

CENTENNIAL NEWS

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GENERAL ELECTRIC PLANS \$100,000 EXHIBIT IN FAIR



With members of the General Electric Company's sales committee looking on, Vice President E. O. Shreve signed a contract at Schenectady, N. Y., for his company's participation in the Texas Centennial Exposition in Dallas. In the picture are shown, seated, C. H. Lang, manager, publicity department; E. O. Shreve, vice president; and M. O. Troy, manager, central station department. Standing are J. C. Ryan, International General Electric Company; T. Talbot, recording secretary; W. M. Stearns, assistant to Mr. Shreve; John Anderson, secretary sales committee; E. W. Allen, vice president; and E. P. Waller, manager transportation department.

UNUSUAL DISPLAYS ASSURED

Contract Signed For Large Space In Exposition

The General Electric Company, of Schenectady, N. Y., will set up its "House of Magic" at the Texas Centennial Exposition and will in addition maintain a general exhibit and a lounging salon under terms of a contract for 9,000 square feet of exhibits space signed by Vice President E. O. Shreve of the General Electric. Cost of the company's participation in the 1936 World's Fair will be approximately \$100,000.

The "House of Magic" is the spectacular section of the General Electric research laboratories which was moved from Schenectady to Chicago for A Century of Progress in 1934. Demonstrations of electrical magic will be presented to the Texas Centennial Exposition visitors with many addition to the exhibit which have been developed in the last two years.

Supplementing the "House of Magic", equipment will be installed to reveal the uses of electricity in transportation, in scores of industries, and in the home. In the homes section of the display emphasis will be placed upon the use of electricity in cooking, refrigeration and air conditioning.

The General Electric exhibit will be located in the \$200,000 Hall of Electricity. Contract for the construction of this building has been let and work on its foundation is under way.

L. W. Blaisdell, Dallas district manager for General Electric, will have charge of the arrangement of the exhibit.

WORK BEGINS ON NEW HALL

Fifth Major Exhibit Building Started

Construction started last week on the fifth major exhibits building of the Texas Centennial Exposition after the letting of the contract for the \$450,000 structure which will house the Halls of Varied Industries, Electricity and Communications.

Meanwhile work on the \$225,000 Hall of Administration had gone into the final stages, steel structure for the \$125,000 Hall of Agriculture was rising, and foundation work was nearing

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German Board Of Trade Asks Data On World's Fair

Interest in the progress of preparations for the Texas Centennial Exposition is expressed in letters being received from many foreign countries.

The latest communication comes from the Deutsch Amerikanischer Wirtschaftsverband, Neue Wilhelmstrasse 12, Berlin N. W. 7, Germany. It brought a request to be placed on the mailing list of Centennial NEWS.

The Berlin organization is the European affiliate of the Board of Trade for German-American Commerce, Inc., 230 Fifth Avenue, New York City, of which Albert Degener is manager.

PLAN HONORS FOR HOUSTON

Birthplace Memorial Is Proposed

Texans are planning the erection of a memorial to General Sam Houston at his birthplace near Lexington, Virginia.

The move, to be carried out as a part of the observance of the Lone Star State's Centennial of Independence, was announced following a conference between L. W. Kemp, of Austin, chairman of the state historical board of the Texas Centennial Commission and Percy Rice, of Dallas, assistant commissioner of

(See PLAN HONORS, page 4)

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.

Volume I

Number 12

What Others Say

New Yorker Sees Southwest Trend

Commenting on the Texas Centennial Exposition, Richard W. Dunlap, in the New York HERALD-TRIBUNE says:

"It is expected that the Exposition, one of the most ambitious of its kind in recent years, will attract 10,000,000 visitors.

"The entire state will be in festival during the year and undoubtedly will be the center of an unusually active travel movement toward the Southwest.

"The Lone Star State's celebration will unfold a rich historical panorama dating to the days of the Spanish conquistadores.

"The major exposition in Dallas, the Alamo in San Antonio, the old frontier forts, the early Spanish missions and other shrines in every part of the state will serve as attractions for the Centennial visitors."

A Rich Land

TIMES-STAR, Cincinnati, Ohio.—"Motor trips through Texas in 1936 will assume an especial significance to the lovers of the historic for the Lone Star State will be celebrating its one hundredth birthday party.

"The first major exposition in the South, the Texas Centennial Exposition becomes a history-making event in itself, and in Centennial Park, Dallas, there is being created a spectacle that will be best known as the World Fair of 1936.

"Truly, in Texas the old and the new meet and traveling America will find there in 1936 new pleasures, new scenes to lure them on."

EXPOSITION OPERATES ON CASH BASIS

Exhibits Sales And Bond Receipts Bring Gain

Near perfect condition of payments on monthly installment maturities of bonds of the Texas Centennial Exposition together with sales of exhibits and concessions has enabled the World's Fair to operate on a cash basis during the construction period and maintain a cash reserve well above immediate requirements.

Monthly collections of installment payments now average 97 per cent of the maturities. Receipts from bond installments during October amounted to \$126,985, according to a report from the comptroller, to the Exposition's board of directors, the Dallas City Council and the Dallas Park Board.

Meanwhile, sale of bonds continues at a rate of \$25,000 to \$30,000 monthly. With an issue of \$2,000,000 authorized for sale, \$1,760,800 of bonds have been subscribed and pledged leaving \$240,000 of the authorized issue unused.

The number of subscribers to Exposition bonds to date is 840 corporations and individuals, with firms in all parts of the country participating. Purchases of these bonds range from \$100 to several blocks of \$100,000 and one block of \$150,000. The bonds are issued in denominations of \$100, \$500 and \$1,000.

Among the subscribers to Exposition bonds are nationally known concerns in many fields of industry.

When the bonds are sold on installments, payments are adjusted in equal units over a period intervening until the opening of the Exposition.

The bonds bear interest at the rate of four per cent per annum and come due six months after the close of the Exposition.

COTTON DISPLAY TO BE FEATURED

Uses of cotton in hundreds of articles besides wearing apparel will be a feature of an exhibit in the Farm Center of the Exposition as well as in the Halls of Varied Industries, Communications, Domestic Arts and Transportation where products in whose manufacture cotton is used will be shown. Texas' rank as one of the greatest cotton producing areas in the world will be emphasized in the general display of this textile and food base.

Texas Interests Canadian Capitalists



Gen. A. D. McRae, of Vancouver, B. C., famous World War veteran, and Duncan McLaren, right, of Toronto, president of the National Lumber Co., Ltd., and head of the Canada Bud Breweries, are shown inspecting plans for the Texas Centennial Exposition, opening in Dallas June 6, next year. McRae and McLaren were accompanied by Major General D. M. Hogarth, of Toronto; Colonel Victor Spencer, of Vancouver, and F. J. Crawford, of the Canadian Stock Exchange. They visited Dallas en route to inspect oil properties in the East Texas field.

'Graveyard' For Statues Waiting New Locations

Over in a far corner of the Texas Centennial Exposition grounds is a "graveyard" but the corpses are not made of the soft stuff of humans. They are statues of bronze and marble and granite, taken up from various sections of the old State of Texas fair grounds to make way for Exposition buildings and landscaping. They will be replaced later in various locations.

WORK STARTS ON PARKWAYS

Excavation work for the Esplanade of State and the Court of Honor of the Texas Centennial Exposition has been started.

Three hundred feet wide and 1500 feet long, the Esplanade of State fronts on the main entrance to the Exposition grounds. It will have as its central unit a reflecting pool 200 feet wide and 700 feet long.

At the end of the Esplanade of State opposite the main gates will be the Court of Honor composing the upper part of a T-bar in relation to the Esplanade.

Plans for the landscaping of the Esplanade and Court have been completed and will be put into effect as soon as contour grading and excavation work has been completed.

NEW THRILLS FOR MIDWAY

Fair Insists Shows Be High Type

With Midway attractions and other amusement concessions proposals piling into the Department of Concessions in a veritable flood, Texas Centennial Exposition officials are maintaining a selective attitude.

"Only concessions of the highest type will be included and they must offer something new, fresh thrills, they must be different," is the attitude voiced by Fair officials.

Contracts have been closed for a number of concessions but several score applications are now awaiting the attention of the Exposition's management committee.

BOOKLET GIVES DATA ON TEXAS

Brief sketches of the historical background of the Texas Centennial Exposition appear on the front covers of menus of Missouri Pacific dining cars and illustrated posters giving views of the World's Fair of 1936 appear in lounge cars as part of this line's travel publicity. A handbook on the Texas Centennial celebrations is being prepared by the Missouri Pacific advertising department.

EARLY RELICS OFFERED FAIR FOR DISPLAYS

Private Collectors Of Texana Agree To Lend Exhibits

Offers of historic mementoes of early Texas times are pouring in in such volume that plans are being discussed for additional space in the \$1,000,000 Texas Hall of State to house these historical exhibits for display during the Texas Centennial Exposition.

Statewide interest has developed among private collectors and owners of historical heirlooms as a result of the establishment of the historical department of the Exposition.

Exhibits already offered to the Exposition alone would fill the spacious Hall of 1836 in the Texas Hall of State which has been allocated for the historical exhibit, according to Prof. Herbert Gambrell of Southern Methodist University, director of the historical department. Plans are being discussed for additional space for historical exhibits in the big memorial building.

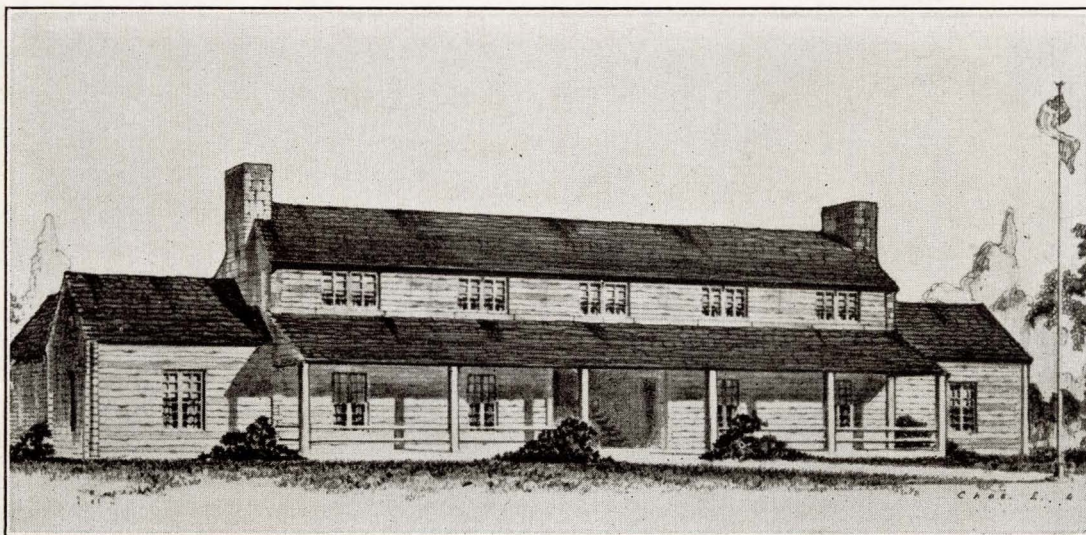
The last will and testament of General Santa Anna, Mexican dictator, who was vanquished by General Sam Houston at San Jacinto in the battle which brought to a successful close the Texas revolution in 1836, has been offered by Dr. William E. Howard, of Dallas, noted as a private collector of Texana. He has proffered also such priceless documents as a certified signature of King Ferdinand and Queen Isabella of Spain, the autographs of 120 Texas and national figures for whom Texas counties were named, pictures of every viceroy of New Spain who ruled Texas as a colony of Spain together with their signatures, and the signatures of all presidents of the United States.

Added to the foregoing will come exhibits from the famous Garcia Library of the University of Texas which will include the original account by Cabeza de Vaca of his adventures in Texas from 1528 to 1536, which was published in Zamorra, Spain, about 1542.

TEACHERS HEAR DATA ON TEXAS

The Texas Centennial Exposition and other phases of the Lone Star State's celebration in 1936 of its one hundredth anniversary of independence will be discussed before 8000 delegates to the Texas State Teachers' Convention in San Antonio on November 28. Pre-Centennial programs and study units in connection with the state's anniversary have been featured in most of the schools of the state.

Old Ranch House for Texas Ranger Headquarters



Headquarters for the Texas Ranger exhibit in the Texas Centennial Exposition will be maintained in a large rambling structure typical of early Texas Rangers. Relics of the 100-year history of this famous state police force will be displayed. Living quarters will be maintained in the building for members of the Texas Ranger company which will be stationed at the Exposition.

STEPS TAKEN AGAINST FIRE

Fair Installs Many Safety Devices

Adequate facilities for fire protection in the grounds of the Texas Centennial Exposition are being included in the construction program.

Primarily all construction is of non-combustible materials.

Fire plugs served by high pressure mains of the City of Dallas are being located in all sections of the grounds.

Fire alarm boxes are being placed at convenient points over the grounds and in principal buildings.

Hose cabinets and emergency fire extinguishers will be located in all buildings.

A fire station is included in the construction program. Here crews will be stationed at all hours.

Regular patrols will be maintained in all buildings, day and night shifts.

All exhibitors will be required to maintain a fire extinguishing unit for each 400 square feet of space.

Strict regulations against all possible fire hazards will be enforced.

GROLIER SIGNS EXHIBIT SPACE

The Grolier Society has signed application for exhibits space in the Hall of Varied Industries and will offer an exhibit of its publications, it is announced by the Exhibits Department. E. I. Leaf, Texas state agent, is in charge of plans for the exhibit, built around encyclopaedias, atlases, globes, histories and geographies.

'Hog Heaven'

Razorback hogs which still roam wild in the piney woods of East Texas will envy their more softly situated brothers next year.

The reason for this is that the swine exhibits pens at the Texas Centennial Exposition will be a regular "hog heaven."

There will be soft lighting to protect the porkers' eyes from the glare, music to lull them to sleep at night, automatic feed troughs, and a change of bedding every 12 hours, also private baths.

And on the walls of the swine exhibits building will be artistic mural paintings, portraying the hog's part in the livestock industry.

Work Begins

(Continued from page 1)

completion on the \$230,000 Hall of Foods and Beverages and on the first unit of the Livestock Center costing \$260,000. Contract for a second livestock building costing \$130,000 is to be let shortly.

As the Exposition's building program progresses the State and Federal governments and the City of Dallas are pushing forward their part of the construction program.

Foundation work on the \$1,200,000 Hall of State being erected by the State of Texas is in advanced stages. On December 1 the City of Dallas receives bids on seven permanent structures it is contributing to the Exposition at a cost of more than \$1,000,00. These include the Hall of Fine Arts, the Hall of Natural History, the Aquarium, the Hall of Horticulture, the Hall of Domestic Arts, the Band and Symphony Shell, an emergency hospital, and police, fire and radio stations.

FAIR TO USE RICH COLORS

Variety of Flowers For Landscape

Roses and pines and oaks from East Texas, magnolia and cypress from the Gulf Coast, palms and tropical flowers from the Lower Rio Grande Valley, mountain laurel and wild flowers from Central Texas, yucca and cactus from the Big Bend country of Southwest Texas, and scores of varieties of plants and flowers from other sections of the state are being included in the landscaping preparations for the Texas Centennial Exposition.

In addition, state trees and state flowers from all sections of the United States as well as floral examples from foreign lands will be given a place in the landscaping scheme.

Garden clubs and nurserymen of the Southwest are co-operating with the landscaping section of the Exposition's Technical Department in working out plans for the floral decorative scheme.

With the assembling of plants under way, work on the contour grading of the Exposition grounds is being pushed. The best planting season is about to open for trees and shrubs and crews have been employed to make preparations.

The Exposition has allotted \$225,000 to carry out the landscaping work. Tree plantings, shrubbery and flower gardens will be made to blend with the general architectural scheme and so arranged as to offset the severe formality of many of the larger structures.

Hall of Fine Arts to House \$5,000,000 Exhibit



Contract is to be let early in December for the erection of the \$550,000 Hall of Fine Arts of the Texas Centennial Exposition in Dallas. The Exposition has appropriated \$100,000 for the collection of loan exhibits, insurance and other expenses in connection with the assembly of \$5,000,000 worth of famous paintings, among which will be collections from noted galleries.

CHICAGO ART DIRECTOR WILL COLLECT EXHIBITS FOR FAIR

Assembly of a \$5,000,000 art collection for display in the Texas Centennial Exposition has been started by Robert B. Harshe, director of the Art Institute of Chicago. In announcing Director Harshe's appointment,

General Manager William A. Webb of the Exposition revealed that plans have been initiated to obtain the loan of famous paintings from the collections of J. P. Morgan, Andrew Mellon, and other famous collections in the United States and abroad.

The Exposition has appropriated \$100,000 for the gathering, installation and insuring the art exhibit which will be housed in the \$500,000 Hall of Fine Arts. This building, designed by Paul Cret, noted Philadelphia architect, will be one of the show-places of the Southwest's great Fair.

Daniel Rich, curator of the Chicago Art Institute, will be Director Harshe's assistant in assembling the exhibit. Mr. Harshe gathered the art exhibit for A Century of Progress in Chicago and his collection there was viewed by more than 2,000,000 persons.

Both the Chicago Art Institute and the Metropolitan Museum in New York are expected to loan portions of their rare collections to the Exposition.

HOOSIERS' BAND COMING TO FAIR

Indiana University's famous 110-piece marching band has accepted an invitation to participate in opening ceremonies of the Texas Centennial Exposition. This band received high rating from John Philip Sousa.

EXTENSION CLUB HEADS AID FAIR

Officials of the Texas Agricultural and Mechanical College extension service have been enlisted by the Division of Agricultural Exhibits to assist in collection of educational exhibits to be placed in the Farm Center of the Texas Centennial Exposition. District agents in charge of farm and home demonstration work in the 254 counties of the state will direct a corps of 254 county agents and a like number of home demonstration agents in the work of assembling the displays.

PLAN REVIVALS AT EXPOSITION

The Northwest Texas Conference, Methodist Church, South, in convention at Plainview, Texas, voted to participate in interdenominational revival services to be conducted in Dallas during the Texas Centennial by church groups of the state.

SCHOOL BANDS PLAN CONTEST

With 3,000 school musicians competing, the Texas State High School Band Contest will be held in Dallas in September as a feature of the Texas Centennial Exposition. Preparations are in charge of L. A. Woods, state superintendent of public instruction.

STUDY FAIR METHODS

Chamber of Commerce officials of the Southwest have selected Dallas for their meeting July 20-24, 1936, which will feature a school on commercial management and will include a study of methods used to stage the Texas Centennial Exposition.

88 PLAN FOR HOUSE PRIZE

Portland Cement To Distribute \$2,500

Eighty-eight sets of plans for a model concrete residence, construction cost limited to \$4,500, are being studied by the contest committee of the Portland Cement Association.

The plans have been submitted by Texas architects in competition for \$2500 in cash prizes, the first-prize winning plan to be used in construction of the Portland Cement Association's demonstration home in the Texas Centennial Exposition. The capital prize is \$1000, second \$500, and others ranging down to \$50.

A site of 10,000 square feet as a location for the all-concrete house has been leased from the Exposition by the Portland Cement Association.

The all concrete house will be one of eight residential structures built of different types of materials which will be erected in the Home Planning Center of the Exposition. Construction is scheduled to begin early next year, the model homes to be completed and furnished by opening of the Exposition on June 6.

Submitted plans are now being checked by construction experts to determine that the building cost will be within the limit set. When this is completed, final awards will be announced by the contest committee which is composed of T. B. Warden, Austin, district engineer for Portland Cement Association; J. R. Boulder, Austin, assistant district engineer; and Ralph Bryan, Dallas architect.

U. S. TO OPEN FAIR OFFICE

Offices of the U. S.-Texas Centennial Commission, in charge of Federal participation in Texas' anniversary celebration in 1936, are to be established in the Hall of Administration of the Texas Centennial Exposition about December 1. At the present time the office of the U. S. Commissioner - General, Cullen F. Thomas, is being maintained in a downtown Dallas office building.

Plan Honors

(Continued from page 1)

the U. S.-Texas Centennial Commission which has charge of federal participation in the celebration.

Rice said a Texas group is being organized at Houston, the city named for the great Texas leader, to design and plan construction of a fitting memorial.

Other honors to be paid to Houston's memory during the Centennial include the placing of his statue in the Niche of Heroes of the Texas Hall of State in the Texas Centennial Exposition and the reproduction of the high spots in his career in the historical pageantry of the World's Fair.

Houston's career as governor of Tennessee, as a Cherokee chieftain, and as army commander, president, U. S. senator and governor of Texas will be dramatized.