

TEXAS CENTENNIAL EXPOSITION

Vol. I

DALLAS, TEXAS, OCTOBER 26, 1935

No. 8

EXHIBIT SALES SET RECORD

U. S.-Texas Centennial Commissioners



In charge of disbursement of \$3,000,000 voted by Congress for federal participation in Texas Centennial celebrations is a group of commissioners named by President Roosevelt. Members of the federal organization, who have opened offices here are pictured above. Seated are William B. Yeager, executive secretary, and Cullen F. Thomas, commissioner general. Standing, left to right, are O. C. Christie, secretary to the commissioner-general, and Percy Rice, E. L. Altgelt, and Paul Wakefield, assistant commissioners. The Commission offices are in Dallas.

STATE BOARD ALLOTS FUNDS TO CENTENNIAL MEMORIALS

State funds amounting to \$759,000 have been allocated to more than a score of Texas communities by the State Commission of Control for Centennial Celebrations.

This sum, coming from a \$3,000,000 fund voted by the Texas Legislature, will be used in erection of memorial halls, museums and monuments.

The largest single item in the allotments was \$50,000 for El Paso for a memorial building honoring the memory of the Spanish Conquistadors, first white settlers of Texas. At an earlier session the state commission had allotted like amounts to Gonzales and Goliad

for historic celebrations during the Centennial Year.

These allotments augment other distributions of funds from the \$3,000,000 appropriation, of which \$1,200,000 is being spent in construction and equipment

(See STATE BOARD, page 2)

\$37,000 BONDS OF EXPO SOLD

Sale of \$37,000 worth of corporate bonds of the Texas Centennial Exposition during the last week is announced by Gus W. Thomasson, director of bond sales. Of the \$2,000,000 bond issue, approximately \$229,000 remains to be sold.

ONE-THIRD OF EXPOSITION'S SPACE UNDER COMMITMENT

Several Major Concerns Making Plans For Private Exhibit Buildings

Approximately 30 per cent of the exhibit space in buildings being erected by the Texas Centennial Exposition has been placed under contract or is under commitment to industrial and commercial concerns of national importance, planning to participate in the 1936 World's Fair. This involves a consideration of more than \$250,000 for rentals, and, with the opening of the Exposition still more than eight months away, marks progress at a rate surpassing that experienced by other recent fairs, according to records of the Exhibits Department. Sale of every foot of exhibit space within the Exposition before the dead line set in the original schedule is indicated by a progress survey just completed by officials of the Exposition corporation.

RAILROAD TO ASSIST EXPO

R. H. Howland, St. Louis, and Mallory McDonald, Houston, officials of the advertising department of the Missouri-Pacific Lines, recently visited headquarters of the Texas Centennial Exposition to obtain material for basis of publicity the Missouri-Pacific will give to the Exposition.

50 CONCESSION STANDS SIGNED

Concession contracts with three concerns alone recently approved by the management committee of the Texas Centennial Exposition call for the construction of 50 small buildings and stands in addition to the regular building program for the Fair. These include 30 beverage stands and 20 souvenir stands.

HALL OF ARTS DESIGN READY

Architects for the city of Dallas are completing detailed specifications for the Hall of Fine Arts of the Texas Centennial Exposition which will represent an investment of \$550,000. The fine arts exhibit will be housed in a permanent building which will be known as the Dallas Museum of Fine Arts after close of the World's Fair.

Figures on exhibit space sales announced by the Exposition's Exhibits Department do not include the commitments by a number of major industrial concerns in the automobile manufacturing, electrical and transportation industries which are completing plans for construction of their own exhibits buildings.

Contracts with several nationally-known concerns involving expenditures by them of more than \$1,500,000 are now in the stage of preparation and will be made public within the next 30 days, it is announced.

Continuing to set the pace in demands for exhibits space is the Food Products Hall, in which more than 50 per cent of the space was under commitment

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CENTENNIAL NEWS



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The Texas Centennial Exposition, celebrating Texas' Centennial of Independence and commemorating more than four centuries of history since Texas' discovery in 1519, will open on June 6 and continue to November 29.

Volume I Number 8

What Others Say

Congratulations

"Please accept my congratulations," writes J. F. Rector, publicity director for the Missouri-Kansas-Texas Lines, St. Louis, "on your unusually newsy and attractive appearance of Centennial NEWS. Shall be glad to arrange with our dining car service to place copies on our dining car tables for patrons to look over while waiting to be served; also to place a liberal supply in the lounge cars of our principal trains."

'All Aboard'

(Zanesville, Ohio, Signal)

Texas is going to have a centennial celebration next year. This is going to be in the form of a world's fair to be held at Dallas, Texas, largest state in the union, will be one hundred years old in 1936, and plans are now well under way for fittingly celebrating the anniversary. While the big fair has been set for Dallas the other cities of the state will each have their own important features so that a tour of all cities will be necessary to fully take in the centennial. Every city offers its own list of attractions. For instance, at Austin the biggest state has the "biggest capitol" building. The dome of the building rises seven feet higher than the capitol at Washington. In payment for its construction Texas gave 3,000,000 acres of public land, an area equal to that of Connecticut.

"Big as Hell and half of Texas" is a term often used to describe big things and so next year you'll have a chance to see for yourself just how big that is.

DESIGNS FOR U. S. EXHIBITS ARE DRAFTED

Official of Federal Board Tells of Policies

Dallas architects and contractors will be chosen to design and construct Federal Government buildings to be erected at the Texas Centennial Exposition, W. B. Yeager, of Washington, D. C., liaison agent for the U. S.-Texas Centennial Commission, announced.

Two buildings, a United States building costing \$325,000, and a Negro Life building costing \$50,000, are to be erected with a portion of the \$1,200,000 allotted to the Exposition by the Federal government.

State Board

(Continued from page 1)

of the Texas Hall of State in the Texas Centennial Exposition in Dallas; \$250,000 to Houston for a memorial on San Jacinto battlefield; and \$250,000 to San Antonio for enlargement of grounds around the Alamo.

Washington-on-the-Brazos, where the Texas Declaration of Independence was signed March 2, 1836, was allotted \$42,000 for improvements including a memorial to George Childress, the writer of the declaration.

Texas colleges received \$25,000 awards, mostly for memorial museums. Texas College for Women at Denton will erect a monument to pioneer women. Other schools aided were Sul Ross, Alpine, Texas Tech, Lubbock, and West Texas Teachers' College, Canyon.

Monuments to outstanding figures of Texas history will be built at the following sites:

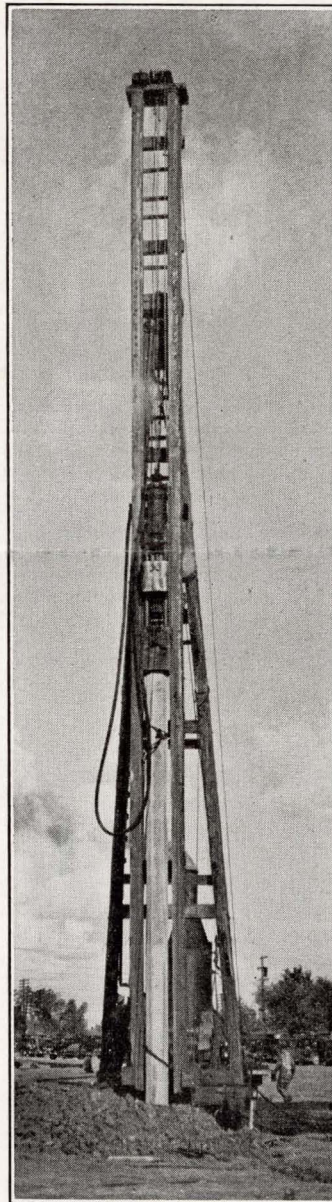
David G. Burnet, Austin; James Bowie, Texarkana; Gen. Sidney Sherman, Galveston; Mirabeau B. Lamar, Richmond; James Bonham, Bonham; R. E. B. Baylor, Baylor University campus, Waco; Thomas J. Rusk, Henderson; Stephen F. Austin, San Felipe. The Burnet, Bowie and Bonham markers will cost \$7,500 each, others \$14,000.

Several appropriations to restore or repair forts were made. Fort Parker, Limestone County, received \$10,000; Fort English, Fannin County, \$2,000, and Fort Concho, Tom Green County, \$1,500.

Brazoria County was awarded \$18,000 for use in designating where the first capitol stood and to commemorate Henry Smith, Provisional Governor.

In all, \$100,000 was set aside to mark graves of Texas revolutionary heroes and \$11,000 to preserve them. Historical events in several counties will be described on permanent markers. Sites included Center, Palestine, Tyler, Corpus Christi, Brownsville and Georgetown.

35-Foot Peg



Eight hundred concrete piles, each 35 feet long, will be driven into the ground as supports for the foundation of the \$1,200,000 Texas Hall of State. This picture was taken as the giant pile-driving hammer was battering the first of the concrete "pegs" into the ground.

CAR CARAVAN VISITS GRAVE

A pilgrimage to the grave of General Sam Houston, first president of the Republic of Texas, was one of the features of a Pre-Centennial Caravan to be conducted from Marlin, Central Texas health resort, to historic places in East Texas. In addition to the stop at Houston's grave, the caravan visited the old Houston home in Huntsville, viewed the monument erected at Navasota to the French explorer LaSalle, and toured the state park at Washington-on-the-Brazos where the Texas declaration of independence was signed March 2, 1836.

FAIR TO ASK INVITATIONS FOR NATIONS

State Department's Help Will Be Requested

All nations to which Texas paid allegiance at one time in her history and other European nations which recognized the Republic of Texas, 1836-1845, by treaty and diplomatic exchanges will be invited to participate in the Texas Centennial Exposition in Dallas in 1936 under arrangements being worked out with the U. S. Department of State.

In addition, the State Department will be requested to transmit invitations to all nations of the Western Hemisphere, including the Central American and South American republics, whose national holidays will be observed with special days set aside for them during the Exposition next year.

Countries of Europe whose flags have flown over Texas soil are Spain and France. The Spanish claim to Texas dates from 1519 to 1821 while France, through LaSalle, established a brief claim in 1685 when this explorer planted a short-lived colony on the Texas Gulf Coast. Spain's claim to Texas ended when Mexico, of which Texas was a part, gained her independence in 1821, and Mexico's claim in turn lapsed when Texas won her liberty in 1836.

The European nations which recognized Texas as a republic during the nine years the state existed as an independent nation were England, France and Holland, and the cities of the Hanseatic League. Treaties concluded by the Texas republic with these countries and with the United States, which also recognized her as an independent nation, are prized historical treasures now resting in the archives of the Texas capitol in Austin.

Secretary of State Cordell Hull is a member of the U. S.-Texas Centennial Commission named by Congress to supervise federal participation in the Texas celebration.

STATE DEEDED SITE OF HALL

Ground in Exposition Park upon which the Texas Hall of State is being constructed at a cost of \$1,200,000 has been deeded to the State of Texas by the park board of the City of Dallas. After the close of the Texas Centennial Exposition, the building will be maintained as a state historical museum and memorial to the pioneers of Texas. Title to the land was required by the state under the statute which appropriated funds for the construction of the building as a part of the Exposition.

TEXAS SONGS FEATURED BY SCHOOL FOLK

Pupils to Prepare For Parts In Centennial

"Cultivated mind is the guardian genius of democracy, and while guided and controlled by virtue is the noblest attribute of man."

This thought, expounded by Mirabeau B. Lamar, second president of the Republic of Texas in his inaugural address, will be emphasized in every school in Texas during Centennial Year.

Plans have been developed by state authorities to place the Texas flag in every school in Texas and provide instructions so that every child will be trained in flag etiquette.

Suggested programs for observance of every Texas holiday are being sent to every school in the state, and will be supplemented by 15-minute radio programs.

Book List Compiled

A list of 150 books on Texas subjects, now being compiled by the Texas State Librarian and Miss Harriet Dixon, child librarian at the Houston Public Library, will be available to all schools, with certificates of honor to be given to all schools collecting as many as one hundred.

Fifty thousand copies of a song book of Texas songs will be distributed by the State Department of Education. Many Texas schools already are presenting massed chorus programs in anticipation of the great massed chorus of 10,000 school children presentations at the Texas Centennial Exposition.

Special Study Units

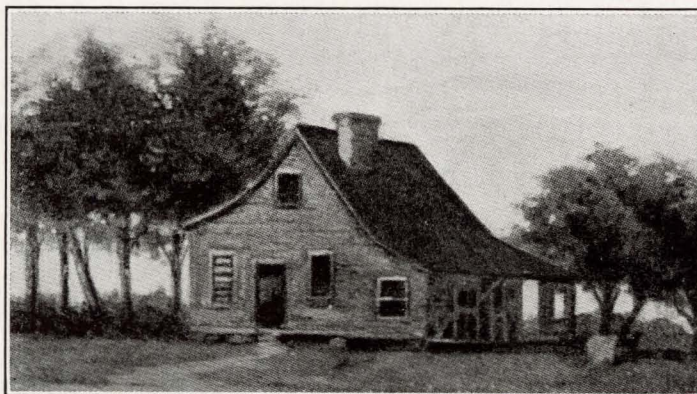
A special set of study units, incorporating the Centennial background, has been prepared for distribution. These study units include work projects for all grades from the third grade up.

The work of the Texas Inter-scholastic League, whose subjects for declamation and debate this year have a Centennial background, and that of the State Department of Education will culminate in numerous school exhibits at the Texas Centennial Exposition next year.

FAIR INTERESTS DIXIE

Marked interest in plans for the Texas Centennial Exposition has developed throughout the South according to reports of exhibits department representatives returning from a tour of the states in this area. Residents of every state in the South played important roles in the early history of Texas which the Lone Star is commemorating in its Centennial celebration in 1936.

The First Capitol of Texas



A two-room shack, built of slabs and pine logs was the first capitol building for the Republic of Texas back in 1836. This building, which was located at Columbia, Texas, is pictured above in a reproduction of an early-day engraving.

VARIETY LIST FOR EXHIBITS

Several Firms Apply For Space

Silks, perfumes, leather goods, chili con carne and fruit juices are subjects of exhibits for which space lease applications have been received from a group of manufacturers during the last week by the Exhibits Department of the Texas Centennial Exposition.

Awaiting routine action by the management committee of the Exposition, the exhibits space contracts are with the following firms:

Donna Lee Products Company, Chicago, manufacturers of perfumes, cosmetics and jewelry, 260 square feet of space in the Varied Industries Building; Fearn Silk Company, Chicago, manufacturers of silk and leather products, 270 square feet of space in the Varied Industries Building; Austex Chili Company, Austin, manufacturers of Mexican food products, 220 square feet in the Food Products Building; and Walter Muller, Pasadena, Calif., manufacturer of fruit juices, 330 square feet of space in the Food Products Building.

CONCESSION FOR ROOT BEER SOLD

Approval of a root beer sales concession involving construction of 15 stands on grounds of the Texas Centennial Commission by the Southwestern Drug Company of Dallas has been announced by the management committee of the Exposition. The buildings housing this sales concession will be of a type to conform with the general architectural plan of the Exposition.

BUFFALOES IN EXPO DISPLAY

Herd of Bisons Will Be Featured

A herd of buffalo, survivors of the uncounted thousands of this species of livestock which once roamed the ranges of the Southwest, will be seen in the Texas Centennial Exposition.

The buffalo herd will be placed in a setting similar to the present habitat of the survivors of another day, the Palo Duro Canyon of the lower Texas Panhandle country.

This herd will be a part of the exhibit in the Hall of Natural History of the Exposition, for which specimens of Southwestern animal life are now being assembled by F. W. Miller, curator, employed by the city of Dallas.

Birds and mammals will be the first objective of collectors for the natural history exhibits. William J. Tucker, executive secretary of the Texas State Game, Fish and Oyster Commission, will assist Miller and his staff in collection of bison, antelope, deer, mountain sheep, native Texas birds and other examples of wild life in the Southwest. Later, collections of fossils, tracing the biological history of the Southwest, will be assembled.

LETTER SEALS TELL OF FAIR

Texas Centennial Exposition stamp seals for use on business letters mailed to all parts of the country are being distributed to industrial and commercial concerns interested in promotion of travel to the Exposition. Booklets of these stamps may be obtained by writing the publicity department.

SIX DAYS OF FESTIVITIES IN GONZALES

First of Centennial Celebrations Nov. 5-10

Six days of historical pageants, parades and plays will open on November 5 as Gonzales and citizens of Texas join in celebration of the one hundredth anniversary of the firing of the first shot of the Texas Revolution in 1835.

The Gonzales celebration will be the first of a series leading up to the Texas Centennial Exposition in Dallas, opening June 6 and continuing to November 29, next year.

The first shot of the Texas Revolution was actually fired on October 2, 1835, and on that date this year an elaborate radio broadcast was staged, the main celebration of the battle anniversary being set down for November 5-10 to allow additional time for preparations.

Many cities of the state will be represented with floats in the parade which will be a feature of the six-day celebration. Governor James V. Allred and other high state officials will participate.

Special events have been planned for each day of the celebration with especial attention to be given to a pilgrimage of school children from all sections of the state to the "Lexington of Texas."

EXPOSITION TO OPERATE DAIRY

Tests showing the milk producing qualities of all breeds of dairy cattle will be conducted during the course of the Texas Centennial Exposition in the Livestock Exhibits Department. A dairy herd will be maintained and the latest in dairy equipment will be demonstrated.

'Chevon' Sandwich For Free Treat

Texas is inviting the wide world to get her goat in 1936.

Chevon (a fancy name for goat meat) sandwiches will be distributed free of charge to Texas Centennial Exposition visitors, with the Texas Angora Goat Raisers Association as host.

A goat milk bar will also be maintained.

Goat ranchers have been striving for years to popularize the product with indifferent success. Little luck was theirs even though they changed the name of goat meat to chevon in an effort to make it more attractive.

Now they are determined to prove to Exposition visitors that a chevon sandwich is something to chew over.

Fair's Construction Progresses . . . Jesse Jones Looks . . . New Building Planned



Construction of Texas Centennial Exposition Administration Building (upper left) nears completion.

Jesse Jones, (center) chairman of the Reconstruction Finance Corporation, looks over plans and building models for the Texas Centennial Exposition.

Radio, fire, police and emergency hospital facilities will be housed in a \$30,000 building (pictured at bottom) to be erected in Exposition Park by the city of Dallas.



FAIR EXPANDS ITS PUBLICITY

Branch Offices For North, East

Publicity offices of the Texas Centennial Exposition have been opened in New York and Chicago by the Texas Centennial Exposition.

The New York metropolitan area and New England will be handled by Bruno and Associates of 220 West Forty-Second Street, Manhattan. Harry A. Bruno, head of this agency, is one of the best known eastern publicists. For many years, he has handled publicity accounts for major industrial and commercial organizations, as well as many national events.

Chicago publicity headquarters will be located at 612 North Michigan Avenue in the office of Kolbert and Associates. James T. Kolbert, head of this firm, was for many years central division supervisor for United Press and more recently has represented important Chicago organizations. The Kolbert office handled exhibitors' accounts during A Century of Progress and has been acting as Chicago representative for the California-Pacific International Exposition at San Diego.

Both offices will concentrate on sales promotional publicity directed to potential exhibitors. All publicity will originate in Dallas with the New York and Chicago offices acting as release and service points.

PAYROLL FOR EXPO CLIMBS

Forces Expanded To 1,000 Figure

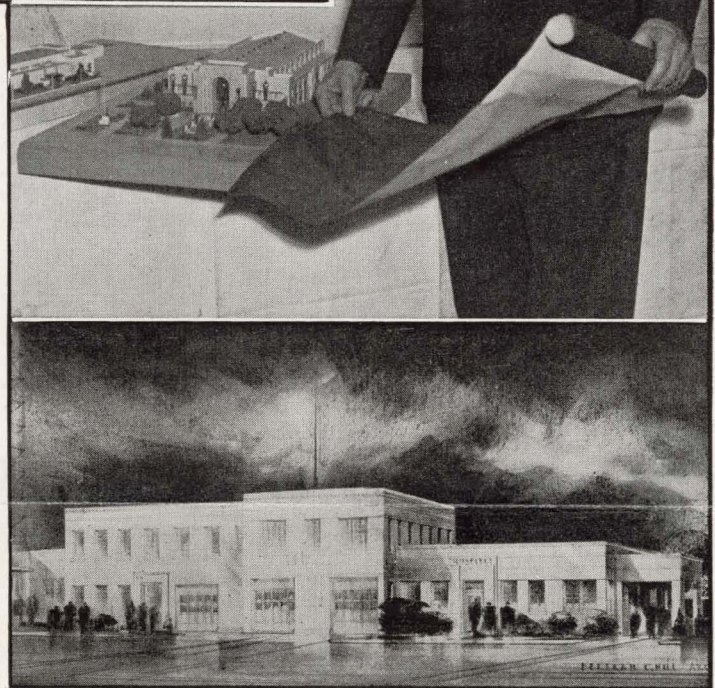
With construction under way on four of its major buildings, and contracts to be let within a few weeks on more than a dozen additional large permanent structures, there are now more than 1000 employees on the payroll of the Texas Centennial Exposition and other agencies making preparations for the 1936 Fair.

Now under construction are the Administration, Agriculture, and Food Products Buildings, and the \$1,200,000 Texas Hall of State. Bids were being received Saturday on the construction contract for one of the two Livestock buildings.

In addition to workmen employed on buildings, large crews are at work on laying of service pipes for utilities, and landscaping of the grounds.

RADIO STATION BOOSTING FAIR

Every Wednesday afternoon at 5:30 o'clock the "Voice of the Exposition," speaking for the Texas Centennial Exposition, is heard over Station KRLD, calling attention to the progress of preparations for the Southwest's first World's Fair. This program is donated by the Dallas Times-Herald, owners of the station.



Exposition Exhibit Sales Set Record

(Continued from page 1)

ment nearly a month ago. To accommodate additional exhibitors of food products, the management committee of the Exposition recently ordered the originally proposed Agricultural-Food Products Hall be turned over entirely to food exhibits and transferred agricultural exhibits to a separate building.

Buildings in which exhibit space is being sold are Food Products, Agricultural, Livestock, Varied Industries, Elec-

trical and Communications, Transportation and Petroleum, and Home Planning.

TEXAS CLUBS ACTIVE

Texas clubs in all parts of the country, which annually celebrate March 2, the anniversary of the declaration of Texas independence, are planning elaborate observations of this date in 1936, the occasion marking the 100th anniversary of the independence declaration on March 2, 1936.