

## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 6

# CONOCO ENTERS EXPOSITION; CONSTRUCTION DEADLINE SET

## GENERAL PROGRAM SPEEDED

### City to Get Bids On Structures By Oct. 21

All construction, either of permanent or temporary nature, financed by the Texas Centennial Exposition will be under way no later than November 15 with contracts calling for their completion before May 1, 1936, five weeks before the opening of the World's Fair on June 6.

A schedule covering the construction program, made public by the Exposition's management committee, is as follows:

Remodeling Administration Building: 75 per cent completed; will be finished Dec. 15, 1935.

Agricultural Building: Contract let, work commences Oct. 14; completed March 15, 1936.

Food Products Building: Plans now in hands of low bidder; contract will be executed by Oct. 14; work commenced at once and finished by March 15, 1936.

Livestock Building No. 2: Bids received Oct. 22; contract and work will immediately follow and it will be finished by March 15, 1936.

Electric Communications and Varied Industries Building: Specifications and working plans will be completed Oct. 25; bids

(See Building Activity, Page Two)

## U. S. OFFICIAL BRINGS PLANS

W. B. Yeager, executive secretary of the U. S.-Texas Centennial Commission, is back from Washington with approved plans for federal participation in the Texas Exposition. These include a building to house government exhibits.

### Travel Experts Visit Fair Office



Ralph E. Towle (left), vice president, and Bert E. White (center), domestic tours manager, of American Express Company, conferring with Frank N. Watson (right), promotion director for the Texas Centennial Exposition, on plans for all-expense tours to the Texas World's Fair in 1936.

## AMERICAN EXPRESS CHIEF PLANS EXPOSITION TOURS

Plans for the 1936 tourist season, featuring the Texas Centennial Exposition, are being worked out by the American Express Company travel bureaus. This was announced by Ralph E. Towle, of New York, vice president of the American Express Company, during a visit

to Exposition headquarters. He was accompanied by Bert E. White, domestic tours manager for American Express.

Towle informed Exposition officials that American Express is studying plans for sponsoring tours to Texas for the World's Fair in Dallas.

Towle toured the Exposition grounds with a party of World's Fair officials. He declared the selection of Dallas for the location of the Texas Centennial Exposition excellent from a travel promotion point of view as well as from the standpoint of the city's economic importance in Texas and the Southwest.

## 'MIDGET CITY' IS APPROVED

Contracts for three concessions calling for a total investment of \$205,000 have been approved by the management committee of the Texas Centennial Exposition.

The contracts include \$100,000 midget village submitted by Stanley Graham, \$75,000 doughnut concession by the Doughnut Corporation of America, and \$30,000 restaurant by Charles J. Muller. Other concession projects are pending.

## OIL FIRM PLANNING BUILDING

### Texas Agent Given Job of Setting Up Exhibit

Continental Oil Company of Ponca City, Oklahoma, will erect a special building on grounds adjoining the Administration Building of the Texas Centennial Exposition.

Announcement of the lease of the building site was made following negotiations with Conoco officials during the past week.

Details are being worked out by T. H. Lawson, state agent for the Continental Oil Company, whose headquarters are in Fort Worth.

The Conoco building will be near the Petroleum and Transportation Building.

Continental Oil Company is the first of a number of major oil concerns to conclude negotiations with the Exposition. Deals with several others are advancing.

Applications for space in the Exposition have been received during the past week from several nationally-known firms in other fields of industry. Diagrams of exhibits space to be had have been transmitted to these applicants by the Exhibits Department.

## SINCLAIR BUYS \$20,000 BONDS

Sale of \$20,000 in bonds of the Texas Centennial Exposition corporation to the Sinclair Oil Company has been announced. The sale was effected by Fred F. Florence, Exposition president.

# CENTENNIAL NEWS



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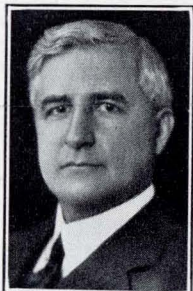
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Volume I Number 6

## What Others Say

### 'The Right Place'

The Texas Centennial Exposition is properly located at Dallas, whose experience in staging the State Fair of Texas for half a century could not have been overlooked in planning the focal point for Texas' 1936 celebration.



This was the declaration of Jesse H. Jones, chairman of the Reconstruction Finance Corporation, in Austin, the capital, this week. Jones was asked if he thought the Centennial celebration would have come nearer to measuring up to his expectations if a city with "greater historical significance" had been chosen as site for the Exposition.

"I think the exposition is at the proper place," said Jones.

"Dallas," Jones continued, "has had a long and successful experience with fairs and expositions. It would have been foolish not to have used that experience."

### 'Texas Benefits'

Writing for information concerning the Texas Centennial Exposition, Peter Hilton, advertising manager of the National Hotel Management Corporation, operating the Adolphus in Dallas and other hotels in New York, Detroit, Cleveland and Dayton, says:

"Expositions have proven to be a local and national business stimulant. I am sure that Texas will benefit greatly as a result of the staging of the Southwest's first World's Fair."

## FAIR GAINS NOTICE FOR RADIO PLAY

### Folklore of Texas Theme of Air Programs

First group of a series of radio dramatizations dealing with Texas history and folk lore is now on the air under the auspices of the Texas Centennial Exposition, the Dallas Little Theater and CBS Station KRLL.

The opening play, a 30-minute radio version, was presented Friday, October 4. This offering was "No Account Boy."

The second play, "Westward People," was presented by the Little Theater players Friday.

The third program, featuring "Reckless," will be presented October 18. On each of the programs, "The Voice of the Exposition" makes a brief appearance, giving a quick view of the progress of plans for the 1936 Fair.

This initial group of plays is being offered to pave the way for a longer series of historical dramatizations planned for a nationwide hookup after the opening of the Exposition in June.

During the past month, the Exposition has made the national airways on a number of outstanding programs including Major Bowes, Eddie Duchin and the West Coast presenting Hollywood Hotel.

### Building Activity

(Continued from Page One)

received Nov. 12; work to be completed April 15, 1936.

Petroleum, Travel and Transport Building: Bids to be received Nov. 14; work completed April 28, 1936.

Livestock Building No. 1: Bids to be received Nov. 22; work to be completed May 1, 1936.

In addition to these is the work of flood lighting, street and ground lighting, fire alarm and police system, etc., which will be started not later than Nov. 1 and completed by May 1, 1936.

Announcement has been made by the city of Dallas that contracts will be let before Oct. 21 on four buildings for the Cultural Center of the Exposition.

These buildings and their estimated cost are Natural History, \$192,000; Horticultural Hall, \$75,000; Centennial Aquarium, \$150,000; Domestic Arts Hall, \$75,000.

Plans for other construction by the city, which are nearing completion in the architects' hands, are for the Fine Arts Hall, to cost \$400,000; Police-Fire-Radio Station, \$30,000; Band Shell, \$80,000.

All of these buildings to be erected by the city are to be of permanent type of construction.

## Lafitte, the Bold



Jean Lafitte, bold pirate of the Gulf of Mexico, maintained his headquarters on Galveston Island during the latter period of his operations but fled in 1821 before the pressure of government forces. One of Texas' most thriving cities is now located on the site of Lafitte's pirate lair.

## FOOD DEALERS TO MEET HERE

### Retail Grocers To Confer in Dallas

Five thousand delegates of the National Association of Retail Grocers will meet in Dallas June 21-25, according to H. C. Peterson, secretary-manager, Chicago.

In the convention plans, special attention is being centered on the development of food products exhibits which will be featured in the Agriculture-Livestock Section of the Texas Centennial Exposition.

A special day, with events of interest to the retail grocers being featured, will be set aside by the Exposition.

Demands for exhibits space in the Food Products Building continue to lead all other departments of the Exposition. It was the unusual interest of prospective exhibitors which caused this building, originally intended to house both food products and general agricultural exhibits, to be reallocated to food products alone.

## BUSINESS FOR RAILROADS UP

George C. Smith, St. Louis, manager of the Missouri-Kansas-Texas lines, reports that railroads serving Texas have experienced business gains in 1935 and anticipate a marked increase during 1936 due to the Texas Centennial Exposition.

## GREEK UNITS PICK DALLAS FOR SESSION

### College Fraternities Plan Conventions Here in 1936

Pan-Hellenic societies of the American college world will play a prominent part in special events of the Texas Centennial Exposition.

Six Greek letter fraternities and sororities have selected Dallas for 1936 national conventions to be held during the Exposition.

Meanwhile, the Texas Pan-Hellenic Corporation has signed an application for 10,000 square feet of space on which to erect a \$20,000 building to house exhibits assembled by college groups and to serve as a meeting place for Greek letter societies.

College fraternities which have chosen Dallas for 1936 conventions are Phi Sigma in July, Delta Phi Kappa and Phi Lambda Epsilon in August, and Sigma Delta Chi in October.

Sororities to meet in Dallas during the Exposition include Delta Beta Sigma June 10-12, and Pi Omicron in June.

## HIGH SPOTS OF STATE MARKED

Appropriate markers designating hundreds of spots of historic interest in Texas are being placed along highways and in cities and towns of the state for information of out-of-state tourists as well as Texans. Financed by the state and various municipalities, this work is to be completed prior to the opening of the Texas Centennial Exposition and other Centennial Year celebrations. State parks have been established at a number of historic places.

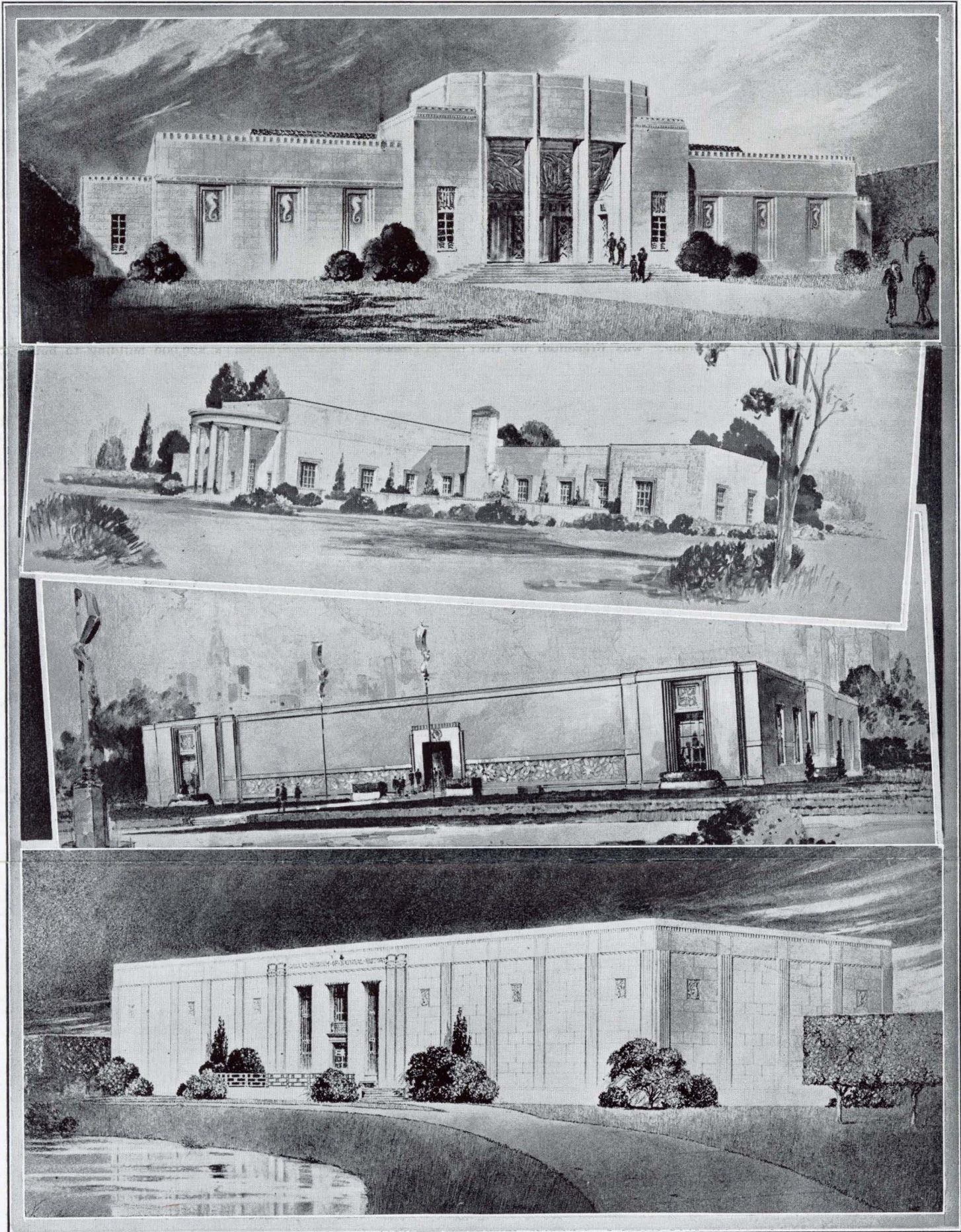
### 500 WILD FLOWERS

More than 500 species of wild flowers are to be found in Texas according to scientists. Many of these will be displayed in the Horticultural Hall of the Texas Centennial Exposition next year.

## Recent Visitors

Recent visitors to the Concessions Department of the Texas Centennial Exposition include Joe Rogers and Lew DuFour, life and crime shows; Stanley Graham, midgets; Nate Eagle; Richard Lusse, scooter rides; Norman Bartlett, rocket ride; Bob Schipen, Black Forest display; E. W. McConnell, spectacles; Fred Milligan, hereafter show; Ben Wolken, citrus fruit juices; J. C. Massenberg, beverages; Wm. A. Harrison, Globe theaters; and Ernie Young, night club shows.

## *Simple Lines Characterize Cultural Center Buildings*



Simplicity of design, accentuating the classic modern trend in buildings of the Texas Centennial Exposition, will be featured in the structures composing the Cultural Center of the 1936 World's Fair which are to be erected by the city of Dallas. Four of the buildings in this section of the Exposition are pictured above. Beginning with the top view, these buildings are the Centennial Aquarium, to cost \$150,000; the Domestic Arts Hall, to cost \$75,000; the Horticultural Museum, to cost \$75,000; and the Hall of Natural History, to cost \$192,000. The city will also build a \$400,000 Fine Arts Hall.

# EXPOSITION AUTHORITIES DEVISE PLAN TO REDUCE COST OF FIRE INSURANCE

Insurance methods, which may become the model for future World's Fairs, have been developed and adopted by the Texas Centennial Exposition. Reduced premium costs and simplified means of keeping a record of insurable values are features of the Exposition's blanket policy providing fire, civil commotion and riot, windstorm and hail protection.

## Mexican's Gift Started Fortune

General Santa Anna, dictator-president of Mexico in 1836 when Texas won her independence, is credited with having introduced the chewing gum industry into the United States, according to recently published "Modern Mexico." Santa Anna, exiled from Mexico in 1868, made his home in New York and upon his return to Mexico later he sent 20 pounds of chicle to his American secretary, James Adams, for whom he had developed great affection. Adams flavored the chicle with various extracts and began its sale on a small scale. This was the beginning of an industry upon which the Adams, Wrigley and other large fortunes were based.

## EXPERT GIVEN SCIENCE POST

### Fair Picks Natural History Director

F. W. Miller, of Denver, has been appointed director of the Hall of Natural History which will house exhibits of this type at the Texas Centennial Exposition.

Miller will leave his post as assistant director of the Colorado Museum of Natural History to assume his duties here.

Plans for the \$200,000 building have been completed by architects for the city, which is financing the project out of a \$3,500,000 municipal bond issue for the Cultural Center of the Exposition.

Selection of Miller followed a recent visit to Dallas by J. D. Figgins, director of the Colorado museum, who assisted in designing of plans for the Hall of Natural History.

## HOSPITAL FOR FAIR VISITORS

Emergency hospital facilities are included in plans for convenience of visitors to the Texas Centennial Exposition. The hospital will be housed in a special building on the Fair grounds.

Providing for this insurance on an average rate basis, the blanket policy is written for the term of the expected occupancy of the Exposition grounds and buildings, namely September 1, 1935, through December 31, 1936. Monthly, as construction progresses, reports are made on the increased insurable value of the properties covered under terms of the policy.

### Simpler Operation

To simplify operations, the Exposition designated a group of Dallas insurance agencies as the central agency for all dealings. Both the Exposition corporation and the Texas state fire insurance commission, which approved the plan, deal directly with this central agency.

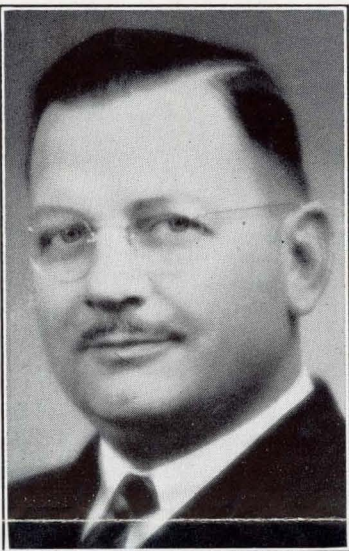
It was decided to place all fire and allied insurance with one company, the Franklin Fire Insurance Company of Philadelphia. By agreement with this company it was decided that the Franklin would pass this insurance on to other companies to the extent they might desire to participate without requirement of re-insurance costs. Purpose of this arrangement was to avoid the necessity of scattered dealings with many different firms and to simplify adjustment in the event of loss.

### Fees Distributed

In the distribution of agency commissions on policy premiums it was agreed that the Central agency was to retain five per cent of all premiums to meet operating costs. The balance of the commissions is to be divided equitably among all insurance agents in Dallas as the Director of Finance of the Exposition may determine. Thus the Dallas agents will participate in these commissions in lieu of the business they might have obtained had the Exposition chosen to deal with each one separately.

At the present time the Exposition's insurance totals \$760,000 each for fire and civil commotion and riot, or 80 per cent of the present insurable value of its buildings, and \$475,000 for windstorm and hail, or 50 per cent of the insurable value. As construction is completed this will eventually aggregate \$4,000,000 each for the first two classes, and \$2,000,000 for the last.

## Heads Board



Walter Woodul, lieutenant governor of Texas, is chairman of the Commission of Control for Centennial Celebrations. This commission is supervising expenditure of \$3,000,000 state funds appropriated for the Texas Centennial Exposition and other events commemorating the one hundredth anniversary of Texas independence.

## RIDES DEALER PRAISES EXPO

### Finds Fair Set-Up Best He's Seen

Thrill rides for the Texas Centennial Exposition are the subject of negotiations between Exposition officials and a group of Chicago capitalists, represented by Judge John A. Scarbaro, of Chicago.

Judge Scarbaro a few days ago conferred with officials of the Concessions Department. His group presented several attractions at A Century of Progress in 1933 and 1934. New rides are planned for the Texas Exposition.

"Plans for the Centennial are by far the best set-up I have seen for an Exposition," Judge Scarbaro declared.

## 'AMBITION' TO FEATURE FAIR

The entire January issue of "Ambition," national publication of the International Correspondence Schools of Scranton, Pennsylvania, will be devoted to the Texas Centennial Exposition, under arrangements just completed. The publication will carry pictures and detailed information on the Southwest's first World's Fair, to be held in Dallas, June 6 to November 29. The January issue of "Trained Men," published by the ICS for distribution to national executives, will also feature information about the Exposition.

## BIG CAVERN ATTRACTION TO TOURISTS

### Longhorn Cave Has Seven Miles of Chambers

Longhorn Cavern, third largest known cave in North America, located near Austin, Texas' capital, will be featured during Centennial Year as a leading tourist attraction of the state.

Under the direction of the Texas state park board, more than seven miles of its subterranean chambers and tunnels have been explored, lighted, and equipped for tourist visitors.

Included in the cavern's attractions are a mammoth underground theater, a ballroom, and a natural cathedral. Within the cavern is the largest known deposit of Iceland spar. A subterranean lake populated by blind fish is another feature.

More than 50 tunnels opening into the explored portion of the cavern remain to be investigated. Speleologists who have visited the Longhorn Cavern's subterranean chambers voice the opinion that future explorations may reveal it to be one of the largest caves in the world.

## FAR PLACES TO HEAR OF TEXAS

Eric A. Rudd, of Adelaide and Sydney, Australia, is en route home from Dallas as a "Texas Centennial ambassador of good will" to the Anzacs. With him he took a bundle of Texas Centennial Exposition literature which he will distribute in the land he calls home. Rudd stated that Adelaide, Australia, is next year celebrating the 100th anniversary of its founding, coincident with the Texas celebration.

## SHIPS TO HAUL 32 PASSENGERS

Passenger service of American Airlines into Dallas during the Texas Centennial Exposition will be augmented in anticipation of increased traffic, officials of this company announce. Orders for 15 bimotored Douglas planes, each capable of carrying 32 passengers, for delivery by March 1, next year, have been placed. These ships will be used on the New York-Los Angeles run via Dallas, it is announced.

## TRAIN BOOSTS CENTENNIAL

Centennial Flyer is the name of a new passenger train of the Missouri-Kansas-Texas railroad which runs between Dallas and St. Louis. Ceremonies christening the namesake train of the Texas Centennial were held recently with high officials of the Texas Centennial Exposition and the Katy railroad participating.