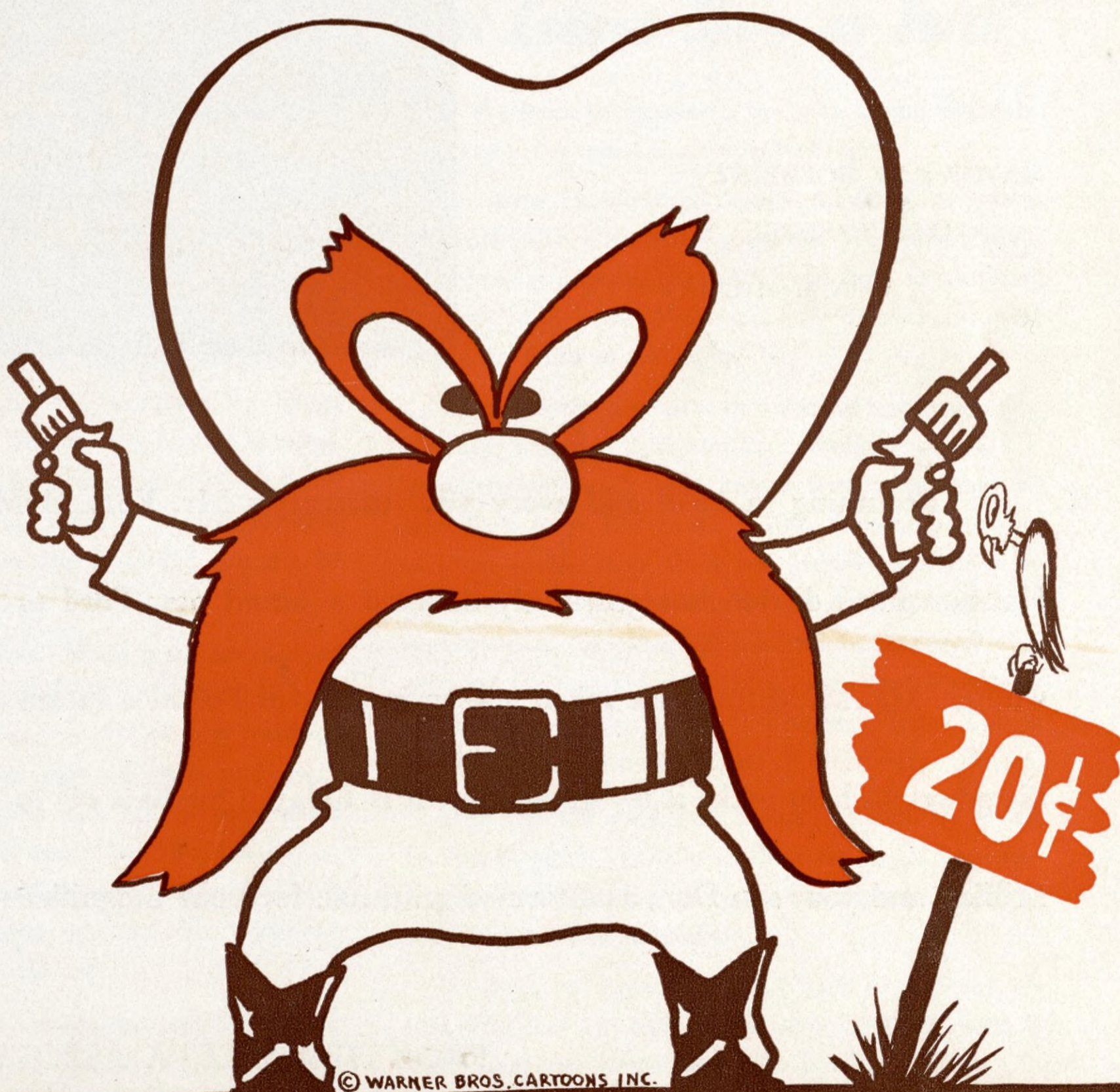


UNIVERSITY of HOUSTON

FRONTIER

THE GREATEST COLLEGE
SHOW ON EARTH

1
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A



SOUVENIR PROGRAM APR. 19-24 '54

1953

BEARD WINNER

MAYOR ROY HOFHEINZ

JAMES CASHELL

DON McMILLIAN



Beginning in 1949 and every year thereafter Mr. Earl McMillian, well known Houston Ford dealer, has graciously donated a brand new Ford to the Beard Contest winner. Mr. McMillian has taken a keen interest in Frontier Fiesta and has done all in his power to help make it the great show it is today. Our hats off to you, Mr. Earl McMillian and your son Don, as esteemed gratitude for your magnificent cooperation.

FRONTIER FIESTA ASSOCIATION



FRONTIER FIESTA, *"The Greatest College Show on Earth"*

Frontier Fiesta is termed "The Greatest College Show On Earth" and she rightfully maintains that title. No other college production can offer such flashing color and atmosphere. The old west has never been more vividly relived.

The University of Houston is known the world over for her endeavors to reach the highest goals. Her attempts have not been futile. We still have that spark of youth that keeps the engine progressing onward, and we pride ourselves with the maturity of mind and skilled knowledge that keeps the tracks straight and steady. Our ambition and initiative can not be stilled.

Many times we are asked, "What is the meaning of Fiesta? It seems like an awful big job." Well, it is an awful big job, but we enjoy it. Fiesta is a tradition that has become a living part of each and every Cougar. The old saying, "All work and no play makes John a dull boy," can best sum it up. Fiesta is a combination of the two. We might say it is a deviation from our college textbooks wherein our classroom knowledge is put to practical use.

We, as students, realize very much from Fiesta. We learn cooperation along with a dash of true competi-

tion. We learn to operate a business, a real business, that can prove costly if not operated right.

We learn engineering, though modified, and how to work with electrical apparatus. We learn Public Relations and promotion. We learn how to sacrifice, struggle, and work. We learn how to have fun and enjoy the fruits of our labor.

Many months are spent in planning and producing Frontier Fiesta. Organizations combine and build a complete city each year. Show structures range in sizes from 50' x 100' to 80' x 100'. Scripts have to be written, dances have to be set. Musicians have to be gathered and songs have to be chosen. Costumes and sets have to be designed and made. Promotion is planned and carried out. Paper work and bookkeeping become involved. This is Frontier Fiesta. This is what has become a living part of University students.

Even you, the public, are a part of Fiesta. By giving us your support you help us show the world how ambition and initiative have become the greatest motivations of American democracy.

We hope our entertainment pleases you to the extent that you too will profess that Frontier Fiesta is "The Greatest College Show On Earth."

Frontier Fiesta Souvenir Program

CARL RAIAProgram Chairman
 JOE BLASDEL.....Publicity Director
 JOHN VITELLOStaff
 MIKE FERGUSONStaff
 MARY ANN FLORIAN.....Secretary
 LORA KEMPER.....Secretary
 LYLE KLEINJANArtist

For Your Safety and Enjoyment . . .

Do not buy Fiesta money from anyone or any-
 place except at the designated ticket booths.

Do not use legal currency to enter any show
 or to purchase any item other than Fiesta money.

Do not carry loaded weapons, including blanks,
 on your person while in Fiesta City unless you are
 properly authorized to do so.

Do not smoke while inside show structures.

Do not indulge in any sort of intoxicating
 beverage while on University premises.

Do not use profane or indecent language.

The breaking of any one of these rules can
 mean your expulsion from Fiesta City. Help us
 help you enjoy yourself.

Parker Brothers & Co., Inc.

Producers—Distributors

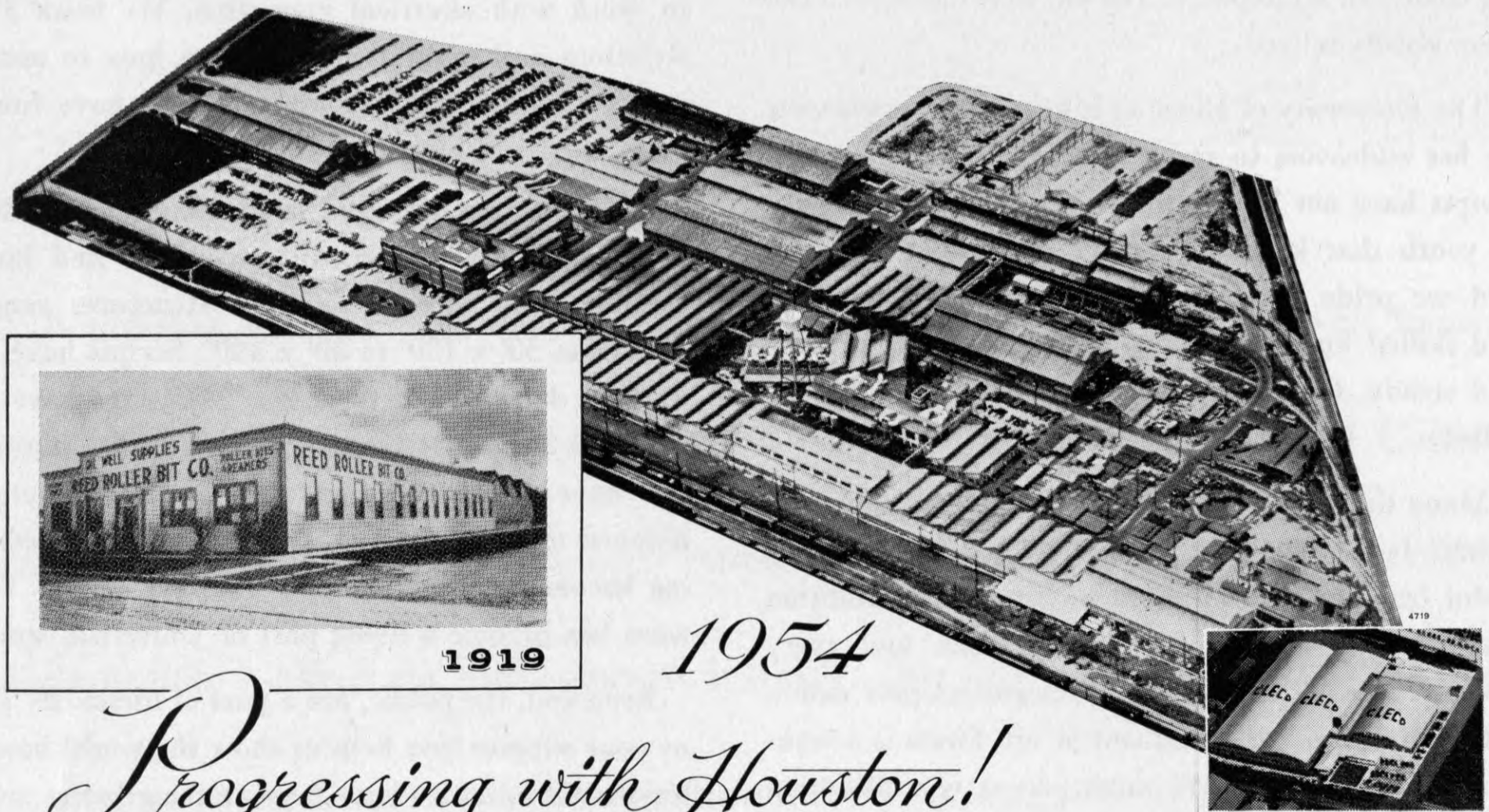
SHELL—SAND—GRAVEL—CEMENT
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 SAND STABILIZED SHELL

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Houston 1, Texas



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REED ROLLER BIT COMPANY HOUSTON 1, TEXAS
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THE MARK OF QUALITY

Frontier Fiesta Pageant

A. J. Montalbano.....Director of Special Events
Carl Raia.....Program Chairman
Buddy Sanders.....Pageant Chairman
Patsy Garrett.....Beard Contest Chairman
Ken Collins.....Master of Ceremonies

EVERY NIGHT:

Opening Music by The Brown Bros.
Fiesta Welcome by Don S. Webb, Fiesta General Chairman
Preview of Shows, Presentation of Sheriff and Belle
Presentation of Fiesta Outlaws
Miss Annie Oakley Contest

MONDAY, APRIL 19:

Miss Annie Oakley Contest
Beard Judging — Scrawniest, Longest
Campus Welcome by Dr. Charlie Hiller, Vice President of
The University

TUESDAY, APRIL 20:

Miss Annie Oakley Contest
Beard Judging — Reddest
Campus Welcome by Dr. Terrell Spencer, Vice President of
University

WEDNESDAY, APRIL 21:

Miss Annie Oakley Contest
Beard Judging — Fanciest
Campus Welcome by L. Standlee Mitchell

THURSDAY, APRIL 22:

Miss Annie Oakley Contest
Beard Judging — Ugliest (No preliminaries in afternoon)
Campus Welcome by Mr. Peschke

FRIDAY, APRIL 23:

Miss Annie Oakley Contest
Beard Judging — Best All Around
Campus Welcome by Dr. J. E. Williamson, Dean of Men

SATURDAY, APRIL 24:

Campus Welcome by Mr. C. F. McElhinney, President of
University
Presentation of Awards—Top Ten Acts
Finals of Miss Annie Oakley Contest
Beard Winners Draw for the Ford
Presentation of Ford by Don McMillian
Prizes for Beards Given
Prizes for Miss Annie Oakley Contest Given

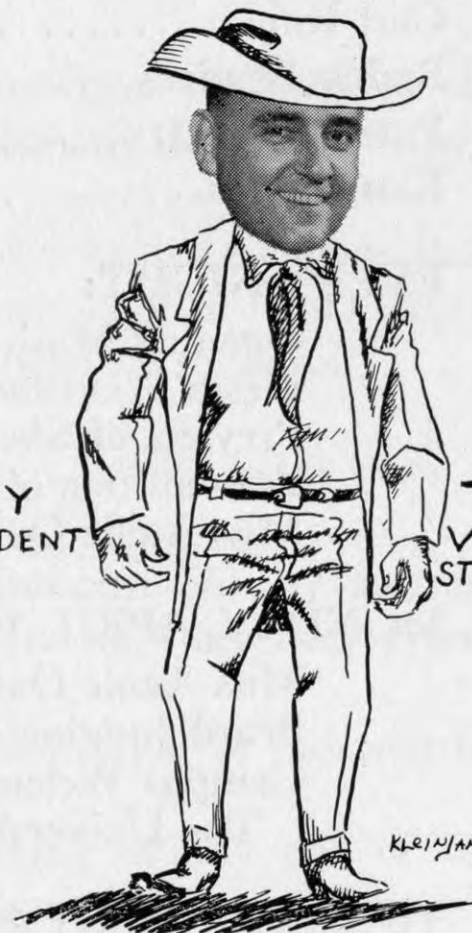
U-H ADMINISTRATORS



C.F. HILLER
VICE PRESIDENT,
UNIVERSITY
DEVELOPMENT
AND
PUBLIC RELATIONS



C.F.
MC ELHINNEY
ACTING PRESIDENT



T. SPENCER
VICE PRESIDENT
STUDENT SERVICES

TELEPHONES

Pr. 6449

Pr. 6421

Catering Service

SWAYZE BAR-B-Q

Home of Heavenly Baby Beef



2004 SOUTH MAIN

HOUSTON 2, TEXAS

Fiesta Board of Directors



ALLEN

**DON WEBB
CHAIRMAN**



Frontier Fiesta would not be possible without the combined efforts of the student body and faculty.

To direct these efforts in the building of Fiesta City is the job of the General Chairman and five directors. DON WEBB, General Chairman, coordinates the entire venture and sees that everything goes off according to plan. Basically he is a coordinator of coordinators.

Under him are the five directors, each responsible for the completion of his specific task.

A. J. MONTALBANO, Special Events Director, is in charge of such things as: Date Auction, Beard Contest, Kickoff Dance, Pony Express Ride, Frontier Fiesta Parade, and the Annual Bar-B-Q.

JOE BLASDEL, Publicity Director, procures radio, newspaper, T. V., and magazine publicity plus any special promotion stunts that may be deemed necessary.

MARVIN BRISCO, Grounds Director, coordinates the construction of Fiesta City. Acting as foreman, he issues building materials, marks off lots and is responsible, in general, for the construction of Fiesta City.

BILL VARNER, Production Director, sees to it that the shows follow the Fiesta theme and is responsible for the overall production of shows.

DOUGLAS ALLEN, Business Director, handles all money, and pays the bills.



BRISCO



MONTALBANO



VARNER



BLASDEL

The Joe Koppel Award

On Saturday night, April 24, at approximately 7:00 PM at the Fiesta Corral one of the shows in Fiesta City will be presented with a trophy by the University of Houston's Alumni Association for having staged the best show on the midway.

That trophy is named the JOE KOPPEL award.

To most of you this trophy is just a beautiful mixture of wood and bronze, but to thousands of former students, and especially workers in the Fiesta who respect the award as a coveted possession, the trophy is a lasting memorial to a former Cougar who was killed in World War II.

The award is appropriately named. Joe was one of the founders of the Fiesta. He worked as a staff member in the initial production in 1940, and was elected by the student body as general chairman for the second production the following year.

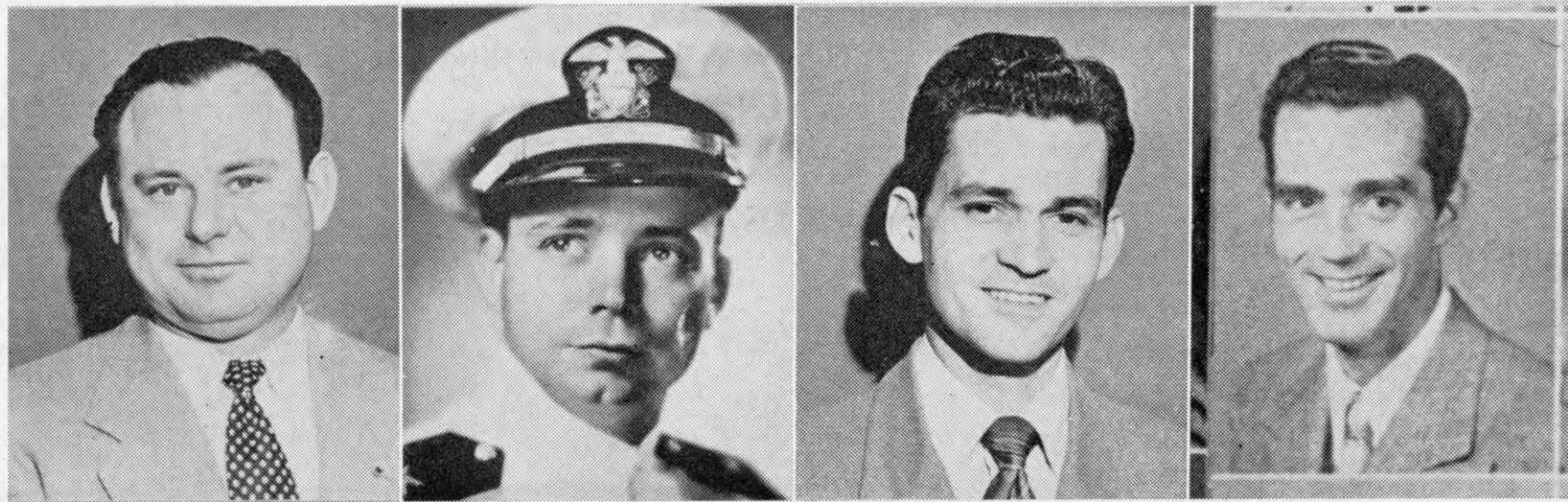
Under his direction, the fabulous beard growing contest was born and his energetic leadership inspired the production of many musical shows that year. Needless to say, the success of the 1941 production was on the minds of thousands of Houstonians and its 21-year-old director was the most respected and loved student on the campus that year.

When the war broke out some seven months after the show closed Joe entered the Naval Air Corps and soon earned his wings.

In July of 1944, while practicing landing on an Aircraft Carrier off the coast of Virginia, Joe's plane crashed into the Atlantic Ocean never to be recovered.

No Fiesta has been presented since 1941 without the name of Joe Koppel respectfully and consistently entering the conversation. As long as there is a Frontier Fiesta that name will live on forever.

And that prized possession, the JOE KOPPEL award, will be forever eagerly sought through the competitive spirit which has truly made the Frontier Fiesta "The Greatest College Show on Earth."

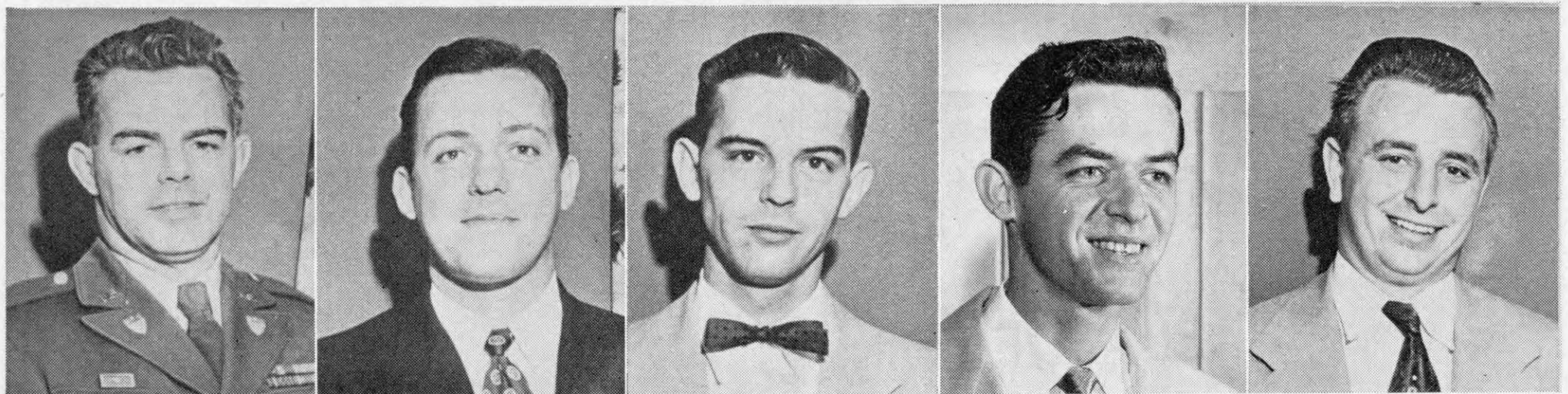


JOE POTTER
1940 Chairman

JOE KOPPEL
1941 Chairman

JOHNNY GOYEN
1947 Chairman

BILL SPARR
1948 Chairman



HARRY SCOTT
1949 Chairman

DAVE HALPHEN
1950 Chairman

CHARLIE SNYDER
1951 Chairman

DOUG HARRISON
1952 Chairman

TALMAGE McRAE
1953 Chairman

Fiesta Dedication to Mr. Robert A. Wilkins

When it was announced that this year's Fiesta would be dedicated to Robert A. Wilkins, the move immediately met with favor from the student body. The reasons were obvious. Nobody ever did a finer job of helping Fiesta, and the University in general, than did Mr. Wilkins, former chairman of the faculty Fiesta committee who died in December, 1952.

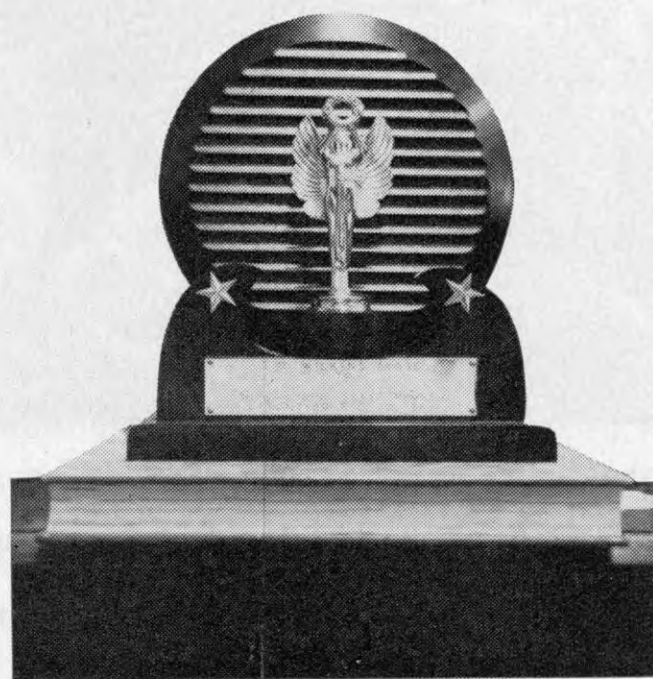
A native of Wisconsin, Mr. Wilkins came to Houston in 1941. A few years later, he joined the economics faculty. He was extremely interested in the school, the students and especially in Fiesta. He enjoyed working with the students to insure a successful show each April.

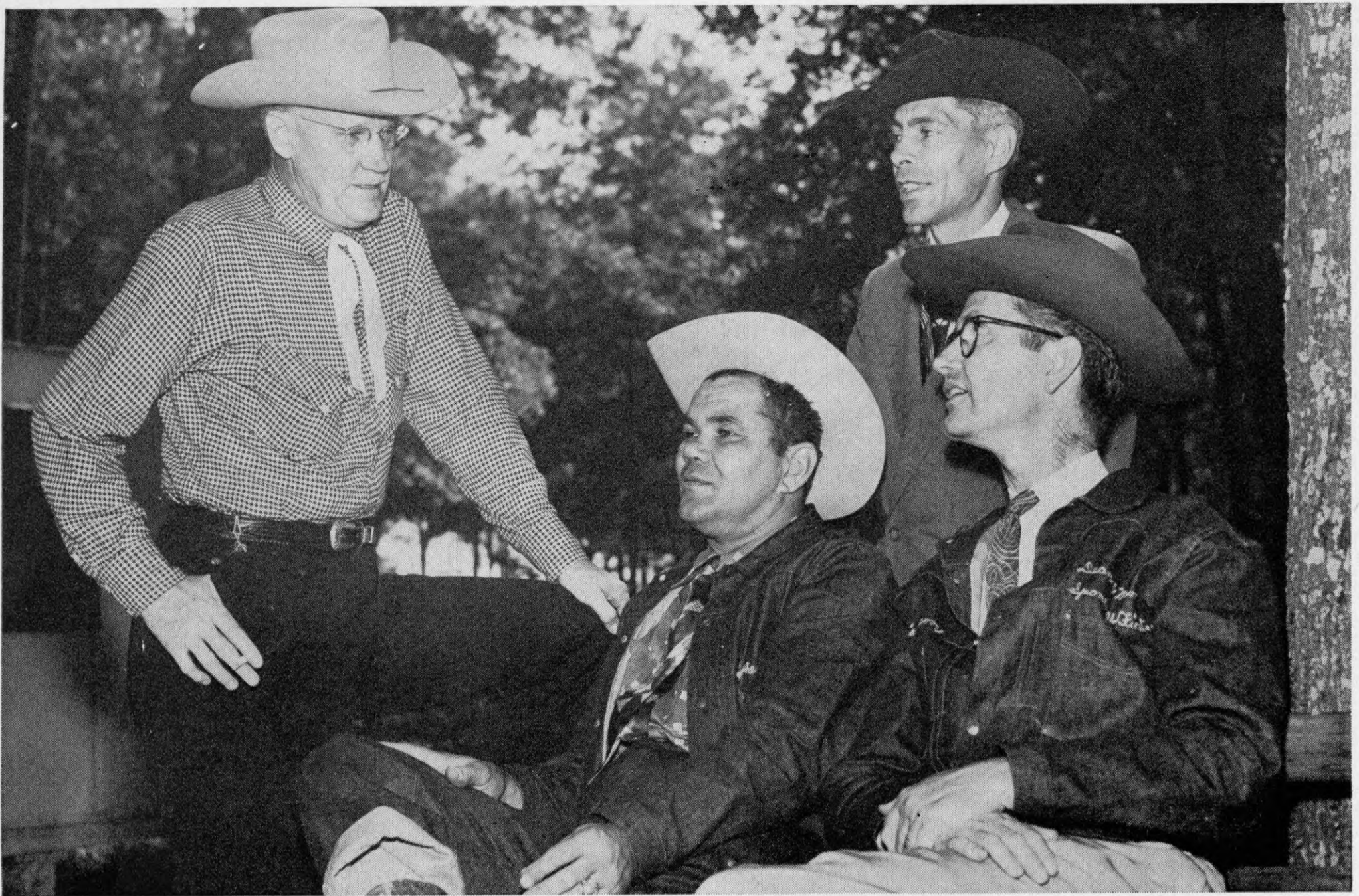
His interests did not stop with the University. Much of his time and energy were devoted to various civic organizations and church groups. He was a director of the local chapter of the American Institute of Banking and past commander of an American Legion post. He also took part in activities at St. Paul's Methodist Church.

His generosity, friendliness and helpfulness were big factors in making Fiesta the success it has become. "Bob Wilkins was the right man for the Fiesta job," a faculty member said recently. "He could organize and develop projects, but he never lost sight of the fact that it is primarily a show by and for the students. He did a wonderful job."

In recognition of his efforts in behalf of Fiesta, Robert A. Wilkins has been chosen as the person to whom this year's show is dedicated. There couldn't have been a finer choice.

The Robert A. Wilkins award will be presented to the outstanding Staff member of the 1954 Frontier Fiesta.





L. Standlee Mitchell, Coordinator of Student Activities; Steve Sakach, Grounds-Director; J. M. Peschke, Business; Dr. J. E. Williamson, Dean of Men.



FRONTIER FIESTA ASSOCIATION STAFF

Kneeling: Bob Hecht, Patsy Garrett, Buddy Sanders, Nadine Fea, Art Wages, Kathy Willingham, Bob Weinstein, Jack Patterson, Sara Weinberg, Don Samis, Yvonne Harrison.
 Second Row: Lora Kemper, Janet Hickman, Yvonne Grantham, Bette Johnson, Margaret Jackman, Sonja Klug, Carlene Keels, Nancy Sweeton, Sam Jackson.
 Third Row: Bob Gelles, Jim Gregory, Tom Cody, E. A. Anderson, Rick Hale, Bob Hines, Paul Jackson, Jerry O'Brien, Don Tigner, Jim Brown, Sandy Liebling, Carl Raia, Roy Fahey.



Don S. Webb

General Chairman

1954

FRONTIER FIESTA

Chairman's Message

Fourteen years ago an idea was born. In an effort to stimulate school pride and spirit, student leaders decided to produce a college show. Through their efforts emerged Frontier Fiesta.

Fiesta is the Greatest College Show on Earth, not only because it is the largest in size, monetary return, and student participation, but also because it is a method of education. In building and producing a show of this type, students learn to work together, to solve problems; they learn to meet the outside business world and to set aside individual differences, and to pull together toward a common goal.

We are fortunate to have an administration which

recognizes the importance of this practical experience as a supplement to the education which comes from books. From this relationship between faculty and students, we students get a feeling of stature and importance, and the administration in return receives a feeling of pride.

Notice the singers and dancers as they perform; watch the expressions of the can-can girls; watch even the standbys and the seconds as they do their part. The spirit and personality which comes from these people is the true expression of Fiesta. This is the glamour, romance, and spirit found in the period of 1800 to 1900.

We have worked hard. Enjoy yourself!

At Fiesta _ _ _

refresh without filling



The *Light* Refreshment



BAYOU QUEEN

The Bayou Queen, sponsored by Alphi Phi Omega, began its highly successful career in 1950 by taking the Second Place show award.

In 1952, the Bayou Queen won First Place show with such outstanding specialty acts as Betty Cole, Bill Lindsey, and Pace Griffin. She also placed second in top gate receipts. The Bayou Queen has consistently maintained a berth in the top four bracket of this department.

In 1953, the Bayou Queen took the Third Place

show award. She has averaged one to two Top Ten acts per year.

This year Alpha Phi Omega has joined forces with Pi Delta Sorority to bring to Frontier Fiesta another fast moving and highly entertaining show. The show will depict the vast variety of specialty acts characteristic of the Showboat Era.

The "Queen" is captained again by Jimmy Edwards. Also on deck will be Connie Sones, one of last year's Top Ten acts, to captivate you with her charm.



Fiesta City Charter

In April, 1952, Governor Allan Shivers signed the Fiesta City charter making it an official township of the State of Texas. The charter branded on tanned leather states: "Said city may maintain a standing army, declare war and make peace, levy taxes, tamper with the mails, sign treaties with foreign powers; hang, shoot, or otherwise mutilate undesirable aliens without the benefit of trial, serve hard liquor by the drink, and operate an official still, for the health, welfare, and prosperity of its citizens."

SIGNING OF THE CHARTER

Governor Allan Shivers, Betty Ann Anthony, Johnny Goyen III.

"CALLING ALL OUTLAWS"

Badmen from all points West banded together this year to form one of the most 'rootinest shootinest' outlaw rides ever seen in Texas for many a year.

Such notoriously famous characters as the James Brothers, Billy the Kid, Pancho Villa, 'Doc' Holiday, Quantraille, Dalton Brothers and others were realistically portrayed by University students to form this outlaw 'dream' gang.

They rode 72 miles from Huntsville to Houston. They ate, slept, drank and robbed together for 3 days.

A mock bank robbery was staged at the Huntsville State Bank. After the robbery the outlaws made their getaway on waiting horses and proceeded on their ride to Fiesta City where they were swiftly apprehended by the Fiesta City sheriff and posse. This ride gained world wide attention and is another reason why Frontier Fiesta has grown to such magnitude.



BELLA UNION

The BELLA UNION, a name synonymous with the Old Frontier. We give you the BELLA UNION as she was in the "gay days" of old San Francisco in all of her hilarity and glittering glamour.

Annual Fiesta goes need not be told of the BELLA UNION, for they know from past shows what she has to offer. This has been established by the BELLA UNION taking top gate receipts for the past seven years.

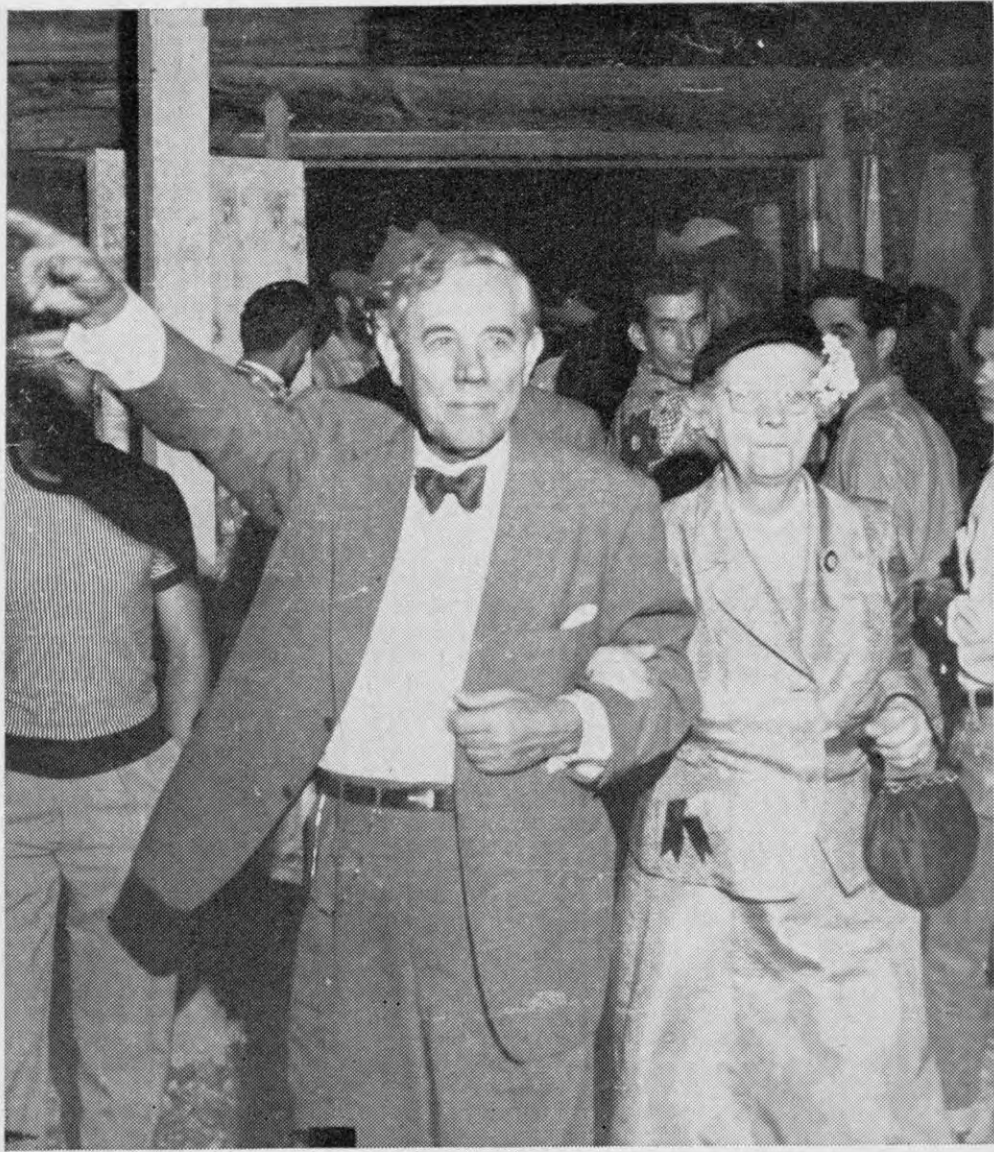
In 1953 she took First Place Show honors thus taking possession of the coveted Joe Koppel Award. The BELLA UNION has never placed lower than third. She presented four of the Top Ten Fiesta acts in 1953, a record unmatched by any other show, but tied once by herself in 1951.

The BELLA UNION is noted for many firsts other than those mentioned above. She is the first and only show to have a balcony, first to use the blinking

light sign, first and only show ever to take four prize winning trophies during one Fiesta. She has given Fiesta two General Chairmen with Harry Scott in 1949 and Charlie Snyder in 1951. She completely changed the concept of construction by being the first to utilize telephone poles and the steel stage truss. These and many other items are the things that make the BELLA UNION one of the top shows in Frontier Fiesta.

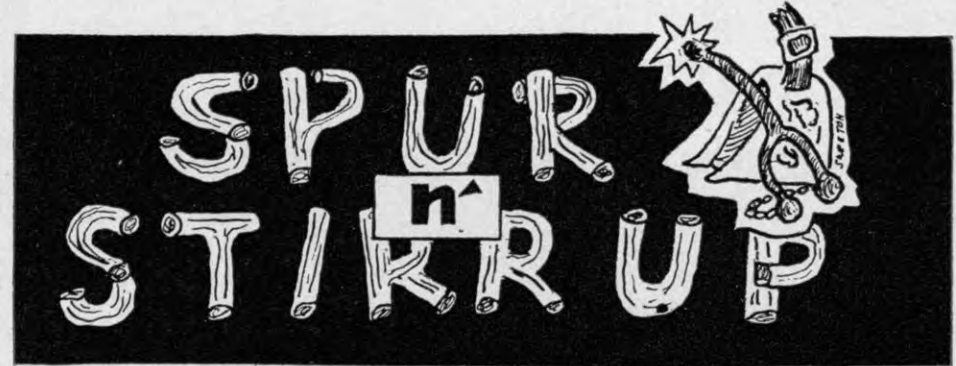
The BELLA UNION maintains a production type show. She has been acclaimed by many as "The Broadway Show of Frontier Fiesta." Last year's CHINATOWN production number was the first production ever picked as one of the Top Ten Acts.

This year, as last year, the BELLA UNION is presented, produced, and directed by the Gan Bey Fraternity and Delta Sigma Sorority. We hope it pleases you as much as it pleases us to bring it to you.



Mr. and Mrs. Hugh Roy Cullen making the rounds
in Fiesta City.

EAT AT THE



COLD DRINKS - COFFEE

TRY OUR

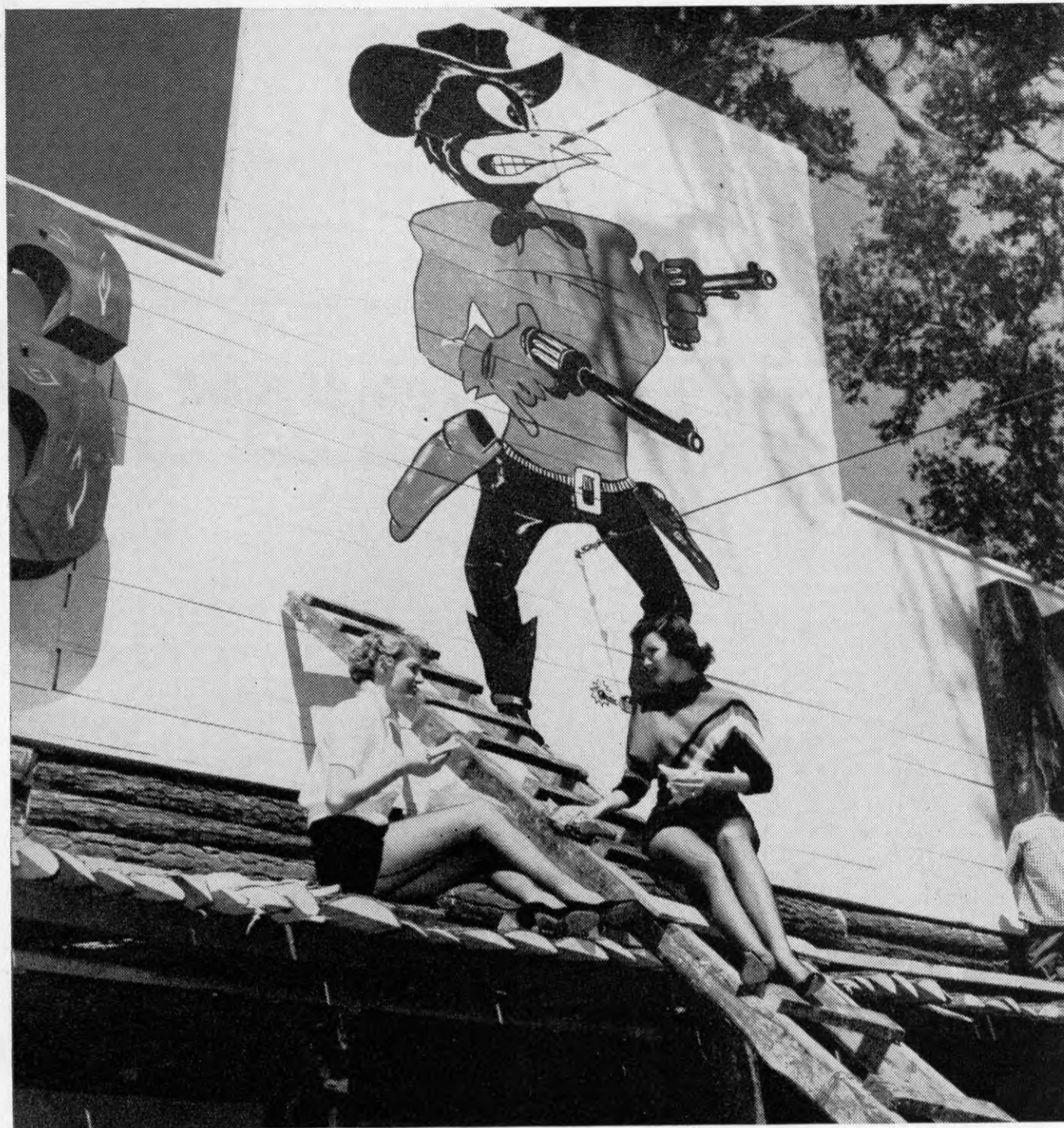
"Sloppy Joe"

Time out for refreshment



BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

HOUSTON COCA-COLA BOTTLING COMPANY



CROW'S NEST SALOON

The CROW'S NEST SALOON rose from the old west to become a major part of Fiesta City, in 1947, with a typical wild west performance. Since that time the CROW'S NEST has placed among the top five shows six of seven years. Likewise it has placed second in gate receipts five of seven years.

Having one of the four largest shows on the midway, the CROW'S NEST has consistently maintained crowd pleasing performances. She has averaged one to two 'top ten' acts each year.

The CROW'S NEST was presented the 'Joe Koppel' award in 1949 for having the top show on

the midway, also this same year she took first place honors for having the prize winning float in the Fiesta Parade. In addition to those honors in 1949 she also won the Fiesta Sheriff and Belle contest for having highest pre-season ticket sales.

The theme this year will change from the usual wild west type show to a gala production. Don Como and Bette Johnson, the director and co-director respectively, have promised to give you the most different and most unusual show ever staged in Fiesta City.

The CROW'S NEST will be presented this year by the Sigma Alpha Chi Fraternity and Kappa Sigma Nu Sorority. Their hearty welcome is extended to all.

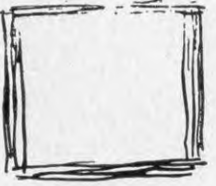
CORRAL

PLUGGED
NICKEL

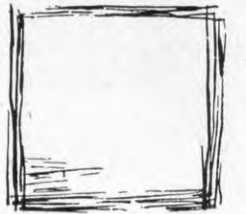
TOMBSTONE



BAYOU
QUEEN

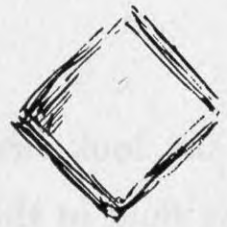


SILVER
MOON



Frontier Fiesta City

CROWS
NEST



STARS
AND
BARS

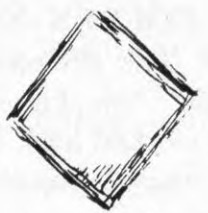
GOLDEN
NUGGET

VARSITY
"H"

FRENCH
QUARTER

WELLS
FARGO

BELLA
UNION



GATE

KLEINJAN

CULLEN



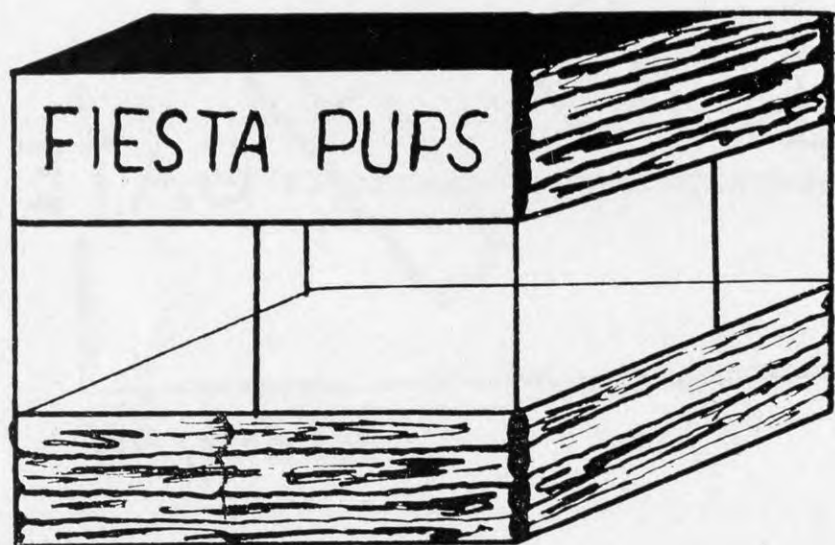
GOLDEN NUGGET

In 1952 the GOLDEN NUGGET made its first appearance on the midway. The theme of this show was centered around "Flaming Mamie," the Flame of Barbary Coast. Alpha Kappa Pi and Pi Delta worked hard in making the GOLDEN NUGGET a success. The show promptly soared to the top by winning the Best Small Show Award.

In 1953 the GOLDEN NUGGET again presented a very colorful and spectacular show. This year Alpha Kappa Pi and

Sigma Phi Mu formed a show which placed fourth in gate receipts. Almost every show was presented before a packed house and left a great impression on those who saw the show. The most prevalent feature of the show was the can-can line which tantalized onlookers by descending into the audience.

The GOLDEN NUGGET'S hopes are aimed high this year and points indicate that she will come through in fine style.



For Good Eatin'

Have a

FIESTA-PUP

Next to the Bayou Queen & Corral

Sponsored by:

Alpha Sigma Tau — Alpha Sigma Delta



FRENCH QUARTER

With the revival of Fiesta back in '47, the Usonians joined with the Diamond U show. In keeping with the Fiesta idea, a typical western show with a bar-room scene, can-can girls, and speciality numbers was presented.

The Diamond U thrived till '52 when the name was changed to the FRENCH QUARTER. That year the FRENCH QUARTER presented a bit of old New Orleans in a manner that was designed to please everyone. That same year Al Eiseman placed in the "top ten acts" with his imitation of Johnny Ray, Peter Lorre and other famous characters. Virgie Lee Emmons and Freddie Gracia were rated one of the best dance teams on the midway.

'53 gave us Al Eiseman and Paul Keith imitating

Dean Martin and Jerry Lewis; they rated in the "top ten acts." The '53 chorus line was used to publicize the Academy Award winning motion picture "Moulin Rouge" in the downtown theaters and over television.

The presentation of the '54 show will bring to you a repeat performance of the comedy team, Al Eiseman and Paul Keith with other highlights as: Charles Bickley, Dottie Tiller, Shirley Mignon, Bubba Hutchins and Bobby Roberts. James and Mary Matthews along with the can-can line will give you an enjoyable evening with their dances.

This year the FRENCH QUARTER is being presented by the Usonian Fraternity and Phi Delta Zeta Sorority.



Honorary Mayor

Bobby Phillips, 10 year old son of Mr. and Mrs. A. L. Phillips, has been chosen as the 1954 Fiesta City Honorary Mayor. Bobby is a victim of cerebral palsy. He was chosen from over 100 crippled children contestants at the Frontier Fiesta Crippled Children's Barbecue, March 26.

C. V. Buster Kern, Sheriff of Harris County, presented Bobby with his western outfit and a Fiesta City mayor's badge. Johnny Goyen III, son of Mr. and Mrs. Johnny Goyen Jr., and last year's Honorary Mayor presented Bobby with his official "shootin' arns" and Stetson.

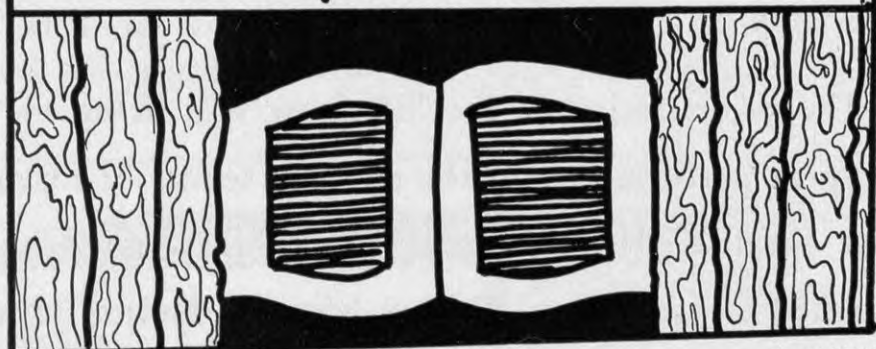
Bobby has a winning smile that captures the heart of whoever he contacts. However this smile masks his nerves of steel and his firm belief in law and order. So you hombres just better go straight while Fiesta City is being run by Mayor Bobby Phillips.

John Goyen III, C. V. Buster Kern, Bobby Phillips.

Remember
Frontier Fiesta

FOTO SALOON

Φ K A



SOUVINER PICTURES

MADE AT THE
FOTO SALOON

GIT YORE VITTLES

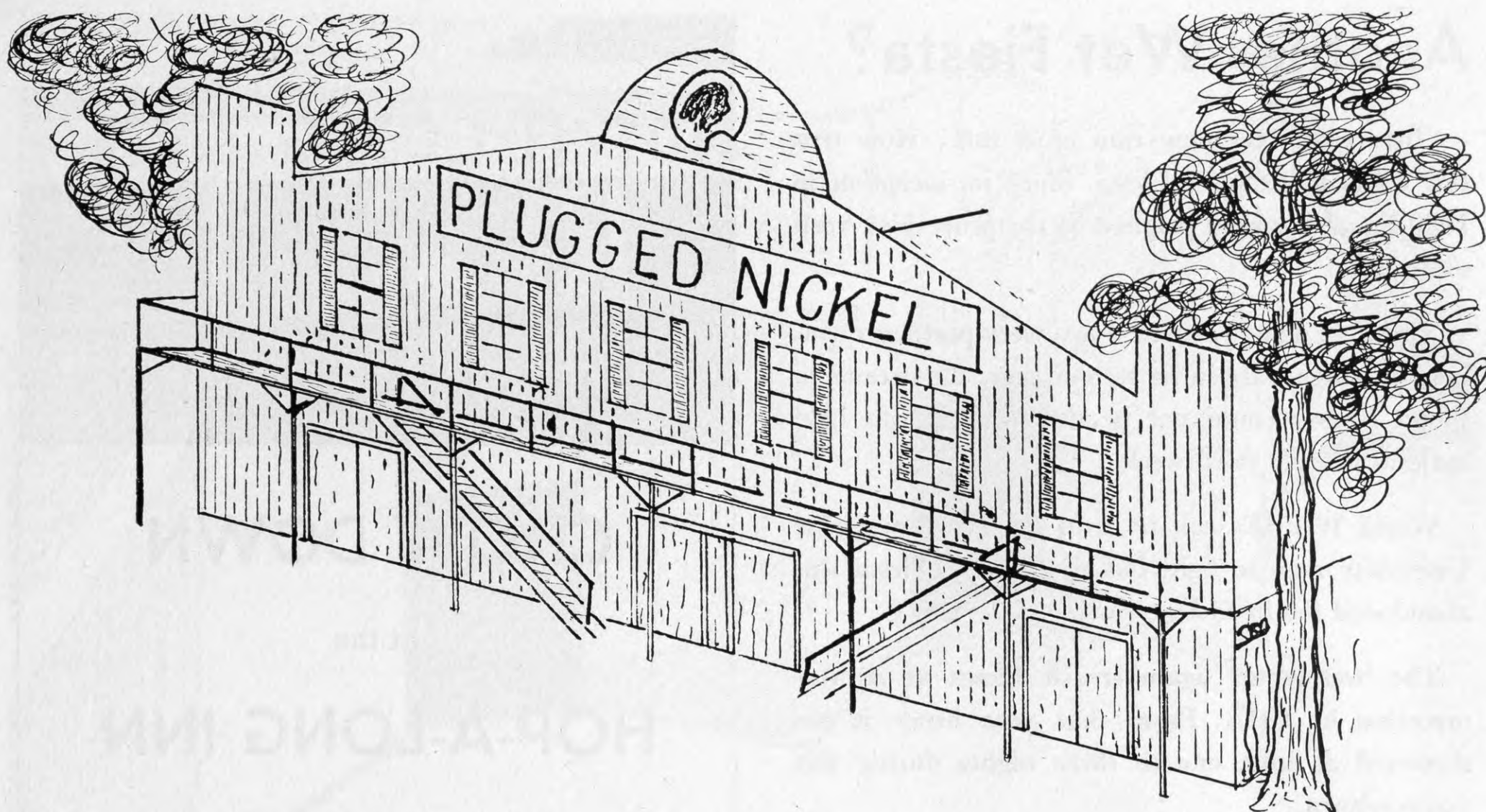
AT THE

Cactus Bar



Sponsored by

NEWMAN CLUB



PLUGGED NICKEL

In 1950 the University of Houston Society of Engineers became a part of Frontier Fiesta with their show, the Pair O' Dice. This was a variety type show and although not too successful financially, it provided the engineers with the necessary experience which is needed to make a show better through the years.

They again appeared in 1951 and 1952 as the Pair O' Dice and the size of the show was increased from a 40 ft. front to a 50 ft. front. The acts took on a more polished look and the 2nd place trophy for the float entries in the 1952 parade was awarded to the engineers.

The year 1953 was indeed a prosperous one for the engineers. It was this year that they changed the name of the show to the PLUGGED NICKEL. The 2nd place trophy for the second best float was again awarded to the engineers. They were awarded 1st

prize for construction by having the building of their show completed before all the other shows. They were also placed as number 4 show on the midway with one act ranking in the Top Ten.

This year they expect to have a much better show than ever before. The show will again be of a variety type but its context is somewhat different than it has been in the past. There will be something in this year's show to please everyone's appetite including comedy, music, dancing, and storytelling. This year too, the engineers have associated with them the Sigma Phi Mu sorority. These girls cannot be given enough recognition for the tireless hours they have contributed toward making this show a success.

The University of Houston Society of Engineers and the Sigma Phi Mu Sorority take great pride in inviting you, one and all, to come to their show and have a good old western time.

Another Wet Fiesta?

"Into each life some rain must fall." How true this holds to Frontier Fiesta. Since its inception in 1940 Fiesta has been plagued by the proverbial April showers.

The 1941 deluge caused a two week postponement, but, although only in its second year, the dreams of Fiesta leaders could not be drowned. It was held majestically the third week.

World War II's call to arms led every available University man to fight for his country, Fiesta was abandoned for five long years.

The 'wetplague' again struck Fiesta at its resurrection in 1947. From that year hence it has showered at least one to three nights during this extravaganza.

At the writing of this article it is too early to predict what the weather will be, but we're taking all bets that the plague will again strike.



CHOW DOWN

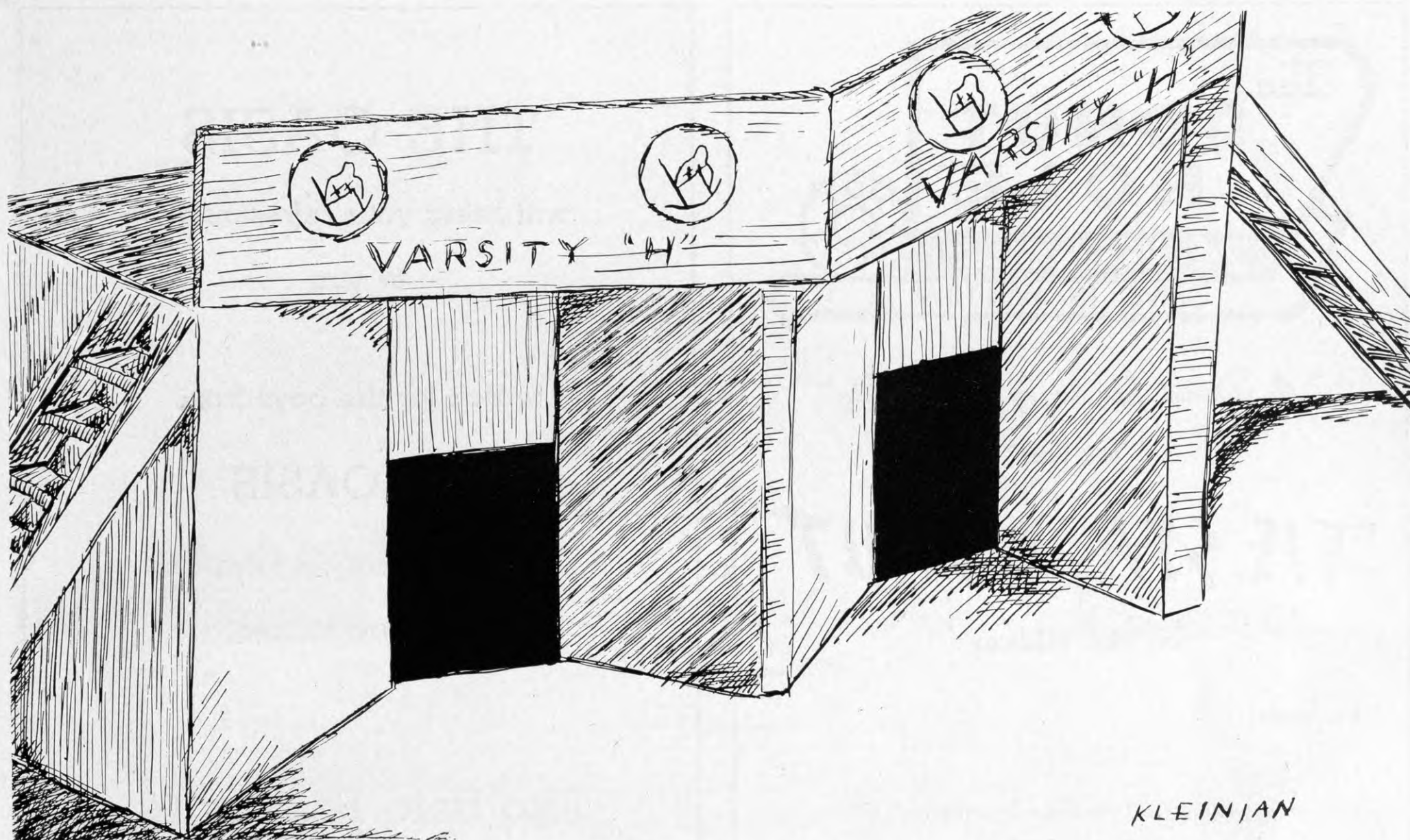
at the

HOP-A-LONG INN

Varsity "H" Freshmen

Gamma Sigma Sigma





ROCK 'N RYE

Although the ROCK 'N RYE first made her appearance in Frontier Fiesta in 1951, the sponsoring organization, Varsity "H," had already been established with their show that ran three years previous, THE RED BOOT. In keeping with the hilarity that is Fiesta, this show featured a male chorus line of University athletes. Their ambiguous antics enlightened even the most somber.

THE ROCK 'N RYE never actually followed a set pattern of continuity, for the most part she dealt in comical specialty numbers and satire.

This year the ROCK 'N RYE will present a satirical interpretation of the now memorable motion picture "Shane," it will be called "Strange." She will also feature, along with the story of rough and tumble gunmen of the "old wild west," some gorgeous can-can girls, a hill-billy duo, and some top singing acts.

Here is a chance to see some your favorite athletes perform in what promises to be one of the most riotous shows on the midway. We promise you will come out rockin' with laughter after seeing the ROCK 'N RYE.



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THE SILVER MOON SALOON

Welcome pardner . . . to the SILVER MOON SALOON!

Kappa Delta Kappa fraternity and Beta Chi Sorority again bring you one of the midway's greatest productions.

The folks at the SILVER MOON SALOON have corraled some of Houston's top notch talent and combined them into a mighty powerful good show. Featured this year will be the songs of the Four Spades—a "top ten" act of '53—and Vada Colburn; the danc-

ing of Pat Swayze; and the hilarious antics of Tom Collins and Jay Strickland.

We promise you'll enjoy the show because folks around here just like to give you the best. During the past six years the SILVER MOON SALOON has been the recipient of the best show award on three occasions—never dropping out of the top five in judging—thereby gaining permanent possession of the Joe Koppel Award!

Enjoy yourself! We're right proud you're here!

Enjoy your favorite . . .

CANADA  **DRY**

Beverages

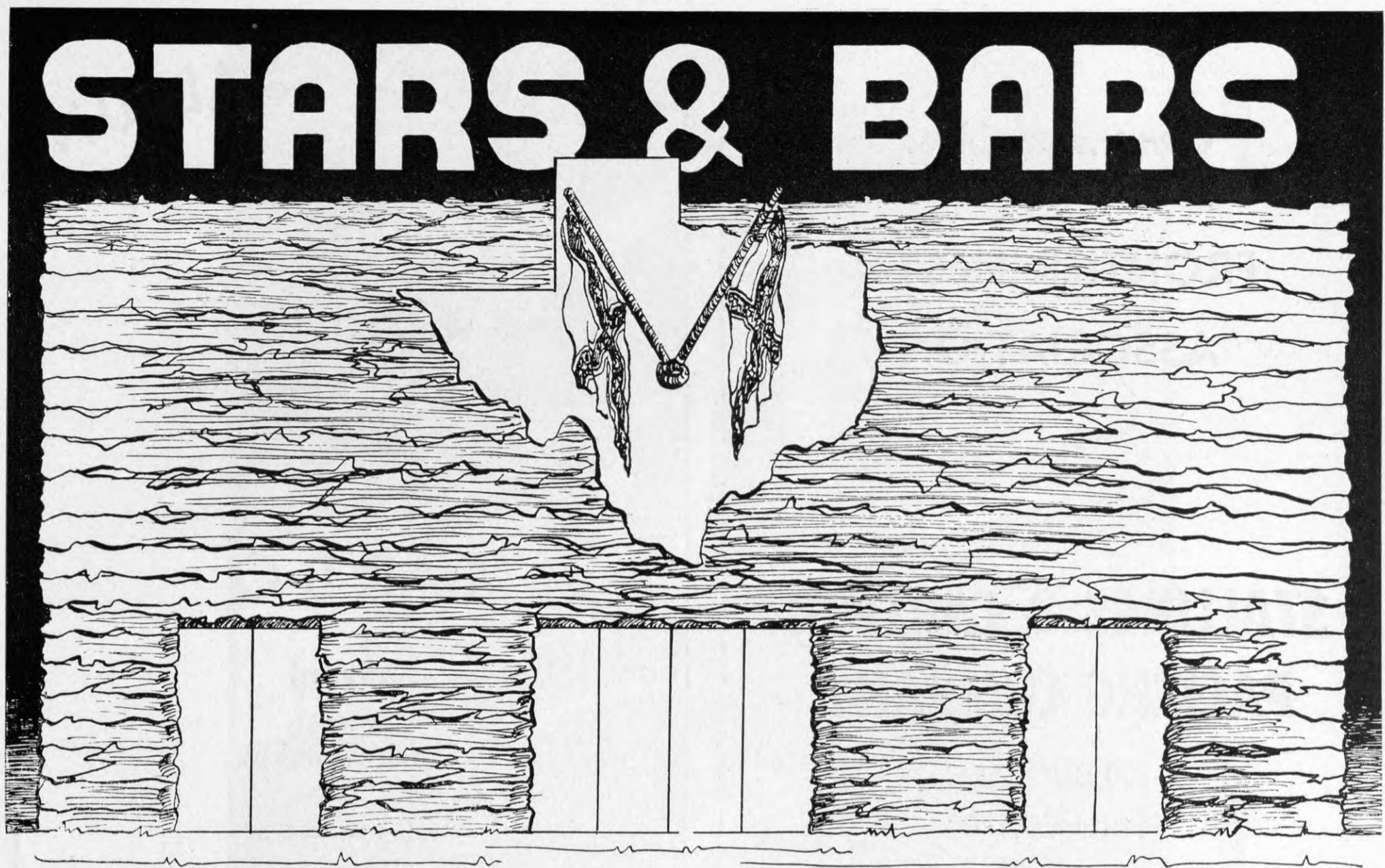


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Frontier Fiesta*

SOLD AT ALL CONCESSION STANDS



STARS AND BARS

Stars and Bars first appeared on the Fiesta lot in 1951. Things had gone well—Stars and Bars had received the trophy as the first show constructed. Everything was ready for opening night, when tragedy occurred. The night before opening, the show caught fire and burned to the ground. Only charred remains of the front remained standing. In true Fiesta spirit, people from all over the campus came to help rebuild the show—and it was ready for the first performance on opening night. The star of the 1951 show was singer and dancer Roxy Hoskins, who was named to the “top ten acts.” Directed by Lynn Christian, Dale Goulas, and Jack Payne, the 1951 show was judged fourth best on the midway.

In 1952 Delta Theta joined forces with Tau Sigma sorority in the production of Stars and Bars. A New Orleans theme prevailed in this show. Singer and

pianist Richard Smith was named “Top Master of Ceremonies” of the ’52 Fiesta. “The Bar Scene,” enacted by Bob Carroll and Winston Jones was also named to the “top ten.” Directed by Lynn Christian and Jack Payne, this production was also judged fourth best on the midway.

The 1953 production included a hot Dixieland Band again sparked by Richard Smith. The band was named to the “top ten,” with Richard, best Master of Ceremonies for the second year. Directed by Lynn Christian and Bob Tharp, it was judged sixth place show.

Stars and Bars has received the trophy this year as the first show constructed. It was completed on February 22 thus leaving plenty of time to concentrate on production. The 1954 theme, “Texas Under Six Flags,” should be well carried out.

Congratulations

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TOMBSTONE THEATRE

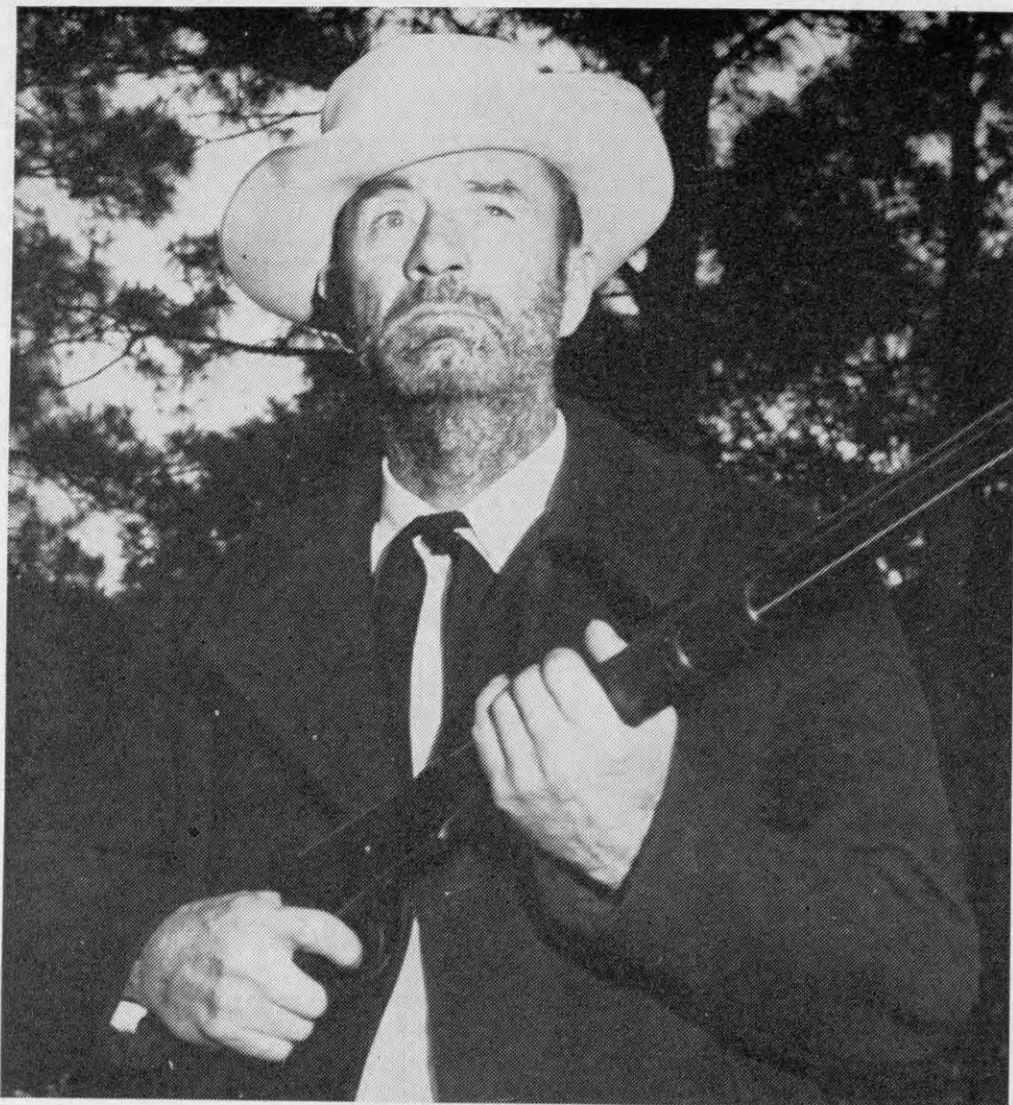
To have consistently one of the best shows in "The Greatest College Show on Earth" has always been the aim of the Cavalier Fraternity. With this thought in mind we have grown from the Cavalier Theatre "Hells-a-poppin" type of show in 1947-1951, to the original plot and production numbers that marked the success of the 1952-1953 shows.

While in the TOMBSTONE THEATRE you are treading on actual Arizona soil flown to us from Tombstone by the Governor of Arizona. We have seceded from the gaiety of Fiesta City to become a part of the ghost town of Tombstone, reviving its last days of riotous living for one week each year.

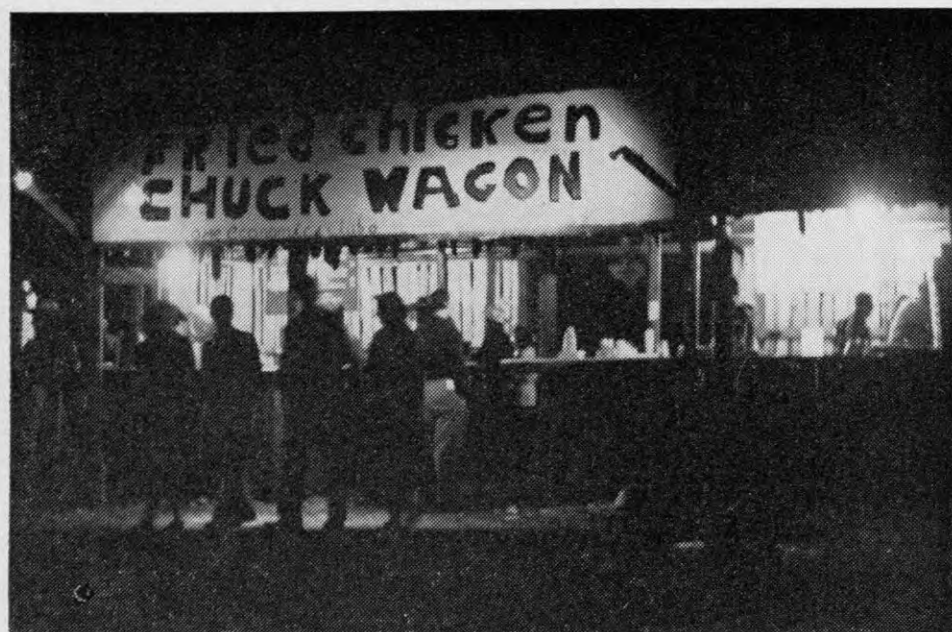
The Sheriff and Belle of last year's Fiesta were direct residents of Tombstone having been elected through the sale of over \$2,000 of advance Fiesta tickets.

In joining with Pi Lambda Chi Sorority, who last year helped produce the third place show, we have what promises to be one of the outstanding shows on the midway. The background of the booming gold rush will serve as our theme with the beautiful girls of the can-can chorus as a highlight again this year.

The outstanding costumes along with the completely new effects in lighting and sound combine to round out what should be another giant year for the TOMBSTONE THEATRE.



"Doc Holiday" alias W. W. Woods was 1953's outstanding character. Each year a trophy is awarded for the most realistically portrayed character. Watch out for "Doc" he's with us again this year along with a host of others.



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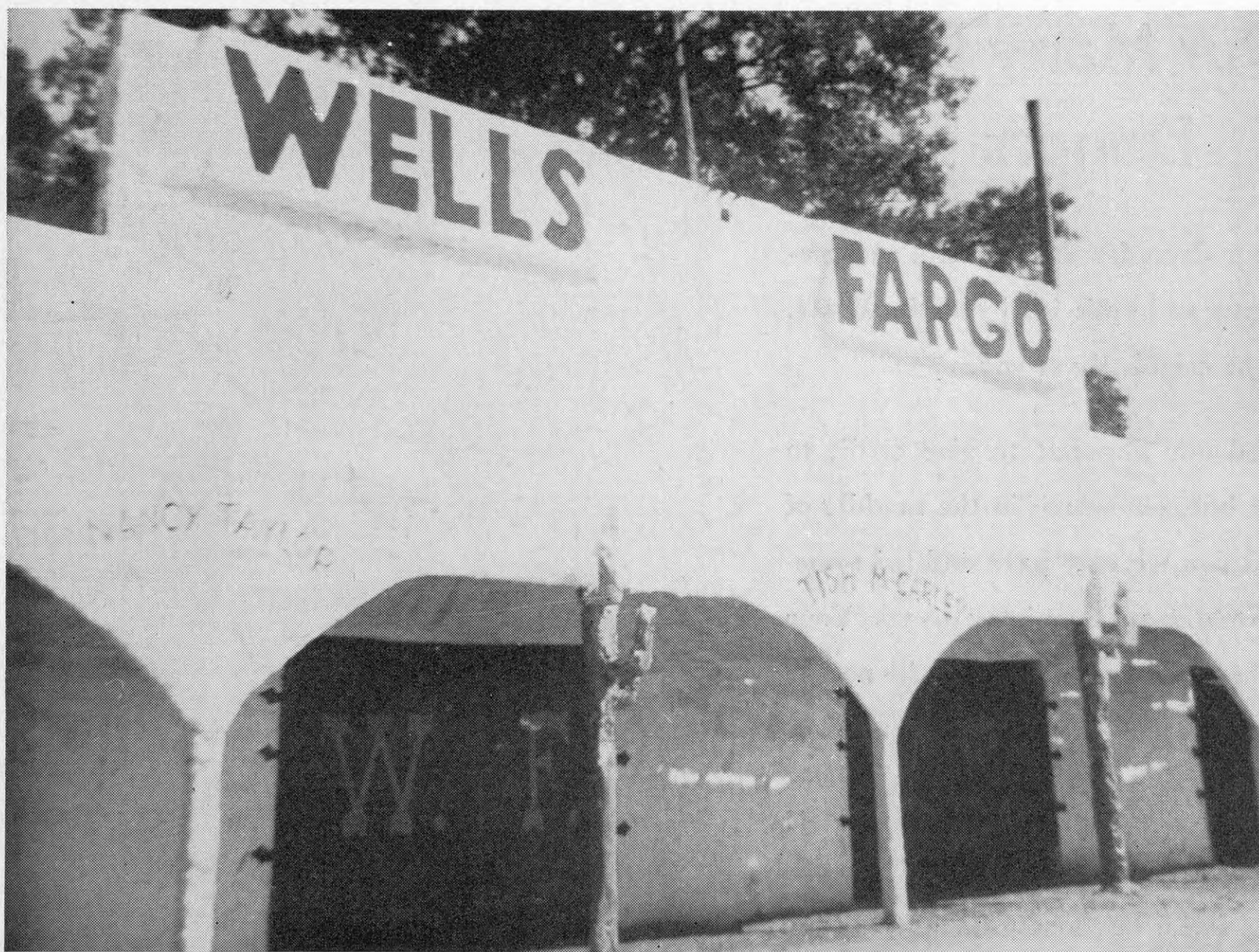
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WELLS FARGO

The first "WELLS FARGO" show originated in 1951 after the huge success of the Phi Delta Tau's unusual concession stand the year before. Since the name "WELLS FARGO" is a copyrighted name, the first show was named "WEALS FARGO" until permission could be obtained to use the correct spelling. "WELLS FARGO" had one of the smaller shows its first year in show competition, but placed third in the best show contest and fourth in total gate receipts. The first "WELLS FARGO" float to be entered in the annual Fiesta parade won first place to begin a tradition of winning for "WELLS FARGO."

The success of the first show gave Phi Delta Tau their choice of show sizes and it was decided that "WELLS FARGO" would be one of the four largest shows in 1952. This show was also a success and was

once again among the top in total attendance. For the second straight year, the "WELLS FARGO" float took first place honors in the Fiesta parade.

The next year's show was medium in size and rich in talent and laughter. The show, as those who saw it will remember, was a success and once again first place float honors was won. This win broke all records and for the first time in the history of Frontier Fiesta, an organization built the winning float for three straight years.

Phi Delta Tau is working harder than ever on this year's "WELLS FARGO" production and we feel sure that this will be the greatest show yet. Please accept this as a personal invitation to you and your friends to come in and enjoy the "WELLS FARGO" show for 1954—we know you will enjoy it.

To Our Many Fiesta Donors

Thanks donors for the powerful cooperation you gave us in this 1954 Frontier Fiesta. It was right neighborly of you.

We tried our darndest to give credit to all of you but somewhere in the muddle of mass confusion we may have omitted someone. If we did we're mighty sorry. Your part in Fiesta will be one that will not be forgotten.

Again we would like to say thanks to our program sponsors who have made it possible for us to publish this first Official Souvenir Program. We hope our efforts have warranted your satisfaction.



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