

# CENTENNIAL NEWS

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## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 16

# SCIENCE TO SHOW FAIRGOERS WHY AND HOW LIFE GOES ON

## Dallas, June Date in Diary Of First Lady

### Invitation Said With Flowers and Mrs. FDR Accepts

When President Franklin D. Roosevelt comes to Dallas in June to the Texas Centennial Exposition he will be accompanied by the First Lady of the United States.

Mrs. Roosevelt this week accepted an invitation sent her by the Daughters of the Republic of Texas. A sheaf of Centennial roses were presented with the invitation, taken to the White House by Miss Florence Carter Bryan, great-granddaughter of Moses Austin, first American colonist in Texas.

## Ranch-Style House For Rangers at Fair

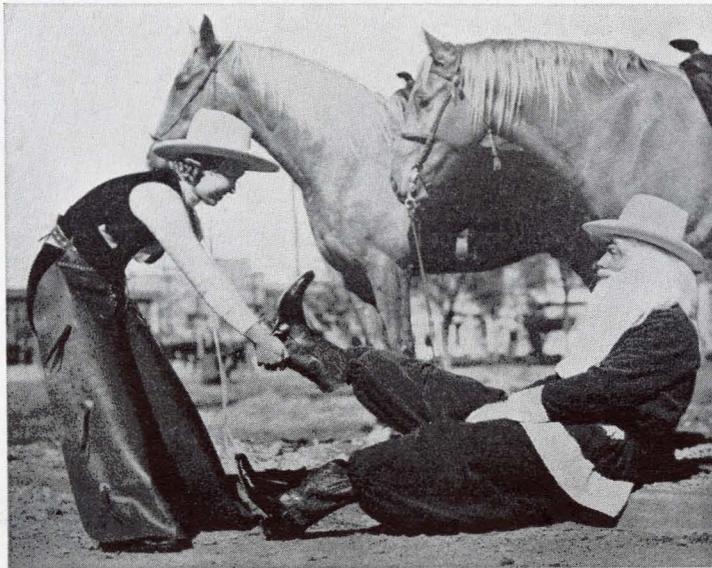
Approval of Works Progress Administration was given this week for a \$50,000 Texas ranch house at Texas Centennial Exposition to house Ranger headquarters.

The state director sent his recommendation to Washington with a "rush" tag, looking to early start on its construction.

During the Texas Centennial Exposition opening June 6 the Texas Ranger building will be company headquarters for Texas Rangers assigned here for the period until November 29. An interesting exhibit of frontier days of the historic law enforcement wing will be displayed for visitors.

## BOOTS AND SADDLE FOR SANTA

Not reindeer, but a Texas cowpony was tendered the Prince of Yuletide at the Texas Centennial, where building of an exposition goes on and Christmas day will just be Wednesday to workmen determined to finish a big job on schedule. A Texas Rangerette had to help him don and doff tight cowboy boots.



## Animal Aristocracy Pampered, Given Ultra Violet Ray Lamps

Plans for the Centennial Exposition live stock and poultry show were completed this week, and officials released specifications for the \$230,000 live stock building.

The famous collection of Clydesdale draft horses owned by Wilson & Co. and valued at \$100,000 will be exhibited at the Centennial, Thomas E. Wilson, chairman of the board of Wilson & Co., announced.

Outstanding of the Clydesdale octet is King, twice international champion gelding. The horses weigh between 2,000 and 2,200 pounds apiece, and their height ranges from 16 to 18 hands.

A bovine obstetrics ward and nursery and a chicken hospital equipped with ultra-violet ray lamps are included in the new live stock building specifications, said live stock exhibit directors.

All brooders and incubators in the poultry division of the

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## Arranging It To Tell Facts For Layman

### \$125,000 to be Spent Under Guidance Of Doctors

Leading men of science in Texas and the nation joined efforts this week to assemble an "Exhibit of Life" on gigantic scale for the Texas Centennial Exposition. The project will cost \$125,000. The result will be a layman's lesson on the development of human, animal and plant life, and what is necessary for a healthy life in all three phases.

Dr. Edward H. Cary of Dallas, former president of the American Medical Association, is chairman of the advisory committee. The unique display is to occupy generous space in the \$325,000 Federal building in Exposition Park. Some 40,000 square feet is requested to exhibit the unusual specimens of queer fish, plant life and development of animal and human life.

Definite plans for the entire exhibit can go ahead as soon as the Federal Commission approves the plans on their submission by W. B. Yeager, the commission's executive secretary, now in Washington.

On the committee with Dr. Cary are Dr. Hugh Cummings, surgeon general of the United

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## Harlem Night Club At '36 Exposition To Use Big Bands

A Negro night club and restaurant of the first class, featuring well-known negro orchestras, will be sought for the Texas Centennial Exposition by the exhibits and concessions department.

The cafe would cater to both Whites and Negroes, with separate space for each. Floor shows will equal New York's Harlem.

## PRESS PHOTOG'S PROBLEM:

Fleet as a Texas cowpony, quick enough to outfight a rattlesnake, the paisano, or chaparral bird, also has eluded cameramen of Texas Centennial Exposition, which has designated the Texas roadrunner as its official bird.

# 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. 16

## '36 Celebration Fine for Nation

The Texas Centennial Exposition is an extremely fine thing for the country as a whole, as well as an important event for Texas, Elmer H. Youngman, editor of Bankers' Magazine, said on visiting Dallas last week.

"Residents of other sections," Youngman said, "will not only get opportunity to visit Texas and get a picture of historical portrayals in the building of this great state, but it will refresh their memories as to the deeds of heroes who played prominent parts in its growth from a republic to the place it now occupies in the nation."

"Texas holds a distinct spot in the nation and many people who have heard of the state but never had opportunity to visit it will welcome the Centennial celebration as a reason to do so in '36."

Youngman, a native of Illinois, but a resident of New York for forty years, is frankly fond of Texas. His last visit here was twelve years ago.

"I have noted a great change in Dallas," he said. "The beauty of the residential district and the general air of prosperity is very impressive."

Firmly convinced that business conditions over the Nation are improving, he declared evidences of business gain are too numerous for anyone to think otherwise.

Youngman stopped in Dallas after a trip to Mexico City gathering data for an article on conditions in that country. He found the Mexican capital in the midst of a building boom.

# FINEST IN ART FOR SHOW

## Collecting It In New York

### Paintings and Fine Sculpture Worth \$10,000,000

Art for interest's sake will key the exhibit of \$10,000,000 worth of paintings and sculpture being arranged for the Texas Centennial Exposition.

Schedule of the showing in the Hall of Fine Arts during the Exposition period, June 6 to November 29, has been marked on datebooks as one of the most important art events of 1936 ever since commissioning of Dr. Robert B. Harshe, director of the Chicago Art Institute to assemble the collection of paintings for the City of Dallas' new museum in Exposition Park.

#### Collector in New York

With his experience of presenting an attract shrldu nun sending an exhibit in his home city's world's fair that attracted 2,500,000 visitors, and at a quarter of a million dollars profit, Dr. Harshe told his plans last week when he visited New York to pick exhibits.

Assistant in the Centennial showing will be Richard Foster Howard, new director of the Dallas Museum of Fine Arts.

Dr. Harshe explained that in assembling the collection for this Texas celebration, he felt that the regional overtone should be respected and while, in certain places, he will emphasize the modern, he has no desire to do a show that would merely flaunt modern things which he happens to like. He added, unless it were made essentially modern all the way through, too much attention would be out of key.

#### Sculpture Featured

Here, specifically, is the way he is collecting material for the various galleries. There will, of course, be minor changes, but this in general will be the plan that the Centennial visitor will find next June. Inside the lobby at the main entrance, will be an array of sculpture showing its development from earliest times, with examples of Assyrian, Egyptian, Greek and Medieval periods.

In the first gallery will be a collection of primitives—very fine German, Italian and other European primitives, such as have never been seen in the Southwest. There will be a room of sixteenth and eighteenth century European pictures and a large gallery devoted to a group of international artists, including some of the Barbizon school and some contemporaries.

A smaller gallery will be devoted to nineteenth and twenti-



RICHARD FOSTER HOWARD

Director

Collector

DR. ROBERT B. HARSHE



eth century French art. A forward room will be devoted to Texas and Southwestern artists, and in another will hang thirty of Frederick Remington's pictures and some of his sculpture pieces.

In small galleries in the rear of the building will be three magnificent Mexican exhibits of Mayan and Aztec carvings, and four little galleries devoted to old master prints and contemporary etchings.

#### Massive Statuary

Three galleries will show contemporary American paintings, with a fourth devoted also largely to contemporary American works, but having a few examples of the best of earlier American art.

The sculpture will be some of the most massive ever shown in the Southwest. There will be in this court two or three full-size equestrian statues. Dr. Harshe was delighted with the fact that the court is to have clerestory lighting—that is, to draw its light from windows running around the top above, as was done in old cathedrals, as it is most effective for sculpture.

#### Lets Judges Decide

As to the Texas artists included, Dr. Harshe has not made definite enough investigation to speak finally, but his suggestion will be that standards of excellence be used in picking those invited to show which will make the Texas exhibit harmonious and creditable with the remainder of the exhibition. In order that no one man bear the difficult burden of selecting, he will recommend that the pictures be picked out by a jury of three competent judges.

Dr. Harshe expects to send Dallas ten million dollars worth of art, for which the Centennial has appropriated \$75,000 to assemble.

## All Main Buildings Start Construction By First of Year '36

Construction of the last of the Centennial Exposition's major permanent buildings will begin by Jan. 1, officials said this week as they advertised for bids on livestock building No. 2. Architects estimated the general contract will call for expenditure of \$230,000.

The exposition's first construction job, remodeling of the administration hall, will be completed before Christmas, said W. A. Webb, general manager. Finishing work has been in progress several weeks. Five other buildings are in various stages of completion.

## Best Health Record Of Country in Texas

In a circle of territory in 13½-mile radius of Boerne, Kendall County, Texas, is the healthiest community in the United States.

Basically a healthy state over its vast whole, Texas' economic loss from the public health standpoint is in the number of its unnecessary deaths from preventable diseases, the State Planning Board has found.

Considering a long range program, the board looks to bettering health conditions and environment. Dating from centennial year the planners aim to cut down future figures of the bureau of census which show 30 per cent of present deaths in Texas are due to preventable diseases. County planning boards in 111 Texas counties will work with the state board in its campaign.

# Sun Festival First of '36 Observances

## Gateway City Is Host Jan. 1, Pageantry Tracing History

Landmarks of pioneering of the Southwest will pass in parade with twentieth century achievements in the Sun Carnival at El Paso that greets the calendar turn into Centennial Year of Texas.

The festive day will climax the Gateway City's fete for its Sun Queen. On Centennial Year's Eve, Governor James V. Allred also will be honor guest. Morning of the First Day of Centennial Year will feature the parade of some 100 floats, afternoon the Sun Bowl football game between Hardin-Simmons University of Abilene, champions of the Texas Conference, and New Mexico Aggies of the Border Conference.

From days of the cliff dwellers, the progress of civilization will be traced in the moving pageant.

A giant birthday cake float, with a lone candle, girl poised with a 10-foot knife to slice it, will herald the Texas Centennial Exposition in Dallas June 6 to November 29. It will have its place in the parade line with symbols of the coming of Cabeza de Vaca, the explorations of Coronado, and of Juan de Onate and his conquistadores, the mission period, old army post, the pony express and the Butterfield stage. The observance also will present the first building in El Paso del Norte, the first home there, and the first bride.

## Break for Blondes (And Redheads Too)

Wanted.—One hundred and fifty red-headed girls and the same number of blondes to operate thirty cold drink concession stands at the Texas Centennial Exposition.

The Turf Catering Company of Texas, Inc., signed a contract this week to operate fifteen Texas citrus fruit drink stands at the exposition. Stands will cost \$1,500 each. Total expenditure is expected to run near \$40,000. Girls at the fruit drink stands must be red-headed—no blondes or brunettes need apply.

The Turf company also will operate fifteen more stands for sale of root beer, this concession held by the Southwest Drug Company. Blondes only will do the drink mixing. Drinks will sell for 5c each.

# Home-Staters to Be Welcomed By Ex-Neighbors, Now Texans

State clubs are forming in Dallas representing nearly every state in the union, to entertain visitors from their various home states during the Texas Centennial Exposition.

Formation of the clubs is under way in Dallas through efforts of a committee representing all historic and patriotic women's clubs in the city. "These state clubs will be able to play a prominent part in seeing that visitors to the exposition are given hospitable treatment during their stay here," said W. A. Webb, Exposition manager.

"We are also attempting to organize Texas clubs in all major cities of the country to help in carrying the message of the Exposition."

## Doctors Arrange 'Exhibit of Life'

(Continued from Page 1)

States public health service; Dr. J. M. Martin of the Dallas County Medical Society and Dr. Holman Taylor of the Texas Medical Association.

Nationally prominent men who met with Dr. Cary and drew first plans were: Dr. Eben J. Carey, dean of Marquette University, Milwaukee; Dr. R. C. Williams of the United States public health service, Washington, representing General Cummings; Dr. C. T. Abbott, secretary of the Smithsonian Institute, Washington; Dr. H. Y. Benedict, president of the University of Texas, Austin; Asa C. Chandler of Rice Institute, Houston; B. L. Warnick of Texas A. & M. College, College Station; Dr. W. H. Moursund, dean, George T. Caldwell, Hardy Kemp and W. W. Looney of Baylor College of Medicine, Dallas.

### Colleges Offer Exhibits

Colleges and universities in Texas and throughout the United States will contribute prize specimens of the three phases of life for the show. Dental, surgical and medicinal houses will be asked to contribute.

Examples of what educational institutions can contribute:

Texas State Teachers' College, Denton; exhibit comparing home of today with home of 100 years ago; presentation of Texas diets under six flags.

### Cycles of Life

Rice Institute, Houston; exhibit of nervous system and life cycle of various parasites as they affect humans; ecological zone maps showing particular sections and relative influence on life.

Southern Methodist University; exhibit of insectivorous plants; insect paratism, mimicry color; life history and relationship they bear to other forms of life.

Texas Christian University; development of magnetic structures; water and its part in life; planetarium.

University of Texas; genetics and use of chromosomes to illustrate heredity.

Baylor University, Waco; reptiles, fresh water fish, botanical exhibit of native flowering plants, development of population and welfare of Texans in relation to climatic and other conditions.

Texas A. & M. College, College Station; simple exhibits to show composition of bodies and illustrations of plant life in connection with human life.

## OUT THIS WAY:



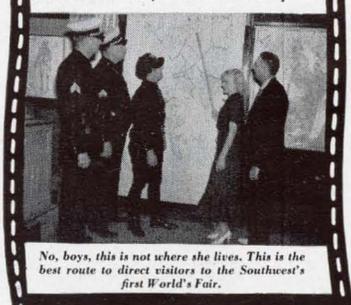
Attention, boys. This is serious. Miss Essie Lee Haynes teaches Dallas' finest the way to the Texas Centennial Exposition.



Explaining a tough traffic problem to an Irish bluecoat. He is busy looking at a map—a nice contour map. Proceed carefully.



Boy! Here is an attentive student. Does he love Dear Teacher? No left turn allowed at this point.



No, boys, this is not where she lives. This is the best route to direct visitors to the Southwest's first World's Fair.

## Hall of Natural History to be First

The City of Dallas' Museum of Natural History will be the first building in the new civic center in Exposition Park. The Council awarded contract this week, and other buildings of the group are to be contracted for at once.

# West Texas' Full Support Given to Fair

## Ninety-five Counties Sending Their Best Farm Products

Ninety-five West Texas counties will be represented in that progressive region's exhibit in the farm section of the Texas Centennial Exposition.

D. A. Bandeen of Stamford, manager of the West Texas Chamber of Commerce and J. A. Rix of Lubbock, assistant manager, completed arrangements this week with agriculture exhibits executives of the Exposition.

Meetings will be held among farmers in each West Texas county at once to determine what each will produce to put on display at the exposition, Mr. Bandeen said.

The West Texas, East Texas and South Texas Chambers of Commerce will equally divide most of the space in the central part of the Agricultural Building. Each will supervise collections of exhibits which will tell the various phases of agricultural history of their respective sections.

## SCURRY COUNTY EDITOR SPEAKS FOR HIS SECTION

West Texas "never minces words," wrote the editors of The Scurry County Times last week, "and now she is toeing the line of Centennial support and she wants the world to know it."

The Times said: "A few months ago when it appeared that Texas Centennial forces at Dallas and Austin were conspiring to leave her practically out of the giant 1936 celebration as far as funds were concerned, this section of the state kicked up its heels in justifiable rancor.

"Some folks said West Texas could have gained more by sitting steady in the boat, letting the Centennial powers deal out money as they saw fit, and then take the crumbs if necessary. Most influential citizens, however, joined in a fact-studded campaign for giving West Texas its share of Centennial honors and funds.

"Conservatives are well pleased with the results. Radicals are still grumbling a bit, although they frankly admit that Centennial officials have been quite West Texas minded in recent weeks. The out-crop of the whole discussion is that West Texas will back the Centennial with her might."

## South Texans Sign For Exhibit Space

Ray Leeman, manager, said at San Antonio this week that the South Texas Chamber of Commerce will sponsor a South Texas exhibit in the Agricultural Building at the Texas Centennial Exposition at Dallas. He has employed C. C. Williams, former manager of the Seguin Chamber of Commerce, to begin assembling the exhibit early in 1936.

# More Than Half of Space Is Leased

## U S Building Awaits Only Officials' OK

### Plans Are in Capital Before Garner, Hull, Roper

Official and final OK on plans for the Federal construction program at the Texas Centennial Exposition was awaited this week, with sketches and specifications on the desks of the United States Commissioners at Washington. The plans were sent at mid-week to Vice-President of the United States John N. Garner, Secretary of State Cordell Hull and Secretary of Commerce Daniel C. Roper.

The Exposition corporation submitted the plans after authorization by Commissioner General Cullen F. Thomas to take active charge of the designing and construction of a \$325,000 exhibits building and a \$50,000 negro building.

While the contract turns over to the Exposition the details of handling the construction of the buildings. General Thomas and his staff retain charge of other angles of Federal participation in the big 1936 show. They will supervise the collecting and placing of exhibits for the structures. For this purpose \$500,000 has been set aside for the Federal building and \$50,000 for the Negro structure.

## A Fire or a Thirst Will Be Quenched In Any Emergency

Water service and fire protection for daily attendance up to 300,000 persons have been provided in a new 16,000 foot underground water distributing system at the Texas Centennial Exposition at Dallas. Including engineering, the cost will run \$45,098.

In the system are a 10-inch main crossing Exposition Park from North to South, and a 16-inch line crossing from East to West. The latter is the largest line in the system and also supplies regular city water service to residents of South Dallas.

In the area are 26 fire hydrants with 60 pounds pressure.

With the view to making the system permanent, engineers used cast iron pipe throughout. Capacity is 10 per cent of the maximum for the city of Dallas, which is 30,000,000 gallons. This 3,000,000 gallons is believed sufficient for a peak attendance of 300,000.

## PLAN SINGING FOUNTAINS

Efforts to have several singing fountains installed at the Texas Centennial Exposition were begun this week. This feature, which attracted much attention at the Chicago exposition, is an exhibition of electrical wizardry arranged by the Firestone Company whereby colors in the fountain change as different notes are played.

## One Flour Mill Will Build Own Plant At Exposition

### TO BUILD MILL

Finis E. Cowan, president of Morten Milling Company, is shown signing for space to erect a \$35,000 exhibits building at the Texas Centennial Exposition. It will be across the Court of Honor from the Hall of Foods and Beverages.



## Blue-Blood Cows Get Violet Rays

(Continued from Page 1)

building will be in glass enclosures, and the brooders will also be equipped with ultraviolet lamps. About 500 hens will be entered in an egg-laying contest.

The new building will be built around the live stock building and arena. The arena will be enlarged. The construction contract will be let Dec. 24, and work can begin Jan. 1.

## Novel Uses of Glass Will be Shown in Industrial Field

Varied industries and food manufacturers of Texas and the nation, several of them Texas-born and directed, last week added names to contracts for exhibit space at the Texas Centennial Exposition, opening June 6 at Dallas.

Sixty per cent of exhibit space has been contracted for or reserved.

The Praetorians, fraternal insurers who built the Southwest's first skyscraper in Dallas, signed for space through their president, Tom L. McCullough. Two flour milling companies, the Stanard-Tilton and the Morten, both organized in Dallas, announced exhibits. Plans for an interesting display were begun by Owens-Illinois Glass Company.

Organized thirty-eight years ago and now expanded into fourteen other states, the Praetorians plan a reception room in 400 feet of space in the center of the Varied Industries building.

Also in the Varied Industries building will be the display of the Owens-Illinois glass products. Industrial uses of glass will be shown; spun glass for fireproof building insulation against heat and cold, and against sound. Uses of glass brick for illumination effects will go into the construction of the company's space, and a display is planned of Texas products that are packed in glassware.

Space in the Foods building, where three-fourths of floor footage already is leased, was taken by Stanard-Tilton Milling Company, which has made flour in Dallas forty-two years.

A building of its own, blended into the classic pattern of the Exposition, will be put up by the Morten Milling Company. The plan is for a \$35,000 structure that will give 10,000 square feet of floor space. Processes of flour manufacture will be demonstrated.

Three additional spur tracks will be built into the Exposition Park grounds to handle the heavy shipments of exhibits and materials, officials of the Texas & Pacific railroad have notified W. A. Webb, Exposition general manager. The cost will run \$7,100.

These spurs may be utilized during the June 6-November 29 Exposition for transportation exhibits.

## NATION'S BUILDINGS FITTED INTO EXPOSITION



The assignment of erecting two Federal buildings was signed over by Com. Gen. Cullen F. Thomas to Fred F. Florence, president of the corporation. Watching, left to right: B. G. Haberton, Exposition secretary and W. A. Webb, general manager; J. P. Rice, Asst. U. S. Commissioner; W. B. Yeager, Commission secretary, and R. L. Thornton, chairman of Exposition management.