

# CENTENNIAL NEWS

1836

1936



## TEXAS CENTENNIAL EXPOSITION

Vol. I

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No. 11

# FAIR GETS NEW WORK BIDS

## U. S. C-C HEAD SEES PROFITS IN 1936 EXPO

### Sibley Calls Scope of Preparations 'Amazing'

Expressing amazement over the magnitude of preparations for the Texas Centennial Exposition in Dallas, Harper Sibley, of Rochester, N. Y., president of the United States Chamber of Commerce, predicted that the 1936 World's Fair would prove a powerful stimulant to commerce and industry as well as result in increasing investment of outside capital in Texas.

"An Exposition of the magnitude you have planned and are preparing here is something to inspire the imagination," Sibley declared.

"Basing my statement upon my observation of other fairs I feel sure that the Texas Centennial Exposition will prove a powerful factor in commercial and industrial progress, not only for Dallas, but for Texas and the Southwest as well."

Sibley expressed interest particularly in plans for the \$1,000,000 Farm Center of the Exposition where agricultural and livestock exhibits will be assembled on the largest scale ever attempted by a major Exposition.

## \$250 CASH FOR ONE-ACT PLAY

Southwestern playwrights, residing in Texas, Oklahoma, New Mexico, Arkansas or Louisiana, are offered an opportunity to compete for a \$250 cash prize to be paid by the Dallas Woman's Club for the best one-act play, original and unproduced, submitted prior to January 1, 1936.

Contestants are permitted to select their own subjects but plays written around incidents in Southwestern history, or

(See \$250 CASH Page 3)

### On Dotted Line



S. L. Brown, executive vice president of the Dr. Pepper Company, beverage manufacturers, signing up for his company's participation in the Exposition. In addition to an exhibit in the Hall of Foods and Beverages, the Dr. Pepper Company will erect 20 beverage dispensaries on the Fair grounds.

## CIVIC GROUPS PLAN EXHIBIT

### Natural Resources to Get Attention

With the sale of exhibits space in the Texas Centennial Exposition to commercial concerns proceeding ahead of schedule, members of the Exhibit Department staff are giving attention to the assembly of non-commercial exhibits to be placed in the World's Fair.

Natural resources, historical and educational exhibits are the three groups of displays now receiving chief attention. Materials are being assembled from Texas and other parts of the Southwest.

In the natural resources section, exhibits from the various geographical subdivisions of the state will be shown, grouped by regions.

Officials of a number of gov-

(See EXPO BUILDS, Page 3)

## \$485,000 INVOLVED IN LATEST PROJECT

### Varied Industries, Communications and Electricity Buildings Go Up Next

Bids were received this week for two additional units of the Texas Centennial Exposition construction program. As a result contracts will be awarded next week for the Hall of Varied Industries, costing \$285,000, and the Hall of Electricity and Communications, \$200,000.

Advertisement for bids on the Hall of Petroleum and Transportation will be placed next week, according to announcement by the Works Department. This structure will cost approximately \$275,000.

Meanwhile, construction is progressing on the Hall of Administration, the Hall of Agriculture, the Hall of Foods and Beverages, the Hall of Livestock and Animal Husbandry, and the Texas Hall of State. The total cost of these construction projects is \$2,032,000. Of the several structures, the Hall of Administration is nearest completion.

Bids are to be received November 26 on seven buildings to be erected in the Civic Center of the Exposition. These include the Hall of Natural History, Hall of Fine Arts, Hall of Horticulture, Centennial Aquarium, Band Stand and Symphony Shell, Emergency Hospital, and the Radio-Police-Fire Station. Approximate construction cost for

(See BUILDING PROGRAM, Page 3)

## SPECIAL DAYS HONOR STATES

Special days recognizing states of the Union will be observed during the five months' run of the Texas Centennial Exposition. Special programs which will include features typical of each state will be presented, according to plans being worked out by the Special Events Division of the Exposition.

## Memorial Day In Rogers' Honor

Will Rogers Memorial Day will be observed on November 4, 1936, at the Texas Centennial Exposition in Dallas.

This day, which is the anniversary of the famous actor-humorist's birth, will be observed in recognition of his service during his lifetime in behalf of the crippled children of Texas.

A special program honoring Rogers' memory, which will include the singing of his old favorite Southwestern cowboy songs, is being arranged. Mrs. Rogers and other members of his family will be invited.

Rogers was particularly interested in the celebration of Texas' Centennial of Independence because of his kinship to Tiana Rogers, Cherokee Indian princess, who was the wife of Sam Houston, leader of the Texas revolutionary forces in 1836 when Texas won her freedom.

## ARMISTICE DAY PARTY PLANNED

World war veterans will participate in a special Armistice Day program to be presented by the Texas Centennial Exposition in 1936. Outstanding figures of the American Expeditionary Forces will be invited to attend. Combat divisions of the U. S. Army of 1917 and 1918 will be represented.

# 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 11

## What Others Say

### 'Texas Unity'

WORLD, Tulsa, Okla.—“The Texas Centennial Exposition preparations were started when the state was in the trough of the depression. The state is put in an admirable light by its pride and courage. Apparently, the people are united in the project, and they expect visitors to go pretty much all over Texas. They have a lot of thrilling history down that way.”

### 'No Half-way'

JOURNAL, Scandia, Kans.—“One of the Nation's greatest Expositions will open portals on June 6, next year. The Texas Centennial Exposition will then begin in Dallas. When the Lone Star State decides to celebrate the Nation can rest assured that it will not be a half-way affair.”

### 'World's Fair'

ADVOCATE, Greenville, O.—“Texas has a prodigious historical background, four centuries of glamorous enterprise. It is one of the most resourceful and powerful units in the family of states today while at the same time holding the distinction of being the largest. The Texas Centennial Exposition will be the first international fair ever held in the Southwest and the energies already released promise to make it one of the most interesting ever held in the country. This is an ambitious program for Texas and it stands fair to make good.”

## HISTORIES OF THREE STATES ARE SIMILAR

### Texas, Vermont and California Once Republics

Three states of the Union—Texas, Vermont and California—have at one time in their history claimed the status of independent republics.

Only one of these, Texas, was ever so recognized by other nations of the world, however. Treaties with four European nations and with the United States and Mexico brought this recognition, and embassies were established at Austin, the Texas capital, by several of these countries.

Texas remained a republic for nine years, from 1836 to 1845, during which time four Congresses were elected to frame its legislation.

Sam Houston served as the republic's first elected president. He was succeeded by Mirabeau B. Lamar as the second chief executive. Houston was elected again as the third president, while Dr. Anson B. Jones was the fourth and last, Texas joining the United States by treaty during the closing months of his term.

As a republic, Texas also maintained a judiciary, had a public school system, made provision for a state university, and maintained a general land office which issued patents to settlers on her vast public domain.

It is the one hundredth anniversary of the establishment of the republic which is the basis for Texas Centennial of Independence in 1936. Chief of the Centennial Year celebrations will be the Texas Centennial Exposition in Dallas, June 6 to November 29.

As other early republics now members of the Union, Vermont and California have histories which are akin to that of the Lone Star State.

The flag of the California republic was raised in 1845 by Fremont but after a few months she became a territory of the United States which defeated Mexico in 1846 in a war in which Texas and the territory west to the Pacific were the issue.

Vermont's history as a republic dates early in the annals of the United States. The first state admitted to the Union after the original thirteen, Vermont had claimed the status of a republic for 14 years, having declared herself free on January 15, 1777. Vermont maintained a militia which took part in the American revolution. Both New York and New Hampshire claimed the Vermont territory as a part of their domain however. The name, Vermont, was formally adopted at a convention in Windsor June 4, 1777. New York continued to claim part of Vermont but finally an agreement was reached, claims were settled and Vermont joined the Union in 1791. Prior to Vermont's declaration of independence, the territory was known as part of the New Hampshire Grants.

Countries with which Texas exchanged treaties as a republic were the United States, England, France, Mexico, Holland and the League of Hanseatic Cities, which included the German cities of Bremen, Hamburg and Lubeck. The United States, England and France established embassies or consular agencies at Austin, the capital of the Texas republic.

## The Outpost of the Padres in Texas



This replica of the Mission San Francisco de los Tejas stands near Crockett, in East Texas, where in 1690, just 245 years ago, the Spanish explorers of Texas established their most northeasterly outpost of that early day. In a rough way it marks the eventual meeting place of the Latin civilization from the South and the Anglo-American wave from the North which resulted in the Texas revolution and establishment of the Republic.

## Howdy, Stranger! Step Right In

Yip-Yip-Hiyay!

Pretty Texas lasses, attired in cow girl costumes, will be official hostesses for the Texas Centennial Exposition.

Booted and spurred, leather chaps and ten-gallon hats, twenty-five of as lovely smiling faces as one might want to see will greet the visitors to the 1936 World's Fair.

The Texas cow girls will be aided by real Texas Rangers in greeting and escorting distinguished guests over the Fair grounds.

## CHURCHES PLAN FAIR PAGEANTS

International figures of the church world will be invited to participate in a series of twilight vesper services in Centennial Stadium during the Texas Centennial Exposition according to announcement of the religious co-operation committee. High church leaders of all denominations will be invited. A series of pageants depicting the history of various religious denominations in Texas also is being considered.

## LIGHT PROJECT COSTS \$77,000

Plans for a \$77,000 lighting project for streets in and around the Exposition grounds have been approved by the Dallas Park Board and have been submitted to PWA officials of Texas for action. The program calls for installation of several hundred light standards in all parts of the Exposition Park.

## EXPO HONORS LEGISLATORS

### Medals to Be Given To Law Makers

Individually engraved bronze medals, bearing on one side the seal of the Texas Centennial Exposition and on the other their names, will be issued to members of the 44th Texas Legislature as passes to the 1936 World's Fair. Members of this body appropriated \$3,000,000 of state funds for participation in the celebration of the Texas Centennial of Independence.

Only 181 of the medals will be molded, one each for the 150 members of the House of Representatives and the 31 members of the Texas Senate.

Official presentation of the medal-passes to the members of the state law-making body will be made by William A. Webb, general manager of the Exposition.

## AUTO SHOW IN EXPO BUILDING

Presentation of the Dallas Automobile Show last week marked the last use of any of the old State Fair of Texas buildings before opening of the Texas Centennial Exposition next year. The building used for the automobile show will be converted into a unit of the Hall of Varied Industries to be constructed for the coming World's Fair.

## PRESIDENT'S VISIT BRINGS GALA AFFAIR

### Exposition Prepares Plans Early For Roosevelt

Anticipating that President Roosevelt's visit to the Texas Centennial Exposition will bring a crowd of 250,000 to 400,000 persons to Dallas, officials of the World's Fair and the City of Dallas already are preparing the intricate and highly regimented machine that will assure perfect functioning and safety.

Secret service men will come to Dallas several weeks ahead of the President's visit to cooperate with Exposition officials in perfecting a street guard system that will include lookout posts stationed on every building along the route of the presidential parade. Texas Rangers and Dallas police will assist.

Work has been ordered to begin on the preparation of many special events which will be featured on President's Day at the Exposition.

## ROYAL PAIR TO GET INVITATION

The Duke and Duchess of York will be invited to attend the Texas Centennial Exposition as representatives of the British Empire, according to announcement by William A. Webb, general manager of the World's Fair. Webb and the Duke of York, second son of King George V, are personal friends, first becoming acquainted at Adelaide, Australia, in 1927 when Webb was Chief Commissioner of Railroads for South Australia and New Zealand.

## After 100 Years It Was Done

A 100-year-old challenge of Texas history has been accepted at last.

It happened at Gonzales several days ago during the celebration of the one hundredth anniversary of the firing of the first shot of the Texas Revolution.

Proudly the citizens of Gonzales hoisted a flag labelled "Come and Take It" just as their ancestors did a century before in defiance of a Mexican army's command to surrender their brass cannon.

The next morning, the Centennial celebrants were amazed. The flag was gone and a note was pinned to the staff. It read:

"We did."

## Foresees Profit in the Exposition



Harper Sibley, of Rochester N. Y., president of the U. S. Chamber of Commerce, thinks the Texas Centennial Exposition in Dallas in 1936 will be a big success. He is shown in this picture with Mrs. Sibley as the two were greeted by Miss Carrolyn Durham as they arrived at the grounds of the Exposition for an advance "look-see" at the World's Fair of 1936.

## STATE COLLEGE EXPERTS AID SELECTION POULTRY EXHIBITS

Eight poultry experts from faculties of the state agricultural colleges of Texas, Oklahoma and Louisiana compose the committee of advisors named by the Poultry Department of the Texas Centennial Exposition to recommend exhibits. Poultry authorities of the United States and Texas Departments of Agriculture and leading breed organizations of the country are also assisting in outlining plans for the World's Fair poultry display.

Events already scheduled include a baby chick show with 20,000 chicks, a young bird show, egg-laying contest with 500 pens participating, view flock exhibits, Future Farmers and 4-H Club exhibits, All-Turkey show; specialty shows of English White Leghorns, American Barred Plymouth Rocks, and White and Buff Plymouth Rocks; the National Rhode Island Red Show; National Bantam Show, National Rabbit Show, and the Texas Pigeon Show.

Maps and charts prepared by the Department of Agriculture will be exhibited to show work being done to improve stock, modern methods of turkey raising, improved methods of breeding, incubating and marketing; egg packing, and poultry dressing and packing.

## \$250 Cash

(Continued from Page 1)

using the Southwestern scene, are preferred.

The contest opens officially on Friday, November 15. All requests for information are to be mailed to Centennial Play Contest Committee, Dallas Woman's Club, Dallas, Texas.

The winning play will be produced under the auspices of the Dallas Woman's Club on March 6, 1936.

## Expo Builds

(Continued from Page 1)

ernment departments in the state are assisting in the assembling of exhibits material. Many of these displays will be placed in the Texas Hall of State, but others will be located in the Farm Center as well as in the Hall of Natural History and other structures in the Civic and Cultural Center.

Special rooms are being assigned to various regions of the state in the \$1,000,000 structure being erected by Texas where things typical of these various regions will be displayed. In addition, several territories such as the Rio Grande Valley and the Big Bend Country are planning special exhibits designed to show investment possibilities in their sections.

In the commercial space sales section, contracts for approximately 10,000 square feet of space to be leased by several nationally known concerns are in the final stages of preparation. More than 40,000 square feet of space has been closed to exhibitors during the last three weeks. In addition, several companies are developing plans for erection of private exhibits buildings in the Exposition. Contracts for such buildings pending in negotiations tentatively call for more than \$1,500,000 worth of construction.

## COST OF U. S. PART IN FAIR IS BUDGETED

### \$930,000 Set Aside For Buildings, Exhibits

Federal expenditures for construction and collection of exhibits in the United States Building and the Hall of Negro Life and Culture are budgeted at \$930,000, an itemized breakdown of the \$1,200,000 allotment to the Texas Centennial Exposition released from the office of U. S. Comptroller General John R. McCarl, reveals.

The rest of the Federal allotment to the Exposition will be used for administration, maintenance of buildings, and miscellaneous expenses.

The budget shows that \$505,000 has been set aside for exhibits in the \$325,000 United States Building. Of this, \$40,000 will be used for Government cooperation with medical, educational and scientific groups and \$15,000 for an educational display.

For the \$50,000 Hall of Negro Life and Culture, the budget provides for an additional \$50,000 for exhibits. Another item is \$10,000 for a historical exhibit to be placed in the \$1,000,000 Texas Hall of State.

Breakdown of the remaining \$1,800,000 of the original Federal appropriation of \$3,000,000 has not been announced. This sum is to be distributed for Federal participation in historical celebrations in Fort Worth, Houston, San Antonio and other points important in Texas history.

## Building Program

(Continued from Page 1)

this section of the Exposition is \$1,210,000.

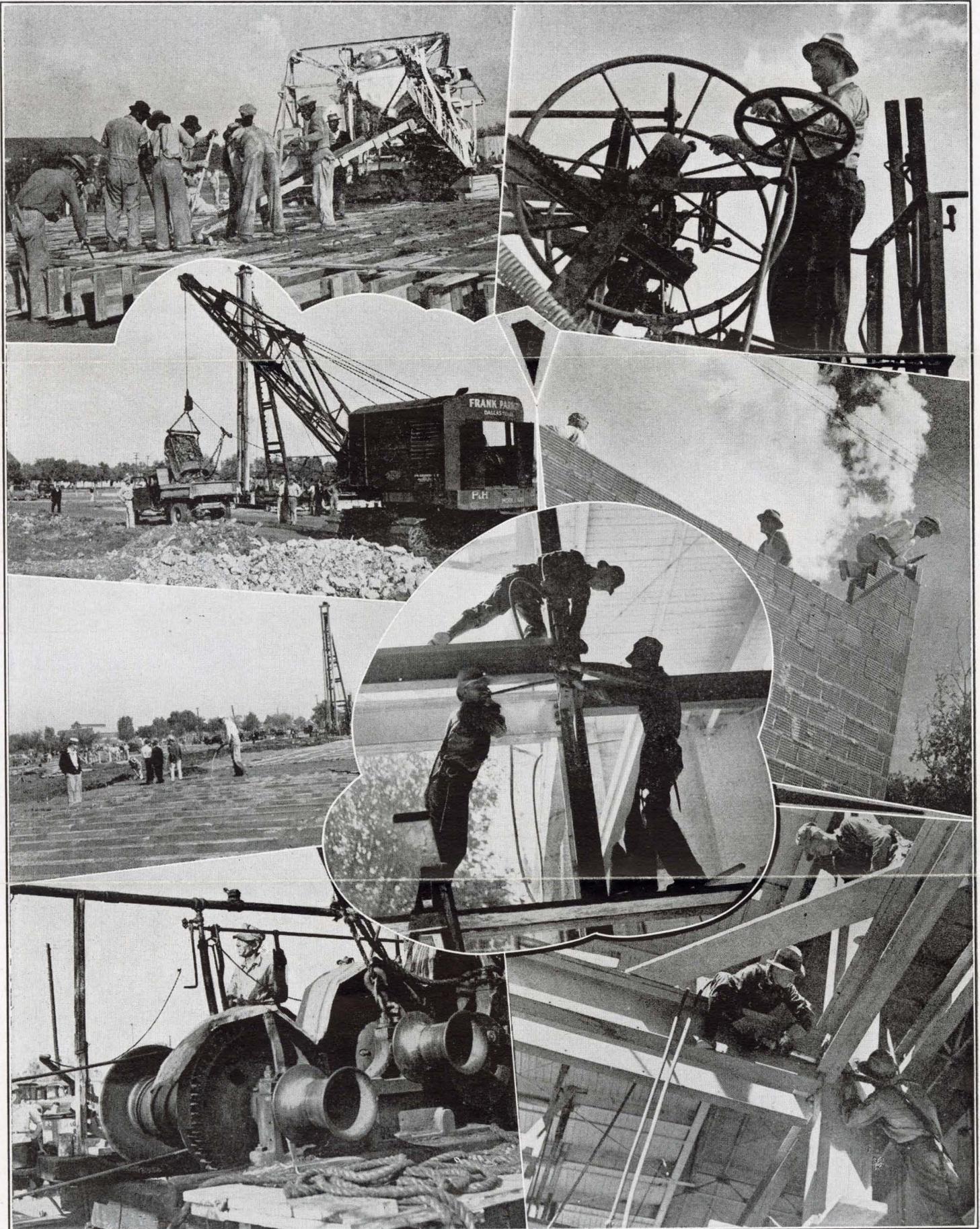
Work is advancing on the \$900,000 paving and utilities program, as well as on the \$225,000 landscaping project.

Plans are being completed for the \$325,000 United States Building and the \$50,000 Hall of Negro Life and Culture, letting of contracts being scheduled for some time in December.

Ground was broken during the last week for the Esplanade of State opposite the main entrance to the Exposition grounds and for the 1500-foot lagoon in the Civic Center.

It was announced also that construction will be started within a few weeks on the \$100,000 Midget Village, two restaurants costing \$75,000 and \$30,000, a \$75,000 oil exhibits building, and other structures to be erected by private exhibitors.

*Men and Machines Pose for Camera in Building An Exposition*



Here's a view or two of the construction activities on the grounds of the Texas Centennial Exposition as seen through the lens of the Centennial News' photographer. Already several millions of dollars' worth of construction is under way on the World's Fair. When construction reaches its peak a few weeks hence the building program will entail an expenditure of \$40,000 per day. When completed, the Exposition plant will represent a value of approximately \$15,000,000.