

## TEXAS CENTENNIAL EXPOSITION

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

### Expo Offers World's Largest 50-Cent Value

#### Turnstiles' Click Nears 2,000,000

#### World's Fair Visit Is Possible with Small Cash Investment

The Texas Centennial Exposition provides the greatest 50 cents worth in history, while living conditions in Dallas make it possible to visit the \$25,000,000 World's Fair almost as cheaply as one can live at home.

These facts perhaps are the reason why the millionth visitor passed through the turnstiles on the twentieth day. Attendance is far ahead of that at San Diego and close to that at Chicago, despite the fact that the windy city is more than ten times as big as Dallas. Chicago had its millionth visitor on the seventeenth day. The Exposition now is closely pressing the 2,000,000 attendance mark.

The number of out-of-state visitors to the World's Fair is increasing steadily. A count of out-of-state licenses in the parking stations around the exposition grounds reveals that a third of the automobiles parked are from outside Texas.

Dallas hotels signed an agreement not to raise rates, and they are keeping it. Furthermore, they have plenty of rooms. The exposition's housing bureau has listed and checked 50,000 rooms. Restaurants both inside and outside the grounds are as cheap as comparable ones in other American cities. World-famous caterers such as Max Eitel of Chicago provide exquisite cuisines on the grounds for the discriminating at comparatively modest prices, other restaurants offer

Chrysler Hall wing of the transportation building perhaps is the most beautiful building section of the Centennial grounds, with its "d" of halls and "d" of exhibits. The exhibit features a telephone booth with one in-cage as a case as a feature. The exhibit is re-exhibit, with a photograph of the main feature. The exhibit is re-exhibit, with a photograph of the main feature.

**Frank L. Johnson**  
**the San Antonio Light**  
**Thursday, June 18, 1936**

**Press Work**

The San Antonio Light, through a tour of the various departments of the federal government: state, commerce, navy, interior, treasury, and agriculture. The exhibit features a telephone booth with one in-cage as a case as a feature. The exhibit is re-exhibit, with a photograph of the main feature.

I have been to the Texas Centennial Central exposition in Dallas. Four of us, two couples, spent three and one-half days at the exposition:

The expense account for the quartet, briefly itemized, follows:

38 gallons of gasoline at 18 cents	..... \$ 6.84
6 quarts of oil at 35 cents	..... 2.10
16 passes into exposition grounds	..... 8.00
48 meals at 30-cent average	..... 14.40
Rooms, three nights	..... 7.50
Souvenirs	..... 2.00
Concessions	..... 8.50
<b>Total</b>	<b>..... \$49.34</b>

Much more could be spent on the concessions, or much less. For the time our party spent at the Centennial, tramping from mid-morning to late at night, there was no time to see more. The majority of exhibits at the exposition are free, and every building furnishes excellent entertainment.

#### Colorful Nights Inspire Visitors

#### Most Brilliant Effect Ever Witnessed Is Common Verdict

The most spectacular lighting display ever seen on the American continent is offered by the Texas Centennial Exposition.

As the last reflections of the evening sun are lost in the approach of night, a candle power of 1,200,000 comes into play on the 188 acres composing Exposition Park.

Along the famed Esplanade of State, centered with a beautiful lagoon, 300 feet wide and 700 feet long, lights of many colors play. All the hues of the rainbow are reflected in the flowing waters.

Murals, of heroic size, adorning the huge exhibition buildings on either side are thrown into bold relief. Concealed lights play upon the flags of the six Nations to which Texas has owed allegiance. The great domes of the Hall of State and the building of the government of the United States are bathed in light. Searchlights penetrate the heavens, producing an effect visible for some twenty miles to autoists, and for more than fifty miles by airplane.

Indirect lighting is used throughout the park.

The Midway becomes a blaze

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#### Minimum Crime On Expo Grounds

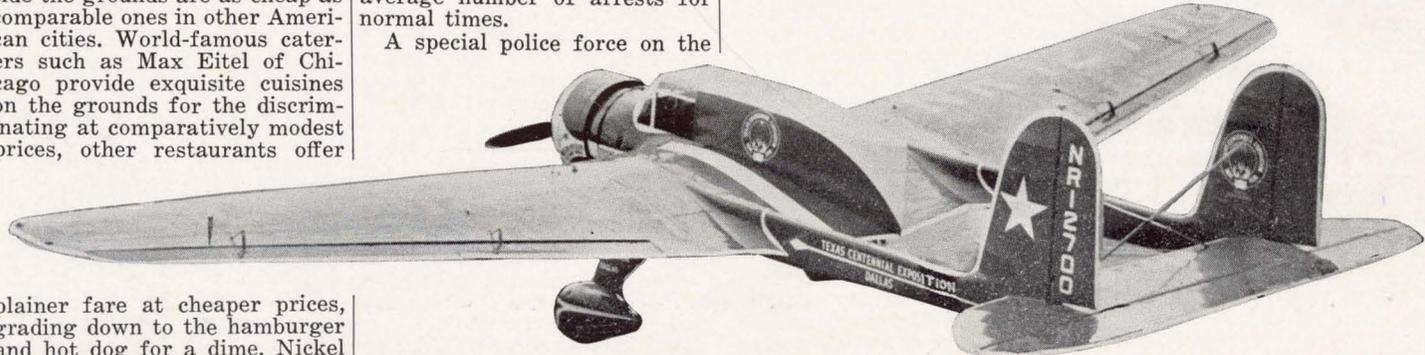
Although the Texas Centennial Exposition has handled crowds now pressing the 2,000,000 mark, there has been an almost complete absence of crime.

The Dallas police department has handled no more than the average number of arrests for normal times.

A special police force on the

#### Taxi Service Good

Taxis are operating in Dallas and giving the hundreds of thousands of visitors prompt and adequate service. Charges are in line with other sections of the country. The fare from downtown Dallas to the Exposition grounds is but 35 cents for either one or four.



Here is the airplane in which Monty G. Mason and Clyde Pangborn will girdle the globe, leaving the Texas Centennial Exposition on July 18. They expect to arrive back at the Exposition not later than August 15. Three thousand pounds of mail is to be taken on the outgoing trip for Paris delivery. The maximum for the return has been placed at 500 lbs.

Exposition grounds, highly trained and under the direction of Capt. Leonard Pack, a veteran police officer, has so patrolled the 188 acres that but few arrests have been necessary. There have been no reports of pocket picking on the grounds.

plainer fare at cheaper prices, grading down to the hamburger and hot dog for a dime. Nickel drinks are a nickel on the grounds, and malted milks are cheaper inside than outside the gates. The price inside is a dime!

In addition to the numerous name bands, marionette shows and other free entertainment

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# CENTENNIAL NEWS



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## Movieland Stars Will Add Lustre Regional Queens to Be Crowned Following Premiere Nights

Movieland's brightest stars will add lustre to the Texas Centennial Exposition during July. The big World's Fair is now preparing for its second "Queen's Night" festival under the sponsorship of the Dallas News and Journal, Radio Station WFAA, Chrysler Motor Company with the co-operation of Metro-Goldwyn-Mayer and International Trucks. High point of these gala evenings, held on Friday and Saturday of each July week is the selection of regional beauty queens from four Texas zones. The winner of the four will be crowned queen of the Centennial Exposition by Ginger Rogers on the weekend of July 31.

Starting off with July 4 and 5, the beautiful Hollywood Electrical Revue composed of ten magnificently illuminated floats, Rudy Vallee's band, Robert Taylor, newest sensation in the cinema's muster roll of stars, and many brilliant acts and features, saw the selection of Miss Mavis Alexander of Hearne, Texas, as the first of the four queens. She was awarded her title by Movie Star Bob Taylor in an impressive ceremony before 31,000 people in the Exposition's Cotton Bowl.

Other stars to appear in this great weekly spectacle include Buddy Rogers, with his famous band, Allan Jones, singing star of the newest movie version of "Show Boat," lovely June Knight, Ginger Rogers and many others.

## Ticket Won't Mar Eating Pleasure

### Wide Variety Offered in Any Price Range Visitor Desires

Eating is a pleasure at the Texas Centennial Exposition. Everything from the lowly hot dog to the exotic Hungarian pheasant may be had in the many and varied dining spots on the grounds of the newest World's Fair.

Gaily decked refreshment stands dot the grounds, where the frankfurter and hamburger reign. For a dime the visitor to this \$25,000,000 World's Fair may purchase either one and pile it high with onions, relish, mustard and what have you, while for another nickel he may wash it down with traditional soft drinks which make such a snack complete. At the same stands leading brands of beer are available at 15 cents a bottle, and since Texas is Dixie and counts among its many subdivisions Parker County, where are grown the finest watermelons in the land, for a few cents more he may top off his repast with a huge section of this famous fruit.

Barbecue, the well known and well loved al fresco refreshment of the South, is found in all its glory at the Texas Centennial Exposition and from there on out the visitor may seek new epicurean thrills in the many restaurants which give dining at An Empire On Parade a new meaning.

The "roast beef of Old England" along with Southdown mutton, meat pies and other rare British viands can be had at Falstaff Tavern in the Merrie England sector. Black Forest and Old Nuremburg present the dishes of Germany and Middle Europe at their best. The Century Cafe is smartly cosmopolitan in its atmosphere and menus while the Chuck Wagon specializes in food as lusty as the cattle ranges which are its inspiration. Oriental foods are a specialty at the cafe in the City of China.

At Streets of Paris the visitor may order any one of the many excellent table d'hote meals or have the chef prepare a dinner that takes one back to Paris of a spring evening, the lights along the Boulevard and the brilliance that belongs to the world's play capital. Mexican dishes are featured at Streets of All Nations.

Prices are reasonable at the Texas Centennial Exposition. The average plate lunch or dinner starts at 40 cents and from there the visitor may progress to whatever flights of culinary fancy he desires and his pocket-book will allow. And in the majority of the restaurants there is dancing, while Streets of

## MARIONETTES



Here's one of the stars in the Sue Hastings Marionette Show, appearing five times daily in the Chrysler Theater. It is one of the Exposition's free attractions.

Paris, Streets of All Nations, Black Forest and several other spots offer revues and entertainment of high caliber to their patrons.

### EXPO OFFERS BEST VALUE FOR 50 CENTS

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provided by exhibitors, the exposition itself offers free old-time negro singers, a Mexican orchestra, Warner Brothers' Sons of the Pioneers singing old-time Western songs, a five-act vaudeville show and Texas Rangers everywhere, on horseback and off, old and young. The old ones nod in the sun at the Rangers' log ranch-house, and swap stories, while the young ones patrol the grounds as part of the police force.

The average admission to paid attractions over the grounds is 25 cents. That is the admission charge at the Streets of Paris, the Streets of All Nations, Black Forest, Little America, the Midget Village, Tony Sarg's Marionette Theatre, and the Rocket speedway. "The Calvacade of Texas," a \$250,000 spectacle of the progress of Texas, which is presented twice daily on the world's largest stage, costs only 40 cents, as does the Warden Lewis E. Lawes' crime show, the Old Globe Theatre and Ripley's Odditorium.

### COLORFUL NIGHTS AT EXPOSITION THRILL

(Continued from Page 1)

of glory. The \$5,000,000 Civic Center is illuminated in keeping with the dignity of the arts and crafts there represented.

And in a blaze as brilliant as that of the mid-day sun, the visitor walks to the tune of typical Southwestern music.

## Free Joy Reigns On Expo Grounds

### Varied Attractions Are Offered Without Cost to Visitors.

Not content with the plethora of free entertainment provided by exhibitors, Texas Centennial Exposition officials have built up an astounding program of free attractions.

A negro mixed chorus, the Jubilaires, which has sung together for 10 years, presents old-time plantation melodies, spirituals, and work songs. Don Francisco and his Mexican Charros orchestra play the dreamy music of timeless Mexico, while dancing girls do the tango, the rumba and various Mexican folk dances such as the amusing "Something About a Hat." Mildred Douglas, an expert shot, writes with a rifle in the tradition of the sagebrush and painted desert, while Pat Chrisman does things with a rope which make even seasoned fence-riders nod approval.

Aristocratic goats with gilded horns yawn boredly as they go through an amazing routine under the light whip-pats of their trainer, while Rube Curtis and his troupe of clowns and Ambrose and his cultured canines entertain the children.

Best, however, of this amazing lineup of free talent are the 80 horsemen who comprise Troop F of the Fifth Cavalry. This troop from Fort Clark on the Texas-Mexican border has appeared in the newsreels a number of times, and now presents its "monkey" and musical drills free for visitors to the exposition. In the musical drill, the horses literally dance, while in the "monkey drill" a rough-riding squad jumps high barriers, rides cossack fashion and does practically all a man and a horse can do together without one or both being killed.

The 600 soldiers, sailors and marines stationed at Camp Stephen F. Austin on the grounds of the fair also make a show that is the American equivalent of the famous changing of the guard at Buckingham Palace in London as they go through the formula of guard mount and retreat. Daily also the 23rd Infantry band plays concerts.

As if this were not enough, music floats down from the singing towers throughout the grounds. These loudspeaker units, connected with the Gulf Broadcasting Studios, provide a musical background for every section and in harmony with it. Six different programs may be sent out at the same time.

## Fast Bus Service

Dallas, the Centennial City, is the largest bus transportation terminal in the Southwest. Lines radiate in every direction. Extra equipment has been added. The busses are radio-equipped.

5¢ — EVERY TUESDAY — CHILDREN UNDER 12 — 5¢

# Real Texas Cowboys Compete in Expo Rodeo

## Southwest Music Is Radio Feature

### Cowboy, Mexican and Negro Talent Headlines Many Radio Programs

Because Exposition visitors seek entertainment which in their minds is typical of Texas and the Southwest, the visual-audible sustaining radio shows at the Gulf radio studios have featured and will continue to feature Cowboys, Mexicans and Negroes.

The talent falling in these three groups includes the Centennial Cowboys, the Sons of Pioneers, the Gulf Male Quartet, Jose Manzanares and his South Americans, Don Francisco's Charros, the Rio Grande Trio and the Jubilaires.

All groups except the Sons of Pioneers and Centennial Cowboys have been on the grounds since the opening of the Exposition on June 6. All but Manzanares and his South Americans are special features of the Exposition. They, the South Americans, play several times daily at the Ford Patio, but are picked up for radio broadcast through the Gulf facilities.

The Centennial Cowboys are the original Chuck Wagon Gang, heard for three and one-half years on WBAP. Later they toured the United States for General Motors.

The quartet is composed of Julian Allen, first tenor; J. V. Macklin, second tenor; Wilbur Brown, baritone and Lon Fishback, bass. All are former vaudeville performers and are able to inject the informality of showmanship into their radio appearances.

The Sons of Pioneers have been signed for an Exposition engagement and will appear July 12. This outstanding group has been in Hollywood for several months making pictures and recordings for radio broadcast. They are all Texas men, however.

Vern and Glenn Spencer, brother members of the Sons of Pioneers quintet, greeted Governor James V. Allred and the SMU Mustangs on their Rose Bowl trip, last winter, with two Texas Centennial tunes they had composed. To Vern, manager of the group, goes credit for the composition of "Ride, Ranger, Ride," chosen by Governor Allred as the official Texas Ranger song for the Centennial year. Glenn composed "Blue Bonnet Girl," and dedicated it to the Centennial.

All three classes of typically Southwestern talent are heard in two or more studios programs a day from the Exposition.

The Negro Jubilaires go on the air twice each day from the

## THE COWBOYS RIDE 'EM



Some of the thrills the audience will experience at the famous Stamford Rodeo on the Exposition grounds may be imagined from these pictures, actual scenes, packed with action.

## Stamford Event Placed on Card

### Familiar Early Ranches Are Represented In Spectacular Feat

Ride 'em, cowboy!

Bronco busters, the real flesh and blood cow hands from West Texas' wide open spaces, will ride into the arena at the Texas Centennial Exposition August 1. From that time until midnight August 9 the meanest of the outlaws, bovine and equine, will do their best to subdue these men and women from Texas ranches. The Stamford (Texas) Rodeo comes to town—a lusty yelling, bawling, bucking wild west show.

Although the Stamford rodeo and Texas cowboy reunion is an annual event in the West Texas town, this will be the first time the rodeo ever has been held outside Stamford.

Cowboys representing every familiar cattle brand in the state will compete, including those written into ballads by Larry Chittenden and Walt Cousins, Texas cowboy poets.

"Our cowboys aren't just show-followers, but ride the herd the year round," says Bill Swenson, president and manager of the rodeo. "We think our riding and roping acts could stand-up to any of the rodeos held in the country."

## Tuesday Is Kid's Day—Nickel Day

Every Tuesday is a big day at the Texas Centennial Exposition, for youngsters under twelve are admitted to the \$25,000,000 World's Fair for a nickel. Most of the concessions within the grounds, including the spectacular "Cavalcade of Texas," the Exposition's dramatic epic of Texas history, have only a five cent charge for the youngsters.

It is one of the most amusing days of the fair week, for all sorts of contests and special activities are arranged for the honored visitors. A freckles king and queen have been chosen, pie and watermelon eating contests are staged, and each Tuesday brings forth another special feature in which the young winners are given the honors of the day.

Throughout the grounds, in both exhibits and concessions, special programs, designed for the young folks, are scheduled. Dallas school children and the kiddies from many other Texas communities make plans each week to visit the fair on "Nickel Day." All day long school busses, specially arranged motorcades and large groups from children's homes pour through the gates.

## Parking Space? Yes, Acres of It!

There are acres upon acres of parking space within a radius of four blocks of the Exposition grounds. A survey and close check-up shows that 35,000 family busses can be parked within close walking distance.

Reasonable rates have been made uniform. You can park the car all day for 10 cents, 15 cents or 25 cents. Within a block of the main entrance numerous garages charge only 25 cents and the car can remain in the garage from 9 a. m. to 1 o'clock the following morning.

Federal Negro building and are also heard on "Plantation Nights," a dramatic program.

The Centennial Cowboys hit the air after 10 p. m. each day while the Gulf Male quartet bring their harmonies to listeners earlier in the evening. The Charros and the Rio Grande trio fill two spots each day, one in the afternoon and one in the evening.

## Expo "Four Bits" World's Best Buy

Fifty cents, a half dollar, or just a plain old "four-bit" piece as the coin is known in Texas and throughout the West is worth dollars at the Texas Centennial Exposition. Nowhere has fifty cents attained such purchasing power as right here at the Southwest's \$25,000,000 World's Fair.

A fifty-cent general admission ticket to the Exposition takes the holder through an entire day's performance. A dozen free shows, all of the exhibits, including the famous General Motors, Chrysler, Ford, moving pictures and travelogues with a grand finale of fire works at night. Chrysler, Ford and General Motors alone give dollar shows, if such shows were booked in any theatre in the land. The Exposition is so big, so tremendous, so glamorous, so all-absorbing that it is impossible to see just the free part in a single day.

To those who are on a spending spree a ten dollar bill will provide a hilarious day.

## SCENES FROM THE MIGHTY HISTORICAL DRAMA, THE CAVALCADE

Epochs in Texas history from the days of the Spanish explorers are faithfully reproduced on the world's largest stage in the mighty, moving extravaganza of the "Cavalcade of Texas," a 40-cent attraction, declared by Robert Ripley to be the greatest spectacle he had ever witnessed—and he said he had seen them all.



## Cavalcade Acclaimed Expo's Greatest Show

The Cavalcade of Texas, the Centennial's own big show, has already had the accolade of public opinion placed upon it as the greatest show on the Exposition grounds.

Robert Ripley of "Believe It or Not" fame, went even further. Mr. Ripley came to Dallas and visited Cavalcade, sitting through two performances. He then took the microphone out on the 300 foot stage and made a speech to the audience which jammed the grandstand.

"This is the most stupendous, the most marvelous, the most thrilling show I have ever seen in my entire life," said Mr. Ripley. "And I've seen them all—believe it or not"

The Cavalcade, which plays to capacity houses twice each evening and for four matinees each week, had a record run of nine shows on July 4th and 5th, four matinees and five night performances, the fifth being a midnight show added to care for the thousands who were turned away from the gates on the regular runs.

Cavalcade is the work of Texans, and shows what the Lone Star State can really do when its citizens puts their mind to it.

The dialogue and continuity for the Cavalcade was written by

Jan Isbelle Fortune of Dallas, whose Texas history radio plays have been presented on Station WFAA and over NBC for the past ten years. Mrs. Fortune has also authored four full length dramas which have been presented by the Little Theater and her poetry appears regularly in Good Housekeeping Magazine.

Blanding Sloan, of Corsicana, whose work with the late Florenz Zeigfeld as stage, scenic and lighting expert, has placed him in the front ranks of the theatrical world, was brought from Hollywood to plot lights for the Cavalcade of Texas. Mr. Sloan took over directorial duties two weeks before the show opened, and directed final rehearsals.

The theme song for the production, "Cowboy Love Song," was written by another noted Texan, David W. Guion, whose folk songs, cowboy songs, and negro spiritual arrangements has won him national and international acclaim.

The Cavalcade of Texas, story of the splendid history of the one time Republic, covers a period of four centuries in an hour's playing time. The Tejas Indians before the coming of the white men, Conquistadores, Cavaliers, adventurers, heroes and pioneers of the centuries

recreate the glamorous and courageous past on the world's largest stage, almost a block long. A cast of 300 Texans present the dramatic spectacle. Herds of Longhorn cattle, white faced Herefords, mustang ponies, burros, oxen and fifty hard riding Rangers are used in this gigantic production which is a \$2 show, given to the Texas Centennial visitors for 40 cents, the greatest "buy" in the theatrical world.

Without a doubt the Cavalcade is the biggest bargain offered on the Exposition grounds.

### Trains Air-Cooled

The railroads operating into Dallas, the Centennial City, have met the emergency of large traffic movements without a hitch and with no discomfort to passengers. The trains are air-conditioned. When the passenger movement requires, the trains operate in sections. And on special occasion extras are run from all sections of the country.

The Texas Centennial Exposition is the first thoroughly air-conditioned World's Fair ever held. It's always cool inside the grounds. It also leads in the number of free attractions, and in the moderate prices.

### Expo Trip Expense Small, Says Visitor

Mr. W. B. McSpadden, manager of the Tennessee Eastern Electric Company, who has just returned home after visiting the Texas Centennial Exposition, is most enthusiastic about the celebration.

In commenting on it Mr. McSpadden said:

"The Texas Centennial is one of the most educational, elaborate and spectacular shows of this nature that I have ever attended.

"It is certainly worth the time and money spent by any one to visit Dallas and the Centennial.

"Those people who expect to pay Dallas a visit during this Centennial need have no fear regarding hotel and sleeping accommodations. Dallas is prepared to take care of its guests. I found that the hotel rates had not been advanced and that food prices were most reasonable. In fact, I was impressed by the lack of advanced prices.

"After six days' visit I was reluctant to leave due to the fact that there were many things yet to be seen in the Centennial."—The Greenville (Tenn.) Sun.