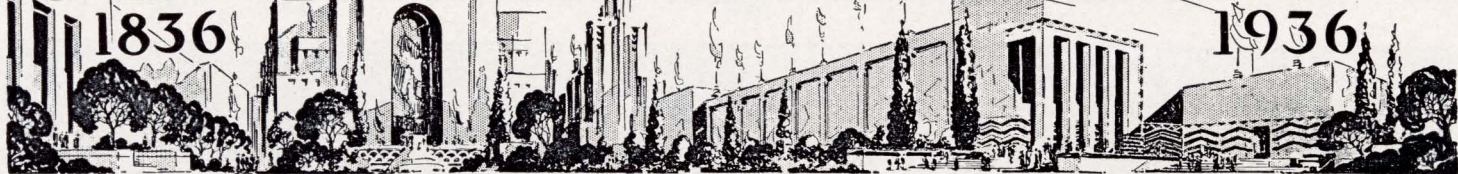


# CENTENNIAL NEWS



## TEXAS CENTENNIAL EXPOSITION

Vol. I

OCTOBER 5, 1935

No. 5

# FAIR INCREASES EXHIBIT SPACE

## DALLAS BIDS FOR NATIONAL GRANGE'S 1936 CONVENTION TO BE HELD AT EXPOSITION

The National Grange, holding its annual convention November 12-21 at Sacramento, Calif., will be invited to meet in Dallas in 1936 during the Texas Centennial Exposition. Officers of the Texas State Grange will extend the invitation, it was announced following a conference with Exposition officials.

## BIG BUSINESS STUDIES FAIR

### Representatives Pay Visit to Dallas

Many branches of industrial and commercial activity are represented in the list of nationally-known concerns whose representatives have conferred during the last few weeks with officials of the Exhibits Department of the Texas Centennial Exposition.

Manufacturers of everything from incubators for prematurely-born babies to stratosphere cruisers are included in the list of concerns which have initiated plans for participation in the Exposition.

Announcement of contracts with many of the contacting groups awaits completion of negotiations which are progressing to the final stage.

Firms and representatives with whom contacts have been established include L. W. Shugg of General Electric Company; Walter Dorwin Teague, of New York, architect for the Ford Motor Company and the Texas Corporation; G. H. Lewis of the Westinghouse Electric Company; C. D. Smith, Firestone Tire and Rubber Company; G. F. Baldwin, southern sales manager for DuPont; W. S. Casey, Ford representative; John Mills, American Telephone and Telegraph Company; C. G. Davis, representing the state of California; Tom Lawson, southern sales manager, Continental Oil Company; J. G. Yarbrough, Gulf

(See BIG BUSINESS, Page 4)

Attendance at the national convention annually runs from 15,000 to 20,000 persons. Similar attendance will be promised in Dallas if the Exposition City's bid for the 1936 convention is accepted. This will be the Southwest's first request for a meeting of the National Grange, and if accepted will bring the first national convention of the organization to one of the richest agricultural regions of the nation.

Plans of the Exposition for agricultural and livestock exhibits commensurate with the scope of a World's Fair will be laid before the National Grange as an inducement for awarding the 1936 national convention to Dallas.

Programs of special interest to farmers of all sections of the country are being worked out by the Special Events Division and Agricultural Department of the Exposition to dovetail with meetings of national agricultural organizations which are being sought for Texas during the Centennial Year.

## TEXAS HOLDING ROSE FESTIVAL

The Centennial Rose, official flower of the Texas Centennial Exposition, is being featured in the Annual Rose Festival now under way at Tyler. This rose, discovered by an East Texas rosarian last year, has been developed and several hundred thousand plants have been made available for distribution during the Centennial Year. The rose, deep red in color, will be used in the landscaping scheme of the Exposition.

### They Plan Long Trip to Texas

Two individuals who will travel what may be the greatest distance to see the Texas Centennial Exposition in Dallas in 1936 are A. O. Suthers, Central Boys' State School, Townsville, Queensland, Australia, and Leo S. O'Sullivan-Beare, Hawea Flat, Central Otago, New Zealand.

Both residents of "the land down under," living more than 10,000 miles from Texas, are planning trips to Dallas for the Exposition and have written the Travel Department of the World's Fair for information.

Many requests for information have been received from European and South American countries.

## BEER GARDEN DEAL CLOSED

### Muller Will Build Structure Soon

Contract has been signed between the Texas Centennial Exposition and Otto Muller, of Chicago, for operation of a German beer garden and restaurant on the Exposition grounds. Muller will soon begin erection of a \$30,000 building near the main entrance. He will begin operation upon completion to serve employees of the Fair grounds during the pre-Exposition period.

## CONTRACT FOR GUESS SCALES

Contract has been closed with the Concessions Department of the Texas Centennial Exposition by Murray Goldberg, of Brooklyn, N. Y., for operation of his "Guess-Your-Weight" scales during the 1936 Fair in Dallas. Goldberg is ranged as the leading scales concession operators in the country. He operated at Chicago during both years of A Century of Progress.

## FOODS TO HAVE ONE BUILDING

### Agriculture Display to Be Placed in Special Hall

Plans to expand the Agriculture-Livestock Center of the Texas Centennial Exposition, caused by greater demand for exhibit space in this department, are being developed by officials of the 1936 World's Fair.

Calls for exhibit space in the originally designated Agricultural-Food Products Building have been received in such volume that the management committee of the exposition has announced this structure will be given over entirely to food products.

### Exhibits Transferred

To provide for agricultural exhibits the Poultry Building has been changed to the Agricultural Building. Other facilities for poultry exhibits will be provided.

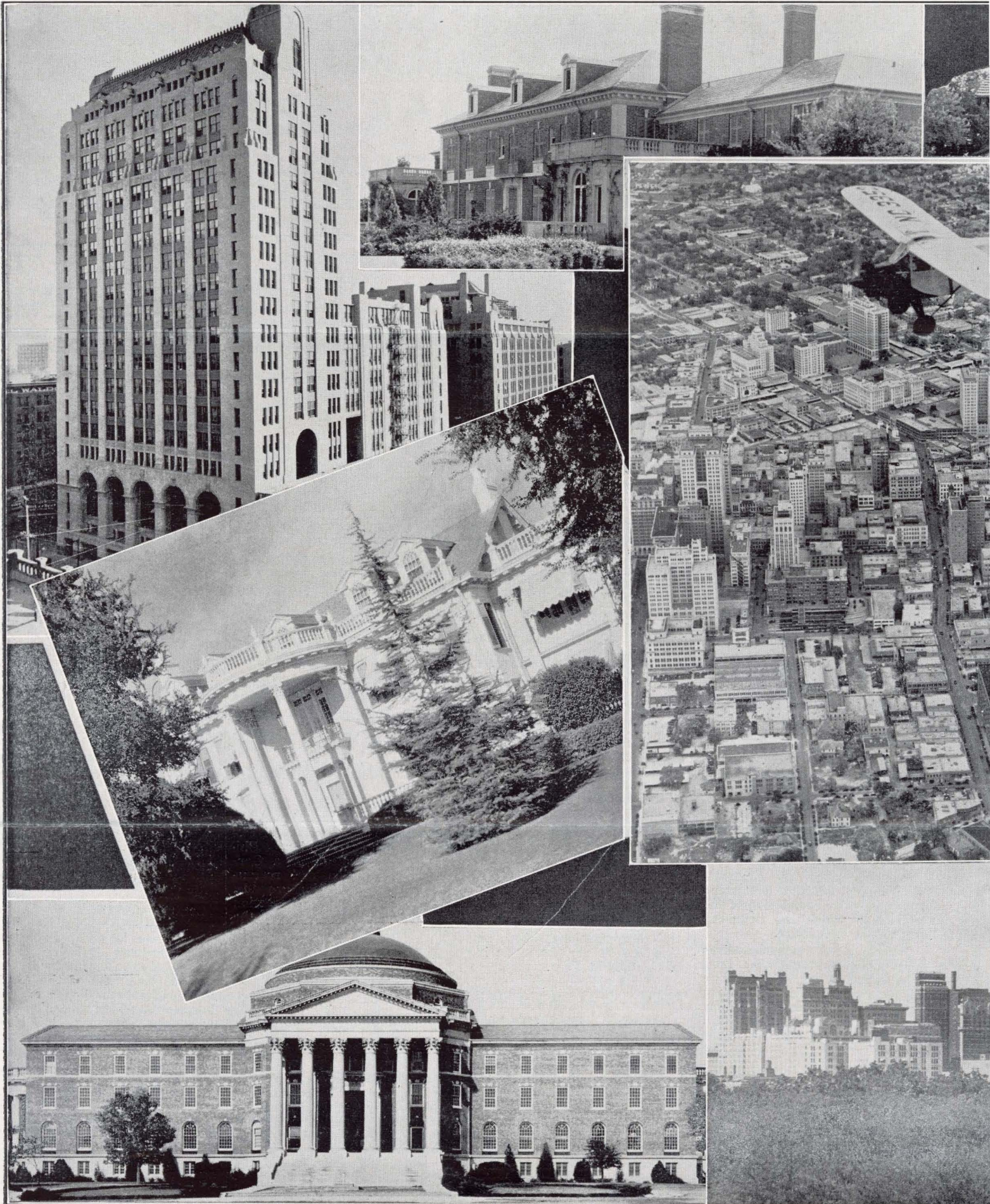
Contract for the newly-designated Agricultural Building has already been let and bids on the Food Products Building have been received. These structures compose two units of the Agriculture-Livestock Center of the Exposition, which will also include two Livestock Buildings and the new Poultry structure.

### Food Exhibits Lead

Contracts for exhibits in the Food Products Building are setting the pace for the Exposition with more than fifty per cent of the available space already under commitment. The agricultural exhibits sections is showing similar progress.

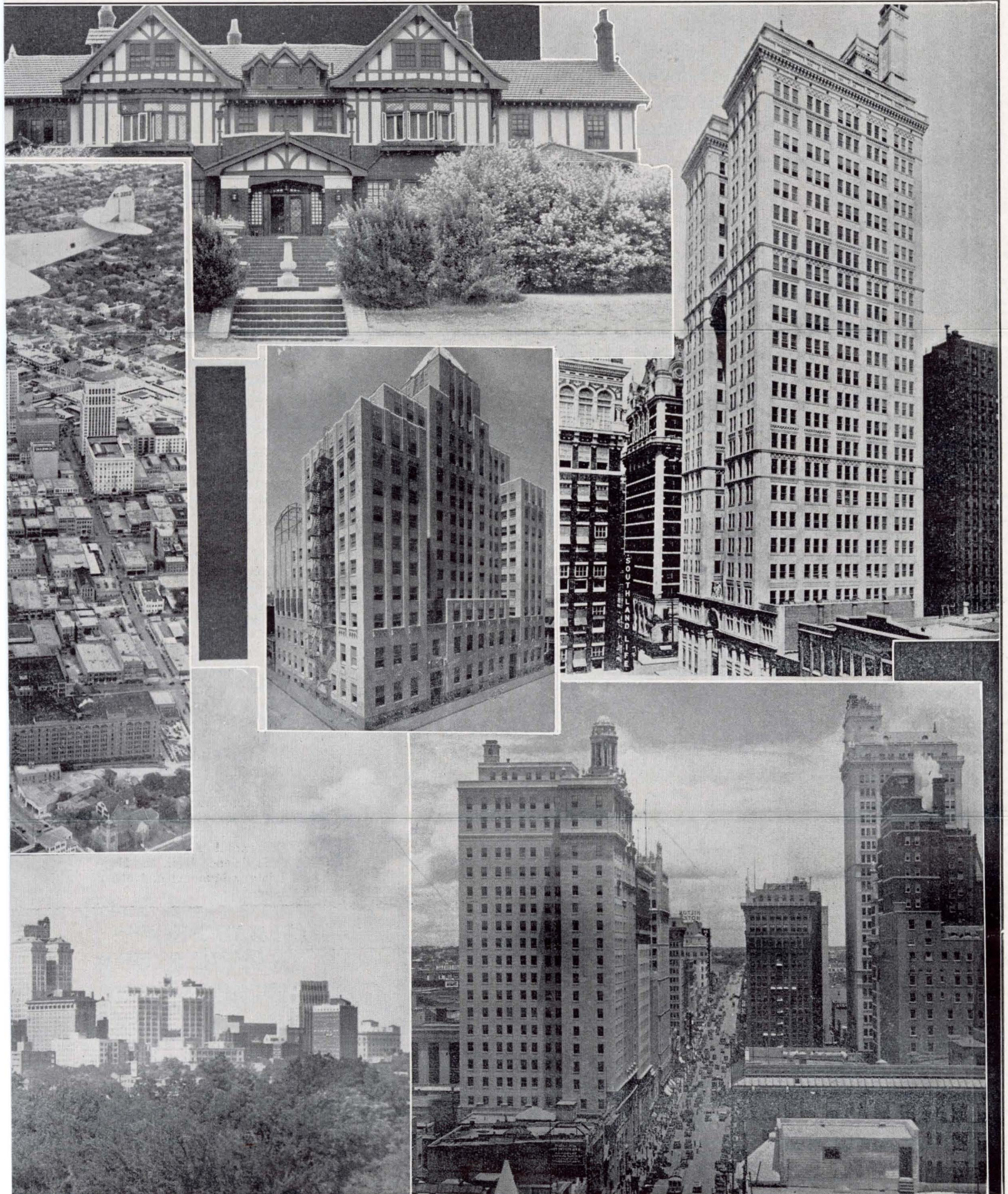
Investment in buildings and grounds for the Agricultural-Livestock Center of the Exposition will approximate \$1,000,000.

# Indian Village of Century Ago Becomes



One hundred years ago an Indian village composed of wigwams fashioned of buffalo hides and grass-thatched, wooden-poled lean-tos stood on the banks of the Trinity River in North Texas. Today, a city of towering skyscrapers, fine residences and modern schools stands on this same spot. Dallas is making ready to welcome tourists from all sections of America in 1936 as Texas celebrates her Centennial of Independence. Every facility for comfort will be available to the visitors who will find themselves hard put to visualize that this thriving

# nes Texas Centennial Exposition City



city was not so long ago, as times go in the world's history, a primitive, untended spot. Pictures here are aerial and skyline views of Dallas, some of the big buildings which accommodate its businesses, and some of the fine residences which house its citizens. Long known as "The City of the Hour", Dallas takes on the new title of "The Centennial City of 1936." Aided by the state and federal governments, the city of Dallas and the Texas Centennial Exposition are making ready to greet millions of visitors during the Centennial Year.

# CENTENNIAL NEWS



Published by the Texas Centennial Exposition, Dallas, Texas.

None of the matter printed in Centennial News is copyrighted and publications desiring to use any material herein are invited to do so.

Volume I

Number 5

## What Others Say

### 'Our Biggest State Celebrates'

The Syracuse, N. Y., Herald, after recalling outstanding events in the early history of Texas as a background for the Texas Centennial Exposition, comments:

"To our boys and girls and their elders who have studied the pages of American history, even in elementary editions, the foregoing chain of events will carry a familiar meaning. But from a national point of view, they were only a prelude to the annexation of the Texan Republic to the United States in March, 1845, and its admission to the Union in December of the same year. Our war with Mexico was the sequel and effect. This was an ominous and lamentable chapter of our history, in the respect that our consequent annexation of a far greater Mexican territory aggravated the slavery issue and reached its fratricidal climax in the Civil War. But retrospective misgivings of that import will not detract from the enthusiasm of the current Texas celebrations, nor dim the glory of the State's later and mighty progress."

### 'Great Celebration'

(Archbold, Ohio, Buckeye)

The Buckeye has received its first copy of the Centennial NEWS promoting the interests of the Centennial to be staged at Dallas, Texas, in 1936. The history of Texas is to be the theme of the Centennial. Fifty buildings are, or soon will be, under construction to house the various exhibits and the artists' conception of the layout of the grounds and buildings indicates that Texans are planning a beautiful Exposition grounds and will stage a great celebration for the many visitors expected to attend.

## BID ENTERED FOR SESSION OF P.O. HEADS

### Dallas Seeks 1936 Convention of Postmasters

Dallas' invitation to the National Postmasters Association for the 1936 convention of that great organization to be held in Texas during the Centennial Year has been referred to the executive committee of the association for action. At the 1935 convention in Kansas City last week, several cities withdrew from the race in favor of Dallas. Chief contenders remaining against the Texas city for the 1936 convention are Cleveland, Ohio, and Asbury Park, New Jersey.

## STATE SPEEDS ROAD BUILDING

Under direction of engineers of the Texas state highway department, road construction projects embracing an expenditure of more than \$20,000,000 during the coming months have been initiated and will be completed in time for the Centennial Year. Highways leading into Dallas from all points of the compass will receive primary consideration in preparation for the opening of the Texas Centennial Exposition. Federal aid has been allotted for a large number of highway projects which have been set up to make ready for increased tourist traffic expected in Texas during the celebration of the state's Centennial.

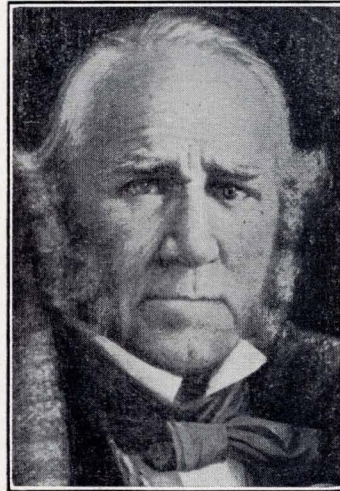
## Big Business

(Continued from Page 1)

Production Company; Ernest E. Dattner, the Texas Corporation; W. W. Martin, Wilson and Company; A. A. Lund, Armour and Company; J. F. Rector, Missouri-Kansas-Texas Railways; Herbert C. Dee, of Chicago, Masonite Corporation, and W. W. Overton, Imperial Sugar Company.

Among other recent visitors to the Exhibits Department offices was Dr. Martin Couney, nationally-famous baby specialist, who is studying plans for a baby incubator exhibit. Officials of the Braniff Air Lines and the American Airways are also making plans for exhibits in the Transportation Building.

## Texas Liberator



The life of Sam Houston, leader of Texas' successful revolution in 1836, twice president of the Republic of Texas, once governor of the state, and for 13 years one of its United States senators, will be dramatized at the Texas Centennial Exposition. Prior to identifying himself with Texas, Houston was congressman from and governor of Tennessee, and at one time a Cherokee Indian chief.

## CITIES AFTER EXHIBIT HERE

### Regions Also Plan Expo Displays

Regional exhibits depicting scenic attractions and natural resources of the various sections of the Southwest are receiving attention of the Exhibits Department of the Texas Centennial Exposition.

Cities of Texas and other Southwestern states are planning displays which will call attention to possibilities for investment. These exhibits are being organized by regional chambers of commerce, industrial organizations and municipalities.

Educational institutions and religious organizations are also included in commitments for exhibits space tabulated by the Exhibits Department.

In the composite, these regional exhibits will present a picture of the Southwest's agriculture, industries, commerce, and cultural advantages. Texas and the Southwest will be on parade for the benefit of the Centennial Year tourist.

Meanwhile, commitments for strictly commercial displays are proceeding satisfactorily with final drafts of contracts with a large number of nationally-known industrial concerns being prepared.

## CONTRACTORS WILL ENGAGE LARGE FORCE

### Thousands to Labor on Erection of Buildings

From 5,000 to 8,000 men will be employed on construction projects of the Texas Centennial Exposition before the end of the year when erection of a majority of the permanent type buildings for the Fair has gotten under way.

This is the composite of estimates made by officials in charge of various aspects of the construction program in which the federal, state and Dallas municipal governments are interested, as well as the Exposition corporation itself.

#### Contract to Committee

Meanwhile, work on the Administration Building is progressing toward completion while contract for the Food Products Building is in the final stages of preparation, awaiting the endorsement of the Exposition's management committee.

Architects for the state and federal governments are completing detailed specifications for the buildings to be erected for their exhibits in the Exposition. These include the \$1,200,000 State of Texas Building and the \$350,000 United States Building.

#### City Architects Busy

Similarly, architects for the city of Dallas are winding up the work of detailed specifications for a number of structures which include the Fine Arts Building, the Horticultural Hall, the Centennial Aquarium, the Domestic Science Hall, the Natural History Museum and other buildings.

## DALLAS BEGINS TRAFFIC STUDY

Traffic engineers have been engaged by the city of Dallas to work out a system of traffic control and parking facilities adequate to handle the thousands of automobiles which will crowd the streets of the city during the Texas Centennial Exposition. Designation of a number of one-way streets and elimination of turns at important intersections are among the projects being studied. A traffic advisory committee, working with the police traffic division, is studying plans for an educational campaign for the public.