

# CENTENNIAL NEWS

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## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 4

### EXPO SEEKS NEXT YEAR'S DAIRY SHOW

#### Texas Will Invite 1936 National Exhibition

Bid for the 1936 National Dairy Show to be held in Dallas in connection with the Texas Centennial Exposition will be placed before directors of the organization at the 1935 show in St. Louis in October.

Texas dairymen attending the St. Louis show will submit plans for the coordination of the Livestock show of the Texas World's Fair with the National Dairy Show, it is announced.

Backing of officials of the Exposition to provide suitable quarters and other attractions to bring the National Dairy Show to Dallas has been assured.

Contracts are also being made with officials of a number of breed organizations to enlist their participation in the cattle and dairying exhibits of the Exposition.

Approximately \$750,000 is to be expended by the Exposition on buildings in the Agriculture-Livestock Section. This will include two livestock buildings in which exhibits of cattle and other livestock will be housed.

### SHOW CHIEFS COMING HERE

#### Dallas Will Become Headquarters

Dallas will become winter headquarters for many showmen now participating in the California Pacific International Exposition after it closes on November 11, according to word received by Texas Centennial Exposition officials.

Opening of the Texas World's Fair on June 6 will usher into operation a number of new forms of entertainment. Newly invented mechanical rides will be used for the first time.

Contracts with the Concessions Department of the Texas Exposition definitely assure a variety of Midway shows for 1936 World's Fair.

### Centennial News Wins Attention

Orders for copies in quantity of Centennial News have been received from leading transportation lines and travel agencies for distribution to branch offices over the United States.

This distribution has been requested that those dealing with tourist traffic may be kept advised on the progress of preparations for the Texas Centennial Exposition.

A special edition of 10,000 copies of Centennial News was distributed last week at the national convention of the American Legion in St. Louis.

### BIDS ON FOOD HALL STUDIED

Contract for the Food Products-Agriculture Building of the Texas Centennial Exposition will be let next week on bids which have been received and laid before engineers for an analysis.

The contract for the first unit of the Agriculture and Livestock Department of the World's Fair, the Poultry Building, has already been let.

Two Livestock buildings, for which specifications are near completion, will constitute the remaining units of this section of the Exposition.

### U.S. RADIO AUDIENCE HEAR TEXAS STORY

#### Major Edward Bowes Tells the Nation About Texas Centennial Exposition

Millions of North American radio listeners heard facts and figures on the state of Texas, the city of Dallas, and the Texas Centennial Exposition on Sunday evening, September 22, during the broadcast of Major Edward Bowes' Amateur Hour from the New York studios of the National Broadcasting Company.

An index of the interest in the broadcast featuring Dallas as the Centennial City is the fact that within an hour after the Bowes program more than 10,500 telephone calls were received from Southwestern listeners by Station WFAA, Dallas unit of the NBC system. More than 50 telephone girls were employed to receive the calls.

From New York comes the word that "a truckload" of telegrams and letters were received.

In recognition of his services, Major Bowes was presented with an honorary captaincy in the Texas Rangers by Governor James V. Allred. He was also given a gold-lettered scroll signed by Exposition officials designating him as "Texas Centennial Ranger" and a ten-gallon Texas cowboy hat.

Telegrams of appreciation from the school children of Dallas, assembled in a beautiful leather-bound book, were also given Major Bowes.

### President Taking Keen Interest In Centennial Stamp

No lesser individual than the President of the United States is supervising the designing of a special stamp to be issued by the U. S. Post-office Department in commemoration of the Texas Centennial of Independence in 1936. In discussing plans for the Centennial stamp, President Roosevelt suggested it bear the portraits of Stephen F. Austin and Sam



Houston with picture replicas of the Alamo and the battlefield of San Jacinto in the background.

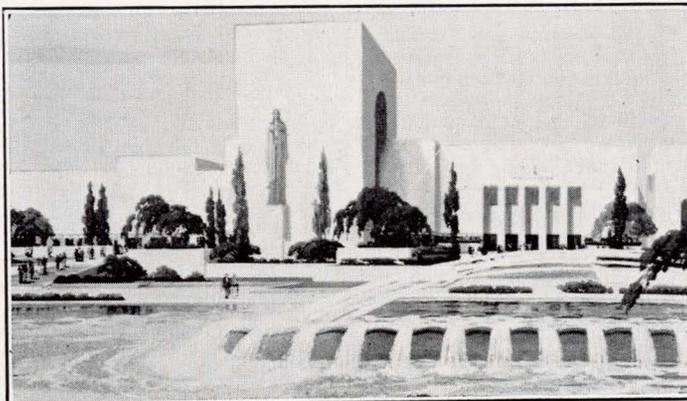
In compliance with the President's suggestion, a design embodying these historic Texas figures and scenes was prepared by Anne Toomey, Dallas artist, and delivered to the White House.

Publication of a Texas Centennial commemorative stamp now awaits upon approval of the final design by President Roosevelt and Postmaster General Farley.

### POLICE STUDY THE ANSWERS

A special school for Dallas police officers in which they are being taught many things likely to prove useful during the Texas Centennial Exposition has been inaugurated. Not only are the officers being taught how to handle large crowds and heavy traffic, but they are learning the answers to a multitude of questions which Exposition visitors will ask.

### Petroleum and Gas Building



Petroleum and Gas exhibits of the Texas Centennial Exposition will be housed in one of the most impressive buildings of the World's Fair. It will be classic modern in architectural design, harmonizing with the general scheme of the Exposition.

# CENTENNIAL NEWS



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Volume I Number 4

## What Others Say

### Shreveport Busy

On the heels of Arkansas' announcements that its Centennial celebration will be co-ordinated with that of Texas, comes word from Louisiana, as recounted in the Shreveport Times, that automobile clubs in that state will cooperate to bring much of the traffic to the Texas Centennial Exposition in Dallas through the Pelican State. The heaviest tourist traffic to the Dallas World's Fair in 1936 will come through the states of Oklahoma, Arkansas and Louisiana.

The Shreveport Times says: "Ways and means of sending tourist travel through Shreveport to the Texas Centennial to be held in Dallas next year were discussed at a meeting presided over by R. T. Andress, president, Shreveport Motor Club, Tuesday. Plans were perfected to have Shreveport represented in a publication of the Dallas Auto Club, 'Centennial Trails,' to be issued in December and distributed to all motor clubs of the United States.

"The booklet will feature the 13 routes to Dallas from the Southwest. The advantages and sights of Shreveport, as the eastern gateway to Texas, situated on Highway 80, will be presented."

### Wants the News

"Please put my name on the list to receive the Centennial News. I am interested in the Exposition and will be glad to give it publicity," writes R. L. Whitcomb, Martin, Tennessee, editor of the Weakley County News. Similar responses are being received from many sections of the country following the appearance of each issue of Centennial News.

## EXPO SIGNS GRID STARS' TILT OF '36

### Chicago Bears Will Play Team Picked in U. S. Poll

The Chicago Bears, three times national professional football champions and conquerors of the All-American college amateurs in a recent game, will play a team of All-Stars of 1936 in Dallas on September 5, next year, to lead off the football calendar of the Texas Centennial Exposition.

Contract for the game to be played at the World's Fair of 1936 has been closed with the management of the Chicago Bears, it is announced by the Special Events Department of the Exposition.

Members of the All-Star grid team, to be chosen from the stars of the 1935 football season now under way, will be selected in a nation-wide poll to be conducted next year. The coaches for the squad will be chosen in a like manner.

Other football games for which contracts have been closed include Oklahoma versus Texas, Baylor versus Centenary, Southern Methodist University versus Texas A. & M.

Tentative arrangements have been completed for several inter-sectional games in which teams of the University of Texas and Southern Methodist University will oppose elevens from the East and the Pacific Coast.

Seventeen football games of major importance will be scheduled during the Exposition.

## FAIR TO HAVE FISH DISPLAY

Officials of the Shedd Aquarium in Chicago will aid the Texas Centennial Exposition in planning the \$200,000 aquarium which will be a feature of next year's World's Fair in Dallas. The Shedd Aquarium will exchange specimens of fish from northern waters with the Exposition and will aid in equipping the Texas institution with its initial specimens. Other aquariums in various parts of the nation have also offered their assistance.

### LARGEST WATERMELON

Cass County, Texas, has produced what is claimed to be the largest watermelon in the world, weighing 183 pounds.

### WEST POINT OF AIR

Randolph Field, maintained by the United States army air service at San Antonio, is ranked as the largest military aviation training center in the world.

## CITY WITHIN A CITY

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### It Takes a Lot to Build a Fair

With an investment of approximately \$900,000, underground facilities for utilities and other service lines within the Texas Centennial Exposition will be sufficient to meet the normal year-around needs of a city of 50,000 population.

A veritable city within a city, the World's Fair plant will use more than 13 miles of primary electrical circuit lines.

Provision of water supply is on a scale of consumption of 15,000,000 gallons per day, enough to meet the normal

needs of a city of 150,000 population.

Strands of primary telephone circuits, if laid end to end, would reach from New York to San Francisco with some wire to spare.

Approximately two and one-half miles of sanitary sewers are being laid, while more than three miles of streets will be paved.

More than 50 buildings will have been erected on the 200-acre Exposition site when the World's Fair opens its gates. And these gates, alone, will cost \$46,500.

## PART IN FAIR FOR NEGROES

### School Singers To Present Chorals

Ten thousand negro school children from public schools of Texas will come to Dallas June 19 next year to celebrate Emancipation Day at the Texas Centennial Exposition.

These children will sing in a chorus in the Centennial Athletic Stadium which seats 47,250 people.

Later in the year, the negro high schools of Texas will send their choral and glee clubs to the Exposition for a massed choral appearance. Approximately 5,000 singers will take part.

Celebration of Emancipation Day on June 19, or "Juneteenth" as it is called, is peculiar to the negroes of Texas. It marks the anniversary of the arrival in Texas in 1865 of General Gordon Granger to take charge of the military district created after the collapse of the Confederacy.

General Granger's first act was to issue a proclamation freeing the Texas negro slaves and the occasion has been observed annually by members of the race in Texas ever since.

### PECAN STATE TREE

By an act of the Texas Legislature in 1919, the pecan was adopted as the state tree. For years before, the blue bonnet had been recognized as the state flower. Some years ago, the mocking bird was adopted as the state bird.

### TEXAS LIBERTY DAY

Texas is the only state in the Union which celebrates its own Independence Day. This falls on March 2, and will be observed with special emphasis in 1936 on the one hundredth anniversary of Texas' declaration of independence from Mexico.

## MISSIONS TO BE REPAIRED

### Early Texas Church Work Recalled

Texas' oldest missions, established nearly 300 years ago, are being restored for the benefit of visitors during the Centennial Year.

These missions, located near El Paso, were old long before much of America had ever seen the face of a white man.

The El Paso missions, founded in 1681 and 1682, will be improved by citizens of the Rio Grande Valley during the months intervening before the Texas Centennial Exposition.

The missions to be rehabilitated include the church of San Miguel de Socorro, the Ysleta and Senecu missions, and the Presidio Chapel of San Elizario.

A replica of the San Miguel church will be erected on the Exposition grounds in Dallas, as an example of the first church ever built in Texas.

### FIRST TEXAS VISITOR CAPTIVE OF REDSKINS

Cabeza de Vaca, who landed on Texas shores after crossing the Gulf of Mexico from the neighborhood of Florida aboard a raft in 1528, was held captive by the Texas Indians for seven years. Finally, in 1536, he escaped and made his way across Texas into Mexico to Spanish settlements there. His account of his travels constitutes the earliest written history of Texas.

### MANY SCHOOL HOUSES

Texas ranks third among the states of the Union in the number of its school buildings. Pennsylvania and Illinois lead her.

### LUMBER PRODUCTION

Lumber produced in Texas annually amounts to more than a billion and a half board feet, valued at over \$55,000,000.

## BIG POULTRY DISPLAY FOR 1936 SOUGHT

### Exposition Inviting Bird Fanciers To Participate

Poultrymen of all sections of the United States are being invited to participate in the Poultry Show of the Texas Centennial Exposition.

Following a recent trip to the Middle West, Walter Burton, director of the Poultry Department, is now in California, contacting Pacific Coast poultry breeders.

Burton, nationally known poultry judge, is serving as judge at several Pacific Coast poultry shows. In return, he will invite poultry experts of that section as well as other parts of the country to participate in the judging at the Texas Exposition.

Coops for 5,000 birds will be provided in the Poultry Building, contract for which has been let at \$115,000, and foundation work started.

Outdoor aviaries will adjoin the poultry display and will house exhibits of more than 100 varieties of native Texas birds. A covered lagoon for water fowl will also be provided.

## TEXAS SEEKING RELICS OF 1836

Members of the historical advisory board of the Texas Centennial Commission are assembling facts upon which collection of records and relics for the State of Texas Building at the Texas Centennial Exposition in Dallas will be based. Historic documents, battle flags and other tokens of pioneer days will be included. Each section of the state will be given special treatment. Scrolls bearing the names of colonists from other states in the Union who participated in the Texas Revolution in 1836 will be included.

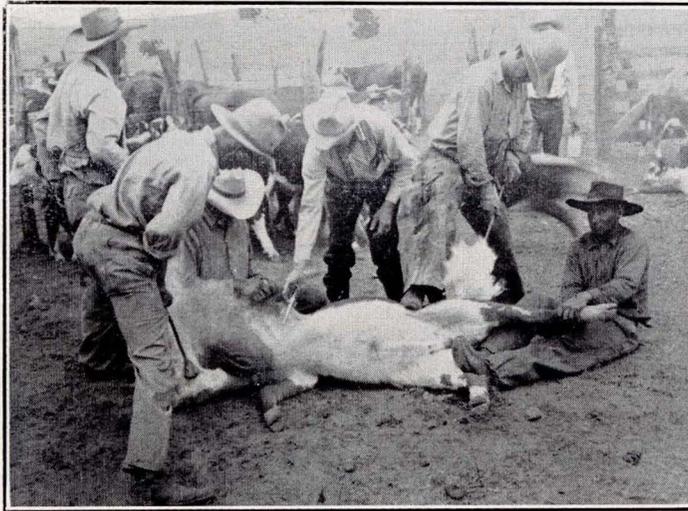
## RANGERS GUARD FAIR'S VISITORS

Guards and guides of the Texas Centennial Exposition will wear uniforms recalling the Texas Rangers, famous state police force, whose deeds have won for them world prominence. Several hundred persons will be employed as Centennial Rangers on the World's Fair grounds. An adobe building, replica of early-day construction in Texas, will be their headquarters.

### SOIL CONSERVATION

Methods of soil conservation against flood and wind erosion, crop rotation to preserve its fertility and other advanced agricultural methods will be demonstrated in the Agricultural Department of the Texas Centennial Exposition.

## Texas Cowboys Do Their Stuff



It's round-up time in Texas and the cowboys are busy burning brands on the calves from the spring crop. This picture, typical of round-up time, shows one cowboy putting the redhot branding iron to the calf's hip while another is inoculating the animal against disease. There are more cowboys doing the job than is really necessary but they wanted in the picture. Round-ups will be in progress in Texas during Centennial year and the World's Fair visitor who drives into the cattle country can see this and many other typical ranch scenes.

## FAIR PLANTS STATE TREES

### State Flowers To Be Seen Also

State flowers and state trees from all sections of the United States will be recognized in the landscaping scheme of the Texas Centennial Exposition in Dallas.

Even the far-off territories of Alaska, Hawaii, and the Philippines will participate, as well as the nearer territories of Porto Rico and the Virgin Islands.

Texas' state tree, the pecan, will be included in the landscaping of the World's Fair grounds, but the state flower, the bluebonnet, will not be in evidence as it blooms only early in the spring. Instead, the newly created Texas Centennial rose will be used.

Tree plantings for the Exposition will begin in October and continue through December.

## FEDERAL BOARD STUDIES PLANS

Final details of the federal government's participation in the Texas Centennial Exposition are being worked out at Washington, D. C., by the United States Texas Centennial Commission. Plans for buildings to be erected from the \$1,200,000 federal allocation to the World's Fair have been laid before the Secretaries of State, Commerce and Agriculture as members of the commission. They are subject to the final approval of Vice President Garner, chairman of the commission.

## TEXAS FAUNA TO BE SHOWN

### Noted Curator Will Pick Specimens

Natural history specimens worth \$100,000 are to be assembled for the Texas Centennial Exposition by Director Jesse D. Figgins of the Colorado State Natural History Museum.

Mr. Figgins, dean of American museum curators, is in Texas making arrangements for the collection of specimens of mammals and birds from every section of the state.

The Natural History Building at the Texas Centennial Exposition will be constructed by the city of Dallas at a cost of \$200,000. In it specimens of every bird, flower and animal indigenous to Texas will be exhibited.

"Texas has a greater variety of birds than any other state in the Union," says Director Figgins. "The territory is so vast that it has never been checked thoroughly so far as natural history is concerned."

## FOOD PRODUCTS SPACE POPULAR

Such is the demand for space in the Food Products Hall of the Texas Centennial Exposition that officials of the Exhibits and Technical Department have begun consideration of plans for the expansion of this section of the Fair. More than one-half of the floor space in the building has already been committed with a large number of exhibits yet to be considered.

## TOUR AGENTS PLAN ROUTES TO THE FAIR

### Growing Interest In Southwest Travel Is Reported

In anticipation of Centennial celebrations in Texas during 1936, railroads, motor coach, air lines and other travel organizations have found an increase of interest in Southwestern travel.

Carrier lines serving the Lone Star State are actively promoting tours and excursions to Dallas and other places of interest in Texas.

Recent statistics reveal that the Southwest and Mexico are experiencing a boom in tourist travel. Opening of the Pan-American Highway to Mexico City next year, coincident with the Texas Centennial Exposition in Dallas, has created additional interest.

The Pan-American Highway passes from the Great Lakes through Dallas and enters Mexico at Laredo. With the attraction of the Texas Centennial celebrations in 1936, it is anticipated that there will be a material increase of motor traffic to Mexico.

## SOUND EXPERTS WORK ON SHELL

Sound engineers have been consulted by the technical department of the Texas Centennial Exposition on plans for the Symphony Shell which will be the scene of musical events during the Fair. Costing \$80,000, this edifice will be located on the shores of a beautiful lagoon at the center of the Cultural Section of the Exposition.

## FAIR SUSPENDS ITS 1935 SHOW

For the first time in 49 years, the State Fair of Texas, held annually in Dallas, will not be conducted this fall. Construction work for the Texas Centennial Exposition on the grounds formerly used by the State Fair will interfere. An "open house" at Dallas in lieu of the annual fair has been proposed.

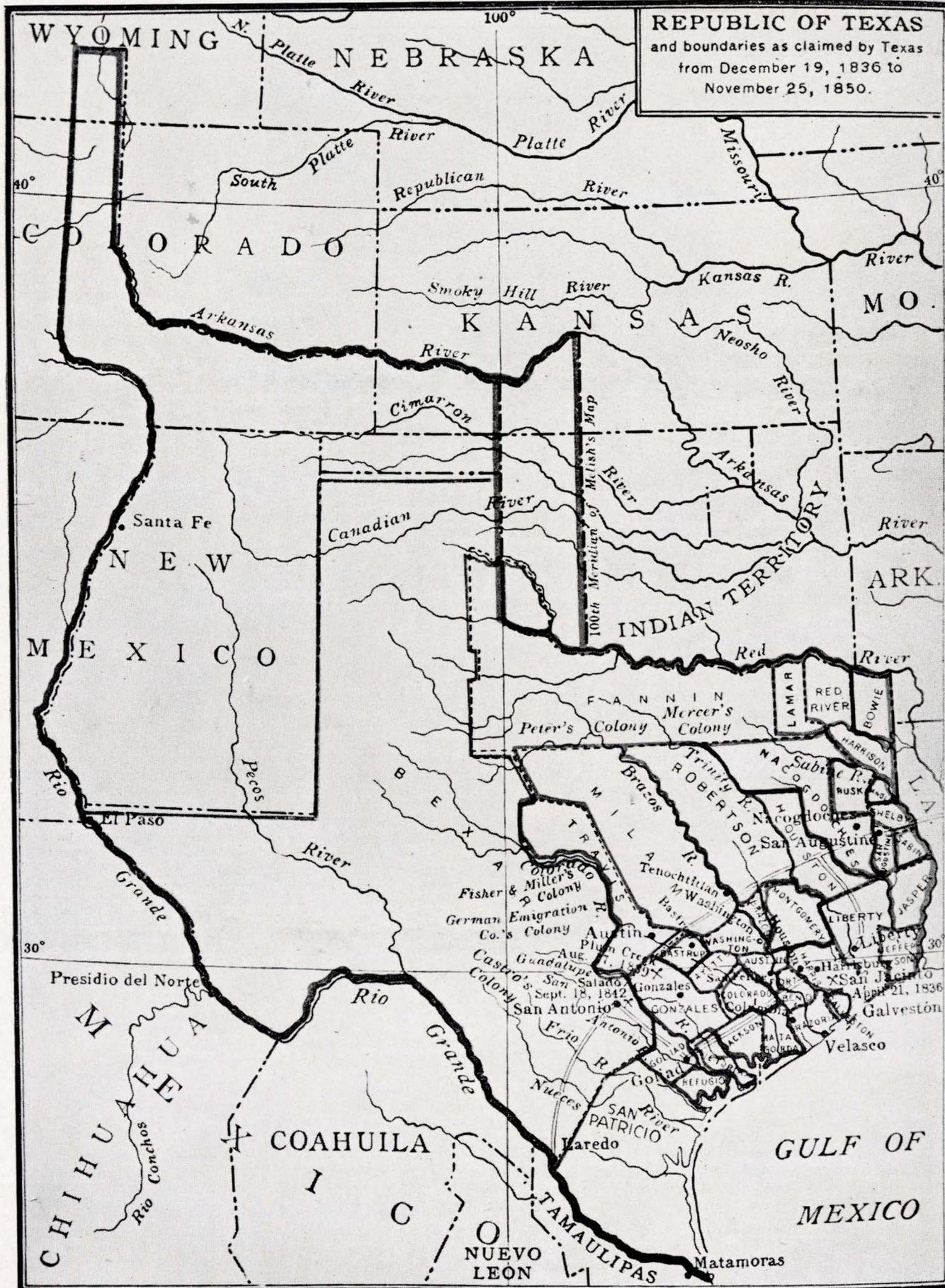
### RACING MEET OPENS

With hundreds of thoroughbred horses on hand from all sections of the country, the annual fall racing meet of the State Fair of Texas opened on Saturday, September 28, to continue for three weeks. The race track is located on grounds of the Texas Centennial Exposition.

### TEJAS—FRIENDSHIP

The State Motto of Texas is "Friendship." It is derived from the original name given Texas which was Tejas, taken from an Indian word meaning "friends."

\$10,000,000 LAND DEAL DEFINED TEXAS BOUNDARY



Still a giant in terms of acres, Texas once claimed boundaries far more extensive. When the Republic of Texas abandoned its separate identity as a nation in 1845 and became a state of the Union, she claimed title to lands now embraced in five other states, namely, Oklahoma, New Mexico, Kansas, Colorado, and Wyoming. For several years the title to these lands was the subject of controversy between the state and the United States. In 1850, a compromise was effected whereby Texas was paid \$10,000,000 by the federal government in return for the abandonment of her claim. The accompanying map shows the Texas boundary as claimed by her until the compromise of 1850, as well as the boundaries of various colonial grants within her present territory, development of which brought about her present estate as the empire of the Southwest.