

CENTENNIAL NEWS

1836 1936

TEXAS CENTENNIAL EXPOSITION

VOL. I Publishers Desiring to Reprint Matter Invited to do so by Centennial News DALLAS, TEXAS, MARCH 2, 1936 Published by the Texas Centennial Exposition at Dallas, Texas NO. 22

Chrysler Takes Entire Building Wing

New Hall for Petroleum Exhibits

To Be Built In 60 Days

No Space Left for Oil In Crowded Hall Transportation

Demand for more industrial display space brought announcement last week of a new Hall of Petroleum for the Texas Centennial Exposition. General Manager W. A. Webb said that space formerly assigned as a petroleum wing of the Hall of Transportation having been taken by Chrysler Motors, the new building for (See *PETROLEUM SHOW* on Page 4)

Four Buildings Ready March 15, Exhibitors Can Start Setting Up

By March 15 exhibitors can begin setting up Texas Centennial Exposition displays in four buildings, the works department reported last week to Exposition General Manager W. A. Webb.

Hall of the U.S. Work Is Started

Cullen F. Thomas Breaks Ground For Structure

U. S. Centennial Commissioner General Cullen F. Thomas officiated last week as work was begun on the Hall of the United States at the Texas Centennial Exposition.

Of semi-permanent type of construction, walls of hollow tile, the Federal government's building will be completed well in advance of June 6 opening of the \$25,000,000 World's Fair. Its cost, when furnished and finished, will be \$325,000.

High-Powered Lights of Exposition to Have 12,000,000,000 Volts

Electricity—12,000,000,000 (billions) volts of it—will be available to the switches at the Texas Centennial Exposition through a \$135,000 system of conduits and wiring being laid underground in Exposition Park.

Department Order Assures Post Office At Exposition Park

Official approval has been granted for creation of a Texas Centennial Exposition post office, including a staff of carriers who will deliver and collect from various substations on the grounds, Postmaster W. Bruce Luna, of Dallas, has notified General Manager W. A. Webb, of the Exposition.

The Hall of Agriculture is completed.

Except for a few finishing touches, the Administration Building has been completed since the first of Centennial Year, and has been occupied since last May during a complete remodeling around constantly working offices.

By mid-month exhibits can be moved into the Hall of Varied Industries, which includes Electric and Communications; Hall of Livestock No. 2, and railroad exhibit sections of the Hall of Transportation.

Contract has been let in Detroit for construction of the \$1,200,000 Ford Motor Company building.

World Interested

Attention on Texas Says Ex-Mayor Now in New York

Attention is being attracted all over the world to the Texas Centennial Exposition, and especially in New York, said Frank Wozencraft, former mayor of Dallas and now general solicitor for the Radio Corporation of America, in Dallas on a visit last week. He was mayor of the Exposition host city 1919 through 1921.

Talking Out Loud

Gulf Company's Sound Truck Tells About Exposition

Highlights of the Texas Centennial Exposition at Dallas June 6 through November are told through Gulf Refining Company's sound truck sent out last week to be put in use amplifying pre-Exposition celebrations at various points over the state. Don Riddle, in charge of Gulf's Centennial participation, said a second truck would be put in the field later.

Theater Set To Receive Celebrities

Two-thirds of Their 15,000 Square Feet To Show Chrysler Line of Autos

Chrysler Motor Company signed contract last week to exhibit in the east wing of the Hall of Transportation at the Texas Centennial Exposition. The entire wing, more than 15,000 square feet, will be taken over by the automobile makers.

The display will feature the cars of the Chrysler line, Plymouth (See *CHRYSLER SPACE* on Page 4)

TWO AT A TIME

What is bigger than a fair? Two fairs. Lincoln G. Dickey (right), general manager of the Great Lakes Exposition, is shown greeting Don L. Sterling, who stopped in Cleveland to extend compliments and best wishes from W. A. Webb, general manager of the \$25,000,000 Texas Centennial Exposition, at Dallas, June 6 through November. The Great Lakes Exposition runs 100 days, beginning June 27.

STREAMLINER

Ralph Budd, who streamlined the first train, gave an airfoil crush to a western cowboy but given him at the offices of the Texas Centennial Exposition and said, "this is a speed-minded age." The president of the Burlington said a fleet Zephyr would be serving Dallas daily before the end of the \$25,000,000 World's Fair, June 6 through November.



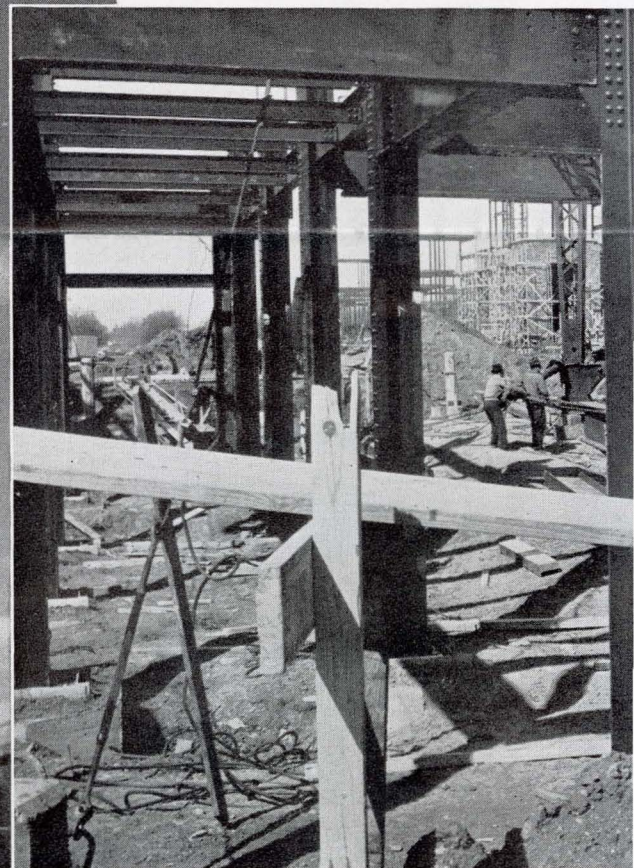
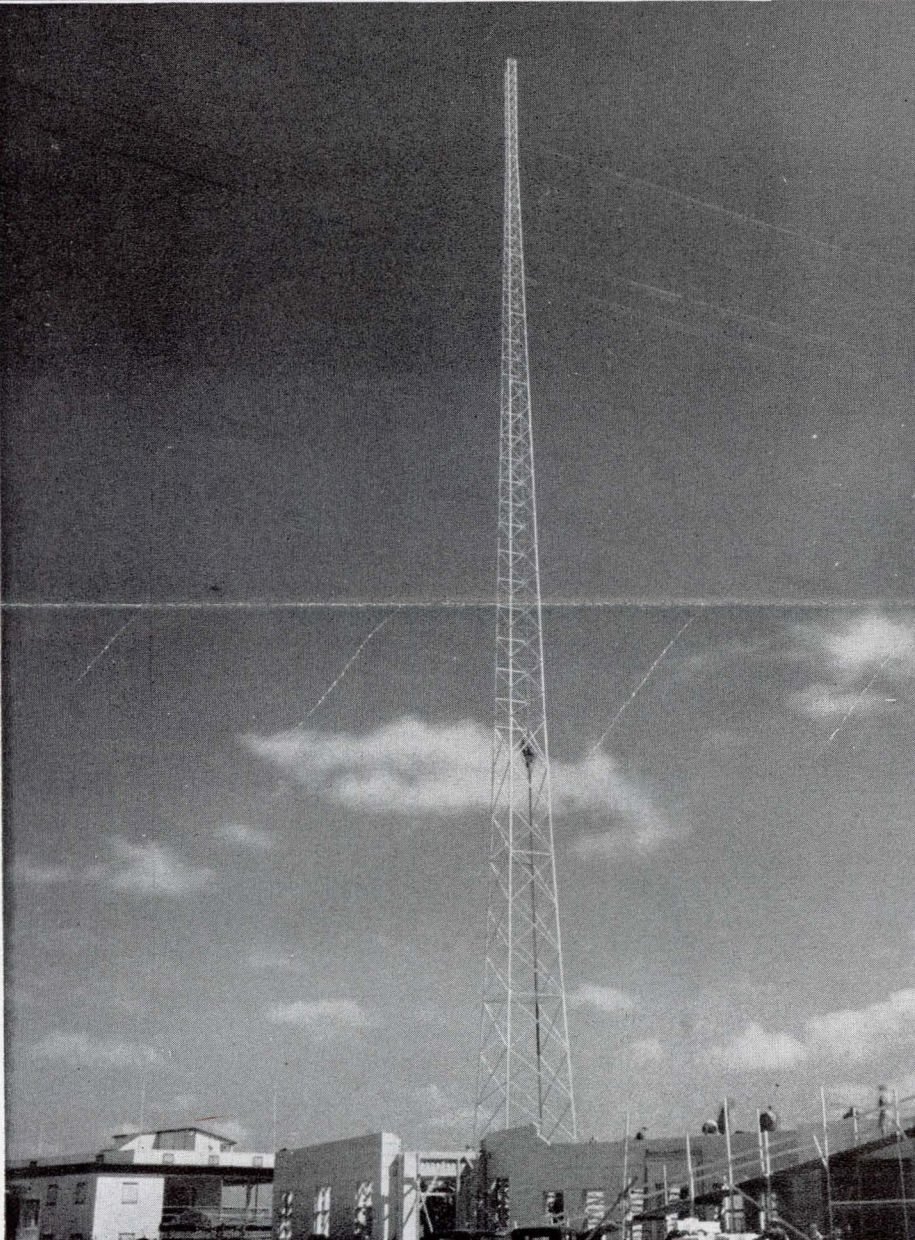
Four of Largest of Eighteen Major Buildings in



ABOVE—Steel spurts skyward, completions the \$25,000,000 World's Fair, the Texas Cen through November. Four of the larger build in the panoramic photograph above: (1) Adm Varied Industries, Electric and Communicatio square feet of floor space; (4) Hall of Transp (5) Texas Hall of State, million-dollar native.

AT LEFT—Towering 230 feet into the air is the support for the aerial of WRR, City of Dallas broadcaster and police signal station of the Fire-Police-Radio unit at the Ex-position.

BELOW—A shows vari completion tion of the E will occupy ings, eightee permanent

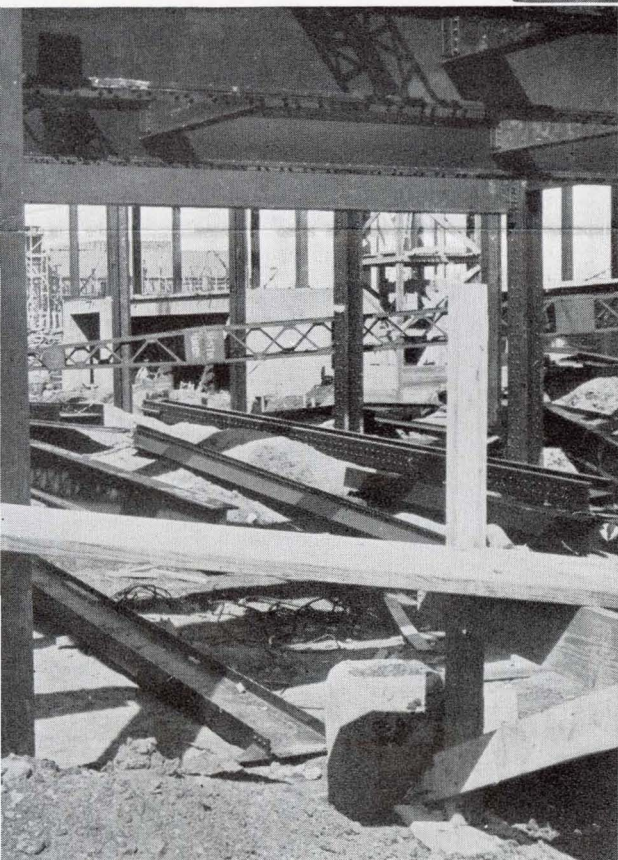
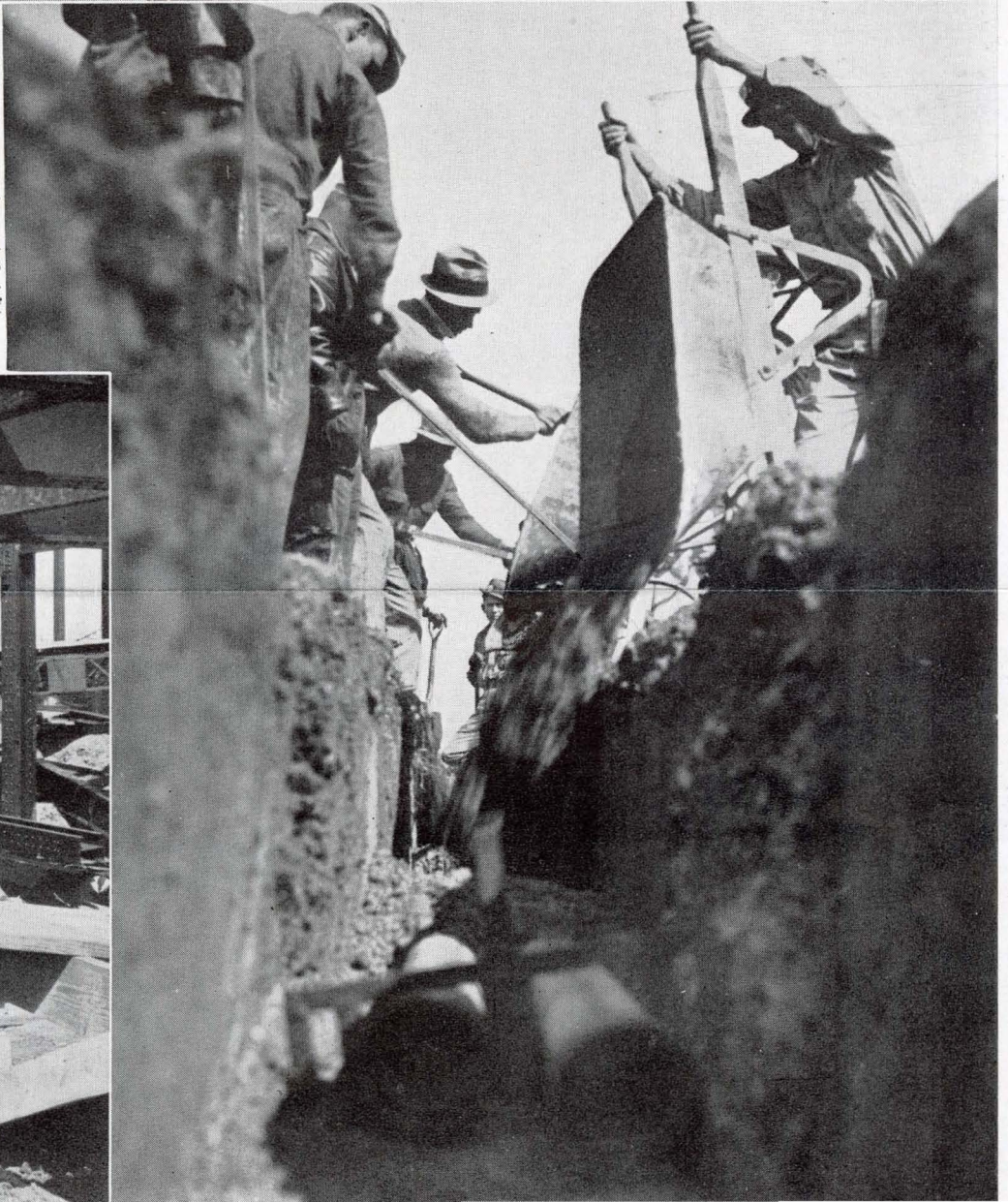




er on several of eighteen major buildings of
ial Exposition which opens June 6 to run
facing on the Esplanade of State are visible
ration building, completed; (2 and 3) Hall of
the two vast wings of which give 150,000
tion, 780-foot-long complementing building;
e centerpiece.

ser-up view
stages of
ne construc-
sion, which
new build-
f them of a
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AT RIGHT—Water and sewer
mains already down, wiring,
too, goes underground to avoid
the clutter of overhead cables
that must carry current suffi-
cient to serve a city of a
100,000 population.



Thirty Cities Arrange Days At Exposition

Others Setting Dates and Planning for Special Events

Special days for attending the Texas Centennial Exposition already have been arranged by officials and civic organizations of thirty cities. Twelve other cities have set tentative dates on which their representatives will visit the \$25,000,000 World's Fair which opens June 6 to run through November.

June 10th, the fifth day of the World's Fair, will be New Orleans Day. Other days arranged during June are June 12, El Paso; June 18, Canyon; June 20, Sulphur Springs and Stephenville; June 27, Gainesville and Beaumont, and June 28, McGregor.

The Fourth of July will be Kerrville, Washington County and Mount Pleasant as well as Independence Day. Other days in July will be July 8, Victoria; July 11, Galveston; July 12, Bowie; July 13, Corsicana; July 17, Hillsboro; July 18, Childress; July 22, Weslaco; July 28, Waxahachie.

Other days arranged definitely are Aug. 1, McKinney and Collin County; Aug. 20, Texas City; Aug. 24, Lamesa and Paris; Sept. 3, New Braunfels; Oct. 1, Wharton; Oct. 2, Gonzales and Yoakum; Oct. 5, Abilene; Oct. 17, Marshall, and Oct. 24, Mississippi.

Days arranged tentatively are June 21, Sherman; June 22, Midland and San Angelo; June 25, Fort Smith, Ark.; June 26, Amarillo; July 28, Commerce; Aug. 17, Freeport; Sept. 3, Wichita Falls; Sept. 23, Ranger Oct. 3, Waco; Oct. 10, Austin, and Oct. 24, Fort Worth.

Chrysler Space Contract Signed

(Continued from Page 1)

outh, De Soto, Dodge and Chrysler; Air-Temp, air conditioning system, Dodge trucks and Chrysler parts.

David French, personal representative for Walter Chrysler, and Hi Johnson, industrial exhibits designer, came from Detroit and closed the deal with Exposition officials.

"We will endeavor" said Mr. Johnson, "to strike a note of simple elegance with a rich and dignified exhibit. Thirty per cent of the exhibit space will be devoted to a theater with a capacity of 300 which will be used as our Hall of Celebrities. There we will entertain distinguished guests.

"Autos treated with florescent paint will be mounted on the walls of the theater in transparencies or photomontage.

"In the main exhibit hall, which will occupy sixty per cent of our space we plan a stately exhibit salon."

An unusual feature will be a Chrysler car made of resin which by chemical process is rendered transparent so that every part will be visible.

Mr. French will be in Dallas from now until the Exposition closes next November. Johnson will return shortly to Detroit leaving E. W. Calvin in charge.

CHRYSLER LINE OF CARS TO SHOW

Contract to show the Chrysler line of automobiles in a full wing of the Hall of Transportation at the Texas Centennial Exposition was signed last week by David French, representing Walter Chrysler. Standing for the photograph of the signing are Paul Massmann, director of Exposition exhibits; Hi Johnson, designer of the Chrysler exhibit; W. A. Webb, general manager of the Exposition, and W. S. McHenry of the Exposition exhibits and concessions department.



Exhibits List Grows to Ninety, Twenty-six Concessions Signed

Lists of exhibitors and concessionaires for the Texas Centennial Exposition expanded during February. At the calendar turn into March, with three months yet before opening, ninety exhibitors were listed, and twenty-six concession operators.

They are listed alphabetically below:

LIST OF EXHIBITORS

Advance Aluminum Casting Corp.
Agfa Ansco Corporation.
Aldridge Seed Farms, Inc.
American Thread Company.
American Telephone and Telegraph.
Armour and Company
Ball Brothers Company
Beech-Nut Packing Company
Book House for Children.
Buick Motor Company.
Cadillac Motor Company.
Catholic Exhibit.
Champion Spark Plug Company.
Chicago, Burlington & Quincy Rr.
Chrysler Motor Company.
Chrysler Sales Corporation.
Church of Jesus Christ of Latter Day Saints.
Coca-Cola Bottling Company.
P. F. Collier & Son, Corp.
Continental Oil Company.
Delco Light Corporation.
De Soto Motor Company.
Dodge Motor Company.
Donna Lee Products.
Dr. Pepper Company.
Eastman Kodak Company.
E. I. DuPont de Nemours Co.
Essex Wire Wheel Company.
Famous Mineral Water Company.
Firestone Tire and Rubber Co.
Ford Motor Company.
Frigidaire Corporation.
General Electric Company.
General Motors Corporation.
Genesee Trading Company.
Grennan Bakeries, Inc.
Grolier Society.
Gulf Refining Company.
Harley Davidson Motor Co.
A. Harris and Company.
H. J. Heinz Company.
John A. Hertel Company.
The Hubinger Company.
Ingersoll-Waterbury Company.
Interstate Cotton Oil Refining Co.
Kellogg Company.
Kerr Glass Manufacturing Corp.
Kraft-Phenix Cheese Corp.
La Salle Motor Company.
Magnolia Oil Company.
The Masonite Corporation.
Missouri Pacific Railway System.
M.-K.-T. Railroad Company.
Morton Milling Company.
Nassau Pen and Pencil Corp.
National Life & Accident Insurance.
National Pressure Cooker Co.
National Super Products Company.
Robert Nicholson Seed Company.
Oldsmobile Motor Company.
Oriental Show-You Company.
Owens Illinois Glass Company.
The Pennzoil Company.
Peter Pirsch & Sons Company.
Plymouth Motor Company.
Pontiac Motor Company.
Portland Cement Association.
The Praetorians.
W. F. Quarrie & Company.
Ratliff's Pure Food Products Co.
Reynolds Manufacturing Company.
Rio Grande Valley Exhibit.
Rock Island Lines.
Santa Fe Railroad.
Sears Roebuck and Company.
Geo. L. Shuman & Company.
Singer Sewing Machine Company.
Southern Pacific Lines.
Southern Pine Association.
Southern Rice Industry.
Stanard-Tilton Milling Company.
Standard Brands, Inc.
St. Louis-San Francisco Railway Co.
St. Louis Southwestern Ry. Lines
Texas & Pacific Railroad.
The Texas Company.
Walker's Austex Chile Company.
L. E. Waterman Company.
Western Union Telegraph Company.
Westinghouse Electric Company.
LIST OF CONCESSIONAIRES
Norman Bartlett—Ride.
Samuel Bert—Popcorn.
Bowen Motor Coaches—Interfair transportation.
Century Frozen Products Company—Ice cream.
Coca-Cola Bottling Co.—Soft drinks.
Doughnut Corporation of America—Restaurant.
Dufour & Rogers—Shows.
Dreyfuss & Son—Store.
Dr. Pepper Company—Soft drink.
Clyde Elliott—Game.
H. C. Ford—Show.
Murray Goldberg—Scales.
Graham Enterprises, Inc.—Spectacle.
L. L. Hamilton—Frog farm.
Harry A. Illion—Playground and ride.
Kaplan and Bloom—Novelties.
Lusse Brothers—Ride, show.
F. M. McFalls—Game.
Charles J. Muller—Restaurants.
Otto H. Muller—Restaurants.
Charles C. Pyle—Show.
John Sirigo—Photographs, postal cards.
Skillern's—Store.
Southwestern Drug Co.—Soft drinks.
Streets of All Nations—Spectacle.
Teeter and Callahan—Show.
Turf Catering Company of Texas—Soft drinks.

Armour & Co. First Packer To Enter Fair

Contract Signed for 2,520 Square Feet In Hall of Foods

First in the packing industry to sign for exhibit space at the Texas Centennial Exposition, Armour & Company has made contract for 2,520 square feet of space in the Hall of Foods and Beverages. This building is to be ready for occupancy during March and exhibitors can begin assembling their displays.

Contract was made by W. W. Shoemaker, vice-president.

The type of display has not yet been announced.

Petroleum Show In New Building

(Continued from Page 1)

petroleum and allied industries will be erected on a site on Pacific drive, facing the Court of Honor that lies in front of the Hall of State. It is just across Pacific drive from the wing of Hall of Transportation previously designated for petroleum.

Details of the new building plan were being worked out by the technical department, fitting them to space applications from two or more oil companies wanting extensive space, though not investing in buildings of their own such as are being built by The Texas Company, Gulf Refining Company and Continental Oil Company.

FEWER STEPS

The smartest thing in years in World's Fairs is the way the Texas Centennial Exposition has been built compactly on a quarter-section of land, said Edward H. Hungerford, railroad executive and widely known magazine writer, after a visit to Exposition Park at Dallas. Author of Wings of a Century, dramatizing Chicago's 100 years, Hungerford took keen interest in the planning of the Cavalcade of Texas, in which four centuries since first exploration will be reviewed. He is associated with New York Central Lines.

