocation of funds for construction of several Federal buildings in the Texas Centennial Exposition by the office of U. S. Comptroller-General McCarl, according to news dispatches from Washington, D.C.

Official announcement from the comptroller-general's office is delayed however while legal authorities of the department are studying certain phases of the bill appropriating \$3,000,000 for Federal participation in the Texas Centennial.

Unofficially it has been made known that the \$1,200,000 allocation to the Exposition in Dallas from the Federal fund has received the comptroller-general office's approval. In this sum is an appropriation of \$325,000 for a United States building, \$50,000 for a Negro Life building, and other items for the assembly of Federal exhibits in the Exposition.

In Washington now are William B. Yeager, executive secretary of the U.S.-Texas Centennial Commission, and J. P. Rice and Col. Paul Wakefield, assistant commissioners, who are representing U. S. Commissioner-General Cullen F. Thomas, before the comptroller-general's office.

Items now being studied by the Federal office are provided for in the \$1,800,000 of the appropriation set aside for Federal participation in Centennial celebrations at Houston, San Antonio, Fort Worth, and other Texas points.

PAPER OFFERS TRIP TO EXPO

Combining a subscription campaign with the promotion of interest in the Texas Centennial Exposition, the Caldwell, Kansas, Daily Messenger is offering its readers trips to the 1936 World's Fair in Dallas as prizes in the contest. The trip will include a visit to the Ozarks, Little Rock and Hot Springs, Arkansas, and the Exposition in Dallas.

TEXAS PICTURE ON KATY MENU

The picture entitled "Texas or Bust", depicting an ox-drawn train of wagons bringing pioneer families into the Southwest, which appeared in a recent issue of Centennial NEWS will be used to illustrate dining car menus of the Missouri-Kansas-Texas lines, officials of that road have announced.

Signing For Exhibits and Concessions in Exposition

Rowe Wells, president of the Doughnut Corporation of America, at right, signing a contract which provides for construction of a \$75,000 doughnut and coffee shop, seating 400 persons, at the Texas Centennial Exposition.

C. R. Clements, below, executive vice president of the National Life and Accident Insurance Company, signing contract for exhibits space in the Hall of Varied Industries.



AGENCIES SEE TOURIST RUSH

Trend for Southwest In '36 Expected

The Southwest and Mexico are preparing to receive tourists in multiplied numbers over previous years as a result of two agencies which are expected to prove a powerful stimulus to travel into Texas and Mexico.

These are the Texas Centennial Exposition, first World's Fair to be held in the Southwest, opening June 6 in Dallas, and the opening of the Pan-American Highway from Dallas to Mexico City, which coincides with the Exposition.

A recent survey of tour and travel agencies indicates that these two events will bring an increased flow of travelers into the Southwestern region of the United States. Tour bureaus report that travel from the United States into Mexico has increased approximately 40 per cent in the last three years and that this gain will be more than doubled in 1936. At the same time, an increase in travel from Mexico into the United States, over the Pan-American Highway, is anticipated.

Anticipating material increases in air passenger traffic into the Southwest, air lines operating into Texas are making preparations to add newer and larger ships to their service. Railroads and bus lines are also co-operating in the promotion of travel to the Southwest.

TEXAS GIVEN RADIO CHEER

Phone Ballot Sets Bowes' Record

Rendition of "The Eyes of Texas," stirring Texas song, has broken a national radio record, according to word from the NBC in New York.

Within an hour after the song had been rendered by a Texas quartet on Major Bowes' Amateur Hour program Sunday, October 13, more than 4500 telephone votes were received. This broke all previous records, Major Bowes announced.

The program, dedicated to the Alamo City, was the third of a series mentioning cities where celebrations will be held in 1936 during the Texas Centennial.

15-MILE SWIM RACE

Plans for a 15-mile marathon swim for men and a similar 10-mile race for women to be staged by the Texas Centennial Exposition are being worked out by the Special Events Division.

THREE SHOW ACES SIGNED

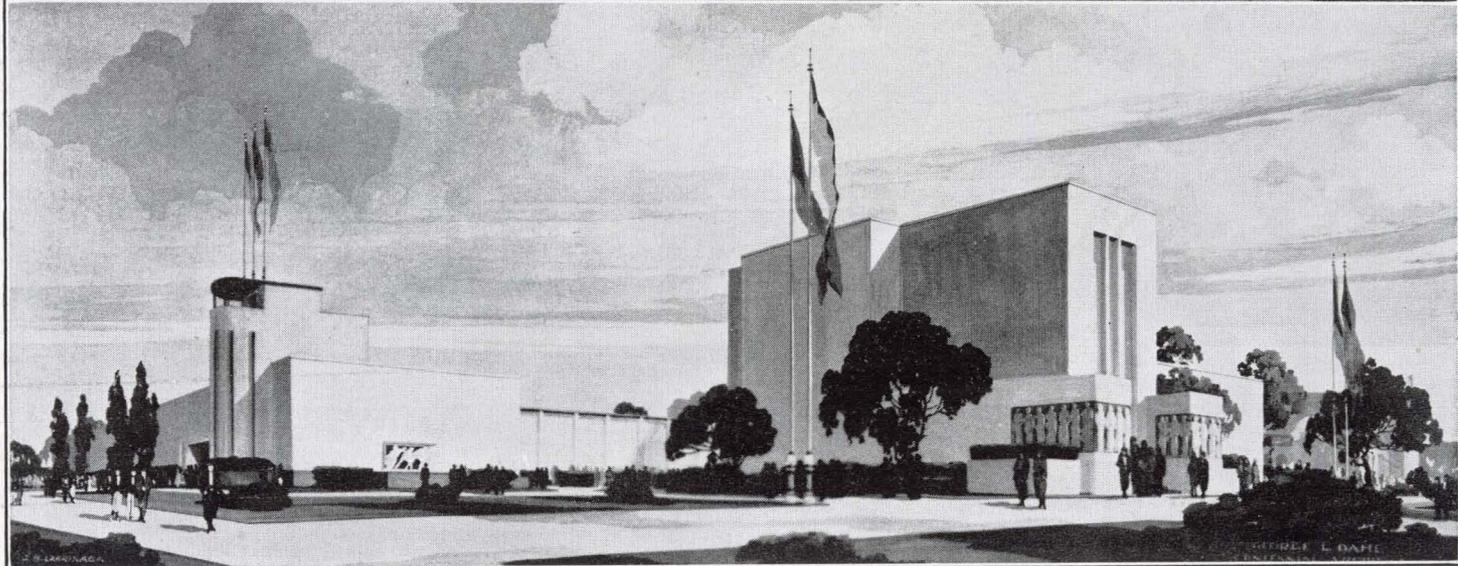
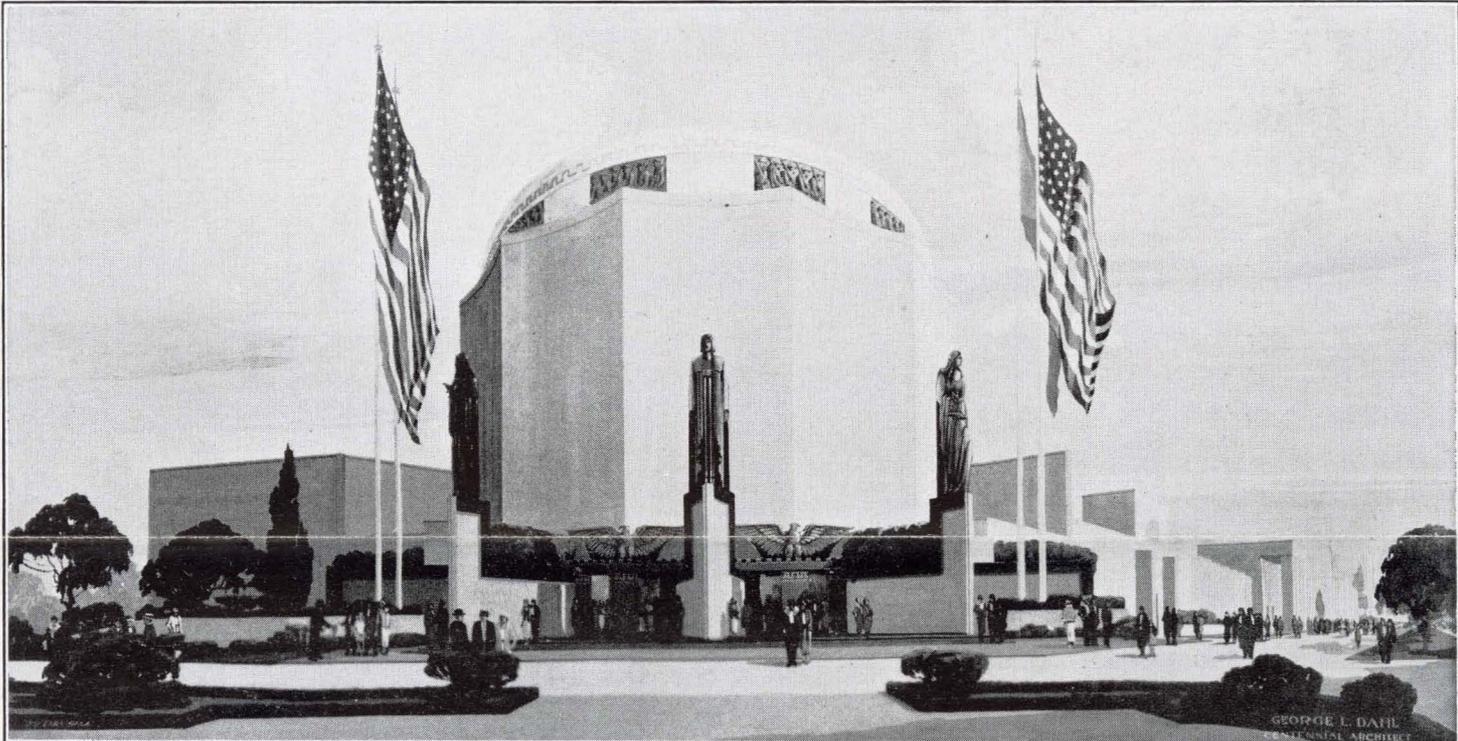
Dufour, Rogers And Graham in Fair

Lew Dufour, Joe Rogers and Stanley Graham, three of the country's leading exposition showmen, have signed contracts for their concessions in the Texas Centennial Exposition, it is announced by the Exhibits and Concessions Department.

Dufour and Rogers, who participated in A Century of Progress at Chicago and in the California Pacific International Exposition at San Diego as well as the Brussels, Belgium, International Exposition this summer, have leased more than an acre of ground on the Midway of the Texas World's Fair.

Graham has contracted for space to accommodate a group of Midway shows which will include a modernistic midget village, a "mellowdrammer" theater, where shows of "The Drunkard" and "Ten Nights in a Bar Room" will be shown, and other attractions.

Unusual Architectural Design Featured in Federal Buildings at Texas Exposition



Preliminary sketches of buildings to be erected in the Texas Centennial Exposition by the Federal government reveal their unusual design. Plans for the structures are now being developed by architects and will be submitted to the U. S. - Texas Centennial Commission and officials of the Exposition corporation for final approval. The top picture is a view of the United States building to cost \$325,000. In the lower picture, at the right, is a view of the Hall of Negro Life.

GONZALES FIRES OPENING 'SALUTE' FOR CENTENNIAL

Gonzales, the "Lexington of Texas", was the scene during the last week of the first of a succession of celebrations to be held in the Lone Star State commemorating the 100th anniversary of Texas independence.

Lasting for six days, this advance Centennial celebration recalled the firing of the first shot of the Texas revolution in 1835 which initiated a successful warfare and brought about the establishment of the Republic of Texas in 1836.

Taking part in the celebration at Gonzales were Governor James V. Allred and other state government officials.

Signalling the opening of the

celebration, a shot was fired from the little six-pound brass cannon which sounded the opening blast of the revolution one hundred years before. Descendants of the men who participated in the Battle of Gonzales were present for the re-enactment of the historic event.

A feature of the Gonzales celebration was the staging of a pageant "Texas Under Six Flags",

in which the story of Texas from 1519, when her shores were first surveyed by Spanish explorers, to the present day, was told.

Another feature of the six-day celebration was a parade of decorated floats entered by cities and civic organizations in all sections of the state. This parade was several miles in length and was viewed by more than 50,000 persons.

FAIR POLICE SCHOOL

Forty officers who will compose the nucleus for the Texas Centennial Exposition police department will undergo special training in a school to be inaugurated shortly to prepare them for their duties during the Fair next year.

HISTORY EXPERT ON EXPO STAFF

Herbert P. Gambrell, professor of history at Southern Methodist University, has been named by the Texas Centennial Exposition to direct assembly of historical exhibits for the 1936 World's Fair. Gambrell is one of the leading authorities on Texas history.

NEW PHILIPPINES

Early Spanish maps of Texas, dated before 1722, gave the name of New Philippines (Nuevas Filipinas) to the region which encompassed most of the territory which is now called Texas.