



CENTENNIAL NEWS

TEXAS CENTENNIAL EXPOSITION

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'Road Map' or 'A Ticket to Texas' Words on Tip of Nation's Tongue

NEW HIGHWAY TO MEXICO LURES TRAVEL

Safety Drive Links Dallas, Mexico City

Promoting safety for the millions of motorists visiting the Texas Centennial Central Exposition June 6 to November 29 an international safety contest will be an outstanding travel event of 1936 throughout the United States and Mexico. Officials conferred in Dallas this week on plans.

The Pan American Safety Contest Association has the Mexican government as co-sponsor. The contest is scheduled for June. Fifteen thousand automobiles, carrying 50,000 passengers, are expected to compete. Colorful and impressive ceremonies also will open the Pan American highway at Laredo. The first leg will have been completed at the Texas Centennial Exposition at Dallas.

The program lists 100 events. President Roosevelt of the United States and President Cardenas of Mexico, are being invited to dedicate the highway; national radio hook-ups, fiestas, armadas of civilian and military airplanes flying over the border and the exchange of flags between the two republics. Motion

(See Highway to Mexico, Page 4)

In the Newsreels

Cameramen Crank Shutters on Exposition Progress

The movie going public will have an opportunity to see the progress of the Texas Centennial Exposition during the next few weeks. On January 14, one of the major newsreel companies took sound pictures of every phase of Exposition activity, from the demolition of old buildings to the \$25,000,000 construction work now in progress.

New, Faster Planes To Handle Doubled Travel by Airways

Anticipating doubled air travel to and from the Southwest during the Texas Centennial Exposition in Dallas, the American Airlines, Inc., is spending \$2,750,000 for new air-sleepers to go into immediate service on this southern trans-continental route.

Texan President C. R. Smith, having looked ahead to 1936 Centennial year as air transport year said faster schedules would also include additional equipment for flying extra sections. The line's north route also will be stepped up.

The same speeding up is scheduled on routes north and south of Bowen Airlines and Braniff Airlines.

Texas & Pacific R.R. Buys Exhibit Space

The Texas & Pacific Railroad is the first of the rail carriers to enter the Texas Centennial Exposition. This road which is so closely identified with the early rail development of Texas has taken 2,280 feet in the Hall of Transportation, paying \$10,944.

The Texas & Pacific contemplates a panoramic exhibit showing various beauty spots of Texas on their lines. The Texas & Pacific reservation takes up most of the southern half of the Hall of Transportation.

TO SHOW FIRE FIGHTING

Peter Pirsh & Sons Company of Kenosha, Wis., makers of fire fighting equipment and one of the oldest existing firms in this line have bought space in the Hall of Transportation at the Texas Centennial Exposition.

Midcontinent Exposition In Average Vacation Trip Distance of 115,000,000

At railway stations, at airlines ticket offices, at travel bureaus and at highway information counters, approach of vacation time brings the questions:

"What is the best route to Texas and the Centennial Exposition? How long will the trip take? How much will it cost?"

The map on the back page is quick answer to two questions. At the hub of the activities of the midcontinent, Dallas, Texas Centennial Exposition city and host of the world June 6 to November 29, is within the average vacation trip distance of 115,000,000 people of the United States. And new highroads open the way to Mexico, below the Rio Grande.

When the average automobile traveler sets out for a vacation trip, the usual speedometer reading runs up to 3,400 miles before the two weeks or three weeks time expires and brings him home again.

Within a radius of 1700 miles from Dallas is almost every corner of the country; half-way from the East to the West Coast.

A complete network of highways converge on Dallas, the paved roads fanning out along scenic routes, yet direct, too.

Overnight from New York or Los Angeles by airliner, Dallas is a division point on three aviation systems, to key with the transfer point of railroads that serve the nation with the products of the Southwest.

The Broadway of America, the nation's first all-paved transcontinental highway, will be a favored route of travel for many. It runs from Broadway, New York, to Broadway, San Diego.

The eastbound traveler will enter Texas at El Paso. Fifteen years before Pilgrim feet made

(See Vacation Planners, Page 4)

Travel Universities To Study Exposition

Enrollment of at least 900 is expected by the University of Tours, travel school that will be made up this year in Dallas. The university, which has headquarters in Oklahoma City, has 40,000 teachers on its mailing lists.

Texas Centennial Exposition literature is being inclosed to their lists.

FROM NORTH CAROLINA

Two hundred students of Carolina Teachers' College plan to tour Texas and the Centennial Exposition during the summer, Exposition Manager W. A. Webb has been notified by college authorities in Greenville.

Room Rates Low

Dallas Hotels Stick to Old Policy of No Increase

Dallas as a convention host city of the nation has gained popularity through the years by the fact hotels in the city maintain established rates.

No boost in rates it was agreed by managers well in advance of opening of the June 6-November 29 season of the Texas Centennial Exposition.

Exposition Is a Big State in Tabloid

If a Visitor Had the Time He Could Put in Months At Centennial Celebration

If every visitor in 1936 could take several weeks and tour all Texas, it would mean criss-crossing scenic beauties for a thousand miles east and west and a thousand north and south.

This vast Texas and the surrounding Southwest will entertain in the rich region's first world's fair in the Texas Centennial Exposition in Dallas, June 6 to November 29. Here, in composite will be displayed the wonders of this section and of the scientific and industrial world at large. Working crews have increased from hundreds to be numbered in thousands as the Exposition rises in steel and stone.

To tour all Texas would allow visits to hallowed grounds of a glorious history that is celebrated in the 1936 one-hundredth anniversary year of independence.

Old Stockade Rebuilt

Hardly more than an hour's drive from the gates of the Exposition in Dallas, down the new airline X-All Highway to Houston, old Fort Parker in Limestone County will be scene of a May 19 dedication of a reconstructed stockade in a 700-acre state park that a hundred years ago was scene of one of the bloodiest Indian-colonist tragedies. Cynthia Ann Parker's name became famous in history after her capture at age of six by Comanches and Kiowas who killed her father and others of the colony and ransomed her mother for \$150. The white child

grew up among the Comanches, married a noted warrior, Chief Peta Nocona, for whom the town of Nocona was named, and their son, Quanah, became most famous of Comanche chiefs.

A hundred miles east from the Texas Centennial Exposition in Dallas, at Tyler, where a late spring festival will feature the roses of that greatest field rose growing section, producing one-third of the world's commercial supply of roses, such a trip would leave the rich black cotton-blanketed lands.

World's Biggest Oil Field

Broad ribbons of pavement weave through sandhills studded with tall pines, once the habitat of Indians among whom missions were established, around old San Augustine and Crockett, by the Franciscan Padres 150 years before Texas independence was wrested from Mexico in 1836.

Richness of that red sand nurtures a great tomato-growing section, and watermelons—what



Tall Pines Stud East Texas

watermelons! Center will hold a watermelon festival July 17 and 18, at the peak of the season, and tomato growers at Jacksonville will present their show that has gained national proportions.

More sudden wealth to four counties and, in lesser quantities to half a dozen others, has come from oil, with 20,000 producing wells spreading across Rusk and Gregg and reaching over into Smith and Upshur counties to make the largest petroleum producing area in the world. Top quality oil lies 3,500 feet under formations through which drilling is easy, free of



Palms Line Highways of Gulf Coast Plains

hard rock, and it is possible to complete a producer in fewer days than it takes weeks or even months in some of the other oil fields of the country.

Indians on Reservation

This vast East Texas field is just one of 513 separate oil-producing fields in Texas.

Deeper in the piney woods, around Livingston, the lone remaining Indian settlement of Texas lives in native environment. The Alabamas and Coushattis gave tribal color to a ceremonial there on the first day of Centennial Year, the same day of the Sun Carnival at El Paso, 645 miles away.

Texas' Mount Vernon

The wild acres of this reservation are but a few miles from Huntsville, last home and burial place of Indian-reared Sam Houston, commander-in-chief of the Texas cause for independence, twice president of the Republic of Texas, United States Senator when Texas became a state, and finally Governor. Celebration of the independence declaration is planned March 2 at this Mount Vernon of Texas. Thousands of East Texas school children, trained in mass singing, will feature pageantry there, and repeat dates will be performed during the summer.

Flotilla at San Jacinto

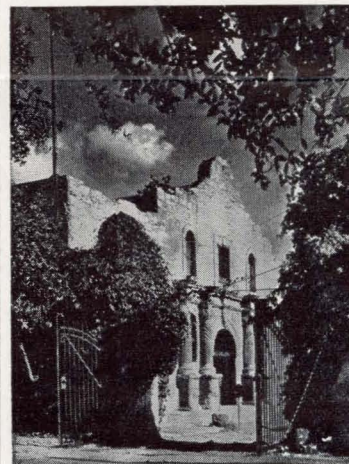
Just beyond the 200-mile radius from the Exposition at Dallas, travel along the coastal plains leads to Houston, named for General Sam Houston, once capital of the Republic. Now as the largest city in Texas it encompasses old Harrisburg. Its deepwater channel down Buffalo Bayou, 55 miles to tidewater at Galveston, island city once the rendezvous of the pirate Jean LaFitte, passes San Jacinto battleground where Texas independence was won with the routing and capture of Santa Anna on April 21, 1836. Celebration during the ten days preceding and climaxing on San Jacinto Day this Centennial year is planned on a gala scale.

Present plans are for anchorage of a flotilla of war vessels in Houston's inland port.

Refineries at Tidewater

A midsummer celebration has been set for August 30, centennial of the city's own founding. The cruiser Houston is to be in port then.

Up the coastline almost to Louisiana, the largest petroleum refinery center of the world is served by the deepwater channel ports of Beaumont, Orange and Port Arthur, the last-named a town founded at the turn of the century by John W. (Bet a Million) Gates. Where the Sa-



The Alamo—Cradle of Liberty

bine-Neches waterway reaches the Gulf of Mexico added tonnage is handled at the port of Sabine Pass.

Beaumont's South Texas Fair is second in size only to the State Fair of Texas, largest of all state fairs, and this year the Beaumont show is being called the South Texas Centennial Celebration.

Southwest from Houston across the coastal plains toward San Antonio, across trails beaten hard by thousands of cattle hoofs, the more direct courses of paved highways of today converge on two other historic towns, Goliad and Gonzales.

Where First Shot Fired

It was at Goliad, on Coleto creek, Palm Sunday, three weeks after the March 6, 1836, crushing of Colonel William Barrett Travis' little band at San Antonio de Bexar that Colonel James Walker Fannin's men were massacred after surrender when surrounded by massed forces as they retreated from the fort at Espiritu Santo Mission. It was that day of murder at Goliad that added the second phrase to the San Jacinto battlecry, "Remember Goliad!"

At Gonzales, celebration already has opened Centennial Year officially, recalling the firing of the victorious first shot of the Texans on October 2, 1835.

To the north, Benchley plans a homecoming July 19, a feature



Dome of Capitol

Scenic Wonders of World Can Be Matched in Texas

for outstaters that is being followed in dozens of cities though yet undated.

In Yorktown a "little world's fair" is set for October 14-16.

Toward Corpus Christi, on a deep bay off the Gulf, where a three-day historical celebration and water pageant will be held during the week after the June 6th opening of the Exposition at Dallas, cross-country travel leads through Yoakum, where a tomato tom-tom is scheduled coincident with opening day of the Exposition at Dallas, and Cuero, whose autumn turkey trot has become nationally known. It is set for November 11 to 13.

Supplying the World

At Port Lavaca, where the strap iron cross that marked LaSalle's 1685 landing, now rises from a Presbyterian church steeple, the centennial regatta is scheduled for June 1.

Across the coastal plains, palms give a semi-tropical setting in introduction to a valley rich in the growth of vegetables the year round, and citrus fruits beyond compare. Mission plans a citrus festival at a date yet to be set.

Brownsville, on the Rio Grande, which marks the border separating Texas from Mexico, friendly neighbors of a hundred years, plans appropriate dedication of its new deep water port facilities. The new-finished channel will add to rail and truck shipping and to the port loadings of Port Isabel and Corpus Christi in moving the paradisiac Rio Grande valley's garden, truck farm and orchard harvests.

This jaunt carries almost out of a circle 500 miles from Dal-

las, which encompasses the most economically independent region of the United States today.

Throughout the June 6 to November 29 period of the Texas Centennial Exposition at Dallas, a museum of history and natural resources of the state will be maintained at the University of Texas. The State University is at Austin, the capital, located in a bend of the Colorado river that was described 100 years ago by a commission reporting to the president of the republic as the most beautiful spot in all Texas. In the violet-crowned hills to the west is the largest outcrop of marble known anywhere. From those hills came red marble for the walls of the capitol building, one of the largest government buildings anywhere.

An Older Civilization

In these days of broad paved highways, it is but a couple of hours drive from the capitol to historic old San Antonio, through which meanders the sleepy San Antonio river on whose banks the villa, San Antonio de Bexar was built by royal decree and according to charts of the viceroy around today's same Main Plaza more than two centuries ago. It was at San Antonio that work of the venerable Padres of St. Francis d'Assisi was centered, in a group of missions that just now are being restored to the grandeur of the 1730s. First on the list being restored is beautiful Mission San Joseph de San Miguel de Aguayo, acclaimed through the years as the "queen of the missions of the New Spain."

March 2, Texas' Independence Day, is the high point of a festival there. Daughters of the Republic of Texas and the Order of the Alamo are co-sponsors.

Southwesterly from San Antonio, along the broad new Pan-American highway that leads through Monterrey to Mexico City, the Rio Grande is reached again at Laredo, where the annual George Washington's birthday celebration will be doubly-expanded this Centennial year.

Up through the rich valley, a section famed for its strawberry crop will have a harvest-time festival at Carrizo Springs.

February 12, 13 and 14 a spinach festival will be held at Crystal City.

Upriver but still a hundred miles from the rugged wilds of the pictorial Big Bend country, the Edwards Plateau dips down to the site of Del Rio, where a Texas-Mexican skirmish took the name of Battle of Val Verde (green valley). This will be the setting for the border olympics on Independence day, March 2. Creation of the surrounding Val Verde County will be celebrated at Del Rio May 1 and 2.

From this section of the valley, routes by rail or highway



Santa Helena Canyon

lead through ranching country, in the Big Bend of the Rio Grande to reach western-most El Paso Del Norte, the pass to the north, where the Sun Carnival on January 1 opened the calendar Centennial Year.

A way point is the town of Langtry, named for the Jersey Lily when theater dogers heralding Lily Langtry brought a Gay 'Nineties high in box office; named for the actress by famed and fabled Judge Roy Bean, who presided in the saloon-courtroom at Langtry as the Law West of the Pecos.

Majestic Splendors

The international boundary river cuts through deep gorges. Passers skirt majestic Santa Helena Canyon, then sweep up stately grades into the Davis Mountains that shoot peaks upward 8,000 feet. At 5,000 feet is old Fort Davis, highest city in the state and site of McDonald Astronomical Observatory of the University of Texas, co-operatively operated with Yerkes Observatory of the University of Chicago.

Through the cattle ranges activities have changed little in 50 years except the automobile has

Cow Country Unchanged

two or three feet high, a cluster of spiny leaves. In the season it blooms, a large stalk, sometimes 20 feet high, grows up in two months and blossoms. Numerous varieties of the yucca, the ocotillo, greasewood, and cholla add brilliant and showy blossoms to the exotic beauty of the hillsides.

A Drink for Nature

Below the spreading foothills, in semi-desert country where water is precious, is strangely the home of seasoned swimmers. Big springs of sparkling cool water form natural swimming pools. Springs at Fort Stockton flow sixty million gallons of water a day into a municipal swimming pool. The temperature is constant through the year, and in the sunshine country swimming is a year-round sport. The overflow irrigates 5,000 acres of fertile land. Within 20 miles, five other groups of big springs irrigate large tracts.

Rodeo and cowboy sports, which figure in the program also of the Southwest Exposition and Fat Stock Show at Fort Worth, nearest city to Dallas, will be featured at Midland at the West Texas Fair and Rodeo during the last week of June, opening month of the Texas Centennial Exposition at Dallas. Midland is half-way back, on trans-continental routes of railroad and highway, from El Paso to the Exposition at Dallas.

Where Coronado Trod

Straight north from Midland lie the staked plains—staked by Coronado as his expedition in 1541 pushed northwest, so he could find his way back, Indian guide or no guide. Northward the plains spread to the cap-



Branding season means home on the range

taken the place of the buckboard and the wiry cayuse for cross country travel, and paved highways shortcut the routes of trails where once pounding hoofs stirred the dust.

The Big Bend gives a spectacular show of arid country plants. The Crucifixion Thorn is said to be the same plant from which a crown of thorns was made for Jesus Christ when He was led to the cross. It grows only in a small area in the southwestern part of the United States and in the Holy Land of Palestine. The thorn is used by faithful at celebrations of Crucifixion Friday before Easter.

A striking plant in this territory is the century plant. Slowly, for years, the plant grows

rock, and Texas shapes into a wedge between New Mexico and Oklahoma that gave the section the name Panhandle, projecting from the broad, roughly skillet-shaped Texas.

The largest natural gas producing field in the world underlies the Panhandle.

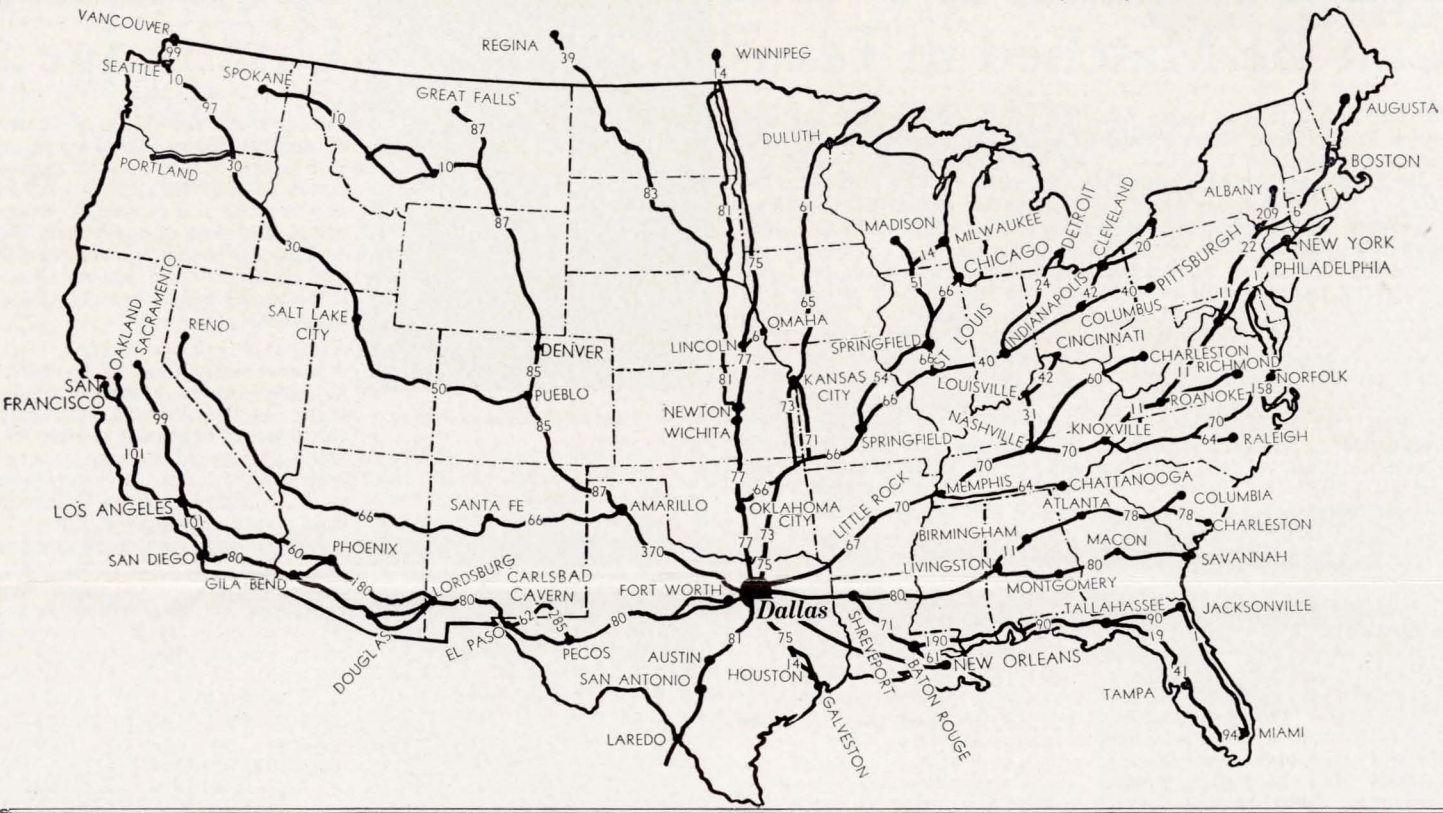
Featured as pre-centennial celebrations were the pioneer's reunions of the last two years at Pampa, honoring frontier folk of Texas that will be exhibited in composite at the June 6-November 29 Centennial Exposition at Dallas.

And the Gray County meeting place of the pioneers is as far from Brownsville's new harbor as from New York to Chicago or Chicago to Denver; 953 miles.



Devil's Tombstone, Palo Duro

EXPOSITION CITY WITHIN EASY REACH OF 115,000,000 PEOPLE



All-Expense Trip Schedules Drawn Rail and Bus Lines Featuring Fair

All-expense tours to Dallas and over Texas from all sections are beginning to be posted in time tables and rate charts of the railroads and bus lines.

"Interest in the Texas Centennial Exposition," said Frank Jensen, general passenger agent of the Texas & Pacific railroad, "is evidenced in the way clubs, organizations and trades are setting conventions in Dallas."

Responses are coming in from wide areas after advertising begun along the nationwide Greyhound lines, operating busses over 50,000 miles of highway routes, according to A. F. Baldus, traffic manager in the Southwest. Realizing that visitors will be tempted to stay longer and see more of the Texas that will be presented in composite at the Exposition, liberal time limits for returns are written on the excursion tickets.

Sightseeing busses every direction out of Dallas, in addition to trips from over the nation to Dallas are scheduled by Bowen bus lines. This line plans seven principal tours originating at the Exposition city: through historic points to Monterrey; through the cattle country to Carlsbad Cavern; into the Davis mountains and Fort Davis observatory; one-day trip through world's largest oil field in East Texas; Gulf coast trip to Rio Grande valley; to San Antonio and Monterrey, and a trip over the new Pan American highway to Mexico City.

Corner of the Rio Grande Valley Will Be Moved to Exposition

A little corner of the Rio Grande valley will be moved to Dallas for the June 6-November 29 Texas Centennial Exposition. Contract was signed this week for 36,400 square feet of ground across the Court of Honor from the Hall of the United States. The Rio Grande Valley Centennial Exhibit Corporation will spend \$60,000 for lease, building and landscaping.

Vacation Planners Turn Eyes to Texas
(Continued from Page 1)

Plymouth Rock famous the patient padres of Old Spain had found "El Paso del Norte."

The traveler from the east, will enter Texas at Texarkana, which city is divided by the state line of Texas and Arkansas. Trunk lines connect the traveler with other sections.

A magnificent new highway, sweeping a thousand miles from Pikes Peak to Lake Pontchartrain, is now being opened. The route is from New Orleans to Dallas to Wichita Falls, Amarillo, Colorado Springs and Denver.

Highway to Mexico Lures Auto Travel
(Continued from Page 1)

pictures will be made for international release.

The association seeks \$250,000 total prizes. The Mexican government will give 100,000 pesos.

Southwest and central headquarters are in Dallas. General offices will continue in Washington, D. C., with branch offices in New York City, and Mexican headquarters in Mexico City. The Contest will be supervised by the American Automobile Association, with its 861 allied clubs.

Famed Highways To Be Featured

Ford Company Will Rebuild Trails

Highways of history, over which rode the builders of Texas even before the independence hewed out in 1836, which is celebrated in this centennial year, are being built in replica as a feature of the Texas Centennial Exposition.

This is a part of the exhibit of the Ford Motor Company, which will spend \$2,250,000.

Of this amount, \$1,200,000 will go into an exhibit building, to house the company's exhibit, featuring materials of the Southwest that go into the manufacture of Ford automobiles, Lincolns and Lincoln-Zephyrs. The building will be across the Court of Honor from the Hall of the United States.

From in front of the Ford exhibit building will start roads known in the pages of a glorious history: Old San Antonio Road, el Camino Real or the highway of the king, and Santa Fe Trail, Chisholm trail and others whose names mean colorful chapters in the history of pioneer Texas.

The replica roads will lead around a lagoon that spreads through the Civic Center being developed by the park board of the city of Dallas.

Transportation In Front Space

Hall 750 Feet Long Facing Concourse

Nearing completion at a cost to the Texas Centennial Exposition of \$400,000, the Hall of Transportation and Petroleum is one of the most impressive structures in the \$25,000,000 building program.

On the left facing the Esplanade of State that stretches before the entrance, the building is 750 feet long and contains 70,000 square feet of floor space. Across this grand concourse and its 700-foot-long reflecting basin it faces a complementary structure, the Hall of Varied Industries.

Trips to the Texas Centennial Exposition are being offered as prizes in sales competition in many industries and businesses. One ice company is giving 100.