

CENTENNIAL NEWS

1836 1936



TEXAS CENTENNIAL EXPOSITION

Vol. 1

DALLAS, TEXAS, NOVEMBER 30, 1935

No. 13

TEXAS CO. TO BUILD IN FAIR; GULF SIGNS UP FOR EXHIBIT

STEEL UP ON THREE BUILDINGS

Construction Taking Definite Shape on Grounds

With steel girders composing the frame work for several of the permanent buildings of the Texas Centennial Exposition rising on various locations in Exposition Park, construction activities are holding the interest of pre-Exposition visitors.

Spurring on the foundation work for the \$1,000,000 Texas Hall of State, contractors have started night shifts in order to complete this part ahead of schedule. Giant flood lights have been installed to convert night into day for the construction crews.

Nearest completed is the \$225,000 Hall of Administration which is scheduled to be ready in December. Steel frames for the Hall of Agriculture, the Hall of Livestock and Animal Husbandry, and the Hall of Foods and Beverages are near completion, while foundation work is under way on the Halls of Varied Industries, Electricity and Communications.

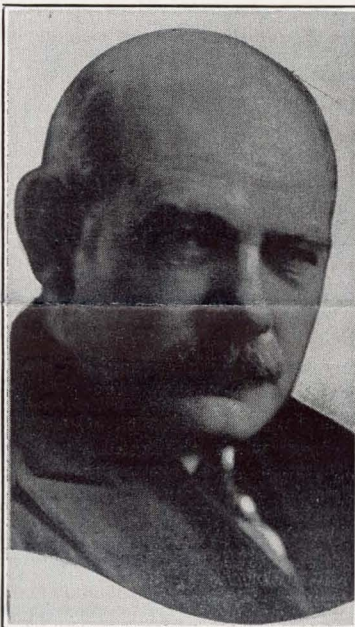
Bids will be received on December 1 on construction of a group of buildings in the Cultural Center. These include the Hall of Natural History, the Hall of Domestic Arts, the Hall of Horticulture, the Centennial Aquarium, and the Band and Symphony Shell. Bids are to be received also on the Exposition's emergency hospital and police-radio station. Later in December, bids are to be received on the \$550,000 Hall of Fine Arts which is to house a \$5,000,000 art exhibit.

Exposition Offers Student Unusual Instruction in All Phases of Human Activity

Thousands of exhibits of especial interest to educators and students in fields of science, arts, history, education, music, industry and other phases of human endeavor will be presented in the Texas Centennial Exposition in Dallas. When the World's Fair of 1936 opens its gates

on June 6 its displays will compose a vehicle of visual instruction not often to be seen.

Sees Art in Fair



Gutzon Borglum, famous sculptor, may create some of the figures of outstanding Texas empire-builders for the Niche of Heroes in the \$1,000,000 Hall of State of the Texas Centennial Exposition now under construction.

This is announced following conferences between Borglum and Exposition officials. Borglum will confer further with members of the Texas State Com-

(See ARTIST LAUDS Page 4)

OIL GETS BIG PLAY FOR 1936

Major Companies To Give Picture Of Rich Industry

Interest in the oil industry's part in the Texas Centennial Exposition reached a pitch of first magnitude during the last week when the participation of the Texas Company and the Gulf Refining Company, two of the largest concerns in the nation's petroleum industry, was announced by the Exhibits Department.

Texas Company officials announced that an investment of approximately \$75,000 would be made in a permanent building and exhibit. Contract for the exhibit, which will occupy 23,000 square feet of space, was signed by E. E. Dattner, of Houston, assistant to the president of the Texas Company. Dattner was accompanied by D. D. Monroe, of Dallas, district sales manager, and Dan O'Connell, assistant district sales manager.

The Gulf Refining Company's exhibit will be located in the great \$450,000 Hall of Petroleum being erected by the Exposition

(See GULF JOINS Page 4)

“Aside from its purpose as a tribute to a century of independence and its contribution as a stimulant to business in Texas and the Southwest, the greatest value of the Texas Centennial Exposition lies in the educational benefit,” says William A. Webb, general manager of the World's Fair.

“By seeing the Exposition and participating in its program, the teachers and school children alike get something more than mere entertainment. A trip through the World's Fair of 1936 will be an education in itself, information served up in its most attractive form.

“Every child, elementary or high school pupil, or college student should see the Exposition.

(See PART IN FAIR. Page 4)

GATES CLOSED UNTIL JUNE 6

All gates to the grounds of the Texas Centennial Exposition were closed last week to others than employed personnel of the World's Fair in order that construction activities, now in full swing, may not be hampered by sightseers. Admission to the Exposition grounds will be by official passes or badges issued to employes and those having business dealings with the contractors erecting the buildings for the Exposition.

BALL BROTHERS SIGN FOR SPACE

Signed application for 840 square feet of exhibits space in the Hall of Foods and Beverages has been received from E. A. Ball, treasurer of Ball Brothers, Muncie, Indiana, by the Exhibits Department. The exhibit will deal with glass jars and other food processing and preserving equipment manufactured by this company, which operates several branch factories, one of them in Wichita Falls.

CENTENNIAL NEWS



Published by the Texas Centennial Exposition, Dallas, Texas.

None of the matter printed in Centennial News is copyrighted and publications desiring to use any material herein are invited to do so.

The Texas Centennial Exposition, celebrating Texas' Centennial of Independence, will open on June 6 and continue to November 29.

Vol. 1 No. 13

Editors Urging States to Act

Editors in four widely separated states, geographically, are urging authorities of their commonwealths to make preparations to participate in the Texas Centennial Exposition, according to word received at World's Fair headquarters.

"Arizona should do everything possible to advertise the state at the Texas Fair," says the GLOBE RECORD, "for it offers an admirable opportunity to follow up good results of tourist travel through this state."

After outlining the historical background of Texas and reviewing the Lone Star State's resources to be paraded in the Exposition, the Orlando, Calif., UNIT says:

"California surely should have a part in the celebration of Texas Independence. All of California, Nevada, New Mexico, Arizona, more than half of Colorado and portions of Wyoming and Kansas came under the Stars and Stripes as the final result of that first move for independence made by Texas."

Previously the Waterbury, Conn., REPUBLICAN has been quoted on its editorial support of the plan to have Connecticut officials erect a memorial to Moses Austin, first American to obtain a colonial grant in Texas, at the Exposition in the form of a reproduction of Durham Hall, his ancestral home in Durham, Conn.

Meanwhile, the Orange, N. J., COURIER urges that its State take a part in the Exposition and urges residents on tour bent to go to Texas in 1936 "to find out first hand what goes on in the wide open spaces. Such a neighborly visit would probably benefit visitor and host."

The Laramie, Wyo., BOOMERANG joins the editorial chorus on Texas with the advice that citizens of this Rocky Mountain area will find it worth while to visit Texas with the comment that "1936 will indeed see a great trek to Texas."

BEST ESSAYS ON TEXAS TO GAIN AWARDS

Exposition and State Post Prizes for School Groups

Essay contests among school children, designed to promote interest in the Texas Centennial Exposition in Dallas and in Centennial celebrations in the state generally, have been inaugurated. Cash prizes amounting to \$1500 and other awards are involved.

Limited to a range of 300 minimum to 500 maximum words, school children of Dallas are competing for prizes offered for essays on "What the Texas Centennial Exposition Will Mean to Dallas and Texas."

Two first prizes, a boy's wrist watch and a girl's wrist watch will be awarded in the high school division; two first prizes, a girl's wrist watch and a boy's bicycle, will be awarded in the elementary schools. This contest closes at midnight on Friday, December 20.

Fifteen hundred dollars will be awarded to 16 winners in a statewide essay contest for a fund posted by Lieut. Gov. Walter Woodul, of Houston, chairman of the State Commission of Control for Centennial Celebrations. Contestants may use as their subject anything drawn from the history of the county in which they reside.

Rules governing the contest are being sent out to each school by the Public School Division of the Commission of Control's publicity department.

The Walter Woodul Historical Essay Contest is divided into four divisions with identical prizes in each division. First place in each division will receive \$200, second place \$100, third place \$50, and fourth place \$25.

FLOWER EXHIBIT TO BE FEATURED

Horticultural exhibits typical of the Southwest will be featured in the Hall of Horticulture of the Texas Centennial Exposition. Several hundred of the more than 1,000 varieties of wild flowers to be found in Texas will be included. Rare tropical plants from South America and other lands in the equatorial belt will also be displayed. State flowers from all parts of the United States will also be shown. The Hall of Horticulture is being erected by the city of Dallas at a cost of \$75,000 and will be maintained as a permanent museum after the close of the Exposition.

Texas Star Used As 'Beauty Spot' By Pretty Girls



Miss Beauty's latest fad is the "Lone Star dimple." It is in the form of a tiny five-pointed Texas star which she wears on her cheek. This star is the emblem of the Texas Centennial Exposition, the World's Fair of 1936 in Dallas. Pretty misses all over the Southwest are adopting the fad and it is expected that the "beauty markers" will be in vogue all over the Nation when the World's Fair opens on June 6.

MAIL BRINGS IRAQ LETTER

Distant Lands Seek Data on Fair

Letters from all parts of the world reveal that preparations for the Texas Centennial Exposition in Dallas in 1936 are attracting international attention.

Last week the mail brought communications from Baghdad, Iraq, and from Tel-Aviv, Palestine, requesting that the writers be placed on the Centennial NEWS mailing list.

The Baghdad letter was from the Iraq Automobile Association, while the Tel-Aviv communication came from the editor of HABOKER, daily newspaper.

Requests for detailed information on the Texas Centennial Exposition have previously been received from many European and South American countries as well as from far-off Australia and New Zealand.

STATE GROUP OFFERS HELP TO TEACHERS

Music Federation to Assist Centennial Music Activity

Cooperation of the Texas Federation of Music Clubs with teachers over the state in making possible special Centennial music programs in schools and stimulating interest in programs from schools and Parent-Teacher Association groups at the Texas Centennial Exposition in Dallas was offered at the Texas State Teachers Association convention in San Antonio.

The message from the Music Federation to the TSTA was brought by Mrs. Charles Clinton Jones, president of the Dallas Federation of Music Clubs and state chairman of the school, college and university music committee in the Texas Federation of Music Clubs.

Mrs. Jones suggested programs in connection with Centennial Year celebrations to be observed at the historic Texas missions, at the battlefields of the Texas Revolution and other historic shrines as well as in the Texas Centennial Exposition in Dallas.

While in San Antonio for the convention, Mrs. Jones conferred with L. A. Woods, state superintendent of public instruction, and the 21 deputy district superintendents of the state, in regard to the Music Federation's assistance.

TO HONOR MEMORY OF EARLY-DAY TEACHERS

Outstanding early-day educators of Texas will be honored in the historical and memorial displays to be featured in the \$1,000,000 Hall of State being erected by the state as part of the Texas Centennial Exposition. Among these will be Mirabeau B. Lamar, second president of the Republic of Texas. The part that education has played in the development of an empire out of a frontier wilderness will be depicted.

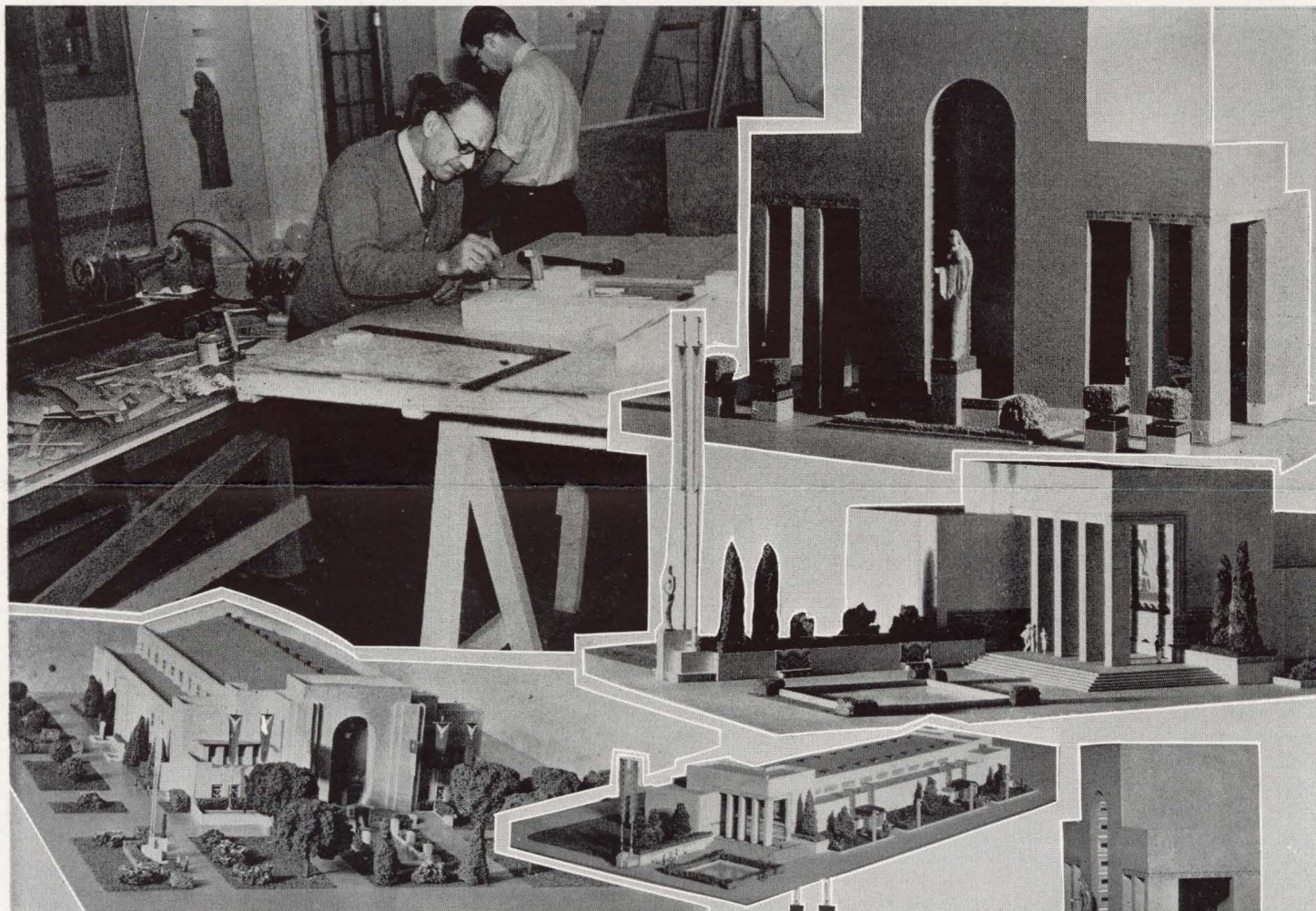
Schools Can Get Exposition Data

Comprehensive master stories giving the historical background for the Texas Centennial of Independence and outlining preparations for the Texas Centennial Exposition in Dallas in celebration of the state's one hundredth anniversary have been prepared for distribution to schools.

This information, in mimeographed form, will be sent to school teachers for use in their class rooms.

Requests should be addressed to Department of Publicity, Texas Centennial Exposition, Dallas, Texas.

Everybody Else Wants Juan Larrinaga's Job and All He Wants is a Long Vacation



Juan B. Larrinaga, colorist and delineator for the Texas Centennial Exposition, busy in his workshop, and some of the models for buildings and gateways of the World's Fair of 1936 he has constructed.

* * * * *

"I've got the job everybody else seems to wish they had, but if they knew the hours that go with it day in and day out they might not be so eager."

J. B. Larrinaga, speaking; he's the colorist and delineator for the Texas Centennial Exposition who has drawn all the artistic pictures of the World's Fair buildings, which have been appearing in CENTENNIAL NEWS from time to time.

At the present time, Larrinaga is building small-scale models of the Exposition's buildings which will form a part of a display in the Fair next year.

Hours after most other workers on the Exposition's staff have gone home, Larrinaga continues his labors in the workshop he has set up in the rear wing of the Hall of Administration. Others in the Technical Department, however, also burn the midnight oil in preparing final drafts of plans for many of the Exposition buildings on which construction is to be started in December.

Larrinaga joined the Texas Centennial Exposition staff after months of work with the San

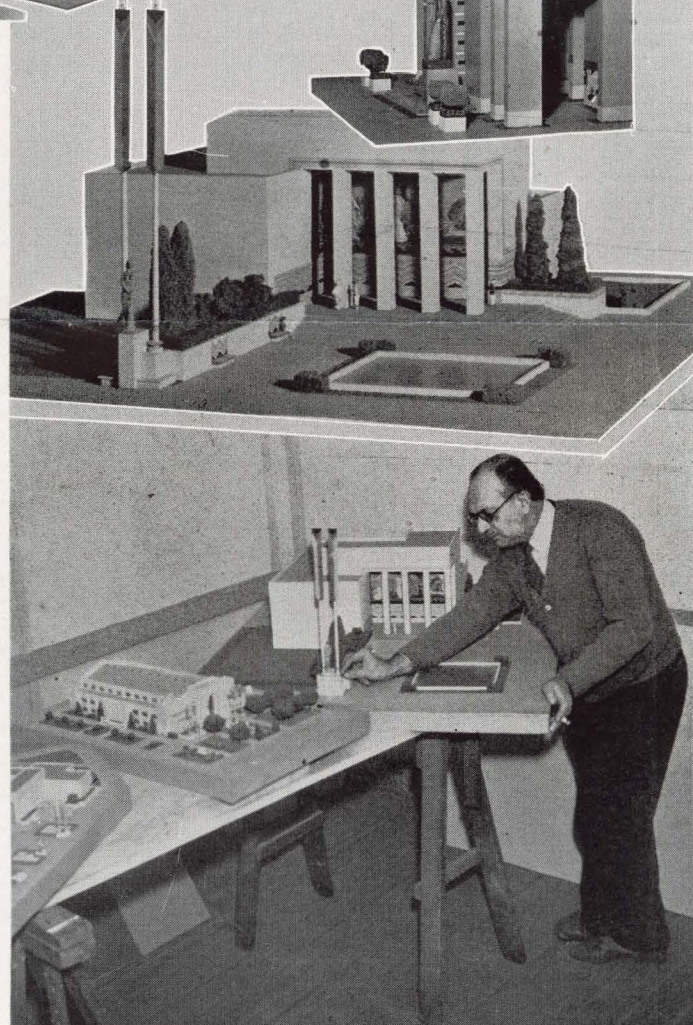
Diego Fair, without so much as taking a few hours' vacation. Prior to that, he worked overtime, Sundays included, on building scenes and painting sets for such productions as "King of Kings" in Hollywood.

"All I want is a nice long vacation," he yearns.

"Not a chance, my dear Juan," replies his boss, George L. Dahl, Centennial architect.

60 TANKS HOUSE FISH SPECIMENS

Sixty tanks will be devoted to display of fresh water fish in the aquarium of the Texas Centennial Exposition next year. Special machinery will keep the water at proper temperature for the various species. Collection of specimens for the display is in progress with officials of the Texas State Game, Fish and Oyster Commission aiding Exposition authorities. Costing \$150,000, the Centennial Aquarium will be one of two maintained west of the Mississippi.



FAR EASTERN LANDS TO SEE TEXAS ROSES

Gethsemane's Garden Will Be Scene of Rose Ceremony

Texas Centennial roses, emblematic of the Lone Star State's celebration in 1936 of one hundred years of independence, will be planted in famous gardens in many countries during the next few months.

Announcement to this effect has been made by R. W. Fair, of Tyler, oil man and horticulturist, who will send the rose plants to lands of the Orient with a party of Texans which leaves shortly on a tour of the Far East.

Gardens in which the Texas Centennial rose plants will be placed include the Luneta at Manila, P. I.; the Gardens of Buitenzorg at Batavia, Java, the modern gardens of the Taj Mahal at Agra; the Imperial Gardens at Tokyo, Japan; and in the sacred soil of the Garden of Gethsemane at Jerusalem. The planting in the Garden of Gethsemane will be during the Easter ceremony next April.

Photographs of the planting ceremonies will be taken in these famous gardens, Fair said.

The Centennial rose, a blood red flower, has been adopted as the official flower of the Texas Centennial Exposition. It will be featured in the landscaping scheme of the World's Fair.

SHOW BRINGS EQUIPMENT

Concession equipment valued at \$100,000 has been unloaded in Dallas by Dufour and Rogers, show concessionaires, who have signed a contract for participation on the Midway of the Texas Centennial Exposition. This equipment will be placed on the Exposition grounds next spring when the Midway has been completed.

RACE GRAND STAND TO BE REBUILT FOR FAIR

Originally erected at a cost of \$260,000, the Texas Centennial Exposition race track will receive a number of repairs and additions for the season, which will be conducted during the World's Fair of 1936, Exposition officials have announced. The grand stand will be remodelled to conform to the general architectural plan of the Fair. In addition to being the scene for horse races, the area in front of the grand stand will be used next year for pageants and spectacles.

Gulf Refining Company Joins Exhibitors of Oil Products

(Continued from Page 1)
corporation. In addition, the Gulf will maintain another outstanding feature of the World's Fair, details of which have not been released. The Gulf Company's contract with the Exposition was signed by O. H. Carlisle, of Houston, district sales manager, and calls for approximately 3,000 square feet of exhibit space.

A third major oil company, the Continental Oil Company, signed several weeks ago for construction of a \$50,000 building in the Exposition.

Details of the exhibits to be entered by these major oil companies are now being worked out by engineers and architects and will be announced later. Construction of the Texas Company and Continental Oil Company is scheduled tentatively to begin by the first of the year.

Because of Texas' predominance as one of the greatest oil producing areas in the world, it is the plan of the Exposition officials to develop the Petroleum Section of the World's Fair as the largest display of its kind ever assembled.

Response of the industry to the Exposition's plans in the substantial way demonstrated by the Continental, Gulf and Texas companies assures the success of this feature of the World's Fair according to officials of the Exposition.

PART IN FAIR FOR SCHOOLS

(Continued from Page 1)

Of especial interest will be the exhibits in the Hall of Natural History, the Aquarium, the Hall of Horticulture, the Hall of Fine Arts, as well as the great displays which will be found in the Hall of Varied Industries, the Hall of Electricity, the Hall of Communications, and in the Agriculture-Livestock Center.

"The student of Texas history, young or old, will find a wealth of information in the historical exhibits which will fill the great \$1,000,000 Texas Hall of State. Here, records and relics of Texas from the earliest times will be shown."

School children from all parts of Texas and teachers as well will participate in many features of the Exposition which will present a composite picture of 100 years of achievement against a hundred years of historical background etched in the theme of the Texas Centennial of Independence.

Many programs will feature subjects of educational value and in many of these the teachers and school children of the state will participate.

At the opening of the Exposition, 10,000 school children from all sections of the state will sing in a massed chorus in Centennial Stadium. On June 19, a special day set aside for observance of Emancipation Day by the Negroes of Texas, thousands of Negro school children will appear in a massed chorus.

Four-H boys' and girls' clubs and Future Farmers of America will be active participants in the Agricultural and Livestock departments with vocational agriculture and livestock exhibits. With the aid of county farm and home demonstration agents and vocational agriculture and domestic science teachers, the Exposition is planning a large scale program for school participation.



O. H. Carlisle, Houston, district sales manager of Gulf Refining Company, signing contract for the company's exhibit in the Texas Centennial Exposition.

ARTIST LAUDS FAIR'S THEME

Gutzon Borglum Sees Color in Plans

(Continued from Page 1)

mission of Control for Centennial Celebrations at Austin in regard to his participation in the work of decorating the pioneer memorial.

Borglum's employment for work in the Niche of Heroes depends upon negotiations with the state commission of control which has charge of all state expenditures for the Centennial.

The great sculptor displayed much interest in the plans for the Texas Centennial Exposition and praised the attention being given to the many phases other than commercial in preparations for the World's Fair of 1936.

"Other expositions," he observed, "have been purely commercial, but Texas' celebration of her 100 years of independence has deviated from this trend and will be more truly historical. It will be more romantic than other expositions."

USE HEROES' PORTRAITS

Using the pictures of famous Texas heroes, the Southwest Tablet Company of Dallas calls attention to the Texas Centennial of Independence on covers for school tablets being distributed throughout the state.

CENTENNIAL RADIO STARS TAKE TO AIR

Texas Quality Chain To Stage Program December 2

The Dallas Male Chorus of 40 voices, under direction of Edmond Boettcher, will be featured on Monday evening, December 2, at 10:30 o'clock, Central Standard Time, in a Texas Centennial radio program originating over Station WFAA, Dallas. Included in their program will be "Land of Hope and Glory," with full orchestral accompaniment.

The WFAA Plainsmen Quartette will sing Seymore Simon's "Lone Star," while Jimmy Hodges, baritone, will offer "The Builder."

Under direction of Aleander Keese, the studio orchestra of 21 pieces will present as a feature rendition a medley of Southern airs under the title of "Southern Rhapsody."

The speaker of the evening's program will be Mayor George Sergeant of Dallas.

The broadcast will be presented also over WEAP, Fort Worth; KPRC, Houston, and WOAI, San Antonio, which stations with WFAA compose the Texas Quality Network.

Another program will be presented over this chain from Abilene on December 9, at 10:30 p. m., CST. This broadcast will be typically western, according to announcement of station officials.

SONG BOOK FOR TEXAS SCHOOLS

A book of Texas songs containing cowboy melodies, Spanish love songs, Negro jubilee hymns and spirituals, and folk songs of the state's German and Bohemian centers is being compiled for distribution among school children of the state by the State Commission of Control for Centennial Celebrations through its publicity department.

LARGE PIPE ORGAN FOR EXPOSITION'S THEATRE

The largest pipe organ in the Southwest will be seen by visitors to the Texas Centennial Exposition who attend programs to be presented in the \$600,000 Exposition Auditorium. This theater, described as one of the finest in America, seats 5,000 persons. Its stage is one of the largest and best equipped in the nation, according to players who have appeared there. The auditorium was erected several years ago by the State Fair of Texas.