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DALLAS, TEXAS

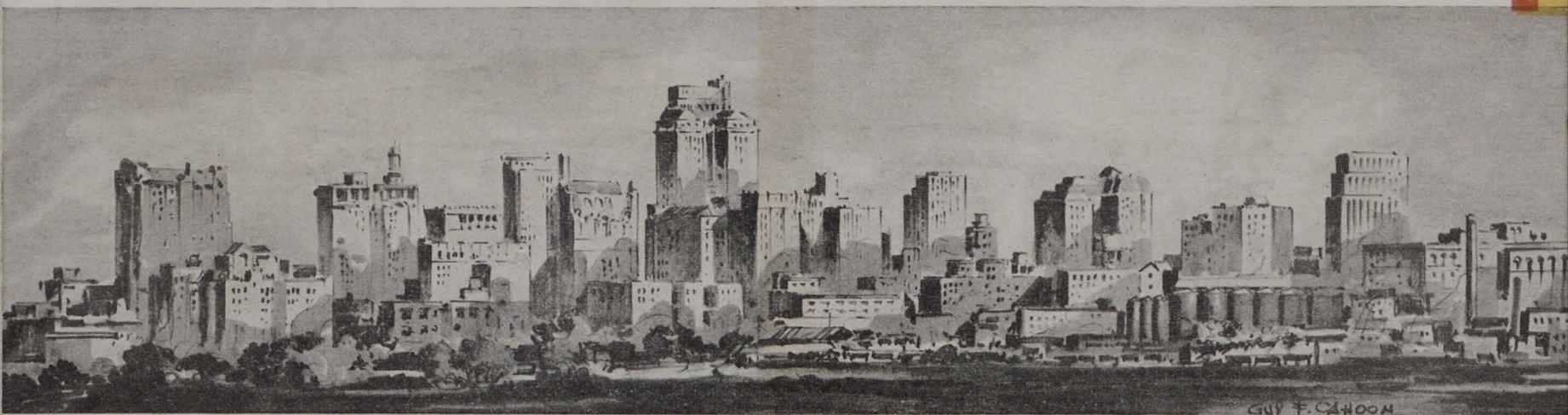
Permit No. 36



TEXAS ★ **1936**
CENTENNIAL
CENTRAL EXPOSITION • DALLAS

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Ft. Worth, Texas



DALLAS

THE CITY OF DALLAS has been designated as the location for the Texas Centennial Central Exposition in 1936, commemorating the One Hundredth Anniversary of Texas Independence. The selection was made by the Texas Centennial Commission, officially created by the State Government. Dallas was chosen because of its strategic location, its excellent transportation system—rail, air and highway—and its available facilities for housing the Exposition.

Plans for the celebration are rapidly nearing completion. Construction has been started. Ample funds are available. The State Legislature has appropriated three million (\$3,000,000.00) dollars, approximately one-half of which will finance the construction of the massive State of Texas Building. The City of Dallas will contribute, in addition to a beautiful two hundred (200) acre park, a total expenditure of three million five hundred thousand (\$3,500,000.00) dollars. Business interests of Dallas and Texas have subscribed to a special bond issue in an amount which will substantially augment these public funds.

On June 6th, 1936, Dallas will open the gates of an Exposition of national and international importance, the greatest ever planned and executed by any of the forty-eight States. The completion of this huge and singularly unique project will represent a total investment of more than ten million (\$10,000,000.00) dollars.

A national advertising campaign designed to attract millions of visitors from every section of this continent has been initiated. In addition to other available funds, the State of Texas has recently appropriated \$500,000.00 dollars toward the cost of this extensive advertising campaign.



TEXAS CENTENNIAL CENTRAL EXPOSITION

Purpose of the Centennial

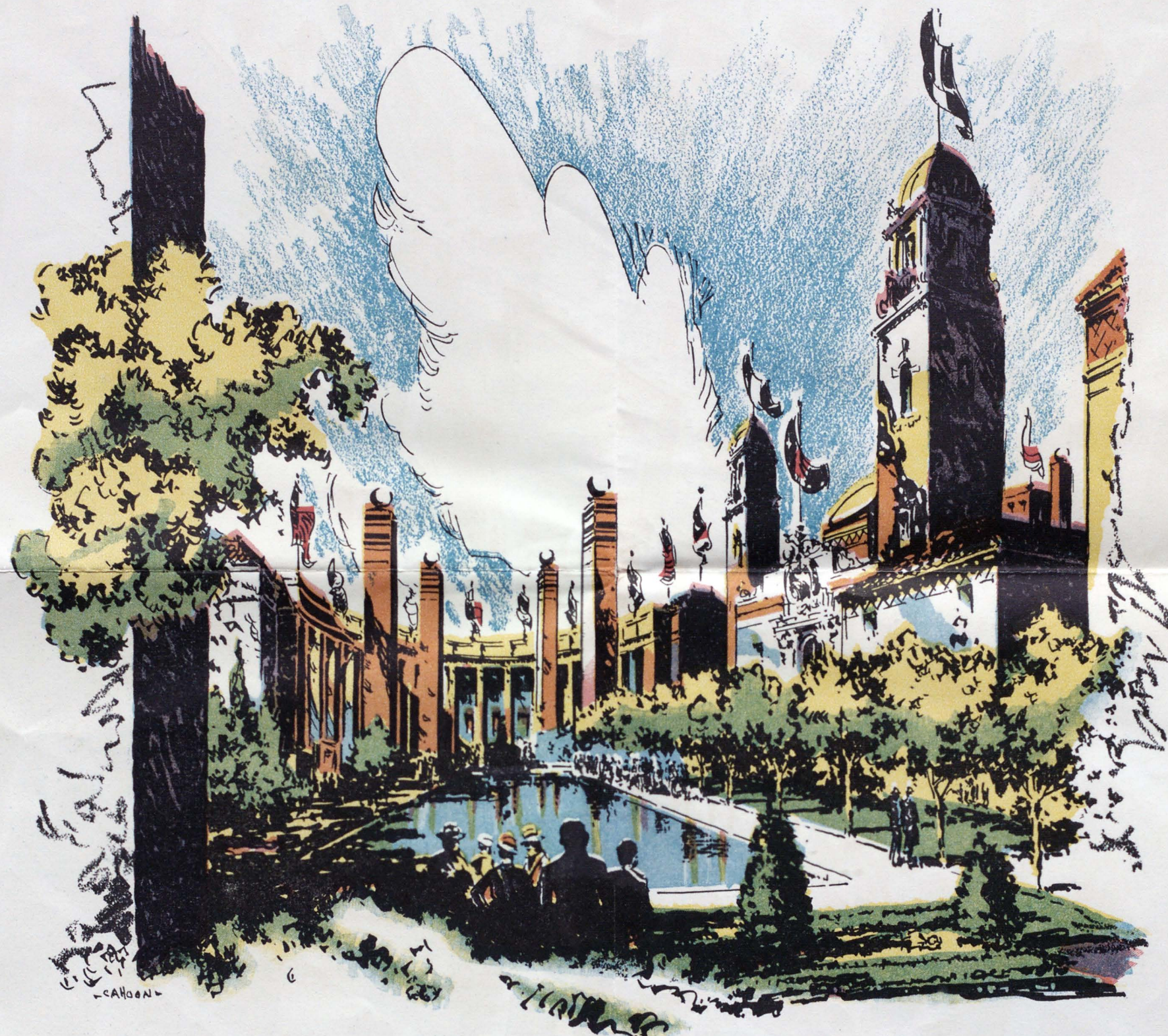
The purpose of The Texas Centennial is twofold. First, it will depict the glorious and romantic history of Texas—its struggle for freedom, its history as a Republic, its entry into the Union of States of its own volition. The historical features of the Central Exposition at Dallas will be supplemented by celebrations, of briefer duration, at other points in the State, famous for the part they have played in its unique history. In addition to the historical features, the Central Exposition in Dallas will picture the tremendous development of the State's resources during the past 100 years and will unfold its unparalleled opportunities for future development.

Natural Resources of Texas

Texas is the leading cotton producing region of the world; it is the world's greatest oil-producing region; it leads all States in agriculture, in the production of wool, sulphur and many other basic commodities. Texas is a great cattle and livestock State. In recent years its development as an industrial State has been remarkable. It possesses a wealth of natural resources, many of which are as yet untouched. It has great iron ore deposits; sections of its vast domain are rich in minerals; less than half its tillable acreage is under cultivation. It has greater resources for the support of additional population than any other State. While Texas is beginning an industrial development program that has already made great strides, it has many possibilities for future growth in this field. As yet it manufactures but a small per cent of the goods it consumes, offering industrialists the greatest opportunity in America today.

State of Great Opportunity

What Texas has already done to develop its wealth of natural resources, and what it offers in the way of opportunities for future development, will be pictured to the Nation and the world at large, in mammoth exhibits to be installed in the Central Exposition at Dallas. These will show the processes of cotton manufacturing, the production, refining and marketing of petroleum, and many other exhibits of like nature, interesting particularly to the regions where these commodities are not produced. Texas' contribution to the arts, to literature and to science will likewise be presented. Monumental structures, permanent in construction, will be erected to house these exhibits, many of which will be permanently installed and kept constantly open for the edification of visitors from other States and other countries.



National Concerns to Exhibit

Executives throughout the Nation realize that Texas and the Southwest offer greater opportunities for the future than any other region. Thousands of great National concerns have already established branches in the Southwest—factories, warehouses, sales offices and other facilities. More than 2,500 of these concerns are now maintaining permanent headquarters for the Southwest in Dallas. Hundreds of these concerns, and many others that are planning to extend their operations into the Southwest, will have exhibits at the Texas Centennial Central Exposition in Dallas. In no other way can they so effectively and economically bring their products and services to the attention of so many potential buyers in the Southwest. In no other way can they guarantee to themselves that they will receive their share of the constantly expanding volume of business that is available in this great market.

Exhibits May Be Permanent

Executives exhibiting their products at the Centennial are urged to build permanent structures and to erect permanent exhibits that will be seen annually by hundreds of thousands after the Centennial celebration is over. The Central Exposition in Dallas is being built around the State Fair of Texas as a nucleus. For forty-eight years Dallas has maintained this institution, which is now the largest annual exposition in the world. Millions of dollars have been invested in buildings and grounds. For the Centennial, additional ground has been acquired, and a large number of the buildings being erected will be permanent, and will form a part of a greater State Fair of Texas when the Centennial celebration has been concluded.

Million at State Fair Annually

During the past ten years, daily attendance at the State Fair of Texas has averaged better than 50,000 persons per day for the sixteen days of the annual exposition. On numerous occasions the attendance for a single season has exceeded one million persons. These visitors come principally from Texas and adjacent States, though the magnitude of the State Fair annually attracts many visitors from other States and from Mexico and other foreign countries. With its greatly enlarged grounds and facilities, the State Fair of Texas, when the Texas Centennial has been concluded, will be an exposition unequalled in any other part of the world, so far as magnitude, attendance and interest are concerned.

YOUR OPPORTUNITY TO CONTACT 12,000,000 PEOPLE

Dallas is situated at the center of one of the great market areas of the country—The Southwest, consisting of Texas, Oklahoma, Arkansas, and Louisiana. These four States, a natural market unit, have a combined population in excess of twelve million (12,000,000) persons, with a normal annual income of six billion dollars. Within one hundred (100) miles of Dallas there are two million (2,000,000) persons, the highest concentration of population and buying power in the Southwest; within two hundred (200) miles more than five million (5,000,000) persons, within three hundred (300) miles more than ten million (10,000,000) persons. Dallas is accessible to this entire region over a network of rail lines, paved highways and air routes. More than fifteen million (15,000,000) persons may reach Dallas by overnight travel. Dallas is at the center of a system of National paved highways, radiating in every direction, making it easily accessible to all parts of the country. Its strategic location, its ac-

cessibility to Texas, the Southwest and the Nation, its excellent means for travel, plus the magnitude of the Exposition that is being planned, will attract millions from far and near. Estimated attendance during the Exposition has been conservatively established as ten million (10,000,000). It is quite conceivable that by reason of the universal interest, that is everywhere evident, in this region of great opportunity for growth and development, this estimated total might be materially exceeded. Thus exhibitors who erect their own exhibits for the Texas Centennial may be assured that they will be seen by at least 10,000,000 persons during the Centennial, and in addition viewed annually by not less than 1,000,000 persons during subsequent expositions of the State Fair of Texas. Permanent exhibits, built for the Centennial and maintained annually for the State Fair, will definitely and permanently identify such exhibitors with Texas and the Southwest, insuring that the consumption of their products in this great

market will keep pace with its growth in population and its annual increase in buying power. The accompanying map shows the ground plan of the Texas Centennial Central Exposition. Concerns interested in taking advantage of this unusual opportunity to align themselves definitely with this fastest growing market in America should immediately make plans for the erection of exhibit buildings, the leasing of space in buildings that will be erected for exhibit purposes, and the planning and installation of comprehensive displays that will show their products to the greatest possible advantage.

WALTER D. CLINE, Managing Director,
Texas Centennial Central Exposition,
Dallas, Texas

or
COL. J. FRANKLIN BELL,
Director of Exhibits,
Dallas, Texas



TEXAS CENTENNIAL
★ CENTRAL EXPOSITION ★
DALLAS TEXAS
1836 1936

