

TEXAS CENTENNIAL EXPOSITION

VOL. I A \$25,000,000 Show DALLAS, TEXAS, APRIL 27, 1936 In a \$25,000,000 Setting NO. 25

Other 47 States to Have Their Days During World's Fair of '36 in Texas

Air Conditioning in 29 Buildings

Warm Days Chased Off Engineers Make Ten Acres of Ideal Weather

The Texas Centennial Exposition will be the first air-conditioned World's Fair in history.

"More than \$1,000,000 is being spent to provide fresh, cool air throughout every major building," said William A. Webb, general manager of the \$25,000,000 parade of an empire, which opens at Dallas June 6 and continues through November.

"The temperature and humidity of the atmosphere will be kept constant over more than ten acres of floor space in twenty-nine buildings," he added. "That is 60 per cent of our floor space. With two exceptions, our exhibit buildings have been erected without windows. This makes it much easier to control the temperature.

"There were a few air-conditioned buildings at Chicago's Century of Progress, but this is the first time a World's Fair has been air-conditioned on a scale that includes most of its major buildings. We feel certain all

(See Air Conditioning on Page 4)

New York Shows

Fifteen Firms Spending More Than Half-Million Dollars

Fifteen New York business firms have paid \$65,000 for 24,153 square feet of exhibit hall floor space at the Texas Centennial Exposition and will spend more than \$500,000 for installation and maintenance of displays.

TO GREET FIRST LADY OF LAND

Frances Nalle, 21-year-old Dallas redhead, will be official hostess to Mrs. Franklin D. Roosevelt when the First Lady arrives in Dallas for the opening of the Texas Centennial Exposition on June 6. From a group of 300, she was chosen by a jury of the Exposition art staff as "The Bluebonnet Girl," to succeed Irene Caldwell, who kissed Al Smith for the newsreels and then married a Texas rancher.



Poise, Personality, Intelligence, Charm, Carriage And Beauty Caused Artists and Sculptors To Choose Frances Nalle To Represent The Texas Centennial Exposition As

"Bluebonnet Girl." To her goes The Honor Of Greeting Mrs. Roosevelt On Opening Day of the \$25,000,000 World's Fair On June 6.



Governors Are Invited To Set Dates

Ten-Gallon Hats Are Presented With Bids to Every Executive

Visitors from the 47 other states will have "their days" at the \$25,000,000 Texas Centennial Exposition, which opens in Dallas June 6 and continues through November. Dates for the various state days will be set as fast as the chief executives of the various states advise Exposition officials what dates are desired.

The governors of every state in the nation are receiving ten-gallon hats, symbolic of Texas, before the opening of the Exposition. Each state executive also will receive an honorary commission in the Texas Rangers.

Municipalities will play an important part in the life and gaiety of the Southwest's first World's Fair. Dates have been set for 84 cities to participate with special celebrations.

June 10 will be New Orleans Day. Other days arranged for June are: June 11, Sherman; June 12, Lubbock, Amarillo, Marfa; June 13, Paducah; June 15, St. Louis, Mo., and Berger, Texas; June 18, Canyon and

(See 47 Other States on Page 4)

Chicagoans Invest

More Than Score of Business Houses in Exposition

Twenty-two Chicago firms have paid \$139,294 for 57,833 square feet of exhibit hall floor space at the Texas Centennial Exposition and will spend approximately \$440,000 for displays.

CENTENNIAL NEWS



Published each month by the Texas Centennial Exposition, Dallas, Texas.

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The Texas Centennial Exposition, celebrating Texas' Centennial of Independence, will open on June 6 and continue to November 29.

Vol. I Dallas, Texas, April 27 No. 25

An all-time record for advance ticket sales has been established by the Texas Centennial Exposition in Dallas.

Record Ticket Sales

The set quota was exceeded three times over during the first week of advance sales, totaling approximately 30 per cent of the entire block of ticket books to be sold prior to the opening on June 6. Of 2,000,000 individual tickets offered for sale in advance of the opening, 657,000 were sold the first week.

The books of tickets offer purchasers five general admissions and single admissions to five concessions, a \$4 value for \$2.50.

The American Railway Express Company bought 300,000 tickets for distribution in railroad stations throughout the nation. Sales crews report intense enthusiasm in Oklahoma, Arkansas, Louisiana and Texas.

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The stamp exhibit at the Texas Centennial Exposition will be the most elaborate and complete display ever assembled outside of Washington.

Stamps Dated To '47

Postmaster General James A. Farley has announced. It will be comparable in every respect to that maintained in the permanent Philatelic Museum of the department in Washington. The exhibit is valued at more than \$10,000,000.

Included in the exhibit will be six cabinets of postage stamps containing 144 sliding frames filled with dye proofs of all stamps issued in America, back to the first one in 1847. The wall display will consist of eight huge frames containing stamps, dye proofs, postal cards, stamped envelopes and photographs showing the actual manufacturing operations employed in printing.

Wonders and Wows on Midway, Brightlight Spot for Fun Hunters

Millions Put Up To Make Fun Lane the Best

History Set to Song And Stagecraft Is Headline Event

The happy capers of Alice in Wonderland were practically as exhilarating as Hamlet's soliloquy in solitary confinement compared with the wonders and the wows to be seen in Texas Centennial Exposition's gay Midway.

Between three and four millions of dollars have been tossed into Midway production and features in order that, if not a pot of gold at the end of the rainbow for the producers, there will be a rainbow of wonder and delight for those who come to look and listen.

Sightseers may marvel at the living spectacle of an empire emerging from a wilderness in the heroic production of "Cavalcade of Texas," not a movie, but a mighty epochal drama.

Tragedy and Comedy

And for those who would strut the boards of tragedy and drama in all their classic grandeur there will be the Old Globe Theater Players presenting the genius of Shakespeare and contemporary Elizabethans in exact replica of the famous Old Globe Theater of 16th century London.

Descending from the sublime, there will be such blood-chilling "meller drammers" of the Gay Nineties as "The Drunkard," "The Black Crook," "After Dark" and perhaps "Fireman Save My Chee-ild!" These will be repertoire at the "Queen of Texas," a happy-go-lucky land-bound showboat.

For those who have a palate for their wurzburger and their wurst, there will be Black Forest, the gay German village.

SENDING NAVY

Rear Admiral Adolphus Andrews, acting chief of naval operations and Acting Secretary of the Navy during the illness of Secretary Claude Swanson, is considering the matter of sending the Navy football team to Dallas for a major game at the Texas Centennial Exposition next fall. He was highly pleased with the Exposition layout, following an inspection.



Restaurants, shops and a night club where, to the merry whirl of "Down Where the Wurzburger Flows," you may watch entertainers on skates and, perhaps, cut your own curlicues. Likewise there will be an English village, and a Midget city as authentic as Lilliput itself.

Thrills and More Thrills

A Gorilla village, chattering and guttural with the simian families of the jungle will be on view, as well as freaks and oddities in a new show of Ripley's "Believe It or Not."

Thrill rides galore, as many novelties as ever offered in a single galaxy of amusement, a

Awards of \$27,500 Set for Dairying, Sheep-Goat Show

Cash Prizes Put Up in Some Divisions; Listing Others

Cash awards of \$5,000 each will be awarded by the Texas Centennial Exposition to three breeds of cattle entered in the National Dairy Show at the \$25,000, 000 World's Fair. They are Jerseys, Guernseys and Holsteins. The National Dairy Show, largest of its kind in the world, will be held October 10 to 18.

The total awards of the Exposition for the dairy show amounts to \$19,500. Breeder associations will add substantially to this. Five silver trophies for the best ten head of dairy cattle will be awarded by the Exposition. Governor James V. Allred will make the presentations.

Texas Centennial Exposition will pay \$8,000 in cash awards to winners in the Exposition's International Sheep and Goat Show, opening Oct. 29 and closing Nov. 6.

The two breeds of sheep most common in Texas, Rambouillet and Delaine-Merino, will have the heaviest sheep premium lists, \$1,500 and \$1,000 respectively.

The Angora goat show will have awards amounting to \$1,200.

Mississippi steamboat excursion and hair-raising journeys through labyrinthian houses and dizzy whirls in the sky—these, too, are to be part of "Midway the Magical."

For the epicure and also for the chili-counter addict there will be adequate appeal in food places ranging from smart restaurants and night clubs to the one-armed doughnut stands for dunkers.

To those fascinated by the more grim side of life, such as crime, there will be a crime prevention exposition sponsored by the famous Warden E. Lawes of Sing Sing prison.

TO TAKE VISITORS TO AND THROUGH THE FAIR



From the remotest corners, motor buses will bring visitors to the Texas Centennial Exposition. Bus lines are co-operating with railroads, airlines and steamship companies in preparations to handle the millions. At left, Rangerettes exhibit transfer signs being used on buses. At right, a grounds tallybo.

Special Press Train Takes Invitation

National Festival Brings Folk Plays For Entire Week

Music, Dances and Plays of Country
June 14 to 21

One of the real novelties of the Texas Centennial Exposition—an event which no other World's Fair has ever before sponsored—will be the celebration within its gates of the third annual folk festival, which will be presented June 14 through June 21, June 21.

The National Folk Festival is the only event which brings together annually those best able to demonstrate traditional American folk music, dances, games and plays. There will be Indians with their ceremonials, cowboys with their ballads, descendants of the Spanish with their songs.

There will be descendants of the French with their lilting melodies, anthracite miners from Pennsylvania with sad ballads reflecting the hazards of their occupation; square dance teams, mountain bands and play-party groups from mountain states, lumberjacks with bunk-house songs and music, sailors with their chanteys of the sea and negroes with their spirituals and work songs.

On Largest Stage

Historic Weapons, Costumes and Conveyances Assembled

"The Cavalcade of Texas," one of the major attractions of the Texas Centennial Exposition, will be presented on the largest stage in the world. It will be 300 feet wide by 220 feet deep and is being constructed at a cost of \$100,000.

Stage properties for the pageant, including historic weapons of war and more than 100 costumes for a cast of more than 300, have been assembled. The gigantic dramatization of Texas history will be presented twice daily for 170 consecutive days.

Insects vs. Plants

Nature's Battles To Be Depicted In Scientific Exhibit

A pictorial history of the battle of plants against insects and insects against plants will be one of the scientific exhibits at the Texas Centennial Exposition. A series of animated dioramas will show how insectivorous plants stalk insects and devour them and how insects, in quest of survival, destroy plants.

WELCOME . . . BUT DRIVE SAFELY

Preparatory to arduous duties during the \$25,000,000 World's Fair, Centennial Exposition, this Rangerette did a day's tour of duty directing traffic in the Dallas business district. She has learned how to supply desired information to the millions of Exposition visitors.



Courtesy
And Kindness
To Travelers
Will Motivate
Texas Centennial
Rangerettes
Directing
Traffic
At the
\$25,000,000
World's Fair.
Here you see
One of
The Charmers
Taking Lessons
In Handling
Hectic Motor
Traffic on
A very busy
Dallas corner
During a rush.



No Bum Steer

Livestock Leviathan in Porcelain Pen at Exposition

The largest steer in the world, once owned by the late Will Rogers, humorist, radio and screen star, but now owned by Tex Condon of Los Angeles, will be shown at the Texas Centennial Exposition.

This Leviathan of the livestock world weighs 3,100 pounds, is ten feet long and has a horn spread of four and a half feet. He was raised at Lubbock, Texas, and will be exhibited in a porcelain lined pen.

Little Annapolis

U. S. Naval Academy Being Built in Miniature

The U. S. Naval Academy of Annapolis will be reproduced to scale in miniature for the first time in history at the Texas Centennial Exposition, which opens at Dallas June 6.

Pecans to Cascade In Regular Niagara In Novel Exhibition

Pecans, of which Texas is the world's greatest producer, will cascade down a large model of Niagara Falls at the Texas Centennial Exposition, which opens June 6 and continues 177 days. Millions of the nuts will travel over a precipice, tumbling into a maelstrom of more pecans. Valuation of the Texas pecan crop exceeds \$1,000,000 annually.

A large map of Texas will be made of pecans as a feature of the agricultural exhibit at the \$25,000,000 World's Fair. Open country and highways will be represented by unshelled pecans, while cities and other points of interest will be shown by shelled nuts. Tiny electric lights over the face of the map will attract attention to interesting spots.

Texas Editors, Governor Travel North and East

Stops in 17 Cities Scheduled in Ten-Day Fair Trip

Texas newspapermen, oil millionaires, ranchers and business men have started an 11-day tour of seventeen states to invite the rest of the country to the one hundredth birthday celebration of the Lone Star State.

Headed by Governor James V. Allred, the Texas pilgrimage is being made by the Texas Press Association's special train through Oklahoma, Arkansas, Tennessee, Kentucky, West Virginia, Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York, Ohio, Indiana, Michigan, Illinois, Missouri and the District of Columbia.

In Little Rock, Governor J. Marion Futrell of Arkansas and Harvey Couch, former member of the R. F. C. were to join the tour. Governors of most of the other states through which the train passes have arranged to welcome the 125 Texans, as have the mayors of the seventeen cities at which stops will be made, and other dignitaries. Broadcasts have been arranged for in each city.

The famous Longhorn band of the University of Texas will lead the Texans' parades in Little Rock, Memphis, Nashville, Louisville, Cincinnati, Charlottesville, Richmond, Washington, Philadelphia, New York, Albany, Buffalo, Cleveland, Detroit, Chicago, St. Louis, and Kansas City.

In Washington, President Roosevelt will be consulted as to his plans for personally opening the \$25,000,000 Texas Centennial Exposition in Dallas June 6. The mayors of the various cities enroute and the governors of the states visited will be invited to attend the first World's Fair to be held in the Southwest which will celebrate the Texas anniversary of independence.

Real Wild West

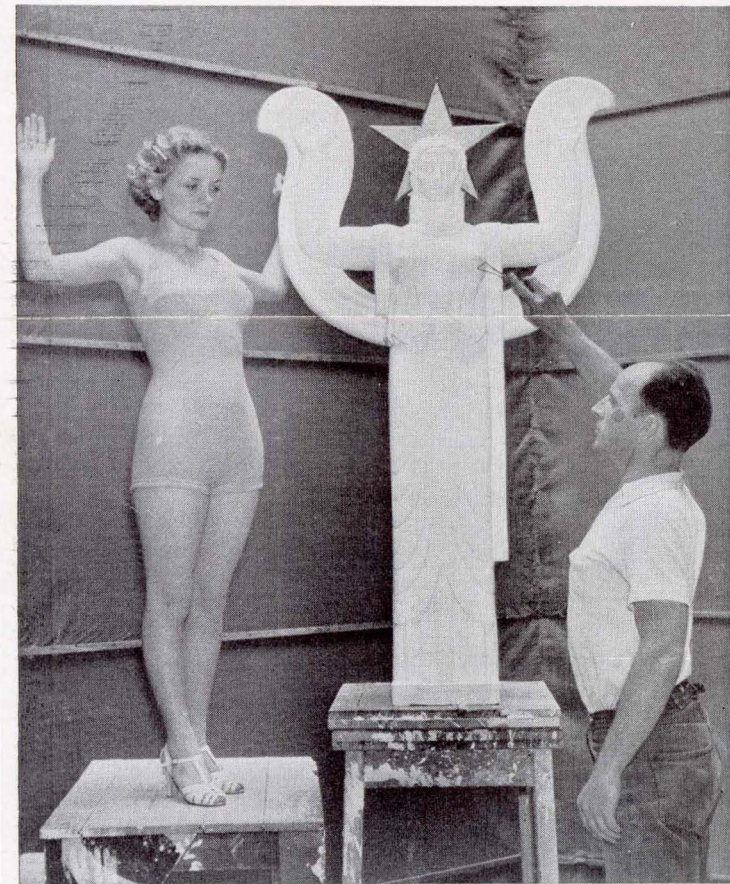
Cowhands to Perform Under Texas Sun in Big Arena

Roping and riding out under a Texas sun will give full Western color to two big rodeos during the Texas Centennial Exposition. Space for the cowhands and broncho busters to perform has been assigned on the greensward of the Cotton Bowl, 46,000-seat athletics arena. Col. W. T. Johnson's show will play June 6 to 21, and again Sept. 8 to 15. The Stamford Cowboy Reunion is Aug. 1 to 9.

Fair Decoration Treat for Art Lovers

SYMBOL OF TEXAS AT EXPOSITION

Helen Ramsey, charming Texas Centennial Rangerette, is declared by Sculptor Lawrence Tenney Stevens to have a figure comparable to that of Venus de Milo. She posed for Stevens' statue, "Texas," one of the six major decorations for the Esplanade of State. The statue will be 20 feet high and will stand on an 11-foot pedestal.



Sculptors and Muralists Finishing Gigantic Task

Symbolic Theme of Four Epic Centuries Of Texas Runs Through Statues and Patterning Over Stately Facades

Famed artists from four foreign countries have collaborated with America's best craftsmen in executing colorful decorations for the \$25,000,000 Texas Centennial Exposition. The foreign artists are Pierre Bourdelle and Raoul Jossset, France; Carlo Ciampaglia, Italy; Gozo Kawamura, Japan, and Eugene Gilboe, Norway.

Working with this group are such eminent American artists as Lawrence Tenney Stevens and Julian Ellsworth Garnsey. The entire group is busily engaged in carrying out the directions of George L. Dahl, architect in charge of construction.

Gigantic statues representing the six nations under whose flags Texas has served are being completed by these master craftsmen to decorate the magnificent Esplanade of State, leading from the main gate to doors of the State of Texas building. Each of the statues will be 20 feet high, mounted on 11-foot pedestals.

Statues representing "The Confederacy," "Texas" and "Spain" are being modeled by Stevens, a native of Boston, while "France," "Mexico" and "The United States" are being done by Jossset, who, since being naturalized, has resided in Chicago.

Some of the most striking and colorful murals ever displayed in this country have been executed on the fronts of the agricultural buildings by a crew of artisans directed by Carlo Ciampaglia, creator of the groups.

The mural decorations for the U. S. government's \$325,000 building are being directed by Garnsey, assisted by Bourdelle and a crew of distinguished craftsmen.

Murals to Represent Padres' Ysleta Field, Oldest Farm in U. S.

A photo mural of the farm that is said to be the oldest in the United States will be shown in the Hall of Agriculture at the Texas Centennial Exposition.

The farm, located at Ysleta, oldest settlement in Texas, was established by the Franciscan padres in 1682 and has been in continuous cultivation ever since, 254 years. Four of its seven acres are cultivated. The three other acres are devoted to the mission and grounds built by the early day priests.

47 Other States Have Their Days

(Continued from Page 1)

Crockett; June 20, Sulphur Springs and Stephenville; June 22, Midland, Seguin, San Angelo and Brady; June 23, Ennis; June 24, Temple; June 25, Gainesville; June 27, Fort Smith, Ark., and Beaumont; June 28, McGregor; June 29, East Harris County; June 30, Louisville, Ky.

Wise County day will be July 2. Other July days are: July 3, Dallas; July 4, Kerrville; July 6, Gladewater; July 8, Victoria, Breekenridge, Terrell and Guthrie, Okla.; July 10, Palestine; July 11, Galveston; July 12, Bowie; July 13, Corsicana; July 14, Irving, Dallas County; July 15, Clarksville; July 16, Jasper; July 17, Hillsboro; July 18, Childress; July 22, Welasco; July 23, Olney; July 25, McAllen; July 28, Waxahachie; July 29, Commerce.

McKinney and Collin county will have their day on August 1. Other August days are: August 3, Pecos; August 6, Haskell county and Vernon; August 11, Denison; August 12, Burk Burnett; August 14, Gatesville; August 17, Freepport; August 20, Texas City and Luling; August 22, San Antonio; August 24, Lamesa and Paris.

New Braunfels has selected Sept. 3. Other September days are: Sept. 4, Graham; Sept. 5, Houston and Wichita Falls; Sept. 7, Smithville; Sept. 8, Dalhart; Sept. 23, Ranger; Sept. 25, Pearsall.

October days are: Oct. 1, Wharton; Oct. 2, Gonzales and Yoakum; Oct. 3, Waco; Oct. 5, Abilene; Oct. 10, Austin and Oklahoma City; Oct. 17, Marshall and Tulsa; Oct. 24, Fort Worth; Oct. 31, Harlingen.

Two Negro Bands

Two nationally famous Negro orchestras have been booked to play at the Texas Centennial Exposition. Cab Calloway, Harlem's famous hi-de-ho composer and orchestra conductor, will present his musicians for four daily shows June 19 to 22. Duke Ellington will bring his famous band October 18, 19 and 20.

Seven Cities Named Dallas Asked From Other States to Texas Fair

Citizens of every Dallas in the United States will join in celebration of Dallas Day at the \$25,000,000 Texas Centennial Exposition on a date yet to be set.

To the mayors of Dallases in Iowa, North Carolina, Oregon, Pennsylvania, South Dakota, West Virginia and Wisconsin, General Manager W. A. Webb has extended an invitation to participate. His letter said:

"It is a historic coincidence that your city perhaps was named for a distinguished member of the distinguished Dallas family that came to this country from Scotland in the 17th century.

"Dallas, Texas, named for George Mifflin Dallas, Vice President in the administration of President James K. Polk, quite obviously, therefore, bears a historic kinship to your city."

OLDEST CITY RADIO

WRR, the radio broadcasting station in \$25,000,000 Texas Centennial Exposition Park, is owned by the City of Dallas and is the world's oldest municipal station.

Air-Conditioning In 29 Buildings

(Continued from Page 1)

large expositions of the future will be so equipped."

More than 6,000,000 gallons of water will be used daily in cooling the atmosphere at the Texas Centennial Exposition, air-conditioning engineers assert. As an economy measure, this water will be used over and over, only enough being added to take care of evaporation.

This volume of water does not include that used in the many fountains, reflecting basins and the lagoon, which will aid in keeping the air cool.