

CENTENNIAL NEWS

1836

1936

TEXAS CENTENNIAL EXPOSITION

VOL. I

DALLAS, TEXAS, SEPTEMBER 7, 1935

No. 1

\$3,000,000 U. S. AID IN CENTENNIAL; A. T. & T. SIGNS FOR EXHIBIT SPACE

HISTORY OF TEXAS IS THEME

Color and Romance Background for Exposition

Texas' colorful history, spanning a period of more than four centuries since the Spanish explorer, Pineda, first sailed along her Gulf shore in 1519, provides a rich background for the Texas Centennial celebration in 1936.

From the time, in 1540, when Francisco Vasquez de Coronado first carried the banner of Spain across Texas soil, until the present, the flags of six nations have flown over her territory.

For a period, the flag of France was unfurled in Texas by La Salle's ill-fated expedition. Later the flag of Mexico, then of the Texas republic, the Southern Confederacy, and now the Stars and Stripes, followed.

A Century of Liberty

Primarily, the Texas Centennial commemorates one hundred years of Texan independence, achieved in the revolt against Mexico in 1836. It recalls the fall of the Alamo, one of the great tragedies of war annals; the battle of San Jacinto on April 21, 1836, when Texas won her independence; the annexation of Texas by the United States in 1845; and other historic events.

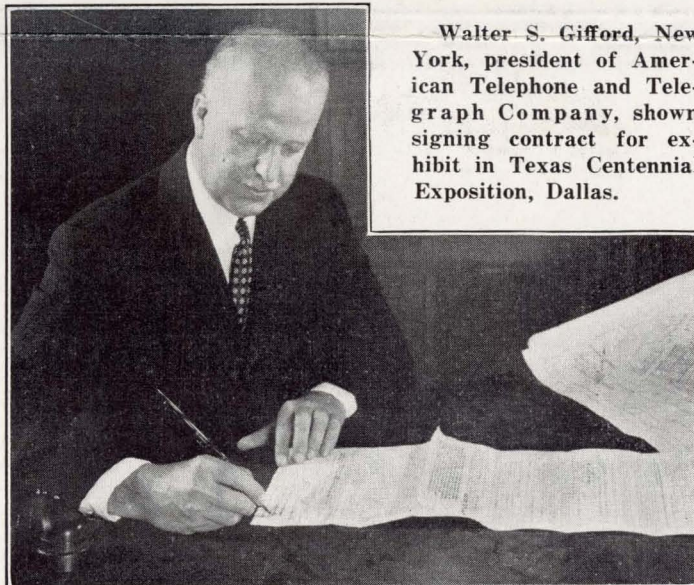
The only state in the Union once a world nation in her own right, Texas is an empire exceeding in geographical dimensions the bounds of any country in Europe, and equal in size to all of New England and adjoining states.

A Statewide Celebration

While the Exposition in Dallas will be the main feature of Texas' Centennial year celebration in 1936, festivals and pageants commemorating important dates

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Walter Gifford Signs Fair Contract



Walter S. Gifford, New York, president of American Telephone and Telegraph Company, shown signing contract for exhibit in Texas Centennial Exposition, Dallas.

FIRST ISSUE OF CENTENNIAL NEWS

This issue of Centennial News is the first of a series which will appear at regular intervals in which news of the Texas Centennial Exposition will be published.

Progress of the preparations for the Southwest first World's Fair will be told for the benefit of those interested in various phases of the Exposition.

CONVENTIONS PICK DALLAS

Thousands Will Visit Centennial City

Conventions which will bring more than 100,000 delegates to Dallas in 1936, during the Texas Centennial Exposition, have been signed up by the convention department of the Dallas Chamber of Commerce.

Among these are the National Association of Retail Grocers, National Food Brokers Association, International Circulation Managers Association, American Society of Mechanical Engineers,

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The Centennial News begins publication with a substantial circulation list. Those who desire to be added to this list are requested to notify the Texas Centennial Exposition, Division of Publicity.

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RUSH ON FOR CONCESSIONS

20 Projects Worked Up at Early Date

Twenty concessions involving space rentals and privilege payments amounting to \$70,000 have been developed by the concessions department of the Texas Centennial Exposition with the opening of the World's Fair still ten months away.

The 20 concessions provide for construction and improvements valued at \$460,000, according to Walter D. Cline, managing director.

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NATIONAL INTEREST ENLISTED

Firms Seek Space For Exhibits In World's Fair

Appropriation by the United States of \$3,000,000 for participation in the Texas Centennial marks the peak for federal contributions to any World's Fair to date and brings national recognition to the Texas Centennial Exposition.

Of the federal appropriation, \$1,200,000 has been allocated to the Exposition in Dallas by the U. S.-Texas Centennial Commission, of which John Nance Garner, vice president of the United States, is chairman.

A. T. and T. Signs Contract

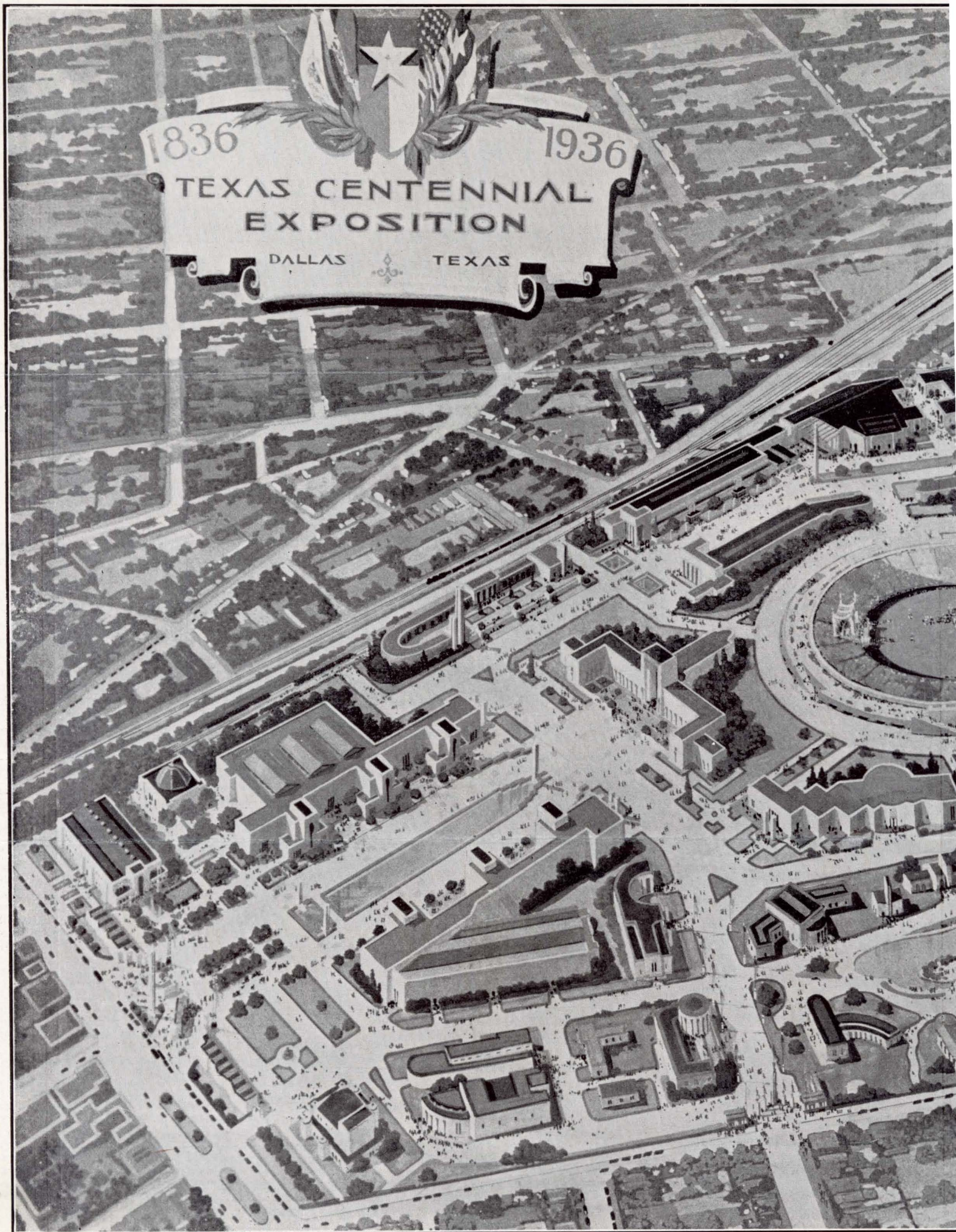
National notice in commercial circles likewise has been given the Southwest's first World's Fair with the signing of a contract by Walter S. Gifford, of New York, president of the American Telephone and Telegraph Company for an exhibit. A check for \$18,000 for exhibit space rental accompanied the contract. An exhibit equal in proportions to A Century of Progress at Chicago and San Diego will be installed.

For the first time in its history, the Portland Cement Association has also signed for a world's fair exhibit, contracting for a 10,000 square foot plot on which a model house will be located.

Others Will Participate

Others arranging to participate in the Exposition are Ball Brothers, manufacturers of glass jars; the Hubinger Company, Keokuk, Iowa, manufacturers of corn products; the National Life and Accident Insurance Company of Nashville; and the Westinghouse Company which has reserved 3000 square feet of exhibits space.

AERIAL PREVIEW OF TEXAS CENTENNIAL



More than 50 buildings will be erected for the Texas Centennial Exposition, the World's Fair of 1936. This

EXPOSITION BUILDINGS AND GROUNDS



ception of the Exposition as it will appear when completed is on a scale of about 300 feet to the inch.

50 BUILDINGS TO HOUSE EXHIBITS

1936 FAIR ATTRACTS INDUSTRY

See Southwest as Rich Territory For Business

Industrial concerns of the North and East regard the Southwest as one of the best potential markets for their products and as a result are taking a keen interest in preparations for the Texas Centennial Exposition.

This is the report made to the exhibits department of the World's Fair by representatives who have just returned from contact trips.

Southwest Wealth Draws

"Marked attention has been given to plans for the Exposition and industrialists and other business leaders were found fully informed as to the scope of the fair," contact men report.

"The Southwest holds their interest especially in view of the oil activity, development of other natural resources, and the large income from agriculture and live stock operations which are making this territory one of the wealthiest in the country.

Large Rural Population

"One of the principal reasons many concerns are considering participation in the World's Fair of 1936 is its location in a territory of twelve million inhabitants, of whom seven and one-half million reside in rural districts. They recognize the Exposition method of advertising as the best way to reach a majority of these people who are coming to the World's Fair."

Exhibits department representatives also reported considerable interest in Dallas as the Exposition city.

Dallas in Rich Area

Among the facts they pointed out to industrial executives were that Dallas is the recognized jobbing center of the Southwest, is the largest inland cotton market in the world, and that within a day's drive of the city 65 per cent of all the oil in the United States is produced.

Concessions

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The largest is the Bowen Bus Company, which contemplates an investment of \$150,000 for transportation facilities within the grounds.

Other large concession contracts include the Dr. Pepper Company, beverage manufacturers, which will erect 20 beverage stands at a cost of \$25,000; and Otto H. Muller, of Chicago, who will build a German restaurant costing \$25,000.

The Fall of the Alamo



This painting, based upon records of the time, represents the Fall of the Alamo, March 6, 1836. Its 182 Texan defenders were slain to the last man by troops under Santa Anna after days of siege. Of the incident it is said that "Thermopylae had her messenger of defeat, the Alamo had none."

HISTORY OF TEXAS IS THEME

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in her history will be held at places where they occurred.

San Antonio, where the Alamo and other historic missions are located, will have a celebration financed by \$400,000 federal funds, \$250,000 state funds, and \$500,000 municipal funds.

On the battlefield of San Jacinto, near Houston, another celebration will be held. Here a great memorial is to be erected with the federal government contributing \$400,000 and the state \$250,000.

A Festival For Cowboys

Fort Worth, cattle capital of the Southwest, will be the scene of a celebration commemorating the history of the cowboys and cattle barons who developed the great ranches of the western part of the state. Federal funds amounting to \$250,000 have been allotted for this purpose and will be augmented by a \$1,250,000 municipal contribution. A fat stock and dairy show will be a part of the Fort Worth celebration.

Gonzales, Goliad, Old Washington on the Brazos, San Felipe de Austin and other historical places will also be scenes of celebrations financed by federal, state and local contributions.

A Variety of Scenery

Aside from its historical background, Texas will offer the Centennial year visitor much of interest in scenery, natural resources, and undeveloped industrial and commercial opportunity.

The largest oil field in the world is located in East Texas. The state's farms lead the world

in production of cotton and many other staples. Her ranches produce enough cattle to feed the entire nation. More than 80 per cent of the world's entire supply of sulphur is produced in Texas. The state is rich in other mineral resources. The annual lumber cut is one of the most substantial in the country.

Tall Peaks In Southwest

Texas' topography is a varied one. In the eastern part of the state are extensive forests of pine and oak. In the southeast is the Gulf coast territory with hundreds of miles of white sand beaches. Central Texas is composed of rolling prairies drained by hundreds of streams, of which more than a score are large rivers.

Central West Texas is a broken hill country, while in Southwest Texas are the "Texas Rockies." These contain many peaks taller than any to be found east of the Mississippi.

In the northwest section of the state is the Staked Plains country, where level farm and ranch lands extend for hundreds of miles.

Conventions

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American Association of Nurserymen, International Association of Identification Experts, National Association of Sheet Metal Contractors, and others.

Bids are being made for a number of other national and regional conventions at their 1935 meetings by the Dallas Chamber of Commerce to invite them to the Centennial City for 1936.

HALL FOR HEROES IN MAIN UNIT

Ten Millions Cost Of Construction At Exposition

Construction activities for the Texas Centennial Exposition in Dallas will be in full swing in 30 to 60 days.

Architects and engineers are completing plans for many of the more than 50 buildings which will be erected on the World's Fair grounds in the next ten months.

Meanwhile, demolition of many old buildings on the grounds formerly used by the State Fair of Texas, is nearing completion. Remodeling of several buildings on the grounds is also in progress.

Millions For Construction

More than \$10,000,000 will be invested in buildings for the Exposition by private exhibitors, federal and state governments, the city of Dallas, and the Exposition corporation.

The Texas Hall of State, costing \$1,200,000, will be the center of the Exposition's architectural scheme. It is being erected by the state of Texas, and upon completion will be the largest memorial building in the country.

The United States will erect several buildings on the Exposition grounds. Among these will be one for government exhibits, another for cotton exhibits, a Negro life building, and dormitories for boys and girls.

City Contributes Funds

Other structures and improvements on the Exposition grounds will be financed with funds from a \$3,500,000 city of Dallas bond issue and \$2,000,000 derived from the sale of the World's Fair corporation bonds.

Buildings of a permanent type to be erected, and their approximate cost, include:

Transportation and Petroleum, \$395,000; Varied Industries, Electrical and Communications, \$350,000; Agriculture, Livestock and Food Products, \$750,000; Fine Arts Museum, \$350,000; Aquarium, \$150,000; Natural Science and Horticultural Museum, \$250,000; Home Planning Hall, \$150,000.

A landscaping program, costing more than \$200,000, is now under way.

GONZALES PLANS FIESTA

Gonzales, where the first shot of the Texan revolution was fired on October 2, 1835, will be the scene on October 2, 1935, of a fiesta celebrating the one hundredth anniversary of this event.