

CENTENNIAL NEWS

TEXAS
CENTENNIAL
EXPOSITION

DALLAS

JUNE 6 - NOV. 29

1936

Grid Aces Give Taste Of Texas' '36 Sports

THE PICTURES

Top - fliers, All-Americans, these Southern Methodist Mustang Rose Bowlers. They are shown here amidst Centennial Roses, grown on the eve of Texas' one hundredth anniversary, in celebration of which Texas Centennial Exposition, opening June 6, at Dallas, features an outstanding sports card. A great scoring combination is shown in Maurice Orr, kicker of 34 points in the season from the hold of Bobby Wilson, whose 72 points scored made him leader of Southwest Conference scoring his third year in a row. At top, Tackle Truman Spain; at center, Guard J. C. Wetsel and Fullback Harry Shuford.



Bang-Up Sports Program in 1936 Booked for Texas' Centennial

All-Time High Set in Fights, National Open Golf Tourney, Country's Top Football Season

Football as a headliner tops a sports card rounded out with championship golf, a bang-up fight program, motorboat regattas and likely the final tests to select the American Athletic Union team to the Olympics in Germany . . . features of the Texas Centennial Exposition opening June 6 in Dallas.

On the first day of 1936, one hundredth anniversary year of Texas independence, grid Teams from Texas, champions and runners-up in the Southwestern Conference are playing in football classics on both coasts and a third in mid-continent.

Southern Methodist's Mustangs, facing Stanford University's Indians in the Rose Bowl at Pasadena, are undefeated in a twelve-game season, and designated the National Champions of intercollegiate football. Its roster is dotted with All-American players, its ace, Bobby Wilson, leader of the conference in scoring three years in a row.

Across the continent, in New Orleans' Sugar Bowl, the team brought to meet Louisiana State's Southern Conference champion Tigers is the Horned Frog pack from Texas Christian, defeated only by the Methodists on the Saturday after Thanksgiving. Their back and center, Sammy Baugh and Darrell Les-

ter, top a list of grid satellites. The 1936 Pony-Frog game is in Dallas.

Midway between the Pacific and Atlantic coast classics, another Texas team, Hardin-Simmons University's Cowboys, will play the New Mexico Aggies in the Sun Bowl as a feature of the Sun Carnival at El Paso.

Pros vs. Collegians

The Southwest brand of football comes into even greater prominence in 1936 when the Texas Centennial Exposition plans an elaborate college schedule for the Exposition Stadium.

The opening game—preceded only by an all-star high school battle—will be between the Chicago Bears, three times national professional champions and an All-American college team to be selected by a nation-wide newspaper vote. This will be on September 5 and it will be followed by a long list of championship race conference and inter-sectional games.

Already booked are University of Texas vs. University of Oklahoma, October 10; S. M. U. vs. Vanderbilt, October 17; and S. M. U. vs. Texas A. & M. College, November 7. Texas Tech of Lubbock will play October 3 against some out of state opponent to be later selected. Texas meets Carnegie Tech Dec. 5.

Twenty-five first rank high school games are Exposition features.

Golf Tourney in June

Preceding the football schedule the Texas Centennial Golf open tournament will be staged in June.

During the summer months there will be tennis tournaments and motorboat, sailboat and outboard motor regattas on White Rock Lake under Exposition auspices.

The American Athletic Union's acceptance of Dallas' invitation to hold the final track and field events to select the American Olympic team is expected. If so it will be a July feature.

August will see the Exposition's boxing program in full swing, its climax, if present plans materialize as they seem assured of doing, to be four championship fights.

Texas in '36

The letters "ex" belong in the middle of Texas, but never before it.

There are no ex-Texans.

There are Texans, though, the world over; leaders in arts and letters, in industry and finance, in engineering and public service. Every one of them will vow "I am a Texan."

The spirit of the Lone Star Staters, demonstrated at this turn into the calendar year that marks an epic century of independence and four centuries of progress, testifies in advance of a great homecoming in 1936.

Back home they will find a state that across her vast leagues has pressed to the front. From the wilderness has been carved an empire. In Texas are the land's healthiest, happiest, most independent communities.

In a composite, this great state will tell its story in the Texas Centennial Exposition at Dallas. Its gates will be open June 6 to November 29.

Six Allegiances Told in Parade Of Texas Flags

Lone Star State Only One That Governed Self as Nation

Romantic history that makes up the background of Texas, the Lone Star State, is told in the Cavalcade of Six Flags that will feature in the Texans' entertainment in the holiday celebrated in California with the burning of 1936, an anniversary year of solemn significance to Texans.

It was in the year '36 of the century before this that Texas won independence from the governing nation on the south; won independence under the Lone Star that a Georgia girl fashioned on a panel torn from a white silk petticoat.

Before that Texas had paid allegiance to three flags. The three gold fleur-de-lis, the Royal flag of the French rulers was planted with LaSalle's landing and founding of Espiritu Santo. The Spanish conquistadores, then the colonists followed discovery of a rich New Spain, and then came the declaration that brought the colors of Mexico.

One hundred years ago the Lone Star was raised, and nine years later voluntarily hauled down, to be replaced by the Union Jack as Texas became a State in the Union.

During a break in the 1860s Texas, with twelve sister states was under the Stars and Bars of the Southern Confederacy in the War Between the States.

CENTENNIAL NEWS



Published by the Texas Centennial Exposition, Dallas, Texas

None of the matter printed in Centennial News is copyrighted and publications desiring to use any material herein are invited to do so.

The Texas Centennial Exposition, celebrating Texas' Centennial of Independence, will open on June 6 and continue to November 29.

Vol. 1 Dec. 28, 1935 No. 16

Mustang-Vandy Game At Dallas Pits Ponies Against Old Mentor

A football game long dreamed about for Dallas will be one of S. M. U.'s contributions to the Texas Centennial Exposition. It will be a clash with Vanderbilt University of Nashville, Tenn., now coached by the ex-head mentor of the Ponies, Jesse Ray Morrison. At S. M. U. thirteen seasons, Morrison was the man who directed the build up of Pony prestige.

Morrison often was approached about a game with Vanderbilt, where he'd starred as a player. He always claimed it would be too much to be pitted against his old school, matching wits with

Dan McGugin, his own college tutor.

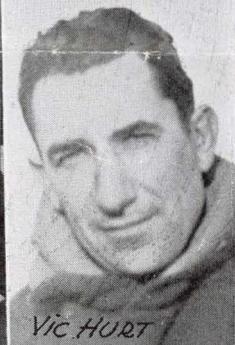
Now Morrison has succeeded McGugin, on the veteran's retirement. And Morrison will be sending his Commodore charges against the school he saw grow almost from birth to national prominence.

Matty Bell, successor to Morrison at S. M. U., will have a queer feeling, too, as he gets his 1936 Mustangs ready for the October 17 game. It was Morrison who brought him to S. M. U. as assistant coach after Bell left Texas A. & M. College, from which post he rose to head coach and directed the Ponies to their present acclaim as National Champions on a perfect season record.

Every Player Is a Texan on Mustang Squad



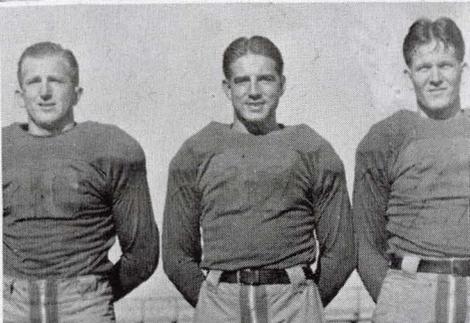
MATTY BELL



VIC HURT



Jimmie Stewart
Manager.



TRI-CAPTAINS
Wetsel - Shuford - Stewart



Bobby Wilson



Mighty Mustangs, every one a Texan, are just forty in number, and all but five from within 100 miles of their home corral at Dallas, where an outstanding sports program for 1936 will feature the Texas Centennial Exposition. Shown are (left to right), first row: Griggs, Wilson, Smith, Burt, Wetsel, Shuford, Stewart, Stamps, Meyers, Delafield, Manager Hervey; second row: Head Coach Matty Bell, Asst. Manager White, Coach Hurt, Colville, Johnson, Carroll, Turner, Russell, Gore, Guynes, Fry, Tipton, Byram, Jones, Freshman Coach Charles H. Trigg; third row: Scottino, Sprague, Black, Finley, Brotherton, Raborn, Stapp, Gray, Godson; fourth row: Weant, Orr, Spain, Stufflebeme, Sanders, Phillips, Acker, Ranspot, Wisenbaker and Waters.

Pictured above the squad: Southern Methodist's nationally famous band, with small starting lineup, but in need of no substitutions. A co-ed, Howardine Duncan, holds the university's mascot, Peruna, and back of the little pony stands Betty Bailey, Sweetheart of the band. About the band are photos of the coaches, Matty Bell and his assistant Vic Hurt, the team's three captains, their business manager accepting the Rose Bowl bid, and, ace of aces, Bobby Wilson. Rah!

Widely Famous Band Interprets Student Spirit

Little But Loud and, All Together, Boys, A Unique Unit

Texanic: In proportions to a great state.

Friends of Southern Methodist University meant it that way in early December when they offered to uniform sixty more men to augment Southern Methodist University's undersized band, build it up to 100 pieces.

"Thanks," said Director Tom Johnson. But his band needs no reserves, and with his forty loyalists he preceded the marauding Mustangs of national grid honors by a week in their West Coast trip for the Rose Bowl game against Stanford University.

In Class Alone

The Mustang band is unique among college musical units in its makeup that has gained it wide repute. The boys can play, and play together. There aren't sixty more musicals anywhere, much less among the Southern Methodist University student body, that could fit into the band, the director said.

So, the minion of musical Mustangs went West to play a week's professional engagement before New Year's Day, and support the spirit of Texas-conscious sports followers in California anticipating a football classic when Southern Methodist's footballers meet the Indians in the Rose Bowl.

Texans, Every One

It's just a big bunch of Texas boys, another forty, by actual count, who make up the grid aggregation whose prowess won the national championship and nomination against the Coast's favorite for the Rose Bowl game. Every gridster in the outfit is a Texan. Nine out of ten of them are from within two hours' auto drive of S. M. U.'s home hill, at Dallas, where the Texas Centennial Exposition opening June 6 has the cream of sports attractions to add to the general observance of the once-a-nation-state's observance of one hundred years of independence.

A brass-blasted ditty called "Peruna" is their fight song, and they play it loud and long. You'll hear it New Year's Day if you're within ten miles of Pasadena, or a city block from any running radio.

They'll blare out the spirit of S. M. U. . . .

"She'll be loaded with Peruna . . ."

Exposition Gets \$120,000 Broadcast System

Half Million Farms Grow Show Crops

Rural Life Traced To Days It Was Drudgery

From 510,000 Texas farms, tilled by 3,000,000 farmers, will come Texas' contribution to the agricultural exhibit in the Texas Centennial Exposition.

The farm department has set about coordinating the extension department of Texas Agricultural & Mechanical College, the Texas State Department of Agriculture and the Department of Agriculture of the United States.

The movement is sponsored by district and county agents and home demonstration agents in the twelve districts of the extension department.

Backing up all groups is the combined organization of the regional Chambers of Commerce.

Agricultural progress of 100 years is to be depicted in the exhibit. Clearing timber and brush, "sod busting," by oxen and forked stick to the foot-burner, middle-buster, gang plowing by horse and mule teams down to modern power driven machinery is to be the picture. Farming today is to be shown as a profession or a specialized occupation; run according to new ideas in cultivation and seed selection that have lifted farm life from drudgery.

All Roads Lead to Dallas in '36 Lined With Nature's Beauties

Along the broad, paved ribbons that lead to Dallas in 1936, when the Lone Star state's one hundredth anniversary will be celebrated in the Texas Centennial Exposition, visitors will revel in the beauties of bluebonnet-blanketed hillsides, tree-lined thoroughfares.

Federal Building Plans Completed

To Washington last week went the Texas Centennial Exposition architect with plans for a \$325,000 Federal exhibits building for the 100th anniversary fair, June 6 to November 29, and for a \$50,000 Negro exhibits building.

Approval of the United States Texas Centennial Commission is awaited. Its chairman, Texas John N. Garner, the Nation's Vice-President, is back at his desk at the capital following his return from a diplomatic journey to the Orient.

SHOW STORY OF RICE, PLANTING TO PUDDING

The rice industry, one of the most important of South Texas agricultural activities, will be represented at the Texas Centennial Exposition with a striking and interesting exhibit.

The Southern Rice Industry of New Orleans, which functions under guidance of the United States Department of Agriculture, have reserved 470 square feet of space in the Hall of Foods and Beverages. This association of rice growers will demonstrate the growing, milling, marketing and cooking of rice.

"Texans, taking the highway beautification plan of the present State Highway Commission more for granted in the sense that it will be done than that it is being done," observed *The Dallas Morning News*, "are surprised by the statement that 150 miles of the project already have been completed."

Another eighty miles will be finished by next spring. As the work in some stage of advance is under way in every county of Texas' vast 254-county makeup, complete miles of beautification will be commonplace announcements hereafter.

Jac L. Gubbels, the landscape engineer in charge, "has let no grass grow under the feet of his forces," commented *The News*, "in seeing to it that wild flowers, shrubbery and trees are encouraged to grow along the highways.

"The wildflower shows for the twenty-two divisions of the highway system in 1936 should go far toward encouraging first knowledge of the ornamental possibilities in indigenous growth that can be easily developed and second in showing what progress has been made in increasing the attractive appearance of the highway system.

"The beautification program was begun to interest tourist vision in Texas' natural beauty. The Centennial furnished the inspiration. The maintained program should be a lasting monument to that event."

Gulf Builds Stage-Type Air Studios

Facilities to Handle Twelve Programs At Same Time

The Texas Centennial Exposition will go on the air from coast to coast through a complete radio setup. The Gulf Refining Company of Pittsburgh will build a \$120,000 radio and public address system, it was announced by O. H. Carlisle, of Houston, Southwest division manager.

The Gulf company will within the next few weeks commence erection of an elaborate studio building on Grand Avenue near the entrance of the Midway, almost the exact center of Exposition Park. The 130x100 building will be horseshoe shape and will contain two glass-enclosed studios, reception rooms and control room. Possibly an industrial exhibit will show the growth of the Gulf Refining Company.

26 Remote Stations

The radio system will be one of the most complete and versatile ever devised and is similar to a transcontinental broadcasting chain in make up and operation. All programs from the Texas Centennial Exposition will originate in these studios and through the grounds facilities.

Connected with the central broadcasting station will be 26 remote sub-stations in 30-foot pylons. There will be from 5 to 30 amplifying horns in each location. All Exposition buildings will be wired for use of the public address system. Conduits will be underground.

Short-wave Coverage

Twelve different programs can be handled simultaneously for radio transmission or public address.

Programs broadcast from the Texas Centennial Exposition will be available to national and regional chains or to individual stations with lines into the studios. All local stations will have such lines. Facilities will be open to both exhibitors and non exhibitors for the broadcasting of commercial programs but all Exposition programs will be sustaining.

Portable short wave equipment will make possible a complete coverage of the Exposition grounds at all times and broadcasts will include special events, concerts, band music, sports events, news flashes and dramatic productions.

Freehand Justice of Famed Judge Roy Bean Will Sway Mock Trials of Visiting Notables

"Law West of the Pecos" will be invoked to the last bean on the mesquite, during the Texas Centennial Exposition. This is the ultimatum of the Texas Sheriffs' Association, which has just been granted a site upon the Centennial ground to erect a replica of the Roy Bean Hall of Justice from which Bean administered the law, liquor and hospitality at Langtry, Texas, in an early day of the West.

Arrangements for the erection of the building was made by H. C. Ford of Houston, representing the Sheriffs' Association. The building to be erected of adobe and lumber will be ready by the June 6 opening.

As a warning to visitors to the Exposition Ford says all "shootin' irons" should be left at home for the law is to be administered to all notables in the

simon-pure Judge Bean fashion. It is to be remembered that the lifeless body of a man was brought before Bean for inquest. In the dead man's pockets were several dollars and a revolver. After pronouncing the man dead from "natural causes" Bean

finned the corps for carrying concealed weapons and thus confiscated the cash.

"Law West of the Pecos" at the Exposition is to be a place of fun. It will be a headquarters for visiting peace officers and notable law enforcers.

