

CENTENNIAL NEWS

1836

1936

TEXAS CENTENNIAL EXPOSITION

VOL. I

Publishers Desiring to Reprint Matter
Invited to do so by Centennial News

DALLAS, TEXAS, MARCH 16, 1936

Published by the Texas Centennial
Exposition at Dallas, Texas

NO. 23

State Clubs To Be Hosts During Fair

Groups of 21 States Organize to Greet Homefolks

Twenty-one state clubs have been organized in Dallas to act as hosts to out-of-state visitors to the Texas Centennial Exposition. These clubs are also carrying on an intensive advertising campaign to induce attendance at the Exposition from the states they represent. Other clubs are in formation.

First state clubs organized are:

Alabama	Tennessee
Colorado	Virginia
Illinois	Kansas
Indiana	Maryland
Kentucky	Michigan
Mississippi	Nebraska
Louisiana	Ohio
Missouri	Pennsylvania
New York	Wyoming
North Carolina	Arkansas
Georgia	

The memberships of these clubs run into the thousands.

Old Globe Theater Will Present Plays Of Merrie England

The Old Globe Theater with its tavern and curiosity shop is a bit of Elizabethan England transplanted to the Texas Centennial Exposition. In the theater, plays by Shakespeare will be presented daily. The tavern will offer the "roast beef of Old England" and the shop will be stocked with interesting items from the British Isles. On the village green before the theater a group of dancers will present the reels and figures of the dances popular in the days of Good Queen Bess.

POSTMAN FROM POLE

The Postmaster of Little America during Admiral Richard E. Byrd's expedition to the Antarctic, Charles F. Anderson, will be in charge of a million-dollar postoffice department exhibit at the Texas Centennial Exposition.

Vacationists to See America in '36

TEXAS BLUEBONNET GIRL OF 1936

Texans in the national capital are honoring the Texas Centennial Exposition's Bluebonnet Girl, Miss Irene Caldwell. She was selected from 600 competing for the assignment to pose as the typical Texas girl as a magazine cover and poster subject and as Exposition hostess.



Flavor of Old West in Exposition In Topnotch Rodeos of the World

Two big rodeos have been booked for the Texas Centennial Exposition and visitors will be able to see the foremost stars of the West in action at Dallas. W. A. Webb, Exposition manager, announced booking of Col. W. T. Johnson's world championship professional rodeo which will be presented in the Exposition's 46,000-seat Cotton Bowl from the opening date of the \$25,000,000 World's Fair, June 6 until June 21 and again from September 8 to 15. One of the most colorful Western shows ever produced, the Johnson rodeo is considered the finest professional company of its kind. For many years the production has been presented in large cities throughout the nation and the top riders, ropers and wranglers of this show are rated as profes-

sional world's champions.

Colonel Johnson will have 100 parade horses, 100 bucking horses, fifty Brahma bulls, fifty steers for bulldogging and more than 200 performers.

The other rodeo scheduled for the Texas Centennial Exposition is the famous Stamford (Texas) Cowboy Reunion, one of the most famous rodeos held in the United States. In the seven years it has been held it has ranked with the shows held at Cheyenne and Pendleton. It will be staged at the Exposition in the Cotton Bowl August 1 to 9.

Many Come From Afar

World's Fair to Lure Millions to Dallas And Southwest

The United States this year will experience the greatest travel activity since 1914, according to a survey by Hotels of the World, international system for studying and forecasting travel trends. The survey was compiled by 50 offices of this organization in the United States and abroad.

The report predicts a tourist influx to America from foreign countries of 1,000,000 persons for 1936. This is an increase of 400,000 over 1934.

Can Make it Cheaply

Three reasons are assigned: Citizens of foreign countries have learned that their money has a greater purchasing power in the United States; it is cheaper to travel than to stay home; steamship lines are making attractive round trip and excursion rates to this country from foreign points. These rates offer a variety of services from a simple point to point fare to a complete tour of the United States from coast to coast, with special trips to national parks, historic sites, manufacturing centers and other places of interest.

Cross-Section at Fair

The Texas Centennial Exposition, opening June 6, gives the foreign visitor an opportunity to study the social, cultural and industrial background of the nation in a representative cross-section.

An influencing factor in foreign travel to this country is the unsettled condition of Europe and the Far East. The several war scares have created a tension in the capitals of the world for the past six months and more. In Europe this is particularly true and as the average European traveler is international in his journeys, by reason of geographic limitations, today (See '36 VACATIONISTS on Page 4)

Like Magic City, World's Largest Exposition Rises

RISING IN STEEL AND STONE are shown eighteen permanent buildings that are among fifty buildings for the Texas Centennial Exposition at Dallas, a \$25,000,000 World's Fair opening June 6 to run through November 29. This aerial photograph shows the magic springing into reality of the long-planned Exposition celebrating Texas' 100th anniversary of independence.

Alamo Replica

Texas Ranger Ranchhouse

Model Homes

Hall of Domestic Arts

Hall of Horticulture

Forest Avenue Entrance

Amphitheater

Aquarium

Fine Arts Gallery

Mission

Lagoon

Texaco Building

The Midway

Police and Radio

U. S. Army, Navy, Marines

CIVIC CENTER AND MIDWAY are adjoining sections of 187-acre Exposition Park. Around a bend of the 46,000-seat Cotton Bowl, setting for headliner athletic events of 1936 and varied spectacles that will draw huge crowds, is the world's largest stage on which four centuries of romantic history will pass in the Cavalcade of Texas.

Grand
Ent
F
Natu

to Greet America June 6 in \$25,000,000 Setting



AN IDEA OF SIZE OF THE FAIR can be gained by comparing the two complementing halls facing across the Esplanade of State. Each is 780 feet long, or two and a half city blocks. In an agrarian group- ing are Halls of Agriculture, Live- stock and Poultry, and adjoining, the Hall of Foods and Beverages.

Lloyd Long—Dallas

History in Relics To Be Exhibited Throughout Fair

Continuing After Folk Festival; Tri- State Musical

A national exhibit of folklore materials, assembled for the National Folk Festival, June 14-20, second week of the Texas Centennial Exposition at Dallas, will be continued throughout the period of the World's Fair of 1936, closing November 29.

Handiwork of the periods in American history, featuring in one wing the four centuries of romantic history of the Southwest and the century of independence of Texas, will be shown. Hundreds of committees over the state are working out Texas' participation. The exhibit will be in charge of Major M. J. Pickering, business manager of the National Folk Festival.

TRI-STATE MUSIC FESTIVAL IN JUNE

A Tri-State Music Festival, June 10 and 11, will be presented under sponsorship of the Texas Music Teachers' Association. Two hundred young music students of Texas, Oklahoma and New Mexico, chosen by competitive examinations will take part.

For Tired Feeling

Push Chairs and Rickshas Will Supplement Buses

Push chairs and rickshas, singles and doubles, will supplement motorbus transportation at the Texas Centennial Exposition. Kiddie kars for the youngsters also will be available.

MACHINES FOR BUSINESS

International Business Machines Corporation is the first exhibitor in the business machine field to sign up for the Texas Centennial Exposition. The corporation has contracted for 800 square feet of space in the Hall of Varied Industries, and will display various of its business machines in action.

TRAIN TAKES BID

An invitation to the Texas Centennial Exposition will be extended in thirty cities and towns in North and Central Texas by sixty-four Dallas business leaders setting out by special train for a five day trip.

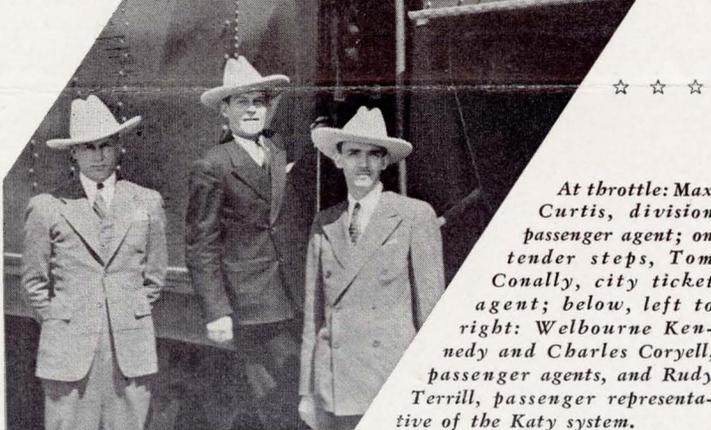
TELEGRAPHERS' DAY

Some 3,000 members of the Western Union Employees will come to Dallas June 27 to attend the Texas Centennial Exposition. W. C. Welch, divisional president has notified Exposition officials.

IRON-HORSEMEN GOING WESTERN

Passenger agents and representatives of the Missouri-Kansas-Texas railroad are donning "ten-gallon" western hats for Centennial year in Texas. Five from Dallas, host city to the Texas Centennial Exposition, are shown on the job.

☆☆☆



At throttle: Max Curtis, division passenger agent; on tender steps, Tom Conally, city ticket agent; below, left to right: Welbourne Kennedy and Charles Coryell, passenger agents, and Rudy Terrill, passenger representative of the Katy system.

Historic Shows and Spice

The Torcaya pigeon, now almost extinct, will be displayed at the Texas Centennial Exposition opening in Dallas June 6. Ornithologists claim this red-billed bird is one of the rarest in America. Flocks of thousands were common in the Southwest a hundred years ago.

Texas is one of the richest states in the Union, yet economists claim it is only 15% developed.

The most elaborate production ever staged in the Southwest will be produced at the Texas Centennial Exposition opening in Dallas, June 6. It is "Cavalcade of Texas," will cost \$150,000, have a cast of 500 and be played on a stage 300 feet wide and 250 feet deep.

"Beauty and the Beast" will be a midway attraction of the Texas Centennial Exposition. It is an attraction imported from Europe featuring a dancer performing in a cage of lions.

The most complete collection of U. S. postage stamps ever displayed will be exhibited at the Federal Building of the Texas Centennial Exposition in Dallas. It will be part of the post office department's exhibit and is valued at over a million dollars.

Visitors to the Exposition will be introduced to a tasty Southwestern sandwich, principal ingredient of which is "chevon"—or barbecued goatmeat.

POCKET-SIZE PARKS DOT HIGHWAYS

A Centennial year development in Texas designed for the pleasure and accommodation of travelers is underway in the cutting out of some 500 pocket-size parks. These roadside parks dot the main highways.



Livestock World Capitals Moving Into Exposition

Five International Shows and Many Poultry Fairs

Capitals of the livestock world will be moved to the Texas Centennial Exposition at Dallas this autumn. Five international shows will be held.

The million-dollar exposition livestock center will be featured with the following shows, open to world-wide competition:

National Dairy Show, Oct. 10 to 18.
Swine Show, Oct. 17 to 25.
Sheep-Goat Show, Oct. 29-Nov. 6.
Horse Show, Oct. 31 to Nov. 8.
Mule Show, Nov. 14 to 20.

The National Dairy Show and the National Mule Show are the premier events of their kind in the world.

In addition to the five international shows three shows confined to Texas exhibitors will be held.

They are the Hereford Show, Oct. 21 to Nov. 1; the 4-H Club Show, Nov. 7 to 15 and Future Farmers of America Livestock Show, Nov. 21 to 29.

LADY OF THE HOUSE CAN USE TROPHIES

The Lady of the House is going to share Friend Husband's success if he wins one of the five Governor's Trophies at the National Dairy Show Oct. 10 to 18.

Instead of the customary big cup the trophies will be something of more common use, such as a meat platter or some other silver service for the table.

NEW TYPE EXHIBIT FOR TURKEY SHOW

The turkey won't get it in the neck at the Texas Centennial Exposition. Instead, the bird who becomes a martyr around Thanksgiving Day, will be elevated to a position of eminence never achieved before.

Among the foremost of the many international shows that will feature the exposition's poultry division, is the first turkey egg show and the first turkey poult show ever held anywhere.

They will open on June 6, the first day of the \$25,000,000 World's Fair.

Two other national bird shows will be held.

The National Pigeon Association will stage its young bird show Aug. 28 to Sept. 3. The United Orpington Club of America also will be at the Exposition.

'36 Vacationists Seeing America

(Continued from Page 1)

can plan a trip to America which may be as cheap or as costly as he wishes.

The possibility of war in Europe or the Orient has combined with the curtailment of the American dollar value abroad to keep citizens of this country at home. In addition to this, as a travel expert has stated, the depression years brought about a rediscovery of the United States by many Americans. Today, by train, motor coach and private auto and plane, Americans are traveling the country as never before.

One of the newest travel lures in this country is the Southwest. Texas, New Mexico and Arizona are recognized as year 'round places for the tourist to visit. In addition to this Mexico is making a strong bid for tours.