

# CENTENNIAL NEWS

## TEXAS CENTENNIAL EXPOSITION

VOL. I DALLAS, TEXAS, FEBRUARY 1, 1936 NO. 20

### Four Railroads Sign for Exhibits

### Every Industry Shows at Fair

### Lists Grow, Still Weeks Before June

### 70 Per Cent of Space Is Signed for or Reserved

Every industry of importance in the United States is represented in the Texas Centennial Exposition.

The exhibits department, checking its contracts last week, estimated at least \$2,000,000 will be spent, above space costs, on exhibits already detailed to them by representative Exposition participants in every leading field of industrial, professional and commercial life of the nation.

Since the first exhibit, contracted for last June, a year ahead of the Exposition opening by American Telephone & Telegraph Company and Southwest Bell laboratories, exhibits have been signed ranging from auto assembly lines down to cotton thread spinning, looms that weave it and sewing machines that stitch it.

In contracts and in commitments for space (see list) —70 per cent of available floor and ground building sites is taken, with eighteen weeks yet remaining before date of the \$25,000,000 six months World Fair in celebration of Texas' 100th anniversary of independence.

### Cotton Bowl Name Given to Stadium

The City Commission of Dallas has officially fixed the name Cotton Bowl for the 46,000-seat sports stadium at Exposition Park.

### National Folk Festival Is Set For Second Week of Exposition

Native America in song and dance will be reproduced during the second week of the Texas Centennial Exposition as the presentation of the National Folk Festival, in its third season.

### Cavalcade Made Tri-Daily Show

The romantic history of Texas from the landing of the Spaniards 400 years ago until the present day will be portrayed in a Cavalcade of Texas at the Texas Centennial Exposition.

Exposition authorities have appropriated \$150,000 for this spectacle which will be one of the feature events of the \$25,000,000 World's Fair. On an ar—  
(See CAVALCADE on Page 4)

Contract was made this week with the national board for Miss Gertrude Knott to direct the presentation, the Southwest phase of which will be built up out of songfests, dance and folk play research in every county of Texas.

The Southwest, in this week beginning June 14, will be host to the festival that has enlisted the drama, the music and dances, and the handicraft of the history of the nation, during the three years since its origin in St. Louis. Its second presen—  
(See FESTIVAL on Page 4)

### Southwest's Big Systems Show Region In Panorama

### Displays of Missouri Pacific, T. & P. Cotton Belt and Katy Enter

The Texas Centennial Exposition city's location at the Southwest focal point of principal railroad systems will be shown in miniature landscapes of the region which will feature railroad exhibits.

In the Hall of Transportation, one of the complementing two-block-long structures facing across the Esplanade of State directly in front of the Entrance Plaza of Exposition Park at Dallas, some 10,000 square feet of space will be given to displays of four railroads already signed to contracts.

Contracts have just been closed with Missouri Pacific and Missouri-Kansas-Texas systems for space.

Missouri Pacific and M.-K.-T. will occupy 1,700 square feet of space each, and are working out plans for their exhibits.

Announcement from Cotton Belt is that scenery along its line in Texas will be arranged in panorama. A space of 800 feet was leased.

Texas & Pacific railroad, which bisects Texas east to west in its next-to-longest measure, the 1,000-mile stretch from Texarkana to El Paso, took 2,000 square feet of space for its show.

Giving trackage for exhibiting latest type equipment and travel luxuries afforded the trainrider, the T. & P. is building three spur lines into Exposition Park that lead along the rear of the Hall of Transportation.

### Exhibit and Concession Lists

- SIGNED EXHIBITORS**
- Advance Aluminum Castings Corp.
  - Agfa Ansco Corp.
  - Aldridge Seed Farms, Inc.
  - American Thread Company
  - American Telephone and Telegraph
  - Ball Brothers Company
  - Beech-Nut Packing Company
  - Book House for Children
  - Catholic Exhibit
  - Champion Spark Plug Co.
  - Coca-Cola Bottling Co.
  - P. F. Collier & Son Corp.
  - Continental Oil Company
  - Cotton Belt Railroad
  - Dr. Pepper Company
  - Donna Lee Products
  - E. I. DuPont de Nemours Co.
  - Essex Wire Wheel Co.
  - Famous Mineral Water Company
  - Firestone Tire & Rubber Co.
  - Ford Motor Company
  - General Electric Company
  - Gennessee Trading Company
  - Grennan Bakeries, Inc.
  - The Grolier Society
  - Gulf Refining Company
  - Harley Davidson Motor Co.
  - A. Harris and Company
  - John A. Hertel Company
  - Hubinger Company
  - Interstate Cotton Oil Refining Co.
  - Kellogg Company
  - Kerr Glass Mfg. Corp.
  - Kraft-Phenix Cheese Corp.
  - Masonite Corporation
  - Missouri-Kansas-Texas Railroad
  - Missouri Pacific Railroad
  - Morten Milling Company
  - Nassau Pen and Pencil Company
  - National Life & Accident Ins. Co.
  - Oriental Show-You Co.
  - National Super Products Co.
  - National Pressure Cooker Co.
  - Pennzoil Company
  - Peter Pirsch & Sons Company

- CONCESSIONS**
- Portland Cement Association
  - The Praetorians
  - W. F. Quarrie & Company
  - Ratliff's Pure Food Products Co.
  - Reynolds Manufacturing Company
  - Shelton Looms, Inc.
  - George L. Shuman & Company
  - Singer Sewing Machine Co.
  - Southern Rice Industry
  - Standard Brands, Inc.
  - Stanard Tilton Milling Co.
  - John B. Stetson Co.
  - Texas & Pacific Railroad
  - The Texas Company
  - Westinghouse Electric Company
  - Walker's Austex Chile Company
  - L. E. Waterman Company
  - Norman Bartlett—Ride
  - Bowen Motor Coaches—Interfair transportation
  - Callahan & Teeter Show
  - Century Frozen Products Co.—Ice cream
  - Coca-Cola Bottling Co.—Soft Drinks
  - Doughnut Corp. of America—Restaurant
  - Dufour & Rogers—Shows
  - Clyde Elliott—Game
  - H. C. Ford—Show
  - Graham Enterprises, Inc.—Spectacle and Murray Goldberg—Scales
  - L. L. Hamilton—Frog farm
  - H. A. Illions—Playland and Ride
  - Dr. Pepper Co.—Soft Drinks
  - Kaplan and Bloom—Novelties
  - Lusse Bros.—Ride, Show
  - Charles J. Muller—Restaurant
  - John Sirigo—Photography, Post cards
  - Southwestern Drug Co.—Soft Drinks
  - Streets of All Nations—Spectacle and Show
  - Turf Catering Co. of Texas—Soft Drinks
  - Otto H. Muller—Restaurant, Sandwiches

# 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. I February 1, 1936 No. 20

## Churches of Nation Honor Sam Houston

Baptists of the United States will join in a religious celebration of the birthday of General Sam Houston, Sunday, March 1. A call by the Texas Baptist Convention has asked every Baptist church in America to join with them in memorializing the victor of San Jacinto who won independence and religious freedom for Texas.

Houston's birthday falls on Texas Independence Day, March 2nd but services will be held in all Baptist churches the preceding Sunday.

Special services will be held in First Baptist Church, Washington, D. C. which Houston attended when he was United States Senator; at Baylor University in Waco, Texas, whose founder Dr. Rufus G. Burleson baptized General Houston and at Independence, Texas, where he joined the church.

## Sticker Points Way To Exposition City

"Texas Centennial Bound" reads an arrow through a five-color windshield sticker, being distributed in hundreds of thousands through associated clubs by the Dallas Automobile Club.

## Mail Order Catalog Cover Tells of Fair

On covers of half a million mail order catalogs of Sears, Roebuck & Co. the Texas Centennial Exposition, 1836-1936, is advertised, over an illustration of Texas scenes arranged to form the Lone Star of Texas.

# Special Events and Days at Exposition, Scores of Conventions to Bring Crowds

## State and National Gatherings Have 25 to 50,000 Participants

Attendance in tens and hundreds of thousands is scheduled for conventions already set in Dallas for the period of the Texas Centennial Exposition. The \$25,000,000 World's Fair, celebrating Texas' 100th anniversary of independence opens June 6, continuing through November 29.

The Dallas Chamber of Commerce already has bookings of 174 conventions during that period, some state, many national meetings to bring from 25 to 5,000 delegates each. Listed are 40 for June, 20 for July, 21 for August, 20 in September, 47 in October and 26 in November.

Special days at the Exposition have been designated for many of the groups, with actual participation by as many as 50,000, such as will join in school chorus singing events.

The list, as filled already, nine weeks before the opening date, follows:

**JUNE**—National Folk Festival; American Association of Cereal Chemists; Daughters of the Republic of Texas; Texas Association of Osteopathic Surgeons; Texas State Dental Society; Texas Association of Oral Surgeons and Exodontists; Young People's Assembly Methodist Episcopal Church, South; Delta Beta Sigma Sorority; Tri-State Music Festival; State School Children Massed Chorus; Texas Press Association; Pi Omicron Society; Texas Circulation Managers' Association; Texas Pastors' School at S. M. U.; International Circulation Managers' Association; American Society of Mechanical Engineers; Emancipation Day Negro School Children's Chorus; National Association of Retail Grocers; Gainesville Circus; Chester County reunion; Southern Seedmen's Association; Dixie Distributors, Inc.; National Wholesale Grocers' Association; National Food Brokers; National Retailer-Owned Grocers; Texas Automotive Maintenance Association; Texas Women's Public Golf Links Association; Churchmen's Vacation Conference; National Open Golf Tournament; State Baptist Executive Board; Salvation Army Officers' Summer School; National A. A. U. volley ball tournament; Philco dealers; Firestone Tire & Rubber Co. salesmen; Pan-American Safety Contest Association; Fidelity Union Life Insurance Company; Ex-Cel-Cis Beauty Products Company; Special days for cities of

Sulphur Springs, Stephenville and Gainesville.

**JULY**—Texas Federated Postal Employees; Texas Bar Association; Texas Dunning Teachers; National Association of Dunning Teachers; State Woman's Benefit Association; Phi Sigma fraternity; Southwest Chamber of Commerce school; American Association of Nurserymen; Southwestern Nurserymen's Association; International Association for Identification; State Checker Association tournament; National Sheet Metal Contractors; United Roofing Contractors; Norge dealers' summer convention; Hoover district salesmen; Peaslee-Gaubert Corp. sales conference; State Y. M. C. A. tennis tournament; Special days for Elks, cities of Galveston and Bowie.

**AUGUST**—Texas high school coaches; Interstate Young People's Sacred Harp Musical; Delta Phi Kappa fraternity; Texas Church Ushers' Convention; National Conference of Pharmaceutical Secretaries; National Conference on Pharmaceutical Research; American Colleges of Pharmacy; National Association of State Boards of Pharmacy; National Conference of Pharmaceutical Law Enforcement Officials; American Pharmaceutical Association; Dallas Fall Wholesale Market Season; Phi Lambda Epsilon fraternity; State Negro Baptist Sunday School and B. Y. P. U. Congress; Rho Chi society; Skeet shott; North vs. South Texas all-star high school football game; Sears, Roebuck & Co. southwestern managers; Dallas Boat Club onboard regatta; Gulf States Life Insurance Company; Lamar Life Insurance Co. national convention.

**SEPTEMBER**—Young People's League, Dallas Presbytery; State high school band contest; Texas Chess tournament; Southern Federation of Syrian Clubs; National Federated Craft; Southwestern Athletic Conference; Chicago Bears vs. All-American College team football game; National Florists' Telegraph Delivery Association; Supreme Assembly Social Order of Beauceant; S. M. U. vs. N. T. S. T. C. football; National Roue League tournament; Texas Postmasters; National Association of Postal Supervisors, Texas branch; Lone Star Gas Company foremen and managers; State Baptist Executive Board; Safeway Employees Association; Heinz Company sales conference; Connecticut Mutual Life Ins. Co. Sales conference; International Association of Electrical Inspectors.

**OCTOBER**—American Institute of Homeopathy; International Association of Electrotypers and Stereotypers; Synods of Texas, Presbyterian Churches U. S. and U. S. A.; Chamber of Commerce managers; Texas-Oklahoma football; Phi Kappa Phi Alumni reunion; 169th aero squadron

reunion; Great A. & P. Tea Co. Southwest roundup; American Life convention; Texas Electric Medical Association; Directors National Federation of Music Clubs; Texas Federation of Music Clubs, second district; S. M. U.-Vanderbilt football; National Dairy Show at Exposition; Wiley-Prairie View football; American Institute of Accountants; Texas Certified Public Accountants; Texas Swine Breeders; American Association of University Women; Hereford Cattle Breeders; Royal Neighbors of America; American Radio Relay League, West Gulf division; Lone Star Gas Company foremen; Southwestern Railway Development Association; Texas Homeopathic Association; Automotive Wholesalers of Texas Association; Texas Zionist Association; Texas-Louisiana region of Haddassah; Texas Bankers' Association auditors; Southern Conference Methodist Church; Texas Jersey Cattle Club; High School Choral and Glee Clubs contest; Negro school choral and glee clubs contest; Southwest warehouse and Transformen's Association; Norge dealers' fall conference; Texas Athletic Federation of College Women; Texas Association of College Registrars; Hoover company district managers; American Rose Society; State Sodality convention; Fall show of Texas Saddle and Bridle Club; Arlington Downs fall race meet; Packard-Dallas, Inc.; Texas Surgical Society; County Judges and Commissioners Association of Texas; Texas Kennel Club.

**NOVEMBER**—State and Regional Business and Professional Women's Clubs; S. M. U. vs. Texas A. & M. football; Texas Horse Breeders, show at Exposition; Sheep and Goat Breeders, show at Exposition; S. M. U. vs. Arkansas U., football; 4-H Clubs' livestock show; Exposition Mule Show; United Daughters of the Confederacy; Future Farmers of America; S. M. U. vs. T. C. U., football; Clinical Orthopedic Society; Southwestern District Advertising Federation of America; Scottish Rite Reunion; Hella Temple, Shrine ceremonial; Southwestern Blacksmiths' and Welders' Association; Texas Butter, Egg and Poultry Association; Memorial Craftsmen of Texas; Sigma Delta Chi fraternity; Texas Music Teachers' Association; Texas Obstetricians and Gynecologists; State Board of Public Accounting; State Board of Nursing Examiners; State Board of Embalming Examiners; Maytag Southwestern Company sales conference; National Osteopathic Convention.

## Coca-Cola to Show How Drink Is Made

Space in the Hall of Varied Industries was leased last week for an exhibit by the Coca-Cola Bottling Company. A display of bottling and the making of Coca-Cola will be set up in 4,100 square feet of space leased for \$12,300.

Fifteen Coca-Cola stands on the grounds were provided for in a \$7,680 concession.

## Downtown Hotel To Add 400 Rooms

Construction of a 400-room annex to the Baker, one of Dallas' leading downtown hotels is planned for completion by July.

Remodeling already is under way on the Southland and St. George, two others downtown.

Twenty-one major hotels give Dallas tremendous facilities for handling large crowds.

## CLOISTERED HALL FOR RELIGION



Erection of a \$50,000 Hall of Religion at the Texas Centennial Exposition was contracted for last week by the Lone Star Gas Company. In a cloistered corner near the civic center, the hall will offer twelve rooms for use of all denominations. From its 75-foot tower top will gleam an eternal flame of life.

# National Dairy Show in October

## Work Under Way on Six Buildings That Make Up Civic Center of Fair

### All Projects Dated For Completion Before June 6

Work on six civic center buildings started in January, rounding out Texas Centennial Exposition construction schedules with still eighteen calendar weeks and fifty-four work weeks before the June 6 opening.

Bids Feb. 5 and 15 will launch remaining projects, principally landscaping, paving, reflecting basins and fountains. An imposing new entrance gate will go into the new construction schedule.

With foundations completed, erecting of framework, granite base and superstructure stone work of the million-dollar Hall of State will be under way by mid-February.

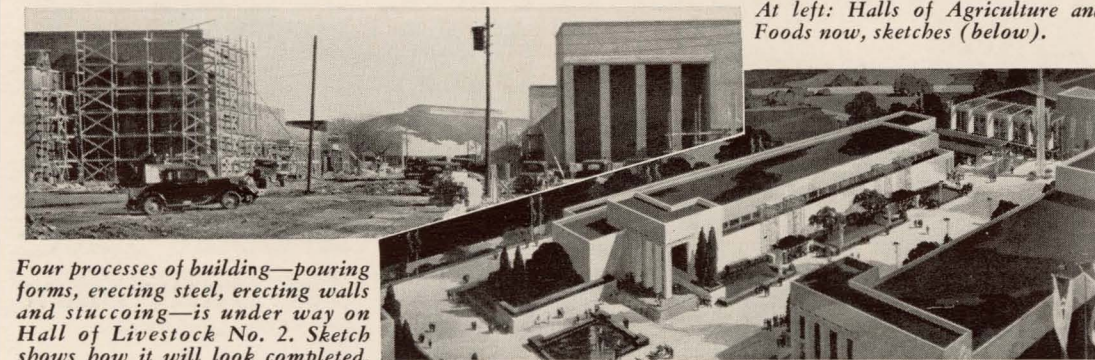
Final approval was given plans for the Hall of the United States, allowing construction to be underway Feb. 15. It is figured a 90-day job.

### PUTTING ON FINISHING TOUCHES

Completions and near-completions of buildings at the \$25,000,000 Texas Centennial Exposition have begun to give the busy 187-acre grounds a finished appearance. Along its avenues, though, new steel on new foundations show the expansion as more and more leaders of industry decide to take part. The Administration Building is shown, 98 per cent complete.



At left: Halls of Agriculture and Foods now, sketches (below).



Four processes of building—pouring forms, erecting steel, erecting walls and stuccoing—is under way on Hall of Livestock No. 2. Sketch shows how it will look completed.



### PROGRESS

On Exposition buildings, contractors gave the following progress toward completion reports:

Administration .....	98 per cent
Hall of Varied Industries .....	60 per cent
Transportation - Petroleum .....	40 per cent
Foods and Beverages .....	80 per cent
Hall of Agriculture .....	85 per cent
Livestock No. 2 .....	60 per cent
Shops and storage .....	90 per cent

#### CIVIC CENTER

Hall of Fine Arts .....	Foundations
Livestock No. 1 .....	Foundations
Hall of Horticulture .....	Bldg. Bids Feb. 5
Natural History .....	Foundations
Bandshell, amphitheatre .....	Foundations
Police-Fire-Radio .....	Complete Mar. 25
Hall of Domestic Arts .....	Foundations
Hall of Aquatic Life .....	Foundations

#### LANDSCAPING

Reflecting basins, fountains, landscaping, paving entrance gates .....	Bids Feb. 5
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## Largest Showing Of That Industry Is At Exposition

### College and 4-H Club Teams to Compete

The National Dairy Show, one of the great cattle exhibitions of America will be at the Texas Centennial Exposition October 10 to 18. Directors of the National Dairy Association meeting at Chicago voted to make their twenty-seventh annual show a feature of the Lone Star State's birthday celebration in Dallas.

This great showing of dairy cattle will be held in the million-dollar livestock and agricultural section of the Exposition grounds. The premium list will be the most attractive ever offered for a show of its kind.

Charles L. Hill, State Commissioner of Agriculture for Wisconsin, President of the Association, and Secretary Lloyd Burlingham are enthusiastic over building progress on the model agricultural and livestock section of the Exposition which is now almost complete.

Future farmers of America and 4-H Club boys and girls from all parts of the Southwest will visit the Exposition and witness the judging of the 1,000 fine dairy cattle which will be entered in the show.

## Military Branches To Have Fair Camp

Uniforms of the three military services, the army, the navy and the marines will brighten the avenues of the Texas Centennial Exposition during its full period June 6 to November 29.

Major W. W. Carr of San Antonio conferred last week with General Manager W. A. Webb, arranged encampment for four companies of army riflemen, a company of bluejackets and a company of marines. Two army bands will alternate on assignment from the Eighth Corps Area headquarters at San Antonio and a marine band will be at the Exposition.

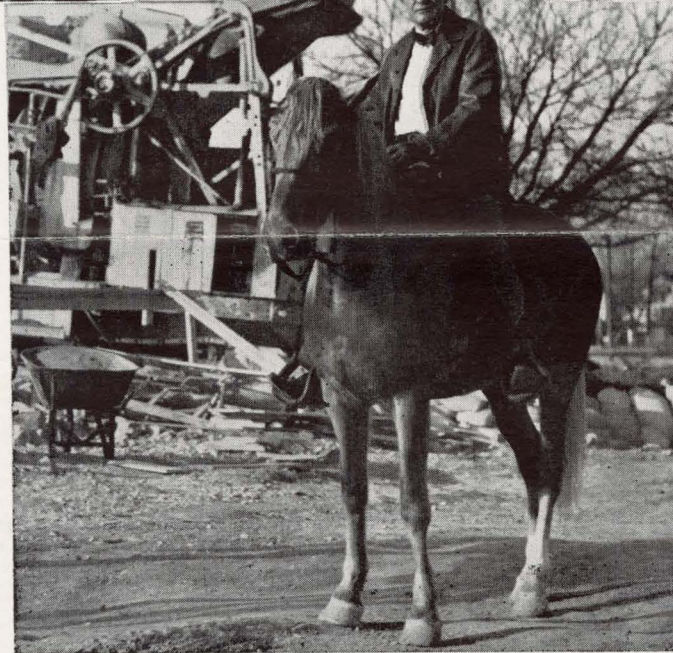
### HOTDOGS EVERYWHERE

Twenty stands over Exposition Park are being erected by Otto H. Muller, who paid \$18,000 for the rights on sale of hotdogs and hamburgers.

### THRILLER FROM ENGLAND

From England comes "Rocket Speedway," a thrill ride for the Midway that the British inventor adapted from imaginative American funnypaper devices.

## FAST WORK ON \$25,000,000 CENTENNIAL EXPOSITION SEEN FROM AIR



*The Esplanade of State takes form in this aerial photograph (January 23). Framework for the complimenting Halls of Transportation and Varied Industries are visible flanking a block-long reflecting pool, leading to a spacious Court of Honor in front of the Texas Hall of State. Foundations are completed on the Hall of State, visible just short of the 45,000-seat Cotton Bowl. Left of it can be seen the Halls of Foods and Beverages, of Agriculture, and frameworks for Halls of Livestock, Nos. 1 and 2. In the immediate foreground can be seen the Hall of Administration (left) and entrance to the 4,500-seat auditorium. Inset photo shows General Manager W. A. Webb, horseback, inspecting the grounds.*

## National Festival Third Week June

(Continued from Page 1)

tation was last year in Chattanooga, Tenn.

This presentation is not a professional one but a program of the people. It will begin with the Indians, the First Americans, adding to the Texas Indians' performances and exhibits the ceremonials and customs of the Kiowas of Oklahoma.

In the Spanish will be featured the folk plays and ballads, dating back to the 16th century, and presented with the casts available in Albuquerque.

The St. Genevieve singers from Missouri, with players also from Vincennes, Ind., and Acadians from Louisiana will present the French contribution to American culture.

Pennsylvania Germans will join with German-Americans of the several Texas communities with their songs and modes of life.

Lumberjacks from Michigan will send choruses with their wood choppers' songs. Cowboys of Texas and Arizona will give the plains flavor to the range songs.

## Cavalcade Made Tri-Daily Show

(Continued from Page 1)

tificial river in front of the Exposition grandstand will float Spanish galleons, Lafitte's pirate ships and war boats of the Republic of Texas. A screen of spraying water tinted by varicolored lights, will curtain the shifting acts.

From conquistadore to cowboy, from the quest for gold to the discovery of oil, the glamor of Lone Star state history will be recounted in detail. Three hundred Texans will be in the cast, many of them direct descendants of the historical characters they impersonate. Cowboys, Franciscan friars, revolutionary and Confederate soldiers, trail drivers and Texas Rangers will sing in massed chorus. The dramatization of Texas history will be set to music with songs of various periods interwoven in its theme.

Researchers are collecting authentic properties for use in the show: longhorn cattle, buffalo, stage coachest, ox teams, covered wagons, Spanish armor and the long rifles of the frontiersmen.