



# TEXAS CENTENNIAL EXPOSITION

Vol. I DALLAS, TEXAS, JANUARY 11, 1936 No. 18

## Ford Motors Contract Signed, Exhibit Will Cost \$2,250,000

### DuPont to Introduce New Age

### Brings Show Of Wonders In Chemistry

### Cotton Products Are Part of \$100,000 Exhibit Plan

For the first time in their more than 100 years of history E. I. DuPont de Nemours & Company will enter a national exposition. The Wilmington (Del.) corporation this week announced purchase of \$16,000 worth of space in the Hall of Varied Industries at the Texas Centennial Exposition.

They will install an exhibit demonstrating the modern marvels of chemistry which will constitute an investment of more than \$100,000. They reserved 5,340 square feet.

**First Time to Exhibit**  
The DuPont company was founded in 1802 and is one of America's oldest chemical companies. They did not exhibit either at the Century of Progress at Chicago or at the San Diego Exposition, but the possibilities of the Southwestern market so appealed to them after looking over the ground that contract was signed by W. A. Hart, vice president in charge of advertising and promotion.  
"The purpose of the exhibit is (See DuPont To Exhibit on Page 3)

**SIGN FOR SPACE**  
Contracts have been signed for exhibit space for Nassau Pen and Pencil Company, 300 feet in Hall of Varied Industries; Harley-Davidson Motorcycle Company, 300 in Hall of Transportation, and Genessee Trading Company, 275 feet in Hall of Varied Industries.

### Anything at Fair for a Nickel On Kid's Day Every Tuesday

Everything's a nickel for school children of Texas on Tuesdays through the Texas Centennial Exposition, opening June 6.

General Manager W. A. Webb announced this week that Tuesdays will be kids' days.

Students under 12 years old will be admitted at the gates for 5 cents instead of the customary 25 cents half ticket. Concessions on the grounds, usually 15 cents and up, will issue nickel tickets for them.

### 500,000 Postals Tell Out-Staters About Exposition

School children of Dallas are telling out-of-state uncles and cousins about the Texas Centennial Exposition by sending out 42,000 postcards, distributed in advance of Centennial Week in Dallas Jan. 12-18.

Ten times that number will be distributed generally in the city during the week set aside for acquainting people of the host city with progress toward completion of the \$15,000,000 building program before the June 6 opening. A carnival night Jan. 17 will climax the observance downtown, with Main street roped off along its length through the business district. Bands and vaudeville acts, introduced in a parade, will play before largest show windows along eight blocks, where the Exposition in miniature will be set up.

### Conventions Dated 144 Groups to Bring Added Hundreds of Thousands.

Conventions that will bring added hundreds of thousands of visitors to Dallas in 1936 were listed in an advance schedule prepared this week by the Dallas Chamber of Commerce.

During the Texas Centennial Exposition period, June 6 to Nov. 29, a schedule already books 144 separate conventions.

### Big Building Is Opposite Exposition Honor Court

### Replicas of Famous Southwest Roads To Be Put Down Around Lagoon

The Ford Motor Company announced this week it will spend \$2,250,000 for a building and various exhibits at the Texas Centennial Exposition.

It is the largest contracted for to date. The exhibit will center around a steel and stone building covering 55,000 square feet, facing the Court of Honor opposite the Hall of the U. S.

**Announced to Chairman**  
Announcement came from Dearborn, where Nathan Adams, chairman of the board, accompanied Paul M. Massman, exhibits representative, to confer with Henry Ford and Edsel Ford. They went on to New York to meet with other exhibitors.

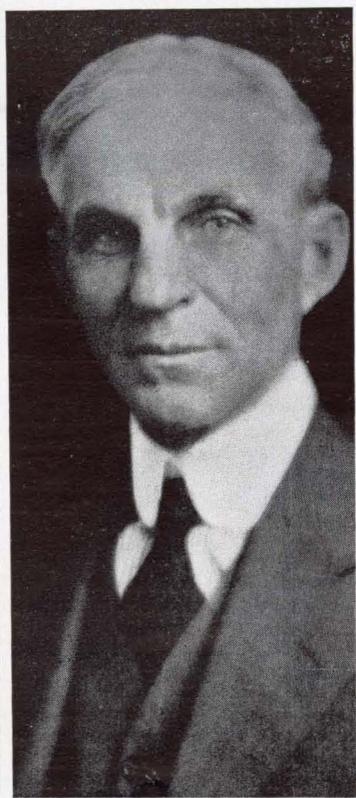
In addition to this building, the Ford company will construct replicas of famous, historic roads of the Southwest; Camino Real, Santa Fe Trail, Old San Antonio Road, Old Spanish and Chisholm Trails and like paths of history. Roads will begin in front of the Ford exhibit building and course around a lagoon that spreads through the Civic Center.

**Radio Stage Included**  
Inside the building, an amphitheater will contain a stage from which broadcasts will originate. Extensive entertainment features are planned there.

Exhibits will occupy 40,000 feet of the space of the building, on which work is to start by (See Ford's Exhibit on Page 2)

### HENRY FORD

The automobile manufacturer will show old Southwest roads and modern way to travel them.



# 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.

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That the Texas Centennial celebration will attract world-wide attention is the opinion of H. G. Wells, English novelist, who visited the State last week on his way East from California. During a short airport stopover Wells said expectations of benefits to accrue "both to Texas and to those visitors who will come to the celebration have not been overestimated."

## Writer Wells Looks Ahead

"Just how many ex-Texans and descendants of Texans there are in Imperial Valley," speculated *The Imperial Valley Weekly* recently, "is somewhat difficult to estimate, but there are plenty of them. "And if there isn't a big temporary exodus of them next year back to the old home state, it will be extremely disappointing to Texas."

## West Coast Turns Texan

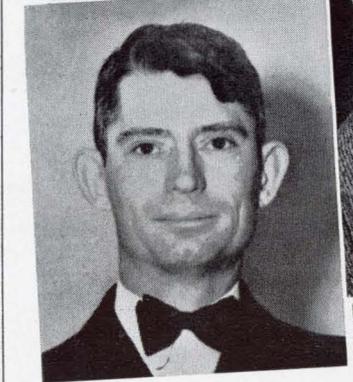
Editor J. P. Greene, writing for the Valley folk from El Centro, Calif., continued:

"Next year is a big one for Texas—almost as big as the state itself, for the Lone Star State will observe the 100th anniversary of its independence from Mexico with a series of fairs which will be held at several cities throughout the state, with the big whoop up at Dallas. San Antonio, Houston and other cities are planning exhibitions which, while smaller than the one at Dallas, will attract many visitors.

"Texas has a glorious chapter in its history covering the events leading up to its independence.

"If a delegation is made up to visit Texas, it should by no means be limited to those who can claim Texas as their home state or the state of their forefathers."

# History As It Is Told in Relics Collected By Men Who Know Texas' Background



## Nature's Many Chapters Given Prominent Part

## Frontier Life Retold In Documents and Faded Items

From every corner of the state the history of Texas as it is told in documents and relics is being assembled for the approaching Texas Centennial Exposition.

Dudley Dobie, who has spent much of his 31 years' lifetime digging around in cliff dwellings unearthed in the Big Bend country, tracing an earlier civilization, set out this week covering all Texas to complete the exhibit planned by Dr. Herbert Gambrell to go into the million-dollar Texas Hall of State.

In his first trip he headed for Fredericksburg, then planned to work down through the hill country west of Austin and to San Antonio. He is armed with insurance to protect valuable and prized items from the moment he receives them from the lender to the exhibits that will prove of such educational value for display to Texas Centennial Exposition visitors.

At left, counter-clockwise: Gambrell, Black, Dobie, Miller

Another exhibit, featuring the items of interest in frontier and present-day law enforcement, will be displayed in the Ranger Ranchhouse. Maj. George H. Black, Comanche rancher, president of the Texas Ex-Rangers' Association, is collecting the law enforcers' mementos.

Afield in search of wild animal life, for mounting, is F. W. Miller, curator of the Dallas Hall of Natural History.

Dobie, a San Marcos history teacher, who has an intense interest in the history of Texas, is a native of Lagarto, the Mexicans' word for Little Alligator, in Live Oak county, the birthplace also of his writer-cousin, J. Frank Dobie. His interest developed naturally along history lines in the environs of his browsings among earlier history relics and discoveries in the Chisos mountains during his youth. In recent years he has been a collector of books, documents and relics of historic value and interest.

### HOSPITAL SET UP.

First aid for workers who may be injured on the job of building the Texas Centennial Exposition has been set up in an emergency hospital on the grounds. Contractors will pay for its staffing. A permanent hospital will be a part of the civic center now being built.

## Ford's Big Exhibit to Cost \$2,250,000

(Continued from Page 1)

February 15. Architect Albert Kahn of New York is scheduling completion by May 1.

The building will cost \$1,200,000. An added \$1,050,000 is to be spent on exhibits, the roads layout and programs.

### Show Products' Use

One of the features of the exhibit will be a display showing use of raw materials of Texas and the Southwest in the construction of Fords, Lincolns and Lincoln-Zephyrs, such as

cotton, mohair, wool, leather, soybeans, resin and rice.

The exhibit plan results from months of negotiations between the Exposition, the City of Dallas park board and the Ford company.

The city is permitting the scenic roads to wind through the civic center now under construction. These reproductions will give visitors a realistic trip over the famed thoroughfares that had important part in shaping the Southwest.

# Half-Million for Federal Exhibits

## Turkey Raisers Hatch New One To Fool Judges

### Must Learn to Tell Day-Olds, First Show of Kind

Day-old turkeys will add their chirrups to the peep peep of baby chicks greeting the outside world from long rows of brooders on the day of the June 6 opening of the Texas Centennial Exposition. So from now until that time, judges will have to study up on how to tell whether a new-hatched turkey is one day old or three; this is a contest they have never had to judge before.

Decision to show baby turkeys during the first three weeks along with chicks was made this week when officials of the Southwest Turkey Association met at the Exposition and set Oct. 10 to 16 as dates for the All World Turkey Show, an exhibit the association has put on annually for several years. DeWitt McDonald of Midlothian, president, met with the Exposition director of poultry exhibits and state department officials on the show.

Because commercial growing of turkeys has become a big industry in Texas, a dressed turkey show will be held during the October week designated.

## All Issues of Paper Money Asked To Show With Stamp Collections

All issues of paper money, stamps and securities in the files of the United States treasury and postoffice department have been requested for exhibit at the Texas Centennial Exposition.

Models of famous battleships and of history-making patents, including those granted Eli Whitney for the cotton gin and Thomas A. Edison for his many electrical inventions, were also asked for display.

### 'Be Big and Bold' In '36 Centennial, Governor Requests

With the calendar turn into Centennial year '36, Governor James V. Allred has called on Texans to observe the state's anniversary and urged Texans now outside the state to make 1936 a year of homecoming.

The Governor appealed to Texans to dedicate themselves to "the task of making the Centennial observance of our state's history 'bold enough to please the still hearts of Austin, Travis and Houston and big enough to mirror the accomplishments of Texas to the sons and daughters of the earth'."

"There is no hour," he said, "more propitious than this to acknowledge the great debt of a century ago and to pledge ourselves to the task of carrying on the heritage of our forefathers so that our state may continue as one of the truly great commonwealths of the world."

### Stamps Since 1847.

Some of the exhibits asked for, through Carl A. Crowley from Fort Worth, solicitor general of the postoffice department, are:

A postoffice department display, including all stamps issued since 1847.

A department of commerce display including models of historic patents granted and light-houses and equipment.

### To Be Heavily Guarded.

A display of models of famous battleships and other articles from the naval department.

Special efforts, said General Manager W. A. Webb, are being made to obtain invaluable exhibits from the treasury department.

The treasury department's prized display includes all bills and securities issued by the United States, arranged in special cases. The exposition has promised to keep armed guards to protect the cases day and night.

## Army to Stage Aviation Show At Exposition

### Agriculture Largest Of 20 Displaying U. S. Branches

Twenty branches of the Federal government will share in a division of \$515,000 to put in exhibits at the Texas Centennial Exposition.

Approval was given last week to the setup as drawn by the secretary of the United States Centennial Commission.

The agriculture department, with an allotment of \$80,000, will be the largest exhibitor.

### Army Planes to Perform

The war department will be the only outdoor show. The army will spend \$50,000 for an encampment and a great aviation demonstration. The encampment probably will be in the infield of the race track. Other elaborate displays will be put on by the navy department, which received \$45,000, the interior department, which gets \$49,500 and the labor department, which will spend \$37,500.

### Smithsonian to Show.

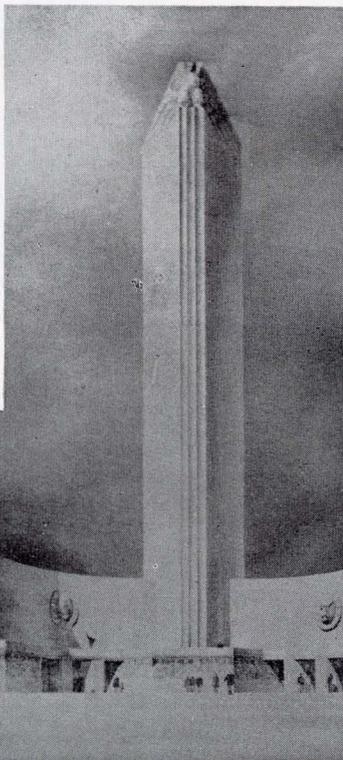
A scientific exhibit to cost \$40,000 will be presented by the Smithsonian Institution and the U. S. public health service.

Allotments to other exhibiting units include: State department, \$25,000; treasury, \$25,000; justice department, \$12,000; post office, \$15,000; veterans' administration, \$10,000; national advisory committee for aeronautics, \$15,000; national park and planning commission, \$7,500; Tennessee Valley authority, \$10,000; government printing office, \$5,000; farm credit administration, \$5,000, and the library of congress, \$1,000.

## HALL OF THE U. S. REDESIGNED AROUND TOWER

The new design for the \$325,000 Hall of the United States at Texas Centennial Exposition was taken to Washington this week by the Centennial architect. Officials hope for immediate and final approval.

Revision was at the suggestion of the United States Texas Centennial Exposition Commission. It is featured by a 100-foot tower which will dominate the structure and replace two symbolic statues of heroic design which were included in the original plans.



Space in the wings of the structure will be divided up by thirty Federal departments and agencies. Definite allocations of space are expected to be made in the near future so that assembling of objects and materials for the respective exhibits can be started.

In addition to the building and exhibits, Federal participation in the Centennial is scheduled to include several companies of soldiers, sailors and marines, and an aviation show.

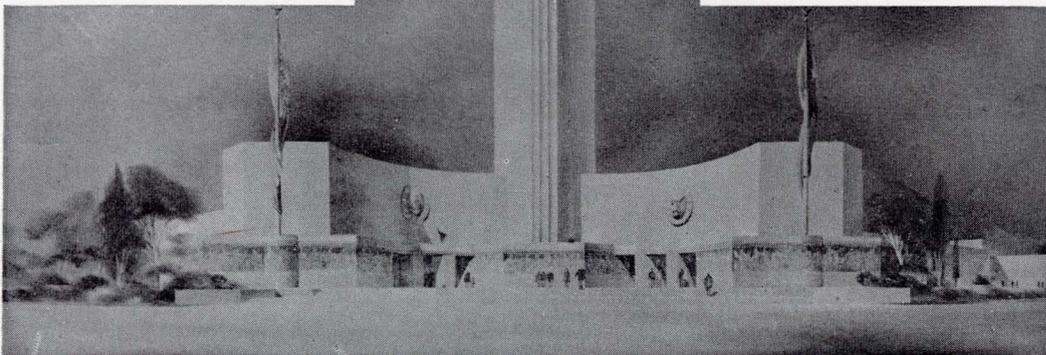
## DuPont to Exhibit Chemical Age

(Continued from Page 1)

to show the public," Mr. Hart said, "in a non-technical manner the work being performed by the chemical industry to create better things for better living.

"We have passed from the Machine Age into the Chemical Age. The chemist has introduced an entirely new force in progress which we are going to try to explain in our exhibit."

The DuPont exhibit will demonstrate the manufacture of synthetic rubber, camphor, musk and cleansing agents, also various products from cotton. The corporation was originally engaged in the manufacture of gunpowder, but this branch of its activities today represents less than 1 per cent of its total.



# Civic Center Buildings Are Begun

## Hall of State's June Readiness Made Definite

## Work Started After \$50,000 Donated By Exposition

To certainly avert delay in opening, the Texas Centennial Exposition agreed this week to pay \$50,000 of the construction cost of the Texas Hall of State.

Payment of this amount to the State Board of Control "will give us definite assurance that the Hall of State will be completed by the time the Exposition opens June 6," said W. A. Webb, Exposition general manager.

### Saves Red Tape

Under terms of the Centennial appropriation bill passed by the legislature last spring, \$1,200,000 was allocated for construction and furnishing of the Hall of State to be erected in time for the exposition.

Finding themselves short of funds to meet bids submitted for the hall's superstructure, members of the board of control were last week threatened with red tape that would require readvertisement for bids on the structure and for architectural revision that would occupy at least another month's time.

### Using Native Stone

Concrete piling foundation already is down.

Contract for the superstructural work was let to P. O'B. Montgomery for \$828,000, and his crews already have gone to work.

Montgomery has placed orders for \$200,000 worth of native Texas stone and steel.

## Dallas Spending \$1,300,000 On Parks and Landscaping

As fast as laborers can be obtained from relief agencies the Park Board will push a city-wide beautification program that will cost \$1,300,000, as the result of approval of a WPA project of this scope by President Roosevelt.

Eight projects already have been made up completely in every detail and have been on file with WPA officials for several weeks awaiting this favorable word from Washington, so that work should begin within a short time.

These projects total approximately \$662,000 and include all manner of beautification for parks in every section of Dallas.

The list includes \$100,000 for landscaping work with shrubs, roses and trees which will go into every park, landscaping at Exposition Park, to cost \$148,000, trimming of trees over the city \$90,000, paving in and around thirty parks to cost \$151,000, picnic units in the same number to cost \$80,000, sidewalks in a large number of parks to cost \$33,000, retaining walls for creeks to cost \$60,000, and curbs and gutters for a good many more.

If the program were put in full swing it would provide employment for 2,000 persons.

The FHA has "always encouraged the modernization, repair and improvement of existing property," owners were advised, "and has made credit available."

Information also was supplied listing lending institutions in Dallas in position to handle such loans.

### SHERIFFS' HEADQUARTERS

The Sheriffs' Association of Texas will move headquarters from Austin to the Texas Centennial Exposition for the period June 6 to Nov. 29. Mrs. Joe L. Ray, former sheriff of Mason county, is secretary-treasurer and will be in charge of "Law West of the Pecos" cabin, where visiting peace officers will be entertained.

## Fair Approaches To Be Beautified

## Federal Housing Fund Available

Aid of the Federal Housing Administration was given last week to a campaign for beautifying property on Dallas streets leading to the Texas Centennial Exposition.

From the office of the district director, letters have gone to all property owners along Exposition Park approach streets, describing the procedure to follow to obtain loans for modernization work.

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### Scouts for Guides

Specialized training in civics, public health and safety has been started for Dallas Boy Scout leaders, anticipating scouts being pressed into service as guides and as police aids during the Texas Centennial Exposition.

Scouters, merit badge counselors and assistant scout masters are enrolled for the Centennial citizenship training course, and they in turn will teach scouts under their leadership.

## CAVALCADE PRESENTS FLAGS OF TEXAS HISTORY

In the van of a great parade downtown the carnival night of Jan. 17 will pass the cavalcade of six flags that have flown over Texas. The pageantry is the same that galloped Jan. 1 before tens of thousands in the Rose Bowl at Pasadena. Reproduced from a commission of Goodwill Ambassador, by courtesy of Van Horn & Son of Philadelphia, the cavalcade sweeps across the page, in reverse to chronology to put the Stars and Stripes out front, flying also the Stars and Bars of the Confederacy, the Lone Star of the Republic of Texas, then flags of Mexico, Spain and France.



## City of Dallas' Program Moves Toward Reality

## Nearing Completion On Utilities That Will Serve Fair

Actual start on Dallas' Civic Center made the full 187 acres of the Texas Centennial Exposition stir with construction activities this week.

Work was getting under way on the Hall of Natural History, a \$246,000 structure; the \$80,000 Hall of Domestic Arts; \$50,000 Fire-Police-Hospital, and foundations were going down on the \$400,000 Hall of Fine Arts.

### Completing Utilities

Wiring was begun toward a street illumination system to cost \$54,000, and an \$8,000 fire alarm system.

Street paving and floodlighting will follow.

Contracts were let for the Hall of Aquatic Life, and a \$138,500 band shell.

The city's engineers announced near completion of utilities programs, which include a \$16,000 sanitary sewer system, \$58,000 storm sewers and \$39,750 network of water mains.

### Others Pushed Ahead

Grading will begin at once on the added 26 acres of land, which is cleared of houses. Grading is well under way in the original park, a \$49,500 job.

The Texas Centennial Exposition pushed ahead with its steel and stone on the Hall of Agriculture, Hall of Foods and Beverages, Hall of Livestock, Hall of Transportation and Petroleum, Hall of Electricity and Communications, and Hall of Varied Industries.

## History Illustrated In Weekly Episodes

Week by week, from now through the period of the Texas Centennial Exposition, which continues from its June 6 opening through Nov. 29, the story of Texas history will be told in brief in a wall plaque distributed this week.

To 500 banks over Texas, to 165 industries exhibiting in the Southwest's first World's Fair, and to public schools of Dallas went stamped leather frames, showing historic scenes of Texas, compliments of the Republic National Bank & Trust Co. of Dallas.

Each week a color lithograph will be mailed out, to be slipped into the plaque with a new scene in the history that is traced from 1519 to date. Underneath each picture is a brief chapter written by J. Frank Dobie.