

# FRONTIER FIESTA



PROGRAM  
1950

## *Fiesta's Friend*



**EARL McMILLIAN**, long a friend of the University and Frontier Fiesta, has donated a 1950 Ford Tudor Sedan to the winner of the Best All-Around Beard Contest. This was the second 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 1949 Ford.

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

# *Frontier Fiesta Pageant*

CHARLIE SNYDER—Master of Ceremonies

6:45 to 7:45 p.m.

## *Every Night*

Opening music by Johnny Royal & Orchestra.  
Fiesta Welcome by Dave Halphen, Fiesta chairman.  
Preview of Shows.

## *Tuesday, April 11*

Campus Welcome by Dr. E. E. Oberholtzer, president.  
High School and Parochial School Reception.  
Presentation of Belle and Sheriff.

## *Wednesday, April 12*

Campus Welcome by Dr. W. W. Kemmerer, assistant to the president.  
High School Reception.  
Presentation of Belle and Sheriff.

## *Thursday, April 13*

Campus Welcome by Dr. E. E. Oberholtzer, president.  
Junior College Reception.  
Presentation of Belle and Sheriff.

## *Friday, April 14*

Campus Welcome by Dr. C. F. Hiller, chairman—Fiesta faculty committee.  
Beard Judging—Reddest, Longest, Scrawniest, and Ugliest.  
Presentation of Belle and Sheriff.

## *Saturday, April 15*

Campus Welcome by J. E. Williamson, chairman of high school reception.  
Presentation of Awards.  
Beard Judging—Funniest, Fanciest, Best All-Around.  
Presentation of Belle and Sheriff.

# *Fiesta In 'Fifty*

By SEYM CARSON

Like Jack and the Bean Stalk, Frontier Fiesta springs forth each year from a handful of seeds—the Fiesta staff—into a vine that engulfs every student on the campus; and the long climb to the top, or opening night, with the first look at the giant that is “The Greatest College Show on Earth” is nothing short of remarkable.

For 1950 Fiesta did not start a few weeks before opening night, nor did it have its beginning in 1949. This Fiesta was born in 1948 when Harrey Scott, '49 chairman, appointed the present chairman Dave Halphen to be his right-hand man. Scott produced the greatest Fiesta in its history and Halphen was determined to make this Fiesta greater than ever.

The first thing Halphen did was to increase the number of performances from four nights to five. Then the students drew up plans for more shows utilizing every inch of space on the midway, until even this five acre site—used for the first time in 1949—seemed inadequate. With the problem before him, Halphen went to work.

The fever caught on. Construction records were shattered with each show ahead of schedule by weeks. The Refrigeration Service Engineers Society, giving their first show in the Fiesta, set the pace by finishing Boot Heel, in the center of the midway, months ahead of schedule. Other clubs inspired by this progress completed their shows in rapid succession.

Earl McMillian, “Houston’s Friendly Ford Dealer,” again helped launch the Beard Growing contest with his donation, the second in two years, of a new Ford to be awarded to the man who grows the best beard this year. Many store owners in Houston also donated prizes for the Fiesta’s many contests. This year’s prize list reads like the jackpot on many famous quiz programs.

But like Jack, who climbed the bean stalk to steal the giant’s sacks of gold, the Fiesta also has an objective. Every penny made this year, and no one working on the Fiesta is paid, will be used to build an ultra-modern swimming pool.

## 'Trail Bosses'



**RANGE FOREMEN** herding Fiesta down the trail, these three cowhands are the men behind the scenes of the "Greatest College Show on Earth." Left to right, they are Business Manager Kirtley Harris, Fiesta Chairman Dave Halphen, and Fiesta Vice-Chairman Cliff Horn.

Behind these men, the Fiesta Association handles a variety of jobs. A chairman is in charge of tickets, construction, grounds, public relations, and other responsible positions.

Under each chairman, a staff of workers carry out necessary details. On and on go the duties and responsibilities of Frontier Fiesta. Each show has a staff to handle both construction and entertainment. Fiesta is, in reality, an all-college show. Practically every student and a large percentage of the faculty help out when Fiesta time comes to Cougarland.

## *Belle and Sheriff*



**FIRST CITIZENS OF Fiesta City, Belle Betty Ann Cross and Sheriff Wade Wiley will be presented each night at the Frontier Fiesta Pageant. Sheriff Wiley's duties include handling all outlaws that drift into town. Law-abiding citizens prefer to be handled by the Belle. Wouldn't you?**

*Four*

# *Fiesta Through the Years*

By JOHNNY GOYEN

"The Greatest College Show on Earth." Yep, that was an appropriate title Jack Valenti gave in 1947 to the University of Houston's student-produced, student-built and student-planned revival of the old wild and wooly west—FRONTIER FIESTA.

The idea for this student endeavor was born back in 1940 when a group of campus leaders, in search of a way to boost school spirit, got together, and FRONTIER FIESTA began to take root. The proceeds from this enterprise were to go toward a fund to build a Student Union Building.

Dates for the first FRONTIER FIESTA were set for April 24-26.

On April 24, the first Fiesta was to have opened. Students worked day and night building, rehearsing, making costumes, contracting for food and cold drinks to be brought to the campus for onlookers (no one knew whether anyone would show up or not) to enjoy. Even some of the faculty members were pressed into service. Dr. W. W. Kemmerer, the University's new president-elect, can be remembered for his help in building a dance floor for the Taxi Dance. The opening day was 24 hours away.

*The result—it rained like hell the night before and continued for two days and nights. Naturally, the Fiesta was postponed until the following week, and on Thursday night, May 1, 1940, FRONTIER FIESTA City was opened for three days to the public. Some 5,000 people, mostly friends and relatives of the performers, viewed the shows.*

A truly shaky beginning. But it survived, and 1941 saw the second Western spectacle unfold, this time at the south end of the present practice football field. And the first winner of the beard growing contest won the giant first place prize for the best all-around beard—a small portable radio. Around 8,000 persons witnessed this Fiesta. FRONTIER FIESTA was here to stay.

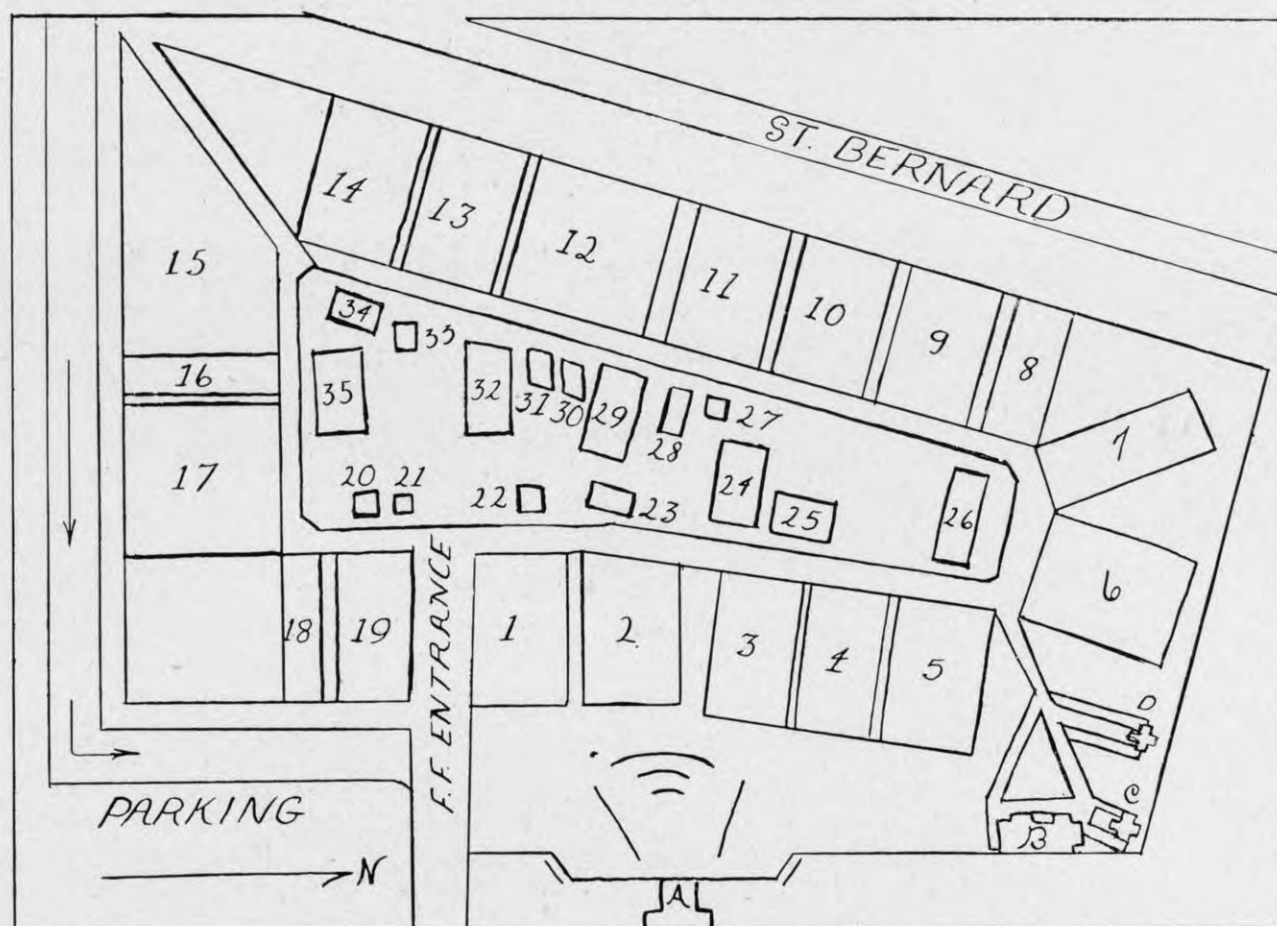
December 7, 1941 put a stop to all plans for the '42 western show.

This looked like an end to all future Fiestas. But this was not the case, for in 1946, when male students began to enroll in college once more, a group of aspiring campus politicians ran on a ticket stating if they were elected, FRONTIER FIESTA would live again. They won, and Fiesta was to be revived in the Spring of 1947 after sleeping for 6 years.

Theirs was no easy task. The enrollment had quadrupled, and there were very few of the old timers back who knew what Fiesta was all about. The Fiesta spirit had to be re-born on the University campus. The third Fiesta site was to take place on the site now occupied by the beautiful Ezekiel W. Cullen Building, an area which was then a hard-surfaced parking lot. For

(Continued on Page 14)

# Fiesta City



## Guide to Map

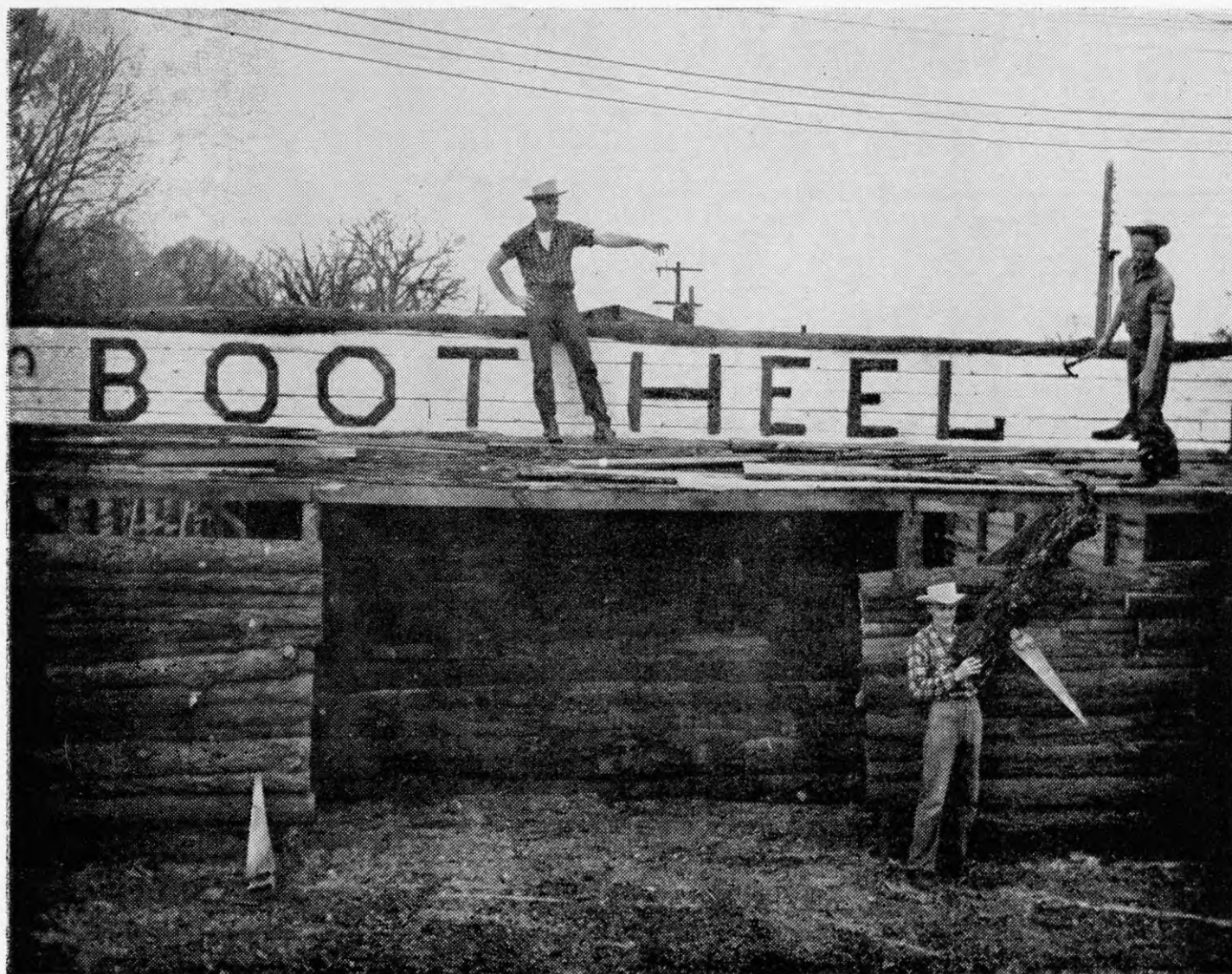
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|---------------------------|--|-----------------------------------|
| 1. Showboat               | 15. Redboot Revue                            | 27. Link Trainer                  |
| 2. Cavalier Theater       | 16. Country Store                            | 28. Shootin' Gallery              |
| 3. The Golden Slipper     | 17. Silver Moon Saloon                       | 29. Boot Heel                     |
| 4. Judge Roy Bean's Court | 18. Jamboree Club                            | 30. Lanyard Food Concession       |
| 5. Cherokee Strip         | 19. Souse Pacific                            | 31. Shcotin' Gallery              |
| 6. Crow's Nest            | 20. Penny Pitch                              | 32. Stage Coach Inn               |
| 7. U. S. S. Gaillards     | 21. Fiesta Gazette                           | 33. Popcorn Concession            |
| 8. Snakebite Saloon       | 22. Bingo                                    | 34. Bucking Auto                  |
| 9. Stockade               | 23. Concession and Information Booth         | 35. Cactus Bar                    |
| 10. Forty Niner           | 24. Jail House, Free Exhibit, General Office | A. Pageant Theater                |
| 11. Usonians              | 25. Psycho-Diagnostic Center                 | B. Tool Shack and Photo Dark Room |
| 12. Bella Union           | 26. Wagon Wheel Cafe                         | C. Men's Rest Room                |
| 13. Silver Saddle         |  | D. Women's Rest Room              |
| 14. Pair-o-Dice           |  |                                   |

# Fiesta Prizes

- Earl McMillian, Inc.—*Ford sedan—tudor-custom.*
- Gregg's Studio—*\$150 in portraits*
- Allen & Casperson—*man's watch*
- Beckers Jewelry Store—*man's watch*
- Leschenger's—*man's watch*
- Zale's—*man's watch*
- Levy's—*gift certificate—\$75.00*
- Alfred Finn—*\$50.00 cash*
- Bond's—*man's suit, with complete outfit*
- Foley's—*complete sport outfit*
- Mosk's Store for Men—*man's suit, shoes, tie, trousers, shorts.*
- Rodney's—*shirt, tie, cuff links, slacks*
- Fred Wyse—*complete sport ensemble.*
- Sakowitz Bros.—*Dorcaster man's suit.*
- Krupp & Tuffly's—*gaberdine sport coat.*
- Leopold & Price—*sport shirt.*
- Nathan's—*western belt.*
- Norton-Ditto—*man's hat.*
- Shudde Bros.—*Stetson hat.*
- Stelzig's—*pair of man's boots.*
- Stein's—*man's slacks.*
- Oshman's—*western suit*
- Craig's—*ladies purse*
- Fashion—*square dance dress*
- Houston Trunk Factory—*alligator bag and make-up kit*
- Kruegers—*ladies necklace and bracelet for watch*
- Ralph Rupley—*lady's watch*
- Smart Shop—*lady's blouse*
- Stowers—*Five treasure chests for girls*
- Bar Mfg. Co., Inc.—*Portable bar*
- Byrd's—*pistol cigarette lighter*
- Chapman's—*stove set*
- Corrigan's—*silver platter*
- Cox & Blackburns—*choice of ironer, gas range, and washer*
- Hovas Furniture Store—*Mixing bowls*
- Interstate Theaters—*twenty free passes*
- Joske's—*Figureines*
- Star Furniture Co.—*table lamp*
- Wagon Wheel Ranch—*week-end in Bandera, Texas*
- Woolworth's—*floor lamp*
- Chesterfields—*a carton to every beard contest winner.*

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

## First Up



**FIRST SHOW** to be constructed for the 1950 Frontier Fiesta, the Boot Heel beat the deadline by months. The show is sponsored by the Refrigeration Service Engineers Society.

## 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.

Fiesta Chairman Dave Halphen expects competition for the trophy to be "stiffer than ever before."

Judges, members of the Ex-Students Association, will name the winner at the Fiesta Pageant on the last night of Fiesta, Saturday.

Previous winners were the Crow's Nest last year and the Silver Moon Saloon in 1948. To keep the trophy permanently, a show must win the award three times.

## Around The

"BAYOU QUEEN"—Alpha Phi Omega proudly presents "In Houston Aboard the "Bayou Queen," a musical production containing original songs and dances.

"BELLA UNION"—A typical old western bar, in the largest theater on the midway; "Bella Union" features a high-stepping can-can and an unusual finale.

"BOOT HEEL"—The Refrigeration Service Engineers Society warms things up with a top-notch variety show.

"CAVALIER THEATER"—Don't miss this exciting Hellza-poppin type show, an annual favorite of Fiesta Fans.

"CHEROKEE STRIP"—Need we say more?

"CROWS NEST"—Winner of last year's Best Show Award by Ex-Students, this show features all-student entertainment and the famous Powder Puff Revue; a must on your list.

"DUNKER SALOON"—Hop aboard the chuckwagon to good food.

"FORTY NINER"—Presented by the Buckaroos and the Art Club, a rollicking show is in store for everyone who attends.

"THE GOLDEN SLIPPER"—The choral club presents a night of music with compositions from such musical writers as Cole Porter, Rogers & Hammerstein, Kern, Gershwin, and others.

"LINK TRAINER"—Try your skill!

## READ THE

## Midway - - -

"PENNY PITCH"—Try your hand at some small time gambling.

"PAIR-O-DICE"—Travel-log of a gambler out to seek "pair-o-dice" who meets some talented song-and-dance girls along the way.

"REDBOOT REVUE"—A variety show combining face and figure with dancing, comedy, and drama.

"SILVER MOON SALOON"—Featuring Gaslite Gaieties—A fast moving musical with a Gay Nineties theme. Six acts and a finale. "Chuck" full of pretty Gals!

"SILVER SADDLE SALOON"—Music and dancing to remind you of the Old West.

"SNAKEBITE SALOON"—Chorus girls, other acts, plus that real saloon-y atmosphere.

"SOUSE PACIFIC"—This play produced by the Radio Guild and Red Masque Players is for everyone who enjoys hilarious entertainment.

"STAGECOACH INN"—The Electrical Short Circuit Club is making its initial debut this year in Fiesta. They promise an all-around musical show that should appeal to everyone.

"U. S. S. GAILLARDS"—A sparkling variety show featuring music and dancing.

"WAGON WHEEL CAFE"—For the best food in Fiesta City—Try some.

## FIESTA GAZETTE

# *Hair Today, Gone Tomorrow*

By RALPH POLING

As any coed can tell you, this beard-growing business is a ticklish situation. No one thought much about face-moss until about 300 BC when a Roman barber created the scraped-skin fashion which has carried over to our atomic age.

Up to that time the boys were content to let the chin-chilla grow as it might, leaving a strand here and there on the thorns of a briar patch.

Scipio Africanus is credited (or blamed) depending on your own sentiment with instituting the daily shave. Rumor has it that his wife influenced him through her allergy to chard on the skin. The nude neck gained real popularity when Louis III ascended the throne of England completely bereft of hirsute facial appendage. (Beardless, that is.)

Since that time the nude look and the caracul countenance have split honors in the popularity poll. Even today, to beard or not to beard is controversial. The navy ok's beards as masculine and super-salty while the army considers facial foliage only as a potential vermin habitat.

University males neatly side-stepped the issue by baring their epidermis to the Texas sun the greater part of the year and cultivating the beaver during Fiesta time.

Mustaches: waxed, handlebar, drooping, tobacco stained, and mandarin. Beards; Van Dyke, mutton chop, rounded, squared, brush, Turkish, and free style. All show up in various lengths and colors when Frontier Fiesta opens its gates. These students with the stubble lend an authentic and nostalgic touch to Fiesta City's fabulous midway. More, they indicate a school spirit not to be out-done by any institution in the country.

Hats off, then, to the boys who bore the startled glances of outlanders unfamiliar with Fiesta customs. A cheer for the wives and sweethearts who suffered sandpaper kisses for the cause. Hearty applause for the generous donors of the wonderful prizes. A pat on the back for all those who lent their time and talent in various ways. Together, they have made the 1950 Frontier Fiesta, as always, "THE GREATEST COLLEGE SHOW ON EARTH."

## Cowgal Coeds



**LOOKING FORWARD** to tonight's show, Cowgirls Audrey Burges (left) and Ollie McNeal survey the skyline of Fiesta City, the boom town of 1950. There's no time for spring fever at the University during Fiesta time and these coeds like hundreds of other students have built the midway during the past three months.

*Thirteen*

# Fiesta Through the Years

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months students worked and planned for the great revival. For the first time, an automobile was donated as first prize in the Beard Growing Contest, and hundreds of prizes were contributed by local citizens to be given for city wide FRONTIER FIESTA promotion. A truly Western town was taking shape on the campus—FRONTIER FIESTA was becoming a big thing, not only on the campus but also in the city.

*An estimated 25,000 people visited the show between April 24 and 26, 10,000 of these on the last night. Fiesta had grown too big. More space and more nights had to be allotted next year.*

The year 1948 saw a repeat performance at the same spot with a four night run. More than 30,000 citizens jammed the campus to witness the Fiesta. But further improvements were needed. Space was too crowded, and besides the new Cullen Building was to be erected shortly.

For the 1949 Fiesta a large plot of ground, twice the size of the one used in 1948, was assigned at the northwest of the Science Building. Twice as many shows were being produced as the previous year, and school spirit had hit an all time high. Earl McMillian gave a 1949 Ford to the student with the best whiskers, and 50,000 men, women and children saw FRONTIER FIESTA between April 6 and 9.

Five Fiestas have taken place. Now the sixth is here, bigger and better, and planning to beat all previous records in becoming a greater "Greatest College Show on Earth."