

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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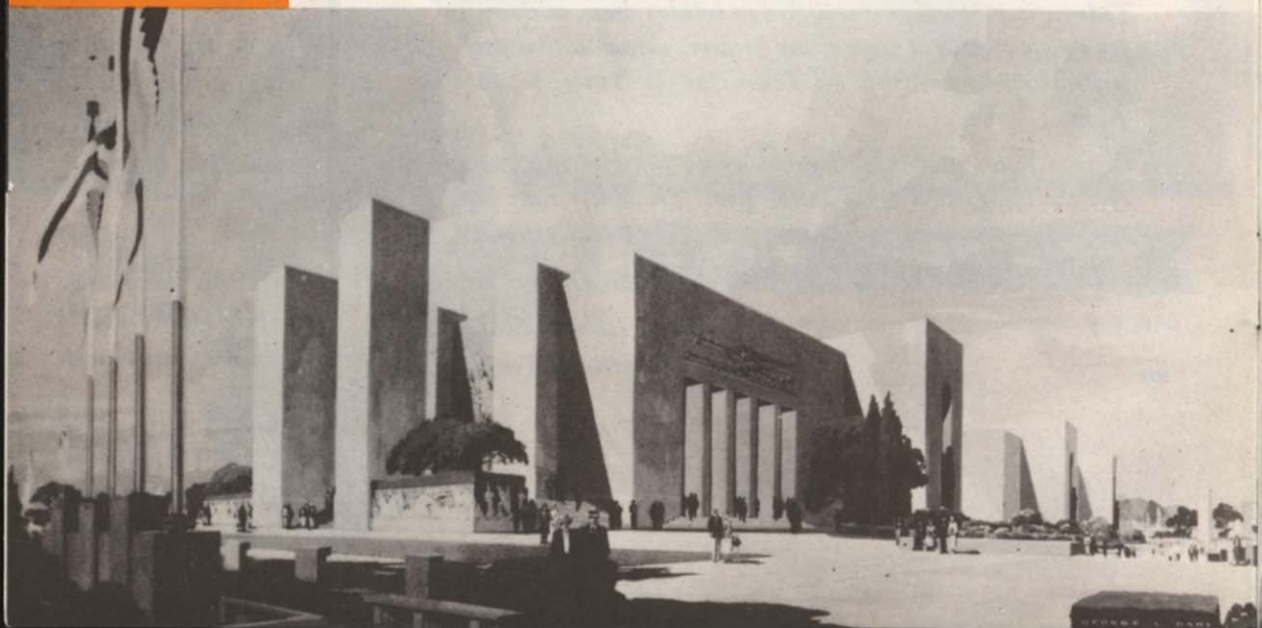
CENTENNIAL
CELEBRATIONS
1936

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.

