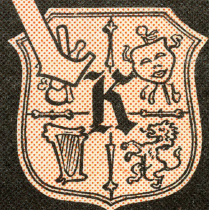


Knickerbocker Club



203 S. EL PASO ST. PHONE MAIN 673 OR 674

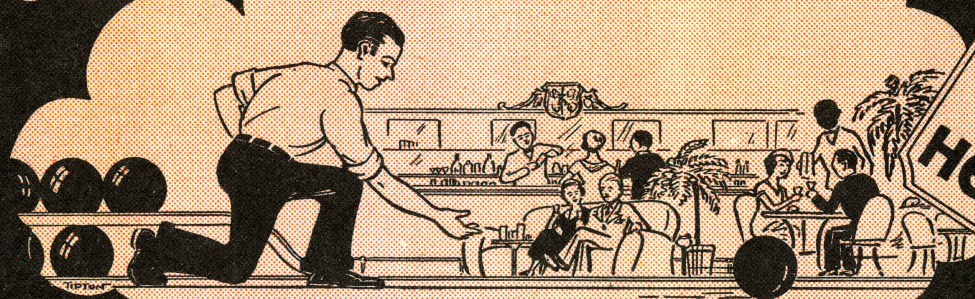
WELCOME — SUN CARNIVAL VISITORS

Make this . . . EL PASO'S finest and most Luxurious Club . . . your holiday headquarters. Fine food and refreshments served, and bowling at all hours * * *

A HAPPY AND PROSPEROUS NEW YEAR

LUNCHEONS
BEVERAGES
SPORTS

El Paso, Texas



BOWL
FOR
HEALTH

The NEW Year

finds a NEW Southwest — united in friendly cooperation by the first annual Sun Carnival — a proper and fitting celebration for this Sunshine Country. Our belief in the future of this great Southwest is manifested in our program of modernization which has produced—



The NEW

Hotel Paso del Norte

SOUTHWESTERN SUN CARNIVAL

A PAGEANT OF HISTORY

OFFICIAL
PROGRAM

Price
25¢



NEW YEARS DAY 1936 • EL PASO, TEX



**“QUALITY”
TELLS**

A. J. Bermudez y Hno.

Across from New Tivoli
Juarez, Mexico

1936



1936

*May Peace reign during the New Year and
Prosperity overflow the land*

McMath PRINTING Company

Nineteen Thirty-Six finds us widening our range of Printing by adding PHOTO-OFFSET — And
by the addition of Office Equipment, THE GLOBE-WERNICKE LINE

FIRST ANNUAL SOUTHWESTERN SUN CARNIVAL

December 29, 30, 31 and January 1, 1936

EL PASO, TEXAS

An International Pageant of History

**DEPICTING THE HISTORICAL BACKGROUND, ROMANCE of the
SOUTHWESTERN EMPIRE**

ORDER OF EVENTS

- | | | | |
|--|--------|--|---------|
| 1. Concert by El Paso Symphony Orchestra | Page 5 | 5. Tea in Honor of Queen and Court | Page 7 |
| 2. Queen's Breakfast | Page 6 | 6. Sun Carnival Historical Parade | Page 9 |
| 3. Coronation of the Queen | Page 6 | 7. Sun Bowl Football Game | Page 12 |
| 4. Coronation Ball | Page 7 | | |

SOUTHWESTERN SUN CARNIVAL ASSOCIATION, INC.

OFFICERS

Dr. C. M. Hendricks
Director General

Harris Walthall
President

Harvey Gamble
1st Vice-President

A. B. Poe
Vice-President

Harold Hankamer
Vice-President

Barry Doolittle
Vice-President

Board of Directors

Harris Walthall
Dr. C. M. Hendricks
Dr. R. B. Homan, Jr.
Dr. Brice Schuller
Harvey Gamble

Herman Liebreich
Frank Klohs
W. W. Thornton
Harold Hankamer
E. E. Schuhmann

Leo Floyd
Carroll Lee
Jimmie Rogers
Vernon Proffitt
Robert Carson

A. B. Poe
Paul Hutchins
Howard Hitt
B. R. Doolittle

Committee Chairmen

Finance
Jack Chaney
Decorations
Vernon Proffitt

Parade
Chris Fox
Territorial
W. R. Blair

Publicity and Promotion
Harold Hankamer
Game
R. B. Homan, Jr.

Distinguished Guests
Harvey Gamble
Concessions
Stanley Borden

Publicity
Don Burger

Directors in Charge of Social Committee
Miss Karma Deane, Chairman **Mrs. Sam Watkins, Vice-Chairman**

HEADQUARTERS — HOTEL PASO DEL NORTE

The Story of the Southwestern Sun Carnival

The Southwestern Sun Carnival Association, a non-profit corporation, was established early in the year 1935 by the Service Clubs of El Paso, Texas, and is purely charitable and educational in its purpose. Its objects were first to institute and perpetuate the Southwestern Sun Carnival, in which the people of West Texas, New Mexico and Southern Arizona could co-operate and participate, thus bringing about and cementing a closer and better social relationship among the citizens of this section and community; second, to inaugurate and produce a parade, educational in character, in which all cities, towns, colleges, schools, and industries in this section could be represented, to be held in conjunction with the Sun Carnival in El Paso on each New Year's day; and third, to promote the Sun Bowl football game as a means of obtaining national publicity as well as developing high class gridiron entertainment in the southwestern area.

It has long been felt by many inhabitants of the great southwest that we are living in a more or less forgotten spot, in spite of the fact that we have the oldest historical background in the United States, the most varied and beautiful scenery, the most equable and sunny climate, affording the greatest opportunity for year-round sports, and the greatest number of National Parks, National Monuments, Forest Reserves, and Indian Reservations of any section of this Republic.

These attributes to healthy and happy living and natural entertaining attractions are not appreciated by our visitors because they are not fully appreciated by us. It is hoped that this year's "Pageant of History" will teach us, as well as our visitors, that we are living in America's historical garden spot, and that we are treading sacred soil for which men fought centuries before the white man's machine age.

Because of the great distance to other centers of population it is difficult for our people to journey to and enjoy great events or exhibitions, hence we long for entertainment of a more spectacular nature. The Sun Carnival can each New Year's Day provide an unequalled entertaining spectacle, through which the happy, jovial, carefree spirit of the Old West will not only be born again within us, but will attract pleasure loving people from all over the nation.

It is the sincere hope of this Association that you will so thoroughly enjoy yourself that you will become a booster, and addict yourself to an annual hilarious visit to the Sun Carnival.

THE SUN BOWL GAME

Football has become an integral part of college life. In fact, in certain sections of the country in 1935, it became the most important part of campus activities. Some of our noted educators have gone so far as to intimate that "as goes the football team so goes the college". Be that as it may, the fact remains that in the entertainment field, football has no serious competitor at the present time, and every college is expected to have a winning team.

The people of the Southwest are justly proud of their fine colleges and universities which have played such an important part in developing this area intellectually, physically and socially. We are fortunate in that our children may be educated "at home" in our perfect climate, and we feel that these colleges and their healthy environment should be brought more and more to the attention of the other sections of the United States.

If football is such a national institution, what better way could be found to focus the eyes of the nation upon our southwestern educational centers? It was with this idea in mind that the Southwestern Sun Carnival Association officials decided to invite the winner or outstanding contender of the Border Conference to be the "home team" each year in the Sun Bowl Game. As opponents, the "home team" will meet some other conference winner or outstanding contender.

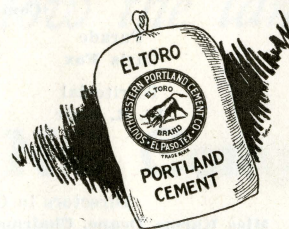
The Border Conference Colleges and teams should be greatly benefited by the publicity incident to the Sun Bowl Game. Radio broadcasts, newsreels, and newspapers will carry the sunshine story over the nation.

The first Sun Bowl Game was played January 1st, 1935, under the sponsorship of the Kiwanis Club of El Paso. In this game the El Paso High School All Stars defeated Ranger (Texas) High School 28 to 21. In one year we have graduated from high school into college. Today we welcome the New Mexico Aggies and the Hardin-Simmons Cowboys to the sun-kissed gridiron. These two teams are outstanding in their respective sections and they will give us a clean, sportsmanlike battle.

Success to The Sun Carnival
and a
Happy and Prosperous
NEW YEAR
To All

THE WHITE HOUSE

INCREASE THE VALUE OF YOUR HOME 1001 WAYS



Your contractor can show you plans for permanently beautifying and increasing the value of your home by Using El Toro Portland Cement. You will find it economical, lasting and fire safe.

El Toro
Portland Cement
El Toro Richmortar

Southwestern Portland Cement Co.
El Paso, Texas

Her Regal Majesty RUTH of the HOUSE of STATEN



Queen of the Southwestern Sun Carnival and Her Royal Court



Princess
Jane Quinn
Abilene



Princess
Audrey Nell Rees
Alamogordo



Princess
Melba McMurray
Alpine



Princess
Mary Beth Kimbrough
Hardin-Simmons Univ.



Princess
Bessie Patterson
Hot Springs



Princess
Alicia Gonzalez Melendez
Juarez, Mexico



Princess
Annette Lee Williams
Las Cruces



Princess
Frances Mitchell
Marfa



Princess
Pauline Shows
Odessa



Princess
Virginia Tarpley
Roswell



Princess
Elsie Rae Rigney
State College



Princess
Jean Winn
Toyah



Princess
Louellen Bookout
Tularosa



Princess
Elizabeth Duncan
Ysleta

These El Paso Firms Are Southwestern Sun Carnival Boosters — PATRONIZE THEM!

Schuhmann Photo Shop
311 N. Oregon Main 112

SECURITY FIREPROOF STORAGE CO., INC.
Campbell at Mills St. Main 360

GOLDEN EAGLE LINES
129 San Francisco Street

KNOX HOTEL
216 San Francisco St.

MARR-PIPER AGENCY
214 N. Stanton Main 4350

RIO GRANDE PHARMACY
421 S. Stanton Street

BLUMENTHAL'S Pioneer Plaza
MEN'S WEAR

MINE & SMELTER SUPPLY CO.
410 SAN FRANCISCO STREET

PHONE MAIN 2727 313 S. STANTON ST.
STURGIS & COMPANY
CANDY AND PAPER SPECIALTIES

ALAMO LUMBER & SUPPLY COMPANY
QUALITY BUILDING MATERIAL
COUNTY ROAD AND GLENWOOD DRIVE
EL PASO, TEXAS PHONE M-2626

AMERICAN FURNITURE CO.
EL PASO, TEXAS

SEARS ROEBUCK & COMPANY
209 NORTH STANTON

HAWKINS DAIRY

"El Paso's Oldest and Largest Independent"

MAIN 882

WOODLAWN WHISTLE CO.
Mrs. M. Sweeney, Pres. 800 S. Florence

ANGELUS CLEANING WORKS
806 N. MESA

MUTUAL FEDERAL SAVINGS and LOAN ASSN.

24 HOUR SERVICE
GAS, OIL AND REPAIRS
LONE STAR MOTOR COMPANY

"MONTE" Beauty Studio
207 Mills St. Main 3441

THE OFFICE SUPPLY SHOP
Direct Factory Distributors
EL PASO, TEXAS

REAL ESTATE RENTALS INSURANCE
406
RING 1775 MAIN
E. SAN ANTONIO
ROGERS & BELDING

Event No. 1.

Annual "POPULAR" Concert

Sunday Evening, December 29th, 8:15 P. M.

Liberty Hall

by

EL PASO SYMPHONY ORCHESTRA

Under the Direction of H. Arthur Brown

A popular program of tuneful light classics has been arranged. Two fine artists have been engaged for this concert, and a delightful program of fine music is assured those who attend. All seats are reserved and the tickets are priced at \$1.00 and many good seats at 50c. Reservations may be made at the Tri State Music Co. or at Liberty Hall, the night of the concert.

Program

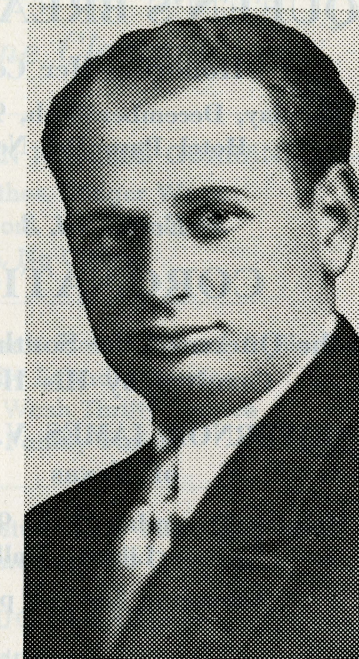
1. Overture "Merry Wives of Windsor".....Nicolai
2. Ballet Music from "Faust".....Gounod
3. Symphonie Espagnole for violin and Orchestra.....Lalo
Sadah Shuchari
4. Valse TristeSibelius
5. Two Arias for Soprano and Orchestra
a. Caro Nome from "Rigoletto".....Verdi
b. The WrenBenedict
6. a. The SwanSaint-Saens
b. On the Trail from Grand Canyon Suite.....Grofe
c. Flight of the Bumble Bee.....Rimsky-Korsakoff
d. Dance of the Buffoons.....Rimsky-Korsakoff
7. Overture "1812"Tschaikowsky

Guest Artists

SADAH SHUCHARI, Roumanian violinist, one of the artists to play with the orchestra, is considered one of this country's finest women violinists. She made her debut, with the New York Philharmonic Orchestra, after winning the coveted Schubert Memorial Prize. Since then she has appeared with the Philadelphia, Baltimore, Toronto, Detroit, New Haven, Los Angeles, San Francisco, and Dallas Symphony Orchestras. She has also appeared in recital through this country. The

El Paso Symphony Orchestra is fortunate in securing this fine artist.

ETHEL RADER, Soprano, will also appear with the Symphony on December 29. Miss Rader, one of the Southwest's greatest singers, is now head of the voice department of Southern Methodist University. She has had a distinguished career, and has appeared with the great Symphony Orchestras of America. Miss Rader will sing a group of Arias with the orchestra.



H. ARTHUR BROWN

Recognized as one of the most promising of the younger conductors, this delightful El Pasoan has done much to bring good music to the Southwest and to increase our appreciation of it.

CAMP GRANDE

3700 Alameda

Highway U. S. 80

Steam Heat in Winter

Tourist Court

EL PASO, TEXAS

Watkins Motor Co., Inc.



Guaranteed Used Cars

Largest Stock in the City

415 W. San Antonio

Telephone Main 3700

Event No. 2

QUEEN'S BREAKFAST

Honoring Her Court

Monday, December 30th, 9:30 A. M.
Hotel Paso Del Norte

Event No. 3

CORONATION

of the Queen of the Southwestern Sun
Carnival by His Honor,

GOVERNOR JAMES V. ALLRED
of Texas

Monday, December 30th, 9:00 P. M.
Liberty Hall

Admission 55c per person

The coronation of the Queen of the First Annual Sun Carnival will be a regal event. The stage of Liberty Hall is to be a most impressive picture as the curtain rises upon the Queen's Ladies in Waiting and their Escorts assembled around the Sun Throne. Mr. Harris Walthall, President of the Southwestern Sun Carnival Association, will present to El Pasoans and their hosts of visitors the Sun Princesses from the neighboring cities. They will approach the throne

up a decorated runway amid fan-fare and the admiration of the crowds. After the princesses are in their places, His Honor, James V. Allred, Governor of Texas, will appear on the stage and be introduced by Mr. Walthall.

Then the queen will make her royal entrance. Her court and her audience are to be presented to her and she will then take her place before the Sun Throne. She accepts her oath to reign joyously over the Sun Carnival, and the dazzling jeweled crown of the Great Southwestern Empire will be placed upon her head. Amid the tumultuous acclaim of her subjects, she will bid them start the Coronation Ball.

Princesses in the order of their presentation: Jane Quinn of Abilene, Audrey Nell Rees of Alamogordo, Melba McMurray of Alpine, Mary Beth Kimbrough of Hardin-Simmons University, Bessie Patterson of Hot Springs, Alicia Gonzalez Melendez of Juarez, Annette Lee Williams of Las Cruces,

Serving Meats to
El Paso

JOHN T. McELROY
Packing Company

PIONEERS!

Years ago, in the early days of the dairy industry in the El Paso valley, PRICE'S pioneered in the breeding and assembling of fine herds. Today, these herds constitute the largest milk production unit in the entire state of Texas. PRICE'S cows hold many state and national records, bringing home to the El Paso valley, and to Texas, national honors and national recognition. PRICE'S are both producers and distributors of milk and dairy products. So here at PRICE'S is an undivided responsibility to you. Production, processing and distribution—the three steps in modern dairying.

Price's

PROTECTED · DAIRY · PRODUCTS

VELVET · ICE · CREAM

"HOME OF HAPPY MILES" — FIVE POINTS GARAGE

Frances Mitchell of Marfa, Elsie Rae Rigney of State College, Pauline Shows of Odessa, Jean Winn of Toyah, Louellen Bookout of Tularosa, Elizabeth Duncan of Ysleta.

Event No. 4

CORONATION BALL

Liberty Hall

Monday, December 30th, 9:30 P. M.

Admission 55c for those not in attendance
at the Coronation

The Coronation Ball is to be the gala Social Event of the Sun Carnival—coming as it does immediately following the Coronation of the Sun Queen. Dayton Payne and his fifteen masters of rhythm will provide the dance music. The festivities will be presided over by the Sun Queen, her Hostesses and the visiting Princesses and their escorts.

During an intermission, an announcement will be made as to which young lady of the court has been chosen to be Bing Crosby's protege. She will be sent to Hollywood and given a screen contract. Her selection will have been made earlier from among the Queen, hostesses and princesses.

Event No. 5

TEA

in Honor of Queen and her Court
and all visiting ladies of the
Southwestern Empire

Tuesday, December 31st, 3 P. M.
Woman's Club

The Social Committee of the Southwestern Sun Carnival Association is giving this tea honoring the Sun Queen and all her court, as well as all women visitors to El Paso. It will be a most attractive affair expressing the hospitality of the Southwest. It is requested that all visiting ladies who plan to attend this tea would leave their names with the clerk at the desk of Hotel Hilton, Hotel Cortez or Hotel Paso del Norte. There is no charge.

MADERA PINE

Madera Box & Lumber Co., Inc.

Wholesale Lumber and Boxes

El Paso, Texas

McNutt Oil & Refining Co.

DIXIE GASOLINE

100% INDEPENDENT

SUREBEST
BREAD

At Your Grocer

SUNLITE BAKERY CORP.

Fine Clothes Require
Fine Cleaning

THE DRY-SHEEN PROCESS GUARANTEES—

Cleaner Clothes, Longer Wear,
Brighter Colors, No Shrinkage,
No Wrinkles, No Odors

Ladies' and Men's Hats Cleaned & Blocked
Family Laundry Service
Damp Wash Thrifty Service
Family Finish

We Manufacture New Mattresses and
Renovate Old Ones

RUG CLEANING

SHOE REPAIRING

El Paso Laundry & Cleaners, Inc.

MAIN 470

102 N. Stanton

901-911 S. Santa Fe

HALL'S CREDIT CLOTHIERS

Credit To All — Liberal Terms



MEN'S SUITS

\$16.95 to \$35.00

LADIES' COATS

\$16.95 to \$49.50

LADIES' DRESSES

\$5.95 and up

Your Credit
is Good Here

A Small Down
Payment!

Terms to Suit You!

218 N. Mesa

Main 817

EL PASO'S FINEST DEPARTMENTIZED GARAGE — FIVE POINTS GARAGE

70,000 EL PASOANS CAN'T BE WRONG

Bank Night as conducted by the Plaza Theatre
has become an El Paso institution—

Every down town Theatre including the

**PALACE
CRAWFORD
WIGWAM
ELLANAY
TEXAS GRAND**

Offers the choice in entertainment and an
opportunity for you to participate in
Cash Bank Night Awards

IT'S THE THRILL OF A LIFETIME



International Warehouse Co., Inc.

Moving - Packing - Shipping
"FIREPROOF STORAGE"

1601 Magoffin Ave.

Telephone Main 77

Compliments of

**ALBERT MATHIAS
AND COMPANY**

EL PASO HOTEL SUPPLY CO.

Dealers in

**EQUIPMENT FOR RESTAURANTS, BARS
AND SODA FOUNTAINS**
112 S. Oregon Street

**A Complete Stock of Finest
LIQUORS • WINES • BEERS**

Fast, Free Delivery — Low Prices

RITZ BEER DEPOT

2851 Montana St.

5 Points

Main 984

DON THOMPSON, INC.

SPORTING GOODS HEADQUARTERS

Bassett Tower

Event No. 6

PAGEANT OF HISTORY PARADE

Wednesday, January 1st, 1936, 10:00 A. M.

Chris P. Fox, Chairman of Parade Committee

The parade is to be the focal point of the historical aspect of the first annual Southwestern Sun Carnival. The theme of this year's Carnival is "History". The floats in the parade are to depict the historical and romantic background of the brilliant and far-flung Southwestern Empire. The list of entries is long and the effort put on them by individuals, clubs and communities has been great. Almost every conceivable phase of early Southwestern History will be represented by a float.

The parade and the whole Sun Carnival has attracted nation-wide interest. News-reel photographers will be on hand to carry the message of the Great Southwest and this, its first united, all-Southwestern Carnival, to audiences all over the world.

CAPT. JOHN R. HUGHES

Grand Marshal of Parade

This former Texas Ranger and veteran state law enforcement officer will be the guest of the Southwest during the holidays and will act as Grand Marshal of the Pageant of History Parade. It is particularly appropriate that Captain Hughes should have been chosen to preside over this historical parade; for his name is inseparably linked with the history of the Southwest. For years he was in charge of the Texas Rangers in West Texas with headquarters at Ysleta. He has hosts of friends among the "old timers" in El Paso and all the surrounding country.

DIGNITARIES

Invitations have been extended to the following distinguished gentlemen to participate in the Pageant of History Parade:

Gov. Rodrigo M. Quevedo, Governor of Chihuahua, Mexico

Gov. Clyde Tingley, Governor of New Mexico

Gov. B. B. Moeur, Governor of Arizona

Brig. Gen. Hamilton S. Hawkins

Gov. James V. Allred, Governor of Texas

Hon. R. E. Thomason, Congressman, 16th District

Hon. Kenneth Reagan, State Senator of Texas

Hon. Tom Connally, United States Senator from Texas

Hon. Morris Sheppard, U. S. Senator from Texas

Hon. Dennis Chavez, U. S. Senator from New Mexico

Hon. Carl Hatch, U. S. Senator from New Mexico

Hon. Carl Hayden, U. S. Senator from Arizona

Hon. Henry F. Ashurst, U. S. Senator from Arizona

And local City, County, State, and Federal officials.

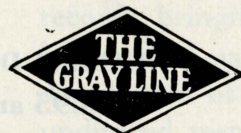
LINE OF MARCH

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

SIGHTSEEING

in Juarez and El Paso

by



Our comfortable sightseeing coach carries you to points of interest in El Paso and across the Rio Grande river into the quaint old Mexican city of Juarez. There you will find sights and customs totally different from our own. This is truly a trip of such unusual interest that no one visiting El Paso should miss it.



Tour No. 1—Juarez only\$1.00

Tour No. 2—El Paso only.....\$1.00

Tour No. 3—A combination tour of
El Paso and Juarez.....\$1.75

**EL PASO
ELECTRIC COMPANY**

Tickets on sale at all leading Hotels and Tourist Camps

Renfro Drug Co.

Store No. 1

PLAZA BUILDING

Store No. 2

HOTEL CORTEZ

Jose Maldonado

**WINES AND LIQUORS
Wholesale and Retail**

Look for the Blue Front

105 East 16 Septiembre Ave.

CIUDAD JUAREZ, CHIHUAHUA, MEXICO

RIO GRANDE LUMBER AND FUEL COMPANY

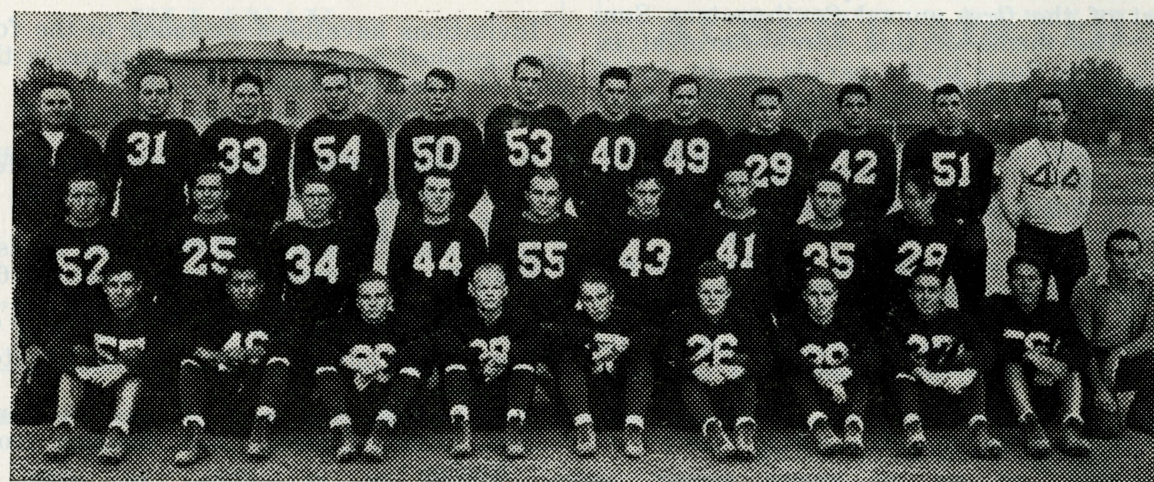
RETAILERS OF
LUMBER, BUILDING MATERIALS, FUEL AND PAINTS OF ALL KINDS

HOME OIL COMPANY of EL PASO, INCORPORATED

100% El Paso Owned

WHOLESALE AND RETAIL DISTRIBUTORS OF VEEDOL OIL, SINCLAIR GASOLINE AND GOODYEAR TIRES
COME TO SEE US

New Mexico State College "Aggies"



Front Row, left to right: Tipton, L. Apodaca, Williams, Pratt, Spangle, Felkner, Leach, Wayne, Resley, Mgr. Fiske.

Second Row: Nations, George, Parker, Cline, Masters, Detterick, J. Hixon, Baird, Stevens.

Third Row: Coach Corley, Skinner, Donohue, Welsh, Crownover, Cann, E. Hixon, Scrivner, Parr, A. Apodaca, Wiley, Coach Hines.

TOP OFF A BIG NEW YEAR'S DAY WITH THE MOVIE HIT OF THE YEAR

CRAWFORD

HAPPY
NEW YEAR
TO ALL

SHIPMATES FOREVER

RUBY KEELER
DICK POWELL

DECEMBER 31 - JANUARY 3 — WITH BIG MIDNITE MATINEE NEW YEAR'S EVE

Compliments
of

GUNNING-CASTEEL DRUG COMPANY

Five
Friendly Drug Stores

Visit

CARLSBAD CAVERNS

Leave El Paso, Seven A. M. and Return
Seven Fifteen P. M. Same Day.

Carlsbad Cavern Coaches

212 San Francisco St.

THE CITY OF PARIS

PERFUMES LIQUORS
CURIOS

One Block South of the Santa Fe Street Bridge
in Juarez

For a Good Game See

HARDIN-SIMMONS UNIVERSITY
vs
NEW MEXICO A. & M. COLLEGE

For Good Furniture

SEE

ROGERS-HOYT

Forty Eight Years Furnishing Southwestern Homes
Stanton at Mills — El Paso

THE "AGGIE" SQUAD OF NEW MEXICO STATE COLLEGE

DATA ON THE INDIVIDUAL AGGIE PLAYERS

No.	Name	Wt.	Pos.	Exp.	Home	No.	Name	Wt.	Pos.	Exp.	Home
23	Pratt	153	Q.B.	2	State College, N. M.	42	A. Apodaca	170	E.	2	Mesilla, N. M.
26	Yurcic	202	T.	0	Gallup, N. M.	43	Detterick	165	C.	1	Las Vegas, N. M.
27	Wayne	160	E.	2	Anthony, N. M.	44	Cline	165	G.	1	Colton, Calif.
28	Glass	194	T.	0	Las Cruces, N. M.	45	George*	155	G.	2	Gallup, N. M.
29	Parr	185	T.	0	Long Beach, Calif.	46	L. Apodaca*	174	H.B.	2	La Mesa, N. M.
31	Skinner	212	T.	2	Long Beach, Calif.	47	Duffy	168	F.B.	1	Santa Fe, N. M.
33	Donohue	177	G.	1	Silver City, N. M.	49	Scrivner	186	T.	0	Tatum, N. M.
34	Parker	169	G.	1	Tucumcari, N. M.	50	Crownover	170	F.B.	1	Hurley, N. M.
35	Baird	172	H.B.	3	Alamogordo, N. M.	51	Wiley	172	E.	2	El Paso, Texas
36	Spanogle S.	185	F.B.	2	Hot Springs, N. M.	52	Nations*	171	G.	3	Arrey, N. M.
37	Darr	164	H.B.	0	Hot Springs, N. M.	53	Cann	185	T.	1	Hurley, N. M.
39	Logan	158	Q.B.	0	Mesilla Park, N. M.	55	Master	191	C.	3	Gallup, N. M.
40	E. Hixon	180	T.	1	Hattiesburg, Miss.	57	Tipton	168	G.	0	Derry, N. M.
41	J. Hixon	173	E.	1	Hattiesburg, Miss.						

*All-Border Conference Selection.

YELLOW CAB CO. - MAIN 3500 - YELLOW CAB CO.

While in El Paso Visit the

UNION CLOTHING CO.

San Antonio and Oregon Sts.

Featuring Nationally Known Men's Wear

Moving - Packing - Storing

EL PASO FIREPROOF STORAGE CO.

1125 Texas — Main 2077

Dean R. Clark, Manager

THERE'S A NEW DEAL AT THE GATEWAY

Gateway Hotel El Paso Texas

Believe it or not two REALLY CAN live as cheaply as one, for our rates are only: Single with shower \$1.50; Single with tub \$2.00; Double with tub or shower \$2.00. And our family rate is only \$3.50 to \$4.50.

Next time you visit El Paso make The Gateway your headquarters.

AN EXCELLENT COFFEE SHOP
Featuring Women Cooks
AND FREE GARAGE IN CONNECTION



HILTON HOTEL

*Serving
the
Southwest*



DON B. BURGER
Manager



Hotel Cortez

Formerly Hotel Hussmann

MIRES R. JACKSON, Manager

We Know You Will Like The Cortez
Quality Food Comfortable Rooms

A FRIENDLY
HOME



AFFILIATED WITH
NATIONAL HOTELS

Event No. 7

SUN BOWL FOOTBALL GAME

NEW YEARS DAY, 1936, 2 P. M. EL PASO HIGH SCHOOL STADIUM

New Mexico State College vs. Hardin-Simmons University

NEW MEXICO "AGGIES"

R. E. Hooky Apodaca	R. T. Emmett Hixon	R. G. Anthony George	RH Lauro Apodaca	F. B. Mark Spanogle	LH Jack Baird	L. E. Joe Hixon
L. E. Bill Harris	L. T. Elton Murphy	L. G. Vestal Newberry	Q. B. Lem Pratt	C. Hugh Masters	L. G. Walter Nations	R. E. Firman Scroggins
			Q. Eldon Mahuron			
			L. H. Ed Cherry	F. B. Pete Tyler	R. H. Henry Milby	

HARDIN-SIMMONS "COWBOYS"

OFFICIALS

Referee, Harry Phillips	University of Texas
Umpire, Kermit Laabs	University of Minnesota
Head Linesman, E. L. Larson	Kansas State Teacher's College
Field Judge, R. E. Boney	New Mexico Military Institute

L. G.—Left Guard
R. G.—Right Guard
L. T.—Left Tackle
R. T.—Right Tackle
L. E.—Left End
R. E.—Right End

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

Hardin-Simmons University

New Mexico State College

AFTER THE GAME
VISIT OUR NEW STORE

Warner's
DRUG CO. Inc.

If You Live Out of Town
Our Mail Order Department
Places This Immense Stock
At Your Door

GIVEN BROTHERS

Exclusive Agents

FLORSHEIM SHOES

215 S. El Paso Street Mail Orders Accepted 310 E. San Antonio St.

EL PASO'S
DEPARTMENTIZED
CUT RATE DRUG STORE

Warner's
DRUG CO. Inc.

In Front of
Post Office

Borden's

A NAME RICH IN HISTORY,
ROMANCE AND PROGRESS

As the Southwestern Sun Carnival is the "kick-off" event of the Texas Centennial Celebration—it is appropriate to consider the part the founder of the Borden Company played in the building of the Lone Star State.

Gail Borden, Jr., founder of the Borden Company, was one of the five initiators of events leading to the Texas Revolution and later to negotiations resulting in the recognition of Texas as an independent State.

In 1835 he established "The Telegraph and Texas Land Register," first newspaper ever published in Texas. As its editor he played an important part in the conflict with the Mexican Government. Records shows that in the famous war with Mexico in 1846, the turning point in Texas history was really reached in 1835 when five men, including Gail Borden, Jr., met in San Felipe to decide momentous questions.

Loyal American citizen, fighter, visionary, inventor That is the life story of Gail Borden, Jr. He invented the sail wagon — Prairie Schooners are named after it. He invented concentrated meat biscuits used on remote Indian frontiers and Alaskan explorations. His inventive mind and the desire to serve his fellow men eventually led to the founding of the first Borden Dairy Farm in 1857 which has become in the succeeding 79 years a nation-wide system selling the finest dairy products.

1857 — 1936

79 YEARS OF FINE
DAIRY PRODUCTS

STANDARD GASOLINE

Unsurpassed

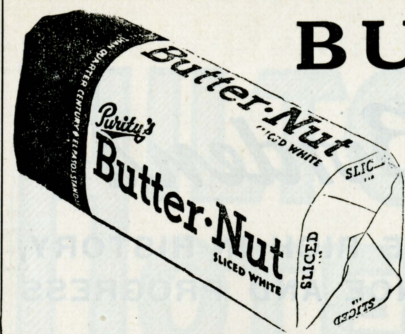
At Standard Stations, Inc.

STANDARD OIL COMPANY OF TEXAS

STANDARD GASOLINE

Unsurpassed

At Red, White & Blue Dealers



BUTTER-NUT BREAD

El Paso's Standard for More Than
A Quarter of a Century

Fresh Daily at All Grocers

MADE BY PURITY BAKING COMPANY — EL PASO

Hardin-Simmons University "Cowboys"



The Hardin-Simmons Wranglers are back on the gridiron and ready for their Sun Bowl football game here New Year's Day against the New Mexico Aggies. The Cowboys will have virtually their full strength to pit against the Aggies. Ed Cherry, ponderous fullback who was in the lineup against the Texas Miners only three plays, returned to practice after being out for part of the season with injuries. Above is a group picture of the squad.

DRINK BOTTLED *Coca-Cola* **Snap Back to Normal**

Best Wishes to the Sun Carnival and
NEW YEAR'S GREETINGS

from

J. J. NEWBERRY CO.

TOWER DRUG CO.

Reliable Prescription
Druggists

Phone Main 2809

Bassett Tower

AL HARDY OIL CO.
SERVICE STATIONS

Exclusive Distributor

Cosden High Octane Gasoline
Starts Like a Flash — No Knocks on Hills
or
Hard Pulls

Our Very Best to the
SUN CARNIVAL

SCHNEIDER'S

For Over Thirty Years - -

Quality Food Merchandise

506 N. Mesa Ave.

Main 3640

PARK YOUR CAR ALL DAY 20c — Inviting Monthly Rates — Central Garage — San Francisco Street

954 TIRE & SERVICE COMPANY

EVERYTHING FOR YOUR AUTOMOBILE

Phone Main 954

Montana at Cotton

THE "COWBOYS" SQUAD OF HARDIN-SIMMONS UNIVERSITY

DATA ON THE INDIVIDUAL COWBOY PLAYERS

No.	Name	Pos.	Wt.	Exp.	Home	No.	Name	Pos.	Wt.	Exp.	Home
20	Truett Fulcher	E.	190	F.	Eastland	73	Howard Yeary	E.	180	Jct.	Lampassas
22	Si Addington	B.	165	1 yr.	Fort Worth	74	Clark Jarnigan	C.	185	1 yr.	Graham
25	Firman Scroggins	E.	175	1 yr.	Abilene	75	Bill Harris	E.	185	1 yr.	Fort Worth
26	Malcolm Bridges	B.	175	1 yr.	Floydada	77	Cleddie Hall	C.	180	1 yr.	Hamlin
28	Burns McKinney	B.	160	F.	Wichita Falls	79	Carl Garner	G.	170	1 yr.	Victoria
29	Day Emery	B.	140	1 yr.	Temple	76	Buell Ellison	G.	170	F.	McLean
30	Eldon Nahuron	B.	160	Jct.	Amarillo	78	Vestal Newberry	G.	185	F.	Childress
34	C. L. Clipson	C.	170	Jct.	Victoria	81	Paul White	B.	170	1 yr.	Ardmore, Okla.
34	Frank Selfridge	G.	195	Jct.	Borger	82	Blackie Callaway	G.	180	1 yr.	San Angelo
36	B. T. Hatchell	C.	170	Jct.	Oklahoma City	83	Odis Crowell	T.	200	Jct.	Matador
46	Homer Beck	G.	180	1 yr.	Stratford	84	Elton Murphy	T.	190	1 yr.	Brady
51	R. T. Boutwell	B.	175	F.	Electra	85	Pete Tyler	B.	180	1 yr.	Clyde
53	Charles Radoslovich	E.	195	Jct.	Clayton, N. M.	86	Henry Milby	B.	175	2 yr.	Edna
57	John McAdon	G.	185	1 yr.	Wink	87	Bedford Russell	B.	165	F.	Dallas
55	John Green	T.	200	1 yr.	Temple	89	Mack Alexander	T.	220	Jct.	Clayton, N. M.
71	Ed Cherry	B.	190	Jct.	Shamrock	90	Conway Frost	B.	175	Jct.	Friona
72	Carol Benson	E.	180	1 yr.	Hamlin	91	Buck Howell	B.	140	1 yr.	Snyder

F-Freshman Jct.-Junior College Transfer

NEW TIVOLI
HAPPY NEW YEAR! — COME TO OUR

Dining
Dancing
Cocktails

Special Sun Carnival

Gala, De-Luxe Floor Show

Phone
Juarez
492

DANCE TO ARMAND HERRERA'S FAMOUS ORCHESTRA
IN THE BEAUTIFUL FLORENTINE SALON — JUAREZ, MEXICO

Car Parts Depot, Inc.

Distributors

for

PHILCO RADIOS

GRUNOW REFRIGERATORS

ONE-MINUTE WASHERS

WELDING EQUIPMENT

AUTOMOTIVE PARTS

810 Texas Street

Bailey - Mora Co.

Customhouse Brokers & Forwarding Agents
450 Canal St. — P. O. Box 45
EL PASO, TEXAS

*Let us solve your importing and
exporting problems*

Mexican Correspondent

M. F. Mora

Calle 16th de Sept. 101 Ote.

Aptdo. Postal 18

Ciudad Juarez, Chih., Mexico



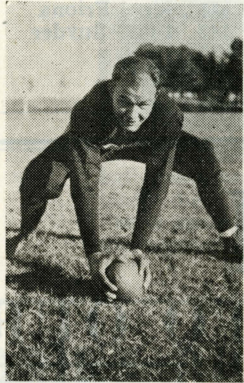
Coach Jerry Hines

THE AGGIES' COACH

Jerry Hines, Director of Athletics and Head Football Coach at the New Mexico State College, has made a splendid reputation through his ability to develop good teams with very limited material.

Although he has coached in the smallest border conference school, Jerry has turned out many strong teams. This year his football team came close to a conference championship after capturing the state title.

Jerry not only has coached State College teams but played on them for four years and was a football and basketball star. After graduation in 1925 he coached at Las Cruces High until 1929 when he was made director of athletics at the college. During ten years of high school and college coaching Hines has turned out teams which have won 65% of their games.



Hugh Master

CAPTAIN OF THE AGGIES

Hugh "Kink" Master, who will captain the New Mexico Aggie eleven against Hardin-Simmons in the Sun Bowl game has really earned the honor which his team mates have bestowed upon him. In his first year of football at State College he did not even receive a letter. He was just another substitute center but one who was determined to make the first team. Though competition for the center position has been keen, Master has been in nearly every minute of the important games played by the Aggies during the past two years.

Sport writers and coaches agree that he is one of the best centers in the Border Conference. His passes are accurate and his defensive work is as nearly spectacular as defensive work can be. He has a canny ability of knowing where the opposing play will go and he is a difficult man to take out on any play. "Master made the tackle" is almost a byword with the announcer at the games played on the college field.

In short, the Aggie captain is a fine football player, a good sport, and a true athletic leader.

NEW MEXICO STATE COLLEGE

"New Mexico's Service Institution." This is the term which best describes the New Mexico State College—one of the land-grant colleges—established in 1889 at Las Cruces.

On the campus of this school will be found not only the academic facilities for training young men and women, but also the Extension Service and the Experiment Station which have contributed so much to the development of New Mexico's most valuable resources and to the welfare of its people.

The visitor at State College is always impressed with the beauty of the campus setting. Situated well up on the mesa overlooking the irrigated valley of the Rio Grande, with the jagged pinacles of New Mexico's most scenic mountain range—the Organos—forming a background, the campus is indeed a spot of beauty.

Attracted by the beautiful campus, the healthful climate, and splendid educational facilities, 543 students registered for the fall semester. As new students matriculate for the second semester which opens Jan. 27 the enrollment will exceed the 600 mark. This is the largest enrollment in the history of the school.

To meet the needs of this enlarged student body additional instructors were employed. At present the college has a faculty of sixty members. These instructors are able to give personal attention to the needs and problems of every student.

Because the college feels an obligation to prepare its stu-



DR. H. M. GARDNER
Acting President
New Mexico State College

Dr. Gardner, Acting President, came to New Mexico State College in 1922. From 1923 to 1928 he was with the State Department of Education, Santa Fe, New Mexico, as State Supervisor of Vocational Education in Agriculture. In 1928 he was again added to the State College faculty as Professor of Education and Dean of the School of Agriculture. He has been director of the Summer Session since 1930.

Dr. Gardner is a member of the Masonic order, has served as President of the State Schoolmasters' Club, two years as President of the Lions Club, Vice-President of the Music Club, Treasurer of the Red Cross, and has always shown an active interest in a wide variety of community organizations. He holds the B. S. degree from Purdue, M. S. from Cornell, and has done additional graduate work at the University of Southern California.

dents for the responsibilities of life, emphasis has always been placed on practical training which fits the student for a suitable position. That the school is doing its work well is indicated by the fact that by November of last year 94% of the graduates in the class of 1935 had been placed in remunerative positions. Considering present conditions this is indeed a remarkable record.

The college offers an unusually wide variety of courses in its three divisions: Engineering, General Science, and Agriculture. In the School of General Science complete four-year degree courses are offered in home economics and business administration. The home economics trains both teachers and research workers. In the business administration course, similar to that offered in many larger schools, such subjects as advertising, accounting, business management, and salesmanship are offered. In addition, major work in English, Mathematics, Biology, Chemistry, History, Economics, Physics, and Romance Languages is offered.

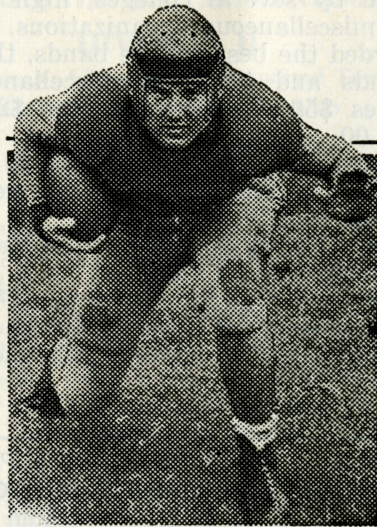
Four-year degree courses are available in electrical, civil, mechanical, chemical, and general engineering. The physical plant of the Engineering School is housed in a group of five buildings with laboratories and shops splendidly equipped for practical work.

The school of Agriculture is training its students in such specialized fields as animal husbandry, dairying, poultry husbandry, agronomy, horticulture, vocational agriculture and agricultural economics.

Recognizing the importance of high standards, the Board of Regents has spared no effort in securing capable teachers who are qualified to give their students instruction of the highest type. At the present time the college has the best trained faculty in its history.

State College this year entered upon a much broader field of service. While it is not yet a large school, it is attracting a great number of students each year. Its graduates readily find positions and are filling them in a most satisfactory way.

Although the number of graduates is not large, alumni of the college are to be found in nearly every type of position, from that of college president to that of construction engineer. The marked success of its graduates has made State College a distinguished educational institution throughout the entire Southwest. It will continue its endeavor to merit the confidence of the people who have made the school possible, and is striving to live up to the reputation that has given it the name "New Mexico's Service Institution."



Henry Milby—Cowboy's Captain

This hard-running and elusive halfback has been one of the outstanding ground-gainers of the Southwestern Conference. His selection as Captain of the Hardin-Simmons Wranglers is a logical one. He leads his team with spirit and has contributed much to make this one of the most successful seasons on the gridiron for the Abilene University.

FRANK KIMBROUGH

Coach Frank Kimbrough, affectionately known as "The Mighty Dutchman", is one of the most colorful coaches in the entire Southwest. He brings a team of fighting grid warriors to El Paso that will be mighty hard to beat. They are well versed in rudimentary football, have plenty of tricks in their bag as well as power on the offence and defence.

THE COWBOY'S 1935 SEASON

Under the tutelage of Head Coach Frank Kimbrough and Line Coach T. W. Harrison, the Hardin-Simmons university Cowboys closed one of their most successful seasons Nov. 23, with a smarting 46-0 victory over the School of Mines in El Paso.

Again the Ranchers return to football wars in El Paso, this time to face the strong New Mexico Aggies in the Southwest's colorful Sun Bowl contest.

The Cowboys' season record shows six victories and three defeats — the setbacks being administered by Texas Tech, Baylor, and the Rose Bowl bound S.M.U. Mustangs. Victories were scored over St. Edwards, Morningside, Sul Ross, Texas Arts and Industries, Howard Payne, and Texas Mines.

Clad in their fancy satin purple and gold uniforms, the Cowboys make up one of the most colorful grid machines in the Southwest, and Sun Bowl fans will be treated to a typical Kimbrough wide-open game on Jan. 1. The Hardin-Simmons crew features a game filled with passing, laterals, spinners, and also a hard driving ground game.

The starting line-up will include Harris and Scroggins, ends; Murphy and Crowell, tackles; Newberry and Callaway, guards; Jarnigan, center; Mahuron, quarterback; Cherry and Milby, halfbacks; and Tyler, fullback.

Although the Cowboys were ineligible for all-Texas conference honors because they did not play a representative schedule, many of them would have made the mythical club. Tyler was a choice last year and would have been a good repeater. Cherry is one of the greatest backs to ever don the purple and gold. Harris at end was the outstanding linesman in the Texas conference this year. Murphy and Crowell



DR. J. D. SANDEFER
Hardin-Simmons President

Dr. J. D. Sandefer, president of Hardin-Simmons university for more than 26 years, will lead the university delegation to the Southwestern Sun Carnival in El Paso, Jan. 1st, 1936. Dr. Sandefer is an enthusiastic follower of the Cowboys and will be on the sidelines at the Sun Bowl game.

HARDIN-SIMMONS UNIVERSITY

Founded as Abilene Baptist college, its name was changed to Simmons college, later to Simmons university, and finally to Hardin-Simmons university. It is heavily endowed by John G. Hardin, pioneer Burkburnett capitalist.

Hardin-Simmons is a member of the Association of Colleges and Secondary Schools of the Southern States, the American Association of Colleges, and the National Association of Music schools.

Its Cowboy band is known throughout the world as the best known and most popular university organization. Conductor of this group is Marion B. McClure, one of the Southwest's finest young musicians.

played well throughout the season at tackles and Newberry was a guard standout. His 65 yard run after receiving a lateral from Cherry in the Sul Ross game put the Wranglers out in front.

Hardin-Simmons university, founded in 1891, is the largest university west of Fort Worth. It is co-educational and has been under the leadership of Jefferson Davis Sandefer for more than 26 years. Hardin-Simmons numbers among its graduates and ex-students some of the outstanding men and women in the United States.

Results of 1935 football season:

Opponents		Hardin-Simmons
Texas Tech	9	0
Baylor	14	0
St. Edwards	0	21
Morningside	0	32
Southern Methodist	18	6
Sul Ross	9	15
Texas A. & I.	0	34
Howard Payne	0	14
Texas Mines	0	46
	50	168

Prizes for the Parade

Floats in the Pageant of History Parade of the Southwestern Sun Carnival will not be judged solely on the importance of the historical event or place portrayed, but rather on how well that subject has been executed as well as the appearance and beauty of the treatment.

The parade is to be divided into six major divisions, several of which are sub-divided. 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 many of the sub-divisions is to be a band. Bands

Goodrich Silvertown Stores

Jim Durnal Mgr.

Famous
A.B.C.
BEER and ALE

R. E. McKEE, Distributors — Main 484 — 1918 Texas

Happy New Year

BURTON-LINGO LUMBER

50 Years Helping to Build El Paso

1801 Texas St.

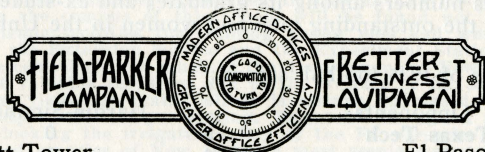
Main 49-50

W.A. Wall Engraving Company



El Paso, Texas

OFFICE EQUIPMENT SPECIALISTS



Bassett Tower

El Paso, Texas

DANIEL'S

FURNITURE REPAIRED - REFINISHED

UPHOLSTERED - PACKED - SHIPPED AND STORED

1708 Texas

Main 1025

are entered by several colleges, high schools and numerous miscellaneous organizations. Prizes are to be awarded the best college bands, the best high school bands and the best miscellaneous bands. First Prizes \$50.00, Second Prizes \$25.00, Third Prizes \$15.00.

A "Sweepstakes" Prize of \$200 is to be awarded the best float in the whole parade regardless of classification.

9:00 a. m. Flying Squadron from Municipal Airport will circle over El Paso.

9:30 a. m. Voice of Sun Carnival—U. S. S. Chevrolet Float—entered by General Motors Dealers will cruise through El Paso streets announcing the parade.

10:00 a. m. Parade starts.

Pictures of Every Float in The Parade
L. A. WILKE, OFFICIAL PARADE PHOTOGRAPHER
Room 12, C. of C. Bldg. — Main 3006

Parade Formation

DIVISION I

MOTORCYCLE ESCORT

THREE CONQUISTADORS ON HORSEBACK

SUN CARNIVAL BAND

DIGNITARIES

SUN QUEEN AND HER COURT

Sun Carnival Association

This float was prepared by Peterson Lumber Company for the Sun Queen and the Sun Court. This being in the 80% Sunshine Belt it is quite fitting that the carnival each year is known as the Southwestern Sun Carnival. This float is so constructed as to symbolize the Queen sitting in the sun, surrounded by the beautiful Sun Princesses from our neighboring cities.

The Sun Queen presides over the Southwestern Sun Carnival Festivities from the date of her coronation Dec. 30, 1935 until midnight Jan. 1st, 1936. The Sun Princesses are from Las Cruces, New Mexico, Hot Springs, New Mexico, Toyah, Texas, Alamogordo, New Mexico, Tularosa, New Mexico, Marfa, Texas, Alpine, Texas, Odessa, Texas, Ysleta, Texas, Abilene, Texas, New Mexico State College, Hardin-Simmons University and Juarez, Mexico.

A SOUTHWESTERN WELCOME

City of El Paso, Texas

The El Paso Float "WELCOME"—To EL PASO and the Great Southwest; Where Sunshine Spends the Winter—Depicts the Hospitality, Sunshine, Winter Sports, Health, Happiness and the Resources of the Southwest. The center of the float shows a glittering, blazing sun, rising from a twenty-two foot Gold Bowl, its rays flashing with resources of this Southwest; Mining, Farming, Cattle and Oil. The front of the float shows the throne of the Princesses, Health, Sunshine and Happiness; the rear depicts the Queen of Winter Sports and her attendants; Golf, Tennis, Archery; Riding, Fishing and Hunting. The float is brilliantly decorated with El Paso's Colors of Blue and Gold with Silver trimmings. The float carries ten beautiful young ladies depicting the Queens and their princesses.

100TH BIRTHDAY OF TEXAS INDEPENDENCE *Texas Centennial Committee*

This float represents a large birthday cake with one candle in commemoration of the 100th anniversary of Texas independence which was won by brave men and staunch pioneer women. We today, are enjoying the fruits of the land which they fought and died for.

EL PASO UNDER SEVEN FLAGS

El Paso Chamber of Commerce

Float of the El Paso Chamber of Commerce depicts in one swift glance the transition of local history from the period of the Spanish Conquerors to the present time. In the foreground in characteristic pose a Spanish Conqueror is shown as a herald of the beginning of the European conquest of the Southwest. The costuming and accouterments of this character are flashingly authentic and present a striking appearance. To the rear of the float is found symbolism expressed in the Spirit of El Paso. Surrounding this character are the six flags of Texas history characterizing the governments under which El Paso has paid allegiance—Spanish-French-Mexican-Texas-United States-Confederacy.

FORT BLISS BAND UNITED STATES MILITARY CONTINGENT

DIVISION II

Class A: Cities and Incorporated Towns

AUSTIN HIGH SCHOOL BAND

THE GADSDEN PURCHASE *Las Cruces, New Mexico*

The acquisition of the Southwestern portion of New Mexico and all of Arizona south of the Gila river, constitutes one of the most important and romantic events of American history. The float entered by Las Cruces represents the raising of the American flag for the first time in that territory, which occurred on July 4, 1851, in the historic old plaza of Mesilla. On the float is depicted the final exchange of ratifications by American and Mexican officers, the raising of the Stars and Stripes and the authentic incident of nailing the Mexican flag at half mast to a tree in the plaza and the tying to the same tree of a zealous Mexican patriot who persisted in crying "Viva Mexico" during the ceremonies until he was tied to the tree by American soldiers and forced to shout "Vivan los Estados Unidos."

THE GREAT WHITE SANDS *Alamogordo, New Mexico*

The great White Sands near Alamogordo, New Mexico, consists of 176,000 acres of alabaster dunes. The wind-blown rippled hills range as high as 100 feet with open valleys between. The area is an old lake bed, similar to the Great Salt Lake, but instead of filling up with salt this lake is filling up with crystalized gypsum and is the only one of its kind in the world.

The heart of the sands is practically free from insect or animal life, though a white lizard is occasionally found or maybe the track of a bug may be seen on the sand. If you follow him it is a 50-50 chance that he will be white if you find him. At the edge of the sand the mice are found to be white.

FINDING OF HOT SPRINGS *Hot Springs, New Mexico*

CABEZA DE VACA *Marfa, Texas*

This float represents the dramatic appearance of Alvar Nunez Cabeza de Vaca, Andres Dorantes de Carranza, Alonzo del Maldonado, and the negro Estevanico in West Texas. These men were the sole survivors of a band of three hundred men with whom Don Panfilo de Narvaez set forth from St. John's Pass in May, 1528, to explore the interior of Florida. Shipwrecks, disease, starvation, and hostile Indians had done for the rest.

For two years they were held as slaves to the miserable Indians who lived near Galveston. These tribes along the gulf coast were wretched creatures, living most of the year in a state of semi-starvation and eating such food as roots, insects, rats and reptiles.

During the next five years de Vaca learned the sign language and the ways of the Indians. From slavery, he rose to absolute sovereignty. He caused himself to be passed from tribe to tribe, always facing southward or westward, telling the Indians he must be taken to the "Land of the Setting Sun."

Ignorant of the lay of the land—for no white man had ever come this way before—these four men entered the boundaries of old Presidio County and were followed, as de Vaca himself says, "by thousands of grateful people." De Vaca and his companions had crossed a continent, not to set a record, but to reach their only haven of safety—the Spanish settlement in Mexico.

The black base of this float represents the seven years of despair and suffering of this little band. The scene on top of the float depicts the Presidio Valley—de Vaca's Land of the Setting Sun.

AZTEC CIVILIZATION *Juarez Chamber of Commerce*

The Juarez float represents two highlights in the ancient Aztec civilization. On one side appears a Teocalli (temple) which is a pyramid with steps reaching to the top on all sides and on the top is the Aztec God of War, Huitzilopostli. On the opposite end of the float is the Aztec calendar, which gives some idea of the advanced civilization of the Aztecs. The Juarez Princesses will represent Indian princesses and with them will be two Knights of the Eagle, who were high-ranking warriors of the Aztec nation.

A MEXICAN CHARRO *Roberto Morfin*

A colorful young Mexican rider who has won the admiration of all for his superb horsemanship as well as for his brilliant costume.

FIRST STEAM FIRE ENGINE *City of El Paso Fire Department*

This entry is the first Steam Fire Engine that was used by the El Paso Fire Department. This steamer was purchased in 1892 shortly after the burning of the Grand Central Hotel that was located where the Mills Building now stands. Since the advent of modern fire fighting equipment and discarding the horse drawn equipment, this piece of ancient equipment has been preserved by the present members of the El Paso Fire Department.

The original driver of this steamer is its driver in the parade. He is Captain J. J. Sullivan who is still a very active and beloved member of the El Paso Fire Department and the oldest member in point of service.

ESTADO MAYOR BAND FROM MEXICO CITY

This is one of the finest bands in Mexico. It is being sent to El Paso by the Mexican Government especially to take part in the Southwestern Sun Carnival.

Class B: Unincorporated Towns and Communities A CENTURY OF OVERLAND TRANSPORTATION

La Tuna-Anthony

This entry will depict a Century of Overland Transportation, beginning with the burro, and showing vehicles of five other periods between 1836 and 1936. Two boys carrying a poster will lead the group. A prospector and his burro will follow. Then will come the old car of the 1850 period. This car is not an imitation, but one that has been used for many years. The "Prairie Schooner" or covered wagon of a slightly later date will follow. Next, the hack of the "Gay Ninety" era. Mr. Campbell of the Amador Hotel in Las Cruces is the owner of this hack. For the year 1909, a Franklin car owned by Mr. Royal Jackman, who is a pioneer of El Paso County. And, finally, for the year 1936, a modern transcontinental freight truck.

THE OLD MISSION *Town of Ysleta*

This float is a replica of what is reputed to be the oldest mission in America, now standing at Ysleta, the oldest settlement in the southwest and one of the oldest in America. It was founded by Spaniards and Christian Indians who were driven from New Mexico in the Pueblo revolt of 1680 and the mission is believed to have been started shortly thereafter. This was a historic building when the American Revolution was fought.

THE TRIAL OF "BILLY THE KID" *Mesilla, New Mexico*

Nothing is so interwoven in the romantic story of the Southwest as the picturesque, if felonious, career of Billy the Kid, who claimed to have twenty-two notches on his gun, "not counting Indians and Mexicans." He was finally captured, tried and sentenced to death in old Mesilla, then county seat of Dona Ana county which included the southern part of both New Mexico and Arizona, from Texas on the east, to Yuma. When sentenced, Billy laughingly boasted to Judge Bristol, "I'll never be hanged, old man". Surely enough, he killed his two guards and escaped at Lincoln, only to fall a few months later before the gun of Sheriff Pat Garrett, at Ft. Sumner, New Mexico. The scene depicted by the Mesilla float, shows the authentic reproduction of the trial, with the manacles Billy the Kid actually wore and which he could slip on or off at will; also are shown the iron doors of his jail, the very gun that finally killed him, and many other articles connected with his colorful adventures. Judge Bristol is impersonated by George Griggs, owner today of the Billy the Kid Museum at Mesilla; Albert J. Fountain, Jr. represents Col. Fountain, his own grandfather who defended the Kid and who later himself was killed and his body never found; Charlie Madrid, represents the famous sheriff at the time, Mariano Barea; and the Kid is represented by Carlos Acuña, who is the exact prototype in age, size



WHOLESALE
CROMBIE & CO.
ONLY

WILSON-MILLICAN

The Master Cleaners and Dyers

Each Garment Insured Against Fire, Burglary and Theft

Phone Main 4400 — 1100 E. Yandell Blvd.

EL PASO, TEXAS

Compliments

of

W. T. GRANT & CO.

205 N. Mesa Ave.

and physical appearance, of the original Billy the Kid, chosen for the part by many old timers who have personal recollection of the outlaw and attended his trial at Mesilla.

EARLY SETTLERS

Ruidoso Woman's Club

The "Early Settlers" float (which is to be entered by the unincorporated town of Ruidoso, N. M., and sponsored by the Woman's Club, is being built as follows:

A miniature log cabin will be built over the cab of the float. At the back of the cabin will be Mt. Baldy tipped with snow. The rest of the top part of the float will be a virgin forest—small pine, fir and other evergreen trees.

Around the float, to cover frame and wheels will be dark green, regular float material, and on this will be written "Early Settlers" and "Ruidoso, N. M." in silvered pine cones. The only figures on the float will be two old-time "fiddlers".

EL PASO HIGH SCHOOL BAND

DIVISION III

Nationals

EL PASO HIGH SCHOOL ROTOCADETS

GREECE

THE BEACON THAT SHINES THROUGH THE AGES

Hellenic Community

A lighthouse is used to symbolize that Greece, by her masterly conception of the processes of human thought—called the Greek Miracle—has served as a shining beacon, guiding the world to civilization. The nations, which came before Greece, groped through the vast field of human knowledge in the manner of a captain sailing over uncharted seas, without any beacon or compass to guide him. No wonder that so many so called civilizations, which flourished for awhile before Greece, were in the end wrecked on the shoals of ignorance and superstition.

The float also portrays some of the chief contributions of Greece to America, such as Arts, Sciences, Athletics, Drama, Medicine, etc.

THE SUN PALACE

Chinese Community

A TAXI OF THE 90'S

POPULAR DRY GOODS CO.

Success

to

The Sun Carnival



Happy New Year!

THE PRIDE OF 1904

L. M. Barber

One of the outstanding pioneers of the automobile industry is R. E. Olds who has been intimately associated with autos since their inception.

After several years spent in building and "perfecting" another make of car, he on May 1st, 1904, sold his interests to Smith Bros. at Lansing and four days later, May 4th, organized the Reo Motor Co. and began to get ready for production. Proof of his ability as an organizer is shown in the fact that by Sept. 1st the factory had reached the astounding output at that time of 32 cars a day.

One of the first cars to bear the name of "Reo," No. 686 to be exact, is now running on the streets of El Paso.

L. M. Barber, in charge of motor equipment for the city fire department, is the proud owner of this ancient motor vehicle, and, accompanied by Mrs. Barber, will drive it in the Sun Bowl Parade on New Year's Day.

SPRINGTIME IN KYOTO, NIPPON

Japanese Colony

"HEI-an" Era, a thousand years ago, finds Kyoto, Nippon, in full bloom with spring and prosperity—beautiful flowers offer their enchanting colors and fragrance, while the cherry blossoms sprinkle their sweet breath into the happy air.

Beneath this array of grandeur beauty, the girls in bright kimonos gracefully and gayly dance, while others join the merriment.

Welcoming prosperity the "Chigos" in their costumes faithfully strike the bell, and its significance is heard far and wide.

DIVISION IV

Class A: Retailers

TEXAS COLLEGE OF MINES BAND

JUST WADDLING THROUGH LIFE

Randel Battery and Electric Co.

TEXAS UNDER THE STARS AND STRIPES

American Furniture Company

The "Lone Star State" as Texas is popularly called is the only commonwealth that was an independent republic before it joined the Union.

When Santa Anna established a dictatorship over Mexico in 1835, the Texans resolved to revolt, and in the following year won the right to declare herself a republic. In 1845 Texas was admitted into the Union, and it was then that she submitted her lone star to the "Stars and Stripes."

In this do we find the glory that has been symbolic of all that is Texas.

DAYS BEFORE MAN

Cactus Acres

FIRST ICE WAGON

Consumers Ice Co.

This entry is horse drawn wagon No. 1—Consumers Ice and Fuel Company delivery, which represents one of the first covered delivery wagons ever put into operation in El Paso.

This wagon will be drawn by a team of horses originally owned by the Consumers Ice and Fuel Company, which we have located up the valley, and driven by one of the men who was in our employ during those days, twenty odd years ago.

LIEUT. PIKE, FIRST AMERICAN IN EL PASO

Hilton Hotel

Lieut. Zebulon Pike, captured by Mexican soldiers not far from Santa Fe and taken to Mexico City as a military prisoner. En route, they stopped at El Paso on March 21, 1807, and stayed for a short time. Lieut. Pike wrote glowing accounts of the settlement on the south bank of the Rio Grande, and of the extensive trade carried on between Mexico and New Mexico.

THE ALAMO

Knickerbocker Club

This historic structure, still standing at San Antonio, Texas, was the scene of one of the most brutal massacres in the history of this country. It occurred about March 6, 1836. There were approximately 180 people including Texas soldiers, none of whom were left alive by the Mexicans who besieged the Fort.

FT. STOCKTON HIGH SCHOOL BAND

FT. STOCKTON PEP SQUAD

THE PASS TO THE NORTH

Hotel Paso del Norte

For more than two centuries before the first white American set foot upon what is now El Paso soil, this district was known as Paso del Norte on account of its proximity to the narrow pass between the mountains as reproduced in miniature on Hotel Paso del Norte's float.

From the time Spanish was first spoken on the Continent, and the first strange caravan sought the easiest highway to the north and found this pass, El Paso del Norte (The Pass to the North) has occupied a prominent place in history.

By naming the hotel "Paso del Norte", its builders hoped to make familiar to the world a glamorous tradition. That they planned well is amply proven for the name and the hotel are discussed wherever travelers meet.

It is the wish of the sponsor that this small contribution to a most unusual Pageant of History will help to create a desire in places far removed from the Southwest for more knowledge of "The Pass to the North".

TEXAS UNDER THE FLAG OF THE CONFEDERACY

Popular Dry Goods Co.

This float symbolizes the charm and gracious hospitality of the old south. The figures represent General Robert E. Lee, commander in chief of the Confederate Army being received into a typical southern home. The flags are those of the Lone Star State and the Confederacy.

"MADONNA OF THE TRAILS"

Price's Dairy — Velvet Ice Cream

Back in the days when Texas and the Southwest were in the making, our hardy pioneer mothers, through pluck and perseverance, conquered hardship and almost insurmountable obstacles in reaching their goal.

The experiences through which they passed brought them into dangerous situations. Many crossed the great divide.

These pioneer mothers faced the elements, drought, and flood. Battling the desert and Indians was just part of their woe.

Besides these hazards, there was the desperado, the cattle rustler, and sometimes an encounter with the "killer" bad man. Many things jeopardized their peace and tranquility, yet, they fought on to conquer a new frontier—Texas.

So, to these pioneer mothers of Texas this float is respectfully dedicated.

SURRENDER OF GERONIMO

Rio Grande Lumber Co.

TEXAS UNDER SPAIN

Rogers-Hoyt Co.

"Texas Under Spain"—1528-1821—is the theme of this float. It depicts the period when the Spanish Missions were built, and the Indians were taught the Christian religion.

The Spanish frontier settlements at that time were made up of a mission, a fort, and a town of civilian inhabitants.

A miniature mission, a priest conferring with Indians in front of a tepee or tent, and a Spanish soldier will be subjects on the float.

A CENTURY OF COOKERY

Texas Cities Gas Co.

This float depicts the evolution of cooking during the centennial period—from 1836 to 1936. The float is divided into three panels, each indicative of a period in that century. The first panel represents the year 1836. A couple of Indians are shown seated around a campfire with a tri-pod of wood over an open fire from which is suspended some buffalo meat. A tepee is in the background. The second section depicts the period of 1836—the pioneer era. Shown is a typical kitchen of the El Paso of that date with its heavy wood stove, and iron utensils. A dame of that period is shown slaving in this cumbersome room. The last section shows a modern kitchen of 1936, with the latest type of gas range, water heater and refrigerator.

BIG GAME HUNTING IN THE SOUTHWEST

Tri-State Motor Co.

TEXAS UNDER FRANCE

White House Department Store

This entry portrays the King of France, Louis XIV, surrounded by Ladies of the Court dressed in the costume of that period. The details of the costumes, the King's robes, the flags, etc., as shown in this float were copied from the records and pictures made available through the Texas Historical Society. The float was constructed to convey the grandeur and beauty of the period during which France ruled over Texas. The White House feels that the girls impersonating the Court Beauties are far lovelier than any the real King Louis ever laid his royal eyes upon! Note the styles of that day—the robes of the King, and the gorgeous costumes of the ladies of the court—can you imagine visiting one of our present day Texas Oilfields in those costumes! This whole float glows with the rich and vigorous beauty of one of our own Texas sunsets.

TEXAS UNDER MEXICO

Lobby Cafe

During the years when Texas was a part of Mexico, it might well be considered as a forgotten land—the "in-between" country that lay between the populated sections of north central Mexico and the colonized areas of New Mexico. The Spanish civilization of Mexico definitely colored the lives of the American pioneers who came over the Santa Fe Trail, and has never lost its hold on the culture of the country—especially the El Paso area.

Class B: Industries

JUAREZ MILITARY BAND

CORONADO'S CHILDREN

El Paso Electric Co.

This float, depicting one of Coronado's Children, recalls a romantic period in Southwestern history. It shows an Old Prospector, with his faithful if somewhat cantankerous burro, against a background of mountain and desert spotted with the familiar mesquite and cactus. The prospector stands before a campfire waiting for his coffee to boil and is gazing at a promising outcropping of rocks. The burros' pack saddle, bearing the prospector's meager outfit, stands nearby. A battered, blackened coffee pot simmering over a red fire adds realism to the scene.

Legends were rife concerning buried treasure following Coronado's visit to the early Southwest and the search for lost mines was extensive. The exploits of these searchers provide the background for one of the most glamorous eras in Southwestern development. In time, all prospectors in this district became known as Coronado's Children. The subject has great local interest because the earliest of Coronado's Children focused their activities around the territory of which El Paso is now the center.

EL CAMINO REAL

El Paso National Bank

"The Highway of the King", the old trail from Mexico City to Santa Fe was a long and dangerous road. The old padres carried supplies and mail between these two points in the wooden two-wheeled ox carts. Many of the old pioneers traveled this route and this float is typical of a camp scene of the early days.

Magnolia Petroleum Co.

THE "McGINTY" CLUB

Harry Mitchell Brewing Co.

The body of the float is a huge beer bottle lying lengthwise, the upper side forming the platform. The bottle is amber colored and the balance of the trimming are white, red, green and black. On each side is a big mug of beer. The main platform represents a beer garden, with a three piece German Band, and group of people sitting at a table, and a bartender drawing beer from a barrel. On the sides of the float are two members of the McGinty Club in uniform. On the back of the float is mounted the old McGinty cannon.

WEAVERS OF SPEECH

Mountain States Telephone and Telegraph Co.

Symbolizing the great strides made during the last few centuries in the ways and means of communication—from the signal fires of the ancient Indians to the present day system, by which it is possible to communicate with any foreign country, with ships at sea, and planes in the air, in so short a time that it would seem to those people like a miracle.

"A HUNDRED MILLION YEARS AGO"

Sinclair Oil Co.

This float pictures the giant Brontosaurus of the dinosaur family that inhabited this country during the Mesozoic Age—the age of reptiles. The earliest dinosaurs known lived about 200 million years ago. The last of them died about 60 million years ago. Thus, for 140 million years dinosaurs roamed over this earth of ours. About 5,000 different species of dinosaurs are known to have lived. Some were no bigger than a chicken. Others grew to a length of 100 feet and weighed many tons. Some dinosaurs ate nothing but flesh—probably the flesh of other dinosaurs. Some dinosaurs ate only plants.

Brontosaurus means "thunder lizard"—so named because the discoverer fancied this huge beast was large enough to shake the ground. It is believed they spent most of their time in the lakes and marshes, then present east of the Rocky Mountains, floating about like huge salamanders. Being cold-blooded, slow moving creatures they did not require large quantities of food, hence nature provided them with small heads and weakly constructed teeth. Their long necks enabled them to spot their enemies afar.

GUARANTEE SHOE CO.



El Paso's

Oldest and Finest

Shoe Establishment

ENNA JETTICKS

FRIENDLY FIVES

WINTHROP

LAIRD SCHOBBER

NETTLETON

RED GOOSE

RECLAIMING THE DESERT**Southwestern Portland Cement Company**

The float features a scale model of Elephant Butte dam, showing the desert with its cactus and barren land around the dam. Cornucopias on each side of the dam are shown emptying fruit and vegetables below the dam. Also below the dam are shown farms in the fertile valley producing alfalfa, cotton, etc., with a family group resting from their toil and enjoying the fruit of their labor, made possible by the storing of water in the reservoir in sufficient quantities to assure the irrigation of their land. Contrast of desert around the dam should bring out in a striking way the value and importance of this construction in the development of this area.

EL PASO'S PIONEER BANK**State National Bank**

The float features the pioneer national bank of El Paso, by reproducing the structure and adjacent properties at the time of its establishment in 1881. Along with this reproduction, including a street scene, appears the principal characters which then inhabited the town. Employees of the bank take the parts, in characteristic costume, of a banker, a freighter, a scout, a gambler, a plainsman, two ladies and two children.

These characters are placed on a cascade emanating from a fantastic background at the rear of the float. The float is highly decorated with floral cloth in white, azure blue and gold.

**THE DEVELOPMENT OF THE OIL INDUSTRY
IN THE SOUTHWEST****Standard Oil Co. of Texas**

The float depicts a typical oil field, together with pipe line, pump houses and refinery, together with distributing unit. The float is built to scale and gives a graphic illustration of the oil industry from production to consumer. We have chosen this theme as it is one of the major industries in the Great Southwest, as well as in the Nation.

DIVISION V**Colleges and Schools****Class A: Colleges****HARDIN-SIMMONS COWBOY BAND****HARDIN-SIMMONS PEP SQUAD****HARDIN-SIMMONS CAMPUS****Hardin-Simmons University**

The float will be a miniature campus of Hardin-Simmons with all of the buildings, grounds, trees, lights, etc., included.

Miss Jane Guinn, all-university queen will also ride the float and will be seated in a mammoth throne with a group of large ostrich

plumes as a background. It is done in purple and gold, the university colors. Miss Guinn will wear the jewel-studded crown which has been worn by all university queens at important affairs.

Miss Guinn's male escort on the float will be Elton Murphy, president of the student association, and star tackle on the football team.

THE TRADING POST**College of Mines**

The College of Mines depicts a typical trading post of about 1870.

In the early days of the Southwest, the trading post was an important factor in the economic and social life of the people. Here the Indian, the Mexican, and the American pioneer met to exchange the products of their fields or mines or traps for those necessities which they were unable to produce or which the trader had freighted far across the plains to his post. Trading was a matter not to be accomplished lightly or hurriedly, but was a social event participated in not only by the men of the family but by the women and children as well.

SPIRIT OF LEARNING**N. M. A & M College**

This float represents the beginning and present day education. As the float approaches there will be a Grecian allegory representing in a broad aspect the general activities of a university. Alma Mater will be seen standing in a door holding aloft the torch of learning and her left hand rests on an open book. At her feet appears her handmaidens—Art, with her harp, Letters, with her scroll and pen. There are two present day students, who are, figuratively speaking, going forth to meet the problems that will confront them in life, fortified by a good education.

Sul Ross College**Class B: High Schools****UNITED EL PASO HIGH SCHOOL CADET CORPS
SUSAN SHELBY MAGOFFIN, A PIONEER BRIDE****Austin High School**

This float depicts Susan Shelby Magoffin who was probably the first woman from the United States to visit El Paso del Norte. The Shelys and the Magoffins were distinguished in Kentucky. Susan's grandfather Shelby had been Kentucky's first governor, and her brother-in-law, Beriah Magoffin, was a later one.

Samuel Magoffin, Susan's husband, and James, Samuel's brother, had been engaged for many years in bringing extensive caravans from the States to Santa Fe, El Paso and Chihuahua. It was as a "young, rich, and lovely bride" eighteen years of age that she accompanied her husband on the expedition in 1846. James rode in advance of the wagons on a secret mission for the United States government. Before he arrived in El Paso he was robbed of all his things, "carriage, mules, trunk and clothes" by the Apaches and came into "the Pass of the North" without even a hat. It was over this dangerous trail that Susan followed shortly with her husband. They not only suffered from terrifying rumors of Indian depredations, but heard before reaching El Paso that the Mexican government had imprisoned James. Several times they were "reliably" informed of his death, but like that of Mark Twain, "it was greatly exaggerated" and he lived to found Magoffinsville which is modern El Paso.

INTERNATIONAL FRIENDSHIP**Bowie School**

The float proper is white and the fringe, the festooning, and the lettering are navy blue. The cab is covered and placed upon the top of it is a statue of liberty, and upon each side an American eagle done in silhouette. A seat for two people are on each end of the float. In one of the seats are an American couple, Roy Jackson, Jr. and Frances Hoard, and upon the other end a Mexican couple, Louis Lester and Graciela Gonzales, dressed in costume. At the feet of this couple sits our tiny graduate, Luz Villalobos, who represents a child in Mexican costume. Between these two is a large open book representative of education.

SIGNAL PEAK**Cathedral High School**

This elevation is one of the highest in Texas. A few miles west of this peak are the Salt Flats, from which the salt supply of Southwest Texas and Northern Mexico was obtained prior to the coming of the railroads. The disastrous "Salt War" in 1877 had its origin in differences arising over the possession of these flats.

This date, together with the seal of Texas, forms the front of the float. A herd of cattle driven by the historical cowboy are then seen approaching from the plain just below the peak. The peak proper forms the rear of the float, all garnished in local color. From this same promontory emanates the signal smoke warning the Indian of enemy approach. To embellish the back of the mountain a representation of the Bassett Tower, with an overhanging sun, is placed, in contrast to the emblem in front.

Douglas High School**HART'S MILL****El Paso Vocational School**

Hart's Mill is one of the most historic points of the entire Southwest and is often linked with much of the fictitious and actual history of the desert country.

Simeon Hart erected the mill in 1851 in the Smelter district. He built a dam across the Rio Grande River on the original site of an old Indian dam built nearly three centuries ago. This dam supplied the water with which to run the mill. Approximately 100 barrels of flour were produced each day, and this supplied nearly all of the Southwest, as far east as San Antonio, Texas, as far north as Santa Fe, N. Mex., as far west as Tucson, Arizona, and as far south as Rosales, Old Mexico. The mill supplied bread to the United States Troops at Old Ft. Bliss when Texas was admitted to the Union.

The mill was typically reminiscent of the post. The ceiling was supported by large peeled sycamore beams on which were laid peeled branches of willow to support the earth roof.

EL PASO'S PIONEER HIGH SCHOOL**El Paso High School**

The float, El Paso High School from 1884 to 1935, represents El Paso's pioneer high school. The dominant figure is the Spirit of El Paso High School. In her hand she holds the Torch of Learning. Grouped about this figure are students who symbolize the varied activities in modern education. Among these are to be found members of the school band, the R. O. T. C., and other student organizations.

Loretto Academy**MOULDING MANHOOD****Smelter Vocational School**

Looking at the float from left to right, one observes a school-house, a church, with a grave-yard in the rear, and the buildings of the principle industry in the County—The El Paso Smelter Plant; and among these are interspersed the homes of the good folk who work in the Smelter Industry.

The School symbolizes Education and Mental Enlightenment; The Church, the power that gives worker Hope, Courage, and Spiritual renewal; The Smelter Industry Buildings, source of worker's livelihood; The Homes, centres of Worker's domestic life; The Grave-yard, surcease from toil; A rising sun betokens a New Day of a perfect understanding between two mighty people; and "Moulding Manhood": our objective and increasing realization.

Class C: Grade Schools**NEW MEXICO STATE COLLEGE BAND****THE SUN WORSHIP****Dudley School**

All Indian tribes worship the sun all during the year. Special ceremonies are held during the year at the solstices.

The Winter Solstice Ceremony takes place the last days of December, and the theme of it is to beg the sun to return from its distant journey (below the equator) so as to warm the earth that seeds may mature. The evil spirit (the serpent) is the force that must be conquered before the sun can return. The Sun God wrestles with the evil spirit, the Sun Priests with shields stand by, the Sun Clan join in the worship, and the Sun Maiden with the ripened seeds of the harvest awaits the victory of the Sun God, and the return of the Sun to warm the soil, and bring the rain that will germinate and grow and ripen the seeds for the coming year.

"LA FITTE" PIRATE SHIP**Zach White School**

"La Fitte" was at one time a profiteer in the employ of Cartagena, for the destruction of British and Spanish commerce. He turned to piracy, and by 1812 was the leader of a large band of brigands, with headquarters on the island of Brand Terre in Barataria Bay. He plundered trading ships in the Gulf of Mexico. During the War of 1812 Commodore Percy, commander of British naval forces in the gulf, unsuccessfully attempted to obtain his co-operation in the expedition against New Orleans. Later, La Fitte offered his services to the governor of Louisiana and performed so creditably in the Battle of New Orleans that he won a full pardon for himself.

THE CLIFF DWELLERS**Coldwell School**

The more civilized Indians, it is supposed, made their homes in the sides of cliffs as a protection from the wild tribes (Apaches and Navajos) who were marauders and thieves. In these dwellings hundreds of people lived. Their small patches of farming and simply irrigated land were at some little distance, and they went to and from them every day. Guards always watched these settlements and at the first approach of danger, the ladders, which were the only means of getting into the caves and rooms, were drawn up, and the cliff front of the big common-house no man could climb.

DIVISION VI**Class A: Labor Organizations****THE PROSPECTOR****Central Labor Union**

The float, in design, will represent a typical mountain top, of the type so familiar throughout this section, and will be as simple as possible with this idea in view; the mountain effect being carried from the street line to the top of the float will be trimmed with verdure peculiar to this climate. Upon the rear side of this mountain, visible from both sides, will be the prospector, in costume, of course, with his burro and pack.

We believe this subject to be particularly appropriate for its sponsors and for the occasion, inasmuch as it, to a degree, represents a type of labor; and the prospector, as you are aware, was the "Pioneer of the Pioneers."

HISTORY OF THE TEXAS RANGERS**International Brotherhood of Electrical Workers Union**

This float will be in Gold and Blue, El Paso's colors, with Silver trimmings, and will also carry a Texas Star of Blue and White, 12 feet from point to point. It will depict the trials and tribulations of the Texas Rangers in the past and Justice at that time, showing an old time Texas Jail. The float will carry four figures, three Texas Rangers and one Indian. There will also be various representations of Indian life, such as tepees, etc.

THE FIRST TRAIN IN EL PASO**The 21 Standard RR Labor Organizations**

The Float consists of a locomotive, box-car and Caboose. The Locomotive is designated as "No. 21"—honoring the twenty-one standard Railroad Labor Organizations sponsoring the entry and

whose pioneer members assisted in the construction of the railroads into El Paso. The equipment represents the first work train that arrived in El Paso, which occurred on May 19, 1881. The Locomotive and Tender bears stenciling "Southern Pacific Lines"; the box car, "Texas and Pacific"; and the Caboose, "Atchison, Topeka & Santa Fe". The train is crewed by the oldest living Engineer and conductor in the Southwest, Messrs. George R. Lees and James A. Barney. Now, as in the pioneering days, the spirit of the railroad still leads in the field of transportation—they are safe, dependable and fast; and the rates, both freight and passenger, are reasonable.

Class B: Civic and Patriotic Groups**BUTTERFIELD STAGE****Business and Professional Women's Club**

This old Concord Coach is one of the originals used by the Overland Southern Pacific Mail, commonly called Butterfield Stages, which covered 2,750 miles between St. Louis and San Francisco by way of El Paso. On Sept. 15, 1859, the first run began, marking the beginning of transcontinental travel. The government awarded to John Butterfield the contract for this mail route in 1858 and one year was spent in extensive preparation. The Butterfield Stages operated uninterruptedly until the beginning of the Civil War and afterward until the coming of the "iron horse" when they sank into historical oblivion. The fare from St. Louis to San Francisco was \$200.00 and the trip took 25 days.

American Red Cross**BATTLE OF SAN JACINTO****Elks Club**

The float represents the Battle of San Jacinto. The float will portray Gen. Sam Houston at the time Santa Anna was brought before him in surrender. Gen. Sam Houston half reclining under a tree, his left leg being bandaged because of an injury of the knee in battle. Under him a zerape. Near Houston sitting on a stump, is a character known as "Deaf Smith" dressed in a buckskin scout uniform. Various soldiers standing about with Santa Anna, a cannon, a drum, a saddle, etc. are scattered about the ground.

FIRST EUROPEAN WOMAN**Altrusa Club**

The float is in the club colors, blue and white, and depicts the progress of women from the time of the Slave-girl, Marina, who made possible the Conquest of the Southwest by Hernando Cortez.

Marina was the first woman to put into practice Altrusa principles, and she stood for advancement, culture, civilization, progress. Mrs. Franklin D. Roosevelt, Altrusan, is depicted as the highest product of the 20th Century among business women.

El Paso-Hudspeth County Farm Bureau

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

Silvercote Insulation

Glass of All Kinds

HAPPY NEW YEAR!

WALTER POFAHL

EXIDE BATTERIES

GOODYEAR TIRES

Standard Oil Products

620 Texas St.

Main 703

Featuring The Best Typewriters

ALL MAKES

New and Re-possessed

CASH or TERMS

EL PASO TYPEWRITER COMPANY

117 N. Stanton

Main 2464

Adjoining Lobby E. P. Natl. Bank. Established 1905

S. H. KRESS & CO.

SUCCESS TO THE SUN CARNIVAL

Happy New Year!

McKESSON - KELLY & POLLARD

WHOLESALE DRUGGISTS

McKesson Products:

Standard of Quality Since 1833

Full Service Wholesalers to the Retail Trade

420 W. San Antonio St.

El Paso, Texas

A TRUE PIONEER
El Paso Kennel Club

Ralph Randel, dressed as a pioneer, in a tiny covered wagon drawn by two Boston Terriers—portrays in miniature the transportation of our forefathers.

EL PASO'S FIRST SCHOOL
The Girl Reserves

The Girl Reserves of the Young Women's Christian Association have chosen an educational theme for their float in the Sun Carnival parade and produce in replica El Paso's first real school building, the contract for which was let in December 1883. Classes were started there in September 1884 with an enrollment of only 222 but the attendance kept constantly increasing, reaching 320 by September 1885. Old Central School has passed into history, having been sold to the Elk's for a club building in 1905, and razed in recent years to make way for the new Elks Club Building on Campbell Street. Several members of Girl Reserve Clubs represent El Paso's early school children.

FIRST FORT BLISS
Kiwanis Club

The float will be a colorful reproduction of the First Fort Bliss established on September 14, 1849. It was created by General Order No. 58, of the War Department. The first Garrison consisted of companies A, B, C, and E, Third Infantry with regimental headquarters. Brevet Major Jefferson Van Horn was the Commanding Officer. The post was located at Magoffinsville on the properties of Mr. Magoffin (now Texas and Cotton Streets intersection.) No permanent post was established—the men living in make-shift barracks, and Officers renting quarters from the Magoffins. With the exception of a guard for the Magoffin properties, all troops were removed August 17, 1851. However, in 1853, the garrison was ordered re-established and given the name of El Paso. The Infantry arrived on January 11, 1854 under command of Brevet Lieutenant Colonel E. P. Alexander. In 1854 the name of the Military Post was changed to Fort Bliss in honor of Brevet Major William Wallace Smith Bliss, Assistant Adjutant General.

This was the first garrison to assume the proportions of a permanent Military Post and it became the center of the social life on the north bank of the river.

YSLETA HIGH SCHOOL BAND
THE MELTING POT
United Citizens Civic League

This float represents the Latin races united under the American flag. The four people on the float are symbolic of four Latin races, namely, Italian, French, Spanish and Mexican, dressed in their native costumes. The flags of these various countries are on the float with the American flag, of course, holding the most prominent position.

Take Notice!

The space occupied by these remarks must sell a ton of pork chops—about 16,000 pieces—to pay its cost! The carnival crowd won't eat that much. We bought to help the "Sunshine Carnival". It is not a purchase—it's a gift.

If everybody does his bit, El Paso will be able to capitalize on Sunshine, one of God's greatest health agents. This it has in abundance.

Why not sell it?

PEYTON PACKING CO.

Makers of

DEL NORTE BRAND
PRODUCTS

THE MAGOFFIN HOME
Lions Club

Any attempt to disassociate the name and family of Magoffin from the historical memories of El Paso and the extreme southwest Texas would be very like the effort to exclude Saint Nicholas from the legends and festivities of Yuletide.

The first Magoffin that came to El Paso was James Magoffin and the builder of the house which is now on Magoffin Avenue was his son Joseph Magoffin.

It was in 1875 that Joseph Magoffin built the present Magoffin homestead on ground bequeathed by his father, and only a few hundred yards from the site of the original Magoffinsville, destroyed by the floods of the Rio Grande.

The land on which the old Magoffin home now sits is east of the original Ponce de Leon tract.

The original house was an adobe structure 16 feet high, 100 feet long by 36 feet wide, with a hallway 15 feet wide and made up of eleven rooms. The parlor was 18 and one half feet by 28 feet and the other rooms some 18 and others 16 feet square. The "L" in the rear South contained three rooms, each one large and conveniently arranged for the comforts of a home. The walls of this palatial residence are 3 feet thick, thus practically excluding the heat of Summer and the cold of Winter. The roof is flat and divided into two sections with a space of 3 feet between the upper and lower.

The oldest standing residence in El Paso, except for minor repairs, remains the same since it was built.

FIRST HOUSE IN EL PASO
Optimist Club

The first occupation of land on the north bank of the Rio Grande at the present location of El Paso, was early in 1827, when Don Juan Maria Ponce De Leon made application to the Mexican Government for a grant of land. The application was granted. The settlement of El Paso then began. Ponce De Leon was a wealthy, enterprising gentleman of influence during his lifetime in this early community.

Ponce De Leon erected the first house in El Paso which was located on the present site of the Mills Building. He irrigated his land and ran a flour mill which was located in front of his house. Power was secured to operate the mill with water from a dam in the river which then ran through the present main part of the city of El Paso.

MEETING OF PRES. TAFT AND PRES. DIAZ
Pilot Club

On Oct. 16, 1909, U. S. President Taft and Mexican Pres. Diaz met here in El Paso. This was a very important occasion and was the first time in history that a U. S. President had set foot on foreign soil while in office. Pres. Diaz called on Pres. Taft at the Chamber of Commerce Building and after very effusive greetings retired to a private room and conversed through an interpreter for about fifteen minutes. Taft was entertained by Diaz at a banquet in the Juarez Customs House. There were 150 guests, and \$1,000,000 worth of silver and gold service and \$200,000 worth of cut glass were used.

THE PONY EXPRESS
El Paso Rotary Club

The float depicts one of the most interesting of the historical phases of the early southwest—the famous Pony Express. It shows the Post Office at Franklin (El Paso until 1832) with the mail arriving by Pony Express. On the float is a real horse and one of the club members dressed in the garb of one of those hardy, early mail riders.

INTERNATIONAL BROADCAST OF 2030
20-30 Club of El Paso

The motif will be a broadcasting tower mounted upon a truck. Installed in the cab of the truck will be a public address system and an announcer will make an "International Broadcast of the Sun Bowl Game of the year 2030". This game will be for a mythical International Championship featuring the School of Mines and a foreign University.

The Broadcast will follow the general lines of familiar pre-game broadcasts, describing the stadium, arriving crowds, team line-ups, statistics, etc.

United Spanish War Veterans
Veterans of Foreign Wars

SUL ROSS BAND
Class C: United States Government Agencies

INTERNATIONAL GOODWILL
U. S. Detention Farm

"ONLY GOD CAN MAKE A TREE"
U. S. Forest Service

The Forest Service float, sponsored by the Lincoln and Gila National Forests of New Mexico, portrays in miniature, proper and improper southwestern timber land management.

The front shows a timbered mountain, representing an area under efficient administration, with the resources being conservatively managed. The active sawmill shown at the foot of the mountain utilizes the timber; the game and domestic life, represented by small wild and domestic animals in silhouette, use the forage produced; thereby needed products are supplied, employment is provided for labor and capital and through taxes government is supported. These benefits are derived and yet the area is left in a continuously productive state and suitable for recreation, as depicted by summer homes.

The contrasted picture is an eroded area which has suffered from improper logging, overgrazing and devastating fire, resulting in an abandoned sawmill, lack of animal life and small prospect for future benefits. Man's carelessness with fire is illustrated by a forest fire, with actual smoke coming from the burned area.

THE FIRST AMERICAN
Mescalero Indian Reservation
ARMORED CARS FROM FORT BLISS

YOU'LL ALWAYS ENJOY YOURSELF AT LOBBY CAFE

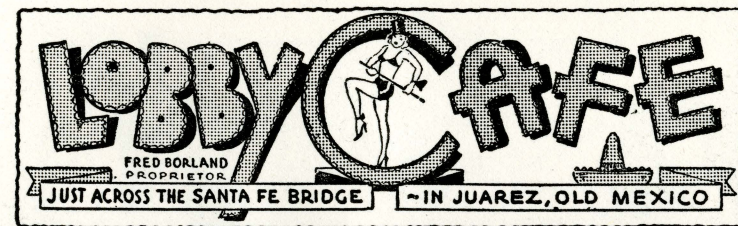
The Gayest Spot on the Entire Border

3 Spectacular Floor Shows Nightly 3

DUD WRIGHT, SHOWMASTER, PRESENTS

Ten Talented Artists—Every One a Headliner—New Songs and Dances

UNSURPASSED CUISINE
DELIGHTFUL DRINKS
and NO COVER CHARGE



ALL OVER THE SOUTHWEST . . . PEOPLE WHO KNOW DRINK

STRAIGHT AMERICAN

PINTS 90c QUARTS \$1.75

The Whiskey That Made Its Way By The Way It's Made

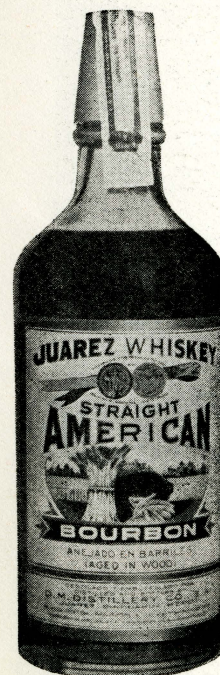
Aged six full years in charred oak kegs—Straight American is smooth and mellow — the kind of whiskey you'd expect to find only in the homes and clubs of the very rich. Yet it is very moderately priced.

\$100.00

Every 30 days, incident to your trip to Mexico, you may bring back duty and tax free \$100 worth of Straight American whiskey or any of our other choice liquors. Your purchase and return to the United States must be made between the hours of 8 A. M. and 6 P. M.

JOSE GOMEZ, S. en C.

WHOLESALE & RETAIL LIQUOR DEALER
Avenida 16 de Septiembre 109
JUAREZ, MEXICO



WE SUGGEST

Green Stripe Ushers, 5th.....	\$2.75
White Horse, 5th.....	2.75
Johnnie Walker's Red Label, 5th	2.75
Haig & Haig Regular Bottle, 5th	2.75
Canadian Club, 5th.....	2.75
Imported Gordon's Gin, 5th..	2.25
Negrita Rum, 5th.....	2.50
Marie Brizard's, Apricot, Peach, Cherry, Creme de Menthe or Curacao, 5th.....	2.50
German Blackberry Brandy, 5th	3.50
Benedictine, D. O. M., 5th..	4.50
Cointreau, 5th	3.25
Martini — Italian, Qt.....	1.25
Noilly Prat — French, Qt.....	2.00
Mumm's or Cliquot, Qt.....	4.00