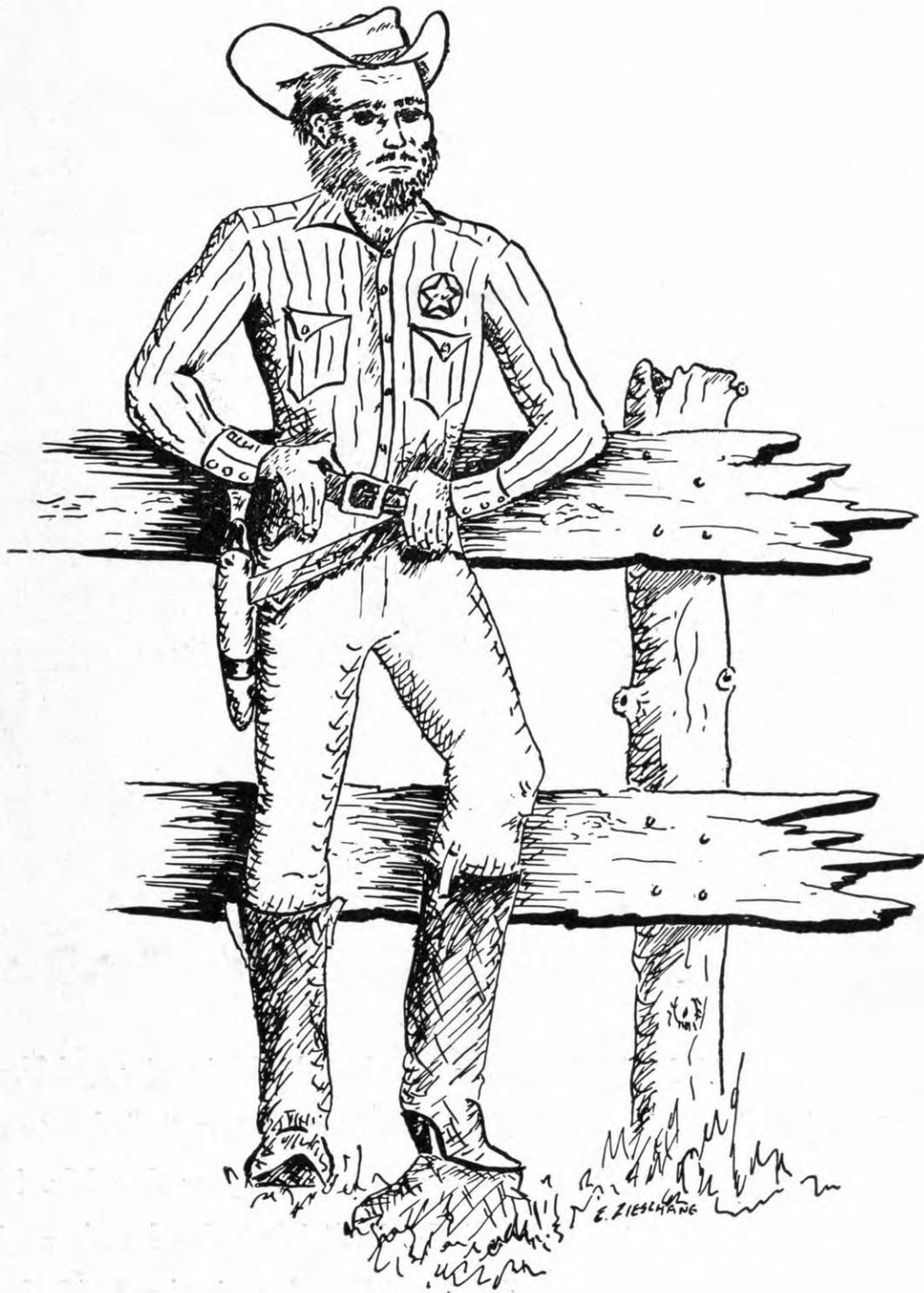


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Fiesta's Friend



EARL McMILLIAN, long a friend of the University and Frontier Fiesta has donated a 1953 Ford two-door Custom 8 Sedan to the winner of the Beard Contest. This was the 5th year that Mr. McMillian, "Houston's Friendly Ford Dealer," has offered such a gift. The grower of last year's Best All-Around Beard received a 1952 Ford.

With friends like Mr. McMillian, Frontier Fiesta has become the "Greatest College Show on Earth."

Frontier Fiesta Pageant

Program

Starting at 6:30 P.M. Nightly

BOB REESE *Director of Special Events*
DOUG LAWERENCE *Pageant Chairman*
A. J. MONTALBANO *Beard Contest Chairman*
LUTHER STACY *Master of Ceremonies*

Every Night:

Opening Music by *The Sundowners*
Fiesta Welcome by Talmage McRae, *Fiesta Chairman*
Preview of Shows, Presentation of Sheriff and Belle, Dave Bergeron,
Jamie Acker
Presentation of Outlaws of Fiesta City

Monday, April 20:

Beard Judging—Scrawniest, Longest
Campus Welcome by Dr. Charlie Hiller, *Vice-President of the University*

Tuesday, April 21:

Beard Judging—Reddest
Campus Welcome by Dr. Terrell Spencer, *Vice-President of the University*

Wednesday, April 22:

Beard Judging—Fanciest
Campus Welcome by Mr. Peschke, *Fiesta Sponsor*

Thursday, April 23:

Beard Judging—Ugliest
Campus Welcome by Mr. L. S. Mitchell, *Fiesta Sponsor*

Friday, April 24:

Beard Judging—Best All Around
Campus Welcome by Dr. J. E. Williamson, *Dean of Men*

Saturday, April 25:

Campus Welcome by Dr. W. W. Kemmerer, *President of the University*
Beard Winners Draw for the Ford
Presentation of Ford by Don McMillian
Prizes for Beards Given



CAPTURED AT FIESTA CITY—The “Famous Badmen of the West” who have just dismounted at Fiesta City after a three day horseback ride from Huntsville.

Fiesta's Friends and Donors

- | | |
|--|--|
| EARL McMILLAN— <i>1953 Ford Custom 8</i> | LEOPOLD & PRICE— <i>\$10 sport shirt</i> |
| BEN NOBLE— <i>Woman's Watch</i> | ROLLE, JEWETT & BECK — <i>Eversharp Desk Pen</i> |
| HOVAS FURNITURE STORE — <i>Slumber Chair</i> | LIL-PAL RECORD SHOP— <i>Record albums</i> |
| PORT CITY STOCKYARDS— <i>Meat</i> | PALACE BOOT SHOP— <i>Belt</i> |
| BURTON BROS.— <i>Meat</i> | VALE'S MAN'S SHOP— <i>Sport Shirt</i> |
| HOUSTON PACKING CO. — <i>Meat</i> | NATHAN'S— <i>Sport Shirt</i> |
| LUCKY'S MEAT CENTER — <i>Meat</i> | NATIONAL SHIRT SHOP — <i>Sport Shirt</i> |
| HENKE — PILLOT— <i>Beans</i> | NATIONAL SHIRT SHOP — <i>Sport Shirt</i> |
| FOLEY'S— <i>Suit</i> | HOUSTON TRUNK FACTORY — <i>Overnight Case</i> |
| OSHMAN'S— <i>Western Outfit</i> | MODEL BOOT COMPANY — <i>Handmade Boots</i> |
| HOLT'S— <i>Western Outfit</i> | JOHN T. JONES JR.,
CHRONICLE |
| MOSK'S— <i>Suit</i> | W. R. ARCHER,
UNCLE JOHNNY MILLS |
| BURT'S SHOE STORE— <i>Women's Shoes</i> | ARCHER ROMERO,
ARCHER GRAIN CO. |
| FRANK'S BOOT SHOP— <i>Western Belt</i> | LUCKY SEVEN STORES |
| DELMAN THEATER— <i>14 Free Passes</i> | AMERICAN HAT CO. |
| SAKOWITZ— <i>\$65 gift certificatee</i> | HAMILTON SUPPLY CO. |
| BATTLESTEIN'S— <i>Cotton Dress</i> | RACKI LUMBER CO. |
| HAMMOND'S PHOTO SHOP— <i>Camera and Film</i> | YE OLDE COLLEGE INN |
| GULF OIL CORP— <i>100 gal. gas</i> | HI HAT |
| HANOVER SHOES— <i>Three pairs socks</i> | PEPSI COLA |
| WATCH & CLOCK CLINIC — <i>Man's watch</i> | CANADA DRY |
| | COCA-COLA |
| | PAT DANIELS |
| | SHUDDE BROS. |

TO THE DONORS OF THESE GIFTS: The Fiesta Association and the student body wish to thank you and also those donors whose names were not received by press time.

Fiesta History

By Bob Hollis

“Stranger, this here Frontier Fiesta ain’t jest one of them school affairs—(ptew)—what only gets interest out of us that is here all time.”

“Why—(ptew)—pardner, if you’ll set yourself a spell, I’m a fixin’ to learn ya what Frontier Fiesta’s all about.”

“Now, I’m tellin’ ya, way back when I was only a strappin’ pup and Mr. Cullen ain’t even heard about this here school, why we didn’t have no Fiesta to keep up school spirit. We had us some dances. Had some mighty purty girls, too, but we had to set a spell and wait ’till Joe Potter and Henry Taub and Joe Koppel and Jack Valenti and Johnny Goyen put their heads together with Ray Campbell and John Sargent and Dick Schill and Norma Jean Schwecke afore we ever even knew about Frontier Fiesta. (ptew)

“Whadda ya mean, why’d we wait? Listen to me ya young whippersnapper, back in them days we didn’t have no razzle dazzle nonsense about student leaders or politics. Why them politics back then weren’t nothing to what it’s got to be.”

“Listen here, ya blitherin’ young snip, them leaders got themselves to fussin’ together and the first thing you knowed why they got a plumb fool idea that these here students’ed get out and work like durn fools to make a little money when enny numbskull knows that when ya come to college you ain’t aimin’ to work no more.”

“Well now, ya jest set thar and let me finish larnin’ ya! Them students back in them days got out here and they worked. Man alive, even Doc Kemmerer—this was back afore he got to be president—got out here with a hammer and helped nail on a dance floor.”

“When was all this, ya say? Why, it must a been in—let me see—that was back in ’40. Yep, that’s when it was cause every body was all set for the openin’ when it rained. Rained like the bodacious dickens for two days too. Joe Potter was just plain flat disgusted. But this here Frontier Fiesta wasn’t goin’ to be stopped. Course they had to put her off for two weeks but she went on and they made money too. 5000 people showed up. A course they was mostly kin folks and some friends who felt sorry for everybody.”

"But, pardner, ya wanna know somethin'? In '41 they all come back out here and they brung some of their friends too. And, I'm a tellin' ya, I ain't ever seen the likes to beat it."

"Then we had the war and all the boys went off to be soldiers. Now, youngster, I'm a tellin' ya, when all of them kids come back here, more growed up they was too, they got to be real good at politics. Why, one bunch of 'em kept tellin' around that if they got voted in they'd see that Frontier Fiesta got resurrected, cause you see Frontier Fiesta had sort of gone to sleep for a while with all the boys being gone."

"But they was real smart, them politicians, and when they got voted in, stead of jest kissing babies and telling the girls how purty they was, they went out and they got Fiesta goin' again."

Now mind ya, pardner, I ain't one to do no unjust braggin', but I'm a flat tellin' ya, this here thing ain't stopped growin' since then. All the time they keep adding more shows and more chow stands, and the newspaper keeps on a printin' more gossip, and more people comes trompin' out here and they spend more money and Chief Mitchell keeps on a corraling more students to work out here. A course, he's got more white hairs than he used to have, but he's purty spry when he gets to helpin' them kids build a show."

"But I tell ya, pardner, I'm a settin' here and lookin' it all over and it looks better than ever. A course, she's bigger. She's got a little over nine acres in her now and she's got her own charter and she's got to be known as "The Greatest College Show on Earth"—she is too—and she's got a powerful lot of friends."

"She's growed a lot since she first stepped out lookin' sassy as a young heifer. But with all them school kids keepin' on comin' out here and gettin' blisters and sore muscles and doin' more work than a wrangler and them doin' it all so they can put up a new student activities building, she ought to grow."

"Now go on out and see what she's like, now that I've larned ya all about who she is. She's got 12 shows and 11 places to get some chow or a cool one to drink and this year she's aimin' to run for six nights.

"And, pardner, before I quit. Be sure to tell your friends what you seen here. Bring 'em back next year cause Frontier Fiesta's a goin' to get still bigger and better.

Shows

BAYOU QUEEN—Alpha Phi Omega and Phi Lambda Chi proudly presents "In Houston Aboard the 'Bayou Queen.'" Winner of last year's Best Show Award by Ex-Students, this show takes you on a musical cruise down the old Bayou.

TOMBSTONE THEATER—The Cavalier's bring you a bit of old Mexico in a production guaranteed to entertain you.

PLUGGED NICKEL—The Society of Engineers and Phi Delta Zeta warms things up with a top-notch variety show.

WELLS FARGO—Don't miss this exciting extravaganza of the wild and wooly west, an annual favorite of Fiesta Fans . . . sponsored by Phi Delta Tau and Kappa Sigma Nu.

CROW'S NEST—A sparkling variety show complete with pretty girls and big bad men . . . produced by Sigma Alpha Chi and Pi Delta.

STARS AND BARS—Delta Theta and Tau Sigma take you on a trip to the heart of the South. Chorus girls, can can dancers and a real southern atmosphere make this a must for everyone.

GOLDEN NUGGET—Presented by Alpha Kappa Pi and Sigma Phi Mu, a rollicking show is in store for everyone who attends.

ROCK 'N RYE—Varsity "H" brings you music and dancing to remind you of the Old West. See the football chorus.

FRENCH QUARTER—The Usonians present a bit of old New Orleans in a manner designed to keep you fully entertained.

BELLA UNION—Gan Bey and Delta Sigma bring you a great show featuring fast stepping dance numbers.

SILVER MOON SALOON—A perennial favorite among Fiesta goers, it is sponsored by Kappa Delta Kappa and Beta Chi.

FIREHOUSE FOLLIES—The American Pharmaceutical Association and the Central College of Nursing offer a new show to Fiesta Fans which should appeal to everyone.

Concessions

Read the **FIESTA GAZETTE**, Fiesta City's official newspaper edited by the Press Club, Sigma Delta Chi, and Theta Sigma Chi.

Ride **LEAPIN LEANA** sponsored by Society of Automobile Mechanics.

JERSEY LILLY for hotdogs, hamburgers, drinks, sold by the Diesel Club and Air Conditioning Technicians Society.

CIRCUIT RIDER for hamburgers and drinks sold by the Religious Groups Council.

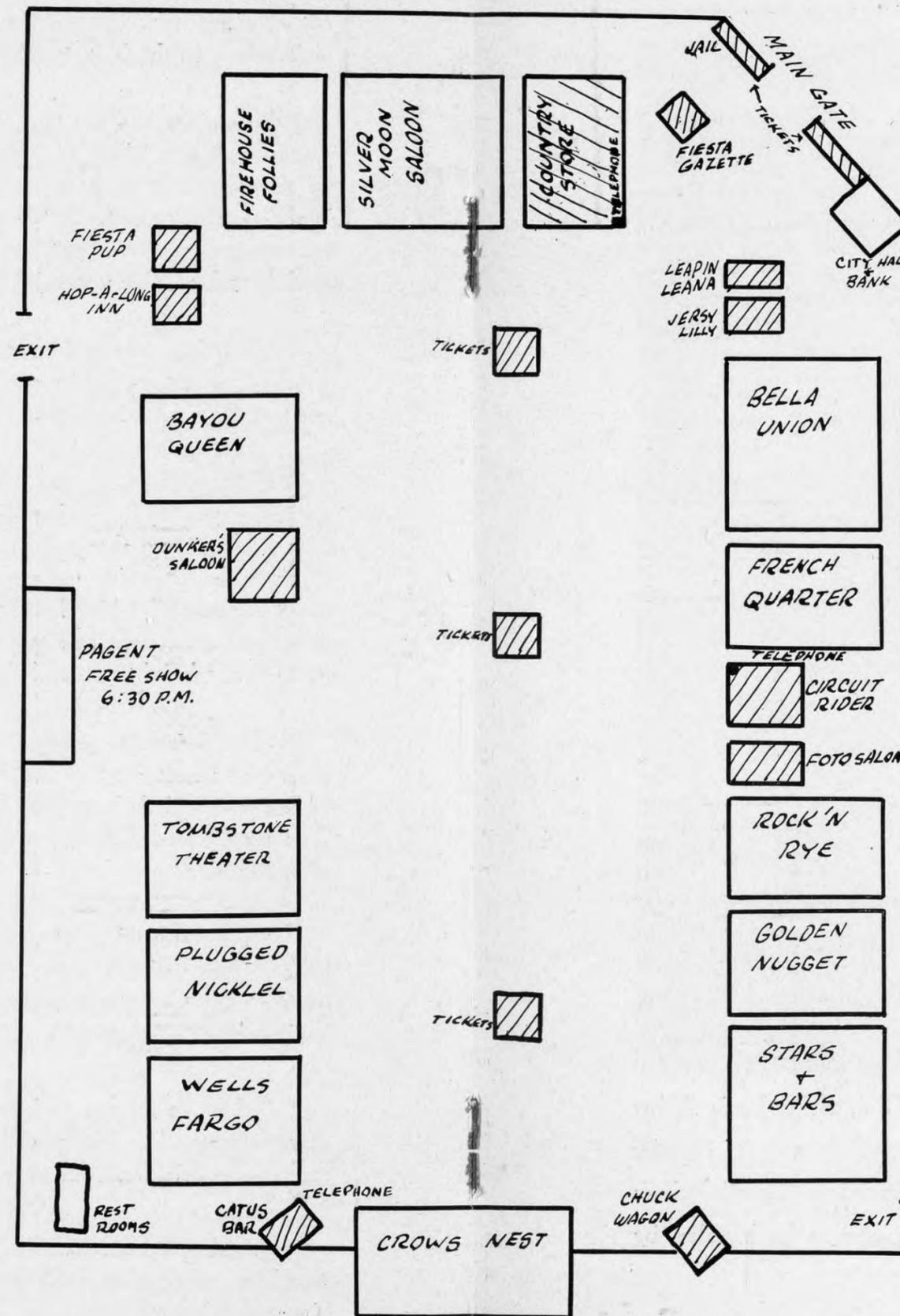
Have your picture taken at the **FOTO SALON** by the members of Phi Kappa Alpha.

Buy Fried Chicken at the **CHUCK WAGON** fried by the Home Economics Club and Alpha Delta Psi.

CACTUS BAR sells you Drinks, Hamburgers and Hotdogs—The Newman Club makes good hamburgers.

Good Coffee and Donuts at the **DUNKERS SALOON**; also hamburgers, hotdogs and drinks. Sponsored by the Lanyard Club.

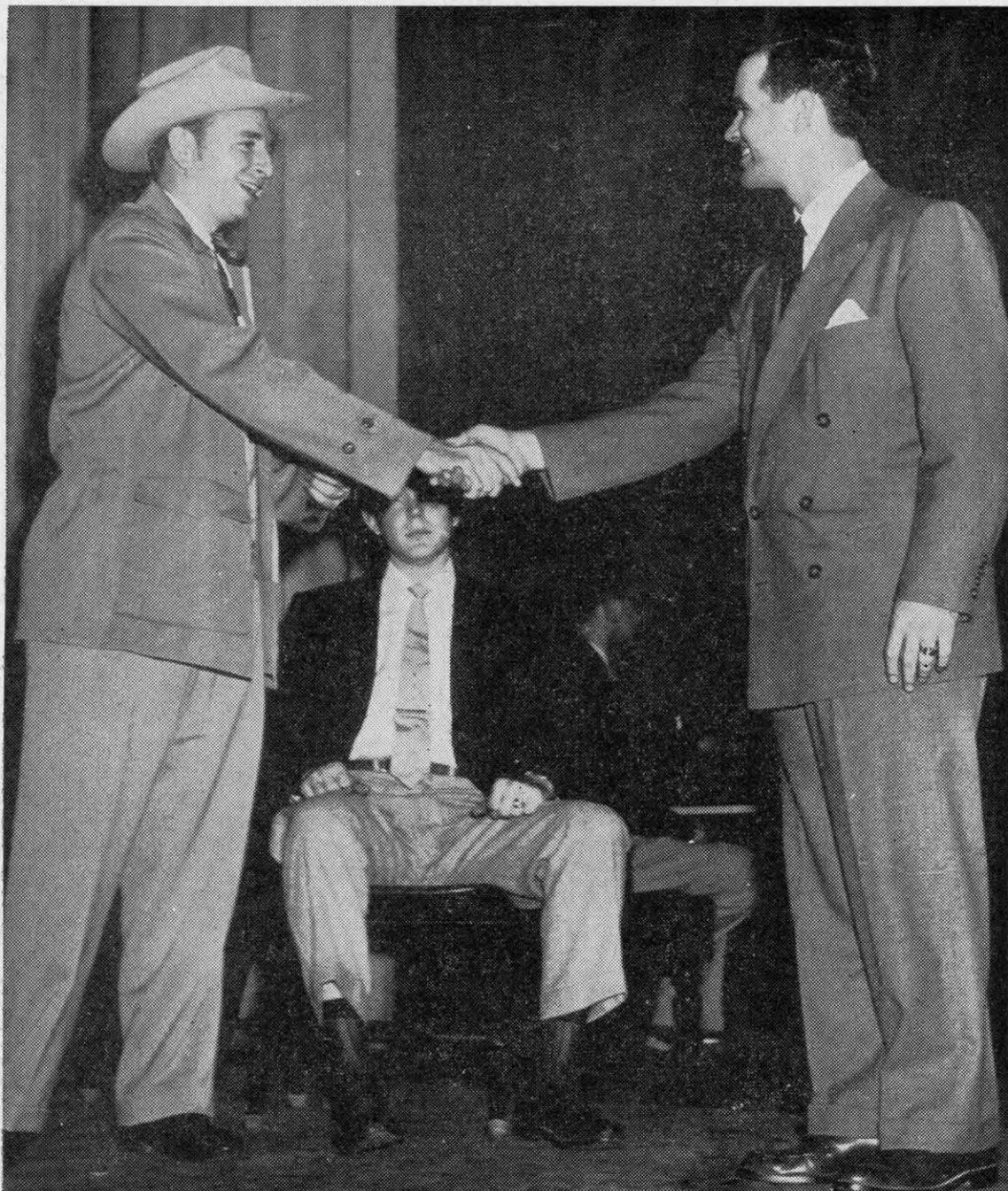
Buy a **FIESTA PUP**, a new kind of hot dog invented by Alpha Delta Tau and Alpha Delta Sigma.



Belle and Sheriff



FIRST CITIZENS OF FIESTA CITY, Belle Jamie Acker and Sheriff Dave Bergeron will be presented each night at the Frontier Fiesta Pageant. Sheriff Bergeron's duties include handling all outlaws that drift into town. Law-abiding citizens prefer to be handled by Jamie. Wouldn't you?



THERE'S A FORD IN SOMEONE'S FUTURE— Don McMillian, vice-president of Earl McMillian, Inc., Houston's Friendly Ford Dealer, turns the key to a brand new 1953 Ford Two-door Custom 8 over to Talmage McRae, chairman of this year's western extravaganza. The Ford will be awarded to the winner of the Beard Growing Contest at 7:00 p.m. at the Corral, located at the east end of Fiesta City.



TALMAGE McRAE

General Chairman of

Frontier Fiesta

1953 General Chairman

1952 Grounds Director

1951 Tickets Chairman

1950 Tarpaulin Chairman

DON S. WEBB

Vice-Chairman of

Frontier Fiesta

1953 Vice-Chairman

1952 Publicity Director

1951 Publicity Chairman



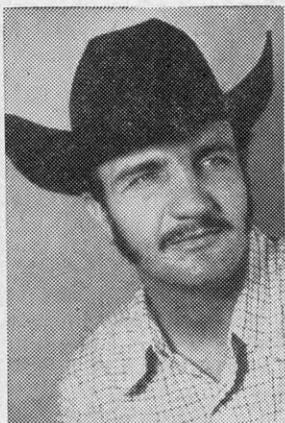
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PORTER**



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KEMMERER**



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**BOB
HOLSTEAD**



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Linda Montagne, Evelyn Graddy
Special Ticket Sales Barry Tobias

Exes Name Best Show

Following a tradition established in 1948, the Ex-Students Association will again award a trophy to the best Frontier Fiesta Show on the midway.

The judges, members of the Ex-Students Association, will award the trophy Saturday, April 25 at the Pageant.

Last year's winner was the Bayou Queen.

The first show to be constructed for the 1953 Frontier Fiesta was the Plugged Nickel, built by the Society of Engineers and Phi Delta Zeta. The show was finished a month ahead of the deadline.

* * *

The first Concession to be finished this year was the Chuck Wagon, sponsored by Alpha Delta Psi and Home Economics Club.

Sponsors: L. S. Mitchell, Jerome Peschke, Steve Sakach, J. E. Williamson.

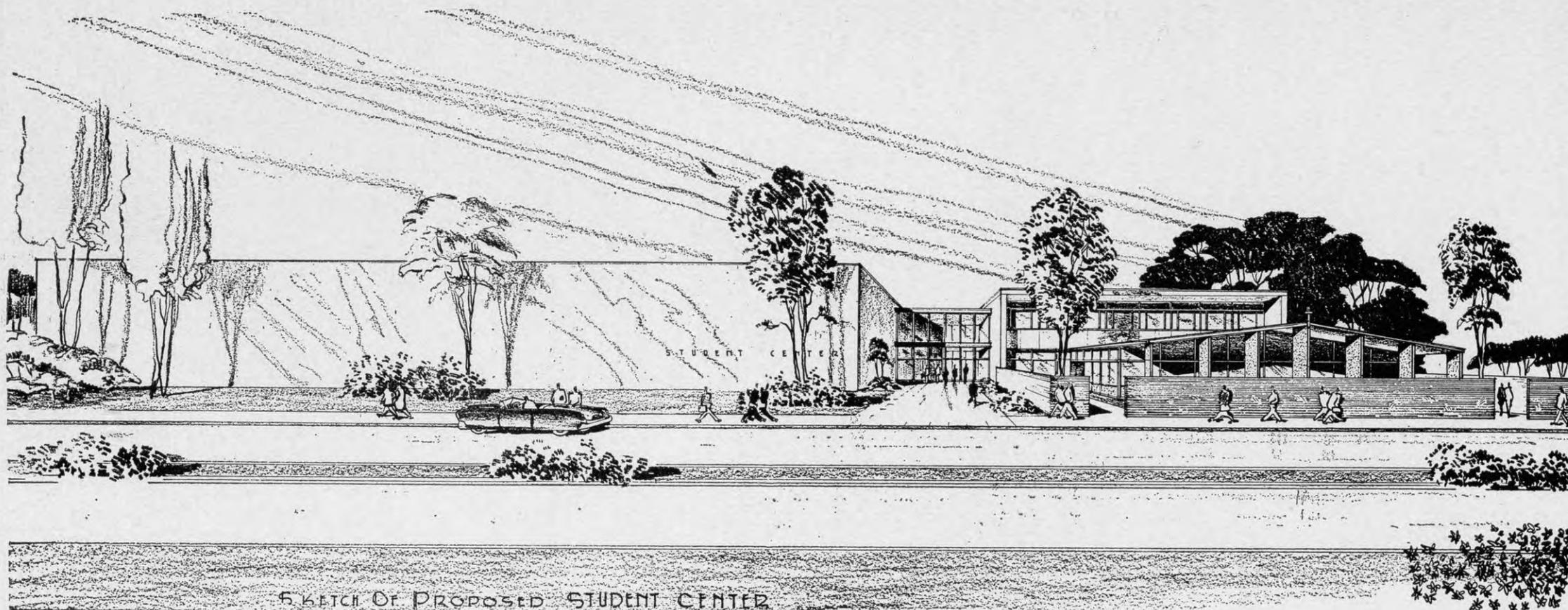
Published and Edited by Bob Reese

Photographs by Bernie Goodman and Wyn Wardell

Art—Ernie Zieschang

Writers—Bob Hollis, Jim Mayor

PRINTED BY SCARDINO



SKETCH OF PROPOSED STUDENT CENTER

THIS IS A SKETCH of the proposed Student Center to be built in honor of Mr. and Mrs. Hugh Roy Cullen in gratitude of their many gifts benefiting University students, amounting to more than \$6,000,000 in land, buildings, and cash plus valuable mineral interests.

MONEY FOR THIS ultra-modern Center is coming from donations made by students, alumni, and faculty of the University. The Student Center will cost approximately \$2,500,000.

TO DATE FRONTIER FIESTA has given \$50,000 toward the drive. Their pledge to this center is \$250,000 over a five year period. With the combined efforts of all, the University will boast the finest Student Union in the country.

THE CENTER WILL combine three structures including, a Recreation Building, a Student Service building, and a non-denominational chapel. Located behind the recreational building will be an outdoor swimming pool and patio lounge.

SILVER MOON

PRESENTS

ACT 1.	CAN CAN CAN	BX BELLES
ACT 2.	THE FOUR SPADES	
ACT 3.	ROLY POLY EYES	BX BABES
ACT 4.	HONEY BUN	JENIEVE AND JAKE
ACT 5.	SILVER MOON DIXIELAND BAND	
ACT 6.	AU COMMON	TORCHY BLUES
ACT 7.	SHUFFLE OFF TO BUFFALO	CUDDLESOME QUARTETTE
ACT 8.	FINALE	ENTIRE CAST

FRONTIER FIESTA

APRIL 20-25, 1953

KAK

BX