

CENTENNIAL NEWS

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1936

TEXAS CENTENNIAL EXPOSITION

VOL. I

A \$25,000,000 Show

DALLAS, TEXAS, APRIL 2, 1936

And all for Fifty Cents

NO. 24

Roosevelt to Open Exposition June 6

Rooms for All, No Rate Increase

One Central Bureau To Furnish Listings

Hotel and Cafe Managers Agree Southwestern Hospitality Means No Raising of Prices

The twelve to fifteen millions of visitors to the Texas Centennial Exposition can count on rooms and accommodations without extra rate charge.

Assurance of a thorough-serving bureau to direct Centennial Year guests to whatever type quarters they may want was given by W. A. Webb, general manager of this \$25,000,000 World's Fair of 1936, which opens June 6, to continue 177 days to November 29.

No Increase in Rates

Many months ago Dallas Hotel and restaurant owners and operators agreed that Dallas would live up to the traditions of Southwestern hospitality by making no increase in current prices for rooms and meals. Pledges to this effect were signed by the members of the associations and assurances that these agreements would be respected were made to the Exposition management.

Realizing that peak attendance days at the Exposition may create a lodging accommodation shortage in normal quarters, the Exposition has created a housing bureau which will provide for those people who failed to obtain quarters in Dallas hotels.

Clearing Through Bureau

A central housing bureau under the direction of Frank M. Smith, leader in civic affairs and former Chamber of Commerce president has been created by the Texas Centennial Exposition. More than 50,000 rooms in and around Dallas will be listed by this bureau and visitors arriving by train, bus, plane or private motor car will find it possible to reserve rooms by contacting the central office or one of its several branches.

Plans call for the establishing of a central bureau in downtown Dallas with reser-

(See ROOMS on Page 3)

SHE'S RANGERETTE CHIEF

That bright star of motion pictures, Miss Shirley Temple, donned a costume and steer-head boots to receive a commission

appointing her Chief of the Texas Centennial Exposition Rangerettes.

It was presented by Governor Merriam of California on behalf of the World's Fair of 1936 at Dallas.



Top Hands Enter Cowboy Reunion

Cash Prizes \$13,500 For Texas Rodeo Event Winners

Girl riders, cowboys and ranch hands from all over the Southwest will contest for \$13,500 cash prizes at the Stamford Texas Cowboy Reunion at the Texas Centennial Exposition.

W. G. Swenson of the S.-M.-S. land and cattle interests at Stamford and reunion president, informed Exposition executives that \$1,500 cash would be distributed among the girl riders and \$12,000 among the cowboys.

Girl equestrienne stars will be sponsored by cities and educational institutions in Texas, Oklahoma, New Mexico and Arizona. The same states will also contribute the talent for the rodeo and other cowboy contests.

President's Words Will Circle Globe

Greatest Crowd in Texas History Will Assemble at Fair Grand Opening

President Franklin D. Roosevelt will open the gates of the Texas Centennial Exposition at noon on June 6. The Chief Executive will play a leading role in the first day activities of the \$25,000,000 World's Fair, according to plans being worked out by the White House and the Exposition.

The largest parade ever staged in the Southwest will precede the opening of the Exposition. Starting from the heart of downtown Dallas it will take two and a half hours to pass.

All Units Represented

It will embody representation from the Army, Navy, Marines, Texas National Guard, civic and fraternal organizations, Dallas police, fire and other departments and floats representing every major industry in Dallas.

Major General John A. Hulen, recently retired as commander of Texas National Guard troops and wartime general officer of the 36th Division will be grand marshal.

When the parade reaches the Exposition gates, President Roosevelt will declare the Exposition formally opened. His voice will trip the gate locks after 'round the world radio transmission. He will then lead the huge procession into the Cotton Bowl, the great stadium of the Exposition, where colorful dedication ceremonies will be held.

Brings Gigantic Crowd

Indications are for opening attendance of 500,000 to 1,000,000. This figure is based on surveys made by Texas newspapers, railroad and bus companies and several travel and tour organizations sponsoring special char-

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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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Exposition Runs
On Cash Basis

With the leading business men of Dallas underwriting a \$650,000 fund for Exposition purposes the Texas Centennial Exposition continues its remarkable financial record of operating throughout its pre-opening career on a cash basis. Recently twenty-eight leaders in Dallas business and financial circles subscribed this sum at a meeting held in the First National Bank in Dallas.

Underwriting of the fund, according to R. L. Thornton, chairman of the Exposition's management committee, will give the \$25,000,000 World's Fair the distinction of being the only national show of its kind ever to carry out its operations, including construction, on a cash basis.

The sum will permit the Exposition to complete its building program and will provide funds for operation until June 6, when the opening of the Exposition will start a direct income from admissions and concessions. Thus the Exposition will pass through the entire pre-opening and organization period on a cash basis with no indebtedness to be charged against operations revenue.

*
Once a Century
.. and Only Once

The Texas Centennial Exposition which opens June 6 will run only during 1936, General Manager W. A. Webb has declared.

"The year 1936 is Texas Centennial year in which the Texas Centennial Exposition commemorates a hundred years of Texas independence and progress," Mr. Webb said. "This anniversary of freedom is observed only once in a hundred years and we have not even considered extending the Exposition period into 1937. We will close November 29."

Train Trippers Give Invitations

Documents Worth \$25,000,000
To Be Shown by U.S. Government To Leave April 26
For 17 Key Cities Of South and East

Guarded night and day by detachments of United States soldiers and marines, some of the most precious documents in the archives of the United States will be on exhibition in the Hall of the United States at the Texas Centennial Exposition during the coming summer. On display in specially

Railroads Joining
With AdvertisingLines of Southwest
Lead in Travel
Invitation

Railroads servicing Texas and Dallas are making special efforts to call attention to the Texas Centennial Exposition. Many advertising mediums are being used by Dallas terminal lines as well as connecting roads to call to the traveling public's attention the \$25,000,000 World's Fair which opens June 6.

Using the Texas Centennial Exposition and allied celebrations for the theme of a new timetable cover design, the Missouri Pacific Lines, in addition to ordering several thousand Exposition travel folders and preparing a special mailing piece on Texas during the Centennial year, is taking an active part in the national campaign to bring the traveling and touring population of the country to Dallas for the Exposition.

Texas & Pacific Railway menu cards carry Exposition pictures and descriptive copy while lounge car stationery features the Centennial idea.

"Katy" lines have given the Exposition consistent publicity in employees' house organs and newspaper advertising and are now preparing a special Exposition folder in addition to contracting for several thousand Exposition railroad travel folders.

Santa Fe in employees' publications, through the medium of the house organ "The Earth" and a specially designed Texas booklet are featuring the Exposition.

Southern Pacific will issue 30,000 Exposition railroad folders and publicize the World's Fair through other advertising forms.

With Dallas as one of the rail centers of the nation, the Texas Centennial Exposition becomes an advertising feature for every railroad.

Tours Arranged

Preparations are already being made for sight seeing tours of Dallas during the Texas Centennial Exposition. A thirty-mile route has been mapped out, a fleet of new busses has been purchased, and lecturers are now being trained.

the Louisiana Purchase Treaty of 1803, the Florida Purchase Treaty of 1819 and the joint resolution of Congress of 1845 annexing the Republic of Texas to the Union. Diplomatic correspondence between the United States and the Republic of Texas and the historic report on the "Condition of Texas" made to President Andrew Jackson by Henry M. Morfit in 1836 will also be on exhibition.

"The United States government exhibit at the Texas Centennial Exposition will be valued at more than \$25,000,000," said E. H. Burdick, Federal exhibits director.

"The historical documents, of course, are priceless but there will also be shown the United States Post Office Department's collection of stamps, which will leave Washington for the first time." It contains specimens of every United States stamp ever issued, stamps of the Confederacy and as nearly as possible all stamps issued by foreign governments. It is worth some \$10,000,000.

The United States Navy will display \$100,000 worth of models of war vessels each about 17 feet long. Scientists from the Smithsonian Institution will reconstruct prehistoric animals during the entire progress of the Exposition which commences June 6. The National Advisory Committee on Aeronautics will install a 10-foot wind tunnel to demonstrate flight conditions with model planes. A census machine will register estimated births and deaths throughout the United States from hour to hour.

First Egg Will Win
Hen Bid to Cackle
Before Radio Mike

It's not going to be an ordinary cackle when the first egg is laid in the Texas Centennial Exposition's International Egg Laying contest. The egg is going to create history as well as an omelet.

A loud speaker will be rushed to the hen's pen to carry her joyful tidings all over the nation by radio.

The egg laying contest begins June 1, one week before the Exposition opens, in order to close Nov. 22, a week before the Exposition passes into history, in order to give time for displaying winners.

Governor Is to Head
Party Inviting
U. S. to Texas

Seventeen key cities of South and East will be visited by a party of Texas newspapermen and industrialists, headed by Governor James V. Allred, during the period from April 26 to May 6. The party, 125 in all, will make the trip in a special train to promote interest in the Texas Centennial Exposition opening in Dallas June 6.

Cities included on the route of the Texas Centennial special:

Little Rock	New York
Memphis	Albany
Nashville	Buffalo
Louisville	Detroit
Cincinnati	Cleveland
Charlottesville	Chicago
Richmond	St. Louis
Washington	Kansas City
Philadelphia	

Stopovers from a few hours to a full day have been arranged at various points.

R. L. Thornton, Dallas banker and chairman of the management committee of the Texas Centennial Exposition will head the official Exposition section of the group. A thirty-four-piece band, recruited from the University of Texas will accompany the party and will present programs and broadcast in several of the towns on the schedule.

FDR to Formally
Open Exposition

(Continued from Page 1)

tered bus and train trips to Dallas for the week end of June 6.

The entire history of Dallas, as well as the highlights of the development of the Lone Star State will be shown in the many elaborate floats which will make up one unit of the huge parade. The line of march, through Dallas streets, will be closed for the duration of the parade. Mounted police will handle traffic and special units are now being organized to re-route the pedestrian and vehicular traffic of Dallas throughout opening day.

Traffic squads will cover every principal highway approach to the city to relieve congestion before it starts, with the view of eliminating many time-wasting minutes in downtown Dallas areas.

Street car and bus lines will co-operate to run special express services from important points in the city to the Exposition grounds. It is believed that the opening day crowds will be the greatest of any public gathering in the history of the state.

THOUSANDS MILL OVER PARK ON FINAL OPEN HOUSE BEFORE JUNE 6

On the Sunday of final open house at the Texas Centennial Exposition, before closing the park to visitors until June 6, in order that nothing may interfere with work, a turnout of 80,000 was estimated by Dallas police on traffic assignment. Of interest to all who passed through the lobby of the administration building was the pattern of the state of Texas inset in the floor, with the lone star emblem of the state and the letters T-E-X-A-S rounding out a circle carried half-way around in a design pointing out location of Dallas, host city to the \$25,000,000 World's Fair.



How We Grow

Exposition Clock Will Tick Every Birth in U. S.

Hourly growth in the population of the United States will be recorded by the United States Department of Commerce in an exhibit at the \$25,000,000 Texas Centennial Exposition, to open in Dallas June 6. Births, as recorded in reports of the Federal Census Bureau, will be reported on an electrical census machine in the Hall of the United States.

Women to Weave

How women of a hundred years ago converted cotton and wool into cloth will be demonstrated during the National Folk Festival, June 14-21, in connection with the Texas Centennial Exposition opening June 6.

Rooms for All and No Price Hike

(Continued from Page 1)

tion offices on principal highways, at the railroad station and airport as well as bus terminals. Day to day check-up on the rooms listed will keep all bureaus abreast of reservations and check-outs so that visitors may be speedily settled in their rooms.

People listing rooms with the bureau will not be charged for a listing fee nor will there be any charge to the guest for the service. In many instances meals will be available to guests at the homes in which they will stay.

The addition of these 50,000 rooms to the present quota of hotel, apartment and tourist camp quarters now available in Dallas assures every Exposition visitor adequate accommodations. Sanitary conditions, comfort and desirability of each room listed with the bureau will be checked before the listing is made public.

Frank M. Smith is assigned to the job of finding 50,000 rooms and keep a ready file on them for Centennial Exposition visitors.



Asks Number 1

Namesake of U. S. Centennial Asks For First Ticket

Centennial Shafer of Valley Mills, Bosque County, Texas, has applied for admission No. 1, to the Texas Centennial Exposition. He was born June 6, 1876, and christened Centennial in honor of the 100th anniversary of the independence of the United States. The Texas Centennial Exposition commemorates the 100th anniversary of the independence of Texas.

March of Death

The official march of the Texas Centennial Exposition, beginning at Dallas June 6, is based on the massacre of Col. James Fannin and 380 Texans, at Goliad on March 27, 1836.

Millions Spent on Top-Notch Midway

New Wonders Mixed in With Big Name Events

Exposition Brings Belgian Dancer in Lion's Den And Cavalcade of Texas History Into Amusements Row With Headliners

One of the finest amusement areas ever planned for a World's Fair will be presented by the Texas Centennial Exposition when the \$25,000,000 World's Fair opens in Dallas on June 6. Checkup on the valuation of the Midway and kindred attractions when the Exposition opens reveals that between three and four million dollars will have been invested by producers of the various shows.

Ranging from the spectacular "Cavalcade of Texas," a stirring dramatization of the history of the Lone Star State with an initial production cost of \$250,000, down through the smallest attractions, the Exposition has developed a list of entertainment features destined to set a new high in World's Fair exploitation.

Combination Tickets

Of the five attractions to be offered to purchasers of the combination admission books which shortly go on sale three have been proved, by past performances to be outstanding World's Fair attractions. The other two are new and have tremendous appeal.

Old Globe Theater Players, a company of actors, will present the plays of Shakespeare and contemporary Elizabethans in an exact replica of the famous Old Globe Theater in 16th Century London.

Black Forest, the gay German village with restaurant, shops and night club, has a skating rink on which entertainers will present their routines. Midget City is conceded to be one of the finest presentations of midgets in the world. On the grounds of the Exposition an English village, a Black Forest group and a Midget city will be created and opened with gala ceremonies on June 6.

New Animal Show

"Cavalcade of Texas" and Animal Stars of Hollywood make up the special ticket offerings. Animal Stars of Hollywood will be a new and novel variation of animal act presentations. The entire cast will be composed of animals starred in motion pictures. The puma and deer of "Sequoia," the lion from Mae West's "I'm No Angel," "Corky" dog star of recent films, several of the leading trick horses, the big cats from such films as "East of Java" and the Tarzan pictures will be in this show.

Show Boat to Play

In addition, stellar items include the "Queen of Texas," a gay, landbound showboat of the music hall type in which plays of the Gay Nineties such as "The Drunkard," "The Black Crook," "After Dark" and others will be presented. There will also be a Crime Prevention Exposition sponsored by Warden Lewis E.

Lawes of Sing Sing Prison, New York. This will feature collections of police and criminal weapons, identification systems and other data showing the peace officers' war on crime.

Thrill rides and many novelties including a Mississippi steamboat ride will be found at the Exposition. Special carnival nights and special Children's Days will be staged. Restaurants of every kind from doughnut shops to elaborate grills and supper clubs are listed in the Exposition's attractions.

Dancer in Lion's Den

A casual check over the varied shows include a "Gorilla Village," with apes gathered from Africa and the Orient, "Beauty and the Beast," featuring a Belgian dancer in a cage of lions and tigers, a Texas Ranger headquarters ranch and display sponsored by the famous Texas constabulary, Ripley's oddities and freaks in a new "Believe It or Not" show and many others.

CAR CARDS TELL NATION OF FAIR

Ten thousand car cards tell the nation's subway, street and elevated car riders of the Texas Centennial Exposition, which opens June 6 at Dallas. Rangerettes, hostesses for the Exposition, put up the first cards in host city trolley cars, and the job over the country was taken up by the Barron G. Collier, Inc., car card advertising system, complimentary to the World's Fair of 1936.



Texaco, Gulf at Work on Buildings, Conoco Finishing Hospitality House

Vast Space Taken in Petroleum Hall By Humble

Oil industry participation in the Texas Centennial Exposition received added impetus with the start of construction of the Texas Company structure, the Gulf Oil Corporation's radio studios, and Continental Oil Company's House of Hospitality.

Texaco is erecting a \$75,000 building to house an elaborate oil exhibit, rest rooms, reception lounge and terraced patio facing the lagoon. Ground was broken on this building recently and installation of exhibits and equipment is scheduled for May.

Ground was also broken for the Gulf radio studios recently with a broadcast from the site of the \$150,000 building. Designed to house a radio and public address system capable of handling a dozen programs sim-

ultaneously, this studio will be the finest ever built for a world's fair. Operation of the radio program during the course of the Exposition is a joint Exposition-Gulf project.

Work is progressing rapidly on the Continental Oil Company's House of Hospitality which will maintain rest rooms, travel and tourist bureau and other features just inside the main entrance to the grounds. Done in the style of a Southern Colonial plantation home, this structure will cost about \$65,000 to build and equip.

Humble Oil Company has purchased 6,500 square feet in the Petroleum Building at a cost of \$19,500. The firm's exhibit, detailing the oil operations in the various Texas fields will be one of the most comprehensive ever displayed.

Sinclair Company is to erect a building in the shape of a dinosaur, familiar Sinclair emblem.

50,000 School Kids To Sing President's Two Favorite Songs

Two favorite songs of President Franklin D. Roosevelt will be dedicated to the nation's chief when 50,000 Texas high school students and grade school pupils sing in a massed chorus at the Texas Centennial Exposition.

They are "Home On The Range" and "Yellow Rose of Texas," both of which will be broadcast on nationwide hook-ups.

The chorus, largest group of singers ever massed at one time in the world's history, is being chosen from 1,500,000 school children from all over the state.

Two thousand school busses will bring the singers to Dallas.

Their program will be a glorification of traditional songs and cowboy ballads of the Southwest.