

# CENTENNIAL NEWS

1836

1936

## TEXAS CENTENNIAL EXPOSITION

Vol. I

DALLAS, TEXAS, OCTOBER 19, 1935

No. 7

# WORK BEGINS ON STATE HALL

*Gov. Allred Fires Powder Mine to Start Construction*

## GOVERNOR SETS OFF DYNAMITE

**Building Will Be Largest Unit of Fair**

When Governor James V. Allred pressed a switch, setting off a charge of dynamite, work on the foundation of the \$1,200,000 State of Texas Building, largest single unit in the Texas Centennial Exposition, got under way officially this week.

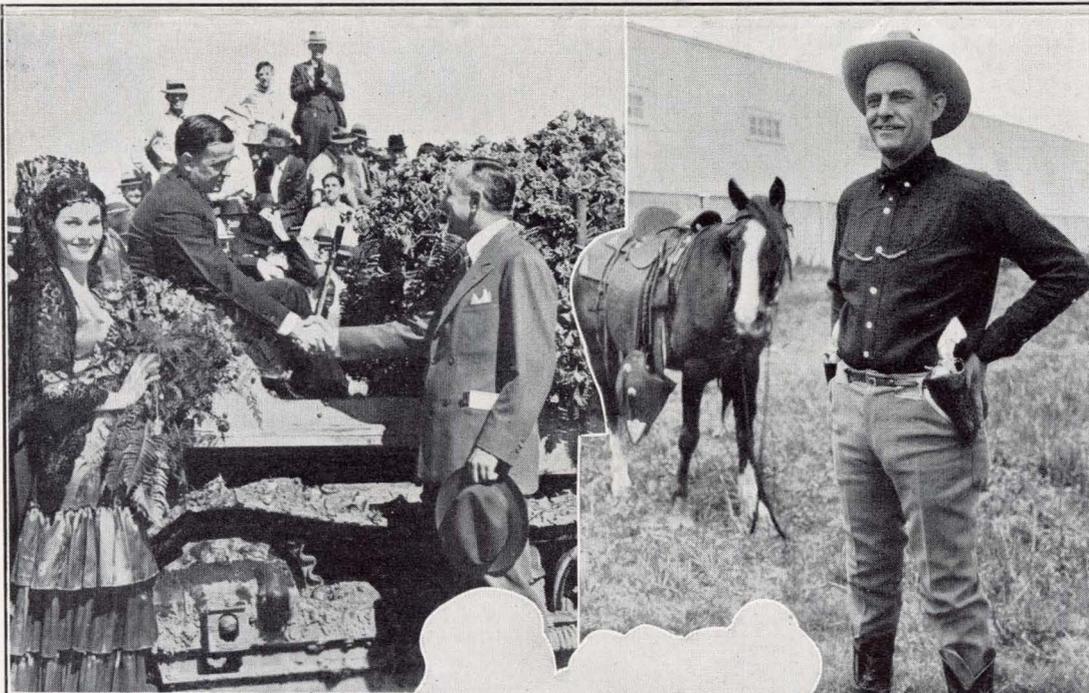
At the same time, the governor's act ushered in the greatest five months' building program in the state's history to prepare a \$15,000,000 showplace for Texas' celebration of the Centennial of Independence.

Start of construction of the Hall of State, center of a group of 17 imposing permanent structures and more than a score of temporary buildings, all to be completed by May 1, 1936, brought employment for the vanguard of an army of 8,000 or more men who will be in the building program.

The completion of the program will find more than \$6,000,000 of new buildings as the bulwark of the Exposition which is expected to attract 12,000,000 visitors to Dallas.

Expenditures will run at a rate of more than \$1,200,000 per month during the next five months, or approximately \$40,000 per day. The rush program has been ordered by the management committee of the Exposition to leave sufficient time for installation of exhibits.

Prior to the ground-breaking ceremonies, Governor Allred spoke over a state-wide radio hookup. He was introduced by Fred F. Florence, president of the Exposition. Other high state and Exposition officials occupied places on the platform.



## BOND SELLING NEARING GOAL

**\$1,760,000 Is Raised for Exposition**

Texas Centennial Exposition has completed the sale to date of \$1,760,000 of a corporation bond issue of \$2,000,000 according to figures announced this week.

Remaining to be sold are \$240,000 worth of bonds, sale of which is being conducted from headquarters which have been established in the Administration Building.

A percentage of the gate receipts of the Exposition is pledged for the repayment of the bonds which are dated to mature six months after the close of the World's Fair.

Funds derived from sale of the bonds are being used to finance administrative costs and part of the construction for the Exposition.



Upper left, Gov. Allred of Texas, seated on a rose-decked tractor, shakes hands with Fred F. Florence, president of the Texas Centennial Exposition. The smiling senorita is holding a bouquet of Texas Centennial roses. Upper right is Captain Tom Hickman, chief of the Texas Rangers and his famous horse, Fireball. Lower right shows Gov. Allred pushing the switch that set off the dynamite blast which signalled the breaking of ground for the \$1,200,000 Texas Hall of State at the Exposition.

# CENTENNIAL NEWS



Published by the Texas Centennial Exposition, Dallas, Texas.

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Volume I

Number 7

## What Others Say

### 'Texas—Big State of Big Things'

(Eureka Springs, Ark., Courier)

Over to the Southwest, our sister state of Texas has become birthday minded, and next year witnesses the one hundredth anniversary of her independence.

She is preparing to celebrate in a way that may well be termed vigorous. The state is preparing to spend millions in this once-in-a-lifetime chance to advertise . . . at Dallas a World's Fair will be held . . . that we predict will be well worthy of comparison with the recent Chicago fair . . . and at a thronging host of other cities preparations will be made and special inducements extended to the stranger and the visitor to come and see what the state has to offer . . . it will be a great advertisement, and an instance where the goods offered will come up to representations.

Texas is an empire in itself.

Well may a citizen of Texas feel, as did Saint Paul: "I am a citizen of no mean country."

With a rich historical background surpassed by no other state, Texas need not rely upon past deeds or unique characteristics for her glory of today. Cattle and sheep and goats, oil and cotton and corn, with the fertile bottoms of the Southwest a veritable vegetable garden and orange grove, it comprises an agricultural and industrial domain of which the residents of the state and the citizens of the nation may well be proud. Its railroads, shipping and banking interests can be thought of only in the hundreds of millions.

This is the state which next year will bring a World's Fair to the door of Arkansas; and pretending that we are twin sisters since our birthdates are one, let us keep the time in mind and go over and sit down right in the middle of the family. We will get a real welcome.

## DALLAS WINS CONVENTIONS

### 200,000 Already Are Anticipated

Attendance of more than 200,000 delegates is assured to Dallas as national organizations continue to join in the list of conventions to be held currently with the Texas Centennial Exposition in 1936.

Meanwhile, Dallas is bidding for a number of additional conventions, notably that of the National Grange, which would bring approximately 20,000 visitors, and the proposed first annual reunion of A.E.F. Combat Divisions with a potential attendance of more than 50,000.

Among the major conventions to be held here between June 6, when the Exposition opens, and November 29, its scheduled closing date, are the American Association of Nurserymen, National Association of Building Owners and Managers, American Society of Mechanical Engineers, International Circulation Managers Association, National Association of Retail Grocers, National Food Brokers' Association, National Association of Sheet Metal Contractors, International Association for Identification, and the South-Central regional conference of National Federation of Business and Professional Women's Clubs.

### EARLY CHURCH PLAN DRAFTED

Plans for the replica of Texas' first church, San Miguel de Socorro del Sur, have been completed by architects in employ of the Catholic churches of Texas, which are sponsoring the project. This building, true to the original which was erected in 1681 near El Paso, will house religious and historical exhibits dealing chiefly with the mission period in Texas history which saw its beginning more than two and one-half centuries ago.

### FOLDER GIVES FAIR PREVIEW

Beautifully illustrated and printed in color, a new folder entitled "Texas and the Centennial Exposition," has just come off the presses and is being distributed to all sections of the United States. A concise account of what the Southwest's first World's Fair will offer visitors is given, together with pictures of attractive scenes around Dallas and in other parts of the state.

## FACTS ABOUT DALLAS

### Texas Centennial Exposition City

- founded in 1841 by John Neely Bryan.
- metropolitan district has 350,000 population.
- served by 11 trunkline railroads.
- key point on transcontinental air lines.
- hub city for nine national highways.
- hourly bus connections with all points.
- leads world in cotton gin manufacture.
- chief jobbing center of the Southwest.
- largest telephone toll point South of Chicago.
- has more than 700 manufacturing plants.
- world's largest inland cotton market.
- seat of 11th District, Federal Reserve Bank.
- center of area producing 65 per cent U. S. oil.

## TO RENOVATE EARLY FORTS

### State to Restore Old Landmarks

At a cost of approximately \$550,000, statues honoring the memory of many Texas pioneers are to be erected in the localities where they figured in the making of the state's history.

Works on these projects is to be commenced as soon as final approval is given by the State Commission of Control for Centennial Celebrations to recommendations by the State Historical Advisory committee.

Restoration of several old forts, scenes of important conflicts in Texas revolutionary days, an archaeological museum at Alpine, and enlargement of a similar edifice at Canyon are planned.

## CONTRACT FOR NOVELTY SALE

Contract with Kaplan and Bloom, of New York, for souvenir and novelty concessions in the Texas Centennial Exposition has been approved by the management committee. Twenty stationary stands and five portable stands are to be erected to serve this concession.

## SPECIAL DAY FOR NATIONS

National holidays of all Latin-American nations will be given special notice on the Exposition program under plans drawn by the Special Events Division.

## SCHOOLS ASK DATA ON FAIR

### Pupils Are Expominded

School children of Texas are becoming "Centennial minded." Token of this fact is the flood of requests for data on early Texas history and on plans for the 100-year commemoration being received at Fair headquarters.

Numerous requests for illustrations to decorate year books, scrapbooks, and history notebooks are included in every day's mail to the Exposition publicity department. Centennial NEWS is in demand for school library files.

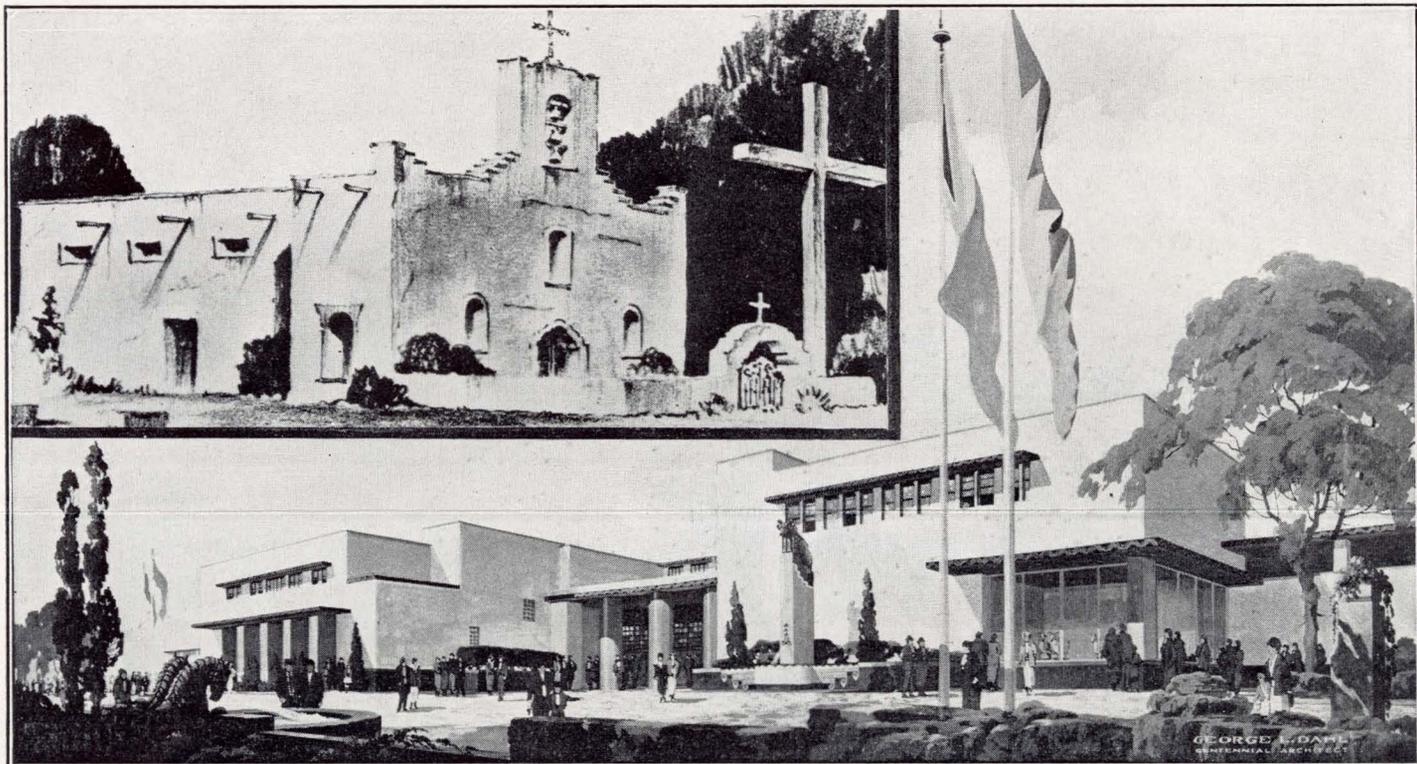
## OIL EXHIBITS GAIN NOTICE

Southwest Business, nationally circulated publication of the Dallas Chamber of Commerce, is featuring phases of the Texas Centennial Exposition in each of its monthly issues. The October issue featured on its front cover a picture of the Exposition's Petroleum Building and carried a story on the Petroleum Show which will be a part of the World's Fair of 1936.

## SCOOTER RIDE DESIGN READY

Exposition architects have completed design of a building planned to house the "scooter ride" concession of Lusse and Company, Philadelphia. Contract with the Lusse company for the ride concession was recently approved by the management committee of the Exposition.

## Historic and Modern Mingle in Exposition Architecture



Upper left is pictured the replica of Texas' first church, erected in 1681, as it will appear on grounds of the Texas Centennial Exposition. The original church, located near El Paso, is San Miguel de Socorro del Sur. The other structure is one of the two Livestock Buildings which is being erected in the Farm Center of the Exposition.

### BIG CONCERNS BUYING SPACE

#### Reservations Made for Exhibits

Application for exhibit space in the Varied Industries Building of the Texas Centennial Exposition has been received from Underwood-Elliott-Fisher Company, office equipment manufacturers.

The reservation for display space for Underwood-Elliott-Fisher is in the Varied Industries Building.

Negotiations for participation in the Exposition by a number of other large manufacturing concerns are reaching the point of action, the Exhibits Department has announced.

Sales of exhibits and concession space during the last 10 days have amounted to approximately \$90,000, according to Exposition officials.

### FAIR REDUCES FIRE HAZARDS

Fire protection for the Texas Centennial Exposition will be adequately provided through the location of two modernly equipping fire stations, one located on the Exposition grounds and the other just outside, opposite the main entrance. In addition, special equipment for protection of exhibits is to be installed in many of the buildings.

### Texas Building to Memorialize Heroes in State's History

Heroes of Texas history will be honored in statuary and scrolls, murals and portraits in the Niche of Heroes, the Halls of the Centuries, and the Great Hall of Texas, chief units in the Hall of State in the Texas Centennial Exposition.

The Texas State Historical Advisory board, created to guide Centennial authorities in historical aspects of the state's celebration already is assembling data.

The board is composed of L. W. Kemp, of Houston, chairman; Father Paul J. Foick, of San Antonio; and J. Frank Dobie, prominent author, of Austin.

The Hall of State, to cost \$1,000,000 to construct and \$200,000 to equip, will be 488 feet wide and 258 feet deep. The central unit, the Niche of Heroes, will be 80 feet tall, fronted by enormous columns sustaining the roof of the grand foyer. On the walls of this niche, in low relief, will appear the figures of Stephen F. Austin, the "father of Texas"; General Sam Houston, the "liberator of Texas"; and others famous in the state's history.

Along the front of the two main wings of the building will be long colonnades on which the windows of the main halls will open. Beneath these windows, in relief, will be depicted historic Texas figures and scenes.

At the end of each wing will be the Halls of the Centuries. The Hall of 1836 will be decorated in early mission style while the decorations of the Hall of 1936 will be modern, true to the present day. Intermediate portions of the two front wings will be divided into regional halls, each devoted to one of the major sections of the state, the walls to be illustrated with murals depicting scenes typical of these regions. Historical relics and records from each of the regions will be displayed.

Extending to the rear of the building from the Niche of Heroes will be a third wing, more than 200 feet long, to be known as the Great Hall of Texas. Along its walls will be six bays, each devoted to one of the six national flags which have flown over Texas' soil since the discovery of her shores in 1519. These flags are those of Spain, France, Mexico, the Texas republic, the Confederacy, and the United States. At the end of the hall will be

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### CITY DESIGNS MUSIC SHELL

#### Site for Outdoor Fair Programs

Plans for the \$80,000 Symphony Shell to be erected by the city of Dallas for the Texas Centennial Exposition have been completed by architects and have been submitted to the Exposition for final approval.

The Symphony Shell, combining the desirable features of several similar structures in various cities of the United States, will be the scene for many musical programs during the Exposition.

The Symphony Shell will be located on the shore of a lagoon in the Cultural Center of the Exposition. Seats for 6000 persons will be provided.

### U. S. SENATOR PRAISES FAIR

"I am very much impressed with plans Texas is making for observance of its Centennial and I shall attend the Texas Centennial Exposition next year if nothing unforeseen prevents," said U. S. Senator Robert LaFollette of Wisconsin as he paid a brief visit to the Exposition grounds last week. The Wisconsin senator was one of the active supporters of the appropriation for federal participation in the Exposition.

**'TEXAS OR BUST' . . . . . after an Early Painting**



Ox-drawn wagons brought the first American settlers into Texas more than a century ago. With crude tools and flintlock rifles, they built up and fought for an empire, which became an independent republic in 1836 and a state of the Union in

1845. Over the trails these pioneers marked through the unconquered wilderness will come America's tourists in 1936 to visit with the Texans of today as they celebrate their Centennial of Independence.

**ERECTION OF AGRICULTURE, FOODS BUILDINGS STARTED**

**Centennial Spirit**  
 "The visionary men and women sponsoring a proper observance of Texas' Centennial of Freedom planned appropriately that all the state should be a part, in spirit and in actuality, of the Centennial show in 1936.  
 "If Texas is to realize the truly great Centennial celebration due its pioneers, it must be something more than outward show.  
 "There must be a Centennial spirit in the hearts of the Texas people."  
 (From the address of Governor James V. Allred at the ground breaking for the foundation of the \$1,200,000 State of Texas building.)

**Livestock Structure Plans Ready**

Construction work was started during the last week on two of the exhibits structures which will compose the Agriculture-Food Products-Livestock Center of the Texas Centennial Exposition.  
 The two structures brought under way were the \$115,000 Agriculture Building and the \$200,000 Food Products Hall.  
 Plans have been completed for one of the two Livestock Buildings which will be erected by the Exposition. Bids on the contract for its construction will be received before the end of October.  
 Detailed plans for the second Livestock Building are now being completed and bids will be received early in November.  
 Plans now being drawn for the Transportation and Petroleum Building and the Varied Industries-Communications Hall are also nearing completion.

**CONDUITS LAID FOR UTILITIES**

Laying of underground conduits for various types of utilities which will serve buildings of the Exposition is being pushed to conclusion to make way for landscaping crews which are now busy on the grounds. The next three months will see completion of a \$200,000 landscaping program, running simultaneously with building construction.

**Texas Buildings**

Continued from Page 3  
 a giant figure symbolic of Texas, while on the floor will be a great mosaic map of the state with bronze markers designating historic places and pioneer trails.  
 Beneath the Great Hall of Texas will be a large basement auditorium.  
 The building will be constructed of native Texas red granite, warm-colored limestone, and marble taken from Central Texas quarries. Construction schedules call for the completion of the building by March 15, more than two months before the opening of the Exposition.

**NEGRO GIVEN PART IN FAIR**

**\$50,000.00 Structure for Exhibit**

The history of the American Negro, from the time of his coming as an unwilling prisoner from Africa to be sold into slavery, through the part he played in the economic development of the South, until today, will be depicted in the Negro Life Building in the Texas Centennial Exposition.  
 From \$1,200,000 Federal funds allocated to the Exposition, \$50,000 has been set aside for the Negro Building.  
 Negro activities in the Exposition are being sponsored by the Texas Negro Centennial Commission, composed of leading educators and business men of the race in Texas.  
 Under sponsorship of the Negro commission, bonds of the Exposition have been sold to wealthier members of the race in Texas. This is the first time that the Negro has been given official recognition in a World's Fair.

**RACING MEET NEARS CLOSE**

Saturday, October 26, marks close of the fall racing meet of the State Fair of Texas being held on the track in Exposition Park. Races will be held next year on this track by the World's Fair.