

CENTENNIAL NEWS

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TEXAS CENTENNIAL EXPOSITION

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No. 2

RUSH FOR EXHIBIT SPACE BEGINS; FOOD PRODUCTS BUILDING LEADS

FAIR ASKS BIDS UPON BUILDINGS

Construction Plans Rounding Into Final Form

With trip hammers sounding a staccato beat, construction activities are gaining momentum as letting of contracts for buildings of the Texas Centennial Exposition progresses.

As the work of remodeling the Administration Building at a cost of \$120,000 draws near conclusion, ground is being broken for the foundation of the Poultry Building. Contract for erection of this unit of the Agriculture-Livestock Center was let last week for \$113,450.

Bids on Construction

On September 18 bids on the \$220,000 Agriculture and Food Products Building will be received, while plans for the Livestock Building are being pushed to completion also.

Bids will be received on October 5 for construction of the \$450,000 Petroleum, Travel and Transportation Building, and on October 15 for the \$450,000 Electrical, Communications and Varied Industries Building.

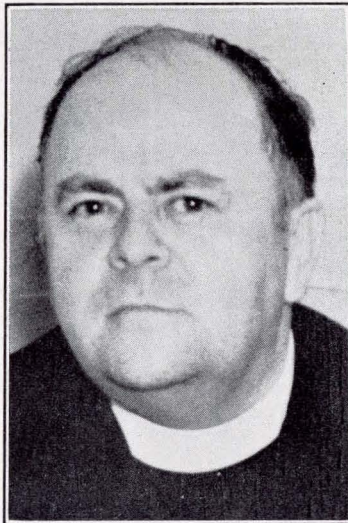
Meanwhile, crews employed by the city of Dallas are engaged in contour grading of the Exposition grounds preliminary to a \$225,000 landscaping program. At cost of \$350,000, water, drainage and sanitary sewer facilities are being installed.

State Pushes Plans

Letting of the contract by the state of Texas for the foundation of the \$1,200,000 State of Texas Building is scheduled within a few weeks as architects near completion of detail work on plans.

Other architects are busy making final drafts of plans for a score of additional structures. These include the Fine Arts Museum, the Centennial Aquarium, Horticultural Hall, Museum of

Heads Exhibit



Father Jos. O'Donohoe has been named by the council of bishops of the Catholic churches of Texas as chairman of the early mission exhibit which will be placed in the Texas Centennial Exposition.

CHURCH GETS MISSION SITE

Texas Catholics to Exhibit Relics

Two and one-half centuries ago, in 1681, the Catholic padres who accompanied the Spanish conquerors from Mexico set up the first church in Texas near what is now El Paso.

This mission church, San Miguel de Socorro, is still in use today, and has been chosen by the Catholic Church in Texas as the model for its exhibit in the Texas Centennial Exposition in Dallas in 1936.

At a cost of \$20,000, a replica of the Socorro church will be erected on the World's Fair grounds and will house sacred relics and records of the old Franciscan Order.

EXHIBITOR OFFERS \$2,350 FOR CONTEST

Commitments involving 50 per cent of the exhibits space in the Food Products Building of the Texas Centennial Exposition are announced by the Exhibits Department of the World's Fair. Reservations for space in other exhibits buildings are being received on an increasing scale as national interest in the Exposition gains impetus.

Offer of \$2,350 in cash prizes for designs of model concrete homes has been announced by the Portland Cement Association, which will erect one in the Home Planning Section of the Exposition. A capital prize of \$1,000 and ten other prizes ranging from \$500 down to \$50 are included in the awards.

Contracts for exhibits space have been closed with several nationally known concerns during the last week. Among these were the Advance Aluminum Castings Company of Chicago; the Sugar Land Industries, manufacturers of Imperial Sugar; the Kerr Glass Company, manufacturers of fruit jars and bottles; and the Self Cooling Seat Corporation, manufacturers of automobile accessories.

Plans for an exhibit are being prepared by the National Life and Accident Insurance Company of Nashville, Tennessee.

Announcement was made that branch offices of the Texas Centennial Exposition exhibits department are being set up in New York, Chicago and other cities.

Beautify Alamo

Federal and state funds have been made available to enlarge grounds about the Alamo, historic Texas shrine in San Antonio, in preparation for the Texas Centennial.

TEXAS FIRES HISTORIC GUN

Salute Will Initiate Gonzales Fiesta

Booming a salute to one hundred years of liberty, the same cannon which fired the first shot of the Texas revolution in 1836 will sound again at Gonzales, the Lexington of Texas, in November, 1935.

First of the series of historical celebrations as a prelude to the opening of the Centennial Year in Texas, the observance at Gonzales will last from November 5 to 10. One of the most elaborate historical parades ever undertaken in the state will be presented. The battle of Gonzales in which the first shot of the revolution was fired will be re-enacted.

Following the Gonzales celebration, others commemorating dates of importance in the early days of the revolution will be held at several of the missions in San Antonio in December. Here tribute will be paid to the Franciscan monks who erected the missions more than 200 years ago, and to the Texas pioneers who shouldered their hunting rifles and engaged Santa Anna's Mexican troops in battle.

Through the months following, early in 1936, other celebrations will be held in various historical places, preliminary to the opening of the Texas Centennial Exposition in Dallas.

CENTENNIAL NEWS



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What Others Say

(From the Owensboro, Ky., Inquirer)

Texas will be 100 years old in 1936 and preparations are under way to celebrate the anniversary. Already definite plans are taking shape at various places to entertain visitors. Goliad and San Jacinto and other points inseparably linked with the Texans' struggle for independence from Mexico will don their most alluring garb. Austin and Dallas and that young giant, Houston, and Amarillo and El Paso and between them a thronging host of alert cities will vie for the honor of inviting the stranger or those who have already become acquainted with Texas.

An empire within itself, stretching a thousand miles from the Gulf to Colorado, and an equal distance from Arkansas to New Mexico, and all without leaving Texas, the state is one of which residents might well be proud. An agricultural and industrial domain, with field crops in such abundance they rival the best productions of their neighbor, older states. Cattle and sheep and goats, oil and cotton and corn, with a whole fertile lowland toward Brownsville a huge vegetable garden.

Texas deserves our salutes as she plans her Centennial, a glorious star in the constellation of states, rich in history and material resources, and richer still in the glowing promises of future development. For when the last oil gusher has spouted toward the sky and the gas well lifted its flaming torch into the night there will remain the multiplied millions of acres of fertile soil and the animating zeal of her people to create other fortunes from the responding earth.

ENLARGING GROUNDS

The City of Dallas is completing purchase of 26.5 acres of residence property adjoining Centennial Park to enlarge the grounds of the Texas Centennial Exposition.

FOLK SONGS TO FEATURE MUSIC

Songs of the Texas cowboys will be featured on the program of the Southwest Music Festival to be held in Dallas during the Texas Centennial Exposition. Ballads of the Spanish lovers, sung in the cantinas of the Rio Grande border country will also be presented, as will folk songs of other types known to the Southwest. These will include the Negro spirituals and jubilee hymns. Dates for the folk festival, to be held late in June or early in July, are to be announced later by the governing board.

MEXICO OPENS HIGHWAY SOON

Visitors to the Texas Centennial Exposition, who may wish to extend their travels in 1936, will find the new Pan-American highway to Mexico City open to traffic during the Centennial year.

Formal opening of the highway is scheduled for next summer with a caravan of 15,000 cars to make the first drive. These automobiles will be assembled at Dallas, according to plans now being worked out, and will make the epochal drive to the Mexican capital via Austin, San Antonio and Laredo.

Construction

(Continued from Page 1)

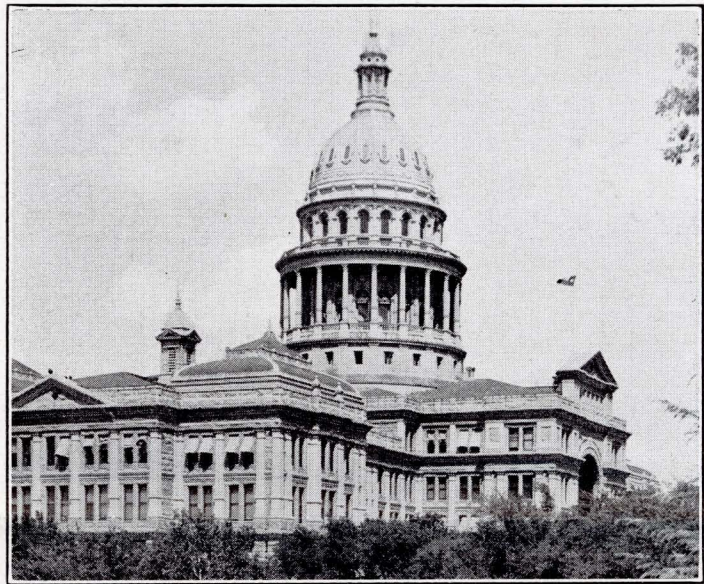
Natural History, the Band and Symphony Shell, Home Planning Hall, Museum of Domestic Arts, and other buildings.

At the same time, a number of private exhibitors who have leased sites have architects at work on plans for their buildings, which will conform in style to the general architectural scheme of the Exposition. Among these are the Texas Corporation, the Portland Cement Association, and Otto H. Mueller of Chicago. The Dr. Pepper Company is completing plans for twenty beverage stands which will be erected on the grounds. Other exhibitors and concessionaires who have reserved building sites will submit architectural plans to the Exposition officials for approval after contracts have been closed with the World's Fair.

DOBIE CHECKS HISTORY

J. Frank Dobie, of Austin, professor of English at the University of Texas, is a member of the board of historical advisors to the Texas Centennial Commission of Control on determining historical events to be commemorated during the Centennial year. Dobie is author of "Coronado's Children" and "The Vaquero of the Brush Country", two books dealing with the Southwest.

Capitol of the Biggest State



In keeping with Texas' size as a state is the large, red granite capitol building at Austin. The dome of the building rises seven feet higher than that of the national capitol in Washington, D. C. In payment for its construction, Texas gave 3,000,000 acres of public lands, an area equal to that of Connecticut, twice that of Delaware, and four times that of Rhode Island.

'BIG AS HELL AND HALF OF TEXAS'

"Big as hell and half of Texas."

That was the old timer's way of describing the limits of unusually large things.

Just how big Hades is can be defined only by each individual's imagination.

To obtain a true conception of Texas' size, the tourists who visit the Lone Star State in 1936 for the Texas Centennial Exposition in Dallas need only to travel from one border to another.

Place of Big Spaces

Between the east and west boundaries the distance is 740 miles, while north and south the distance is 826 miles.

Should the Centennial Year visitor take a drive along the boundaries of the state, following the meanderings of the streams and coastline defining Texas' bounds, he would cover a distance of 4,138 miles, or nearly one-fifth as far as the mileage around the world at the equator.

Texas' Gulf Coast line at tide-water is 624 miles long, but the entire coast line measured in steps of one mile is 973 miles for the mainland, and 709 miles for the islands. Off the state's southern shore is Padre Island, 200 miles long.

Big as Many States

In area Texas covers 265,896 miles, or more territory than is embraced in the states of Tennessee, Ohio, Indiana, West Virginia, South Carolina, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, Vermont, Rhode Island, Connecticut and Delaware combined.

Texas is divided into 254 counties and one of these, Brewster, is larger in area than the sum of Rhode Island and Delaware, while eight other counties in the state are larger in extent than either of these states.

Texas' highways cover a distance of 18,953 miles, while railroad mileage in the state for main tracks is 17,068, or a total of 23,439 if second and third main track and industrial and yard tracks are included.

In keeping with her reputation for "bigness", Texas is preparing for a Centennial Year celebration in 1936 to scale with her size and resources.

National Support Given

An investment of \$15,000,000 will be represented in the grounds and buildings of the World's Fair when it opens its gates. This cost will be borne by the United States government, the state of Texas, the city of Dallas, the World's Fair corporation, and private exhibitors and concessionaires.

The only state in the Union to have at one time held its place as an independent republic, Texas has, at the same time, paid allegiance to more different national governments than any other state.

Discovered by Spain

Discovered in 1519, Texas was claimed for Spain. In 1685, LaSalle landed on her shores and established a French colony for a brief period but the land title reverted to Spain. In 1821, Mexico gained her independence from Spain and until 1836 Texas was a province of that country.

(See BIG AS HELL on Page 3)

WORLD'S FAIR OF SPORTS PLANNED

\$1,000,000 STAGE TO BE SCENE

Stars in All Fields of Sports to Be on Program

A World's Fair of Sport will be offered at the Texas Centennial Exposition in Dallas in 1936.

Representing an investment of \$1,000,000, there are included in the Exposition grounds a race track, an athletic stadium, a polo field, and arena for wrestling and boxing, and a standardized swimming pool for championship events.

During the course of the Exposition, horse races, prize fights, championship wrestling matches, football games and field meets, polo tournaments and other forms of sport will be presented.

Plans for Olympiad

Among other things, plans for a Texas-Southwest Olympiad are being developed. Efforts are also under way to bring the American finals of the World Olympics swim trials to the Exposition where a large lagoon, adequate in size to accommodate championship swimming races, is included in the landscaping preparations.

Olympic track and field trials, AAU regional contests, gymnastic tourneys and other athletic spectacles will be held in conjunction with the Exposition in Ownby Stadium of Southern Methodist University, one of the finest establishments of its kind in the Southwest.

Variety of Events

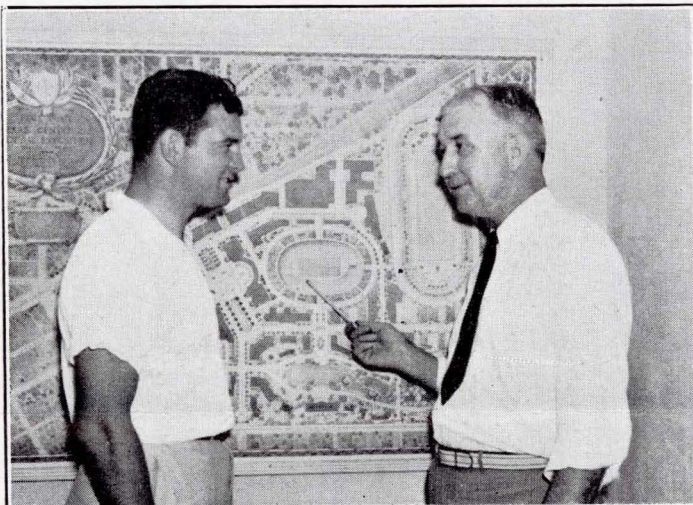
As adjuncts to the World's Fair, sailing yachts and outboard motor races will be held on lake courses near the Exposition grounds, while other aquatic events are also being scheduled by the Special Events Division of the Exposition's Promotion Department. Golf and tennis tournaments will be held, with plans to bring national contests in this field to Dallas for the Centennial year of 1936.

Football games between outstanding teams of the Southwest and representatives of other sections of the country are being scheduled. With a seating capacity of 46,000, the Centennial Stadium on the World's Fair grounds is adequate to accommodate the large crowds expected for the major events on the athletic program.

Racing Billed

Lovers of horse racing will have opportunity to see important races on the Centennial track where meets will be held during the Centennial Year.

Braddock Talks Over Fight Plans



Managing Director Walter D. Cline of the Texas Centennial Exposition points out to Heavyweight Champion James J. Braddock the location of Centennial Stadium on a map of the World's Fair grounds, where the champion will appear if his wish to defend his title in a battle at the Exposition in Dallas in 1936 is accomplished.

BRADDOCK 'WANTS TO FIGHT' FOR TITLE AT WORLD'S FAIR

"I want to defend my title at the Texas Centennial Exposition in Dallas in 1936."

This is the announcement of James J. Braddock, world's heavyweight boxing champion, after a conference with officials of the World's Fair on a recent visit in Dallas.

Both Braddock and his manager, Joe Gould, assured Managing Director Walter D. Cline that they would cooperate with him in bringing a world's championship fight to the Exposition.

"It is time that a championship battle be held in the Southwest and I believe that the next fight should be here," Braddock declared.

As a feature of Braddock's visit to the World's Fair headquarters, he was presented with an engraved scroll designating him as the Exposition's "Good Will Ambassador" to the sport's world.

"I shall always prize this token highly," Braddock declared, "and, believe me, I'll be a Texas booster as long as I live."

Others Coming

In addition to the planned appearance of Braddock on the sports program of the Texas Centennial Exposition in 1936, World's Fair officials are planning to bring other outstanding fighters of the nation to Dallas during the Centennial Year.

HORSE RACING MEET

Beginning September 28, a horse racing meet will be held on the World's Fair track of the Texas Centennial Exposition under auspices of the State Fair of Texas.

NEIGHBOR STATE TO AID TEXAS

Arkansas to Boost For Centennial Exposition

Texas and Arkansas, both celebrating their Centennial Year in 1936, will cooperate in selling the commercial possibilities of the Southwest to the rest of the Nation.

Announcement of the cooperative program was made following a conference in Dallas between Harvey Couch, former governor of Arkansas, and Walter D. Cline, managing director of the Texas Centennial Exposition.

Couch, who is chairman of the executive committee in charge of the Arkansas Centennial celebration, announced that maps and literature issued by his organization will note Dallas as the Texas Centennial Exposition site and feature highways of Texas leading to the Mexican border.

In return, the Texas Centennial Exposition literature will comment on the Arkansas Centennial celebration and feature Arkansas as being on the logical route to Dallas from the North and East.

Both the Texas and Arkansas celebrations will be statewide but only Texas will stage a World's Fair in 1936.

"Arkansas and Texas are bound together historically and commercially," said Managing Director Cline. "It will benefit both to coordinate their Centennial efforts."

'Big as Hell—'

(Continued from Page 2)

From 1836 to 1845, Texas was an independent republic, then becoming a part of the Union and so continuing except for the few years of the Southern Confederacy.

With a rich historical background running through more than four centuries of time, Texas is planning a colorful Centennial Year. While the Exposition in Dallas, the Southwest's first World's Fair, will be the chief feature of the Centennial observance, other celebrations will be held in San Antonio, where the Alamo, shrine of Texas liberty, is located; at Houston, where the battlefield of San Jacinto, on which Texas won her independence from Mexico in 1836, is situated; at Austin, the state capital, and at other historical places in the state.

PLANS AWAIT GARNER OKEH

Federal Fair Office Opens in Dallas

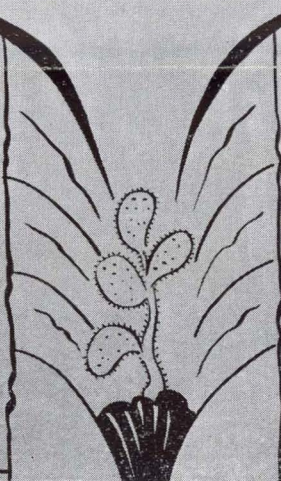
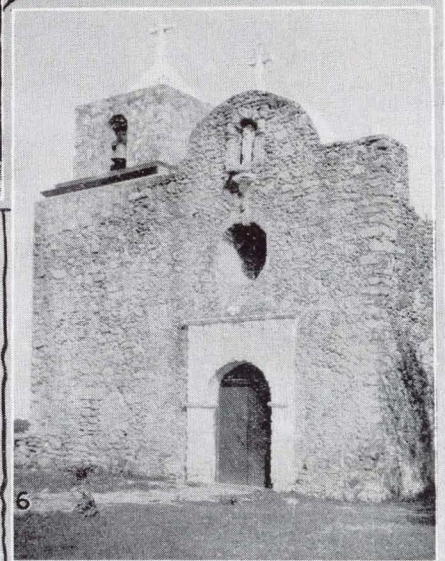
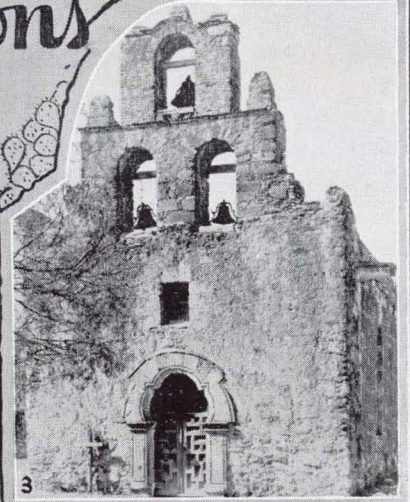
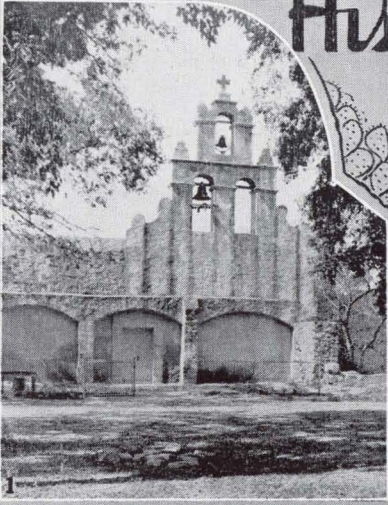
Offices of the United States-Texas Centennial Commission have been opened in Dallas with Cullen F. Thomas, U. S. commissioner-general in charge.

Plans for disbursement of \$3,000,000 appropriated by Congress for federal participation in the Texas Centennial celebration have been completed and laid before Vice President Garner, chairman of the commission, for final approval.

Of the federal appropriation, \$1,200,000 has been allocated to the Texas Centennial Exposition for the construction of buildings and installation of exhibits. Federal projects at the World's Fair tentatively agreed upon will include a cotton exhibits building, a Negro life building and government department exhibits.

The balance of the \$3,000,000 appropriation will be used for federal participation in Centennial Year celebrations to be held at historic places in the state.

Historic Texas Missions



1. Mission San Juan at San Antonio; 2. The Alamo, or San Fernando de Valero, at San Antonio; 3. Mission Espada at San Antonio; 4. Mission San Elizario at El Paso; 5. Mission Isleta del Sur at Ysleta, near El Paso; 6. Mission La

Bahia at Goliad; 7. Mission San Jose, near San Antonio; 8. Church of San Miguel de Socorro, near El Paso, the first church ever erected in Texas, dating from 1681, a replica of which will be seen on the Texas Centennial Exposition grounds.