

PASTORIAL PARADE OF

TEXAS



ATTEND THE

TEXAS CENTENNIAL CELEBRATIONS

1936



JAMES V. ALLRED

TEXAS CENTENNIAL GOVERNOR



To early Americans, "Tejas" meant "Friendship." Today the word "Texas" still means friendship, and more, It means a land of opportunity, a land of fabulous natural resources, of rolling ranges, of loamy black farmlands, of unsurpassed climate.

Today Texas still offers friendship and more. Her unlimited water power, her great ports, her thriving cities offer those with the will to win an opportunity to go forward with a state still quick with the urge of youth and ambition.

Today—in 1936—Texas is decked in holiday dress, celebrating the first hundred years of her freedom, gained at that decisive encounter known to all Texans as the Battle of San Jacinto.

Come to Texas in 1936. Celebrate with us! See with your own eyes the things that make Texas great! The oldest state in tradition—the youngest in opportunity. The friendly state. All Texas joins me in this invitation.

James V. Allred
Governor of Texas

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CENTENNIAL
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CENTENNIAL EXPOSITION

DALLAS, JUNE 6 TO NOV. 29

Brief space can give but scant conception of the thousand and one wonders awaiting you at the gigantic Centennial Exposition in Dallas. \$25,000,000.00 are being spent to make it the most outstanding exposition ever held in America! Its attractions have been assembled from the four corners of the nation and many parts of the world. The magnificent buildings, designed in Aztec and modern classic influence—with a majority of them air cooled—are mostly permanent structures. Among the most pretentious are; the Federal Government's buildings, with exhibits totaling a million dollars; the \$1,200,000.00 Texas Hall of State, historical exhibit; the Varied Industries, Agriculture and Livestock, Transportation, Petroleum and Foods buildings. Brilliantly, beautifully illuminated, it is estimated lights from the grounds can be visible to flyers for 200 miles and to motorists for 50 miles. On the gay, happy Midway will be found the cream of the world's entertainment attractions—the Rocket Speedway, a thrill-ride new to America and imported from London; Land-of-Make-Believe; Mid-get Village; Streets of All Nations; a reproduction of Admiral Byrd's "Little America;" Origin of Life; Black Forest, and, climaxing all pageants, the Cavalcade of Texas, presented twice daily with cast of 500. Truly, an exposition of World's Fair importance, the first ever held in the great Southwest!

Below—The influence of early Aztec period in Texas, combined with the classic modern trend of today is apparent in the buildings of the Texas Centennial Exposition at Dallas. Below is the Varied Industries Building, second largest building at the Exposition.





Above—The Esplanade of State, showing Halls of Petroleum and Transportation. In foreground is shown portion of the 700-foot reflecting pool, central feature of the Esplanade.



Above—The State of Texas building, built at a cost of \$1,200,000.
Below—Hall of Foods and Beverages.



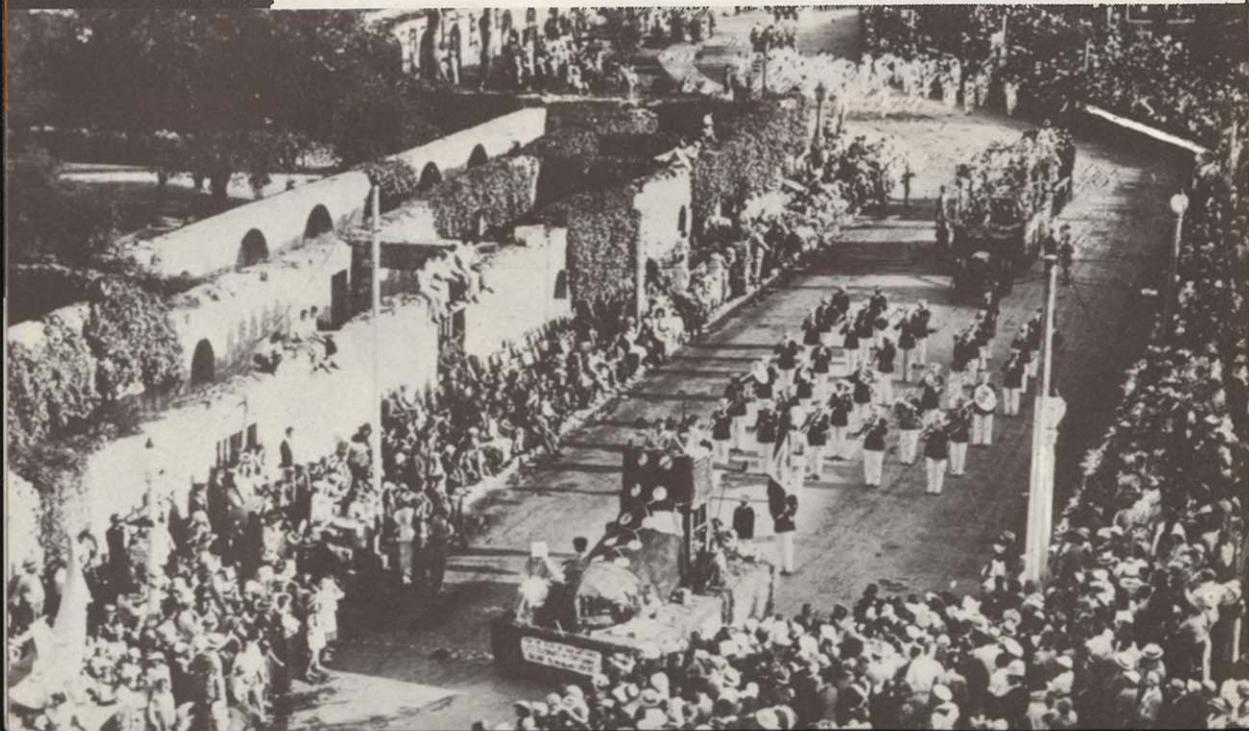


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STATE-WIDE CELEBRATIONS

Throughout Texas you'll find interesting events planned for you during 1936. After visiting the magnificent \$25,000,000 Centennial Exposition at Dallas, you will want to drive to other parts of the state for other community celebrations. The Centennial year calendar in Texas is made up of more than 150 historic celebrations, pageants, fiestas, rodeos and similar events. These attractions range from small community observances to events of national importance. Second only to the Centennial Exposition at Dallas will be the Texas Frontier Centennial at Fort Worth, July 1 to December 1. Only 36 miles from Dallas, it is expected that a great majority of Texas' visitors will avail themselves of the opportunity to see this old-time western celebration, said to be the largest of its kind ever held in America. Houston, San Antonio, Beaumont, El Paso, Austin, San Angelo, Laredo, cities in the Rio Grande Valley, Tyler, in East Texas, are all included in the cities holding observances. A calendar giving exact dates accompanies this booklet or will be sent you on request. Help Texans celebrate. Make your plans to see as much as possible of this big state.

Below—Scene from Battle of Flowers parade, San Antonio, held in connection with the annual San Jacinto Festival, one of the Southwest's most colorful celebrations and a highlight in the Texas Centennial Celebrations.





Above—An almost unlimited variety of flowers, native and cultivated, makes colorful floats, such as this one, possible for parades in Texas. Right—Gonzales, Texas, inaugurated the Centennial Celebrations with an interesting pageant depicting Texas a century ago.



Above—The annual "Turkey Trot" at Cuero is one of the unique celebrations scheduled. Thousands of birds march through the streets to martial strains of band music. Right—In Tyler, the world's greatest rose growing center, visitors will witness one of America's most beautiful parades, during the Rose Festival, October 8 to 11.





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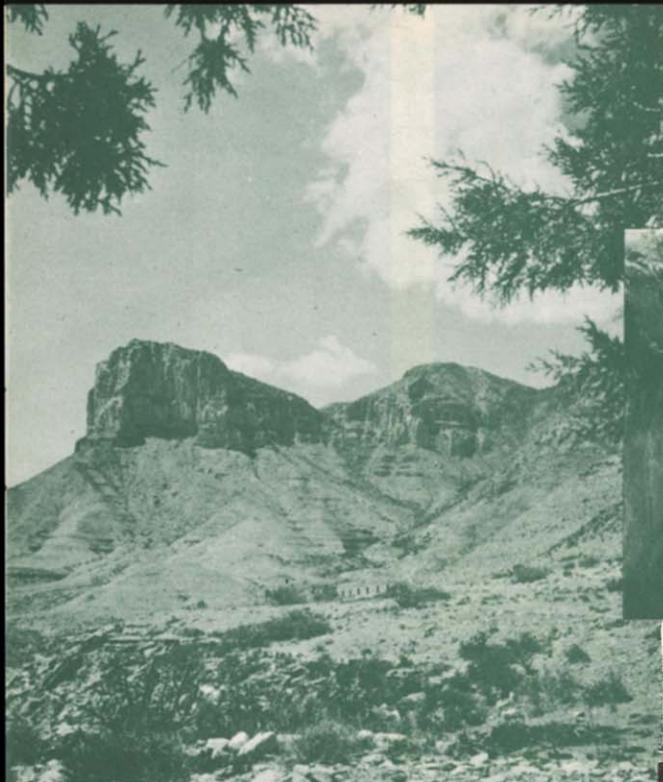
SCENIC BEAUTY

Texas has well been called the "Land of Scenic Contrasts." Practically every type of scenic beauty in America is to be found within the borders of the Lone Star State. In East Texas, you'll wind through beautiful pine woods and through the heart of the world's greatest oil fields. In North and West Texas you'll cross vast plains to get to gorgeous canyons, plateaus and mountain peaks that reach to 9,000 feet. The unexploited Big Bend country in extreme West Texas has long been the favored resort of seasoned travelers who seek the unusual in natural beauty. Here one may spend days or weeks climbing high mountains, exploring deep canyons, viewing curious rock formations or rare flowers and plants. Famous Palo Duro Canyon in the Texas Panhandle is equally rich in scenic and historic interest. In South Texas, San Antonio, Houston, Galveston, Corpus Christi and south to the Magic Rio Grande Valley you'll find semi-tropical beauty—palms, citrus groves, rich, colorful flowers and shrubs in hundreds of varieties. Along the Coast are miles of glistening white sand beaches, washed by the emerald blue waters of the Gulf of Mexico. Truly, a variety of scenic attractions to meet your every whim. Each section offers contrasts to meet your every mood and the Centennial Celebrations make it doubly interesting to see it all this year.

Below—In the heart of the hill country, near Kerrville, a favorite resort.



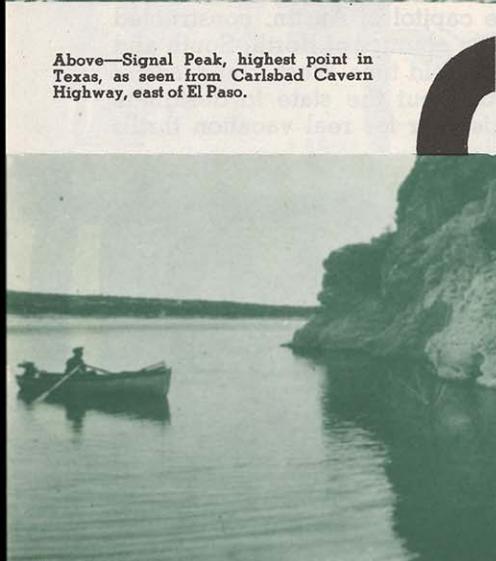
Above—Palo Duro Canyon, near Amarillo, is one of the scenic wonders of America.



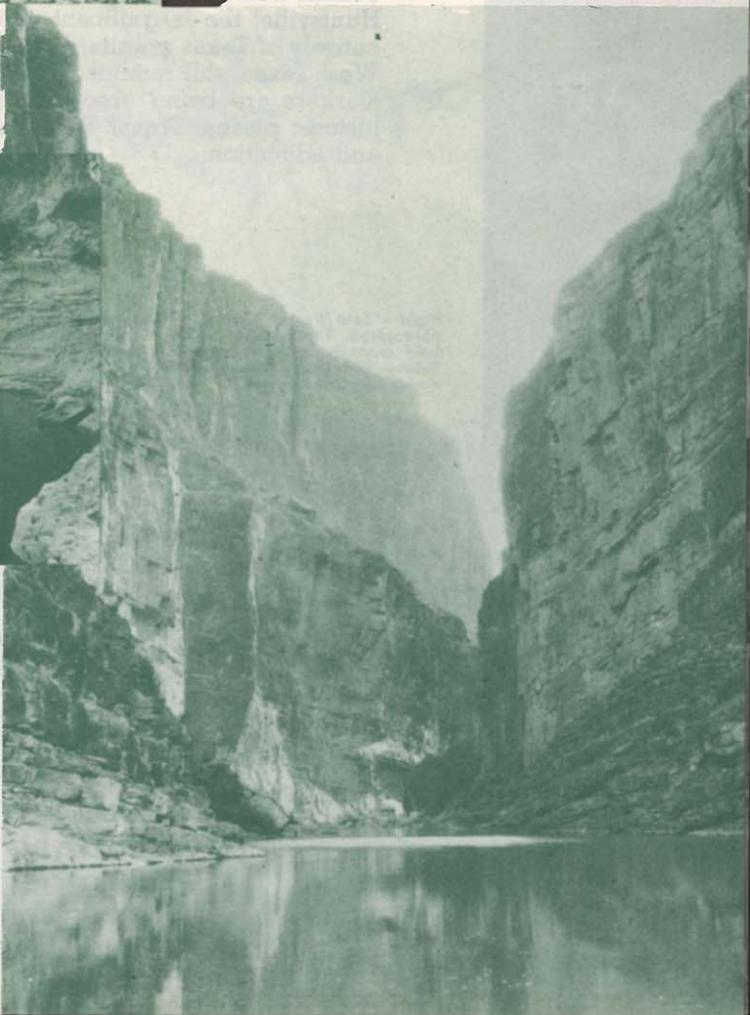
Above—Signal Peak, highest point in Texas, as seen from Carlsbad Cavern Highway, east of El Paso.



Above—Eagle Mountain Canyon, in the rugged Big Bend Country, West Texas. Below—St. Helena Canyon, on the Rio Grande, near Marfa and Alpine. Walls on the American and Mexican side of the river tower to 2750 feet for a distance of 14 miles.



Above—Along the Devil's River, en route to Del Rio. One of America's most interesting scenic sections.





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HISTORIC PLACES

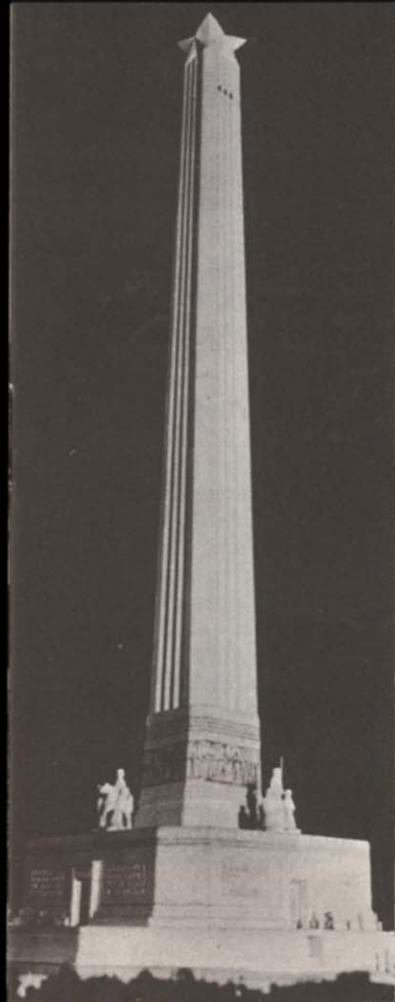
Originally the home of roving, savage Indians, the history of Texas dates from the early part of the 16th century. Following exploration by the Spanish and French, came the establishment of missions by the Franciscan Friars, settlements of French and Spanish pioneers and, in the early 19th century, Anglo-Saxon colonization. Regardless of where you travel in Texas you'll find landmarks bespeaking the colorful, glamorous history of an empire that enjoys the unique distinction of having paid allegiance to six flags. For an interesting and memorable vacation you'll find nothing more enjoyable than visiting these historical places. You'll find special interest in the old mission structures near San Antonio, Goliad and El Paso, built three centuries ago; the San Jacinto battle grounds near Houston where Texans won their independence; the home of Sam Houston, near Huntsville; the magnificent state capitol of Austin, constructed entirely of Texas granite; the cattle country of North, South and West Texas, still reminiscent of the old time West. Hundreds of markers are being erected throughout the state to designate historic places. Travel Texas this year for real vacation thrills and education.

Right—"Law West of the Pecos," from an old time photograph. The building where Judge Roy Bean held court is still preserved at Langtry, Texas. Below—Old Stone Fort, Nacogdoches, as it now stands reconstructed on the High School campus.





Left—San Jacinto monument at San Jacinto State Park and Battle Grounds, near Houston, being dedicated during Centennial year. Center—The historic Alamo, as it now stands in the heart of downtown San Antonio. Right—Old Spanish Governor's Palace, San Antonio. Below—Home of General Sam Houston, Huntsville.





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TEXAS PARKS

As you travel Texas you will become more and more impressed with Texas people's appreciation of beauty. There is scarcely a city over five thousand population that doesn't have its plaza, its acres of parks and landscaped beauty retreats. Brackenridge Park in San Antonio, Cameron Park in Waco, the Botanic Gardens, Fort Worth, Washington Park, El Paso, Lilker Park, Austin and scores of others over the state are beauty spots unrivaled anywhere in America. Texas likewise boasts of numerous state parks where natural beauty is preserved. Caddo Lake and State Park in extreme East Texas nestle among stately pines. San Jacinto, scene of Texas' independence, near Houston, is located on Buffalo Bayou; a beauty retreat of huge oak trees draped with Spanish moss. Palo Duro State Park, not far from Amarillo, is notable for the famous Palo Duro Canyon and its multi-color formations of rock. Movement is now under way to create an international park on the Rio Grande, south of Alpine, in West Texas. Here is found beautiful St. Helena Canyon and many of Texas' highest mountain peaks.

Left—Caddo State Park, East Texas. Tall pines stand as sentinels over beautiful Caddo Lake. Below—Washington Park, El Paso's largest.





Above—Swans in Fort Worth's Botanic Gardens, one of Texas' showplaces. Lower Right—Herman Park, Houston. Below—The famous Sunken Gardens, Brackenridge Park, San Antonio—one of America's foremost beauty spots.



Left—Cameron Park, Waco, overlooking the Brazos.



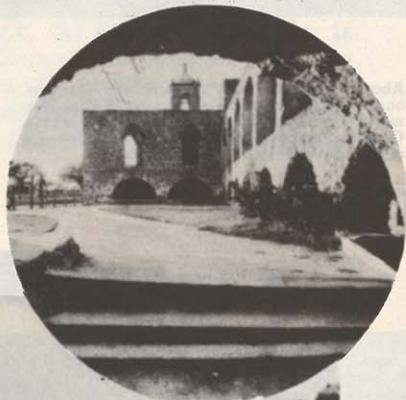


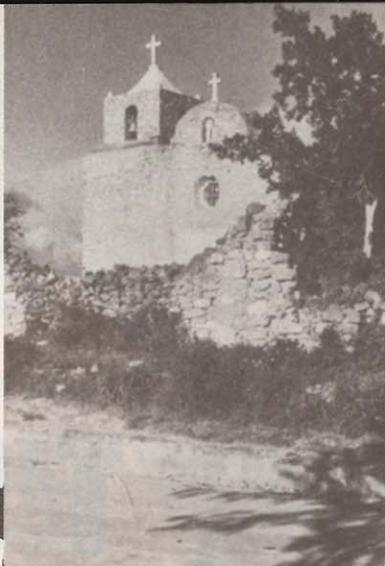
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MISSIONS

It is said that Father Andreas de Olmos visited Texas as early as 1544, and that there were priests with the soldiers at El Paso in 1685. However, the first known catholic services were held in LaSalle's settlement between 1685 and 1687. In all, thirty-nine missions were founded by the Franciscan monks in Texas. Several are still standing; shrines to the toil and devotion of friars who braved savage Indians and almost insurmountable odds to bring religion and education to the wilderness. San Jose, near San Antonio, is probably the largest and finest of Texas missions. It was begun in 1718 but not finished until many years later. The stone carving on its south window is said to be among the world's most beautiful and was done by an artist sent out by the King of Spain. Services are still held in Concepcion and de la Espada missions near San Antonio. Capistrano, also in this region, is still in a fair state of preservation and open to visitors. A short distance from the Neches River, near Crockett, is found La Tejas, established in 1690. Near El Paso, San Elizano and San Miguel Socorro; these historic shrines will likewise be meccas for Centennial visitors.

In Circle—Courtyard, San Jose Mission, near San Antonio. Below—Mission Concepcion, originally founded in East Texas, removed to San Antonio, 1731.

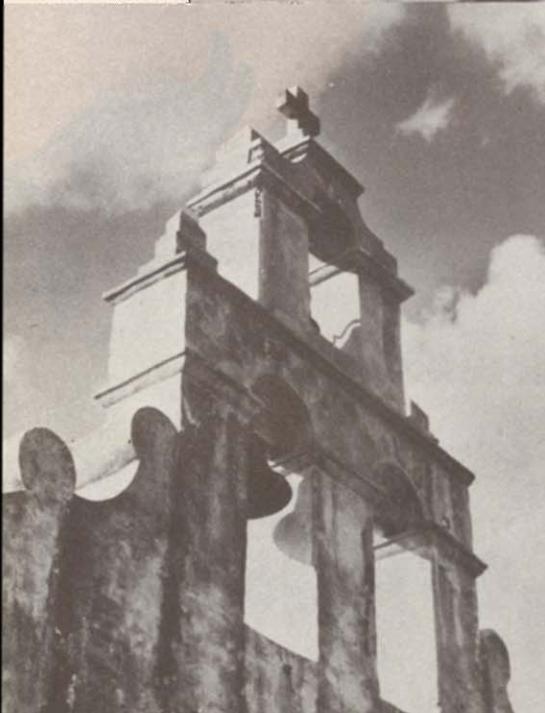




Extreme Left—La Bahia Mission, Goliad.



Left—San Elizario, near El Paso. Below—San Jose Mission, San Antonio, showing famous carved doorway.



Left—Tower, San Juan Mission, San Antonio.

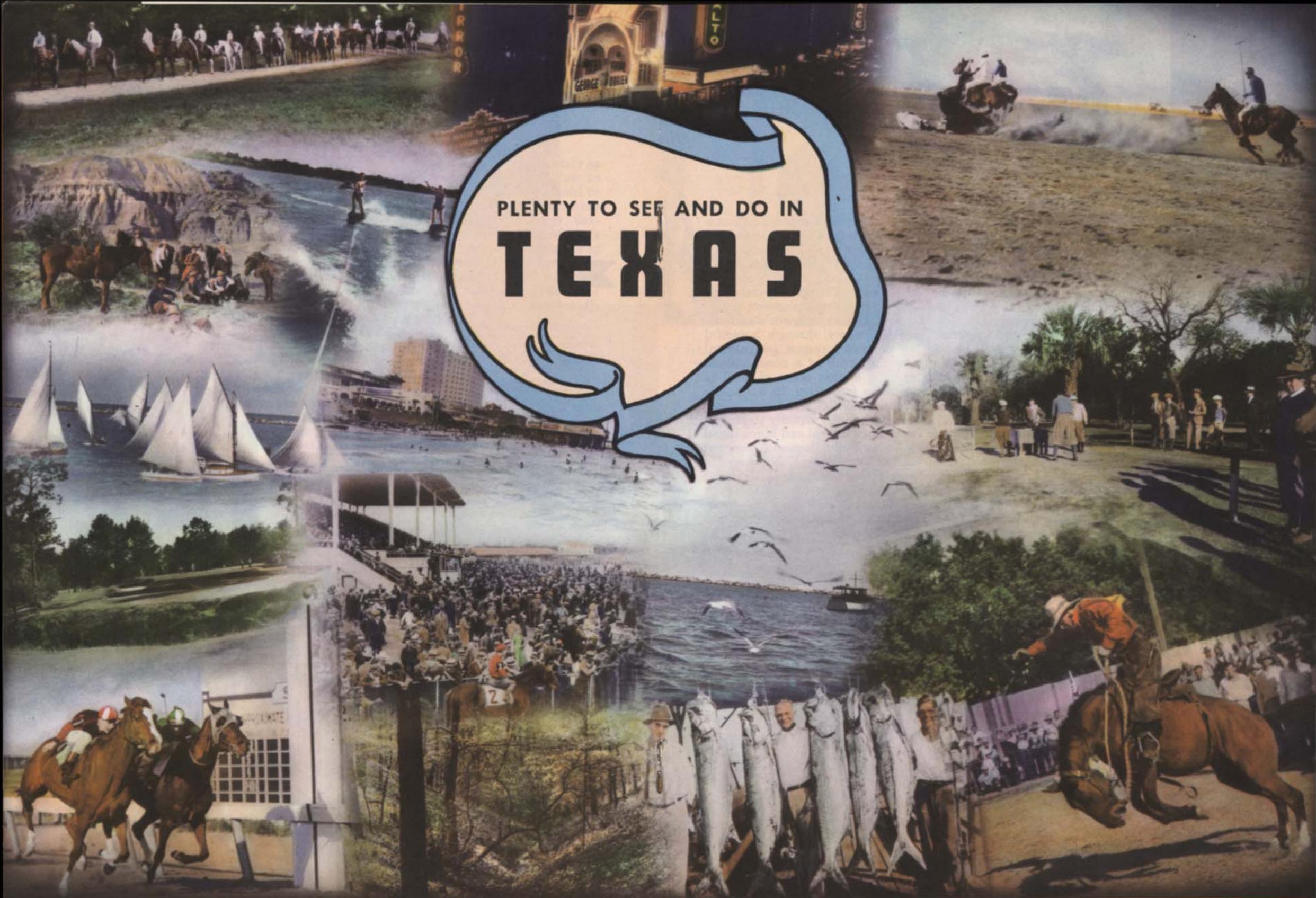


Below, left—La Tejas, near Crockett. Below, right—Blind Mexican alms seeker at Mission gate.



PLENTY TO SEE AND DO IN

TEXAS



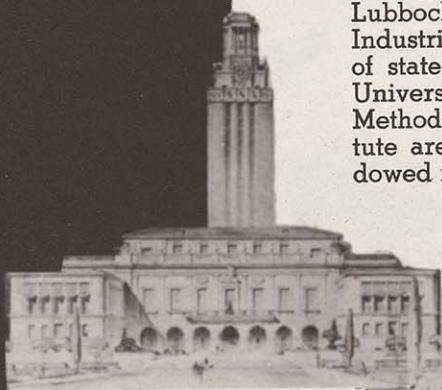


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CULTURE AND EDUCATION

The great colleges and universities of Texas have behind them a history both inspiring and idealistic. At a time when most of the population still lived in log huts, plans for education were made by men who had little money but boundless faith in the future of Texas. Texas was settled by citizens from almost every state in the Union. Many were college graduates. Though separated by hundreds of miles from their old homes, these pioneers determined that their children should not fall back to lower standards of education and culture. Texas University, through bountiful oil royalties, is now one of the nation's foremost educational institutions. These royalties were the result of a constitutional amendment in 1876, setting aside a million acres of land in West Texas to insure the future of the institution. Its nationally renowned instructors, campus and beautiful buildings reflect the interest of Texans in culture and beauty. Equally important state-maintained schools are Texas Agricultural and Mechanical College at Bryan, opened 1876; Texas Technological College at Lubbock, established 1923 by act of legislature; The College of Industrial Arts for women, opened 1902 at Denton; and a number of state teachers' colleges (established 91 years ago). Baylor University, Baylor College for Women, at Belton, Southern Methodist University, Texas Christian University and Rice Institute are among the state's nationally prominent, privately endowed institutions.

Below—Randolph Field, San Antonio, Uncle Sam's "West Point of the Air." World's largest military air center.



Above—The new \$3,000,000 Main Building and Library of the University of Texas at Austin. Below—Entrance to Texas Christian University Fort Worth.





Above—Facade, Texas University, Austin.



Center—Dallas Hall, Southern Methodist University, Dallas. Below—Textile Building, Texas Technological College, Lubbock.

Below—Rice Institute, Houston.



Right—Texas Agricultural and Mechanical College, Alpine. Below—The Browning Room, Baylor University, Waco. Contains largest Browning collection in the world.



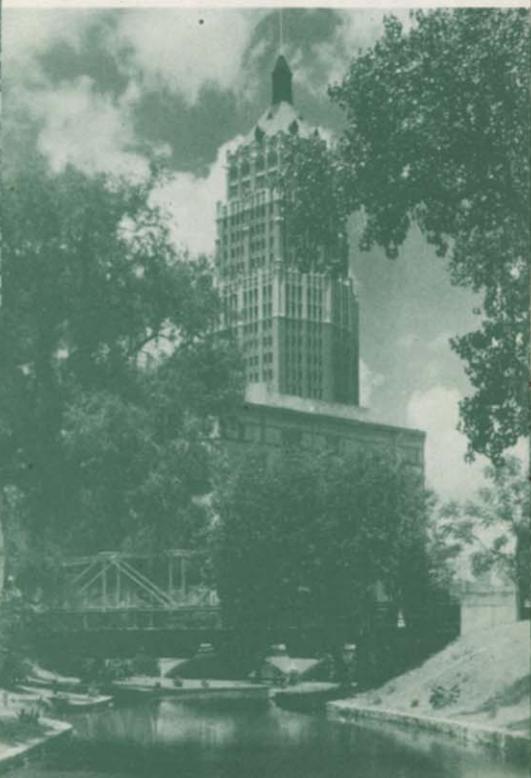
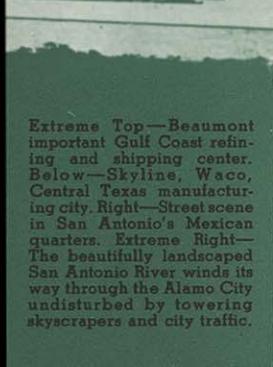


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TEXAS CITIES

Texas is so enormous in size and so connected in the public's mind with the open range that people outside the state do not always realize it contains some of the nation's most important cities. Texans are proud of their beautiful cities, their magnificent public buildings, imposing business structures and fine homes. Although many Texas cities are of respectable age, as age is counted in America, there is an immaculate newness to most Texas cities that never fails to win admiration and comment from visitors. San Antonio is more than 200 years old, yet newness is delightfully blended with the old. Houston, Austin and Dallas are approaching the century mark; though their great growth has been in recent years. Five cities, Houston, Dallas, San Antonio, Fort Worth and El Paso, are well over the hundred thousand mark in population, the first three being near or over 300,000. Galveston, Beaumont, Wichita Falls, Amarillo, Waco and Austin are all near or above 50,000. Visit modern Texas cities

during your trip to the Centennial Celebrations. Make your plans to see each section of the state. Texas is new. Texas is constantly forging forward. There's real opportunity in the Lone Star State.



Extreme Top—Beaumont important Gulf Coast refining and shipping center. Below—Skyline, Waco, Central Texas manufacturing city. Right—Street scene in San Antonio's Mexican quarters. Extreme Right—The beautifully landscaped San Antonio River winds its way through the Alamo City undisturbed by towering skyscrapers and city traffic.

Right—Street scene, Wichita Falls, "The City that Faith Built," important North Texas oil and refining center. Below—El Paso, the city lying in the pass.



Below—A close-up portion of the magnificent Dallas skyline. Dallas, the Centennial Exposition city will be host to millions during 1936.



Above—Corpus Christi's famous "Bluff," a beautiful drive along Corpus Christi Bay. Left—Looking down on downtown Houston. Below—Amarillo, distributing center of the vast Texas Panhandle country and Western New Mexico. Right—Street scene, Fort Worth, "Where the West Begins."





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TEXAS HEALTH CENTERS

A number of localities in Texas are famed for their healthful mineral waters. The two best known being Mineral Wells in Palo Pinto County and Marlin in Falls County. These two cities have national reputations as health resorts and attract visitors from all parts of the United States. Attractive, modern hotels and sanitariums are to be found in both cities, as well as excellent golf courses, swimming and fishing attractions. Mineral Wells, home of the famous Crazy mineral wells, lies in the picturesque, mesquite-covered Palo Pinto hills country. At Marlin, often called the "Carlsbad of America," is found the Brazos Falls, an East Texas beauty retreat. Galveston, Corpus Christi and other gulf coast cities are renowned meccas for hay fever and asthma sufferers. Thousands visit these resorts annually, seeking relief in the invigorating salt air. Sealey Hospital at Galveston is one of the most richly endowed institutions in the United States and is operated in connection with the University of Texas Medical School. El Paso, Alpine and other points in the mountainous regions of West Texas are equally renowned as health resorts.



Left—One of Marlin's nationally renowned mineral baths and sanitariums. Below—Main building of the John Sealy Hospital, Galveston, one of the foremost medical institutions of the South and operated in conjunction with the Medical College of the University of Texas.





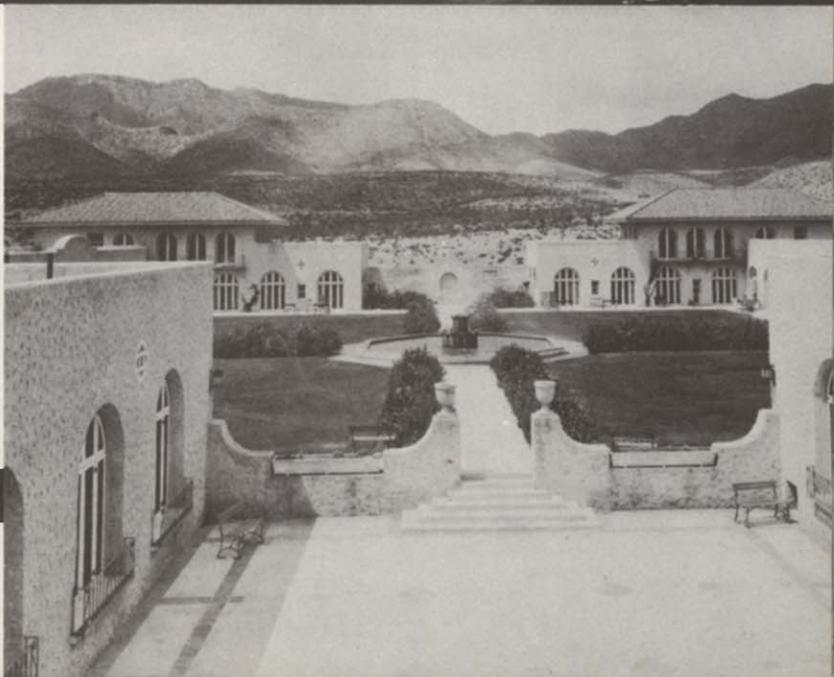
Upper Left—Saint Joseph's Sanatorium, health center in El Paso.

Below—Falls of the Brazos River, scenic retreat near Marlin.



Above—Inspiration Point, one of the scenic attractions at Mineral Wells, home of the famous "Crazy" wells and Mineral Wells crystals. A health center of international renown.

Right—Southern Baptist Sanatorium, in the hills near El Paso.





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AGRICULTURE

In 1934, Texas ranked second among all states of the nation in total value of farm crops. The increase in Texas farm income for 1935 over 1934 is estimated to be approximately \$100,000,000. With 1935 figures incomplete, it is highly probable the Lone Star State has now advanced to first place. Texas farmers receive \$10,000,000 annually from the production of turkeys. Texas has 54,000 acres in spinach out of a total of 57,600 for the nation. Texas leads every other state in carload shipments of mixed vegetables. Six thousand cars of tomatoes are shipped annually; 8,000 cars of citrus fruits and 5,500 cars of Bermuda onions. If you've usually thought of Texas as a "Land of Cotton," cattle, and vast grain ranches, these figures give some indications of the diversity of crops in Texas. Texas holds its farm leadership because of its great diversity. Climate and soils make every month of the year seasonable in the raising of some important commodity. Texas farm income is more evenly distributed throughout the year than is true in practically any other state. Come to Texas during the Centennial Celebrations. See every part of the state. Visit the Magic, semi-tropical Rio Grande Valley and Winter Garden districts, major American citrus and winter vegetable areas. See the large cotton plantations, the vast grain ranches of North Texas and other important agricultural sections. There are unlimited opportunities for progressive farmers who want to grow with Texas. Investigate them during Centennial year.



Everything grows "big" in Texas, even the smiles of the happy cotton pickers and the cabbages, in the Magic Valley of the Rio Grande.





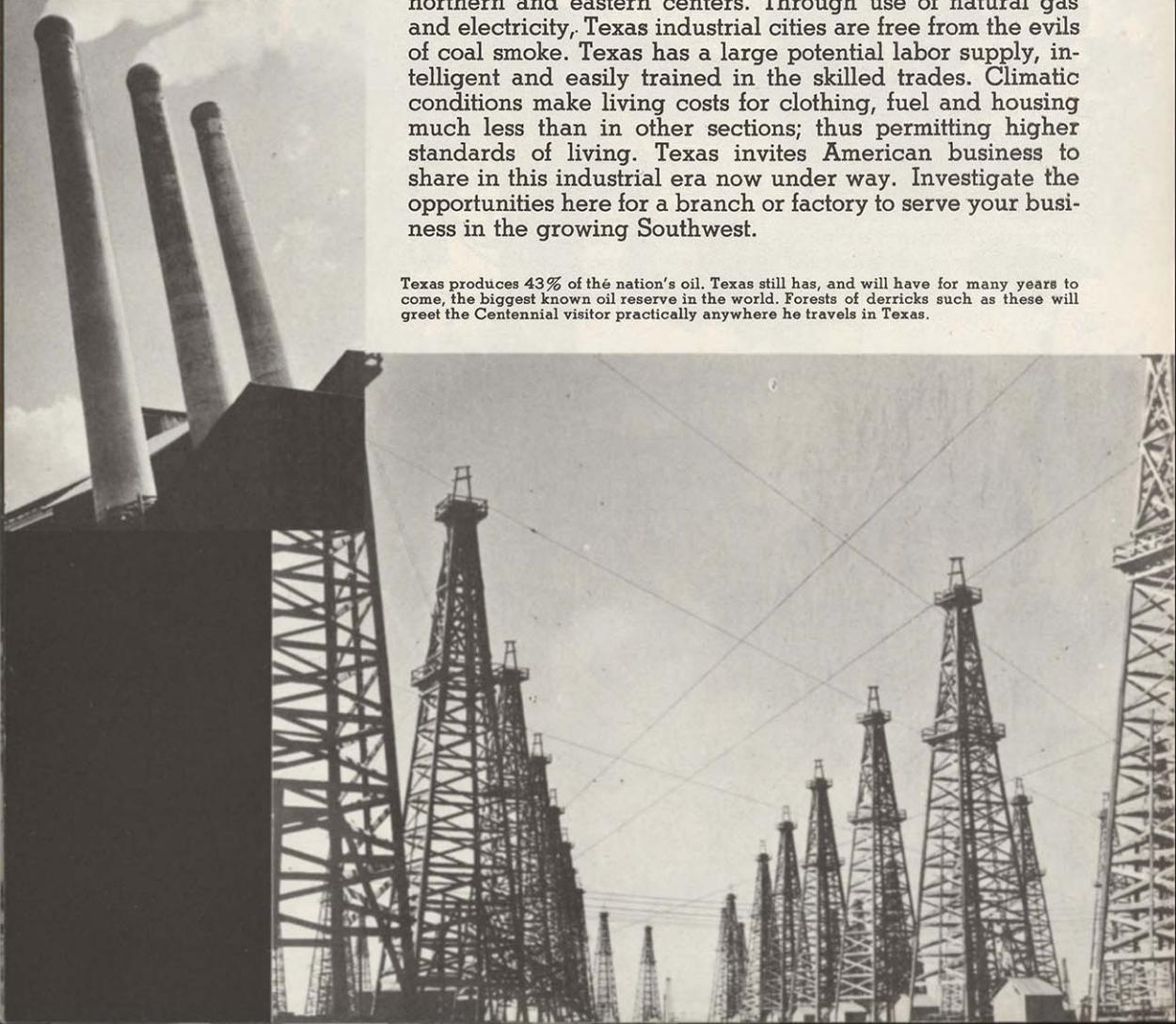


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INDUSTRIES

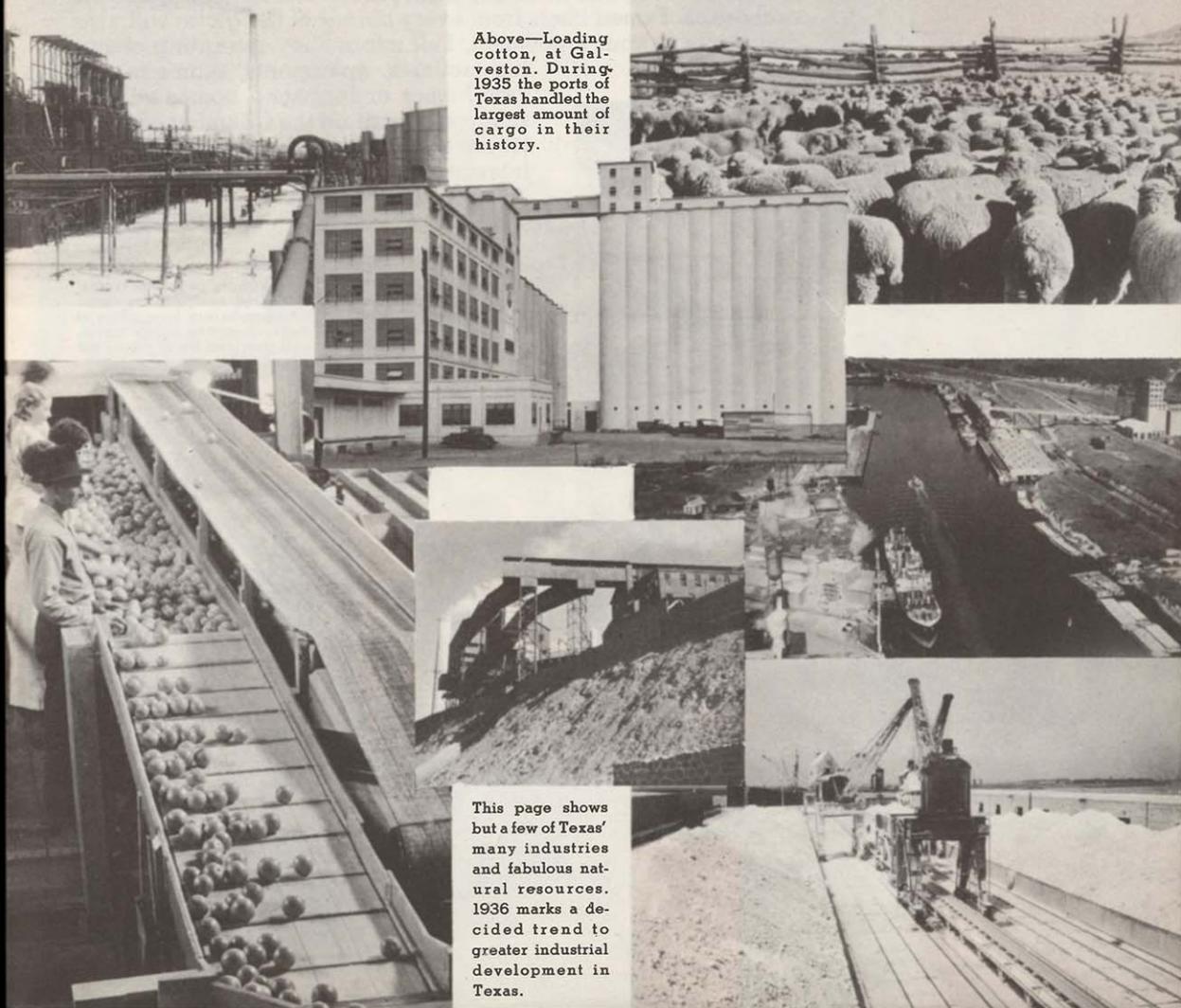
The trend in Texas today is toward more intensive industrialization. A wealth of untouched mineral resources; cotton and wool for millions of spindles—Texas now exports 90% of the nation's wool and mohair; live stock for processing; wheat from great granaries; vegetables and fruits for canning; the production of oil in millions of barrels; these and other factors are contributing to this trend. Texas now produces 43% of the nation's petroleum. A plentiful supply of natural gas at low cost—much of it at tidewater. Texas offers adequate transportation by rail or water; and a constantly growing market of more than six million people. All these major advantages point to one fact: Texas is destined to be the next great industrial empire. Because of year-round sunshine and natural climatic advantages, factories eliminate the excessive heating and lighting costs prevalent in northern and eastern centers. Through use of natural gas and electricity, Texas industrial cities are free from the evils of coal smoke. Texas has a large potential labor supply, intelligent and easily trained in the skilled trades. Climatic conditions make living costs for clothing, fuel and housing much less than in other sections; thus permitting higher standards of living. Texas invites American business to share in this industrial era now under way. Investigate the opportunities here for a branch or factory to serve your business in the growing Southwest.

Texas produces 43% of the nation's oil. Texas still has, and will have for many years to come, the biggest known oil reserve in the world. Forests of derricks such as these will greet the Centennial visitor practically anywhere he travels in Texas.





Above—Loading cotton, at Galveston. During 1935 the ports of Texas handled the largest amount of cargo in their history.



This page shows but a few of Texas' many industries and fabulous natural resources. 1936 marks a decided trend to greater industrial development in Texas.



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HOTELS of TEXAS

Visitors to the Centennial Celebrations will find adequate hotel and cottage camp facilities in Texas. And, best of all, at no increase over normal prices. Hotel men give visitors assurance that rates are not being increased for the celebrations. Hotel accommodations are available to fit your ideas of comfort and your purse, in practically any city you visit in Texas. This page shows but a few of the many fine and modern hotels in leading Texas cities. Smaller towns and cities boast of equally adequate accommodations. Cottage or tourist camps ranging from luxurious comfort to modest but comfortable accommodations are found in every section of the state. In the larger, more famous hostelries in Dallas, San Antonio, Houston, Fort Worth, El Paso and other cities, one finds gay night places with nationally known orchestras. Famed chefs from every corner of the globe will also contribute to your enjoyment. Full information regarding camping facilities, apartments, rooms in private homes or furnished homes will be sent you by writing the Chamber of Commerce at any of the Texas cities you are interested in.



Photographs on this and the following pages are typical of the modern hotels and cottage camps to be found throughout Texas. The photographs are from cities at random over the state. Regardless where you travel, you'll find your comfort well provided for at prices not advanced over regular, normal rates.



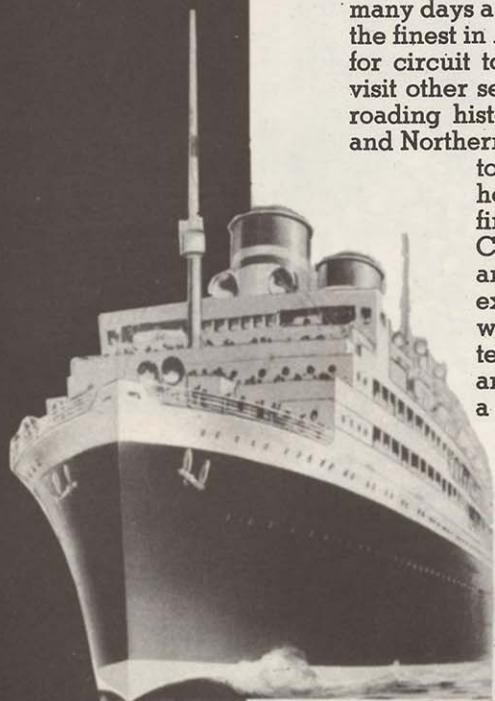


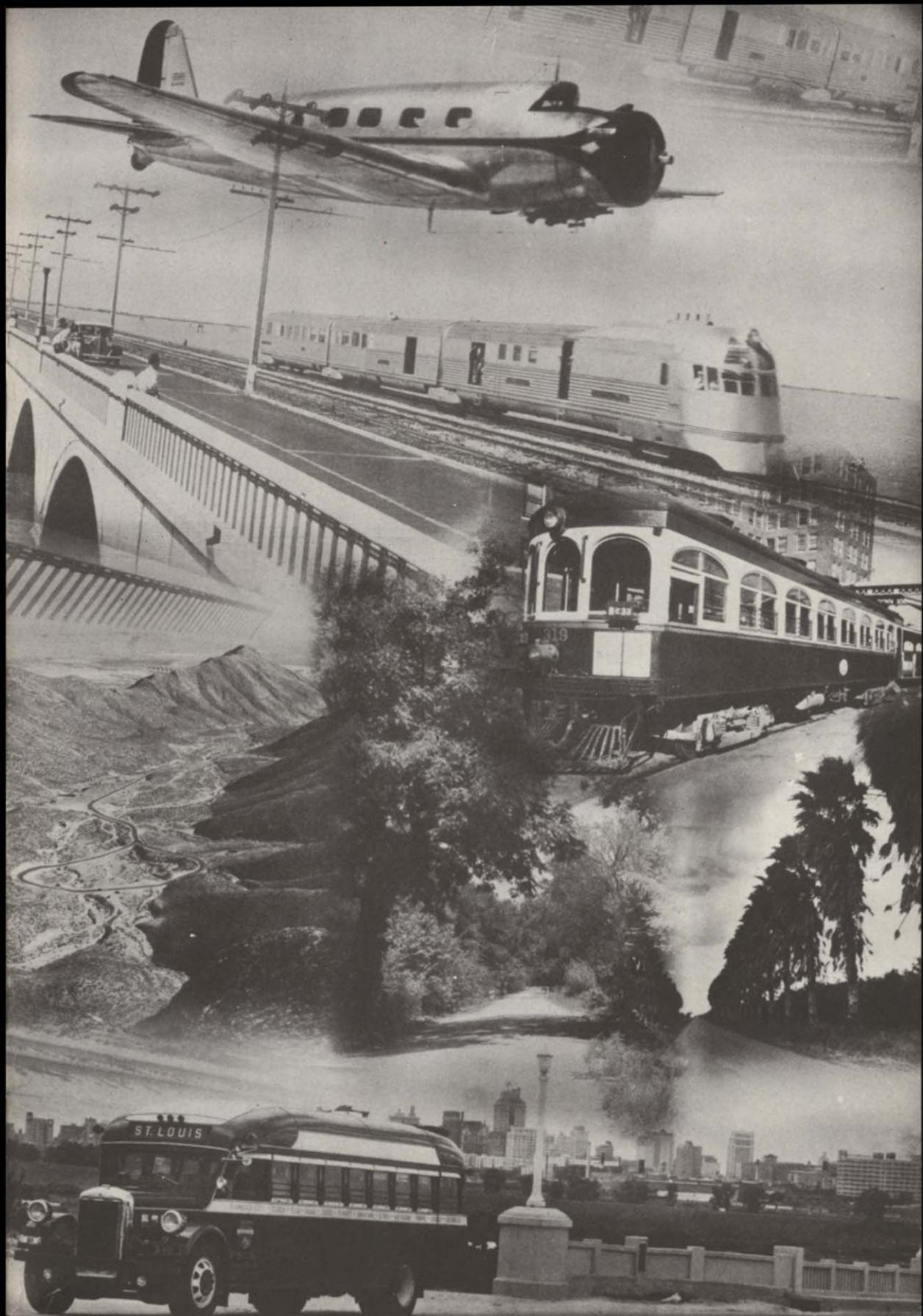


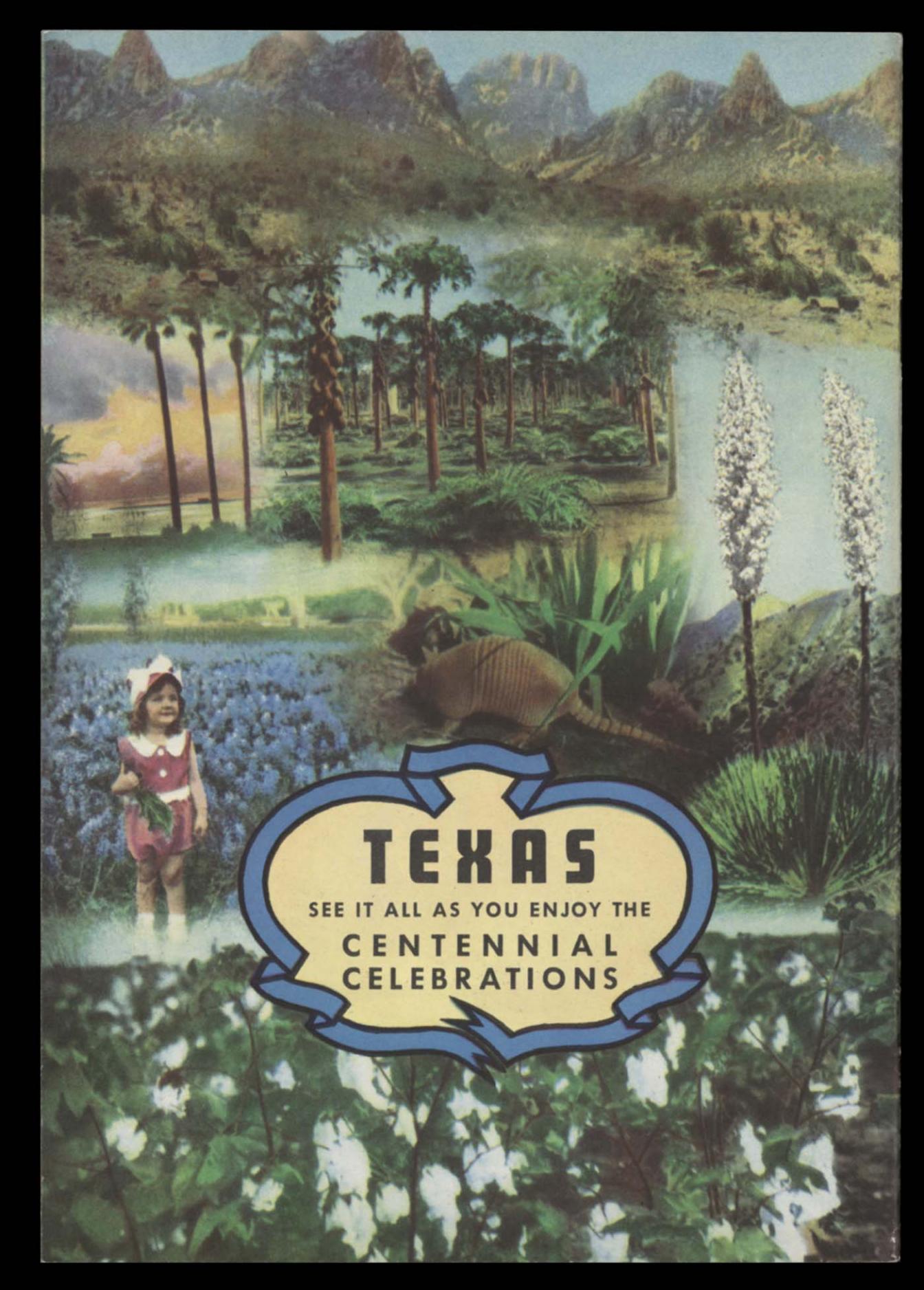
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Come by Train, Plane, Motor or Ocean Liner but See **TEXAS!**

A descriptive, illustrated booklet of this nature can give only a brief resume of the interesting things awaiting you in Texas. The Lone Star State is so big that volumes may well be filled with interesting pictures and descriptions. Only by seeing Texas and at least part of each section of Texas, can you really know this big state. Whether you come by automobile, by train, plane, bus or ocean liner, make it a point to see as much of the state as your vacation time will permit. While two or three months may well be spent in seeing the Centennial Exposition at Dallas and exploring Texas, you can also see much of the state in two weeks or as many days as your vacation time permits. Texas railroads, among the finest in America, and various bus companies have arranged for circuit tours, permitting you to attend the exposition, then visit other sections of the state. Special rates, the lowest in rail-roading history, are being offered. Many visitors from Eastern and Northern states will come to Texas by luxurious ocean liners to Galveston, then north to the Exposition and return home by train. Those who drive their own cars will find carefully-planned tours available through the Centennial's Travel Department upon request. Texas and the great Southwest offers vacation attractions unexcelled by any other section. If time permits you will want to travel on to picturesque Old Mexico—Monterey and Mexico City—or to famous Carlsbad Cavern and points in New Mexico. Plan now for a vacation of a lifetime. See Texas and the Southwest.







TEXAS

SEE IT ALL AS YOU ENJOY THE
CENTENNIAL
CELEBRATIONS