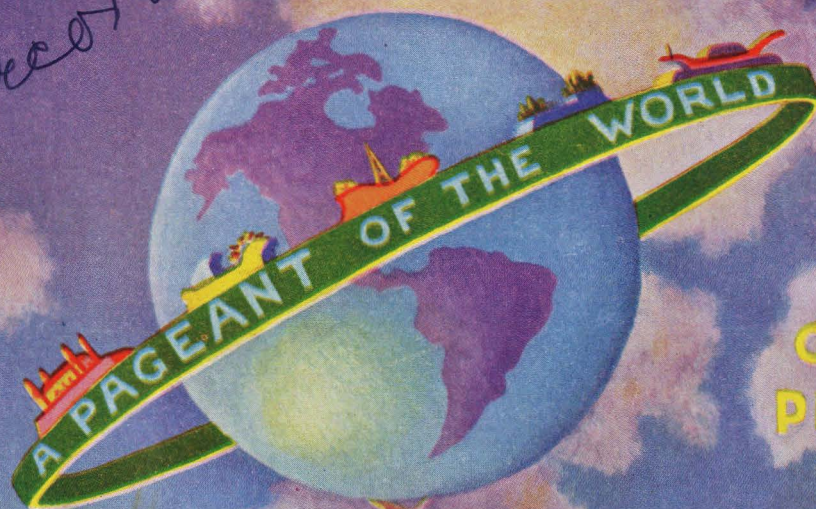


SOUTHWESTERN

SUN CARNIVAL

*File
For
Reference
H. Record*



OFFICIAL
PROGRAM

25¢

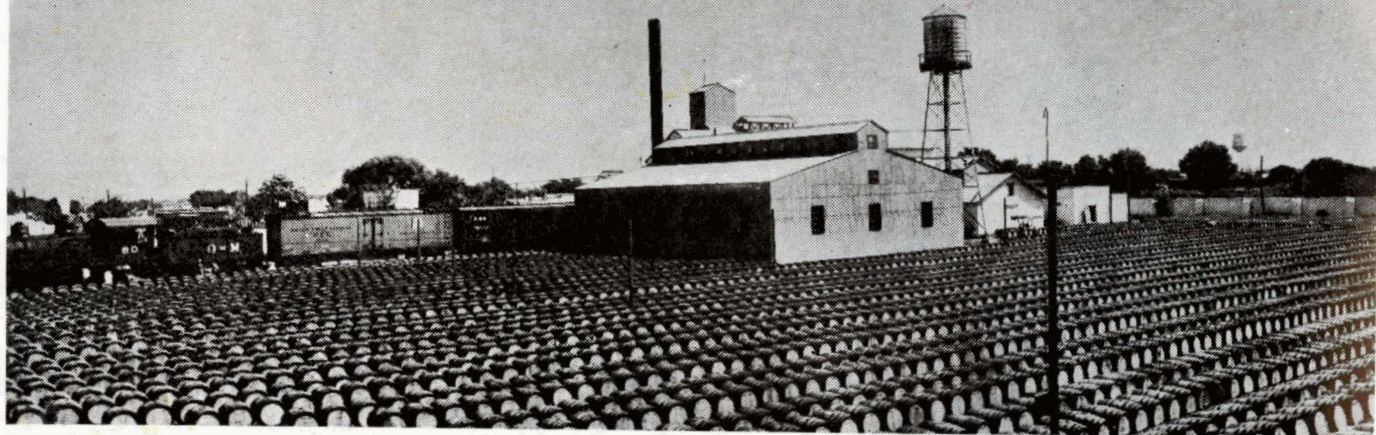


G. HARRIS SHELTON

NEW YEAR'S DAY 1938-EL PASO, TEX.

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Third Annual

SOUTHWESTERN SUN CARNIVAL

December 29, 30, 31 and January 1, 1938

EL PASO, TEXAS

"SUNSHINE PLAYGROUND OF THE BORDER"

A Spectacular Pageant of the World

Portraying the most interesting lands of the world and many of the States of the United States. These countries and states are depicted through outstanding characteristics, architecture, history, peoples, sports and several even by the best known literature symbolic of the land.



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The Story of the Southwestern Sun Carnival

For the third successive year the Southwestern Sun Carnival Association present THE SUN CARNIVAL, a gala, four-day pageant participated in by all of the communities of the great Southwestern Sunshine Empire in New Mexico, West Texas and Old Mexico. After two increasingly successful carnivals in the past, the Association offers this most spectacular event of the year as a definitely established annual affair. Starting in 1935 with the hope of instituting an All-Southwestern Celebration, the Association offered an opportunity to all communities in this region to join hands in a project that would, in time, become a national institution, bringing publicity of inestimable value to the whole region. The Association is strictly "non-profit," being civic in nature and made up of representatives of the five Service Clubs of El Paso, namely: Kiwanis, Lions, Optimist, Rotary and 20-30.

The cooperation of the people of El Paso and the Southwest has built in this short time an event which commands widespread attention. The resulting closer relationship; both social, civic and commercial; is most worth while. The Sun Carnival is participated in by organizations of every character, educational, industrial, commercial, fraternal, labor, social civic and professional.

The social side of the Sun Carnival, centers around the Coronation of the Sun Queen with Ladies-In-Waiting and her Royal Court of Princesses from all the cities of the Sun Empire and the Grand Ball tendered by the Association in honor of Her Majesty and Court.

The spectacular nature of the Sun Carnival Parade has in large measure made up to the population of our country for the fact that they do not have as frequent opportunities to participate in the great events and exhibitions as those living in the larger centers of population. It is now an established fact that nowhere else in the country is there held a more lavish, colorful, better prepared or received parade than here at the Sun Carnival. Following the Pageant of History and the Pageant of Beauty Parades in the two years past, the 1938 parade has for its theme "A Pageant of the World". The title is significant and gives an inkling of what the spectator might expect.

The Sun Carnival serves as a spot-light to focus the attention of the rest of the United States on El Paso and the Southwest. It's publicity value is beyond estimation. And this year the Pageant of the World Parade is to be broadcast to an audience of many hundreds of thousands of people throughout the Middle West over Radio Stations WLS of Chicago and KMBC of

Kansas City. The broadcast is being originated along the line of march by the staff of Radio Station KTSM of El Paso, which becomes a link in the NBC Chain on Jan. 3rd.

The carnival spirit is everywhere in evidence during this event. Stores and hotels are decorated in the Sun Carnival Colors. A carnival midway offers an opportunity for unusual diversion. A splendid stage show, "The Drunkard," has been brought here for the Sun Carnival. All in all, the Carnival is an event both spectacular and magnificent, kindling in our people the will to play and celebrate under the benevolent rays of a kindly winter sun, amid surroundings of incomparable beauty and contrasting grandeur.

THE SUN BOWL GAME

This football classic has come into its own, being ranked as one of the really important post season gridiron classics. Vast interest in the game has been developed from the east coast to the west, from Montana to the gulf. Sport writers and sport commentators on the air mention the Sun Bowl these days when football is mentioned. And the Southwest has football teams to match against the nation's finest. It is upon this fact that the annual selection of the Border Conference winner as the "Home Team" is made. This game is bringing the colleges and universities of this great Sunshine Area into national recognition.

Opening 1938, the fans are being offered a real Football Treat. Nowhere in the country will there be a better game than in El Paso on New Year's Day. Two of the leading, two of the most spectacular and colorful teams in the sport will meet in the Sun Bowl. A vast audience of listeners will hear the Sun Bowl Game thru a broadcast over the Columbia Network Station, WMMN, of Fairmont, West Virginia. This broadcast will be by remote control direct from Kidd Field, handled in El Paso by the staff of KTSM. Every sport page in the country will carry the story of the Sun Bowl on Sunday, January 2nd. This is the type of publicity which money cannot buy; advertising which will tell the Southwest's Sunshine Story in words of magic.

The "Red Raider" of Texas Tech, from Lubbock, Texas, are the "Home Team." The opponents are the giant "Mountaineers" of West Virginia University from Morgantown. This is the first Sun Bowl to have teams contesting who've played all over the United States and beaten the best of them. The battle they play on New Year's Day promises to be a classic—and may go a little ways toward solving that baffling question, "What Section of the country plays the best brand of football?"

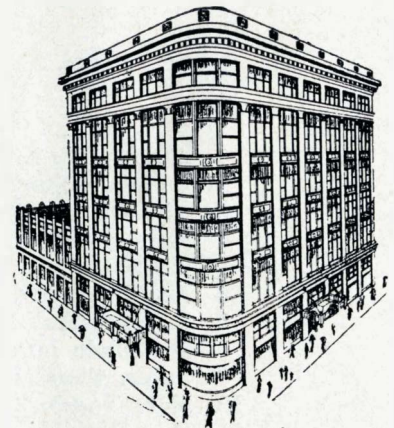
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needs. You'll find interesting souvenirs and
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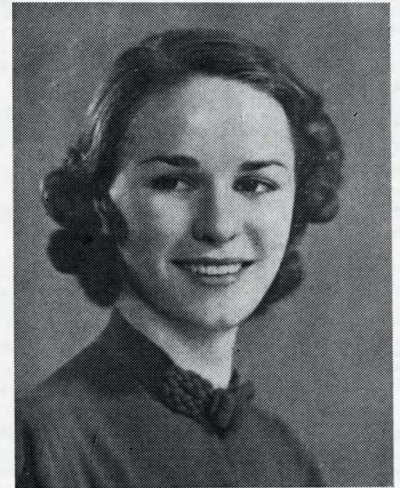
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of the
House of Peterson



Duchess Keith
of the
House of Teigh



Duchess Beverly
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House of Cate



Duchess Ellen
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The ROYAL PRINCESSES from the Cities of The SUN EMPIRE



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Frances Green
Alamogordo



Princess
Lucyle Ferguson
Alpine



Princess
Mary Ruth Thomason
Anthony



Princess
Margarita Soule
Chihuahua



Princess
Sally Deckert
Deming



Princess
Marilyn Myers
Fabens



Princess
Pauline Nichols
Fort Bliss



Princess
June Beeman
Fort Stockton



Princess
Madrieene Kelp
Hot Springs



Princess
Faye McKeown
Jal



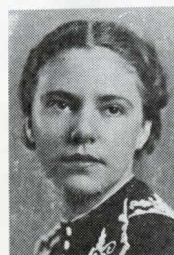
Princess
Adela Urias
Juarez



Princess
Clarabel Echols
Las Cruces



Princess
Jeanne Davis
Midland



Princess
Mary Martha Coffield
Maria



Princess
Regina Yarbrough
N. M. State College



Princess
Clara Lou Morton
N. M. Teachers Coll.



Princess
Erle Powell
North Odessa



Princess
Ollie Sue Armstrong
South Odessa



Princess
Millie Knox
Pecos



Princess
Helen Prichard
Roswell



Princess
Anna Goering
Sul Ross College



Princess
Edwarda Keltner
Texas Coll. of Mines



Princess
Maxine Fry
Texas Tech. College



Princess
Betty Jane Mitchell
Tularosa



Princess
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Van Horn



Princess
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Univ. of W. Va.



Princess
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FRED BORLAND, Prop.



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In Juarez, Old Mexico



H. ARTHUR BROWN
VIOLIN SOLOIST

El Paso's own Symphony director will also appear as violin soloist in the annual holiday popular concert December 29th, which performance will open the Southwestern Sun Carnival. The Symphony director enjoys an enviable reputation as a concert violinist and is responding to many requests to play his favorite instrument.

**Official Opening of Sun Carnival
ANNUAL "POPULAR" CONCERT
EL PASO SYMPHONY ORCHESTRA**

H. ARTHUR BROWN, Conductor

Wednesday, December 29th

8:15 P. M.

Liberty Hall

PROGRAM

- I. Evening Prayer and Dream Pantomine from
"Hansel and Gretel" Humperdinck
- II. Nutcracker Suite Tchaikowsky
Salute to the Sun Queen and her court.
(a) Overture Miniature (e) Danse Arabe
(b) Marche (f) Dance Chinoise
(c) Dance of the Sugar- (g) Dance of the Flutes
Plum Fairy (h) Waltz of the Flowers
(d) Trepak (Russian Dance)
- III. Introduction and Tarantelle for violin and
orchestra Sarasate
H. ARTHUR BROWN
- IV. Liebestraume (Dreams of Love) Liszt
- V. (a) Depuis le Jour (Ever since the Day)
from "Louise" Charpentier
(b) The Spirit Flower Tipton
COURTNEY PROFFITT
- VI. (a) Londonderry Air Grainger
(b) On the Trail from the "Grand Canyon Suite".....Grove
Dedicated to Texas Tech. University.
(c) Caprice Viennois Kreisler
Dedicated to the University of West Virginia
- VII. Rhumba from "Second Symphony" McDonald



COURTNEY PROFFITT
GUEST SOLOIST

Responding to popular request, the Association is happy to announce the engagement of Courtney Proffitt, long a favorite with El Paso audiences. This brilliant lyric soprano, whose appearances have delighted music lovers of the Southwest, has just completed a series of radio performances at Salt Lake City, Denver and Butte, Montana.

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ONE-MINUTE WASHERS, WELDING EQUIPMENT,
AUTOMOTIVE PARTS

714 Texas Street

El Paso, Texas

Event No. 2

QUEEN'S BREAKFAST

Honoring Her Court

Thursday, December 30th, 10:30 A. M.

Hotel Cortez

Her Majesty, Martha Charlene, Queen of the Southwestern Sun Carnival is hostess to her royal court, including her ladies-in-waiting-the duchesses of El Paso, and the princesses from the cities of the Sun Empire.

Event No. 3

MILITARY DAY REVIEW

by the officers and personnel of Fort Bliss

Thursday, December 30th, 10:30 A. M.

Fort Bliss

This review in honor of visitors for the Sun Carnival has been arranged thru the courtesy of Brigadier General Ben Lear, Commandant at Fort Bliss. It is an event well worth seeing and the public is cordially invited to attend. All the distinguished visitors to the Sun Carnival will be in the reviewing stand.

Event No. 4

HORSE SHOW

Thursday, December 30, 1:30 P. M.

Howze Stadium, Fort Bliss

A rare treat is in store for those who attend this event. The show will include Inter-Unit Team Jumping, Mounted Wrestling

by Enlisted Men, A Ladies Hack Class and an Opening Jumping event. The last two classes are open to any civilian riders, with entries unlimited.

Event No. 5

CORONATION

of the Queen of the Southwestern Sun

Carnival by His Excellency

Lt. Governor Walter Woodul

of Texas

Thursday, December 30, 8:30 P. M.

Plaza Theater

Admission: Downstairs, 84c per person

Upstairs, 55c per person

Tax Included

The coronation of Her Majesty, Martha Charlene of the House of Watkins, as Queen of the Southwestern Sun Carnival will be a regal, brilliant, never-to-be-forgotten part of the Holiday Celebrations. The stage of the Plaza Theater, setting for this colorful event, will be lavishly decorated as befits a Sun Queen's Coronation. As the curtain rises, the spectators will view a scene of most unusual beauty. Standing in their places surrounding the Sun Throne will be the queen's lovely Ladies-in-Waiting with their escorts, and the radiant Sun Princesses representing the cities of the Sun Empire with their escorts. Dr. Dossie M. Wiggins, President of the Texas College of Mines, is again the gracious Master of Ceremonies. He will announce the visiting dignitaries as they come upon the stage. Last to enter will be His Excellency, Lt. Gov. Walter Woodul of Texas. When all are in place, Her Majesty, Queen Martha Charlene, makes a royal entrance thru an audience composed of the social, civic and business leaders of the Southwest. She will be welcomed by His Excellency and accompanied to her place on the glittering Sun Throne.

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NEW MEXICO
ARIZONA

Her Court and all the distinguished guests will then be presented to Her Majesty. The Sun Princesses will be presented in the following order: Princess Frances of Alamogordo, Princess Lucyle of Alpine, Princess Mary Ruth of Anthony, Princess Margarita of Chihuahua, Princess Sally of Deming, Princess Marilyn of Fabens, Princess Pauline of Fort Bliss, Princess June of Fort Stockton, Princess Madrieene of Hot Springs, Princess Faye of Jal, Princess Adela of Juarez, Princess Clarabel of Las Cruces, Princess Jeanne of Midland, Princess Mary Martha of Marfa, Princess Regina of New Mexico State College, Princess Clara Lou of New Mexico State Teachers College, Princess Erle of North Odessa, Princess Ollie Sue of South Odessa, Princess Millie of Pecos, Princess Helen of Roswell, Princess Anna of Sul Ross College, Princess Edwarda of Texas College of Mines, Princess Maxine of Texas Technological College, Princess Betty Jane of Tularosa, Princess Maxine of Van Horn, Princess Jane of University of West Virginia, Princess Marie of Ysleta.

After all have been presented, Queen Martha Charlene will accept the oath to reign light-heartedly, gayly, and with friendliness for all of her subjects in the Sun Empire. His Excellency Walter Woodul will remove the sparkling, richly jeweled Sun Crown from the head of Queen Gretchen of the House of Reinemund, Monarch of last year's Sun Carnival, and will place it on the lovely, youthful, head of Queen Charlene, amid the enthusiastic acclaim of her host of admiring subjects.

Event No. 6

SUN QUEEN'S RECEPTION AND BALL

Thursday, December 30, 9:30 P. M.

El Paso Country Club

Admission: \$1.20 per person. tax included.

The brilliant social event of the Holiday Season is the Grand Reception and Ball to be held at beautiful El Paso Country Club immediately following the Coronation. Committees of El Paso's social leaders have been planning this delightful party for months. As the parade and football game have grown finer each year, this outstanding society function has become more important and this season will surpass in elaborateness and gayety all previous balls.

BEST OF SUCCESS TO
THE SUN CARNIVAL

RED AND WHITE
STORES

Wishes You a

Happy New Year!

Guests on arriving will be greeted by Mrs. K. D. Lynch and Mr. Paul Hutchins, Co-Chairman of the Queen's Ball Committee, and a group of thirty members of the Junior League. They will then be presented by Mr. Harris Walthall, Chairman of the Distinguished Visitors Committee, to the reception line headed by Her Royal Majesty, Queen Martha Charlene, His Excellency Lt. Governor Walter Woodul, other distinguished guests and their wives, President Will Crombie of the Sun Carnival and Mrs. Crombie, Dr. C. M. Hendricks, Director General of the Sun Carnival and Mrs. Hendricks, Sun Duchesses and Sun Princesses.

Music for the Coronation and dance music for the Reception and Sun Queen's Ball is furnished by Jimmie Field's and his eleven piece orchestra, the favorite band of the Southwest. Decorations at the Country Club are in the spirit of the theme of the parade, "A Pageant of the World." A most unusual and brilliant affair is in store for all, and all are cordially invited.

Starting the ball will be a delightful departure from precedent. The Sun Queen, with His Excellency and her entire court with their escorts, will swing into the rhythm of a "Favor Dance," details of which are being kept secret by the Committee.

Event No. 7

INTERNATIONAL DAY

Friday, December 31st.

In keeping with the spirit of the 1938 Sun Carnival, which is built around the Pageant of the World, International Day will be a colorful and interesting event. It has been arranged through the co-operation of all the various Nationals residing in the Sun Empire. Unique and brightly colored costumes of many countries will be in evidence on the streets of El Paso all day. Schools, civic organizations, Women's Clubs and others are collaborating in this effort. Both the El Paso Tipica Orchestra and the W. P. A. Tipica Orchestra will parade downtown in native costume, playing their instruments. A group of descendants of ancient Aztec Indians will be seen wearing their tribal feather headdress and robes.

(Continued on page 12)



MAIN 2176

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Event No. 11

PAGEANT OF THE WORLD PARADE

Saturday, January 1st, 1938, 9 A. M.

Chris P. Fox,

Chairman of Parade Committee

No more appropriate theme for the 1938 Sun Carnival Parade could have been selected than the "Pageant of the World," for the reason that it has brought to El Paso and the Southwest not only national attention and publicity, but world-wide recognition. This parade is known about and will be read of with interest on every continent. Some sixty or more floats will portray most of the nations of the globe and many of the States of the Union. The information for the design and decoration of these floats has necessitated correspondence with every country and with every state, serving forcibly to bring the Sun Empire and its activities to the attention of people scattered 'round the globe. Floats are being entered by organizations of every character and representing every walk of life in this vast, yet not thickly populated desert wonderland. Twenty bands from schools and various organizations add life, color and music to the parade.

The parade will be broadcast, as stated before, news-reel photographers will make a celluloid record of the entire parade which will be seen by many thousands all over the United States, stressing again the delightful climate of a region where parades and football games can be staged in comfort on New Year's Day.

DIGNITARIES

His Excellency, Governor Clyde Tingley of New Mexico; His Excellency, Lt. Governor Walter Woodul of Texas and Hon. Angel Martinez, State Treasurer

and representative of His Excellency, Governor Gustavo Talamantes of Chihuahua will be the honor guests of the Sun Carnival Pageant of the World Parade. These and other dignitaries including Brigade General Juan Felipe Rico Islas, Commandant of the Juarez Garrison; Brigadier General Ben Lear, Commander of the 1st Cavalry Division at Fort Bliss; Mayor Marvin Harlan of the Host City, Consul-General Manuel Esparza Zimbron; Consul George P. Shaw, U. S. Consulate, Ciudad Juarez; State Senator H. L. Winfield of Fort Stockton; President C. H. Boucher of the University of West Virginia; President Bradford Knapp of Texas Tech; Hon. Joaquin Cordova, International Boundary Commissioner, Mexican Section and Hon. L. M. Lawson, International Boundary Commissioner, American Section will be seated on the reviewing stand located at Montana and Newman Streets.

LINE OF MARCH

The parade will start at Campbell and Texas Streets, proceed west on Texas to Mesa Avenue, thence north on Mesa to Montana Street and east on Montana to Five Points, where it will disband.

GET YOUR PICTURES OF THE PARADE

From

W. M. WHITE OFFICIAL PHOTOGRAPHER

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East 1071-J

Every Float

Every Band

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Prizes For The Parade

Floats in the Pageant of Beauty Parade of the Southwestern Sun Carnival, will be judged by giving a maximum of 50% on faithfulness of portrayal of the subject, and 50% on beauty of design, decoration, and general appearance.

The parade is to be divided into six major divisions, several of which are, in turn, subdivided. Three prizes are to be awarded the best floats in each division or sub-division, as follows: First prize, \$50.00; Second prize, \$25.00; Third prize, \$15.00.

At the head of each division and at the head of the many sub-divisions is to be a band. Bands are entered by several colleges, high schools and numerous miscellaneous organizations. Prizes are to be awarded the best College bands, the best El Paso high school bands, the best out-of-town high school bands, and the best miscellaneous bands. First prizes, \$50.00; Second prizes, \$25.00; Third prizes, \$15.00.

A "Sweepstakes" Prize of \$100.00 is to be awarded the best float in the whole parade, regardless of classification.

Grand Marshal of the Parade

Lovely Noel Collier, popular leading lady with the Drunkard company, now playing in El Paso, has been chosen by the Sun Carnival Committee to act as Grand Marshal of the Pageant of the World Parade on New Year's morning.

Miss Collier is a finished actress, a beauty in her own right and an accomplished equestrienne. She was chosen to Marshall the parade not only because of her attractiveness and talent, but also because she is a native Texan and a member of an old Texas family of distinction. It was at Westminster College that Miss Collier first embarked on her theatrical career. The Pittsburgh Little Theater, numerous stock companies followed, until she was invited to join the Show Boat Players at the Pan American Exposition.



Miss Noel Collier

Miss Collier has said that her invitation to act as Grand Marshal was like a wonderful "coming home" present. She adds much to the beauty and glamour of an already spectacular event.

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HERALDS (BUGLES)

MOTORCYCLE ESCORT

GRAND MARSHAL

SUN CARNIVAL OFFICIAL BAND

FLAG BEARERS (50)

DIGNITARIES

SUN QUEEN AND HER COURT

El Paso Chamber of Commerce

The float bearing Her Regal Majesty Charlene of the House of Watkins and Her Royal Court of lovely Princesses is entirely non-competitive, and is sponsored by the El Paso Chamber of Commerce as a gesture of friendliness, honor and good-will toward the Queen and Her Court and the Third Annual South-western Sun Carnival.

Carried out in masses of white, the float is embellished with the official Sun Carnival hues of Blue and Gold. Queen Charlene sits upon her golden throne beneath a beautiful colonnade and, framed by a huge sun, looks with graciousness upon her many princesses, the entire picture symbolic of the sunshine and loveliness of the Southwest.

LADIES IN WAITING

U. S. ARMY BAND

MECHANIZED UNITS

YSLETA HIGH SCHOOL BAND

THE LAST STAND

Seventh U. S. Cavalry

The Seventh Cavalry Float in the 1938 Sun Carnival, featuring the Conquest of the West, will depict a scene painted by Remington entitled "The Last Stand". It will show a group of cavalymen in the blue uniform of the period of the Indian Wars, with sabers stuck in the ground, standing off an Indian attack with rifles. The old scouts of the period will be represented and the uniforms of the various groups of cavalymen in the picture will be blue shirt and breeches, with yellow stripe, stuck into black boots. Around the neck will be a yellow hand-



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EMPIRE PRODUCTS CORPORATION

kerchief and each trooper will wear a black cartridge belt typical of the period, with black bandolier.

The float will be colorfully decorated with appropriate flags, standards and troop guidons, and will show an era of our country's history in which the Garry Owens played such a prominent part.

MODERN CAVALRY WEAPONS

Eighth U. S. Cavalry

The 8th Cavalry Float will depict "Modern Cavalry Weapons". It will not represent the glories of the past, but rather the possibilities of the present. Due to the size of the float it will be impossible to show the horses of the men engaged or the pack animals.

The float will present terrain familiar to all residents of El Paso and will consist of Sand Hills and types of vegetation common to the vicinity of Fort Bliss. Displayed rather openly, instead of being concealed as would be the case under actual tactical conditions, are the weapons issued to a cavalry regiment. The weapons will be operated by the gunners and riflemen in a reasonably accurate manner.

On a central mound will be the 37 mm. gun in position to fire toward the rear; on the corners will be located a calibre .30 water cooled machine gun; a calibre .50 machine gun; a calibre .30 light machine gun; and a calibre .45 sub-machine gun. These weapons will be pointed away from the center of the float. The magazine rifle calibre .30 and the automatic pistol calibre .45 will be in evidence but will not be employed.

SUL ROSS BAND

FIELD ARTILLERY IN ACTION

82nd Field Artillery

A typical desert scene showing the 75 M/M Howitzer in action is the motif of the float representing the 82nd Field Artillery.

In addition to the Howitzer, appropriate modern instruments with their operators are portrayed. These include the Battery Commander's Telescope, the Range Finder, and a modern U. S. Army radio.

Bordering the artillery float are the eight guidons of the different organizations which constitute the 82nd Field Artillery. These guidons only serve to outline the float.

Drawing the float is the normal artillery hitch of six horses. These horses are driven by three experienced drivers from Battery "D", and are commanded by a selected sergeant on a single mount.

(Continued on page 26)

YELLOW CAB CO. - M 3500 - YELLOW CAB CO.

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and Radios

Shop where there's plenty free parking space

PETERSON LUMBER & PAINT CO.

1630 Texas St.

Main 7400

Event No. 8

PAN-CIVIC LUNCHEON

Friday, December 31, 12 noon

Hilton Hotel

This will be the opportunity to honor the distinguished visitors who will be in El Paso for the Sun Carnival. This luncheon is being held through the courtesy of the El Paso Lions Club, who will act as hosts. The Sun Queen and her court will be their special guests. The men of the city and the Sun Carnival territory are invited to attend.

During the luncheon the name of the fortunate young lady from among the lovely girls of the Queen's Court who has been chosen to be Bing Crosby's protege for 1938 will be announced. She will receive a free trip to Hollywood, where she will be royally entertained, given a movie screen test and possibly a contract. In 1935 Miss Bessie Patterson of Hot Springs, New Mexico was chosen for this honor and delightful experience and last year Miss Winfield of Ft. Stockton won the trip to Hollywood as the guest of Bing Crosby. Who will be the lucky girl this year? Come to the luncheon and find out.

Serving Meats to El Paso

and Surrounding Territory

JOHN T. McELROY Packing Company

"A Southwestern Institution"

Event No. 9

INTERNATIONAL DAY TEA

Friday, December 31, 5 P. M.

Cortez Hotel

This tea is being given by the Sun Carnival International Day Committee for all those who are in costume. It is anticipated that this will be a brilliant and colorful affair, and that a very large number will be in attendance.

Many club women's groups and social parties are planned for luncheon downtown in costume on this day.

Event No. 10

NEW YEAR'S EVE FROLICS

The Royal Sun Court, headed by Her Majesty, Queen Charlene, will make the rounds of the New Year's Eve Parties at all the downtown hotels. She will make merry with her subjects and bid joy reign unconfined. The Court will be acclaimed by those celebrating and royally entertained everywhere.

RIO GRANDE LUMBER AND FUEL COMPANY

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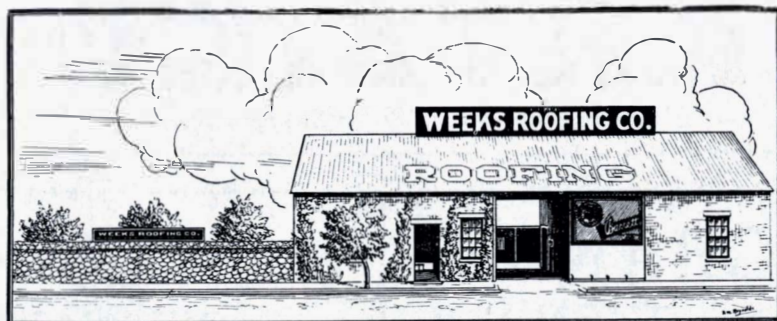
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THE SUN CARNIVAL

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MAIN 89

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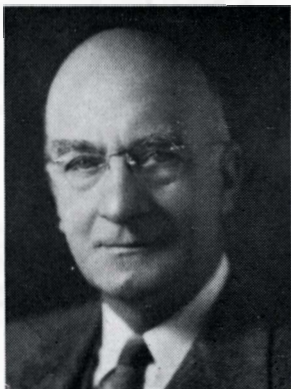
506 N. Mesa Ave.

Main 3640

Texas College of Technology

THE PRESIDENT

Dr. Radford Knapp, President of Texas Technological College, attended Iowa Agricultural College, Vanderbilt University and took his LL.B. at University of Michigan in 1896. Active in agriculture and practiced law and was prominent in organization of agricultural co-operatives. Became Dean of the College of Agriculture at the University of Arkansas in 1920; President of Oklahoma A. & M. College in 1923. From there he went to the Presidency of Alabama Polytechnic Institute in 1928. In 1932 he was chosen as President of Texas Technological College, which position he now holds. His activities have taken him into much governmental advisory work in agriculture. He is an active member in numerous organizations both professional, civic, social and fraternal. Dr. Knapp is an influential writer and is a frequent contributor to a large list of magazines. In addition to this he is a learned educator, a civic leader and a friend and confidant of his students.



Dr. Radford Knapp

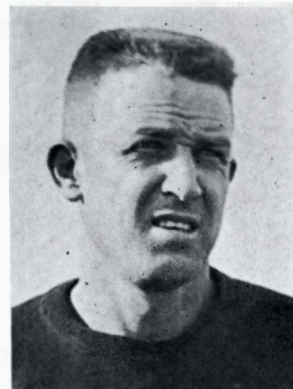
THE SCHOOL

First opening its doors in 1925, Tech now has an enrollment of 3,154 students, a faculty of 158, and is the third largest college in Texas. Once a part of the old Bar C ranch, college lands, covering 2,008 acres, are valued at \$150,000. The 320-acre campus proper is gradually being planted in grass, flowers, and shrubs, and its drives are being paved. Last year one story of the West Texas Museum was built on the campus. A \$275,000 library building is now under construction.

THE COACH

Head mentor for the Raiders, Pete W. Cawthon has been at Tech since 1930. He was formerly head coach at Austin college, assistant coach at Rice Institute and at Terrell preparatory school in Dallas.

Beginning his football career in a Houston high school, he attended Southwestern university, Georgetown, where he played varsity football from 1916-1919. His first coaching job was in Beaumont.



Pete Cawthon

Compliments
of The

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... Old Town Pump ...

Montana at Laurel

Enjoy Our Food ...
During
The Sun Carnival

VISIT OUR NEW PLANT AND SEE HOW WE SAFEGUARD THE QUALITY

Coca-Cola Bottling Co.



PRES. C. S. BOUCHER

A BRIEF HISTORY OF WEST VIRGINIA UNIVERSITY

West Virginia University is located in Morgantown, the seat of Monongalia county, immediately south of the Mason-Dixon line where it forms the boundary line between southwestern Pennsylvania and northern West Virginia. The West Virginia-Maryland boundary is only a few miles distant to the eastward.

West Virginia University's Campus comprises about 66 acres near the center of Morgantown. The physical plant includes 28 State owned buildings or structures on the Campus, five demonstration and experimental farms near Morgantown, and three experimental farms and three agricultural extension centers located at suitable points throughout the State. The Morgantown plant alone is valued at more than \$10,000,000.

West Virginia University originated from the National Land Grant Act of June 2, 1862.

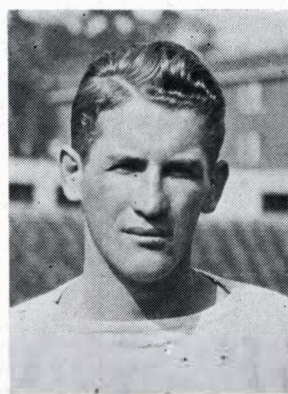
By an act of December 4, 1868, the name of the College was changed to "West Virginia University."

Following the establishment of the University expansion was rapid. The College of Law was added in 1878; the College of Engineering and Mechanic Arts in 1887; the Agricultural Experiment Station in 1888; the College of Agriculture and the School of Music in 1897; and the School of Medicine in 1902.

With the opening of the new century two decades of consistent growth were entered upon.

In 1917, an extensive building program was inaugurated, which has added eight major units to the Campus. The Engineering Experiment Station was organized in 1921, and the School of Mines in 1926. In 1927 the work in Education, hitherto administered in a department of the College of Arts and Sciences, was transferred to the newly created College of Education.

Under President C. S. Boucher much emphasis is being placed on excellent instruction and faculty and student research. As a result of such a program the enrollment this fall reached the all time high mark of 2669 students in residence.



MARSHALL GLENN

HEAD COACH

Head Coach is Marshall "Little Sleepy" Glenn, nicknamed thus because his older brother who preceded him at the University was called "Sleepy." Is one of the greatest athletes ever to wear the "Mountaineer" livery.

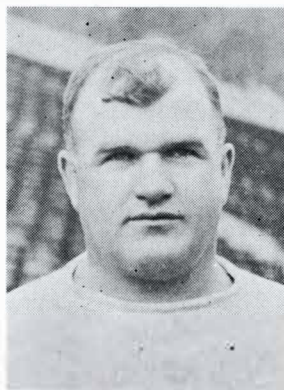
Came to the University from Elkins, where his chief claim to fame was selection as All-Scholastic Forward at the annual basketball tournament in Chicago. Held the all-time scoring record in basketball at the University until last winter when it was broken by one of his own pupils, Jack Gocke. Has been

named by Charley Hyatt, once of Pitt and now a leading amateur star, on his all-time All-Star five.

Glenn's football exploits were just as noteworthy but did not get the attention they deserved because he played the blocking back post. He held the regular job three years—1927, 1928 and 1929—backing up the line when only one man was used in that capacity, being a topnotch pass receiver, and doing the field goal kicking and converting points after touchdowns.

"Little Sleepy" is 29 years old. He starred the last time West Virginia beat Pitt—in 1928—and is completing his first year as head coach. He first coached for two years at Martinsburg (W. Va.) High after leaving school, then came back to the University as head basketball coach at the beginning of 1933-34 season. Took job of freshman football coach in fall of '34, and turned out two undefeated teams in his three years at that position. In basketball, his teams won 47 games while losing only 17 in first three years.

ASSISTANT COACH



IRA ERRETT RODGERS

Ira Errett Rodgers is the only Mountaineer athlete to be selected on official All-America, Camp's 1919 team, where he was placed as Captain and Fullback. Starred in three sports, football, basketball and baseball. Capt. football, 1919; captain, basketball, 1919; captain, baseball, 1920. Head coach in baseball since 1921, longest term of any varsity coach as a sports instructor. Asst. football coach at the University, 1920-1924 inclusive; head coach football, 1925-1930 inclusive; assistant coach, football, 1931. Also assistant professor of Physical Education. Played forward in basketball and shortstop in baseball. Turned down offer to play

major league ball, and preferred to remain on college coaching staff. W. Va. Amateur golf champion, 1930. Considered greatest all-time West Virginia athlete.

EL PASO FIREPROOF STORAGE CO.

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1125 Texas Street

Main 2077

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Again we have the privilege of taking this space to congratulate the **South-Western Sun Carnival Association.**

The spirit and traditions of El Paso and the great Southwest are well exemplified by the men and women who have given so generously of their time and efforts.

Our best wish for them is a full degree of satisfaction in an arduous task well performed.

Peyton Packing Company, Inc.

(Del Norte Products)

**Fine Shoes
for
Men**

Edwin
Clapp

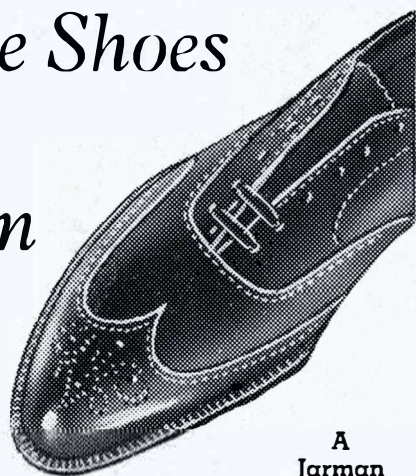
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after the Game*

and every day in the year—its the
Del Norte where you'll find your
friends . . . and the best food in town!

EL PASO'S OWN HOTEL . .

Event

SUN BOWL FOOTBALL GAME

TEXAS TECH

F. B.
Calhoun

R. E.
Bostick

R. T.
Murphy

R. H.
Tarbox
R. G.
Owens

C.
Guzick

L. E.
Dolly

L. T.
Baisi

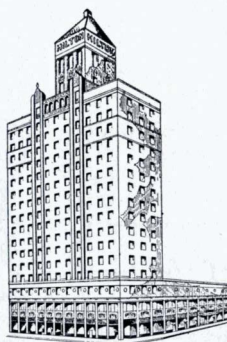
L. G.
Atty
L. H.
Clark

Q. B.
Rapaswick

WEST VIRGINIA

OFFICIALS

Referee	Mississippi State	Cooper Kinney
Umpire	Indiana University	Roscoe Minton
Head Linesman	Kentucky Normal	J. W. Sears
Field Judge	Rice Institute	Eddie Dyer



West Virginians

It matters not from where you hail!
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HILTON

Three Famous

COFFEE ROOM

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No. 9

"RED RAIDERS"

Q. B.
Smith

L. H.
Holmes
L. G.
Jones

L. T.
Davis

L. E.
Ramsey (c)

C.
Hedrick

R. G.
Volkin
R. H.
Moan

R. T.
Hodges

R. E.
Nebera

F. B.
Audia

"MOUNTAINEERS"

1st Q. 2nd Q. 3rd Q. 4th Q. Final

Texas Tech. College
"RED RAIDERS"

W. Virginia University
"MOUNTAINEERS"

or Texans . . .

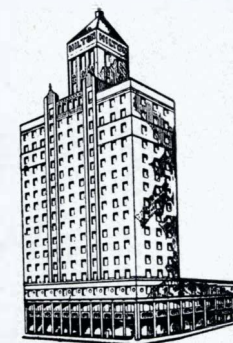
A smooth, skillful service, swift but
unhurried, crowns the pleasure of din-
ing in this truly satisfying hostelry!

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Unsurpassed

Standard Oil Dealers

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MOUNTAINEERS

- 30 * 25 Volkin, David
- 19 Moses, Richard
- 16 7 DeAngelis, Murino
- 60 12 Heckert, Robert
- 27 25 Richardson, Jess
- 37 * 18 Moan, Emmett K.
- 20 8 Clark, Harry
- 13 14 Gussie, Michael
- 49 24 Rapaswick, Anthony
- 17 McCue, John
- 34 Cestaric, Joseph
- 40 28 Foley, Douglas
- 11 23 Pinion, Sam
- 41 18 Lorenz, Harold
- 35 2 Baisi, Albert
- 38 4 Eller, Charles
- 29 * 22 Phares, John Lee
- 10 * 15 Isaac, David
- 53 * 8 Audia, Sam
- 8 Dolly, Richard
- * 21 Neilsen, Robert
- * 14 Hodges, Paul
- 6 Davies, Thomas
- * 1 Atty, Alex
- * 20 Nebera, Fred
- * 13 Hedrick, Oley
- * Lettermen

RED RAIDERS

- 59 Wimberly, G. B.
- 45 Murphy, A. B.
- Gilbert, G. B.
- 28 Calhoun, Charles
- 57 Davis, William
- 41 Philbrick, George
- Sasche, F. M.
- 24 Alexander, Lewis
- 55 Latch, Leonard
- 40 Barnard, Buzz
- 72 Myers, Brian
- 23 Smith, Edward
- 54 Jones, Lewis (line C)
- 39 Lewis, W. B.
- 71 Bostick, Truman
- 22 Curlman, Raymond
- 53 Owens, Pete
- 38 Williams, Rex
- 69 Ballanz, Ralph
- 21 Tarbox, Elmer
- 37 Greene, Wilmer
- 67 Webb, G. L.
- 52 Madry, Doc
- 36 Waldrep, Holt
- 65 Taliaferro, Lloyd
- 20 Akins, Dudley
- 51 Guzick, Frank
- 34 Neeley, Thos.
- 62 Ramsey, Hershel (C)
- 17 White, Dixie
- 49 Moseley, Henry
- 15 Chernosky, Maurice
- 48 Barnett, Gene
- 31 Harmon, Philip
- 13 Holmes, Bob
- 60 Overton, Elbert
- 14 Chapman, Miles
- 29 Jones, Chief
- 63 Russell, Bull



Ace of *THEM* All
for *MILDNESS and TASTE*

STARTING LINE-UPS

MOUNTAINEERS

- 8 Dolly
- 3 Baisi
- 1 Atty
- 13 Hedrick
- 26 Volkin
- 14 Hodges
- 20 Nebera (C)
- 24 Rapaswick
- 5 Clark
- 18 Moan
- 2 Audia

- LER
- LTR
- LGR
- C
- RGL
- RTL
- REL
- Q
- RHL
- LHR
- F

RED RAIDERS

- Bostick 6
- Murphy 45
- Owens 53
- Guzick 51
- Jones (line C) 54
- Davis 57
- Ramsey (C) 62
- Smith 23
- Holmes 13
- Farbox 21
- Calhoun 28

OFFICIALS

- Referee Cooper Kinney
- Mississippi State
- Umpire Roscoe Minton
- Indiana University
- Head Linesman J. W. Sears
- Kentucky Normal
- Field Judge Eddie Dyer
- Rice Institute

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Hotel Cortez
EL PASO, TEXAS
AFFILIATED NATIONAL HOTELS



Texas College of Technology "Red Raiders"

DATA ON INDIVIDUAL "RAIDER" PLAYERS

No.	Name	Wt.	Pos.	Home Town
13	Holmes, Bob	155	H	Miami, Okla.
14	Chapman, Miles	185	H	Dallas
15	Chernosky, Maurice	185	H	Ennis
17	White, Dixie	182	H	Lubbock
20	Akins, Dudley	180	F	Hillsboro
21	Tarbox, Elmer	170	F	Higgins
22	Curfman, Raymond	168	F	Electra
23	Smith, Edward	180	F	Del Rio
24	Alexander, Lewis	182	F	Muskogee, Okla.
28	Calhoun, Charles	175	F	Lubbock
29	Jones, Chief	185	F	Lubbock
31	Hammon, Philip	187	F	Idalou
34	Neeley, Thos.	173	F	Sayre, Okla.
36	Waldrep, Holt	182	F	Slaton
37	Greene, Wilmer	185	F	Gainesville
38	Williams, Rex	187	F	Sherman
39	Lewis, W. B.	165	F	Santa Fe, N. M.
40	Barnard, Buzz	175	F	Tulsa, Okla.
41	Philbrick, George	170	F	Dallas
45	Murphy, A. B.	200	F	Beaumont

As 1937 season winners of the Border Conference Tech comes to the Sun Bowl as the "Home Team." The "Red Raiders" of the Lubbock college wound up their season in a "blaze of glory" after a tough beginning in which their ears were pinned back thrice before they got mad and goin' places." Since their third game defeat by Montana University they have been invincible and come to El Paso full of determination to live down their defeat by Detroit, an eastern team, by skinning the "Mountain Boys."

Tech has been a traveling team this year, as nine states were represented on the "Red Raiders" 1937 schedule. During the past six seasons, Tech has come up from a virtually unknown Panhandle team to one nationally recognized. During that six years Tech won 46 games, lost 16, tied 4. They made 1,185 points to only 377 for their opponents.

Elmer Tarbox, swivel-hipped halfback and Capt. "Red" Ramsey are a Quieting and restraining influence on a team noted for its high spirit and "devil-may-care" attitude. This team is unrivalled for color and fire and can be depended on always to do the unexpected, and to usually do it well.

DATA ON INDIVIDUAL "RAIDER" PLAYERS

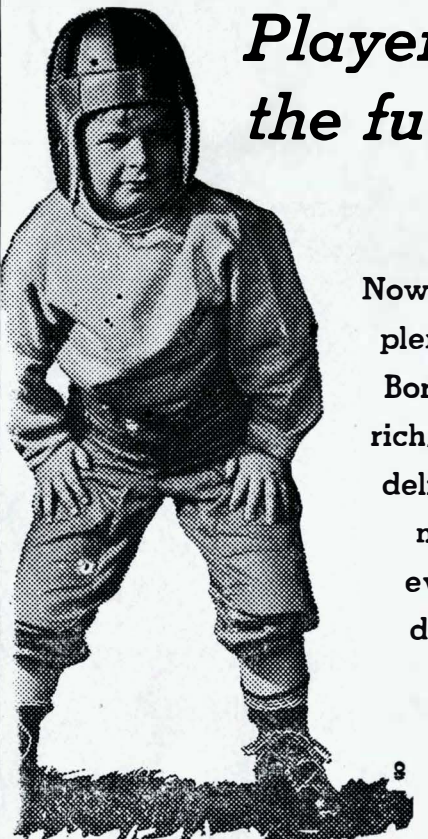
No.	Name	Wt.	Pos.	Home Town
48	Barnett, Gene	159	H	Lubbock
49	Mosley, Henry	187	H	Lubbock
51	Guzick, Frank	187	C	Sherman
52	Madry, Doc	194	C	Levelland
53	Owens, Pete	180	C	Levelland
54	Jones, Lewis (line C)	198	C	Cleburne
55	Latch, Leonard	200	T	Cisco
57	Davis, William	225	T	Grapevine
59	Wimberly, G. B.	202	T	Lubbock
60	Overton, Elbert	223	C	Yeso, N. M.
62	Ramsey, Hershel (C)	178	C	Chillicothe
63	Russell, Bull	235	T	Robstown
65	Taliento, Lloyd	193	T	Plainview
67	Webb, G. L.	180	E	Itasca
69	Bailanz, Ralph	165	E	Abilene
71	Bostick, Truman	197	E	Brownwood
72	Myers, Brian	180	C	Santa Anna
73	Sasche, F. M.	180	H	Quifague
74	Gilbert, G. B.	220	T	Buckholts

The "Red Raiders" have met the class of four or five different Conferences and are strictly a No. 1 attraction. Their victory over New Mexico clinched the Border Conference for them. This team was so clearly the "class" of our local circuit that little doubt was in anyone's mind as to what team would be asked to represent the Southwest.

TEXAS TECH 1937 FOOTBALL RECORD

Red Raiders	Opponents
6	Arizona State (flagstaff)
12	University of Texas
0	Detroit University
6	Montana State University
20	University of Arizona
27	University of New Mexico
14	Oklahoma A. & M.
25	Loyola of the South
13	Duquesne University
7	Centenary College
27	Creighton University

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Player of
the future



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plenty of
Borden's
rich, pure,
delicious
milk
every
day!

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for 80 Years

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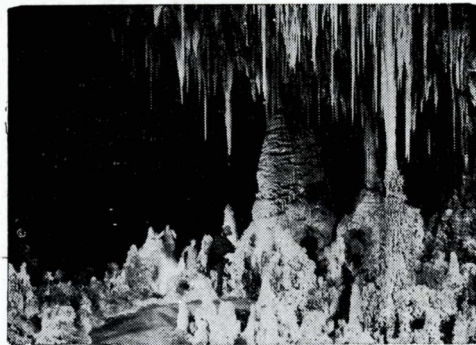
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MAIN 218

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— and afterwards, take advantage of the refreshing
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When your business
or pleasure brings you
to El Paso, you will
always find a real
welcome at the

Gateway Hotel
and
Coffee Shop

No.	Name	Wt.	Pos.	Age	Home Town
1	Atty, Alex	201	G	20	Johnstown, Pa.
2	Audia, Sam	185	F	20	Charleston, W. Va.
3	Baisi, Albert	198	T	20	Elkins, W. Va.
4	Cestatic, Joseph	198	T	20	Barrackville, W. Va.
5	Clark, Harry	171	H	20	Uniontown, Pa.
6	Davies, Thomas	180	F	22	Morgantown, W. Va.
7	DeAngelis, Murino	186	E	20	Monessen, Pa.
8	Dolly, Richard	205	E	20	Onega, W. Va.
9	Eller, Charles	175	E	21	Grafton, W. Va.
10	Foley, Douglas	195	T	21	Waverly, W. Va.
11	Gussie, Michael	185	G	20	Everettsville, W. Va.
12	Heckert, Robert	190	T	20	Berea, W. Va.
13	Hedrick, Oley	185	C	22	Fairmont, W. Va.

West Virginia University had the outstanding State University foot-
ball team in the east this year and came thru the 1937 season with an
enviable record. They were defeated only once, and then by Pittsburg
which is conceded to be the No. 1 football team of the country. Despite
defeat they gained more yardage against Pitt than any other team this
year, which in itself is a tribute to the offensive power of West Virginia.
Only other blot on a perfect season was a 6 to 6 tie with Georgetown
University. Georgetown caught them in a late season slump after they'd
won 5 hard games. But the hardy "Mountain Boys" came back to solidly
trance Toledo and George Washington and to keep their own goal line
untouched. Realizing that George Washington held Arkansas, one of the
Southwest Conferences' toughest teams to a scoreless tie, West Virginia
crushing (26 to 0) defeat of the Saint Louis team is an indication of their
power. Several years Pitt was the only team to beat West Virginia.

The Montaineers made 117 first downs to 58 for their opponents for
the 1937 season; gained 699 yards to 412 from passes; ran 1,876 yards from
Scrimmage to 643 for their rivals, punted for an average of 37 yards and
completed almost 40 per cent of their passes attempted.

Clark, who will be seen lugging the pigskin for the far-eastern visitors

No.	Name	Wt.	Pos.	Age	Home Town
14	Hodges, Paul	205	T	21	Morgantown, W. Va.
15	Isaac, David	150	H	21	Charleston, W. Va.
16	Lorenz, Harold	189	O	23	East Brady, Pa.
17	McCue, John	170	H	21	Morgantown, W. Va.
18	Moan, Emmett K.	180	H	24	Long Beach, Cal.
19	Moses, Richard	178	G	20	Charleston, W. Va.
20	Nebera, Fred	175	E	21	Grant Town, W. Va.
21	Neilsen, Robert	175	C	22	South Gate, Cal.
22	Phares, John Lee	168	H	22	Elkins, W. Va.
23	Pinion, Sam	140	H	20	Wheeling, W. Va.
24	Rapaswick, Anthony	182	O	19	Wheeling, W. Va.
25	Richardson, Jess	175	C	22	Charleston, W. Va.
26	Volkin, David	183	G	21	Mt. Pleasant, W. Va.

on Kidd Field scored 60 points during the season and ranked fifth in
individual eastern scoring.

The trip to El Paso from Morgantown is a well-earned reward for a
troupe of husky, willing ball-players who assure the Sun Bowl fans of
more than their money's worth against Texas Tech.

MOUNTAINEERS 1937 SEASON RECORD

West Va.	Opponents
14	West Virginia Wesleyan
0	Pittsburg
6	Washington and Lee
13	Xavier
13	Waynesburg
64	West Maryland
6	Georgetown
34	Toledo
26	George Washington
176	33

The 123 Members of this
organization wish you a

Happy New Year

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Chevrolet for 1938
sunshine and happiness.

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311 MONTANA

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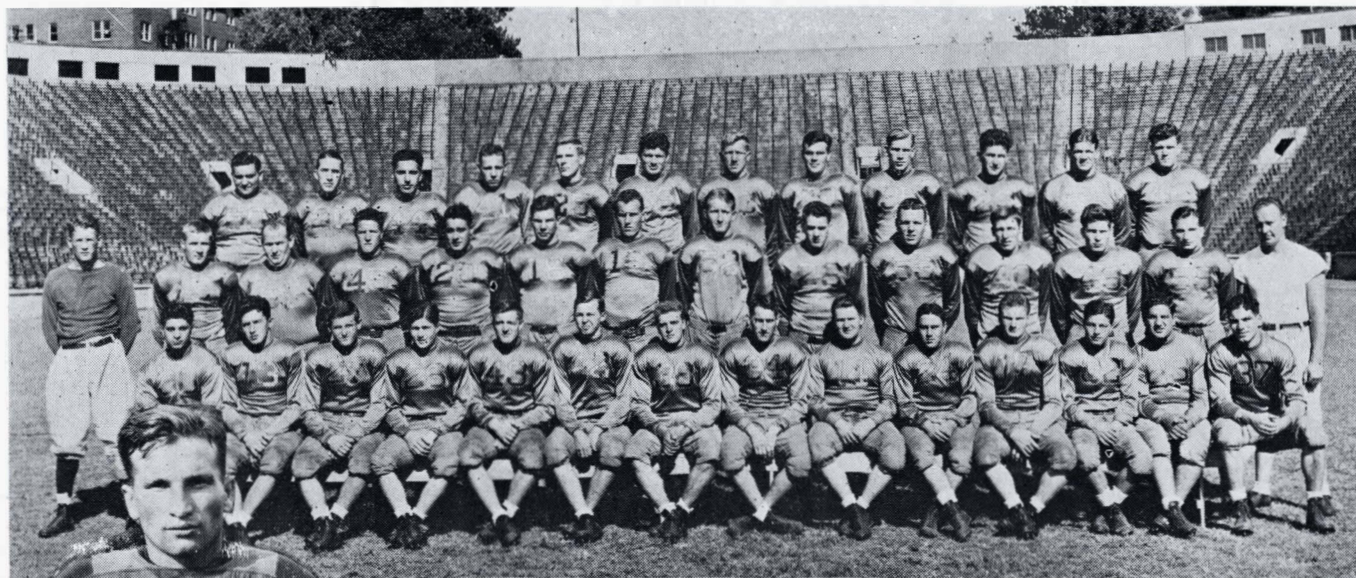
THE WHITE HOUSE

Has been enjoying

El Paso's Sunshine for

37 Years

West Virginia University "MOUNTAINEERS"

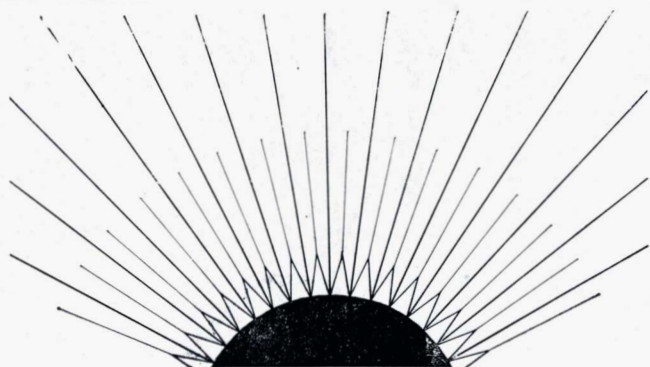


Captain for the Sun Bowl Game is David Volkin, the 183 lb. guard from Jeannette, Pa. Volkin is a tower of strength on defense and the despair of the opposition on the offense. This is his senior year and the third on the "Mountaineer" team.

Reading left to right, Top Row: Spatafore, Spillers, Moses, Rapaswick, Eller, DeAngelis, Baisi, Moan, Meranda, Heckert, Foley, Cestatic.

Middle Row: Glenn, Head Coach; Stansbury, Sutton, Wilcox, Ronai, Shores, Dolly, Neilsen, Lorenz, Hodges, Hedrick, Clark, Nebera, Anthony, Asst. Coach.

Front Row: Audia, Gussie, McCue, Isaac, Davies, McCabe, Caldwell, Schwartzwalder, Kiger, Baker, Richardson, Pinion, Atty, Volkin.
(Phares missing from picture).



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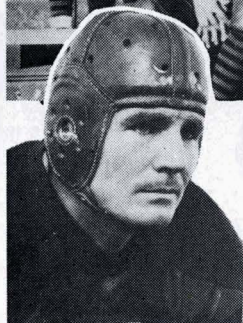
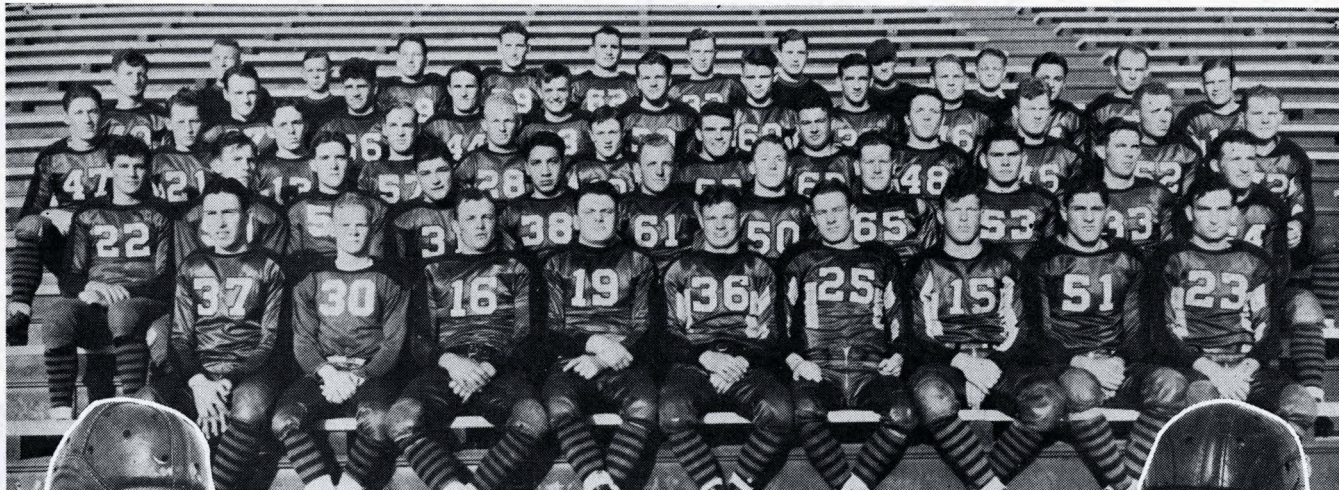
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Texas Technological College "RED RAIDERS"



Bottom, left to right: Green, Funk, White, Waldrep, Curlman, Byrd, Calhoun, Guzik, Smith.—Second Row: Quarles, White, B. Gerron, Madry, Gonzales, Bostick, Williams, Taliaterro, Owens, Webb, Jones.—Third Row: Steitle, Tarbox, Harris, Boswell, Ryan, Brown, Latch, Russell, Barnett, Murphy, Harmon, Winters.—Fourth Row: Mosely, Lewis, Wilson, Baltanz, Sasche, West, Overton, Hemsell, Davis, Alexander, Philbrick, Chapman.—Fifth Row: Coach Cawthon, Cheek, Barnard, J. Brown, Ramsey, Myers, McKeever, Line Coach Smith, Sprague.



Team Captain of the Red Raiders is Hershel Ramsey, one of the finest ends in the country. Ramsey is playing his last year at Tech. This 178 pound pass snagger hails from Chillicothe, Texas.

Line Captain of the Texas Tech team is Lewis Jones, the husky 198 pound guard from Cleburne, Texas. Jones is one of the fastest heavy linesmen ever to be seen in the Sun Bowl.

*It takes energy to
play football . . .*

And it takes energy
to watch it, too. Bread
is your best source of
quick energy . . . and
there's no better
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Kiel Bonnell, Agent, Alamogordo

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MECHANICAL ROLLING KITCHEN

Special Troops, Fort Bliss

The Military Exhibit sponsored by Special Troops of the First Cavalry Division for the Sun Carnival Parade on New Year's Day is a modern Mechanical Rolling Kitchen, which has become an integral and necessary part of the Mechanized Forces now being developed by our Army.

To date the Government has not developed a "For Issue To Troops" standard kitchen for fast moving Military Units. However, Mechanized Units throughout the Army are conducting experiments with all types of Mechanical Kitchens and in the future the experimental kitchen which possesses the best facilities for the purpose will be adopted.

WINK HIGH SCHOOL BAND

"COLONIAL TEXAS"

City of Marfa, Texas

This float, with its crude log cabin and group of hopeful happy young people, represent the very beginning of Anglo-Saxon Texas.

In 1820 Moses Austin made plans for an American colony in Texas, but it was August 18th, 1824 before his son, Stephen F. Austin secured the passage of the national colonization law. In that year 247 grants were perfected.

Austin's original colony suffered great privation. They were almost destitute of food and clothing, seed for planting was hard to get and expensive, the men and women wore makeshift clothes and lived in the rudest simplicity.

Indians were a constant menace, and life in the wilderness was burdened with care, suffering, sometimes almost without endurance. But through it all, there was a gleam of that heroic patience and fortitude that made Texas what it is.

FLOAT FROM THE CITY OF LAS CRUCES

"THE CROSSES"—GOD'S CHRISTMAS TREE

City of Las Cruces

That little band of Christian missionaries, with attendants and followers, encamped upon the verdant slopes of the first irrigated lands in America, along the banks of the now sluggish, now raging, muddy waters of the Rio Bravo del Norte, set upon by marauding Apache hordes, moved on and left seven white crosses to mark seven lonely graves. These ancient crosses, marking the resting place of Godly pioneers, rebuilt by pious followers through the generations, in the end came to furnish the inspiration for the name, The Crosses, Las Cruces. The Las Cruces float in this year's Sun Carnival represents the theme, The Crosses, with the allied Christmas thought, of God's Christmas Tree, which nothing manmade, but only God's handiwork, to grace it.

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THE VALLEY OF MEXICO

City of Juarez, Mexico

One of the world's most beautiful spots is the lush Valley of Mexico. It rivals the scenic grandeur of Switzerland and the striking loveliness of Fujiama. The glories of this ancient, fertile valley are faithfully portrayed in the float entered by The Juarez Mercantile Co. for the City or Juarez.

The base of the float is decorated to represent The Valley of Mexico itself, with the Cathedral Spires of Mexico City and the other lovely buildings of our Sister Republic's Capitol, visible. Shown also is the world famous Pyramids of Teotihuacan, temples of an ancient race. These pyramids are one of Mexico's foremost tourist attractions.

In the background are the eternally snow covered volcanos of Popocatepetl and Ixtlatziuatl. "Popo" is still occasionally active and it's thus depicted on the float.

FLOAT FROM THE CITY OF TULAROSA

RECREATION IN THE FORESTS

U. S. Forest Service

The Forest Service float presents year long recreation in National Forests, and represents a snow covered mountain with miniature spruce trees to complete the effect. The three little girls dressed in white ski togs are daughters of Forest Service officers. Animation for the float is attained by the little girls on sled and skis. The float is constructed on Lincoln Forest and is presented by Lincoln and Gila Forests for U. S. Forest Service. Supervisors Dwire and Lessel encourage year long use of recreational possibilities of Lincoln and Gila Forests.

SHERIFFS POSSE

DIVISION II

PECOS HIGH SCHOOL BAND

CLASS "A" GRADE SCHOOLS

THE OREGON TRAIL

Houston School

The Houston School float portrays the story of Lewis and Clark being guided by Sacajawea, into the Oregon territory.

While on the 8,000 mile journey, Lewis and Clark reached a region where no white man had ever been before. When they could go no farther by boat, they set out overland following Indian trails and going toward the mountains.

They were fortunate in having the Indian woman Sacajawea, whose name means **The Bird Woman**, to help them. Sacajawea had been captured by the Dakotas in a war with the tribes farther west, so she knew that western country well, and could serve as a guide and interpreter.

The reports of this journey made the Americans realize what a huge, rich territory had been bought from France. Traders and trappers swarmed the new country, and the West began to develop rapidly.



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- ASHLEY'S -

ALASKA

Coldwell School

Alaska! The last American frontier! Laughingly referred to at the time of its purchase as Seward's Ice Box or Seward's Snow Farm, it has since come to be regarded as our greatest storehouse of natural resources. The great salmon run, alone, that comes to its streams each year has repaid many times its purchase price, while its uncut timber and untouched mineral wealth await the day when America will need them. Formerly thought of as a land of ice and snow, Alaska's great fertile valleys have in recent years been developed as a refuge for American farmers who have been toiling on worn-out farms in the states.

The awe-inspiring aurora borealis in the midst of such rugged beauty make of her an ideal spot for the vacationist, while its rivers and forests, teeming with fish and game, invite the sportsmen in increasing numbers each year. With our diminishing resources, it will not be long until we fully appreciate the foresight which caused the purchase of Alaska.

IOWA

Rusk School

The Rusk School float with its huge ear of corn, carrying out the colors of the school and the golden beauty of that product, typifies the state of Iowa—Iowa with the romance of its Indian name, with its endless fields of waving corn stretching as far as the eye can see, with roads and towns and schools where once its swarthy namesakes roamed, Iowa in whose population the German, Swedish, Danish, and Dutch have amalgamated into vigorous Americanhood, Iowa whose far-reaching prairies hark back to the mystery of the distant past when great ice sheets leveled off its hills, Iowa which in 1930 had the lowest illiteracy rate in the union.

In this float bearing "His Majestic, King Corn," symbol of life and sustenance and of Iowa's contribution to the nation, El Paso pays tribute to a great state.

EL PASO HIGH SCHOOL BAND

HILTON DRUG COMPANY, Inc.

IN HILTON HOTEL

EL PASO, TEXAS

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108 Texas St.

DISTRICT OF COLUMBIA

Ysleta High School

Strength! Security! Liberty and the pursuit of happiness! Such is the main theme of the all white District of Columbia float, symbolized by the representatives of the Army and the Navy and by the coat of arms of these United States of America. Purity, honor and freedom are symbolized as being ever carried onward by Columbia guiding the mighty, royal, flying eagle! The final and crowing theme comes with that perpetual monument to our greatest national hero, George Washington.

PENNSYLVANIA

Douglas School

Pennsylvania is the "Cradle of Liberty" where the illustrious founder of our nation adopted the Declaration of Independence, July 4, 1776.

Remember Washington at Valley Forge. Can you forget Gettysburg? This decision battle of the war to preserve the nation, one and inseparable, was fought there. Pennsylvania is indeed a historical shrine. It is William Penn's land. A land of love, peace and liberty.

CLASS "B" HIGH SCHOOLS

MAINE

Austin High School

The State of Maine is depicted by a snow scene with toboggan slide.

Girls of the S.O.S. Club of Austin High dressed in appropriate red and green sports costumes will form a colorful contrast to the glistening white background. Skis, ice-skates, cameras, and other winter sports equipment of this sturdy little New England state will be in evidence.

The flag and seal of Maine and other insignia will also be used.

JAL HIGH SCHOOL BAND

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49 Years Furnishing Better Homes

Good Furniture

NEW YORK

El Paso Vocational School

New York, The Empire State, is blessed with many picturesque marvels, both natural and man-made, so that its motto of "Excelsior" is truly appropriate.

Seven of the outstanding attractions are displayed on the float. On a pedestal in the center is a figure representing the Statue of Liberty which dominates the empire float just as the real statue dominates New York Harbor, is the last thing seen by outgoing tourists, and which symbolizes America to incoming natives and immigrants.

Majestic mountains, beautiful islands, broad rivers flowing through steep palisades and fertile farm land, the first canal on the American continent, the highest natural falls in the Western hemisphere; all these come within the boundaries of this state.

Here the sportsman may hunt, fish, or climb mountains to his heart's content.

In addition this state is rich in historical and literary lore. Because we in the Southwest, think of Indians in terms of Texas, Arizona, and New Mexico, we are prone to forget that they once roamed the Northeastern territory and claimed it. There they had developed a civilization of their own and there they first contested with the white man, his possession of the rolling hills and the fertile valleys.

Within the limits of this state Cooper laid the exploits of Leatherstocking and Washington Irving had Rip Van Winkle coming down from its mountains.

But man has not left New York as nature made it. He has dug canals, developed farms where once mighty sentinels of the forest stood, and builded cities. Greatest of these, of course, is the former New Amsterdam, New York, in the limits of which he may enjoy the delights and comforts of the finest hotels of the land, see misery and poverty in their greatest contrast with wealth and luxury; see the tallest buildings in the world; and hear, if he desires, the origination of the foremost radio programs.

All in all, New York deserves its name of Empire State.

WEST VIRGINIA

Bowie High School

Acting on the suggestion of the West Virginia Agricultural Commissioner that this school portray the leading industry of the state furnishing the Eastern team for the Sun Bowl Football Game, Bowie presents a float built around the Apple Industry of West Virginia. This state is world famous for its beautiful and delicious apples. In recent years two varieties, the Grimes Golden and Golden Delicious, have brought recognition to this section of the country as producers of the nation's finest apples. The float is decorated in the state colors, Blue and Gold, and has for its center of interest a huge Golden Apple. Seated behind on the float is a beautiful young lady portraying the Apple Queen.

TEXAS

El Paso High School

The El Paso High School float represents the State of Texas. The general color is blue, suggestive of the Blue Bonnet, the Texas State flower. In the center of the float is a huge silver star typifying the Lone Star State. Six beautiful girls appear in costumes suggestive of the six flags under which Texas has been governed. The position of honor will be occupied by the girl representing the United States, the next highest position will be given to the girl representing the Republic of Texas. Other girls and national flags will represent the French, Spanish, and Mexican eras. Appropriate legends will aid in making entirely clear all symbolism.

TEXAS TECH BAND

CLASS "C" COLLEGES

SUN BOWL FLOAT

The Llewellyn Company

The float entered by The Llewellyn Company is non-competitive, being a tribute to the Sun Bowl Game. The center of the float depicts a football field with goal posts and players in miniature cut-out effect. The blue and old gold of the University of West Virginia, and the black and red of Texas Tech, are used on the players, as well as on the sides of the float, one side being used for each team's colors, while the gridiron is green. Behind the football field is seated a queen, just in front of a sunburst. In front of the football field is mounted a silver loving cup, representing the championship. Directly in front of the loving cup is a four year old boy, dressed in football uniform, representing future champions. Occasionally, during the progress of the parade, he will kick small rubber footballs into the crowd.

QUEBEC, CANADA

New Mexico State College

The romance and vigorous adventure of the winter sports carnival at Quebec, Canada, have been portrayed in the Sun Carnival float entered by New Mexico State College.

In a city where French and English are both spoken, the sports of skiing, sledding, and ice skating draw sports lovers from the entire world. The bilingual characteristic is accentuated on the float by the placards, which announce the theme in French as well as in English.

In the center of the float is a snow-covered hill. The central figures are a driver and his huskies, who are competing in the dog sled races. The background consists of trees through which a curious tree peeks at a boy and girl who are gayly dressed in sports outfits.

EL PASO

The College of Mines

This float has as its theme El Paso and the glamour and romantic atmosphere of the Border City.

Feeling that there was definitely a place for El Paso among the outstanding cities of the world, college officials choose the local theme rather than looking afar for a representative city.

The float shows the Gateway to the West, the Sunshine Playground of the Border a miniature of the city's skyline, and the Spirit of El Paso in the person of a Mines co-ed.

DIVISION III

RETAILERS

AUSTIN HIGH SCHOOL BAND

TURKEY

Popular Dry Goods Co.

The theme portrays the color and glamour of the court life of Turkey, accentuated by the luxurious furnishings and the gorgeous costumes of the period represented. The costumes worn by beautiful young girls and the scene laid in the royal palace of the Sultan, with veiled women, graceful dancing girls, slaves, and musicians in characteristic pose. The contrast between the customs of the past in the Turkish Empire, and those of today is emphasized in symbolic figures. The costumes used for this float are those from the famous "Ali Baba".

EGYPT

Hilton Hotel

For its Sun Carnival float, the Hilton Hotel portrays Egypt. New interest has been awakened in the land of the pyramids by Emil Ludwig's magnificent story, "The Nile", and the Hilton float carries out the theme of this book.

The glamorous, destructive beauty of queen Cleopatra is the symbol of Egypt's mystery and charm. The Nile is Egypt. Cleopatra is the spirit of the Nile. The float depicts the fatally beautiful queen, attended by her Nubian slaves, as the royal barge floats on the historic river. The boat is a blaze of color, with sails of royal purple and gold, crimson and sacred blue.

The entire float is designed to represent in an authentic and attractive manner the beauty of the famous queen, the flamboyant color of the jungle, the strange, magic spirit of Egypt and the blue Nile.

MOROCCO

Hotel Cortez

Like a childhood visit to the Land of Arabian Nights is Morocco, that enchanted country in the Northwestern corner of Africa. Long an empire ruled by a Sultan and guarded from the coveting eyes of Europe by the will of a proud and exclusive people, Morocco remains, in her subjection, a land of exciting contrasts; up-to-date, accessible, civilized — yet barbarous, antique, forbidding. Her rulers "by Divine Right" built great cities, palaces and fortresses before America was born, yet Morocco is still a land of camel-caravans, desert tribesmen, harems, veiled and white-robed women. Mountains austere as the Alps look down upon fertile gardens and colorful Moorish

courtyards, and cities that glow in fierce sunlight a day's march from snow-covered summits, harbor a people passionate with the fury and excess of Africa, yet profoundly inspired by the worship of the One God, their compassionate and merciful Allah.

INDIA

Hotel Paso Del Norte

The Hotel Paso del Norte float is a representation of India thru use of the world famous Taj Mahal in Agra.

It is well known that this is one of the architectural wonders of the world and is famous for its great beauty of proportion and lines, as well as its color. Attempt has been made to reproduce the temple faithfully with the lagoon in front.

Of particular interest is the fact that when the construction of it was completed its builder, Emperor Shah Jehan, who had built it in memory of his favorite wife, blinded the architect so that its beauty would never be duplicated.

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PHONE M. 356

FREE DELIVERY

ODESSA HIGH SCHOOL BAND

CANADA

The White House

Canada was selected on account of the sincere friendship existing between our Country and Canada,—and to show that the people of Canada are the most law-abiding citizens on this continent as a handful of Royal Mounted Police and a very small number of peace officers enforce the laws of Canada without any trouble.

Nothing has happened in the world which has caused as much publicity as the famous quintuplets of the Dionne family and they are portrayed on float along with their famous Dr. Dafoe and nurses in a proper setting. Royal Mounted Police guard the quins.

INDO-CHINA

Sears Roebuck & Co.

This float aims at showing the principal races that are living in Indo-China, grouped around a representation of one of the most remarkable monuments of the Angkor group...the enigmatic human faced towers of the Bayon.

The Bayon was built during the end of the 12th century and the human faces which are looking on the four cardinal points from the summit of the towers, are the most striking effect and gave rise to many a romantic explanation by the archeologists.

The monuments are built of laterite stone, the top of the highest tower being over 135 feet from the ground, and are of a beautiful rosy appearance.

The figures shown are Cambodian Dancers, Saigon Girls, Tokinese Country Girls, Amanes, White Tai Girls and Primitive Moi Women.

PERSIA

American Furniture Co.

The Magic Carpet, one of the Arabian Nights, is one of the most famous collections of stories in the world, they originated in India, were adopted by the Persian and handed down to the Arabians.

CITY MORTGAGE COMPANY



111 North Stanton St.

INVESTMENTS

Today they are printed in probably more languages than any other book except the Bible. They were introduced into Europe by the French scholar Galland in the early 18th century.

In portraying "The Magic Carpet" the American Furniture Co. has pictured the three brothers of the story, the eldest, Prince Houssain, master of the Magic Carpet; the second, Prince Ali, with his prospective glass; and the youngest, Prince Ahmed, with the artificial apple, on their way to save the life of their cousin, Princess Nouronihar. The three brothers are dressed in the original costumes used in making the moving picture "Ali Baba", grouped upon the Magic Carpet, an American made, Persian, Oriental, mechanically moving carpet, afloat a mass of clouds and twinkling stars, overhung by a large silver crescent shining on the "Mystic Three". The back of the float is adorned with an exact replica of the Persian Coat of Arms and National Flag, while the front reflects a large imaginary book of the "Arabian Nights Stories".

CATHEDRAL HIGH SCHOOL BAND

PALESTINE

The Borden Company

Depicted in the form of a typical Holiday Greeting Card is the distant land of Palestine, cradle of Christianity. Familiar to every Sun Carnival Parade spectator will be the Three Wise Men on their camels riding toward Bethlehem, guided by The Star of Bethlehem. At this season of the year, it is quite appropriate that this float should portray one of the most important events in the history of the world and that Palestine should be depicted thus.

AUSTRALIA

El Paso Lumbermens' Association

Geologically, Australia is the world's oldest continent, its trees and flowers being types long extinct elsewhere, its birds and animals survivals of remote ages. There is the lyre bird, the koala bear, the kookaburra, or laughing bird, the amazing fur-clad platypus that lays eggs and suckles its young. Best known of these strange creatures is the Kangaroo, eternal symbol of Australia.

A nation of sun-worshippers, the Australians' intense interest in out door life has developed a race of study men and beautiful women.

Australia's most striking contrast is between the great modern cities and the lonely interior, where naked nomads still hunt their food with spear, stone-axe and boomerang.

Australia's wealth lies in timber, flocks and rich goldfields, one alone having yielded half a billion dollars. So well-known is this prosperity that an American comic-strip has portrayed for years a lovable Australian billionaire. "Uncle Bim Gump."

SIAM

Knickerbocker Club

Mystic Siam with its oriental atmosphere... "Knick", third largest elephant in the world trudging down the street... the Mahout or trainer... the attendants... Siamese Belles... all in oriental costume... and then, the porters bearing a treasure chest... packed with good wishes from the Knickerbocker Club that all who attend the Sun Carnival may store in their memories thoughts of pleasing carnival fun, good time, and pleasant companions.

SIBERIA

The Wholesome Dairy

Wintertime in Siberia is not the inactive season of other countries. Lasting over six months, with temperatures thirty to forty below, much work must be accomplished. Lumber and great quantities of firewood must be hauled, and this is usually postponed until winter, when the sleigh is continuously employed. For the low-built sleigh is far easier to load than the wagon with its high bed. The severe climate breeds a hardy race and, though many miles to the log house of one's neighbor, the traveler, clad in thick felt boots and fur-lined coat, finds sweet recompense in the hearty meal of sauerkraut, potatoes, rye-bread, venison and vodka waiting at the end. Bitter cold, howling wolves, sparse settlements, constitute one picture of Siberia—but nothing is more typical than the sleigh, with the familiar arch rising high above the horse's collar, its tinkling bell the only sound on the frosty air.

DIVISION IV

VAN HORN HIGH SCHOOL BAND

LABOR

THE GOLDEN GATE BRIDGE

The Twenty-One Railroad Organizations

This is a piece of construction which distinguishes it as an outstanding Monument to Engineering Achievement among the Great Works of Man. Akin to railroads in that it is a passageway for transportation. The bridge, of which this float is a replica, is a thing of symmetrical beauty. Its length is 8,940 feet, main span 4,200 feet, (the longest span in the world); has one deck; six automobile lanes; two side-walks; suspended by two main cables 36½ inches in diameter and 7,660 feet in length, supported by two main towers rising 746 feet above water level—the highest and largest bridge towers in the world. From San Francisco shore to south pier is 1,105 feet; from Marin shore to north pier, 52 feet; water is 5,537 feet shore to shore and chan-

nel is 378 feet deep; clearance height water to bridge, 210 feet at piers, increasing to 220 feet at center of span. The two main cables weigh 11,000 tons and contains 80,000 miles of wire, sufficient to erect a standard six foot wire fence on both sides of a railroad right-of-way extending from Canada across the United States to Mexico, 1600 miles. The 100,000 tons of steel required in the construction of this bridge would load a freight train twenty miles long. There are hundreds of thousands of man-hours of transportation represented in the construction of this great bridge, and wherever and whenever material was ready to move, cars were coming right up manned by railroad employees trained in the ways of good railroading.

THE "QUEEN MARY"

Central Labor Union

Labor could hardly have chosen a more fitting symbol than the "Queen Mary". The design and construction of this gigantic ship required the services of more than 250,000 people, representing every imaginable craft, trade and profession. 1018 feet long and 135 feet from keel to superstructure, this greatest of all ships afloat is capable of maintaining a speed of 35 M. P. H. Inside her sleek and rakish hull she houses a power plant that can deliver 10,000 kilowatts, enough energy to supply the power wants of a city the size of Albany, N. Y. Her seven turbo-generators distribute this power through 4000 miles of wire needed to light, heat, ventilate and propel this floating continent. Besides her original cost of \$100,000,000, her annual operating costs will run into several million more dollars. "Palatial" will hardly describe the Queen Mary. Her magnificence is hinted at by the fact that the cost of decorating her first class cabins alone was \$2,500,000.

CIVIC CLUBS

ARGENTINA

The Rotary Club

The Rotary Club portrays the colorful romantic Pioneer age of the Republic of Argentina. The period in the history of that nation depicted corresponds to early settlement of our own west in many ways. Colorful costuming, reckless daring primitive transportation are the idealized features of this Entry.

Important in this period were the Wars of Independence, which will be represented by men in the costume of the Revolution.

The early settlers of the Argentine were not concerned particularly as were those of our West, with driving Nomad tribes of Indians from the vast territory. Instead, they assumed a more or less peaceful occupation of the country, of its vast rolling grass Pampas plains in which they grew, prospered, and permitted an unrestricted expansion of character and means.

These Europeans, coming from several countries of the old world were all white. There was no mingling with the native inhabitants, such as occurred between the Spaniards and the natives indigenos of Mexico and the Southwest United States.

They have to this day, more or less preserved the integrity of race, which naturally has affected their dress, their mode of living, and their attitude to things in general.

A great deal of trouble has been gone to in order that every detail shall be strictly authentic, as to costuming, transportation and so forth.

Attention is particularly called to the transportation used. This is very unusual, but absolutely correct in design and practical for use in the type of country used.

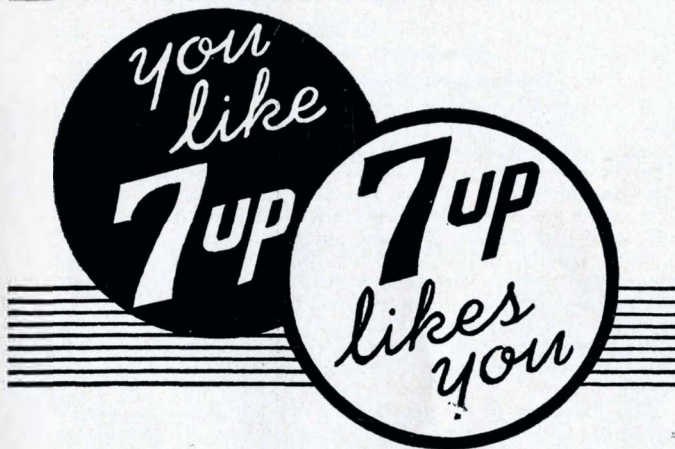
This entry will be especially interesting, because Argentina is a cattle country, and its development paralleled our own West.

COSTA RICA

The Kiwanis Club of El Paso

The Kiwanis Club has chosen to portray the small Central American Country of Costa Rica. Columbus discovered this country in 1502 and his opinion of its charm is shown by the name he gave it—"Rich Coast." Nearly all the people live on a cool and fertile plateau in the central part, about 3,500 feet above sea level. Because of the bad roads, oxen drawn carts with solid wooden wheels take the place of automobiles and horses. Costa Rica after centuries of mismanagement under Spanish rule, joined in the general Revolt of the colonies from Spain in 1821 and for a time was united with Mexico. It twice joined with the other Central American States to form a federal union but neither attempt proved successful. In 1856 Costa Rica was conquered by an American adventurer, William Walker, whose expedition to Nicaragua was part of a scheme to add new territory for slavery to the United States.

BOWIE HIGH SCHOOL BAND



SOUTHWESTERN SASH & DOOR CO.

405-11 Mills St.

El Paso, Texas

-- Dealers In --

Mill Work

Roofing

Celotex

Mirrors

Tile Work

Wall Board

J.-M. Rock Wool

Glass of All Kinds

HAPPY NEW YEAR!

CHILE

Lions Club

Arauco, or Austral Chile, lies below the Rio Bio-Bio and extends South to the Land of Fire and Cape Horn. It is a paradise as yet unspoiled by night clubs and blues singers—a bit of Switzerland set down in Chile, with crystal-clear lagoons glittering snow-crowned volcanoes, shoulder-high ferns and forests tangled underfoot and overhead. In these bewilderingly beautiful surroundings live the Araucanian Indians, a never-conquered people of dignity and valor. Bustling and active, they farm on a small scale, calling themselves "Mapuche," meaning "people of the country." Living in crude, thatched huts called "rucas," they are scattered through the forest from the ocean to the Andes. They learned weaving from the Incas of Peru, who for centuries tried vainly to conquer them and called them "Araucanians," which means "rebels." Upon primitive looms are woven gorgeous woolen blankets, replacing the ancient garments of guanaco-skin.

PERU

City of El Paso Recreation Department

The City Recreation Departments float will represent a native dance performed by the Quichua Indians, dwellers of the high Andes of Peru. The dance is performed in front of the Convent of Santo Domingo which is built on the foundation of the ancient Inca Temple of the Sun.

Spectators of the dance are native Peruvians and an Indian llama herder with his herd of camel-like animals.

The whole group, dancers and spectators are marionettes.

McNutt Oil & Refining Co.

DIXIE GASOLINE

A FAR SOUTHWEST PRODUCT

HAPPY NEW YEAR

THE BERG CO.

MEN'S FURNISHINGS

206 E. San Antonio

El Paso, Texas

MADERA PINE

Madera Box & Lumber Co., Inc.

Wholesale Lumber and Boxes

El Paso, Texas

COMPLIMENTS

SLAUGHTER

ELECTRIC AND MACHINE CO.

1409 Texas St.

El Paso, Texas

Main 353

COMPLIMENTS

MAYFIELD LUMBER CO.

PANAMA—"PUENTE DEL MUNDO"

City of El Paso—Park Department

Panama, "Puente del Mundo", (the bridge of the world) connecting the two hemispheres, is the land divided—the oceans united. Thru it's narrow water-way pass ships of every country. The rock-bound shores are veritable forts of protection. Romantically enough, it is believed that steamers are escorted through the Canal by Dolphins, small relatives of the whale. Probably because of their friendliness, no creatures of the ocean have been surrounded with more myth and romance.

Giant palms wave gracefully in the breeze amongst luxuriant tropical growth. Truly, Panama is a land of beauty and prosperity.

FORSAN HIGH SCHOOL BAND

PATRIOTIC

GREENLAND

The American Red Cross

"FROM GREENLAND'S ICY MOUNTAINS TO THE SUNNY SHORES OF THE SOUTH, THE RED CROSS CARRIES OUT ITS IDEALS OF SERVICE TO HUMANITY."

"Funds for this float were donated by interested friends."

HAWAII

The Island of Enchantment

Tuberculosis Society of El Paso County

A voyage of anticipation has ended: Smiling natives place leis of bright flowers over our shoulders as music and well-coming rite betoken Hawaii's romance, legend, and beauty. The land of a lighthearted native race whose passion is music the land of charm, with its winds that are as soft as a baby's kiss, with the beat of the surf on coral reefs and the tinkle of the steel guitars that is never out of the air.

Here delicious fruits tempt the palate, golden melon papaya, sweet and creamy coconuts, pineapples always fresh. Gorgeous blooms delight the eyes—pink and golden cassias, oleanders, flaming red poinsettias, the night blooming cereus; shadowy forests, a million acres under reservation, unfold views of great banyans, coconuts and royal palms, sandalwoods and bread-fruits.

The romance of the Island can be felt from the minute one debarks, until the day of departure, when the flower leis are tossed sorrowfully into the waters, and the plaintive strains of Alcha Oe are wafted onto the air, indication that some day, somehow, the visitor will return to Hawaii, the "Isle of Enchantment."

This float was donated by interested friends—not Xmas money—

FRATERNAL

MADERIA ISLAND

B. P. O. Elks No. 187

Maderia Island is one of a group of four Portuguese Islands located off the coast of Morocco in the Atlantic Ocean. Its most famous product is Maderia Wine. The Elks float for this year depicts wine making on this famous island by showing a wine barrel under an arbor and a wine press on the float, with a group of typical characters of the Island standing nearby.

FT. STOCKTON BAND

ISLAND OF SAMOS

Knights of Pythias

This Island, now known as Samo Island, is situated in the Grecian archipelago in the Aegean Sea, near the coast of Asia Minor, between Greece and Turkey, located 45 miles southwest of Smyrna. Samos Island was inhabited in antiquity by Ionian Greeks, and had an important position among the Greek community, as early as the 7th Century before Christ. It is chosen because it was the birthplace of Pythagoras, the Greek Philosopher,—562 BC—who attained all the knowledge of his period, mastering the arts of the Egyptians, the lore of the Chaldeans, the philosophy of Phoenicians, and the occult mysteries of the Persians, became learned in entology and developed his system of metaphysics and ethics; he sought for and mastered gnosis and the esoteric mysteries, and acquired a profound knowledge of anthropology, cosmology and ultimate truths. He established the Pythagorean Brotherhood, from which Damon and Pythias attained degrees, and from the inspiration of that school lived lives that caused the historians of that day to write of them, and inspired a later author to write the play of "Damon and Pythias", which play inspired Rathbone to write the ritual of the Order.

The Knights of Pythias build up their philosophy upon the Pythagoric Life of perfection in virtue and wisdom practiced in the principles taught behind the mystic veil of the Pythagorean Brotherhood.

The float will depict an ancient Senate Scene,—500 B.C.—with a King on a throne with attendants and soldiers about him Senators; also the Block with headsman. The preparation for the beheading of Pythias at sundown, Pythias in chains, Senators in debate, and orders for the execution will be depicted by members of the Order.

PHILLIPINES

Ladies Auxiliary to Veterans of Foreign Wars

At the conclusion of the Spanish-American War, these Islands, The Sulu Archipelago and other territory were ceded to the United States on payment of \$20,000,000. Recently the United States has given them their independence. Commodities exported are: Straw Hats, Coconut Oil, Hemp, Sugar, Timber, Ores, Embroidery and cigars. The usual beast of burden is the Water Buffalo. Since they have been under the supervision of the United States, Public Schools and many special trade schools have been established. Higher Education is represented by the University of the Phillipines and twenty-six accredited Private Institutions.

WOMEN'S DRUM CORPS

CUBA

Women's Benefit Association

This float is symbolic of historic Cuba of the period prior to war with Spain. On the float is a miniature Spanish block house located on a typical grassy plain of Cuba. The house is surrounded by palm trees and the usual tropical verdure of this semi-tropical island.

SHETLAND ISLANDS

The Woman's Christian Temperance Union

The Woman's Christian Temperance Union was organized in 1874 in Cleveland, Ohio. It is the largest woman's organization in the world with more than a million members; fifty-two countries of the world are affiliated with the WORLD WOMAN'S CHRISTIAN TEMPERANCE UNION; Scotland is one of these countries. The SHETLAND ISLANDS, a group of one hundred small islands, form a county of Scotland. This county went dry during a local option election and as a result there is no drunkenness, virtually no crime and only five policemen are needed to keep order on the twenty-six islands, which are inhabited. The population is 21,410 and they cover an area of 556 square miles. There is no unemployment in summer. Fishing for cod, ling and herring is the chief industry; while seals and bottle-nosed whales are often caught. Much attention is given to raising of cattle, sheep and ponies. The chief manufactures are hosiery and shawls. The work of the "Crusaders" stands out in history as one of the most valiant ever accomplished by men or women; and the spirit of the "Crusaders" still lives in the hearts of women, who stand for righteousness.

DIVISION V

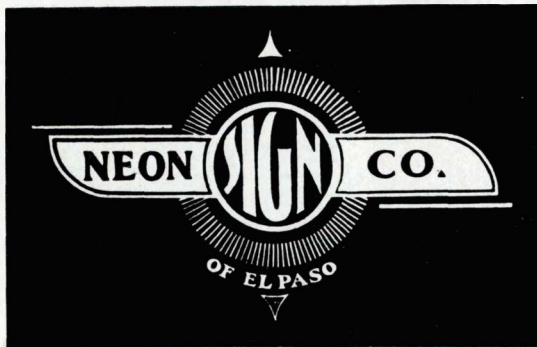
INDUSTRIES

ALAMOGORDO HIGH SCHOOL BAND

HOLLAND

Standard Oil Company of Texas

The theme of the Standard Oil Company float is beautiful,



S. L. HAUSMAN,
President

E. D. (Jerry) FREEMAN,
Sales Manager

calm, picturesque Holland, land of flaxen haired maidens, dykes and wooden shoes. The float depicts Holland in tulip time with a bed of tulips of many colors. Nearby is a typical Dutch wind-mill and many quaintly costumed Dutch characters.

FRANCE

Purity Baking Co.

The Purity Baking Company has chosen the subject "France" for their float—and tried to depict to you the romance, the glamour, and the industry of this country. Most typical structure in France is no doubt the Eiffel Tower, which occupies one end of the float. Most important industries are the manufacture of perfume and the creation of styles. Perfume is represented by the huge bouquets of flowers and by the giant atomizers, while the lovely girls wearing Paris creations represent the styles of the world. Here in a nutshell is France: the Eiffel Tower, seen and long remembered by millions of tourists; perfumes famed throughout the entire world; and women's clothes created by Paris couturiers and copied everywhere. Costumes by courtesy of the White House.

POTTER'S FLOWERS

Official Sun Carnival Florist

CORTEZ HOTEL

DRINK

Harry Mitchell's
"GOOD HONEST BEER"

"You will like it Better---
because it is Better"

HARRY MITCHELL BREWING CO.

EL PASO, TEXAS

LUXEMBURG

Southwestern Portland Cement Co.

Like some Utopian country in a fairy tale, Luxemburg is utterly unique. The only remaining Grand Duchy, it is ruled by the world's only reigning Grand Duchess, Her Royal Highness "Charlotte." Adored by her subjects, her wise and enlightened rule is credited with being largely responsible for their happiness and prosperity. For Luxemburg is the most prosperous country in the world, bar none. It is seventh in world production of iron and steel, boasts a 200,000-watt radio station—the most powerful in Western Europe; and is the only country in the world which has not had one illiterate since 1847. Among the lovelier things of this remarkable country are its ruins and its roses. For Luxemburg, its capital known as the "City of Roses," is one of the world's greatest producers of the flower, and its imposing ruins of old castles are among the most glorious in all Europe.

SHRINE PATROL & DRUM CORPS

IRELAND

El Paso Electric Company

Ireland richly deserves to be represented in the "Pageant of the World" and Old Erin adds significant interest to the Sun Bowl Parade, because the sons of Irish mothers have generously contributed to the culture and progress of our own United States of America.

The Emerald Isle is a shrine of beauty. This glimpse of the simple beauty of Irish home life should help to explain the loyalty and zeal of a long line of Irish kings and patriots and make it easier for us to understand why, no matter how far away from the "auld sod" fate may take them, the rallying cry of true Irishmen everywhere will always be "Erin Go Braugh!" of true Irishmen everywhere will always be "Erin Go Braugh!" whitewashed walls, thatched roof and the flower boxes in the window—is typical of the many homes dotting rural Ireland that are enshrined in the hearts of Erin's devoted sons and daughters the world over.

Costumes worn by the old couple and by the colleens are authentic and the familiar spinning wheel is actually over a century old.

RUMANIA

State National Bank

Seeking to portray the life, romance, music and architecture of this semi-oriental and colorful country, the float depicts a public square scene. In the foreground is a flower urn such as is frequently found in Rumanian cities. A characteristic band stand is located to the rear.

Between these two architectural features a group of young Rumanians render a folk dance to the strains of a stringed orchestra. The music is authentically Rumanian, as is the costuming.

The architecture of Rumania veers towards the byzantine. A large percentage of the country's population is Turkish in blood strain.

A close adherence to authenticity is observed in every detail represented.

ITALY

El Paso National Bank

Venice is forever enshrined in our thoughts as a city of dreams and romance. Risen from the sea, it seems a thing eternal, belonging not to our world of time and material things, but preserving for all ages its ancient mystery and beauty and wonder.

Upon the thousand watery veins of this unique city, glides the perpetual Gondola, symbol of Venice dear to lovers and the inspiration of romantic poets. The easy glide of the Gondola is like no motion one has ever felt except in dreams, and the cozy cabin, the moon powdering with silver mysterious palaces along the banks and graceful bridges that span the canals, invite one to the sweet intimacy of love and adventure.

Bearing its romantic load, the Gondola roams the paths of a small and complete world, beyond limits of space and time, a shining arrow on the silvery waters of a Venetian night.

CARLSBAD HIGH SCHOOL BAND

GREAT BRITAIN The Texas Company

"On which the sun never sets" is the renowned phrase that is synonymous with the far-flung dominions of the British Empire, symbolized by The Texas Company entry. The beloved Kipling wrote:

"Oh, East is East, and West is West,
And never the twain shall meet."

And yet the benevolent reign of his own monarch draws into one harmonious fold millions of subjects from the four corners

of the earth. Whether he hail from Shanghai, Singapore or Sydney; from darkest Africa or the frozen vastnesses of Saskatchewan, he is one with the stolid, dependable, undemonstrative Englishman who lives in the shadow of Westminster Abbey and cries "God Save the King" when the Union Jack and the British Lion pass by.

To quote Kipling once more:

"There is neither East nor West, Border nor Breed, nor Birth,
When strong men stand face to face, though they come from
the ends of the earth."

SCOTLAND

Texas Cities Gas Company

Scotland is a rugged land with a vigorous climate, and the lack of great wealth combined with these has developed, in Scotland, the tallest people in the world. These thrifty people inherit, from their warring ancestors, loyalty to their country and clan, as well as frugality and energy.

Their national dress of bright plaid kilts is still worn by highland troops, while town and countryside still echo to the noisy and strange music of the bagpipes. Bands of highland troops, in their kilts, performed some of the most daring feats in the World War and so the regiment of the Scottish Canadians won, from their German foes, the name of "Ladies of Hell."

On the float will be represented a Scotch home against a background of Scotch trellis among thistles and heather. Also on the float will be Scotch lads and lassies attired in costumes as picturesque as the surroundings of that country.

SWITZERLAND

Prices Dairy — Velvet Ice Cream

The idea of a peaceful equity among nations, now accepted as a possible human ideal, though still far from realization, was for ages a difficult, if not an impossible conception. All experience spoke against it, for war was the most familiar phenomenon of history.

The abyss in which the danger of war lurks like an evil and ominous presence, should not, we think, be like the Hell of Dante, a region shut out from hope, nor one forever doomed to a recurring scourge.

While the fires still lie dormant, the nations buttressed by the shield of their common purpose, should move up circle by circle toward the light.

The path of peace is long, often hidden and insecure, yet mankind pushes forward, no longer like a tired walker in his sleep but climbing the ascent with growing purpose and finding strength with the advance, as was the case in Dante's vision, when, with rapid steps his guide led him from the shadowy gulf to where one saw the stars. "Peace on earth—Good will towards men."

PRICE'S—VELVET dedicate this float to World Peace.

BELGIUM

Mountain States Telephone & Telegraph Co.

Belgium, a picturesque country, is represented by the Telephone Company. Late in the Fifteenth Century Belgium was in the throes of a great turmoil. The Duke of Alba was storming Ghent and there was a loss of 7,000 lives. The attack was known in history as the Spanish Fury. The populace entered into what was known as the Pacification of Ghent against the Spanish who tried to link Belgium and Spain. The float depicts the huge towers of Ghent with the big gates through which the entrance to this famous city was made. Six characters in costumes of that day animate the scene.

DIVISION VI

NATIONALS

ANTHONY HIGH SCHOOL BAND THE FLOWER PAGODA OF KWANG-CHOW The Chinese Colony

Again the El Paso Chinese Colony is represented in the Sun Carnival Parade by a typical Chinese Scene. The float portrays a beautiful pagoda, in the customary Chinese style, set among the flowers and shrubbery of a Chinese garden.

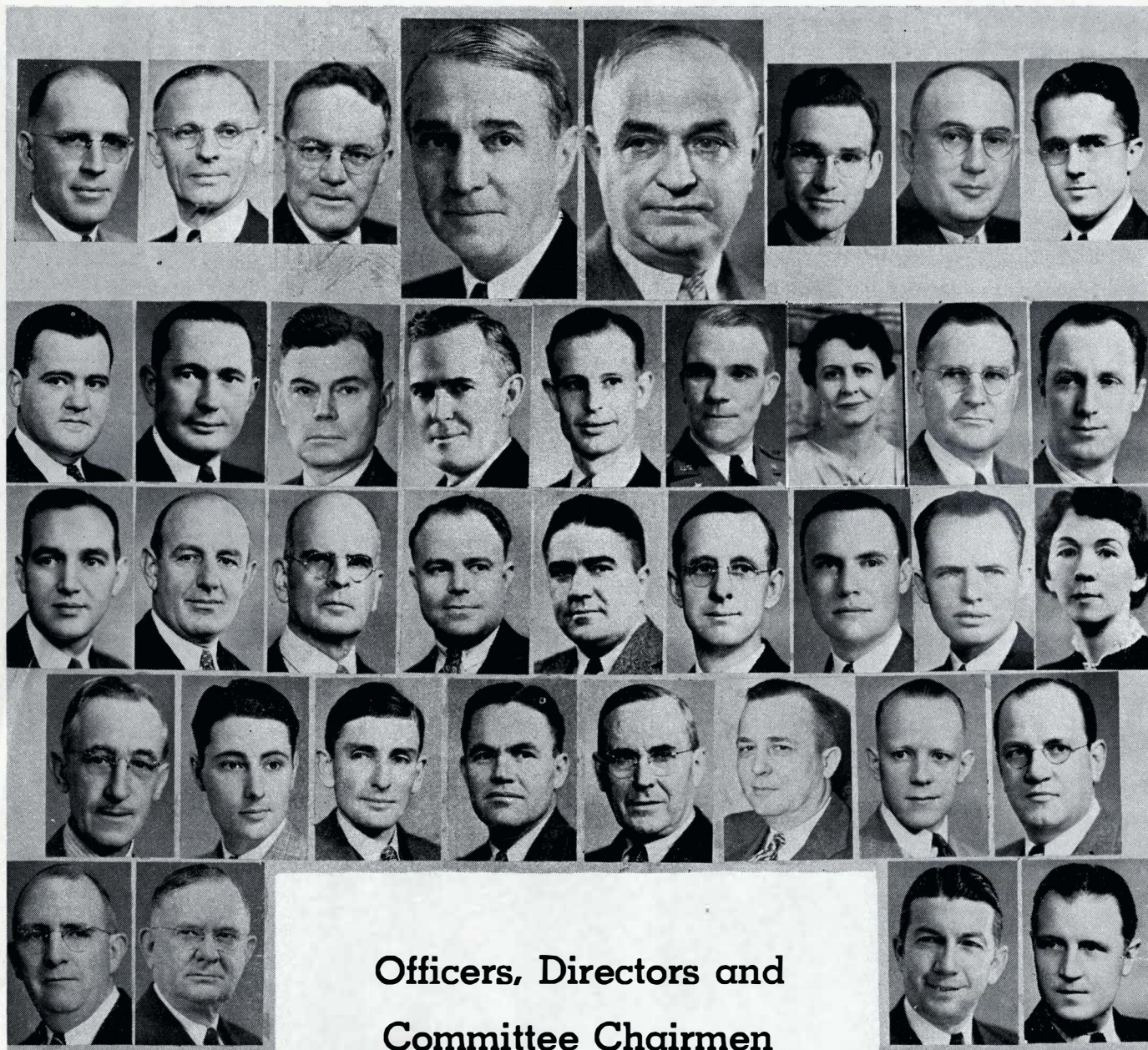
FLOAT BY THE GREEK COLONY

MISS NIPPON

The Japanese Colony

The float is mounted with large Dolls which represent a traditional aspect of Japanese costume of some two hundred years ago. And in the flowery garden, the maidens are watching the glorious New Year Sky. The dolls bear resemblance to famous "KYO-NINGYO" which are so well known in the doll-hood, but it is more celebrated in the "kabuki" (classic theatre) due to its beauty and perfect mode. The "KYO-NINGYOS" success both in the play and mode was credited to a famous artist HIDARI JINGORO, and it is told the Dolls done up by Jingoro were inspired.

THE LULAC CHARROS



Officers, Directors and Committee Chairmen

Southwestern Sun Carnival Association

Top Row, left to right: Vincent McConn, Vice-President, Kiwanis Club; Frank Klohs, Vice-President and Treasurer, Lions Club; Leo Floyd, Vice-President, Optimist Club; Will S. Crombie, President, Rotary Club; Dr. C. M. Hendricks, Director General of the Sun Carnival, Kiwanis Club; Dr. Kenneth Rice, Vice-President, 20-30 Club; Dr. Martin Zielonka, Rotary Club; Paul D. Hutchins, Secretary and Co-Chairman of Coronation and Ball Committees.

Second Row: Carlos Carter, Lions Club; Charles Carter, Chairman of Program Committee; Wylie Casteel, Kiwanis Club, Chairman Stadium Committee; E. O. Cone, Kiwanis Club; John Clark, 20-30 Club; Major J. T. Duke, Chairman Military Affairs Committee; Karma Deane, Chairman Coronation Committee; Wylie Edwards, Optimist Club, Chairman Band Committee; Jim Durnal, Lions Club.

Middle Row: E. W. Endter, Lions Club, Chairman Territory Committee; Chris P. Fox, Kiwanis Club, Chairman Parade Committee; Harvey R. Gamble, Lions Club, President of Second Sun Carnival; Harold M. Hankamer, Optimist Club; Dr. R. B. Homan, Jr., Kiwanis Club, Chairman Sun Bowl Game Committee; Jack Jagoe, Rotary Club; Willard Kline, Rotary Club, Chairman Radio Committee; Carol D. Lee, Optimist Club, Chairman Floats Committee; Mrs. K. D. Lynch, Chairman of Patrons and Coronation Ball Committee.

Fourth Row: Hugo Meyer, Chairman Street Decorations; Antonio Muñoz, Lions Club; John Neff, 20-30 Club; Brice Schuller, Kiwanis Club; A. B. Poe, Rotary Club, Chairman of Transportation Committee; E. M. Pooley, Publicity Committee; George Ross, 20-30 Club; Erwin Schwartz, Kiwanis Club, Chairman Ticket Sales Committee.

Bottom Row: George P. Shaw, Ch. Foreign Relations Com.; Harris Walthall, Kiwanis Club, 1st Pres. of Sun Carnival Assn. Ch. of Distinguished Visitors Com.; George Webber, Ch. Labor Relations Com.; Dan T. White, Jr. Rotary Club, Program Editorial Com.

THE PICTURES ARE DONATED TO THE SUN CARNIVAL THROUGH THE COURTESY OF WEEKS-REDMON STUDIO

LAST YEAR'S FLOAT WINNERS



Only three of the many prize winning floats in last year's Pageant of Beauty Parade can be pictured here. Variety and vivid portrayal of themes characterized the Pageant of Beauty. The selection of the winners was a most difficult task for the judges.

Pictured at the left was the "Grand Sweepstakes" winner, the Sun Queen's Float, furnished Her Majesty and Court by the El Paso National Bank.



Above is the float entered by the New Mexico Military Institute for the City of Roswell. It was awarded the Special Prize by the Sun Carnival Association. On the rear of the float was a large basket of roses, an expression of friendship and goodwill from Roswell to El Paso, host city to the Sun Carnival. In the center was a tower for the "Institute" with student cadets on guard.

To the right is the winner of the Fraternal Division, entered by the B. P. O. Elks, entitled "The Helping Hand." This was one of the most striking floats in the parade, being very simple yet highly effective.





Newest Rendezvous

NEW MINT CAFE



"A Gentlemen's Resort"

**Just Good Food and Fine Liquors
Efficiently and Properly Served,
No Cabaret or Dancing**

SID PRIETO

A. CARLSEN

We Will Feature
THE SPECIAL MINT FIZZ
—known the world over and
served by us alone.



For Reservations

BLOCK AND A HALF FROM SANTA FE. ST. BRIDGE
JUAREZ, OLD MEXICO



Call Juarez 344

See Juarez

old mexico

and **El Paso** ★



No visit here is complete without making the Gray Line Sightseeing trip. Under the guidance of experienced Gray Line operators you will see things and places, the like of which is not to be found anywhere else in this country. A never-to-be-forgotten trip no visitor should miss. Three tours daily.

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Tour No. 3—A combination tour of
El Paso and Juarez.

Tickets on Sale at leading
Hotels and Tourist Camps.

**EL PASO
ELECTRIC COMPANY**

in



Sightseeing Coach

Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD* PREFERS LUCKIES
BECAUSE THEY'RE EASIER ON HER THROAT**

"WHEN I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting 12 hours a day, I can smoke as many Luckies as I like without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . .

it's Luckies—2 to 1

* Star of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

Copyright 1937 The American Tobacco Company



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1