

# CENTENNIAL NEWS



1836 1936

## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 17-A

# Exposition Gets \$120,000 Radio And Grounds Network Facilities

## World Fair in Miniature Set Up In Midtown Dallas Windows For Carnival Night Pre-View

## Pre-Centennial Celebration to Give Citizens Insight on Building of Great Exposition and Chance to Tell of It

Along seven blocks of Dallas' Main Street a pre-view of the Texas Centennial Exposition will be presented in a carnival night Friday, January 17.

This will feature Centennial Week, proclaimed by the Mayor of Dallas for the period January 12 to 18.

With the stirring march of nine bands and behind a picturesque Cavalcade of Flags, the same that is featuring the Texans' pageantry in California New Year's Day, a parade line will proceed down the business district Main Street, then bands drop back to each of the eight largest available store windows along a seven-block stretch.

### Shows on Five Stages

Factory whistles and bells of all Dallas will signal the bands' simultaneous trumpeting to sound off The Eyes of Texas, and the curtains will open on the Texas Centennial Exposition in miniature, floodlighted in the windows.

Miniatures of buildings for the Exposition rising on the 187 acres of Exposition Park will be displayed against backgrounds of drawings, giant-size pictures and photomurals of the work going on.

On five stages at intersections along the roped-off Main  
(See PRE-CENTENNIAL on Page 4)

## Last Land Cleared To Enlarge Grounds

The last tract of land expanding the Texas Centennial Exposition to 187 acres was obtained last week, and razing of buildings on the addition begun.

Most of the 26.5-acre addition already is cleared, and all land will be ready for the City of Dallas' construction of the Civic Center to be under way in the first days of Centennial year.

## Half-World Apart Centennial Heads Swap Greetings

Executives of one-hundredth anniversaries on opposite sides of the world exchanged Christmas greetings last week.

A card from R. Layton Butler, premier of South Australia, came to William A. Webb, general manager of the Texas Centennial Exposition. The card was a reminder that South Australia will celebrate its hundredth anniversary in 1936, simultaneously with Texas.

Mr. Webb was formerly commissioner of South Australian railways.

## Gulf Builds Stage-Type Air Studios

## Hook-ups to Handle Twelve Programs At Same Time

The Texas Centennial Exposition will go on the air from coast to coast through a complete radio setup. The Gulf Refining Company of Pittsburgh will build a \$120,000 radio and public address system, it was announced by O. H. Carlisle, of Houston, Southwest division manager.

### 26 Remote Stations

The Gulf company will within the next few weeks commence erection of an elaborate studio building on Grand Avenue near the entrance of the Midway, almost the exact center of Exposition Park. The 130x100 building will be horseshoe shape and will contain two glass-enclosed studios, reception rooms and  
(See RADIO FOR FAIR on Page 4)

## SHOW STORY OF RICE, PLANTING TO PUDDING

The rice industry, one of the most important of South Texas agricultural activities, will be represented at the Texas Centennial Exposition with a striking and interesting exhibit.

The Southern Rice Industry of New Orleans, which functions under guidance of the United States Department of Agriculture, has reserved 470 square feet of space in the Hall of Foods and Beverages. This association of rice growers will demonstrate the growing, milling, marketing and cooking of rice.

## All Roads Lead to Dallas in '36 Lined With Nature's Beauties

Along the broad, paved ribbons that lead to Dallas in 1936, when the Lone Star state's one-hundredth anniversary will be celebrated in the Texas Centennial Exposition, visitors will revel in the beauties of bluebonnet-blanketed hillsides, tree-lined thoroughfares.

## Philadelphia Honors Pennsylvanian Who Gave Dallas Name

Honor to George Mifflin Dallas, Vice-President of the United States during the Polk administration, is being paid on the first day of 1936 when Mayor J. Hampton Moore of Philadelphia places Texas roses on his grave. Dallas' December 31 birthdate is the eve of the one-hundredth anniversary year of Texas, which is being celebrated in the city named for the statesman. The floral sheath is to be Centennial roses, sent by airplane from Dallas, Texas.

The name Dallas was given the village that was to become a Texas metropolis in honor of the Vice-President of the period 1845 when the Lone Star flag was voluntarily furling as Texas became a state in the union. Dallas, Pa., was named for his father, Colonial Secretary of Treasury, Alexander J. Dallas.

"Texans, taking the highway beautification plan of the present State Highway Commission more for granted in the sense that it will be done than that it is being done," observed *The Dallas Morning News*, "are surprised by the statement that 150 miles of the project already have been completed."

Another eighty miles will be finished by next spring. As the work in some stage of advance is under way in every county of Texas' vast 254-county makeup, complete miles of beautification will be commonplace announcements hereafter.

Jac L. Gubbels, the landscape engineer in charge, "has let no grass grow under the feet of his forces," commented *The News*, "in seeing to it that wild flowers, shrubbery and trees are encouraged to grow along the highways.

"The wildflower shows for the twenty-two divisions of the highway system in 1936 should go far toward encouraging first  
(See ROADS TO DALLAS on Page 4)

# Bang-Up Sports Program in 1936 Booked for Texas' Centennial

## All-Time High Set in Fights, National Open Golf Tourney, Country's Top Football Season

Football as a headliner tops a sports card rounded out with championship golf, a bang-up fight program, motorboat regattas and likely the final tests to select the American Athletic Union team to the Olympics in Germany . . . features of the Texas Centennial Exposition opening June 6 in Dallas.

On the first day of 1936, one hundredth anniversary year of Texas independence, grid Teams from Texas, champions and runners-up in the Southwestern Conference are playing in football classics on both coasts and a third in mid-continent.

Southern Methodist's Mustangs, facing Stanford University's Indians in the Rose Bowl at Pasadena, are undefeated in a twelve-game season, and designated the National Champions of intercollegiate football. Its roster is dotted with All-American players, its ace, Bobby Wilson, leader of the conference in scoring three years in a row.

Across the continent, in New Orleans' Sugar Bowl, the team brought to meet Louisiana State's Southern Conference champion Tigers is the Horned Frog pack from Texas Christian, defeated only by the Methodists on the Saturday after Thanksgiving. Their back and center, Sammy Baugh and Darrell Les-

ter, top a list of grid satellites. The 1936 Pony-Frog game is in Dallas.

Midway between the Pacific and Atlantic coast classics, another Texas team, Hardin-Simmons University's Cowboys, will play the New Mexico Aggies in the Sun Bowl as a feature of the Sun Carnival at El Paso.

### Pros vs. Collegians

The Southwest brand of football comes into even greater prominence in 1936 when the Texas Centennial Exposition plans an elaborate college schedule for the Exposition Stadium.

The opening game—preceded only by an all-star high school battle—will be between the Chicago Bears, three times national professional champions and an All-American college team to be selected by a nation-wide newspaper vote. This will be on September 5 and it will be followed by a long list of championship race conference and inter-sectional games.

Already booked are University of Texas vs. University of Oklahoma, October 10; S. M. U. vs. Vanderbilt, October 17; and S. M. U. vs. Texas A. & M. College, November 7. Texas Tech of Lubbock will play October 3 against some out of state opponent to be later selected. Texas meets Carnegie Tech Dec. 5.

Twenty-five first rank high school games are Exposition features.

### Golf Tourney in June

Preceding the football schedule the Texas Centennial Golf open tournament will be staged in June.

During the summer months there will be tennis tournaments and motorboat, sailboat and outboard motor regattas on White Rock Lake under Exposition auspices.

The American Athletic Union's acceptance of Dallas' invitation to hold the final track and field events to select the American Olympic team is expected. If so it will be a July feature.

August will see the Exposition's boxing program in full swing, its climax, if present plans materialize as they seem assured of doing, to be four championship fights.

## Texas in '36

The letters "ex" belong in the middle of Texas, but never before it.

There are no ex-Texans.

There are Texans, though, the world over; leaders in arts and letters, in industry and finance, in engineering and public service. Every one of them will vow "I am a Texan."

The spirit of the Lone Star Staters, demonstrated at this turn into the calendar year that marks an epic century of independence and four centuries of progress, testifies in advance of a great homecoming in 1936.

Back home they will find a state that across her vast leagues has pressed to the front. From the wilderness has been carved an empire. In Texas are the land's healthiest, happiest, most independent communities.

In a composite, this great state will tell its story in the Texas Centennial Exposition at Dallas. Its gates will be open June 6 to November 29.

## Six Allegiances Told in Parade Of Texas Flags

### Lone Star State Only One That Governed Self as Nation

Romantic history that makes up the background of Texas, the Lone Star State, is told in the Cavalcade of Six Flags that will feature in the Texans' entertainment in the holiday celebrated in California with the borning of 1936, an anniversary year of solemn significance to Texans.

It was in the year '36 of the century before this that Texas won independence from the governing nation on the south; won independence under the Lone Star that a Georgia girl fashioned on a panel torn from a white silk petticoat.

Before that Texas had paid allegiance to three flags. The three gold fleur-de-lis, the Royal flag of the French rulers was planted with LaSalle's landing and founding of Espiritu Santo. The Spanish conquistadores, then the colonists followed discovery of a rich New Spain, and then came the declaration that brought the colors of Mexico.

One hundred years ago the Lone Star was raised, and nine years later voluntarily hauled down, to be replaced by the Union Jack as Texas became a State in the Union.

During a break in the 1860s Texas, with twelve sister states was under the Stars and Bars of the Southern Confederacy in the War Between the States.

## 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.

## Mustang-Vandy Game At Dallas Pits Ponies Against Old Mentor

A football game long dreamed about for Dallas will be one of S. M. U.'s contributions to the Texas Centennial Exposition. It will be a clash with Vanderbilt University of Nashville, Tenn., now coached by the ex-head mentor of the Ponies, Jesse Ray Morrison. At S. M. U. thirteen seasons, Morrison was the man who directed the build up of Pony prestige.

Morrison often was approached about a game with Vanderbilt, where he'd starred as a player. He always claimed it would be too much to be pitted against his old school, matching wits with

Dan McGugin, his own college tutor.

Now Morrison has succeeded McGugin, on the veteran's retirement. And Morrison will be sending his Commodore charges against the school he saw grow almost from birth to national prominence.

Matty Bell, successor to Morrison at S. M. U., will have a queer feeling, too, as he gets his 1936 Mustangs ready for the October 17 game. It was Morrison who brought him to S. M. U. as assistant coach after Bell left Texas A. & M. College, from which post he rose to head coach and directed the Ponies to their present acclaim as National Champions on a perfect season record.

# Every Player Is a Texan on Mustang Squad

## Widely Famous Band Interprets Student Spirit

### Little But Loud and, All Together, Boys, A Unique Unit

Texanic: In proportions to a great state.

Friends of Southern Methodist University meant it that way in early December when they offered to uniform sixty more men to augment Southern Methodist University's undersized band, build it up to 100 pieces.

"Thanks," said Director Tom Johnson. But his band needs no reserves, and with his forty loyals he preceded the marauding Mustangs of national grid honors by a week in their West Coast trip for the Rose Bowl game against Stanford University.

#### In Class Alone

The Mustang band is unique among college musical units in its makeup that has gained it wide repute. The boys can play, and play together. There aren't sixty more musicals anywhere, much less among the Southern Methodist University student body, that could fit into the band, the director said.

So, the minion of musical Mustangs went West to play a week's professional engagement before New Year's Day, and support the spirit of Texas-conscious sports followers in California anticipating a football classic when Southern Methodist's footballers meet the Indians in the Rose Bowl.

#### Texans, Every One

It's just a big bunch of Texas boys, another forty, by actual count, who make up the grid aggregation whose prowess won the national championship and nomination against the Coast's favorite for the Rose Bowl game. Every gridster in the outfit is a Texan. Nine out of ten of them are from within two hours' auto drive of S. M. U.'s home hill, at Dallas, where the Texas Centennial Exposition opening June 6 has the cream of sports attractions to add to the general observance of the once-a-nation-state's observance of one hundred years of independence.

A brass-blasted ditty called "Peruna" is their fight song, and they play it loud and long. You'll hear it New Year's Day if you're within ten miles of Pasadena, or a city block from any running radio.

They'll blare out the spirit of S. M. U. . . .

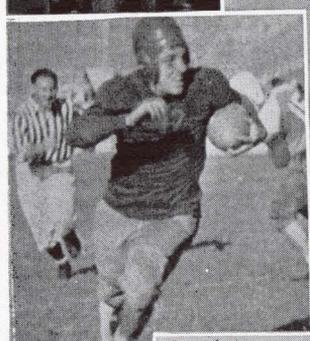
"She'll be loaded with Peruna . . ."



MATTY BELL



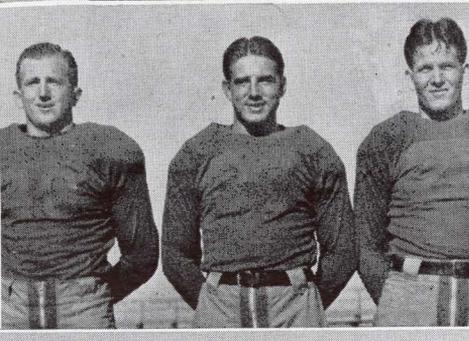
VIC HURT



Bobby Wilson



Jimmie Stewart  
Manager.



TRI-CAPTAINS  
Wetsel - Shuford - Stewart



Mighty Mustangs, every one a Texan, are just forty in number, and all but five from within 100 miles of their home corral at Dallas, where an outstanding sports program for 1936 will feature the Texas Centennial Exposition. Shown are (left to right), first row: Griggs, Wilson, Smith, Burt, Wetsel, Shuford, Stewart, Stamps, Meyers, Delafield, Manager Hervey; second row: Head Coach Matty Bell, Asst. Manager White, Coach Hurt, Colville, Johnson, Carroll, Turner, Russell, Gore, Guynes, Fry, Tipton, Byram, Jones, Freshman Coach Charles H. Trigg; third row: Scottino, Sprague, Black, Finley, Brotherton, Raborn, Stapp, Gray, Godson; fourth row: Weant, Orr, Spain, Stufflebeme, Sanders, Phillips, Acker, Ranspot, Wisenbaker and Waters.

Pictured above the squad: Southern Methodist's nationally famous band, with small starting lineup, but in need of no substitutions. A co-ed, Howardine Duncan, holds the university's mascot, Peruna, and back of the little pony stands Betty Bailey, Sweetheart of the band. About the band are photos of the coaches, Matty Bell and his assistant Vic Hurt, the team's three captains, their business manager accepting the Rose Bowl bid, and, ace of aces, Bobby Wilson. Rah!

# Freehand Justice of Famed Judge Roy Bean Will Sway Mock Trials of Visiting Notables

## Sheriffs of Texas Planning to Build Court Replica

"Law West of the Pecos" will be evoked to the last bean on the mesquite, during the Texas Centennial Exposition. This is the ultimatum of the Texas Sheriffs' Association, which has just been granted a site upon the Centennial ground to erect a replica of the Roy Bean Hall of Justice from which Bean administered the law, liquor and hospitality at Langtry, Texas, in an early day of the West.

### Like Roy Bean Ran It

Arrangements for the erection of the building was made by H. C. Ford of Houston, representing the Sheriffs' Association. The building to be erected of adobe and lumber will be ready by the June 6 opening.

As a warning to visitors to the Exposition Ford says all "shootin' irons" should be left at home for the law is to be administered to all notables in the simon-pure Judge Bean fashion. It is to be remembered that the lifeless body of a man was brought before Bean for inquest. In the dead man's pockets were several dollars and a revolver.

### All in Good Fun

After pronouncing the man dead from "natural causes" Bean fined the corps for carrying concealed weapons and thus confiscated the cash.

"Law West of the Pecos" at the Exposition is to be a place of fun. It will be a headquarters for visiting peace officers and notable law enforcers.

Location for the Roy Bean saloon-courthouse replica in Exposition Park is alongside the Texas Ranger building, where a company of twentieth century Rangers will be billeted during the period of the Exposition.

## Federal Building Plans Completed

To Washington last week went the Texas Centennial Exposition architect with plans for a \$325,000 Federal exhibits building for the 100th anniversary fair, June 6 to November 29, and for a \$50,000 Negro exhibits building.

Approval of the United States Texas Centennial Commission is awaited. Its chairman, Texan John N. Garner, the Nation's Vice-President, is back at his desk at the capital following his return from a diplomatic journey to the Orient.

### DALLAS BUILDS FAST

New construction in the City of Dallas, host city in 1936 to the Texas Centennial Exposition opening June 6, passed the \$4,000,000 mark last week.



## Pre-Centennial Carnival Jan. 17

(Continued from Page 1)

Street stretch public address microphones will be rigged, with orchestras and six acts of vaudeville to be presented in programs that will run more than an hour.

### Postcards to be Mailed

Dallas is catching a carnival spirit for the night, and costumed crowds will be given a chance to take a hand in telling the World of the Exposition opening June 6 that celebrates the one-hundredth anniversary of Texas independence.

Postcards to go out-state will be distributed, for addressing to Dallasites' friends, then collected for mailing.

This gives the public a hand in the postcard publicity campaign already under way among service and luncheon clubs, women's clubs and Dallas public schools.

Luncheon clubs will meet jointly during Centennial Week, with programs designed to inform Dallas people of the gigantic building and planning, collecting and arranging of a World's Fair that is going on, twenty-four hours around the clock at the Texas Centennial Exposition.

## Roads to Dallas Are Beautified

(Continued from Page 1)

knowledge of the ornamental possibilities in indigenous growth that can be easily developed and second in showing what progress has been made in increasing the attractive appearance of the highway system.

"The beautification program was begun to interest tourist vision in Texas' natural beauty. The Centennial furnished the inspiration. The maintained program should be a lasting monument to that event."

## Radio for Fair Costs \$120,000

(Continued from Page 1)

control room. Possibly an industrial exhibit will show the growth of the Gulf Refining Company.

The radio system will be one of the most complete and versatile ever devised and is similar to a transcontinental broadcasting chain in make up and operation. All programs from the Texas Centennial Exposition will originate in these studios and through the grounds facilities.

Connected with the central broadcasting station will be 26 remote sub-stations in 30-foot pylons. There will be from 5 to 30 amplifying horns in each location. All Exposition buildings will be wired for use of the public address system. Conduits will be underground.

### Short-wave Coverage

Twelve different programs can be handled simultaneously for radio transmission or public address.

Programs broadcast from the Texas Centennial Exposition will be available to national and regional chains or to individual stations with lines into the studios. All local stations will have such lines. Facilities will be open to both exhibitors and non exhibitors for the broadcasting of commercial programs but all Exposition programs will be sustaining.

Portable short wave equipment will make possible a complete coverage of the Exposition grounds at all times and broadcasts will include special events, concerts, band music, sports events, news flashes and dramatic productions.

Manager W. A. Webb said the Texas Centennial Exposition radio facilities will surpass those of any other world's fair. The Exposition had planned originally to spend \$65,000 for radio and public address, but the sponsorship of the Gulf Refining Company saves this money and provides a doubly-efficient arrangement under joint operation.

# Half Million Farms Grow Show Crops

## Rural Life Traced To Days It Was Drudgery

From 510,000 Texas farms, tilled by 3,000,000 farmers, will come Texas' contribution to the agricultural exhibit in the Texas Centennial Exposition.

The farm department has set about coordinating the extension department of Texas Agricultural & Mechanical College, the Texas State Department of Agriculture and the Department of Agriculture of the United States.

The movement is sponsored by district and county agents and home demonstration agents in the twelve districts of the extension department.

### Enroll Club Members

Joined with these agencies are the boys and girls 4-H clubs, which have combined memberships of 43,000. Supporting these groups are the Home Demonstration Clubs for Adults composed of 50,000 farm women.

The vocational and educational group under the Department of Agriculture at Washington is divided into ten districts with a supervisor to each district embracing 600 vocational teachers in 235 Texas counties, instructing 15,000 future farmers.

### Century of Tilling

The State Department of Agriculture is contributing through its seed and plant board controlling the certified seed selection of cotton, all cereals and fruits and vegetables.

Backing up all groups is the combined organization of the regional Chambers of Commerce.

Agricultural progress of 100 years is to be depicted in the exhibit. Clearing timber and brush, "sod busting," by oxen and forked stick to the foot-burner, middle-buster, gang plowing by horse and mule teams down to modern power driven machinery is to be the picture. Farming today is to be shown as a profession or a specialized occupation; run according to new ideas in cultivation and seed selection that have lifted farm life from drudgery.

## CENTENNIAL SIGNIFICANT TO COMPETING STUDENTS

More than ten thousand essays were submitted last week in a contest open to public school students impressed with the significance of "What the Texas Centennial Means to Dallas and Texas."