

## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 14

# WESTINGHOUSE AND BEECH-NUT TO PARTICIPATE IN EXPOSITION

### First 'Open House' Draws Thousands To See Buildings

Thousands of North Texas and Oklahoma residents visited the grounds of the Texas Centennial Exposition Sunday afternoon, December 1, for the first of the weekly "open houses" being conducted by Exposition officials.

Gates of the World's Fair will be thrown open from 2:00 to 4:00 p. m. Sunday afternoons during the pre-opening period in order that visitors may inform themselves at first hand on the progress of construction and other preparations for the Centennial Year show.

"Everybody is invited to come and look things over. We want them to get acquainted with their show," is the announcement issued from Exposition headquarters.

### FAIR WILL DO FEDERAL JOB

### Design of Buildings Up to Exposition

Authority to prepare plans and supervise construction of buildings to house Federal exhibits has been transmitted to the Texas Centennial Exposition corporation by the United States Texas Centennial Commission. The Federal commission, however, retains the power of final approval over the projects, this arrangement being decided upon at a conference of officials during the last week.

Federal construction projects in the Exposition will total \$375,000, while approximately \$1,000,000 will be spent for exhibits to be placed in the Federal buildings and for their maintenance. Details of the plans for the exhibits are now being worked out and will be laid before Federal commission authorities as soon as completed.

## MAJOR ELECTRICAL AND FOOD COMPANIES TAKE FAIR SPACE

Westinghouse Electric Company of Pittsburgh, Pennsylvania, and Beech-Nut Packing Company of Canajoharie, New York, have joined the ranks of nationally known concerns participating in the Texas Centennial Exposition. Con-

tracts for their participation were announced during the last week by the Exhibits Department of the Exposition. Westinghouse signed for 4525 square feet of exhibits space in the Hall of Electricity, while Beech-Nut took 1000 square

feet of space in the Hall of Foods and Beverages. Both companies have assigned architects and engineers to the task of preparing specifications for their exhibits to conform with the locations assigned to them in

(See BIG CONCERNS, page 4)

### Westinghouse Enters Texas Centennial Exposition



E. H. Sniffin, vice president of Westinghouse Electric Company, signing contract for his company's participation in the World's Fair of 1936. Looking on (left to right) are G. H. Lewis, exhibits manager for Westinghouse; Paul Massmann, director of exhibits for the Exposition; and William A. Webb, general manager of the Exposition.

# 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.

Vol 1.

No. 14

## The Timekeepers Of Progress

"Expositions are the timekeepers of progress. They record the world's advancement. They stimulate the energy, enterprise and intellect of the people, and quicken human genius. They go into the home. They broaden and brighten the daily life of the people. They open mighty storehouses of information to the student. Every exposition, great or small, has helped to some onward step.

"Comparison of ideas is always educational and, as such, instructs the brain and hand of man. Friendly rivalry follows, which is the spur to industrial improvement, the inspiration to useful invention, and to high endeavor in all departments of human activity. It exacts a study of the wants, comforts, and even the whims of the people, and recognizes the efficacy of high quality and low prices to win their favor. The quest for trade is an incentive to men of business to devise, invent, improve, and economize in the cost of production. Business life, whether among ourselves, or with other peoples, is ever a sharp struggle for success. It will be none the less in the future."

(From the last address of President William B. McKinley delivered before the Pan-American Exposition in Buffalo, N. Y., a few hours before he was fatally wounded by an assassin on September 6, 1901.)

## HEALTH RESORT OFFERS EXHIBIT

Famous Mineral Water Company of Mineral Wells, one of Texas' major health resorts, has signed application for exhibits space in the Texas Centennial Exposition. Health waters and crystals condensed from the Famous Wells at Mineral Wells will be exhibited in the display.

## EXPOSITION'S LIGHTS GUIDE NIGHT FLIERS

### Glare to be Visible Over a Distance of 200 Miles

Dallas will be the brightest spot on the 1936 aerial map of America.

Compactly assembled on the Texas Centennial Exposition grounds, when the Southwest's great World's Fair opens June 6, will be the greatest electric lighting display on the continent.

So brilliantly illuminated will be the grounds that electrical engineers estimate an airplane pilot will be able to spot them 200 miles away on clear nights.

Night fliers over Shreveport, La., Oklahoma City or Austin can use the glare of the Exposition as a beacon.

The glow, according to the engineers, will be visible 50 miles away to motorists traveling the level highways to Dallas.

A battery of 24 huge searchlights, similar to those used on U. S. battleships will form the central unit of the \$400,000 lighting system. These will be located on the top of the \$1,200,000 Hall of State, shedding 1,500,000 candlepower. Floodlights, casting a constantly changing bath of color on the walls of the Exposition buildings, and unique pylon lighting will complete the system.

William A. Webb, Exposition manager, said Friday that his engineers estimate a current consumption close to 20,000,000 kilowatt hours, when the system is in full operation.

A preliminary order for 200,000 bulbs, ranging from 7 to 10,000 watts, already placed, will be doubled before the Exposition opens.

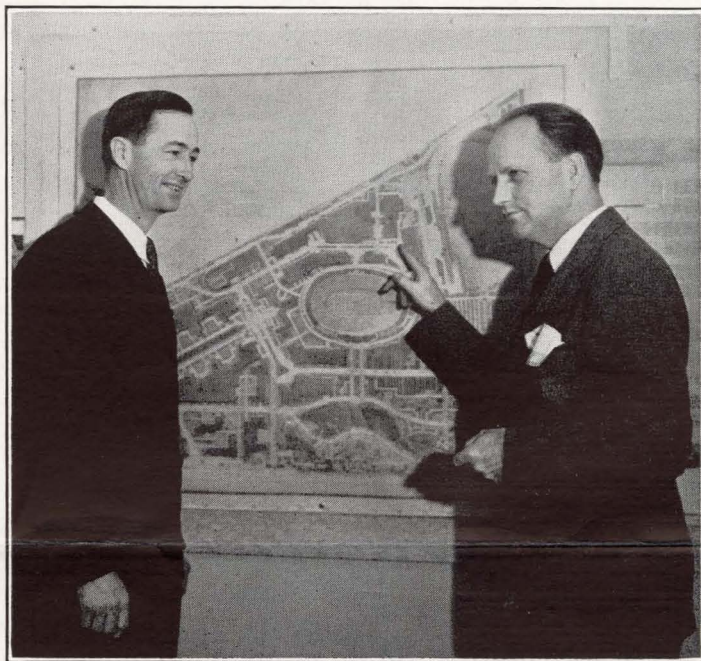
## EXHIBIT STUDIO BRANCHES HERE

Several companies specializing in building of exhibits, who participated in A Century of Progress at Chicago and the California Pacific International Exposition in San Diego, have established representatives in Dallas in anticipation of pre-Exposition activities here. Among these are Modern Art Studios, Inc., Robert E. Power Studios, and Diorama Corporation.

## TEXAS POET LAUREATE

Mrs. Grace Noll Crowell, of Dallas, has been named Centennial Year poet laureate of Texas, according to the award announced during the last week by Rep. Albert G. Walker, of Vernon, chairman of the state legislative committee, which biennially elects an outstanding Texas poet for the honor. Mrs. Crowell is the author of five books of poems.

## Sees Vision of Great Cattle Show



To make arrangements for the Texas Centennial Exposition's Hereford Cattle Show W. J. Largent of Merkel, Texas, one of the most important breeders of pedigreed cattle in the country visited Dallas this week.

He conferred with Professor W. L. Stangel, Director of Live Stock Exhibits and with George L. Dahl, Centennial Architect. He expressed full satisfaction with the plans which are being made to make the Exposition cattle show the biggest in the country for 1936.

"There is a bigger demand for pedigreed cattle in America today than in the past ten years", Mr. Largent says. "I believe that the Texas Centennial Exposition cattle show will be the biggest ever staged in the Southwest and will eclipse the wonderful show they had at the Century of Progress in Chicago. As a cattleman I am glad that the great cattle industry, which has meant so much for Texas is going to be so fully represented at the Exposition."

## WORK IS STARTED ON ALL BUT ONE OF MAJOR HALLS

With one exception, all exhibits halls included in the building program of the Texas Centennial Exposition corporation are now under construction as a result of the inauguration of work during the last week on the Hall of Transportation and Petroleum, and the combined Halls of Varied Industries, Communications and Electricity.

Buildings financed from corporation funds which are now under construction, in addition to those mentioned above, are the Hall of Agriculture, the Hall of Foods and Beverages, the Hall of Administration, and the Hall of Livestock and Animal Husbandry No. 1. The remaining Exposition building yet to be started is the Hall of Livestock and Animal Husbandry No. 2.

Work on the foundation of the \$1,000,000 Hall of State being erected by the state of Texas is well advanced, with contracts now being closed for the construction of the balance of the building.

Bids were received during the last week on several construction projects in the Cultural Center of the Exposition which are being financed by the city of Dallas from the proceeds of a \$3,500,000 bond issue. Included in these are the Hall of Fine

Arts, the Hall of Natural History, the Hall of Horticulture, the Hall of Domestic Science, the Symphony Shell, and the Aquarium. Tabulation of the bids is now in progress with contracts to be let immediately in order that construction work may be started by December 15.

Steady progress on the combined \$225,000 landscaping and \$900,000 paving and utilities program is being made with large crews at work in various parts of the Exposition grounds.

## RADIO PROGRAM FROM ABILENE

A real western program, sponsored by Radio Division of the Texas State Commission of Control for Centennial Celebrations, will be presented at 10:30 p. m. Monday, December 9, from Abilene. Stations which will participate in the broadcast are WFAA Dallas, WBAP Fort Worth, KPRC Houston, and WOAI San Antonio.

# NAVY DISPLAY WILL INCLUDE SHIP EXHIBITS

## Models of Fighting Craft to be Seen At Exposition

Plans for an elaborate exhibit by the United States navy in the Texas Centennial Exposition are being worked out by Lieutenant Commander W. H. Wallace, designated by the U. S. Navy Department to take charge of arrangements for the naval display.

Lieut. Comm. Wallace, who is commandant of the North Texas naval reserve recruiting station, will submit these plans shortly to Claude Swanson, U. S. Secretary of the Navy, for final approval, he announces.

Tentative plans for participation of the navy in the Exposition include a display of ship models and several examples of small armament including a number of six-inch guns, and the establishment of a land camp of blue jackets on the grounds of the World's Fair.

Work on the preparation of the exhibit will begin immediately after the department at Washington has given its approval to the plans prepared by Lieut. Comm. Wallace. They are being worked out in co-operation with Exposition officials and members of the United States Texas Centennial Commission of which Vice President John Garner is chairman and Cullen F. Thomas, of Dallas, is commissioner-general.

# MAIL BRINGS QUERIES FAR

Out of the mail sack come two letters from residents of Holland asking for information on the Texas Centennial Exposition.

One of these was from Jacob Kleiboer, 50 Stadsgravenstr., Enschede, Holland, and the other from Philip E. Rintel, Utrechtseweg 130, Amersfoort, Holland.

Six thousand miles distant from the two Netherlanders, was the point of origin of a letter from G. J. Rhodes who writes from Nome, Alaska, that he is coming to the World's Fair of 1936.

Recent inquiries have been received also from Bangkok, Siam; Buenos Aires, Argentina; and Colon, Panama.

## SPECIAL EXHIBIT TRACKS

Four sets of tracks, each more than 1000 feet in length, will be installed on the grounds of the Texas Centennial Exposition adjoining the Hall of Transportation. Crack trains of railroad systems serving the Southwest will be displayed on these tracks. The spurs will be used also to accommodate special trains of distinguished visitors.

## Texas Rangerettes Greet Visitors to Exposition

Distinguished visitors to the Texas Centennial Exposition will be met at the gates by a bevy of the most beautiful girls in Texas.

Booted and spurred, ten-gallon hats and chaps, brightly-colored shirts and fancy bandanas, the costumes of the Texas "Rangerettes" will be those of cow girls de luxe.

The cow girl uniforms have been adopted for the official hostesses of the Exposition as part of the Southwestern color which will be emphasized in many phases of the World's Fair of 1936.

"Howdy, folks, come on in here and see our show," these pretty misses will tell the Exposition visitors.



The Texas Rangerette Company will be composed of 25 girls now being selected for their beauty and are being trained in their duties as hostesses.

Four of the pretty Rangerettes are pictured here, all dressed up in the official uniform. They are, reading from the left up, Misses Ninette Maxwell, Ethlyn Peters, Essie Lee Haynes, and Carolyn Durham.

The Rangerettes will be assisted in their task of greeting the visitors by a company of real Texas Rangers for whom a headquarters in the form of a real old-fashioned Texas ranchhouse is to be erected on the grounds of the Exposition. The Texas Rangers will serve as escorts for distinguished visitors to the World's Fair.

Exposition officials are including in their plans other features which will preserve the flavor of the Wild West for the visitors to the Centennial celebration. Relics of the old pioneer days will be included in the historical displays which will be shown in the Texas Ranger Ranch House and the \$1,000,000 Hall of State.

# DALLAS GIVES SCHOOLS BID

Bid of the city of Dallas as location for the Centennial Year convention of the Texas State Teachers Association, held annually during Thanksgiving week, has been laid before the executive committee of the organization. Educational features and entertainment attractions of the Texas Centennial Exposition which will be in progress are cited as inducements for the 1936 convention. Annually more than 8,000 teachers from all sections of the state attend the convention.

## Historic Brands To Be Exhibited

Famous Texas cattle brands, the "heraldry of the plains", will be featured in the Texas Centennial Exposition in several ways, plans announced by the Exhibits Department reveal.

Historic branding irons, made famous through the imprint of their monograms on millions of Texas Longhorns driven to market over the cattle trails of the last century, will be shown in historical displays in the Texas Hall of State. Murals in the Hall of Livestock will include reproductions of many of the noted cattle brands.

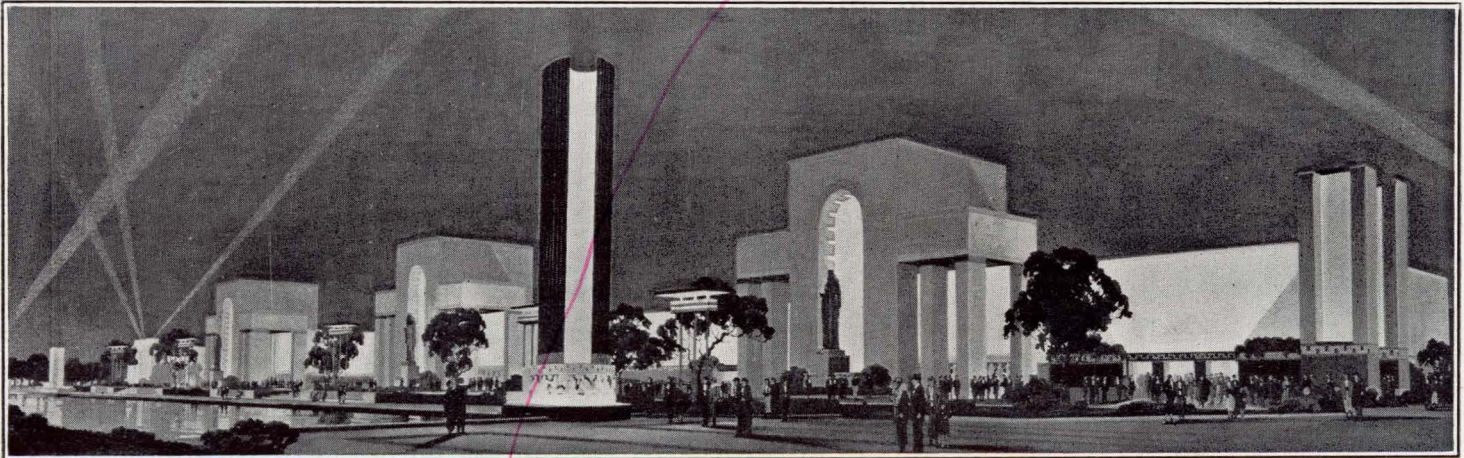
# MULES RIVAL TO MACHINES

Side by side with the most modern types of power excavating machinery, the faithful Texas mule, in considerable numbers, is doing his bit in preparation for opening of the Texas Centennial Exposition.

Of the vast quantities of dirt being moved on the Exposition grounds, no small part of the total yardage is being gouged out by batteries of mule-drawn scrapers. Contractors say there are several excavation problems in the huge Exposition building project which are most economically and expeditiously solved by employment of the old reliable "jughead."

\$25,000,000

Halls of Petroleum and Transportation on the Esplanade of State



This photograph presents a partial view of the frontage on the Esplanade of State where the Halls of Petroleum and Transportation of the Texas Centennial Exposition are now under construction. In the foreground is shown a portion of the 700-foot reflecting pool which is the central feature of the Esplanade of State.

BIG CONCERNS SIGN EXHIBITS

Electrical and Food Companies Join

(Continued from page 1) the halls where their displays will be spaced. Coming on the heels of the recent announcements of participation in the Exposition by the Texas Company, the Gulf Refining Company and the General Electric Company, the signing of Westinghouse and Beech-Nut capped off a big fortnight of activities in the Exhibits Department. Meanwhile, advance notice has been received of the coming announcement of participation in the Exposition of several nationally important companies in the automotive and other major industries.

Commercial exhibit space sales space contracts closed during the month of November by the Exhibits Department total 71,152 square feet, according to a tabulation just announced. This footage includes space in the Hall of Foods and Beverages, the Hall of Varied Industries, the Hall of Communication, the Hall of Electricity, the Hall of Petroleum and the Hall of Transportation.

Contract of the Westinghouse Electric Company with the Exposition was signed by E. H. Sniffin, vice president. G. H. Lewis, Texas representative for Westinghouse, has been designated to prepare his company's exhibit and with Sniffin has gone to Pittsburgh headquarters to submit plans for approval of Westinghouse executives. Tentatively, the Westinghouse exhibit has been divided into three sections, namely a reception room, a hall for demonstrating the company's products, and a general exhibits section.

The contract of the Beech-Nut Packing Company was signed by Ralph Foote, advertising manager, who has been designated by his company as contact man and exhibit director.

U. S. Mint in Denver Gets Dies to Strike Coins For Texas Centennial Holiday

Thirty thousand U. S. half dollars bearing the date of 1935 and issued as Texas Centennial memorial coins will be stricken at the Denver and San Francisco mints during the next few weeks, according to word received from M. M. O'Reilly, assistant director of the U. S. Mint. In 1934, there were issued 205,000 of the memorial coins, being stricken at the Philadelphia mint. Dies used there are being transferred to the Denver and San Francisco mints.

INDIANS SEEK CONCESSIONS

The Apaches and the Hopis are on the warpath. Braves of these two tribes are after each other's scalps and the Texas Centennial Exposition is the battleground.

Representatives of both tribes have contacted the Concessions Department of the Exposition, making rival bids for the location of an Indian village on the World's Fair grounds.

Exposition officials heard the envoys of both groups and reserved their decision.

Several weeks ahead of either the Apaches and the Hopis were representatives of the Comanche Indian tribe, famous in early Texas history. Their offer for an Indian village concession is also pending.

HEALTH SCHOOL FOR EXPOSITION

A health education and medical exhibit costing \$40,000 will be a feature of the Texas Centennial Exposition according to plans announced by Federal authorities participating in the World's Fair. Expense of the exhibit will be borne out of the \$1,200,000 allotted to the Exposition from \$3,000,000 appropriated by Congress for U. S. participation in Texas Centennial celebrations.

TEXAS FAUNA TO BE SHOWN

Wild Life Specimens Being Assembled

Plans for the Hall of Natural History of the Texas Centennial Exposition will include a large laboratory in the basement of the \$250,000 building where specimens to be displayed in the natural history exhibits will be prepared. Construction of this building, to be permanently maintained as a museum by the city of Dallas after close of the Exposition, will be started before the end of December.

Collection of exhibits for the Hall of Natural History is now in progress. Examples of Texas wild game and bird life are being assembled and mounted for display during the Exposition.

Because of its varied climate, due to the wide territory included in the bounds of the state, Texas has a great variety of game and bird life numbering hundreds of species. Specimens of as many of the varieties as can be assembled will be shown in the Hall of Natural History.

Exhibits of animal life from other sections of the American continent and other parts of the world will be included also. Many of these will be loaned for the period of the Exposition by natural history museums in other cities of the country.

CORPUS CHRISTI CARNIVAL SET

June 11-12-13 have been selected as the dates for a Centennial Year water carnival at Corpus Christi, one of the leading Texas Gulf ports, which figured large in early Texas history. A feature of the carnival will be a pageant depicting the arrival of Spanish and French explorers who first visited the shores of the Lone Star state in the Sixteenth and Seventeenth centuries.

TEXAS CITRUS WINES

Citrus wines made from grape fruit produced in the Rio Grande Valley of Texas will be one of the unusual citrus products which will be included in the Texas products displays in the Hall of Foods and Beverages.

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