

CENTENNIAL NEWS

1836 1936



TEXAS CENTENNIAL EXPOSITION

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No. 3

FAIR PLANS GREAT OIL EXHIBITION

Father of Texas



Stephen F. Austin obtained the first contract with the Mexican government in 1821 to settle 300 American families in Texas. From this nucleus grew the empire of today. Austin is called "The Father of Texas."

EXPO COACHES COST \$150,000

Easy Way to View Fair Provided

Fifteen streamlined coaches, ultra-modern in design, are being constructed for the Bowen Bus Company for use on the grounds of the Texas Centennial Exposition.

These buses, each seating 60 persons, and so arranged as to permit unobstructed view for passengers, will cost approximately \$10,000 each.

Contract for the transportation concession within the Exposition grounds has been signed with R. C. Bowen, president of the bus company, and calls for an investment of more than \$150,000.

COINS ON SALE FOR BUILDING

Texas Half Dollars Finance Legion Project

Increasing demand for Texas Centennial half dollars, minted by the United States Treasury in commemoration of the one hundredth anniversary of Texas independence, is reported by the American Legion Centennial Committee.

Requests for the coins are being received from all parts of the United States as well as from collectors in many foreign countries. The Department of Texas of the American Legion is sponsoring the sale.

Congress has authorized the minting of 1,500,000 Texas Centennial coins, now on sale at \$1.00 each. Anticipated profits of \$750,000 have been allocated by the Legion for construction of the Texas Museum of Natural History at the University of Texas in Austin. In addition, the state has appropriated \$225,000 for the project and the federal government, \$300,000, these sums to be taken from appropriations of \$3,000,000 each by the state and the federal government to finance the Texas Centennial celebration. Architects are now completing plans for the building.

The Centennial half dollar bears reproductions of the heads of Sam Houston and Stephen F. Austin on one side and a replica of the Alamo on the other, together with the dates 1836 and 1936.

"STAKED PLAINS" SO NAMED BY CORONADO

The Staked Plains of Texas (Llano Estacado, in Spanish) derive their name from the fact that Don Francisco Vasquez de Coronado, who explored Texas in search of gold in 1540, marked his path across the area with stakes and bones of buffaloes in order that he might find his way back to Mexico.

Doughnut Plant At Centennial

Doughnuts, glorified by the Salvation Army during the World War, will be one of the staple fillers for Texas Centennial Exposition crowds.

Plans for a \$75,000 Mayflower doughnut shop seating 400 people have been announced by the Doughnut Corporation of America.

Roe Wells, president, predicted that the shop would do \$2,500 worth of business per day during the Exposition. It will employ 100 persons.

TERRITORIES WILL EXHIBIT

Garner to Hawaii and Philippines

Far distant territories of Hawaii and the Philippines will get first hand information on Texas and the plans for a Centennial celebration in 1936 from Vice President Garner, who will make a good will visit there this summer.

Garner recently returned to his home in Texas after adjournment of Congress to supervise plans for Federal participation in the Texas Centennial Exposition and other phases of the celebration of Texas' one hundredth anniversary of independence. He is chairman of the U. S.-Texas Centennial Commission.

Exhibits of Hawaiian and Filipino culture will be included in the United States building, Garner said on his departure.

TEXAS HEROES TO BE HAILED

Distinguished Texans of the World War days will be listed among those to whom honor will be paid in the Niche of Heroes of the State of Texas Building. Erected at cost of \$1,200,000, this building will be a memorial to those who have played leading roles in the state's history.

INDUSTRY DISPLAYS INTEREST

Engineers for Big Petroleum Firms Visit Dallas

Petroleum, one of the greatest sources of wealth in the Southwest, will be given major treatment in the Texas Centennial Exposition in Dallas in 1936.

With 65 per cent of the United States' oil supply being produced within an overnight's drive of Dallas, officials are planning for an oil exhibition as a principal feature of the 1936 exposition.

Nationally known oil companies have sent engineers to Dallas to study plans for the Texas Centennial Exposition and to consider locations for exhibit buildings they contemplate erecting.

In addition to the special exhibit buildings, projected for leading companies in the petroleum industry, a large section of the Transportation Building has been set aside for oil and gas displays and affiliated subjects.

Contracts for exhibit space between several oil concerns and the Exhibits Department of the Exposition are now in final stages of preparation.

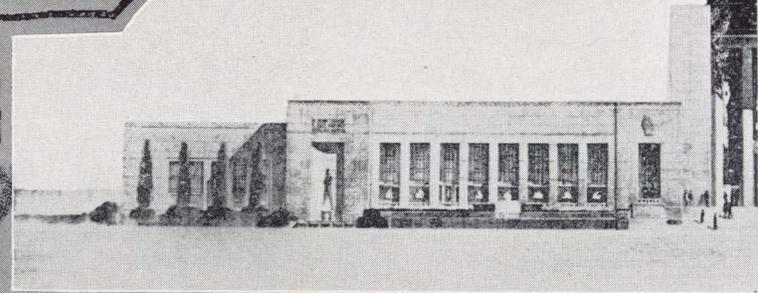
TELEVISION AT '36 EXPOSITION

Plans for a \$100,000 television display have been submitted to the Texas Centennial Exposition by U. A. Sanabria, television engineer of Chicago. Interests represented by the Chicagoan have recently purchased television rights to Station KFJZ at Fort Worth, and have announced that a television laboratory will be established before the opening of the Texas Centennial year.

HISTORIC WOOD TABLE

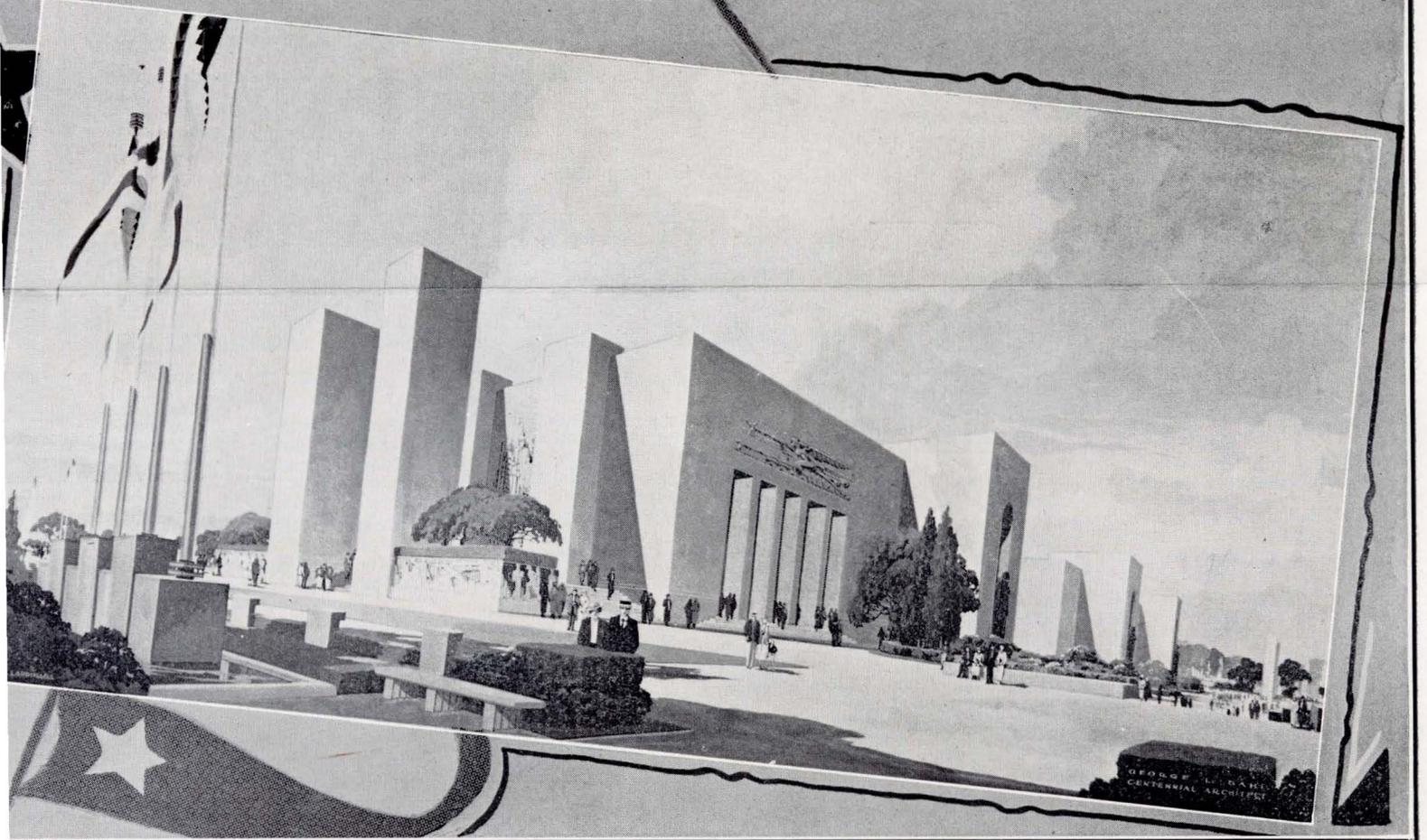
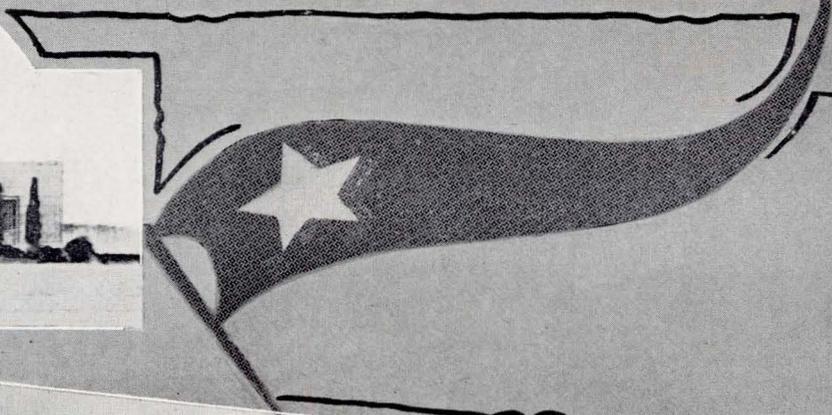
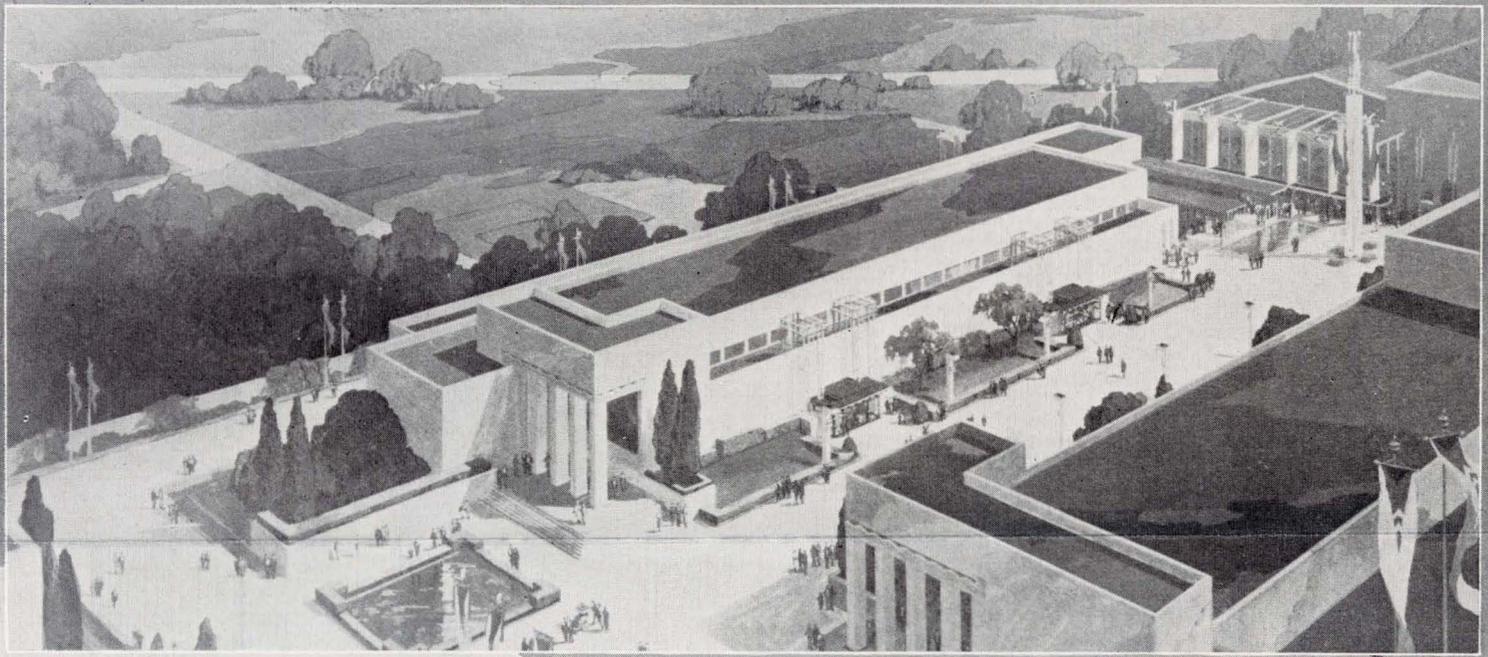
A Centennial table with a map of Texas inlaid in the top and made of wood from historic trees in each of the counties of the state will be displayed at the World's Fair in Dallas in 1936.

Aztec and Classic Modern Infl



The influence of early Aztec period in Texas history, combined with the classic modern trend of today, will be seen in buildings of the 1 Poultry and Agriculture Buildings; center, the \$1,200,000 State of Texas Building; lower left, A

ence Centennial Architecture



exas Centennial Exposition in Dallas in 1936. Five of the buildings shown here are, upper left, Food Products Building; upper right, Administration Building; lower right, Varied Industries, Electrical and Communications Building.

CENTENNIAL NEWS



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What Others Say

Gun Jumpers

(Forbes Magazine)

With a three million-dollar war chest on hand to celebrate the Centennial of their release from Mexican rule in 1836, Texans are now busily engaged in jumping the gun on their 1936 program of expositions, local celebrations and other business-building features. But the gun jumping, far from being undesirable, is a new wrinkle in promoting celebrations, and a planned phase of next year's events. The 1935 Pre-Centennials, taking the form of parades, expositions and pageants in twenty-five communities, are giving citizens a foretaste of the real thing, stirring up local enthusiasm for 1936, and advertising the real Centennial Celebration to the other forty-seven states.

Texas Centennial

(Memphis, Tenn., Commercial Appeal)

Work has been started for the construction of physical facilities for the Texas Centennial, slated to be under way next year. It will be interesting to see what degree of public interest the centennial rouses, for fairs and expositions of that general sort are more nearly unpredictable in that respect than otherwise. The Century of Progress in Chicago, hard times to the contrary, attracted millions of visitors, was a literal godsend to the city itself, and was perhaps as great an educational project as the nation has ever witnessed along similar lines. Texas has as much of present-day interest and as much of historical glamor and color as any state one might mention, and what is known of plans indicates that the centennial itself will realize the possibilities involved. It is a worthwhile endeavor, viewed from any angle, and it is agreeable to have sound reason to suppose it will receive the interest and support it so eminently deserves from the nation at large.

EARLY AZTEC TONE IN ART

Sculptors to Dress Up Exposition

Murals, friezes, bas reliefs, works of sculpture and other artistic touches costing more than a half million dollars are provided for in plans of the Texas Centennial Exposition. Photo murals will decorate the interior of several of the buildings.

Fine examples of the sculptor's art will be seen in decorations for the Niche of Heroes, central unit of the Texas State Building. Figures of Texas heroes, done in low relief, will be displayed in this niche.

The gateways to the Exposition grounds will also embody displays of fine sculpture, while other figures and groups, hewn from stone or cast in bronze, will be located on the grounds.

The influence of early Aztec culture as well as of the Spanish mission period will be seen in the stone and mural decorations. Touches from other periods in Texas history, the colonial, the French and classic modern will be included also.

CLINE TO ASK VETS FOR AID

Walter D. Cline, managing director of the Texas Centennial Exposition, now in Washington, D. C., will visit the American Legion convention in St. Louis on his trip back to Texas. At the convention, Cline will speak on plans for the first annual reunion of A. E. F. combat divisions scheduled to be held in Dallas during the 1936 World's Fair.

TO SHOW CAGED BIRDS

More than a thousand prized cage birds will be shown at the Texas Centennial Exposition in 1936, according to decision of the National Canary Breeders' Federation. Aviaries to house hundreds of birds are now being designed as part of the Poultry Building for the World's Fair.

HIS NAME PROPHEPIC

Cabeza de Vaca, the first white man to cross Texas, had a name which translated from the Spanish means "head of a cow". Centuries later Texas was to become one of the greatest cattle countries in the world. That's one for Mr. Robert Ripley.

LARGE FRONT YARD

From the front gate to the ranch headquarters of the King Ranch in South Texas is a distance of 18 miles. The ranch contains 1,300,000 acres, an area larger than the state of Delaware. Several other ranches of similar proportions also are maintained in Texas.

Mexican Artist Sends Painting



First of six paintings by C. Ruano Llopis, noted Mexican artist, to be exhibited in the Pan-American section of the Fine Arts Museum of the Texas Centennial Exposition has been received. It depicts a matador with a tier of seats facing a bull ring in the background. Miss Eillen Gorrison, Dallas, in Mexican costume, is exhibiting the picture.

FAIR TO SHOW BOYS TO TAKE MEXICAN ART PART IN SHOW

Noted Paintings to Be Displayed Young Texans Plan Farm Exhibit

C. Ruano Llopis, noted Mexican artist, will send six of his paintings, valued at \$10,000, to the Texas Centennial Exposition in Dallas in 1936 as a gesture of friendship from Mexico to Texas.

Llopis' paintings will be exhibited in the Pan-American section of the \$500,000 Fine Arts Museum.

One of the paintings, depicting a matador with the tiers of a bull ring in the background, has already arrived. The others will follow.

These are the first paintings to be contributed to the international display of art which will be a feature of the World's Fair.

Llopis is called "the Remington of Mexico." His art features outdoor scenes. Indian vaqueros and bullfighters are his favorite characters.

Ten thousand Texas farm boys, members of 435 chapters of the Future Farmers of America, will participate in the Texas Centennial Exposition in 1936.

Under direction of Paul G. Haynes, state director of vocational agriculture, the Future Farmers are making preparations for the most comprehensive junior farm exhibit ever staged in the Southwest.

Featuring the program will be a seven-day special show, preliminary to which county and sectional shows will be held to select the best products for the World's Fair exhibit.

Tentative dates for the Future Farmers' show have been set for November 21 to 28, the closing week of the World's Fair, which opens on June 6.