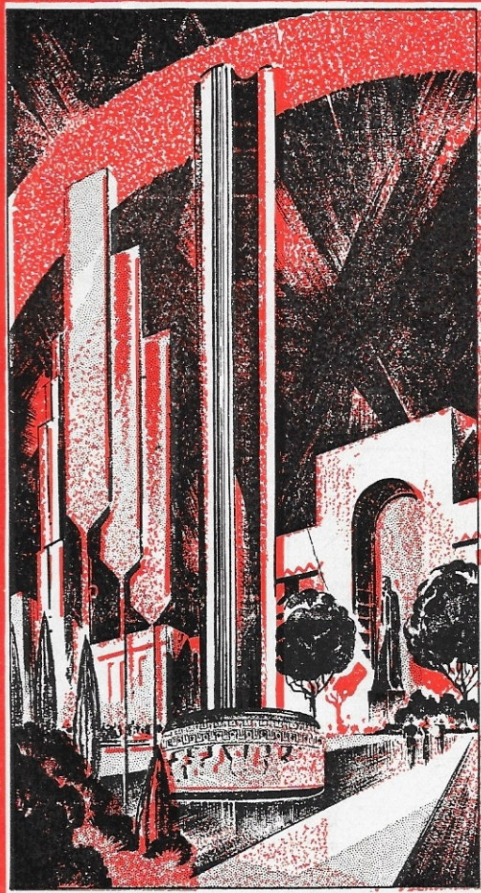


★ **TEXAS** ★
CENTENNIAL EXPOSITION
1936 ★ JUNE 6 ★ NOV. 29



★ **TEXAS** ★
CENTENNIAL EXPOSITION
1936 ★ JUNE 6 ★ NOV. 29



★ **TRAVEL BY TRAIN** ★

★ **TRAVEL BY TRAIN** ★

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The TEXAS CENTENNIAL EXPOSITION

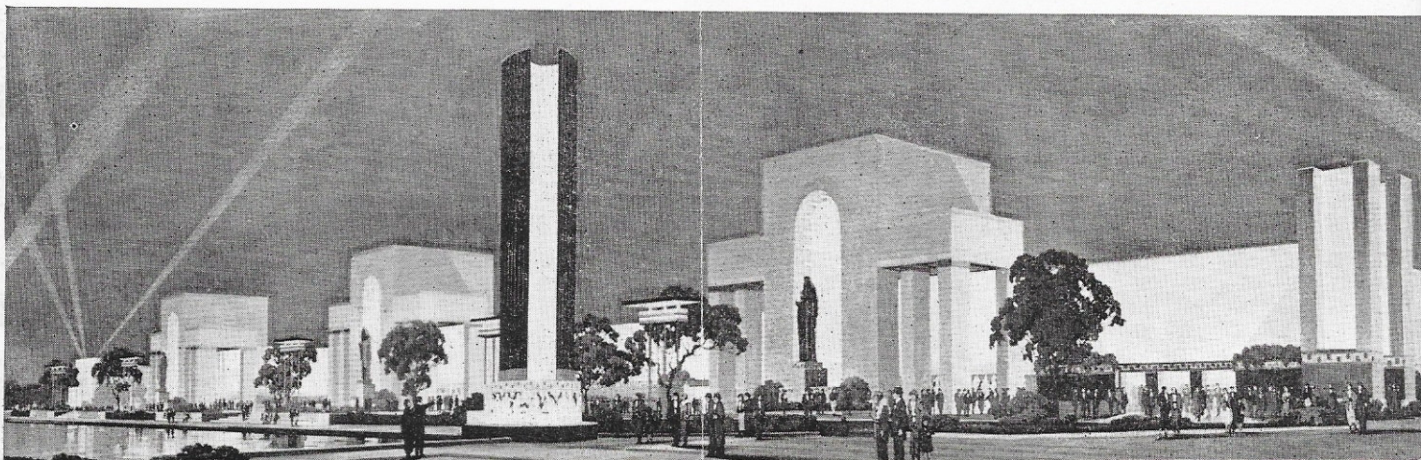
Out of the heart of history, marching up through the corridors of time, has come the story of Texas. Discovered in 1519 by de Pineda, Texas has known the flags of Spain, France, Mexico, the Republic of Texas, the Confederacy and the United States. Each nation to rule over this far-flung southwestern empire has written brilliant chapters in the book of progress.

A century ago the Republic of Texas was born. Out of the welter of war and revolution the people of the Lone Star achieved independence. From that time onward, Texas has forged ahead. Through the years of the Republic, in those stirring days of early statehood, beginning in 1845, in times of war and peace, Texas has marched on.

Today, a hundred years after the birth of the republic that was to become the twenty-ninth state of the Union, Texas, through the medium of a great world's fair, the Texas Centennial Exposition, to be held in Dallas from June 6 to November 29, 1936, celebrates the passage of those thrilling years, traces the course of her epic history, reveals the richness of her resources, the development of her social structure and gives a glimpse of the bright promise of the future.

The Texas Centennial Exposition is a tribute to the past, an exposition of the present and a herald of tomorrow.

TRAVEL BY TRAIN FOR COMFORT, SAFETY AND ECONOMY





THE LURE of TEXAS

It is a far cry to the days of the Conquistadores, the Mission priests and the later pioneers who traversed the broad Texas miles afoot, on horseback, with ox-cart and prairie schooner. Today, the glorious adventure of the Lone Star can be made in luxury as fast air-conditioned trains with all modern conveniences bear the visitor over gleaming tracks that reach all sections of this great State.

There is a rich variety of scene and life in Texas that, combined with its great historical background, will give the traveler the thrill of kaleidoscopic change. From pine forests and vast oil fields, from broad plains and towering mountains to the blue waters of the Gulf and the mellow sunshine of the Rio Grande Valley, Texas tells a tale that blends the old days with the new. From raw frontier to mighty commonwealth, the Lone Star State, in the century that has passed, has created a glamorous picture, a stirring chapter of American history that in the year 1936 will thrill the world.

The deep imprint made by the Old World in the days when Texas was young still remains and the superimposition of the present has given the state an added charm. The stately missions, souvenirs of the ancient days when Spanish Don and Mission priest toiled across the Texas leagues finding high adventure in every mile, still stand, beautiful memorials to the past. In the tranquil hush of their patios, in the still of evening when their chimes drift through the calm dusk, memories of an epic past rise up to stir the heart.

Around these ancient buildings flame the fires of freedom that were kindled when Texas fought for liberty. The whole panorama of the Texas War of Independence lives once more in them.

As swift, comfortable trains carry the visitor over Texas, he



rides again the trails made famous in the days when Texas was the Nation's largest cattle center, as it is today. In the rhythmic rush of a modern train he can hear once again the thunder of great herds drumming up the long, old trails to the cattle rail shipment points of yesteryear. Long strings of cattle cars carry the herds to market now but in the Texas cattle country there still live memories of range wars and the staccato bark of six guns as ranchers "shot it out" with raiding thieves.

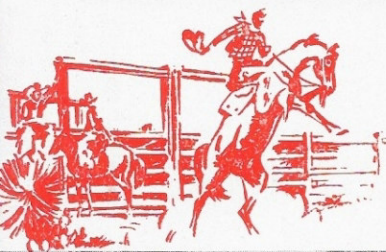
Plantation houses, truly in the tradition of the Old South, stand serene and tranquil among acres of cotton and Stephen Foster's memory lives again in the songs of darkies picking the bolls that tomorrow will be woven into textiles in the mills of the world. From the cow country to the cotton lands is but a step in Texas and the mergence of the Old South and the Old West provides a scene to live forever in the minds of those who travel in the Lone Star State.

Once again the scene changes as the visitor reaches the oil lands, where man wrests from nature a wealth far greater than that sought by Coronado centuries ago as he searched for those mythical cities whose walls were studded with precious gems and whose streets glittered with gold. Oil, the "flowing gold" of the Twentieth Century, is truly Midas' wealth in the Lone Star State. There may be found the greatest petroleum deposits of the world and the story of that element, from initial drilling to finished product, is a saga of achievement. Tall derricks lift against the blue Texas sky and the thrum of drilling engines set the rhythm for the symphony of an industry replete with drama, crowded with romance. Cities have sprung into full being overnight in the oil fields as men from all the world have crowded into Texas to win fortunes from "black gold."

On and on goes the story of Texas, a scenic, dramatic story of epic deeds and mighty achievement. Visitors to Texas during the Centennial Year will find much to thrill them as they tour the land of the Lone Star.



THE OLD SOUTH-THE FRONTIER WEST

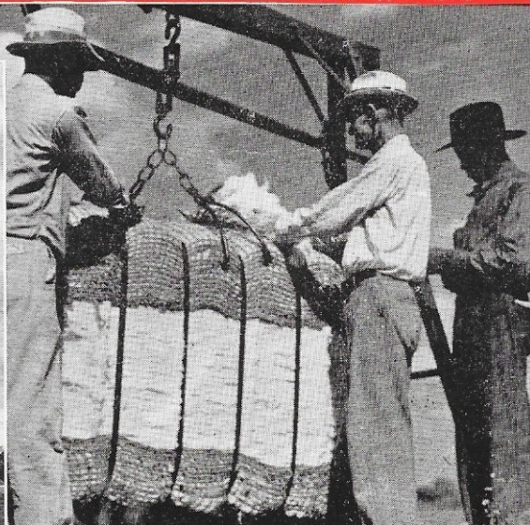
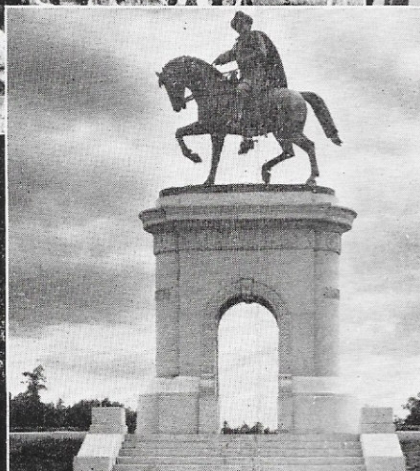
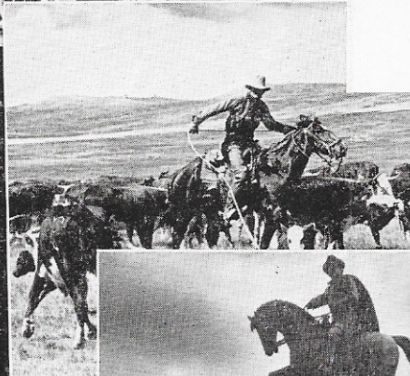
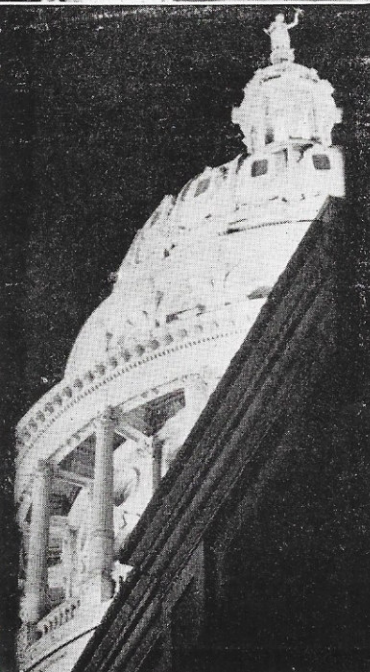


FIVE CITIES, other than Dallas, the Exposition City, will claim the interest of travelers to Texas during 1936. In them will be found all the glamour, the change from old to new, that is Texas. Each is an integral part of the Lone Star, each has its definite place in the tradition and history of the great state.

Nearest to Dallas is Fort Worth, capital of the cattle empire. There the West truly begins and, in step with the Texas Centennial Exposition at Dallas, Fort Worth is planning a gala Frontier Days celebration to run from July 1 for 100 days. The Old West will live again in Fort Worth in the reproduction of ranches, frontier towns, in rodeos and glamorous Western spectacles that will be staged at the celebration there.

Austin, once capital of a republic and now capital city of Texas, is filled with memories of the great who have lived there. Named for Stephen F. Austin, "Father of Texas," it recalls the days when Sam Houston and the immortals of the republic made history there a century ago. It was there that Anson Jones, last president of the republic, announced the annexation of Texas to the United States in 1845. The University of Texas, the stately capitol building and the traditions of a people will interest the visitor to Austin.

San Antonio, mellow with the ancient past, is the sacred city of Texas. There will be found the Alamo, where Texans died that Texas might be free. No visit to the Lone Star State is complete without a pilgrimage to this shrine of liberty. "Remember the Alamo" was the battle cry of Texas a century

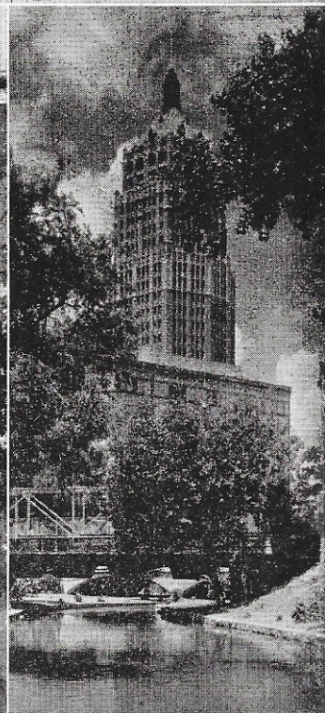
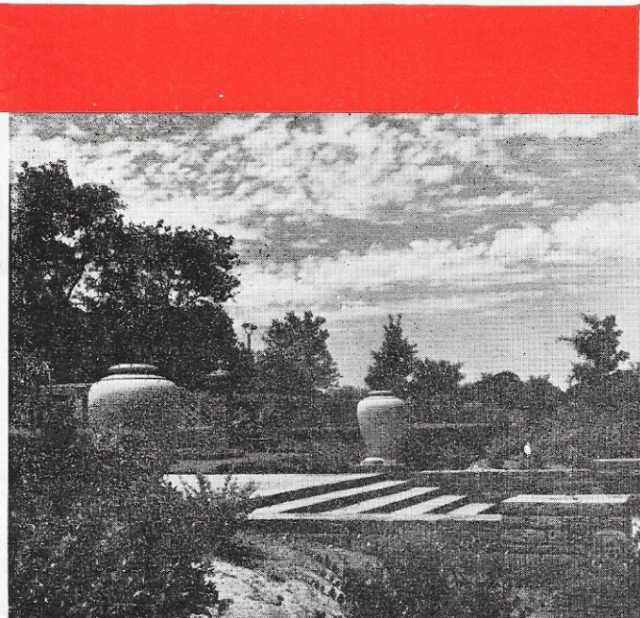
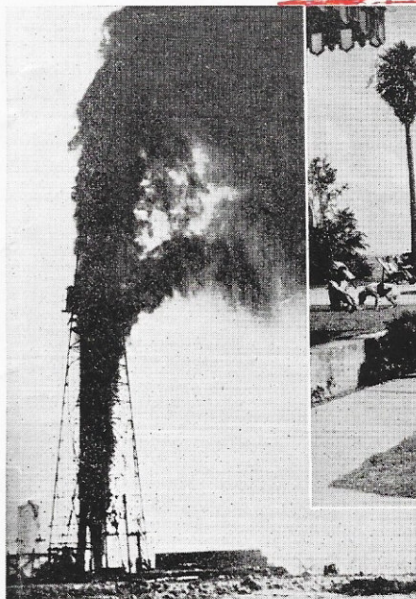


ROMANTIC MEXICO-ALL BLENDED IN TEXAS

ago; today it lives again as Texas and the world recall the tragic sacrifice that William Barrett Travis, Davy Crockett, James Bowie and a gallant band of Texans made there . . . "Thermopylae had its messenger of defeat. The Alamo had none!"

Houston, with the largest population of any city in Texas, and key city of the southern half of the State, is a happy combination of the Old South and the West. Mighty in its industrial and commercial stature it has an historical tradition that sets it apart from the rank and file of American cities. Named after the hero of Texas, Houston was one of the capitals of the republic. Near by is San Jacinto, the plain on which Texas won her freedom in the decisive defeat and capture of Santa Anna and his Mexican army on April 21, 1836. Today, a great city, a railroad terminal, a seaport, huge cotton and oil shipping center, it still cherishes the golden memories of the days that have gone, the gallant days of San Jacinto, when Texas was young.

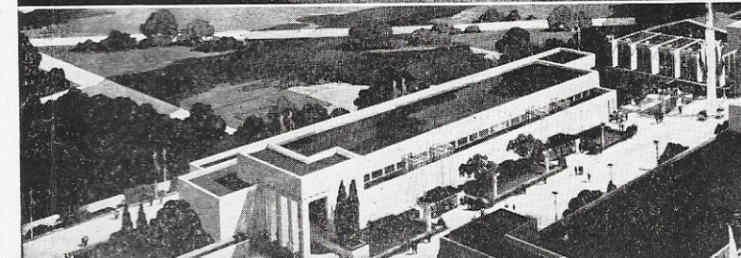
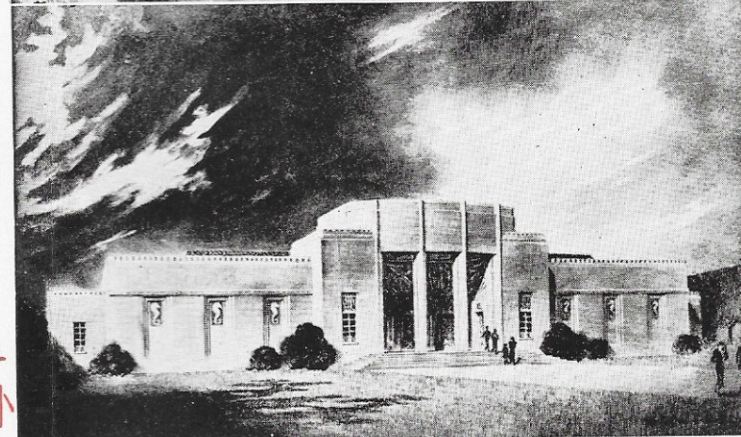
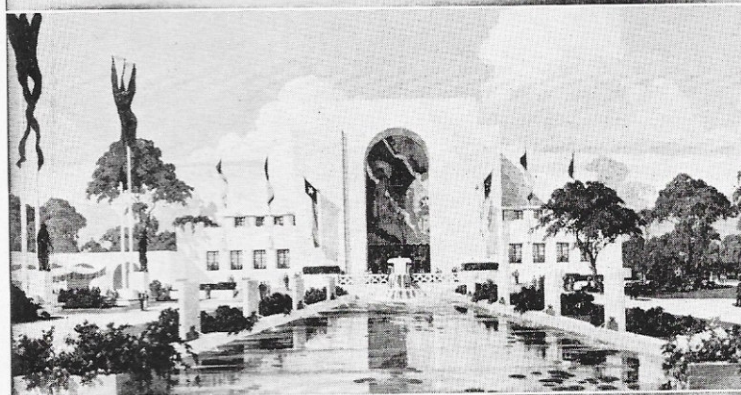
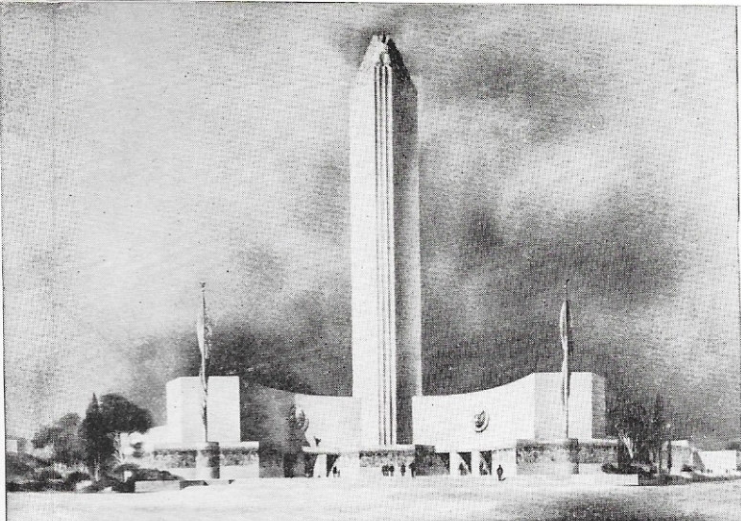
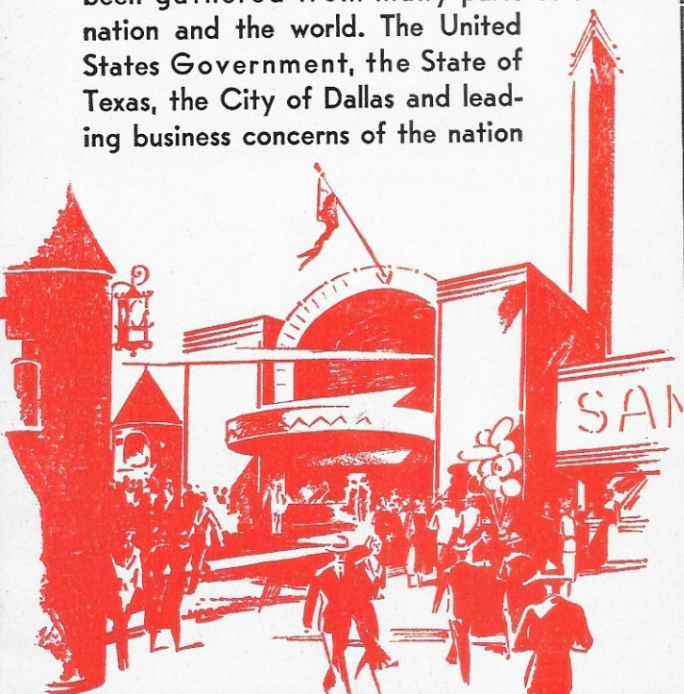
Galveston, smiling city of the Gulf Coast, is truly the playground of Texas. Lovely as a resort, important as a seaport, it, too, has a glamorous past, for there the volunteers who came to Texas to fight for her freedom landed. There, a little over a century ago, Jean LaFitte, pirate, patriot and swash-buckling adventurer made his headquarters. Galveston offers every diversion of a seaside resort, boating, swimming, big game fishing, while the magic of old pirate days still lives there, for legend has it that on nights when the golden moon swings low over the town, LaFitte and his pirate crew sail home to their haven once again.

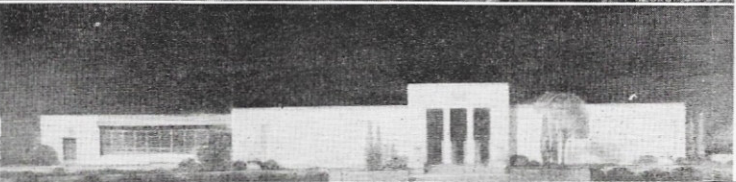
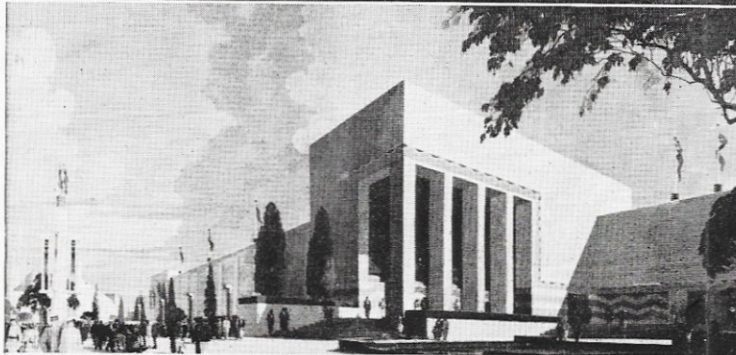
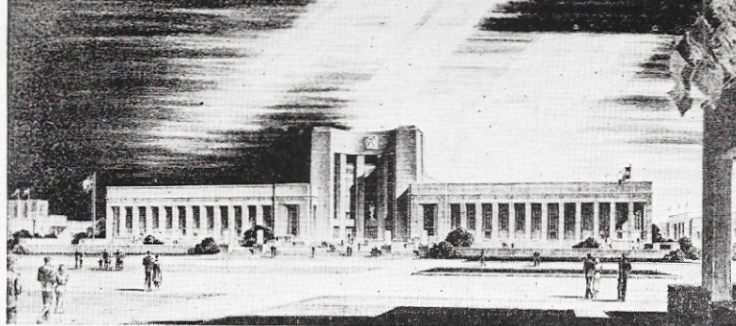


AN EMPIRE ON PARADE

THE greatness of Texas, the epic story of her development, is summed up in the Texas Centennial Exposition which will be held in Dallas from June 6 to November 29. History has provided this \$25,000,000 World's Fair with a background unique in the annals of great expositions. Magnificent buildings, special events and colorful exhibits will tell in graphic detail the story of Texas, its rich past, its brilliant present and the promise of its bright tomorrow.

Transportation, Commerce and Industry, Art and Science, will be merged in this great setting. More than fifty buildings will house the displays and exhibits that have been gathered from many parts of the nation and the world. The United States Government, the State of Texas, the City of Dallas and leading business concerns of the nation





have joined together in creating an exposition that is truly significant.

Built around the million-dollar State of Texas Building, the Texas Centennial Exposition will offer diversities for every visitor. The State Building, in itself, is an exposition of Texas for it will house exhibits of the natural resources of Texas, displays from the various governmental departments and a museum devoted to Texana in which will be found the treasured, priceless relics of the heroic past, mementoes dating back to pre-Republic days, along with relics and documents of the revolution and Republic.

The United States Government is erecting a stately hall which will be filled with exhibits garnered from the various Federal departments. Stamp and coin collectors will find the exhibits of the Post Office and Treasury Department the most complete and elaborate ever displayed.

From the main entrance of the Exposition a broad esplanade, flanking a shimmering reflecting pool, leads to the State of Texas Building. On each side of the esplanade will be found the several buildings dedicated to the industrial phase of the World's Fair. Along one side will be found the Varied Industries Building, the Electrical Building and the Hall of Communications. Exhibits from many great corporations will be found in these structures, while facing them across the esplanade will be seen the huge Transportation Building in which will be housed the extensive exhibits of the many railroads and other transportation companies. A special building will maintain elaborate radio studios and a public address system.

THE TEXAS CENTENNIAL EXPOSITION commemorates a glorious past, accents a brilliant present and reveals a bright future.

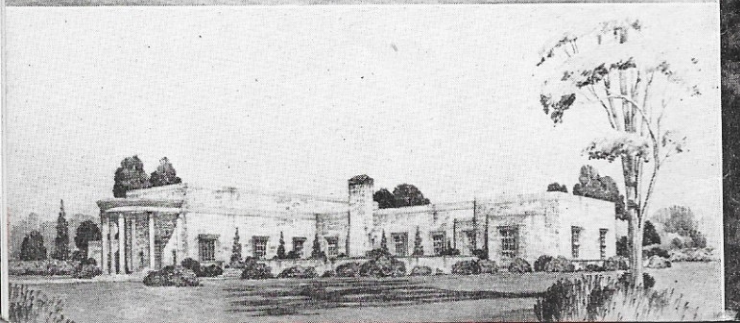
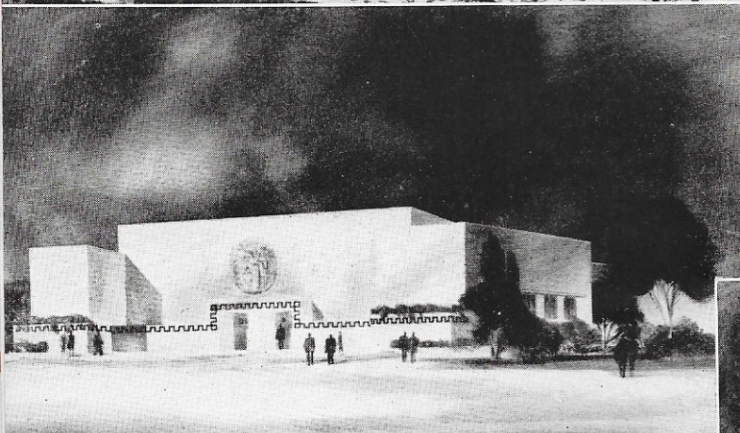
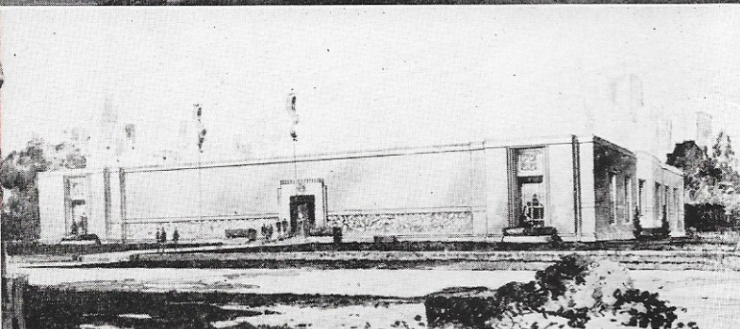
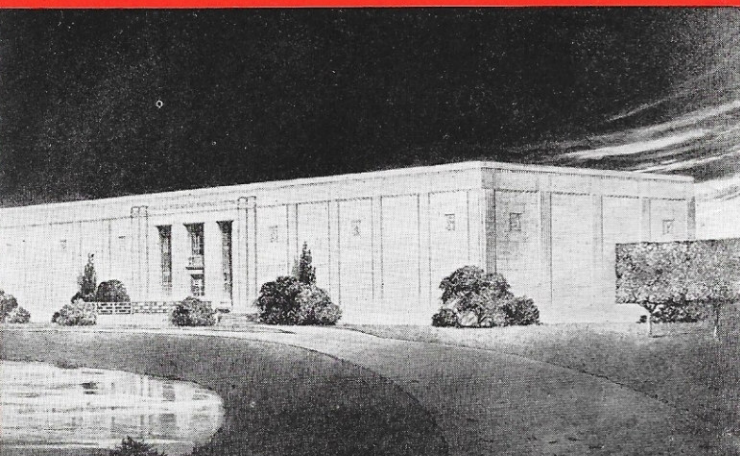
As the first world's fair of the Southwest it will be a true expression of the Lone Star State. In its more than fifty buildings, exhibits and displays expository of the American scene will be housed. The United States, the State of Texas, the City of Dallas and many large industrial and commercial organizations will participate in this great celebration to the extent of \$25,000,000. For 176 glamorous days and thrilling nights this story of the advancement of the Lone Star State will be unfolded. From June 6 to November 29 Texas, through the Centennial Exposition in Dallas, will present an **EMPIRE ON PARADE**.





A KEY TO PRINCIPAL FEATURES OF TEXAS CENTENNIAL EXPOSITION

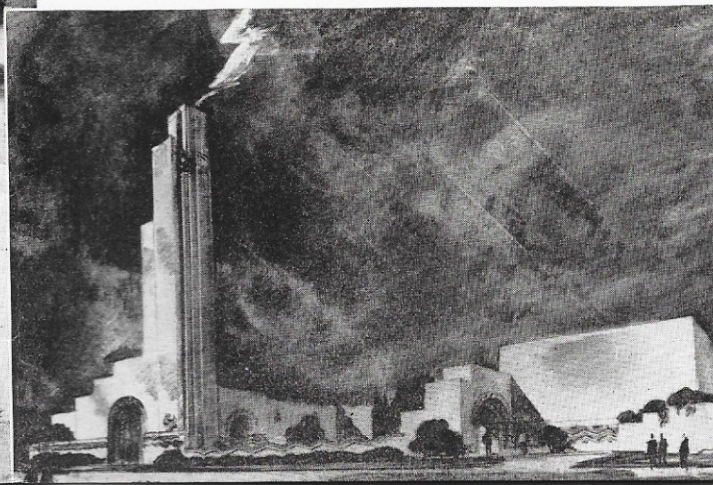
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|---|---------------------------------|-------------------------------------|
| 1. United States Government Building. | 14. Hall of Agriculture. | 29. U. S. Army Camp. |
| 2. Aquarium. | 15. State of Texas Building | 30. Conoco House of Hospitality. |
| 3. Hall of Natural History. | 16. Administration Building. | 31. Texaco Building. |
| 4. Food Products Building. | 17. Varied Industries Building. | 32. Hall of Religion. |
| 5. Communications Building. | 18. General Motors Building. | 33. Petroleum and Texas Industries. |
| 6. Livestock Pavilion. | 19. Ford Exposition Building. | 34. Morten Milling Company. |
| 7. Fine Arts Gallery. | 20. Midway. | 35. Service Building. |
| 8. Federal Negro Building. | 21. Stadium. | 36. Texas Ranger Headquarters. |
| 9. Horticultural Building. | 22. Racetrack. | 37. Hall of Electricity. |
| 10. Hall of Domestic Arts. | 23. Gulf Co. Radio Studio. | 38. Model Homes. |
| 11. Chrysler Building. | 24. Grandstand and Pageant. | 39. Magnolia Petroleum Building. |
| 12. Travel and Transportation Building. | 25. Animal Husbandry Group. | 40. Poultry Building. |
| 13. Open Air Amphitheater. | 26. Main Entrance, Parry Ave. | |
| | 27. Grand Avenue Entrance. | |
| | 28. Forest Avenue Entrance. | |



THE Agricultural Center of the Exposition will be one of the largest ever developed for a World's Fair. It will be the center of the agrarian exhibits and the various stocks shows that are scheduled during the fair period. Pavilions have been built for cattle, horses, sheep, goats, poultry and the other branches of animal husbandry. A large judging arena will be in active use during the shows, while the Agriculture Building will maintain exhibits devoted to modern farming. The Foods Building nearby will shelter exhibits by the great food products corporations of the nation.

Separated from the Agriculture Center by a huge stadium and the Midway will be the Civic Center. In that section will be found the buildings erected by the City of Dallas. Among them is a Museum of Natural History, an Aquarium, an Art Gallery, a Horticultural Hall and a Hall of Domestic Science. A lovely lagoon with a band shell and open air amphitheater completes this section of the grounds.

The Cotton Bowl, a huge stadium with



\$25,000,000

a capacity of 47,000 persons, will be the scene of many large gatherings, brilliant pageants, rodeos and sports events while nearby will be staged "Cavalcade of Texas", a daily dramatic spectacle costing \$250,000 to produce with over 300 persons in the cast. Its stage will be the largest in the Southwest. Near it will be the U. S. Army, Navy and Marine encampments.

The Midway, planned to be the most exciting and entertaining ever presented, will be replete with intriguing restaurants, foreign villages and wild animal shows, thrill rides, dramatic productions and colorful innovations devised especially for the Exposition. "Black Forest"; Ripley's "Believe it or Not" Show; the Streets of All Nations; Midget City; Old Nuremburg; Old Globe Theatre and a host of other attractions will vie with each other to amuse the visitor.

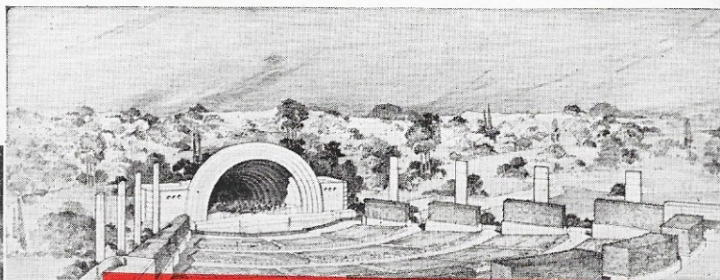
Beyond the Midway the visitor will have an opportunity to get a true glimpse of the Old West in the area devoted to the Texas Rangers. There a Ranger headquarters will be maintained during the entire Exposition, collections of weapons once owned by famous badmen, the history of the Rangers, oldest constabulary unit in the United States, and Rangers themselves will greet the Exposition visitor.

This, then, is the Texas Centennial Exposition, AN EMPIRE ON PARADE. From June 6 to November 29 the Texas Centennial Exposition

EXPOSITION

offers to its visitors 176 days of glamour, thrills and tradition. Through the medium of a great World's Fair a stirring chapter of American history will be told. Down through the years will come the gallant heroes of the past to greet all those who join with Texas in her hundredth anniversary celebration. Texas, Dallas and the Texas Centennial Exposition invite the world to AN EMPIRE ON PARADE!

The pictures used to illustrate the section of this booklet devoted to the Texas Centennial Exposition are selected from the many views of the buildings which will house the numerous exhibits and displays at this \$25,000,000 World's Fair.

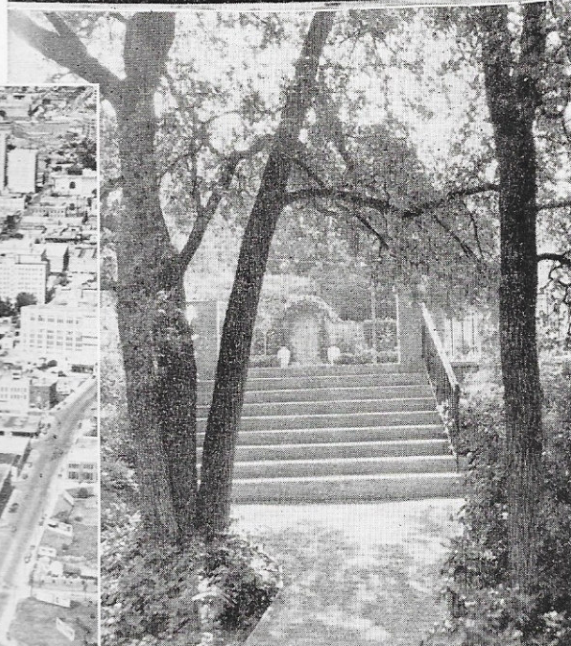
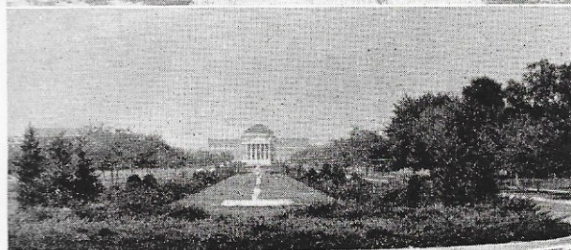
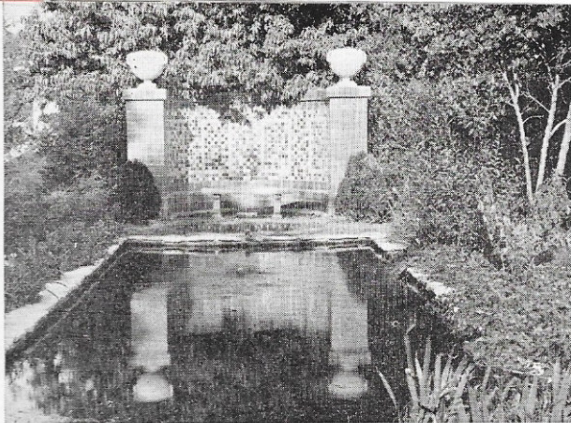


DALLAS

DALLAS, the Exposition City, that will play host to the millions who will visit the Texas Centennial Exposition from June 6 to November 29, is justly known as the "City Beautiful." The lovely parks, residential sections and attractive Lake White Rock, combined with the cosmopolitan smartness of a large metropolis, make Dallas one of the finest cities of the nation.

In addition to the many attractions during the Exposition period, Dallas offers to the visitor fine hotels, smart shops, many churches, several golf courses and innumerable tennis courts, plus boating and swimming in White Rock Lake and the opportunity to enjoy the trails along the lake shore afoot or in the saddle.

Around Dallas will be found a number of distinctive restaurants and night clubs offering a wide and varied choice in cuisine and entertainment facilities. During the racing season, near-by Arlington Downs will provide followers of the sport of kings with thrills galore. The thirty-mile trip to Fort Worth is full of entertainment and the Frontier



THE CENTENNIAL CITY

Days Celebration there, the vast stockyards and the truly Western atmosphere of that city will give the visitor an opportunity to learn something of the West at close range.

Traveling by rail to Dallas is convenient and comfortable. Air-conditioned luxury cars make up the trains of all railroads servicing the Exposition City. From the Union Railroad Station, street cars, busses and taxis carry the traveler in ease and comfort to his hotel, the Exposition or any other point in Dallas. Downtown Dallas is replete with the attractions of a major city. Theaters, motion picture houses and other entertainment spots abound while the Exposition is but a few minutes from the principal hotels. Texas League baseball is one of the sport features of Dallas.

Visitors to Dallas during the Exposition period will find a tour of the buildings and grounds of Southern Methodist University interesting and inspiring. One of the major universities of the nation, it is beautifully situated and its many laboratories, scientific collections and libraries are worthy of inspection. Devotees of football will have an opportunity to see the famous Mustang team in action during the fall months, as several of their games have been scheduled for the Exposition's "Cotton Bowl."

Keyed to hospitality, ever the tradition in this city that happily blends the Old South and Old West with the finest examples of present day charm and modernity, the people of Dallas, through the medium of their Texas Centennial Exposition and other public institutions, invite the world to visit them during the course of the great commemoration of the centennial of Texas' freedom.

Wherever you may be, your railroad ticket agent can route you to Dallas in luxurious comfort. Make Dallas, the Exposition City, your vacation headquarters in 1936.





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Two famous Frisco trains daily from St. Louis—unexcelled in luxurious, air-conditioned equipment. A direct route through interesting country over wonderfully-maintained roadbed.

from the Southeast
The **SUNNYLAND**
The **KANSAS CITY ~
FLORIDA SPECIAL**

Favorite trains of luxury-demanding Florida travelers, there is no better service from the southeast... through Memphis to Dallas.

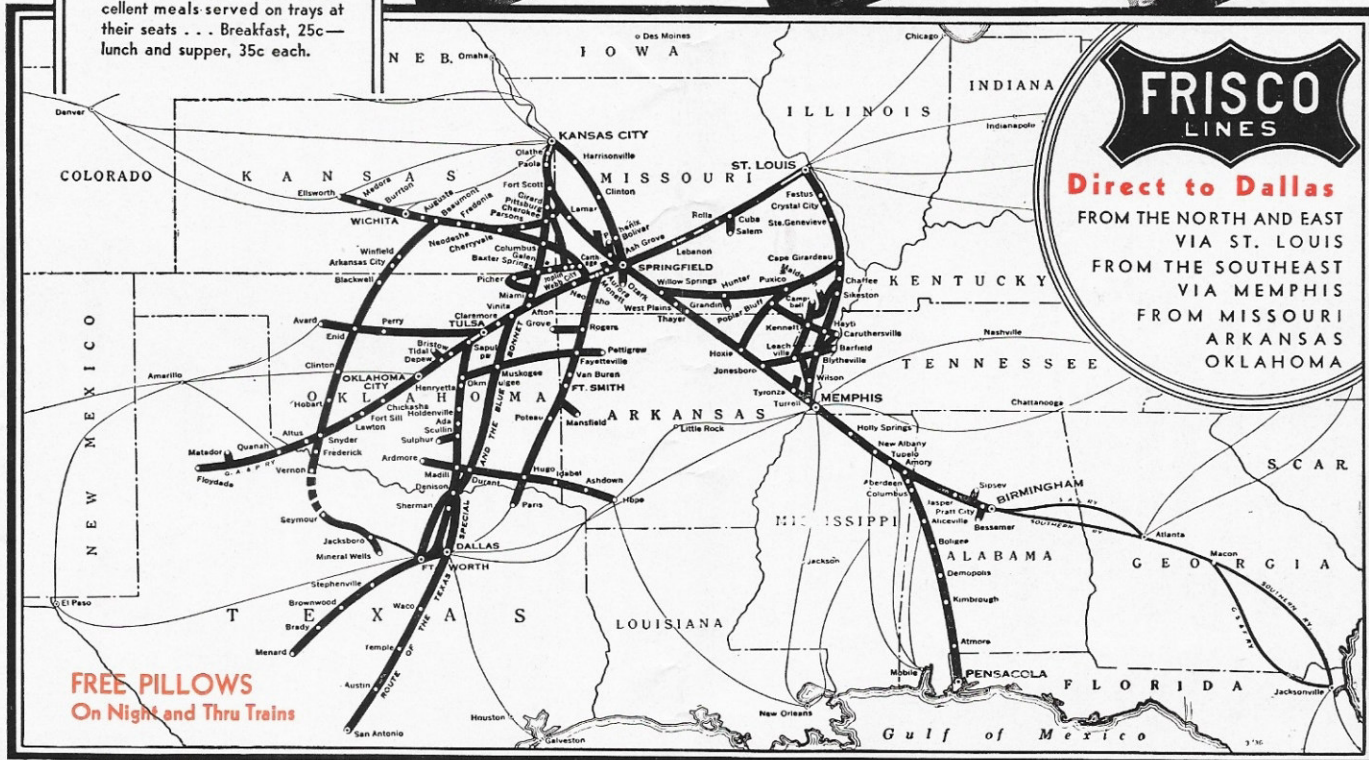
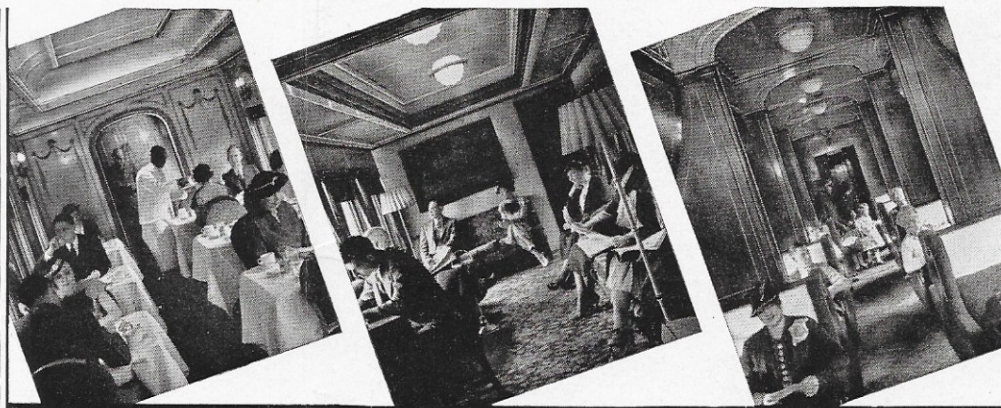
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In the dining car the finest food and service is available to all passengers at reasonable prices. Coach passengers may enjoy excellent meals served on trays at their seats . . . Breakfast, 25c—lunch and supper, 35c each.



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