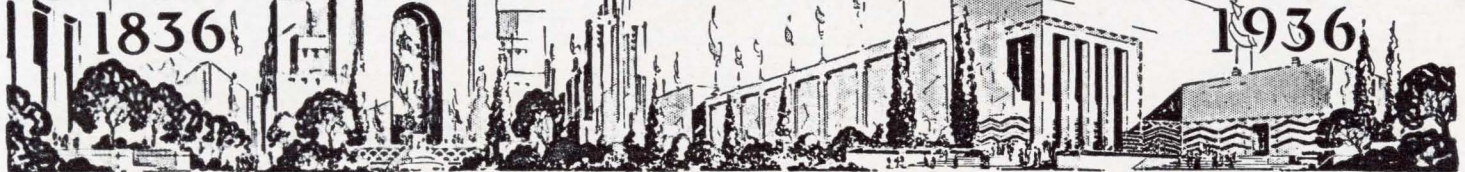


CENTENNIAL NEWS



TEXAS CENTENNIAL EXPOSITION

VOLUME I

DALLAS, TEXAS, FEBRUARY 15, 1936

NUMBER 21

General Motors Enters Exposition And Takes Auditorium for Season

Rail Display Now Has 10 Lines

Tracks Down For Showing Their Trains

Transportation Hall Will Show State In Miniature

Ten systems will participate in railroad displays during the Texas Centennial Exposition at Dallas, under plans as developed at mid-February.

Approximately \$400,000 will go into the space and exhibits of the Southwest systems already under way with their arrangements. The railroad exhibits, which will present much of Texas in miniature, will be in the \$400,000 Hall of Transportation facing the Esplanade of State just inside the Entrance Plaza of Exposition Park. New, more luxurious and comfortable equipment will be set out also on trackage now being laid back of the Hall of Transportation along spurs from the Texas & (See **TEN LINES SHOW** on Page 3)

Park Board Buying \$58,000 of Shrubs

Bids for shrubs, flowers and other landscaping materials were to be opened by the Park Board of the City of Dallas on February 17. The contract was expected to approximate \$58,000, to provide for completion of Exposition Park landscaping.

TRAVEL-MINDED TURN TO TEXAS

"Texas Centennial Bound" reads the legend across half a million windshield stickers distributed over the nation by the Dallas Automobile Club. The vacationist in 1936 is heading for Dallas, Texas Centennial Exposition host city, a mid-town, financial section of which is shown here. The newest developments in plane, train and bus are being put in service on the networks of systems serving Dallas.



Auto Makers Sign for Hall To Show All New Models

To Redesign and Air Treat Auditorium And Give Shows Of Top Rank

General Motors Corporation of Detroit has entered the Texas Centennial Exposition, under contract made last week and announced by W. S. Knudsen, executive vice-president.

The automobile manufacturing corporation leased the 4,600-seat auditorium for the six months of the Exposition, June 6 to November 29.

To Be Air Conditioned

Plans call for refinishing the exterior to blend with the architectural design and decoration of the \$25,000,000 World's Fair in the Southwest. A model air conditioning plant will be installed.

Leveling of the auditorium's first floor with the stage will (See **GENERAL MOTORS** on Page 3)

East Texas Dinner From Own Gardens

An all-East Texas products dinner will feature the celebration of East Texas Day, Friday, August 21, at the Texas Centennial Exposition at Dallas. Every East Texas county will furnish some particular product.

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 15, 1936 No. 21

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Some tips on Expositions and praise for the progress of the Texas Centennial Exposition this far ahead of June 6 opening came to General Manager W. A. Webb last week from G. Aubrey Davidson, chairman of the board of the San Diego Exposition. He stopped in Dallas for a day on his way home from Washington.

"The manner in which Centennial officials have overcome countless barriers in so short a time is impressive," Mr. Davidson commented.

"The exposition will be invaluable to Dallas business and to the city's future," Mr. Davidson declared. He cited trade figures from San Diego expositions of 1915 and 1935 to show how every business in that city had profited highly from the fairs.

★

"Texas is the most discussed State in the Nation today," J. S. Shaw, St. Paul, vice-president of Brown & Bigelow, said here last week.

Advertising Man Finds All Country Talks Texas

Mr. Shaw is on an extended tour of the Nation. "The news of the Texas Centennial has spread to all corners of the country and it is presenting Dallas and the State in a most favorable light," he said. "Business men are looking to this market eagerly and sales reports in many industries as well as our own show that 1935 business in Texas was well above the average. National firms are planning intensive sales promotions in Texas this year and I am convinced they will not be disappointed."

Holidays of Old Countries Designated For Native Celebrations at Exposition

Fair Shows State's Greatness, Editors All Over Texas Agree

Publishers of metropolitan newspapers of the State feel that the Centennial in its entirety and the Central Exposition at Dallas are going to be of great benefit to Texas, according to opinions expressed by members of the Texas Newspaper Publishers' Association to their president, E. M. Dealey of The Dallas News.

"All sections of the State are interested in the Centennial and are making an effort to make it worth-while," said A. E. Clarkon, Houston Post. "There is no doubt as to its success."

"I really think the Centennial is a tribute to the foresight and courage of the Texas pioneers and am sure the Central Exposition and the various celebrations in other parts of the State will be worthy of their memory," said Frank Mayborn, Temple Telegram.

"Henry Ford had it right," said Henry Humphrey, Texarkana Gazette and News. "He is spending more than \$2,000,000 in the belief that the Exposition will be a great thing. It will be and Texas will realize its benefits for many years."

"No matter what Texans do they can never measure up to the energy, ambition and enthusiasm of the sturdy pioneers who started the social and economic life of the State," W. M. McIntosh, publisher, San Antonio Light, said.

"The Centennial Central Exposition is a fine thing and we ought to have it," said J. L. Mapes, Beaumont Enterprise and Journal.

"I think the Centennial is one of the greatest things Texas ever did," said J. Lee Greer, Denison Herald. "We have a wonderful opportunity to show the greatness of Texas to the world."

T. & P. Planning To Carry Parties

The Texas & Pacific, in connection with the Missouri Pacific Lines, operates four through trains daily each direction between St. Louis and Dallas, making direct connections with trains from and to points in the North and East. Through service is also available from Memphis, Shreveport and New Orleans.

Considerable interest is being shown on the Pacific Coast, according to Frank Jensen, general passenger agent. He anticipates a large influx of tourists from that territory. In addition to regular through sleepers daily from Los Angeles to Dallas on the Sunshine Special, the T. & P. and Southern Pacific Lines will arrange for as many extra cars as may be necessary to handle parties making the trip.

Air-conditioned equipment has been installed in all through trains.

Dallas Ideal As Host City

Hotels, Restaurants, Clubs First Class

In addition to the Texas Centennial Exposition, the city of Dallas will offer a variety of attractions for the visitor in 1936.

There are twenty-one leading hotels in Dallas offering a wide range of accommodations. Throughout the city excellent restaurants present a high standard of cuisine.

For the lover of the "sport of kings" there is Arlington Downs, located on the Fort Worth-Dallas highway (Route 80) a few miles beyond the city limits.

For the golfer, Dallas offers a choice of several beautiful courses. The municipal links are well kept and sporty while those who wish to play on the private club courses may generally arrange for that privilege.

White Rock Lake in the lovely sylvan park of the same name is an ideal spot for water sports, swimming, boating and canoeing. Attractive picnic grounds dot the shore.

Dallas has long been noted as the amusement center of the Southwest. Its theaters, night clubs and other places of entertainment will provide the Exposition visitor with ample recreation beyond that offered at the World's Fair.

Churches of every creed are in Dallas and the Information Bureau of the Exposition will provide details of time of services, church locations and other data for the out of town guest.

CAMERA EXHIBIT SIGNED

Agfa-Ansco Company of Binghamton, N. Y., recently leased space in the Hall of Varied Industries at the Texas Centennial Exposition to show cameras, films and photographic supplies.

ADD NEW SHIPS

Additional passenger ships are to be put in coastwise service to Texas during the Texas Centennial Exposition, it has been announced by Clyde-Mallory lines. Many visitors from the East are expected to make the Texas trip, one way at least, by boat from the Eastern seaboard to Gulf of Mexico ports.

Expect 250,000 Columbus Day

Scandinavians To Meet June 27

The birthdate of Columbus, whose discovery of America was a bare quarter-century before first exploration of Texas, will be occasion for special celebrations which are expected to bring a quarter-million visitors for the day to the Texas Centennial Exposition, celebrating 100 years of independence.

Columbus Day, October 12, has been set as Catholic Day and National Italian Day, General Manager W. A. Webb has announced.

K. of C. Participating

Colorful programs are contemplated by both the Catholics observing the day and Italians, planning special events. The day's programs will include parades by Knights of Columbus, who annually observe the birthday anniversary of the Genoan explorer.

Attendance of 100,000 is predicted by sponsors of Scandinavian Day early in the Exposition, on June 27.

Scandinavians of Texas have elected committees and have plans under way, a host group of 6,800 Scandinavians in Texas who are inviting their 3,000,000 countrymen resident in the United States to the celebration.

To Don Native Dress

Native costuming has been adopted as dress for June 27 by the celebrators. It marks the end of a holiday week that contains Midsummer Day, June 24, the biggest day of festivals among Scandinavians, except Christmas. Bluejacketed, red-vested men in knee breeches will turn out, with their womenfolk in the varying patterns and vivid colorings of the costumes of the different provinces, all of which feature scarfs, caps and embroidered bodices.

Tens of Thousands Inquiries on Texas

America is readying itself to make 1936 the greatest season of travel in its history, according to Joe H. Thompson, of Denver, national director of the Conoco Travel Bureau. Indications pointing in this direction, Thompson said, are the constantly increasing purchase of automobiles, the Texas Centennial and the opening of the Pan-American Highway connecting Laredo, Texas, with Mexico City.

Thompson said the Conoco Travel Bureau has already received more than a hundred thousand inquiries concerning Texas.

June 6 Opening Day of Festivities

Surfacing Gaps On Highway 81

Another Route of Travel to Dallas

Spanning the nation from north to south, reaching from Winnipeg, Canada, to Laredo, Texas, is U. S. Highway No. 81. Announcement has been made that a huge program is under way to close up the unpaved gaps of this highway in Texas and Oklahoma, and as far north as Concordia, Kansas, thereby providing an all-paved route through Kansas, Oklahoma and Texas for the traffic to Dallas during the Texas Centennial Exposition, June 6 to November 29.

Business men and Chambers of Commerce of the cities along this route through Oklahoma and Texas, including Ponca, Enid, Okarche, El Reno, Chickasha, Marlow, Duncan, Comanche and Waurika, Oklahoma, Bowie and Fort Worth, Texas, are most enthusiastic about the Centennial celebrations and are making special preparations to accommodate crowds that will be using that highway to the Exposition.

NEW DESIGNATION, 69, SOUGHT FOR HIGHWAY

The Central Pan American Highway Association plans to soon have a highway approved, to be known as U. S. Highway No. 69, which will extend from Port Arthur, Canada, to the Mexican border. U. S. Highway No. 69 now starts at Albert Lea, Minnesota, extending from there to Des Moines, Iowa, Kansas City, Muskogee, Oklahoma, and on into Denison.

Ten Lines Show In Railway Row

(Continued from Page 1)

Pacific right-of-way at the edge of the grounds.

Space arrangement is being worked out for Santa Fe, Burlington, Southern Pacific, Rock Island, St. Louis, San Francisco and National Railways of Mexico systems. Definite space already has been signed for by Missouri Pacific and Missouri-Kansas-Texas, 1700 square feet each; Texas & Pacific, 2280 feet, and Cotton Belt, 800 feet.

Negotiations also are under way for exhibits representing American Railway Express and The Pullman Company.

"In no other Exposition of recent years," said W. A. Webb, general manager of the Exposition, "Have such extensive railway exhibits been maintained, and this indicates the value carrier lines place on this form of advertising."

Little America Being Rebuilt For Fair Show

Visitors to the Texas Centennial Exposition will find themselves able to visualize Admiral Byrd's Little America camp at the end of the world. A \$50,000 replica of that famous outpost of civilization will be one of the concessions at the Southwest's first World's Fair.

Ground was broken for the exhibit on February 14 by Admiral Byrd, in Dallas to fill a lecture date. He raised, for the first time on continental American soil, the flag which flew over the Antarctic base camp. This flag will fly over "Little America In Texas" until the close of the Exposition, November 29.

Many of the instruments used by the Byrd expedition will be displayed at the Exposition together with log books and other documentary data and several of the sled dogs. Lectures will be given regularly by members of the Byrd expedition who will be on duty here.

General Motors Signs for Space

(Continued from Page 1)

give free passage through the exhibits of Chevrolet, Oldsmobile, Pontiac, Buick, LaSalle and Cadillac automobiles.

Shows To Be Given

Seats will be left in the balcony for crowds at the shows to be presented by outstanding dance bands, stage, radio and screen talent and other first-rank attractions.

The Hall of General Motors, as the auditorium will be known, was built in 1925 at a cost of \$600,000. It contains the largest pipe organ in the Southwest, which was installed at a cost of \$65,000.

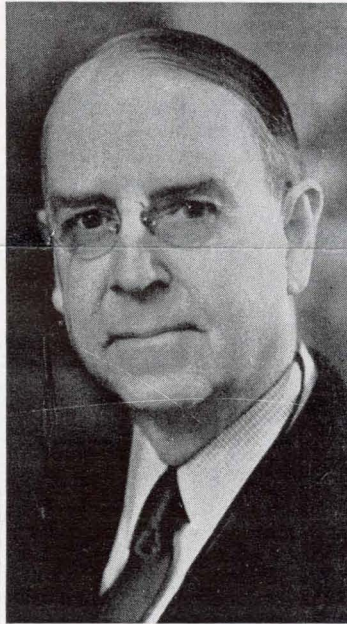
Information Offices For Tourists Open

Volume of travel to Texas, still four months in advance of the June 6 opening of the Texas Centennial Exposition at Dallas, has grown to such proportions that the Texaco Touring Service is opening offices both in Houston and Dallas.

"Stu" Hawley, Texaco national road reporter, visited Exposition offices recently, and said a flood of inquiries about travel to Texas, particularly for the period of the Exposition, had been coming into the touring service offices.

HE'S THE TOP

Major General Johnson Hagood, commanding officer of Eighth Corps Area, will be ranking officer in command of United States Army, Navy and Marine companies at the Texas Centennial Exposition. His camp staff will be headed by Major W. W. Carr.



Fishing Waters For Sportsfolk

Perch, Tarpon Wait Hook and Line

Followers of the rod-and-reel from all over the country in coming to the Texas Centennial Exposition will visit a state that can boast one of the best salt water fishing regions on earth—the Gulf Coast. The sporting tarpon and fifty-odd varieties of other edible fish abound in these waters. Among these are the red fish, trout, red snapper, flounder, blue and channel catfish, spade fish, sheepshead, croaker, jewfish, drum, mullett, and shell fish.

Those available from April through September are tarpon, mackerel, kingfish, pompano and gulf pike. Tarpon run in schools during summer months. Coast resorts furnish excellent accommodations, boats, tackle and guides.

Fresh water fishing is offered in unlimited quantities throughout the state in the thousands of miles of rivers, canals, bayous, and in the countless lakes over the state. The State Game, Fish and Oyster Commission sees to it that all fresh water streams are well stocked with bass, crappie, channel cat, sunfish, and other species. A non-resident's five-day license costs \$1.10.

Mighty Empire Goes on Parade

State Guards Called To Handle Crowds

The biggest, most colorful parade ever staged in the Southwest will open the Texas Centennial Exposition on June 6.

Plans for this parade, which will include forty historical floats, units of the army, navy and marines, Texas Rangers and at least twenty bands, have been completed by city, Exposition and Chamber of Commerce officials.

Calling Out Guard

Because of the large crowds expected for the parade and the opening day ceremonies at Exposition Park, Mayor George Sergeant and other civic leaders asked Gov. James V. Allred to send national guard troops to Dallas to assist police in handling traffic. Governor Allred will be a guest of honor.

Mayor Sergeant has issued a proclamation declaring June 6 a holiday and urging all citizens to take part in the parade and in the entertainment of visitors.

Streets along the parade route will be blocked off with wire in order that the parade may move from curb to curb.

Floats Tell History

The forty historical floats will be the feature of the first division of the parade. They will depict the episodes of Texas from its discovery, through its government under six flags, and its industrial, commercial and agricultural development, to the present day.

The entire business structure of Dallas will be represented in the parade by especially-designed floats. All will be built in accordance with specifications to preserve uniformity.

Mounted police and a cavalry of "outriders," who will depict Texas under six flags, will lead the parade. Grand marshal, the chief of staff and his aides, Texas Rangers and Mayor Sergeant and Governor Allred will be next in line.

New Highway Map Will Be Illustrated

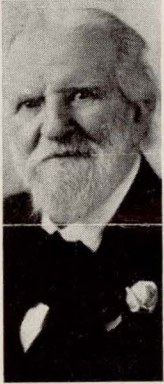
The skillet shape of vast Texas will be illustrated with photographs typical of its regions, from the Panhandle down to the lip where commerce pours into the Gulf ship lanes, on the Centennial year map that is being issued by the State highway department. Not only will the map show types of roads in all sections, but historic spots of interest will be pointed out.

Rates Cut as Travel Turns to Texas

School Teachers Coming to Fair

City of Mexico Trek Starts at Dallas

Two hundred school teachers from Eastern and New England states will assemble in Dallas June 18 to attend the Texas Centennial Exposition and to start a motor trek to the City of Mexico. The announcement was made in Dallas by Robert I. Garretson, dean of the University of World Travel and editor of the Oklahoma City Independent, Oklahoma City.



Edwin Markham

Heading the vanguard of educators will be Edwin Markham, poet and philosopher, who will go with the teachers to Mexico and teach during the summer term of the National University of Mexico. The American teachers will enroll for a summer course.

Garretson and Floyd Focht, president of the University of World Travel will open headquarters in Dallas several weeks in advance of concentration date. The teachers will be picked up at their front doors in their home towns in private cars and brought direct to Dallas.

After a brief visit of the exposition and other Centennial celebrations along the route to Mexico the caravan will go direct to the City of Mexico where the teachers will enter school. The caravan will return to Dallas on or about August 18 for another visit to the Exposition.

Delta System Adds Speedier Airplanes

Delta Air Lines has recently placed in service, on all schedules between Dallas and Atlanta, a fleet of newest Lockheed Electras (see photo on page 1) in anticipation of increased passenger traffic into Dallas for the Texas Centennial Exposition.

Laigh C. Parker, general traffic manager, said purchase of the new ships is part of a program which now makes available new, improved and additional service.

"Believing that the Texas Centennial Exposition will attract thousands of visitors from the Southeast and Florida," he said, "we have re-equipped our line with the finest available planes, added a night passenger service to and from Dallas."

Roomier Type Bus Smoother and Faster; Motor is at Rear

Southwestern Greyhound lines have ordered 40 new-style buses (see photo on page 1) to be placed on transcontinental routes through Dallas.

These buses have seating space, with ample leg room, for thirty-six. The motor is in the rear. Chairs are placed much higher, so that passengers have an unobstructed view. Baggage space is underneath.

In spite of the extra capacity, the new-type bus is two tons lighter than present equipment and its roof is two inches lower. It is easier to handle, smoother riding, and has additional safety features.

Mass Movements To Dallas Planned

Mass movements to Dallas for the Texas Centennial Exposition are being planned in several cities on the Missouri-Kansas-Texas railroad system, between the dates of June 6 and November 29.

The St. Louis Chamber of Commerce is considering an extensive trip to Texas. W. M. Fenwick, passenger traffic manager of the M.-K.-T., has reported to W. A. Webb, general manager of the Exposition.

"They see advantage," Mr. Fenwick wrote, "in combining pleasure and business; visiting the Exposition and other Texas points, and by personal contact introducing their markets to Texans."

Railway Excursions Start As Low as Fare-and-Third

Scrip Plan Interchangeable on Nineteen Airlines Adopted, Bus Fares on Bargain Basis Being Figured

Anticipating heavy travel to Texas for the Texas Centennial Exposition at Dallas June 6 to November 29, reduced rates are being figured on transportation systems of the Southwest and the Nation.

Railroads, bus lines, airlines—all are adding new equipment, designed for greater comfort and speed and increased carrying capacity, adding to schedules and at the same time figuring for increased business to give lower rates.

Record Tourist Travel Foreseen

San Antonio Looks for Trek to Texas

All past records for tourist travel to Texas will be broken during Centennial year, and many of the millions who visit Dallas will continue into South Texas, it is anticipated by the San Antonio Chamber of Commerce.

An unprecedented number of requests is deluging their offices, the organization reported.

Few who see mighty Texas in tabloid at the \$25,000,000 World's Fair at Dallas will be content to go home without seeing more of the Lone Star state, the San Antonio bureau predicted.

Train and bus companies who are planning special trips over the state originating out of Dallas also are scheduling sight-seeing excursions out of San Antonio, Houston and other key cities.

Facts About Texas

Texas covers 262,898 square miles, comprising one-twelfth of the area in the United States and is larger by 53,000 square miles than Germany. Russia is the only European country with a larger area than Texas. Texas measures 864 miles from the extreme east to the west of its border.

Texas leads the nation in the production of cotton, petroleum, cattle, sheep, horses, goats, mules, carbon black, sulphur and mohair.

Texas has 254 counties, the largest of which is five times bigger than the area of the State of Rhode Island.

The largest helium gas plant in the world is located at Amarillo, Texas; the largest salt dome at Grand Saline; the largest blocks of marble at Marble Falls; the largest spinach farm at Carizo Springs; the largest sulphur field in Brazoria and Matagorda Counties; the largest carbon black plant near Amarillo; the largest natural gas field at Pampa; the largest oil and refining industry at Beaumont and Port Arthur; the largest salt dome at Grand Saline; plant at Austin; the largest air military training center at San Antonio; the largest and finest privately owned race track at Arlington; the largest wood

ence manufacturing plant at Lufkin and the greatest natural bird sanctuary, Matagorda Bay to the mouth of the Rio Grande.

Texas is the only state in the Union that has the right to divide itself without the consent of Congress. A joint resolution adopted by Congress March 1, 1845, providing for her admittance, gave Texas the unique authority to divide into as many as five states if the population is sufficient at any time her voters so decide.

The 1,400,000-acre King Ranch at Kingsville is larger than the State of Delaware. The front door of the ranch house, the finest in the world, is 18 miles from the main gate.

The capitol at Austin was built for the state in exchange for 3,000,000 acres of public land that was converted into the XIT ranch, at one time the largest in the world.

Since the discovery of oil at Nacogdoches in 1866 to the early part of 1936, Texas royalty holders have been paid \$545,275,000 on the basis of one-eighth of the total oil produced. During the same period, the total value of the production has been set at \$4,464,197,000.

Two Ways Price of One

Railroad rates run as low as fare-and-one-third for roundtrip on season-limit tickets, and begin at one-way flat for weekend excursions.

Bus system rates are now being set up.

Airlines, of which four major lines reach Dallas, have announced a 15 per cent discount scrip plan, interchangeable on nineteen systems over the nation. A \$500 scrip book is sold for \$425, and on a card plan as many card holders as desire can be carried on a deposit-plan scrip account.

Basis Set for West

The Southwestern Passenger Association and the Transcontinental and Western Passenger Association have arrived at rates from all points in Western and Southwestern territories to the Texas Centennial Exposition at Dallas and other Texas points on the following basis:

SEASON-LIMIT FIRST CLASS—One and two-thirds of one way first class (3c) fare for round trip, selling June 1 to Nov. 14, ticket limited to Dec. 15.

SEASON-LIMIT COACH CLASS—One and four-fifths of one way coach fare, selling June 1 to Nov. 15, ticket limit Dec. 15.

THIRTY-DAY LIMIT FIRST CLASS—One and one-third of one-way first class (3c), selling June 1 to Nov. 29, no return after Dec. 15.

THIRTY-DAY LIMIT COACH CLASS—One and one-half of one-way coach fare, selling June 1 to Nov. 29, no return after Dec. 15.

WEEK-END FIRST-CLASS—One-way fare plus 25 cents, selling weekly for trains arriving Dallas Saturday or Sunday, to leave Dallas before midnight of following Monday.

WEEK-END COACH-CLASS—One-way fare good for round trip, for trains arriving Dallas Saturday or Sunday, to leave Dallas before midnight of following Monday.

STOP-OVERS—Permitted, going and return trips and diverse routes, on both class fares on season or thirty-day tickets.