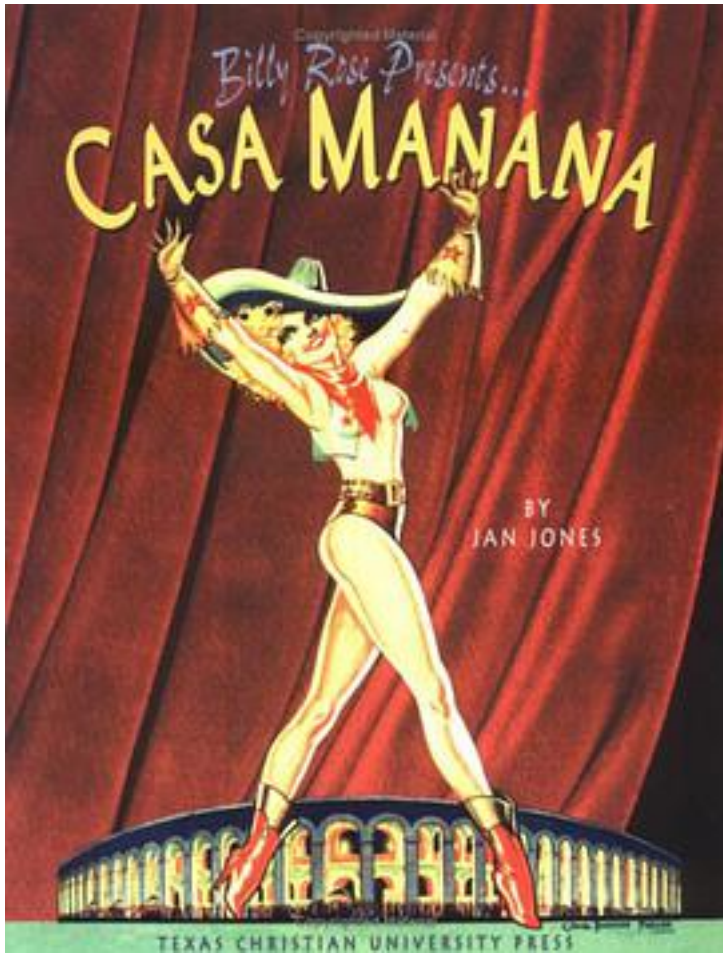


Billy Rose Presents...Casa Manana



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In 1936 as Texas prepared to celebrate its centennial -- 100 years after the Battle of San Jacinto -- Dallas was chosen as the site of the official exhibition. Plans were under way for a modest Frontier Days Celebration in Fort Worth -- until Star-Telegram publisher

and civic booster Amon G. Carter stepped in. Carter considered the naming of Dallas as the official site a gross miscarriage of justice and was determined to get even by mounting a show that would directly rival the official event -- and pull tourist dollars into Fort Worth. To put his celebration together Carter hired flamboyant Broadway producer Billy Rose. The result was Fort Worth's Frontier Centennial, an improbable conglomeration of agricultural exhibits, sideshow nudes, an old-time Wild West show, Rose's musicalized circus Jumbo, and a parade of Broadway and vaudeville talent led by feature artiste, stripper Sally Rand.

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