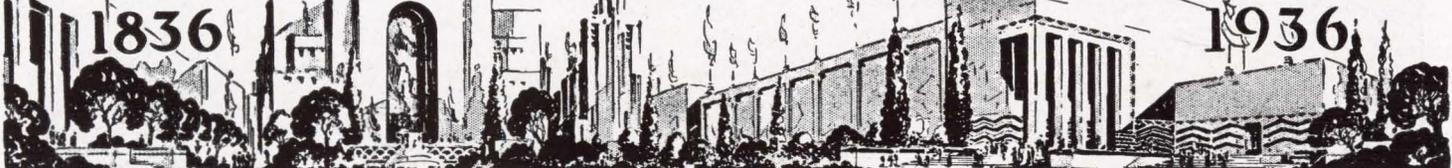


CENTENNIAL NEWS



TEXAS CENTENNIAL EXPOSITION

Vol. I DALLAS, TEXAS, DECEMBER 14, 1935 No. 15

EXPOSITION TAKING SHAPE IN STEEL AND STONENWORK

Lone Star Over Three Grid Classics

TEXAS TEAMS TOPNOTCHERS

Win Honors in Rose Bowl, Sugar Bowl And Sun Bowl

The Lone Star flag will float alongside the banners of three of Texas' ranking universities championing the sports honors of Texas in intersectional football classics on the first day of 1936, the one-hundredth anniversary year of Texas under the Lone Star.

Undefeated, untied, Southern Methodist University will send its Mustangs to the 90,000-seat Rose Bowl in Pasadena, California, to meet Stanford University in a game that was a sellout four weeks before game day—before, in fact, the tickets were even printed.

In New Orleans' Sugar Bowl the Horned Frogs of Texas Christian University, victors over all comers except the Mustangs, will play the powerful grid warriors of Louisiana State University.

Hardin-Simmons University's Cowboys will continue training through December in their corral at Abilene and carry the Texas colors to Arizona, to meet (See TEXANS FEATURED, on page 4)

Californian Is Host To Texas Governor

Governor and Mrs. James V. Allred of Texas have accepted an invitation to be guests of Governor Frank Merriam of California at a reception December 31, eve of the Rose Bowl game between the S. M. U. Mustangs of Texas and the Stanford University Indians of Palo Alto.

SIX FLAGS OF TEXAS' HISTORY GO WITH FOOTBALL WARRIORS

These banners represent France, Spain and Mexico before Texas independence, the Lone Star, the Stars and Bars of the Confederacy, and Stars and Stripes of the United States, since freedom in 1836.



DESKTOP PLAN BECOMES REAL ON 187 ACRES

Day and Night Shifts Will Push Gigantic Construction Job

Transferred from blueprints and specification sheets to a 187-acre scale, the Texas Centennial Exposition has begun to take shape in steel and stone, progressing toward the "everything ready" stage before its June 6 opening.

On seven major exposition buildings progress reports were listed, still three weeks before the calendar turn into the '36 anniversary year of independence which Texas celebrates with the Southwest's first World's Fair. These showed progress reports in the following status:

ADMINISTRATION Building (\$125,000 remodeling, during occupancy by construction, executive and promotional offices), progress toward completion	95 per cent
AGRICULTURE Building (\$115,000)	60 "
FOODS Building (\$230,000)	30 "
VARIED INDUSTRIES (\$450,000), foundations laid	10 "
TRANSPORTATION and PETROLEUM Building, (\$400,000)	Started
LIVESTOCK Building No. 2 (\$130,000)	Foundations
STORES and SHOPS (\$15,000)	50 per cent

Foundations have gone down for the million-dollar Hall of State which, with its finishings and decorations, will be a \$1,200,000 building for the state's treasured relics of history and development.

Contracts call for early start (See FAIR GOES UP, page 4)

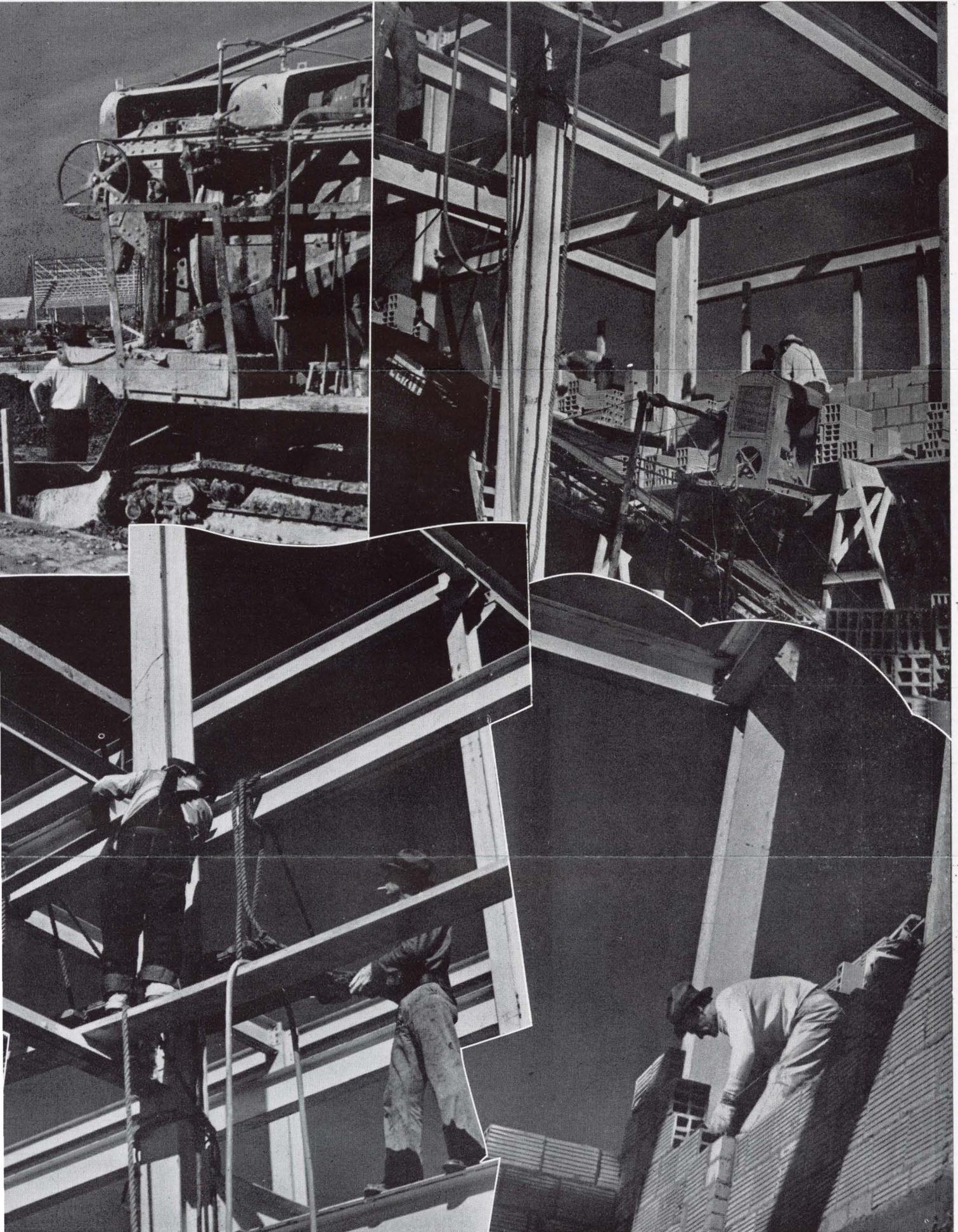
Photos of Progress Appear On Pages 2 and 3

Millions Are Spent and Thousands Employed as Tex



Brick and tile walls rising on steel framework began last week to give definite form to the Texas Centennial Exposition. T

Centennial Exposition Speeds on Towards Reality



...n to work in earnest?" start toward completion before June 6 opening soon will be on a three-shifts-a-day schedule.

CENTENNIAL NEWS



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

Vol. 1

No. 15

Visitor Catches Flavor of Texas

"Something different," from the run of World's Fairs, is a noteworthy thing of the Texas Centennial Exposition that caught attention of a New Yorker last week.

It is "befitting a state of such individuality," said Herbert S. Houston, past president of the Advertising Federation of America, in Texas to attend the meeting at Houston of the Advertising Association. He represented the International Chamber of Commerce.

"It is interesting to come from the Empire State of the North," Houston told the Advertising Association, "to the Empire State of the South and find both of them interested in expositions. Both are commemorative and commercial." The New York exposition follows the 1936 Texas Centennial by three years. "Here in Texas, you celebrate the centennial of the founding of the state; in New York, we celebrate the sesqui-centennial of the federal government.

"Naturally, I am deeply interested in this great exposition in Texas, now fast taking form.

"Let me add that I am also deeply interested as a publisher and advertising man who has attended practically every world's fair here or abroad during the past 30 years. I am delighted to find that here in Texas you are doing something different, as is befitting a state of such individuality and such a romantic history. Most naturally, you are taking these events at the Alamo, San Jacinto and the others in your history and giving to each a fitting commemoration. Here is reverence for the past that develops loyalty to the future.

"But you are taking this commemorative feature in your mighty stride and not letting it interfere with the exposition of progress and of your products."

PHARMACISTS SET MEETINGS HERE FOR 1936

Six National Drug Groups Coming In August

Six national conventions will send hundreds of the pharmaceutical profession to Dallas during the Texas Centennial Exposition, which opens June 6.

Of special interest to the profession will be a medical and health display in the United States Building. This exhibit will be placed by the Federal Government at a cost of some \$40,000. Elaborate displays of private corporations will show the latest equipment.

Meeting during August, the half dozen sessions will draw members from all the country. Dallas pharmacists are planning special events and entertainment for visitors. Meetings are of the National Conference of Pharmaceutical Association Secretaries; National Conference on Pharmaceutical Research; American Association of Colleges of Pharmacy; National Conference of Pharmaceutical Law Enforcement Officers; National Association of State Boards of Pharmacy and the American Pharmaceutical Association.

'GATE' GUARANTEED FOR OLYMPIC TESTS

Certifying its invitation for holding the 1936 Olympic try-outs at the Texas Centennial Exposition, the Dallas Chamber of Commerce has posted a \$30,000 guarantee with the Amateur Athletic Union.

Tomorrow's Farmers Help

4-H Club Boys and Girls and Future Farmers Are Aiding Regional Chambers of Commerce in Early Start Assembling Products for 1936 Exposition

Six months in advance of the opening of the Texas Centennial Exposition next June collection of agricultural exhibits from all parts of Texas has begun.

The \$125,000 Agricultural Building, which is at the head of the \$800,000 Agricultural and Livestock section of the Exposition grounds, is 60 per cent complete. It is designed so as to best display the choicest of the products of the farms, gardens and orchards of the State.

Shows State Regionally

The huge structure will be divided into three sections. Each will be in charge of a regional chamber of commerce. The East, West and South Texas Chambers of Commerce are already working to select the most representative exhibits. Prize winning produce displayed in the 500 district, county and community fairs held in Texas last fall has been put in storage and representatives of the Exposition are checking it and selecting the best for the state display.

IT MEANT WAR 100 YEARS AGO

If anybody wears this Kiowa war bonnet or brandishes the Comanche ceremonial shield during the 1936 Texas Centennial Exposition it will be only to display the beauties of garb of the earlier Texans than those who 100 years ago won the wilderness and built an empire. They are items donated by La Vee Kilman from the collection of Steve A. Krom of Dallas, largest authentic Indian collection in the Southwest, and will be shown in the Hall of State.



FAIR TO SHOW WIDE VARIETY OF RESOURCES

Underground Riches Going on Exhibit In Hall of State

In exhibits of the Texas of 1936, the Hall of State at the Texas Centennial Exposition will give visitors a glimpse at the almost unlimited natural resources of Texas.

Wealth underground will be shown in a collection being assembled by a group of geologists, scientists and business men. Colleges in the state, public libraries and leading geologists and heads of corporations dealing with minerals are contributing.

Gold will start the story; gold which the conquistadors sought, but of which little has been produced since negligible discoveries. Then the history of every industry will be told in compact exhibit: petroleum production, in which Texas leads the world; coal, sulphur, lignite, building stone, marble, natural gas, graphite, gypsum, iron, lead, limestone, quicksilver, potash, manganese, mica, silver, zinc, mineral waters, copper and asphalt. The exhibit will be entirely non-commercial, the plan being to present to millions of visitors the great scope embraced by the natural resources of the state.

Fair Goes Up In Steel and Stone

(Continued from Page 1)

of the Civic Center of the Exposition, the City of Dallas' Halls of Natural History, of Fine Arts and of Horticulture, the Aquarium, Bandstand and Symphony Shell, the Emergency Hospital and the Radio-Police-Fire Station.

Present employment of some 2,500 men will swell to three shifts around the 24-hour day, each of that manpower or more.

Texans Featured In 3 Grid Classics

(Continued from Page 1)

the New Mexico Aggies in Phoenix in the feature of the Fiesta del Sol in the Sun Bowl.

For the first time in Rose Bowl history, the visitors will be allowed program time between halves of the game. The S. M. U. bandmen whose small starting lineup needs no reserves or substitutions, already have planned five minutes of fast entertainment that will thrill the lucky 90,000 gamegoers and provide radio millions a words-to-music picture of some of the glories of history of Texas as it comes of centennial age.