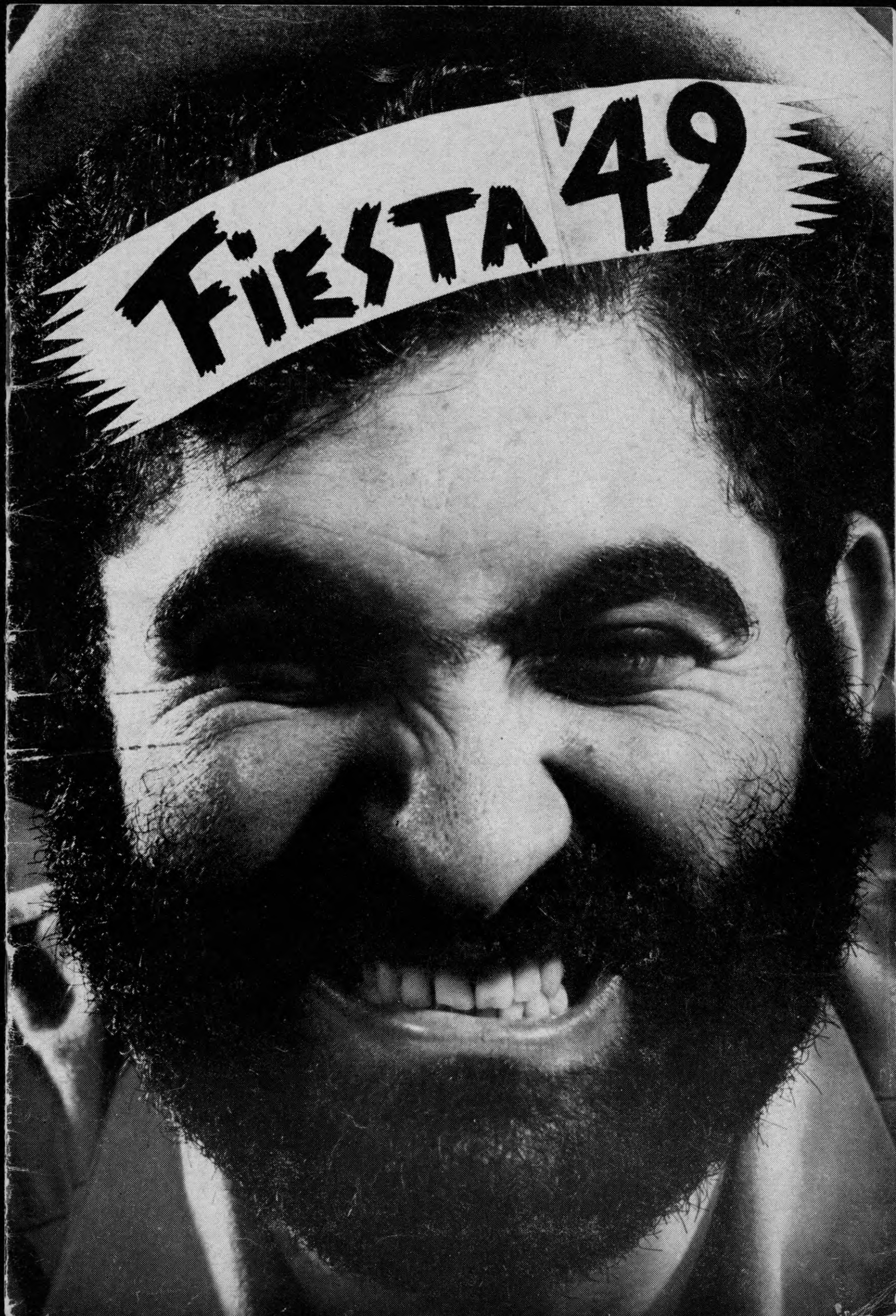


**FIESTA '49**



Earl McMillian

## *Gives Fiesta New Ford*



(Earl McMillian, left, officially presents the '49 Ford to Harrey Scott, Fiesta General Chairman at the inauguration of the beard-growing contest in early February.)

Probably no one not officially connected with the University of Houston has done more to make the 1949 Frontier Fiesta a success than one of the university's best friends, Earl McMillian.

Mr. McMillian, "Houston's Friendly Ford Dealer," has done more than donate his time, energy, and money to help the Fiesta and the University. He has extended the hand of friendship to every student on the campus, and has offered to befriend any student who needs help.

On February 11, Mr. McMillian entered into the spirit of Frontier Fiesta by wearing a complete western outfit at the opening festivities. At the rally, he said that he strongly believes in people having some fun out of life. To make Frontier Fiesta a little greater than it is (if that's possible), he donated a 1949 Custom Built Ford Tudor Sedan to be awarded to the grower of the Best All-Around Beard.

# Program for Frontier Fiesta Pageants

GEORGE H. DURBIN, Master of Ceremonies

6:30 - 7:15 p.m.

## Wednesday, April 6, 1949

Welcome and opening speech, Harrey Scott, Frontier Fiesta Chairman

Introduction of Frontier Fiesta Belle and Sheriff

Introduction of Calamity Jane, Annie Oakley, Jersey Lilly, Diamond Lil, Lady known as Lou, Klondike Kate. (These six coeds are runners-up in the Fiesta Belle election conducted in late March. (See page 5.)

Introduction of representatives of School of Nursing and Downtown School (to choose own titles).

Judging of Ugliest and Reddest Beards

Awarding of prizes to Beard Winners

## Thursday, April 7, 1949

Welcome and opening speech, Harrey Scott, Frontier Fiesta Chairman

Introduction of Frontier Fiesta Belle and Sheriff

Presentation of out-of-town high school representatives

Presentation of scholarships to high school students

Judging of Funniest and Fanciest Beards

Awarding of prizes to Beard Winners

## Friday, April 8, 1949

Welcome and opening speech, Harrey Scott, Frontier Fiesta Chairman

Introduction of Frontier Fiesta Belle and Sheriff

Presentation of Houston Public and Parochial High School representatives

Presentation of scholarships to high school representatives

## Saturday, April 9, 1949

Welcome and opening speech, Harrey Scott, Frontier Fiesta Chairman

Introduction of Frontier Fiesta Belle and Sheriff

Judging of four remaining categories

Awarding of prizes to Beard Winners

Halphen, Scott, Chandler

# Head '49 Frontier Fiesta



## FIESTA CHAIRMEN

Harrey Scott .....	General Chairman
Dave Halphen .....	Vice Chairman
Carl Chandler .....	Business Manager
Dave Munt, Dan Lewis .....	Construction
Gordon Kroll .....	Tickets
George Durbin .....	Special Events
Elmer Bertelsen .....	Publicity
Kirtley Harriss .....	Concessions
Roy Croker .....	Entertainment
Hickman Corley .....	Prizes
Johnny Goyen .....	Radio
Gene Milligan .....	Art



**JUDGE ROY BEAN'S** court (Above) will be in session again as hard likker and justice are doled out in all the fairness of law West of the Pecos. This scene was snapped at the 1947 version of Bean's court.

**SILVER MOON SALOON** chorines (Below) of last year's Frontier Fiesta, will be back again this year to entertain Fiesta visitors.



# This Year's Fiesta

By Elmer Bertelsen

Truly the greatest college show on earth is on display on the University of Houston campus this week.

Five acres of Frontier Fiesta city—the largest site in the carnival's five-year history—are packed with 39 concessions that vary in offering from western saloon stage shows to hot dog and ice cream stands.

You'll see the presentation of the Silver Moon Saloon, winner of last year's best show award given annually by the Ex-Students



Association, the Crow's Nest Saloon and its pretty chorines, the Cavalier Theater with a hellzapoppin' type variety show, Judge Roy Bean's Court in session as Law West of the Pecos rules again, Bella Union's show depicting the ol' and new West, Varsity "H" Association show, and many others.

To produce an extravaganza of this size has meant careful planning and hard work by students and faculty alike. And like the school's enrollment and expanding campus, the Fiesta has mushroomed since its inception in 1941.

This year's Fiesta has been a reason for living for student leaders since early in September. Even before that time, Harrey Scott, general chairman, was carefully selecting a staff of assistants who would make this year's carnival the best yet.

What you see and hear during your visit on the campus this week will be evidence that Scott has done a job of which he may be proud.

Cigar-smoking "Rick" Hale, sheriff of Fiesta City will be roaming the midway in search of students who are not properly attired for this gay college carnival. He will be assisted by petite Marion Magill, elected Fiesta Belle by students in a campus election recently. They will "jail" students who do not comply with Judge Bean's rulings.

A record of 1845 votes were cast in the election for Sheriff and Belle—and the students paid to vote—Fiesta booklets were used as votes.

Cigar-smoking "Rick" Hale, sheriff of Fiesta City, will be coeds Shirley Hogan as Calamity Jane; Betty Jo Speight as Annie Oakley; Barbara Smith as Jersey Lilly; Peggy Griffin as Diamond Lil; Ruthmary Anderson as the Lady Known as Lou; and Jackie Enloe as Klondike Kate.

*(Continued Next Page)*

Marion Magill, Rick Hale

## *Named Belle and Sheriff*



Deputies are Bill Sterling, David Mundt, Terry Oliver, Charles Hayes, Pete Gilpin, and Bob Lansdel.

To list all who helped with this year's Fiesta is impossible because of space limitations. Houston merchants made possible the prizes to be awarded to top beard-growers and furnished time and effort in helping publicize the Fiesta.

If pre-Fiesta ticket sales are any indication, the 1949 Fiesta will add a large bag of gold to the growing fund that is being saved for a Student Union building for future student bodies. Every dime you spend in Fiesta City will be an investment in America's fastest growing university.

# OFFICIAL LIST OF BEARD CONTEST PRIZES

## CATEGORIES AND PRIZES

### FOR THE BEARD GROWING CONTEST

#### Best All Round:

**FIRST PRIZE**—1949 Ford custom-built tudor sedan presented by Earl McMillian, "Houston's friendly Ford dealer."

Wash and lubrication every 1000 miles for first 5000 miles on new Ford. Presented by Bill Canterbury's Rosedale service station, 2902 Rosedale.

**SECOND PRIZE**—Bulova watch from Allen and Casperson Jewelry Company

**THIRD PRIZE**—Slacks and a belt from Best Tailors.

#### Reddest Beard:

**FIRST PRIZE**—Cowboy boots from Stelzig Saddlery Company and a watch from Becker's Jewelry Company.

**SECOND PRIZE**—A Winslow electric clock from Reichart Electric Company

**THIRD PRIZE**—A tie and shirt from Byrd's Clothiers.

#### Longest Beard:

**FIRST PRIZE**—A horse and saddle from the Fruitbowl Bottling Company.

**SECOND PRIZE**—A table radio from the Star Furniture Company and a silver buckle set and tie pin from Montgomery Ward.

**THIRD PRIZE**—A silver buckle from the George Alan Company.

#### Scrawniest Beard:

**FIRST PRIZE**—A Lewyt vacuum cleaner from the J. A. Walsh Company.

**SECOND PRIZE**—A Zipper Shirt from Leed's Men's Wear, a cigarette lighter from the Clause Watch Company, and a leather cigarette case from Levit's Jewelry Company.

**THIRD PRIZE**—A shirt from Leopold and Price.

#### Funniest Beard:

**FIRST PRIZE**—A Bluebird cedar chest from H. J. Cohn Furniture Company.

**SECOND PRIZE**—Buckle set from Shaw's Jewelry Company and a shirt from Krupp and Tuffley's.

**THIRD PRIZE**—A shaving kit from Rolle, Jewitt and Beck.

#### Unique Beard:

**FIRST PRIZE**—A Groshire suit, shirt, shoes, tie, belt, and handkerchief from Mosk's Store for Men.

**SECOND PRIZE**—A Mallory hat from Norton Ditto and a floor lamp from Stowers Furniture Company.

**THIRD PRIZE**—Silverware from Corrigan's.

#### Ugliest Beard:

**FIRST PRIZE**—A suit, shirt, slacks, and handkerchief from Fred Wyse.

**SECOND PRIZE**—A table from Joske's.

**THIRD PRIZE**—A Schaeffer Fountain Pen and Pencil set from Sweeney's Jewelry Company.

#### Fanciest Beard:

**FIRST PRIZE**—A radio-phonograph from Foley's.

**SECOND PRIZE**—A Doncaster suit from Sakowitz Brothers.

**THIRD PRIZE**—Crystal from Lechengers—River Oaks store.

#### Additional Prizes:

A dinner for first prize in each category (man and date) at Stalarow's Barbecue.

A steak dinner for winners in the Fanciest and Scrawniest Beard contest (man and date) at Kurt's Snack Shop.

A free shave to all contestants in first judgments at the University Manor Barber Shop, Dennis and St. Bernard.

The coed who wins the Bearded Wonder contest will receive a choice of one of the following Frigidaire products donated by Cox and Blackburn.

Electric range

Washing machine

Home Freezer

Three De-humidifiers

Ironer and dryer

Electric Refrigerator

#### Consolation prizes:

A carton of Chesterfield cigarettes

A steak dinner at Kurt's Snack Shop

The coed selling the most Frontier Fiesta tickets will win the following prizes:

Ladies overnight bag from the Houston Trunk Factory

Pin set from Ralph Rupley Company

Square Dance outfit.

Hat designed by Lina Sheild from the Lina Sheild Millinery Salon

A ladies dress from the Smart Shop

Ladies shoes from the Vogue Shoe Stores

The male student selling the most tickets will win:

A suit, shirt, tie, and handkerchief from Bond's Clothiers.

# *Fiestas of Yesteryear*

By Jack Valenti

Out of the dreams of students, up from the hopes of a growing school has been fashioned one of the truly fabulous collegiate enterprises of this generation, the FRONTIER FIESTA.



That it confronts Houston with spirited entertainment is undeniable.

That it displays student democracy at its finest is inescapable.

But it is more than that. Listen.

In 1940, the University of Houston was a fledgling among colleges. Brash, enthusiastic Cougar students were searching, unbeknownst even to them, for something to span the years and encircle the future. Out of that searching came the FIESTA.

The FIESTA was not born of any one mind or spirit. Rather it was comingling of many energies and many dreams. A roll call of those students

who gave life to this dream would be a citing of men, some whose names would be unknown to many students on the campus today, and others who, even now, would merit considerable fame. Yet these students deserve to be remembered.

Johnny Goyen, Joe Potter, Henry Taub, John Taub, Norma Jean Schwecke, Gene Cuny, Jerry Leinweber, Grace Keller, Dick Schill and John Sargent, Joe Koppel, and Ray Campbell. Remember the last three named? Perhaps you don't and if you don't you shall be forever denied the rich privilege of knowing them. Lieutenant Sargent, USN, Ensign Koppel, and Captain Campbell were killed in the late war.

From these all-time Cougar great, the idea took root and spread. In the autumn of 1940, a scant few months after the opening of the new campus, the FIRST Frontier Fiesta was born.

Girls, who today are mothers, boys, who now are rising Houston business and professional men all took hold of hammers and saws. They worked Saturdays, Sundays and nights with a curious inexhaustible energy. Where

the Recreation Building sits in resplendence was constructed that first FIESTA. The next year, where hundreds of cars are parked in unconcerned rows back of the Ezekiel W. Cullen building, the second FIESTA sprang to life.

Then came the war

If the FIESTA had been a fad, an outlet for transitory student emotion, the second FIESTA would have been the last.

But it was not.

In 1947, seven years after that initial venture, the FIESTA topped

*(Continued on Page 13)*

What Tickles Your Mother the Most?

## **Your Father's Moustache**

By Jack Wilson

With beards in full bloom this Fiesta season, many mal-adjusted remarks are being made by the female sex on the University campus about this malady affecting their male cohorts. Displaying a full grown stubble myself, I decided to look into this beard growing situation and make an objective report, giving the woman's side of the picture.



First, going to the University library, I found the definition of "beard." According to the Encyclopedia Americana, a beard is "hair growing on a man's chin or cheek." Hair on the cheeks is called whiskers, while on the upper lip, moustache.

I also found that the first man to shave every day was a kiljoy named Scipio Africanus, a Roman, who lived 500 years B. C. (Whether he used a safety or electric razor is not known.)

### **\$10,000 Reward!**

Not being satisfied with the information obtained from library sources, I decided to conduct an objective and scientific survey among the co-eds on the campus finding out by direct interview their outlook on the entire bearded situation. I had high hopes of gaining national recognition after the results of my survey had been displayed to the scientific world, perhaps even having a disease named after me.

I asked 50 girls on the campus eight questions about beards and tabulated the answers. Here are the results.

*(Continued on Page 13)*

# Guide To

1. **The Guardhouse**—cadets in the Fiesta for the first time present fast-moving variety show.
2. **Haunted House**—for thrills, chills, and spectres, visit the Art club's murderous manor.
3. **Crow's Nest**—for singing and real western atmosphere, this is a must.
4. **Silver Moon Saloon**—winner of Ex-Students "Best Show Award" last year, the Silver Moon will feature the Singing Hicks with the Great Scott as MC.
5. **Gaillards**—the Gay-time follies offers a sparkling variety show.
6. **Cavalier Theater**—Here's a fast Hellza-poppin type variety show that you can't afford to miss.
7. **Country Store**—for provisions of all kinds, this general store is equipped.
8. **Wildcat Prize Fights**—wrestling, boxing, and fistcuffs in general.
9. **Bella Union**—can-can girls prance throughout this replica of the old Bella Union.
10. **Silver Saddle**—Frontiersmen saddle up for their first show in Fiesta city.
11. **Palace Theater**—mad architects do the can-can among other things.
12. **Dr. Nostrum's Medicine Show**—snake oil purveyors will take your money, suckers.

# Fiesta City

13. **Circle H Saloon**—jokes, tap routines, and chorus lines will highlight the athletes' production.
14. **Roy Bean Court**—weddings, and hangings in Judge Bean's Jersey Lilly.
15. **Radio Guild Playhouse**—a trip to Gene Autrey's Melody ranch.
16. **Silent Movies**—old-time flickers.
17. **El Foro Epanol**—Spanish is spoken here, tacos, tortillas, etc.
18. **Penny-Pitching**—Small-time gamblers can try their hand at bingo and copper-throwing.
19. **Tappa Kegga Suds**—This is for square dancers only, no rounders allowed.
20. **Copper Penny**—Another variety show with campfire scenes and singing.
21. **Pink Lady**—to the tune of six-gun fire, chorus lines will compete with a male can-can for Fiesta citizens approval.
22. **Red Masque Theater**—lynchings, stagecoach scenes and saloon life will make up this scintillating western panorama.

## For the Best in Food and Drinks

Wagon Wheel Cafe

Cotton Candy

Cactus Bar

PTK popcorn stand

**Newsreel Movies**—camera club shots of the Fiesta on the screen.

**The Casino**—another sparkling variety show.



**THE CROW'S NEST** saloon is famous for its fast-moving song and dance routines. Above is a picture of the Powder Puff Revue

girls as they pace through a routine during the 1948 Fiesta. The Crow's Nest is located on the north end of the Fiesta midway.

## FIESTA HISTORY

the lists of "reconstruction musts." While it is dangerous to single out individuals, it would be a serious dereliction to overlook the enormous contributions made to the re-establishment of the FIESTA by Johnny Goyen. Now executive secretary of the Ex-Students Association, Goyen was the only one of the original founders who returned to the university after the war. He was elected President of the Student Association, highest student elective office.

At his insistence and under his leadership, new students, to whom the FIESTA was only an event of minor historical significance, caught the contagion of the FIESTA fever and 1947's marvelous version came to fruition. Last year, under the direction of Bill Sparr, the FIESTA moved to still greater heights.

As you wander through the midway this night of 1949, as you see shows and midway concessions, all built by Vanity Fair beauties and athletes, freshmen and seniors, bookworms and campus cuties, remember this: you are seeing the greatest college show on earth; you are viewing the magnificent team spirit that more than anything else characterizes this friendly, neighborly university.

---

### FATHER'S MOUSTACHE

(1) Have you ever been kissed by a boy with a beard? Yes—45, No—5.

(2) Have you ever been kissed by a boy with a moustache? Yes—16 No—34.

(3) Have you ever been kissed at all? Yes—50, No—0.

(4) If you have been kissed by a bearded boy, how did it feel? Sloppy—10, Sticky—12, Tickles—5, No reaction—2.



After tabulating my results, I resigned myself to the fact that there was only one observation needed to make any Psychological study complete. That observation would be: (a) To find a good-looking co-ed. (b) To ask her what she thought about bearded kisses. (c) To kiss her myself, in an objective manner. (d) To tabulate the result.

It took only a few minutes to find a likely looking subject. (Name withheld upon request) I asked her what she thought about bearded kisses. Before she could answer, I embraced her, in the most objective manner possible according to my outline above. Then taking out my notebook and pencil I asked her for a statement.

"Drop dead," she exclaimed hitting me in the head with a psychology book.

After tabulating my results, I have come to the following conclusion. "Women do not like to be kissed by strange men with long beards."

*Doctor*



*Lawyer*



*Indian-Chief*



All agree that KURT'S SNACK SHOP will serve you bearded wonders the best chow this side of the Mississippi, whether you be black beard, blue beard or just a little fuzzy. CACTUS KURT'S "College Special" is especially designed to put pounds on hungry Fiesta performers.

So after the Fiesta, it's KURT'S SNACK SHOP, St. Bernard at Dennis, for that meal with appeal.