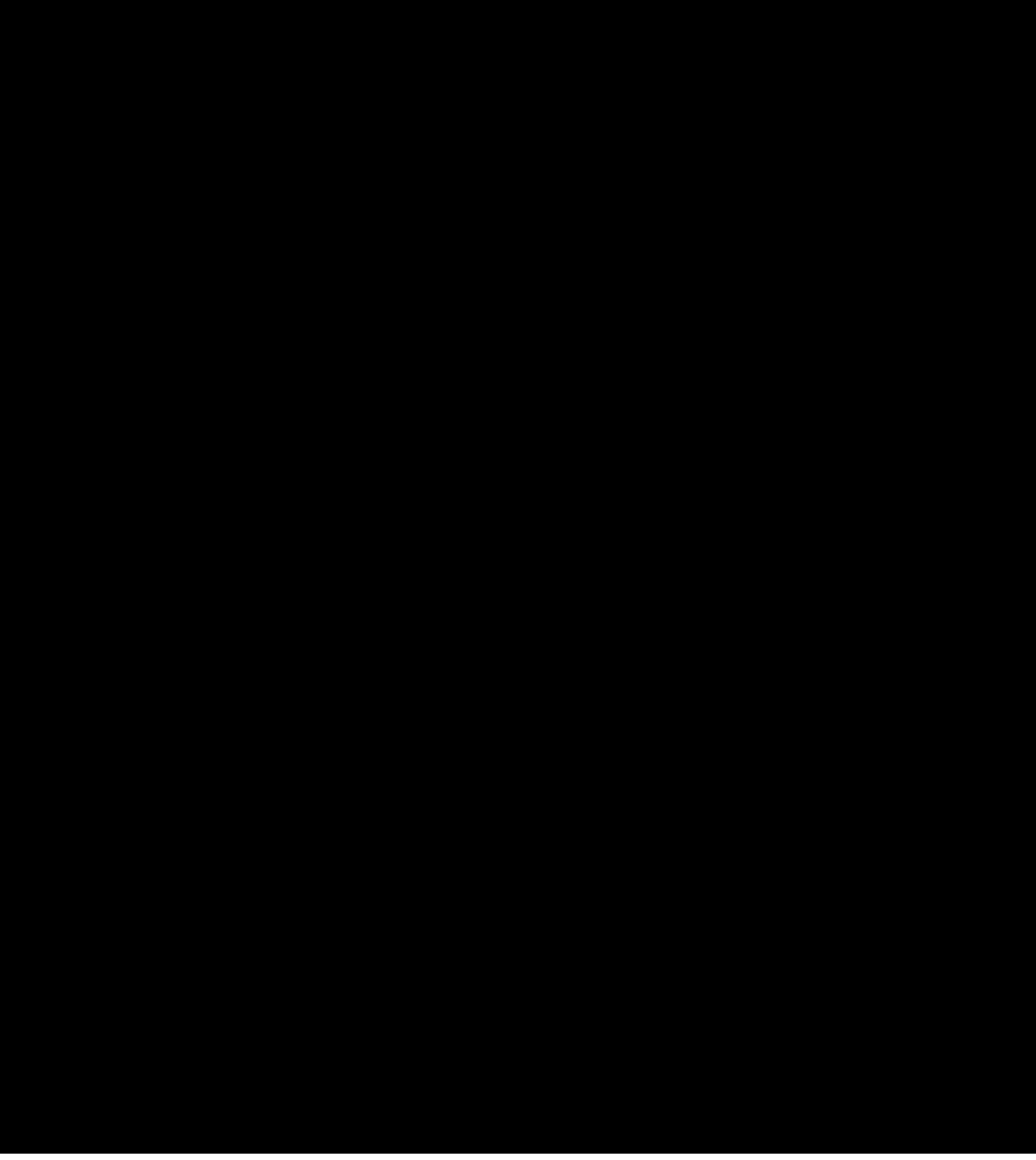






AMERICAN INDUSTRY IS PROVING ITS FAITH IN TEXAS ★ ★ ★

You've only to swing down through Texas to learn what leading industrial concerns think of the future of Texas.

The 25-million dollar Exposition at Dallas is the "show window" or "display counter" of the great Southwest. In this mammoth exposition you'll find America's business leaders represented with individual exhibits ranging up to \$2,250,000. Names of these concerns read like the Blue Book of American Business. Their trade marks—a few of which are illustrated here—are known in every part of the civilized world.

This national recognition of a Southwestern celebration is particularly gratifying to Texans. It bears out what Texas business leaders have contended for a long, long time . . . that the next great industrial development will take place in Texas and the Southwest.

Come down and see this big show. A new type of exposition. Unlike any other in that it features the important agricultural, livestock and natural resources of Texas, along with industry, the arts and sciences. Unlike previous expositions in that more than half of the fifty mammoth buildings are PERMANENT structures, with the majority of all buildings AIR COOLED. Millions now visiting Texas proclaim it America's greatest show.

After you've seen the Exposition, travel to other points in Texas. Each section is different but in all sections business is going full speed.

Texas and surrounding states are setting a stiff pace for the rest of the country. Sales show significant increases. An important share of your company's opportunity for greater growth lies right here.

TEXAS CENTENNIAL CELEBRATIONS

WRITE FOR BOOKLET, "A PICTORIAL PARADE OF TEXAS"

TEXAS CENTENNIAL STATE HEADQUARTERS, DEPT. 4-D
DALLAS, ★ ★ ★ ★ ★ ★ ★ TEXAS

