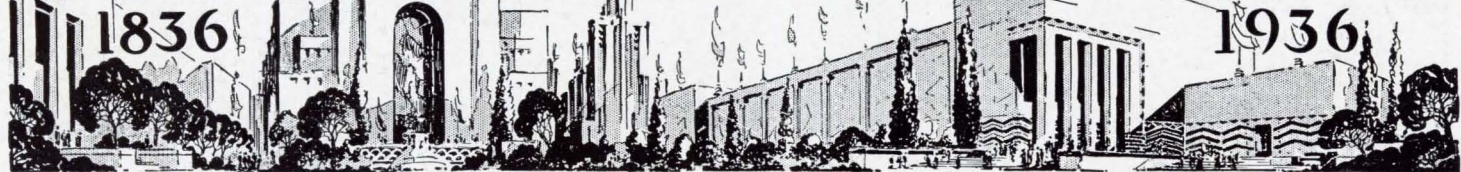


CENTENNIAL NEWS

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TEXAS CENTENNIAL EXPOSITION

Vol. I

DALLAS, TEXAS, NOVEMBER 2, 1935

No. 9

CONSTRUCTION AND EXHIBITS MOVING INTO PEAK ACTIVITY

FIVE NATIONAL FIRMS SIGN FOR SPACE

**Standard Brands, Beech-Nut, Dr. Pepper,
Kraft, and Waterman to Participate;
Greyhound to Boost Exposition**

Five nationally known concerns have been added to the list of those participating in the Texas Centennial Exposition as a result of deals closed by the Exhibits and Promotion Departments during the last week.

ALASKA MAY SEND EXHIBIT

Territory Interested In Exposition

Alaska may participate in the Texas Centennial Exposition with an exhibit picturing the far northern territory's resources and attractions.

Material for the exhibit has been assembled from all parts of the Alaskan territory, the entire display now being at Juneau, Alaska, ready for shipment, according to a letter from A. F. Raynor, director of exhibits for the Territory of Alaska.

"The Territory has in mind," writes Director Raynor, "of putting in an Alaskan exhibit, and I do not err in any particular to state any exhibit which will be put into place will be one of the foremost, if not the most interesting and educationally attractive on the grounds.

"One of the most interesting and extensive Alaskan exhibits has been accumulated from every point in the Territory to be shipped outside for exhibition.

Their activities, it is estimated, will bring about an expenditure of several hundred thousand dollars within and in behalf of the Exposition in exhibits, promotion work and personnel employment.

Standard Brands, Kraft-Phoenix, and Beech-Nut Packing Company have signed for exhibits space in the Hall of Foods and Beverages, while final arrangements have also been completed with the Dr. Pepper Company, whose participation was announced several weeks ago.

L. E. Waterman and Company of New York, manufacturers of fountain pens, inks and other products, have closed a contract with the Exposition for an exhibit.

(See FIRMS SIGNED, Page Four)

\$500,000 TOTAL ON CONCESSIONS

Concessions contracts providing for construction and other expenditures in excess of \$500,000 are before the management committee of the Texas Centennial Exposition for action. Applications have been approved by the Exhibits and Concessions Department and await the management committee's endorsement.

Ranger Escort for Visitors

An old-fashioned Texas ranch house with corrals and stables will be headquarters on the grounds of the Texas Centennial Exposition for a company of Texas Rangers.

Rangers will be on hand to escort distinguished visitors to the Exposition. They also will assist the Exposition police department.

Captain Tom Hickman, senior commander of the Rangers, said the ranchhouse will remain on the Fair grounds after the Exposition closes as a permanent headquarters in Dallas for the state police organization.

Living quarters for members of the Ranger company will be maintained in the ranch house.

TOP SPEED ORDERS GO IN EFFECT

Fair Lets Contract For Erection of Livestock Hall

Construction activities on grounds of the Texas Centennial Exposition are going into their peak with work on all permanent buildings for the World's Fair now under way or scheduled to start within thirty more days.

Award of contract for the first of two buildings to house livestock exhibits on a bid of \$129,642 brings into construction stage the third structure to compose the Farm Center of the Exposition. Others already started are the Hall of Agriculture and the Hall of Foods and Beverages. When completed, the Farm Center will represent an investment of \$750,000 in construction.

Meanwhile, work on the foundation for the Texas Hall of State, costing \$1,200,000, is progressing on schedule. At the same time, the city of Dallas, which is investing \$3,500,000 in Exposition construction, is preparing to let contracts during

(See CONSTRUCTION, Page Four)

FAIR ACQUIRES MORE GROUNDS

Transfer of title to 26.5 acres of residence property adjoining Exposition Park from its 80-odd owners to the World's Fair has been completed. This acreage, purchased to enlarge the site for the Exposition, is now being cleared of residence buildings and will be used as the site for a number of exhibits and concessions structures.

CONVENTIONS AT 300 MARK

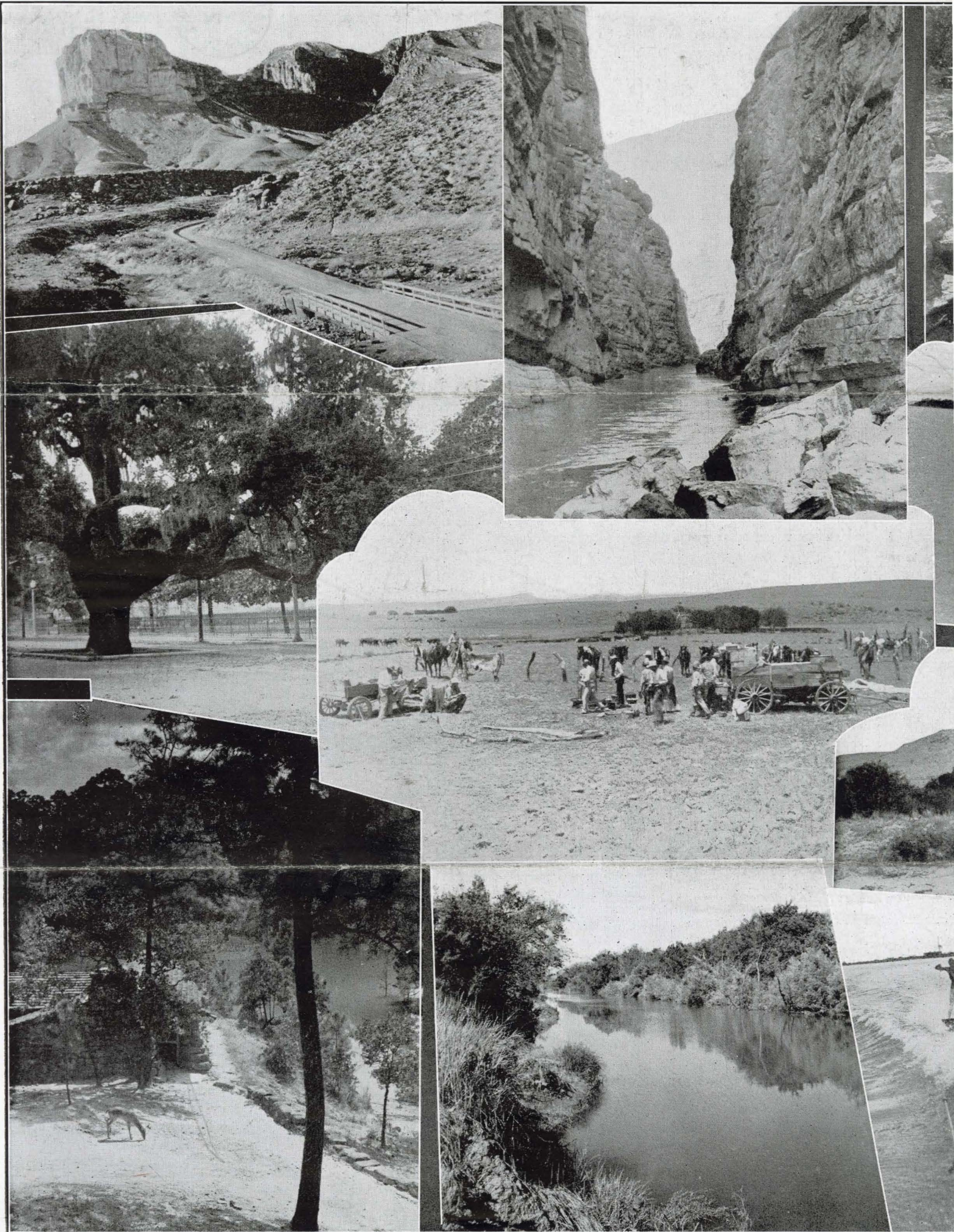
Dallas Wins Many 1936 Sessions

Three hundred conventions, thirty-two of national organizations, have been awarded to Dallas for 1936 coincident with the Texas Centennial Exposition. As many as ten of these will be in session at the same time.

Bids for additional conventions will be made during November by the Dallas Chamber of Commerce, it is announced by Z. E. Black, convention manager.

Attracted by the trend to Texas in 1936, other convention groups have chosen Texas cities for next year's meetings. Houston, San Antonio, Galveston and Fort Worth are Texas cities which have been awarded a number of national conventions during the Centennial Year.

Random Views of Texas Scenes Which Will Attract Center



East Texas and its pine forests, Central Texas with its deep rivers and rolling prairies, the Panhandle with its broad plains cut by deep o
Coast's white beaches, provide a variety of scenery. Pictured above are views taken at random to give the visitors to the

Annual Year Tourists Along Highways of the Lone Star State



ons, the Big Bend country with its craggy peaks and mountain streams, the Rio Grande valley's tropical trees and flowers, the Gulf as Centennial Exposition in Dallas, June 6 to November 29, a foretaste of what there is to see along the state's highways.

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.

Volume I

Number 9

What Others Say

Down in Texas

(Ft. Wayne, Ind., Gazette)

Citizens of Dallas, down in the Lone Star state, are pushing plans for the Texas Centennial Exposition which will be held next year.

According to preliminary announcements, the Texas Exposition will constitute the 1936 World's Fair.

Historically, it will mark the one hundredth anniversary of Sam Houston's successful revolution.

Actually, it will give Americans from every part of the country an eloquent indication of the present prosperity and promise of the nation's largest state.

CASH FOR FAIR UP TO McCARL

Approval of Federal treasury warrants for disbursement of \$3,000,000 appropriated for Federal participation in the Texas Centennial is anticipated from the office of U. S. Comptroller-General J. R. McCarl at Washington, D. C., within the next few days. Of this amount, \$1,200,000 has been allotted to the Texas Centennial Exposition and the balance to celebrations in other cities of the state.

THEATER SEATS 4,600

Stage attractions during the Texas Centennial Exposition will be presented in Fair Park Auditorium, one of the finest theaters in the Southwest. The theater, located on the Exposition grounds, seats 4,600 persons.

LATIN LANDS GET BIDS TO PARTICIPATE

Fair Literature Is Translated To Spanish

Central and South American countries will be publicized in behalf of the Texas Centennial Exposition by means of beautifully illustrated color posters and pamphlets whose text will be printed in Spanish.

Arrangements for the publication and distribution of the literature are being completed by officials of the Exposition and the U. S. state department.

National holidays of every nation in the Western Hemisphere which coincide with dates of the Exposition will be observed and special events will be staged.

Consular representatives in Texas of several South American nations have unofficially expressed their interest in the Exposition. Official action will be through state department channels however.

Firms Signed

(Continued from Page 1)

hibit to be placed in the Halls of Varied Industries. A number of other space contracts for exhibits in this section of the World's Fair are in the final stages of preparation.

Negotiations are nearing completion for erection of several exhibits buildings in the Exposition by large manufacturing concerns and announcements will be forthcoming within a few weeks, according to Exhibits Department officials.

Simultaneously it was announced by the Publicity Department that arrangements have been concluded with the Greyhound Lines for a nationwide campaign of publicity and all-expense tours for the Exposition. Conferences between A. J. Hogan, advertising sales manager for Greyhound Management Company and officials of the Exposition brought the announcement that exploitation for the World's Fair will include a series of color advertisements in magazines of national circulation, and newspapers, preparations and distribution of special travel promotion literature, posters, window and depot displays, etc.

Co-operation of all railroad systems serving Texas has also been enlisted in support of the Exposition with the Missouri-Kansas-Texas, Southern Pacific, Texas and Pacific, Santa Fe, and the Missouri Pacific among the lines participating.

Frontier Hero



Deaf Smith, famous scout in early Texas history, burned the only bridge leading to the battlefield of San Jacinto after the Texas and Mexico armies had crossed over to what was virtually an island. After Smith's act it was fight or die, the resultant battle bringing the Texans victory and independence, on April 21, 1836.

EXPO TO GET FINE CATTLE

Breed Club Leaders Give Support

Every breed of cattle raised in the United States will be represented in the Texas Centennial Exposition by prize animals from pure-bred herds according to preparations being made by the Livestock Exhibits Department.

"The prospects now are that the livestock show of the Texas Centennial Exposition will be the biggest ever held in the Southwest," said W. L. Stangel, head of the Livestock Exhibits Department, upon his return from the National Dairy Show in St. Louis and the American Royal Livestock Show in Kansas City.

While in the Middle West, Stangel conferred with the secretaries of all the dairy and beef cattle breeders' associations of the country.

"All assured me that they could be counted upon to have every breed of cattle produced in the United States represented in the Exposition," he said.

Livestock exhibits will be housed in two buildings located in the \$750,000 Farm Center of the Exposition.

A feature of the Livestock Exhibit will be a dairy herd containing at least one of every breed of milch cows.

FAIR OFFERS OPPORTUNITY FOR ARTISTS

Competition to Pick Best Works For Exposition

Works of Texas painters and sculptors will be used in mural and sculptural decorations for buildings of the Texas Centennial Exposition according to decision announced by the management committee of the Exposition.

Proposal of George L. Dahl, Centennial architect, for a competition sponsored by the Exposition corporation in which artists are to submit their work has been approved by the committee.

Considerable sums have been set aside by the Exposition corporation for decorative work.

Things typical of Texas and related to her romantic history will be the theme of many of the decorative murals and friezes. The influence of the Aztec, early Spanish and French, and the colonial era will be evident.

Construction

(Continued from Page 1)

November for five structures. These constitute the Cultural Center and will include the Hall of Natural History, Hall of Horticulture, Hall of Domestic Arts, an aquarium, and a band shell. Architects are also completing specifications for a \$550,000 Hall of Fine Arts.

Bids on three additional permanent structures to be erected by the Exposition corporation are to be received early in November. They are Halls of Varied Industries, Electricity and Communications, November 12; Hall of Transportation and Petroleum, November 14; Hall of Livestock and Animal Husbandry, November 22. Work on all permanent buildings of the Exposition is to be completed by May 1 under terms of contracts.

With more than 1,500 workmen already employed on various construction projects in Exposition Park, several hundred are to be added weekly as work is started on other buildings. November 15 has been set as the date for closing all entrances of Exposition Park to others than employees and those having official business to eliminate possible accidents. A special police force has been employed.

AID TO BUSINESS

Stuart Chase, noted economist, visiting in Dallas, declared that the Texas Centennial Exposition will prove an effective stimulus for commerce and industry in the Southwest.