

# A D V E R T I S E M E N T S

Standing behind Texas Western in all her undertakings are her supporters, those who are genuinely interested in her progress and achievements, making various activities possible by their participation.

Let's show our gratitude by backing them the way they've backed us.





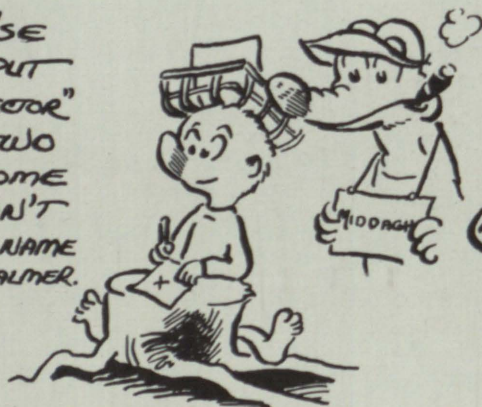




# HOWDY!

WHAT IS I DOING  
IN THE AD SECTION?  
GOOD QUESTION. COULD  
BE I IS FILLIN' SPACE  
OR MAYBE IT'S CAUSE  
I'SE SO GOOD-LOOKIN'.  
BUT IT'S PRO'BLY CAUSE  
I'VE BEEN AS MUCH A  
PART OF TWC AS  
ANYTHING HAS OR ANY-  
THING EVER WILL BE.

SOMEHOW, I'VE  
MANAGED TO PUT  
OUT THE "PROSPECTOR"  
FOR THE PAST TWO  
SEMESTERS. SOME  
FOLKS WHO DIDN'T  
KNOW MY REAL NAME  
CALLED ME JIM PALMER.



AND THEN THERE  
WAS FOOTBALL! OLE'  
MISSISSIPPI SOUTHERN  
TRIED A FEW TRICKS,  
BUT I PUT HER IN  
HER PLACE... WHILE  
MASCARADING UNDER  
THE NAME OF DICK  
SHINAUT.



AS GENE O'BELL,  
I WON THE  
ELECTION LAST  
SPRING. RIGHT  
NOW I IS BUILDING  
A NEW PLATFORM  
ON THE SUBJECT:  
"PRE-FAB REST  
HOMES FOR TIRED  
DORM MOTHERS."



DID I PLEDGE  
A FRAT? WELL,  
IT'S A LONG STORY.  
JUST KEEP  
READING THIS  
SECTION, AND  
YOU'LL HIT "SCHMAGO  
AND PUSH WEEK"  
OR "HOW TO GET  
SOMETHING FOR  
NOTHING."

(NOTE: THIS IS A PARODY ON POGO.  
DON'T TAKE ANYTHING SERIOUSLY.)



# popular

DRY GOODS CO.

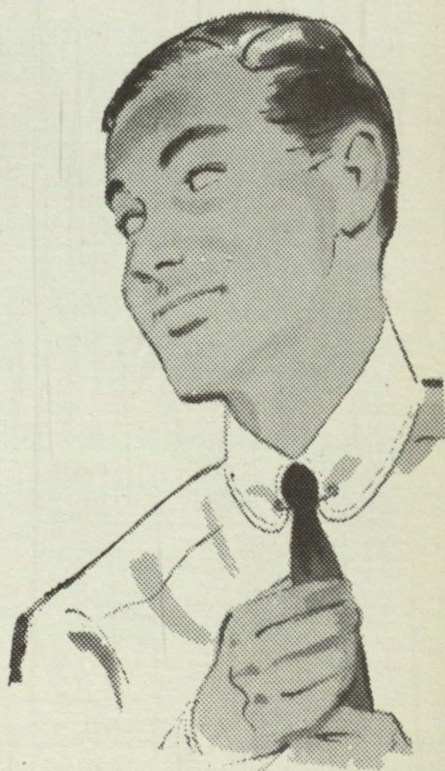
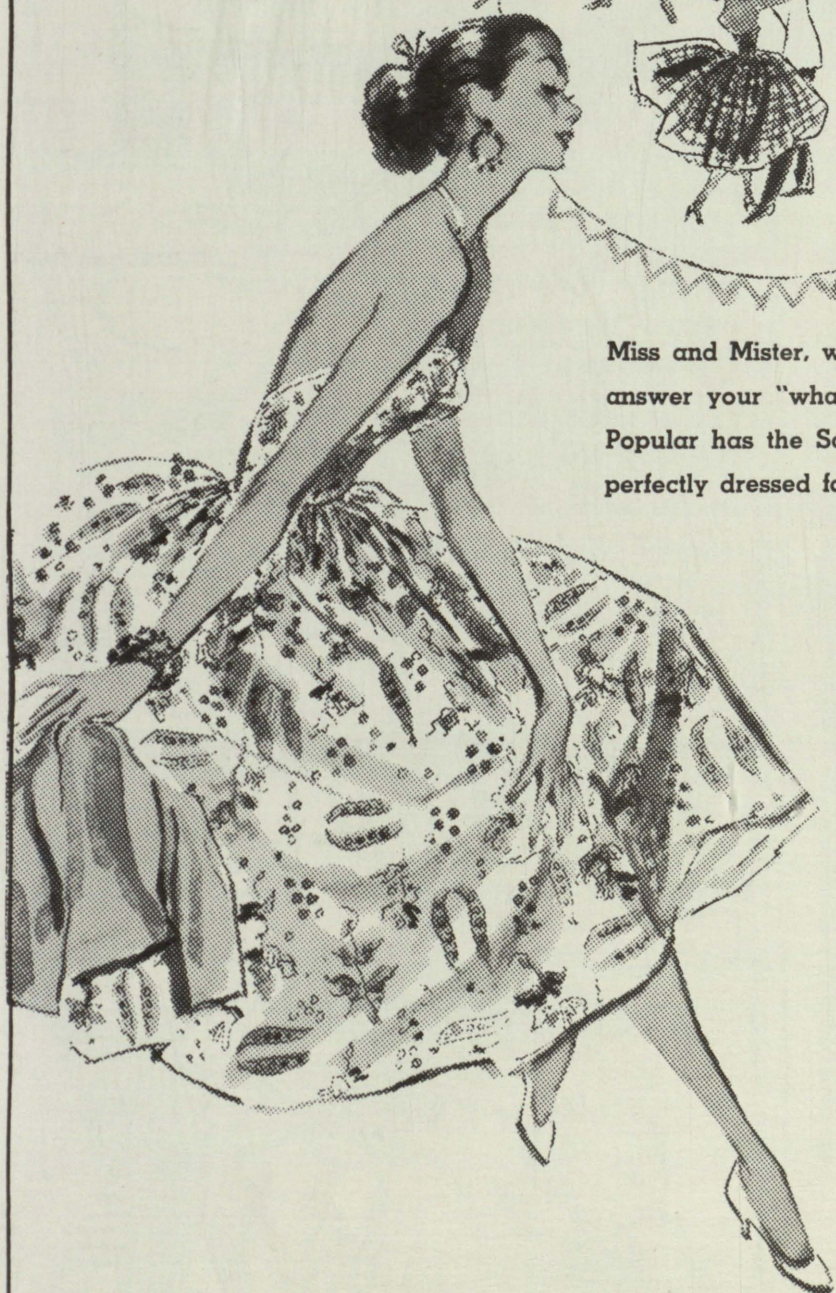
HAS THE RIGHT ANSWERS

FOR EVERY  
FASHION  
QUESTION!



Miss and Mister, whoever you are, wherever you go . . . you can answer your "what shall I wear?" questions at the Popular. The Popular has the Southwest's greatest collections . . . to keep you perfectly dressed for every hour, every occasion.

COLLEGE SHOPS  
FOURTH FLOOR





THE BEST RADIO PROGRAMS

ARE ON...

**KROD**

CBS

600 ON YOUR DIAL

**KROD-TV**

CBS

YOU SEE MORE ON

CHANNEL 4

**MARTHA'S**

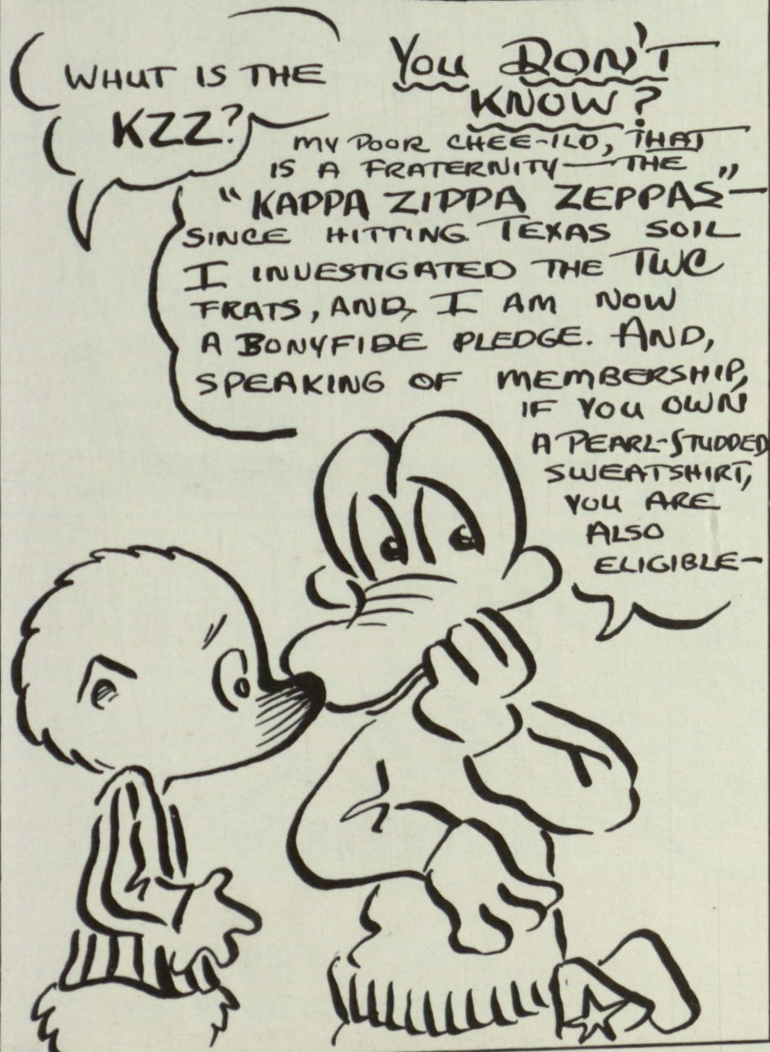
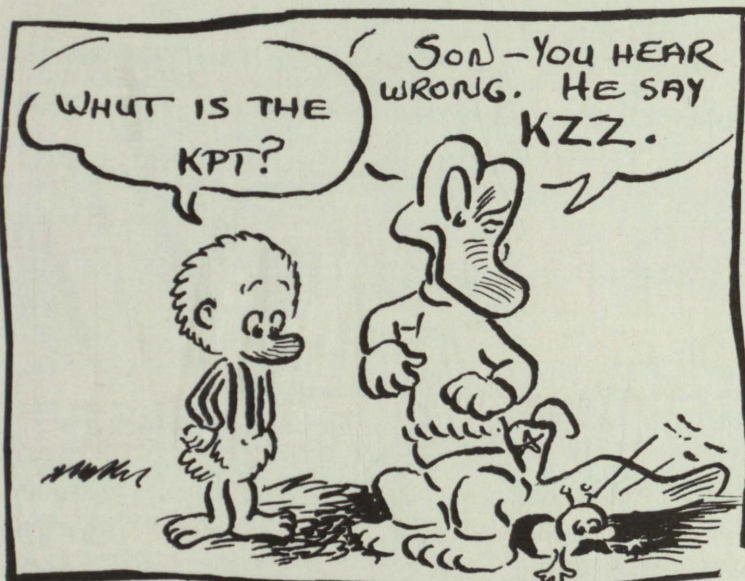


4836 MONTANA — 1019 NORTH PIEDRAS

**SCHMOGO**







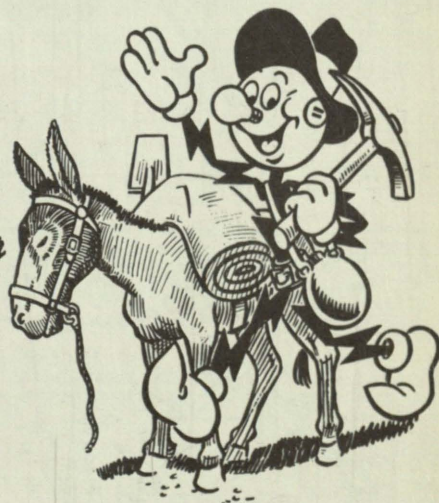
## Whitten Furs



600 N. Stanton

Dial 4-1543

*Another  
Year Of  
Prospecting  
With The  
Miners...*



And it's been a successful year... 2898 students have laid a claim to higher learning at T. W. C. Ready to support each claim... Reddy Kilowatt and the El Paso Electric Company have been on hand to supply the aids necessary to modern education. And all during the year... living today in every way—working, playing, learning—depends on Reddy Kilowatt and electric power.

**EL PASO ELECTRIC**  
*Company*  
A TAX-PAYING PUBLIC UTILITY



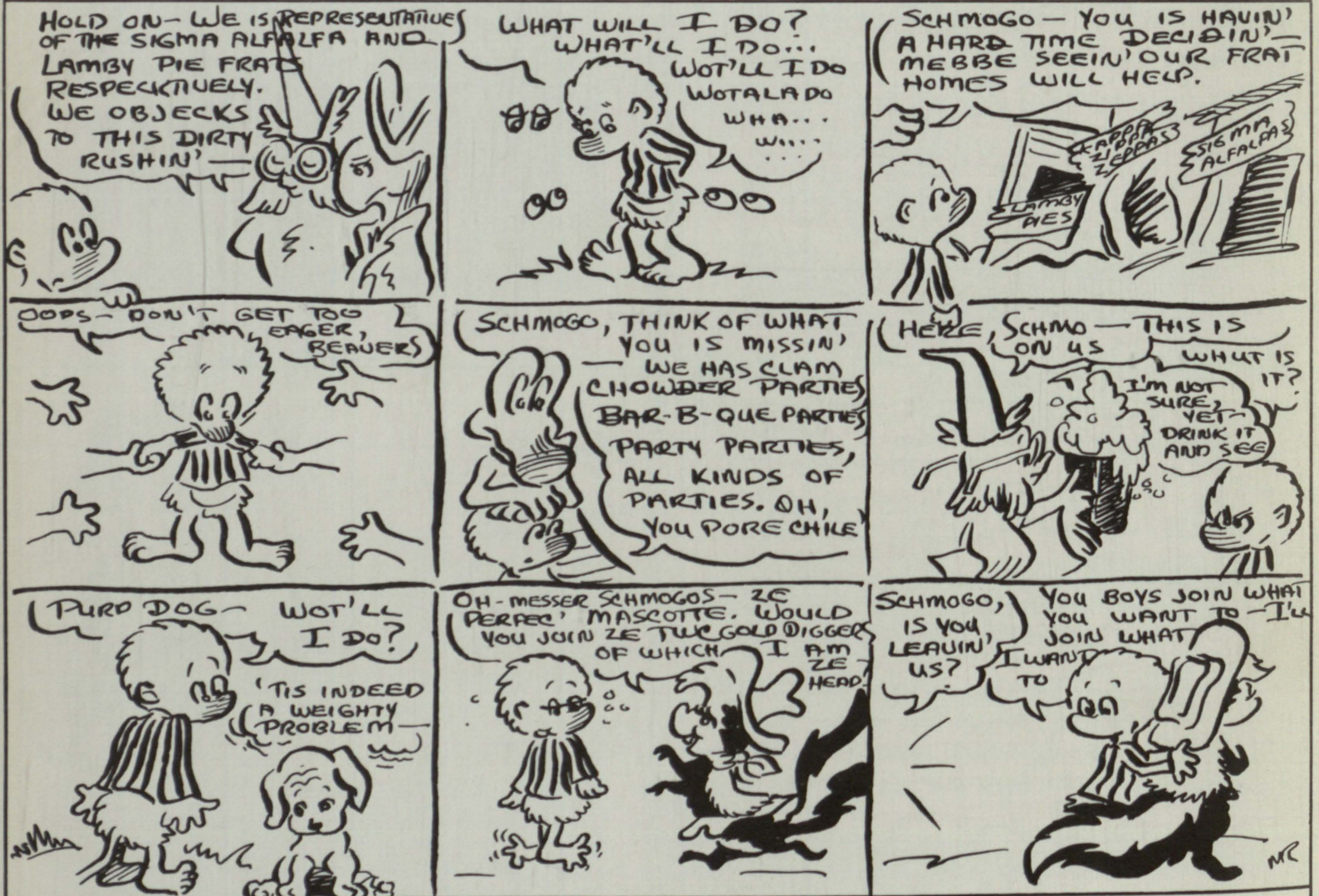
# ZORK HARDWARE CO.

WHOLESALE DISTRIBUTOR

EL PASO, TEXAS

ALBUQUERQUE  
NEW MEXICO

PHOENIX  
ARIZONA



EL PASO'S  
LARGEST  
FINEST

  
*Shain's*  
FINE JEWELRY

DOWNTOWN  
Corner, Stanton and Mills

LORETTO SUBURBAN  
4904 Montana at Huckleberry



remember

# PhotoReflex

You'll never forget your school days,  
and we hope you'll always remember  
PhotoReflex, your Official Photo-  
grapher. We'll always remember the  
fun we had taking your pictures...  
and we hope you will not forget us  
in the years to come when there are  
other occasions you'll  
want to remember  
with fine portraits.



*PhotoReflex... a unique method of  
taking pictures from coast to coast*



**Photograph Studio . . . Third Floor**



A man or woman and even a business firm is often known by the company which it keeps.

Dickshire of El Paso, distributor of Coors, is proud of the role which it has played in the development of the El Paso Southwest. Good neighbors most of the time distribute good products.

Dickshire is proud to have brought to El Paso the television show "I Led Three Lives" which exposes communist intrigue in the U. S. It is proud to be sponsoring the El Paso baseball club in the Arizona-Texas League. It is proud of its participation in the Pan-American Road Race, the Sun Carnival Parade, and numerous other community and civic affairs.

# Coors



## WHOLESOME DAIRY CO.

"The Milk That Tastes Like Cream"

6982 HI-WAY 80, EAST

EL PASO, TEXAS



*ONLY IN TEXAS COULD THIS HAPPEN!*



**MAKES  
YOU  
FEEL  
LIKE  
A  
KID  
AGAIN**

## Apricot Rotgut

BRESLAU DISTILLERY  
EST. 1870 . . . FRESNO



*CHECK THAT JERRY HILL!*





*UH, OH—IT MUST BE SPRING!*



*HONEST, IT DOESN'T DO  
THIS VERY OFTEN.*



GROWING WITH THE SOUTHWEST  
FOR 48 YEARS

MEET YOUR FRIENDS UNDER THE CLOCK AT...



CLOTHING  
CORNER SAN ANTONIO & MESA

"Power of Leadership Is Yours in a Chrysler"

**A. B. Motor Co.**

601 Texas Street

Phone 3-2636

**YOUR CHRYSLER-PLYMOUTH**

Dealer over 26 Years





SERVING DISCRIMINATING SOUTHWESTERN  
HOME-MAKERS FOR 42 YEARS!

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Texas at Oregon



112 Mills St. — Dial 3-2411

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FAMOUS FOR  
FASHION AND QUALITY

apparel

4718 Montana St.

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"YOUR FEATURE PHOTOGRAPHER"

## FANT - PHOTOGRAPHER

516 North Stanton — Phone 3-7228

"Pioneer Lumbermen"

### Burton-Lingo Company

Lumber & Building Material

Home of Good Homes in El Paso

Since 1887

E. D. VICKERS, Manager

Compliments of

*Lane's* FURNITURE CO.

2730 Montana

5-1473

# ONLY EL TORO DOES SO MANY JOBS SO WELL

For beauty ... permanence ... low upkeep  
... long years of service ... EL TORO ce-  
ment is preferred throughout the South-  
west.



**SOUTHWESTERN  
PORTLAND CEMENT CO.  
MAKERS OF EL TORO CEMENTS  
EL PASO, TEXAS**







## Commencement....

THE beginning and the end . . . the ending forever of college days and the beginning of the career for which college has prepared you. The future is yours to plan for . . . to mold as you see fit. A sound financial program will be even more important to you during the years ahead. To aid you in attaining and maintaining this important phase of your future . . . consider the State National Bank a friend to help you with your plans for success.

*Congratulations, Graduates*

# THE STATE NATIONAL BANK OF EL PASO

**SINCE 1881**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

**SAN ANTONIO AT OREGON**

## SHARP'S BAKERY

2825 MONTANA

Compliments of

## O'SHAUGHNESSY'S CAFE

909 NORTH PIEDRAS

DONT FORGET!



*For Gifts that you  
give with pride,  
Let Sheldon's be  
your guide!*

**Sheldon**  
- JEWELERS  
MILLS and MESA

Phone 5-0516



930 Raynolds Blvd.  
El Paso, Texas

BOB WILLIAMS

MONROE, LIGHT  
and  
HIGGINS

ARCHITECTS and ENGINEERS

827 E. Yandell

EL PASO'S EXCLUSIVE



CLEANER

## ACME LAUNDRY AND CLEANERS

905 E. MISSOURI

2-3611

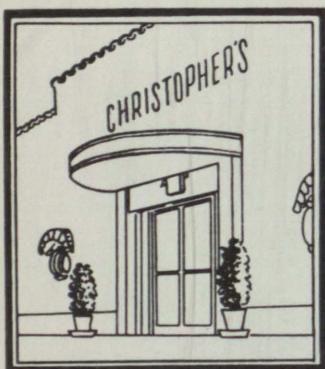


# El Paso Sporting Goods Co.

208 North Stanton St.

El Paso, Texas

EVERYTHING FOR THE SPORTSMAN



## CHRISTOPHER'S

*unusual gifts,  
fine furniture,  
lamps, china, silver*

YOU ARE INVITED TO COME IN AND BROWSE

820 NORTH MESA AVENUE

TELEPHONE 4-1507



IS THIS THE MAN IN THE LITTLE WHITE COAT?



## VAN HORNE PARK DRUG COMPANY

MR. AND MRS. JESSE O. YATES

COMPLETE RECORD DEPT.

CLASSICAL POPS, AND JAZZ

"Music for all Types of Music Lovers"



## EL PASO'S MOST COMPLETE WESTERN STORES

7014 HIGHWAY 80 EAST  
LAKESIDE VILLAGE  
SHOPPING CENTER

110 WEST SAN ANTONIO  
ACROSS FROM THE SIDE  
ENTRANCE OF THE DEL  
NORTE HOTEL



BEA AND HER ADMIRERS

**STANDARD  
OIL OF TEXAS  
PRODUCTS**

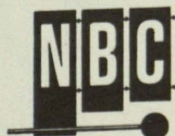
*For better motoring,  
longer car life,  
at your*

**CHEVRON  
GAS STATION**

COMPLIMENTS OF

**RADIO  
1380**

**KTSM**



AFFILIATE

**TELEVISION  
Channel 9**



# SCHMOGO'S JOKES



HE DRANK WITH LOVELY MABEL,  
THE PACE WAS FAST AND FURIOUS;  
HE CREDIT BENEATH THE TABLE —  
HE WASN'T DRUNK, JUST CURIOUS.

A BISHOP WAS SITTING AT A  
BOX IN AN OPERA HOUSE WHERE  
COLLEGIATE COMMENCEMENT EXERCISES  
WERE HELD. THE DRESSES OF THE  
LADIES WERE VERY DECOLLETE. AFTER  
LOOKING AROUND WITH AN OPERA GLASS,  
ONE OF THE LADIES EXCLAIMED:  
"HONESTLY, BISHOP, HAVE YOU EVER SEEN  
ANYTHING LIKE IT IN YOUR LIFE?"  
"NEVER," GRAVELY REPLIED THE BISHOP.  
"NEVER, MADAME, SINCE I WAS  
WEAIVED."

THE SHADES OF NIGHT WERE FALLING  
FAST,  
WHEN FOR SOME LOVE HE ASKED HER  
SHE MUST HAVE ANSWERED YES, BE-  
CAUSE  
THE SHADES CAME DOWN MUCH—  
FASTER.

THERE IS SOME COOPERATION BE-  
TWEEN WILD CREATURES. THE STORK  
AND THE WOLF USUALLY WORK THE  
SAME NEIGHBORHOOD.



IN HONOLULU THEY SAY THAT  
ALL HULA GIRLS DO IS TWIDDLE  
THEIR TUMS.

— ROUNDS



A MALT OR A MEAL AND NEVER  
LEAVE YOUR WHEEL

Eight Convenient Locations

Mesa  
Ranch House  
Five Points  
Texas Street  
Alta Vista  
Town Pump  
Plaza  
Aztec

The  
**OASIS**

RESTAURANTS - DRIVE-INS



*from the press of*

**GUYNES**

**PRINTING COMPANY**

*"Makers of Good Impressions"*

**620 NORTH STANTON**

**EL PASO, TEXAS**

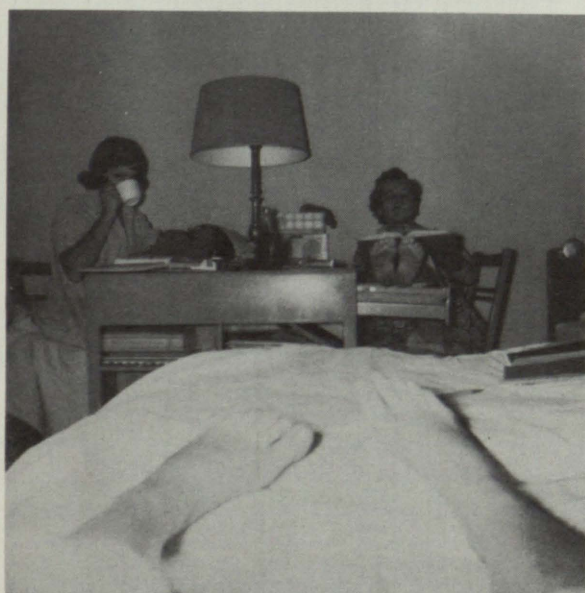




*AH - PICNICS!*

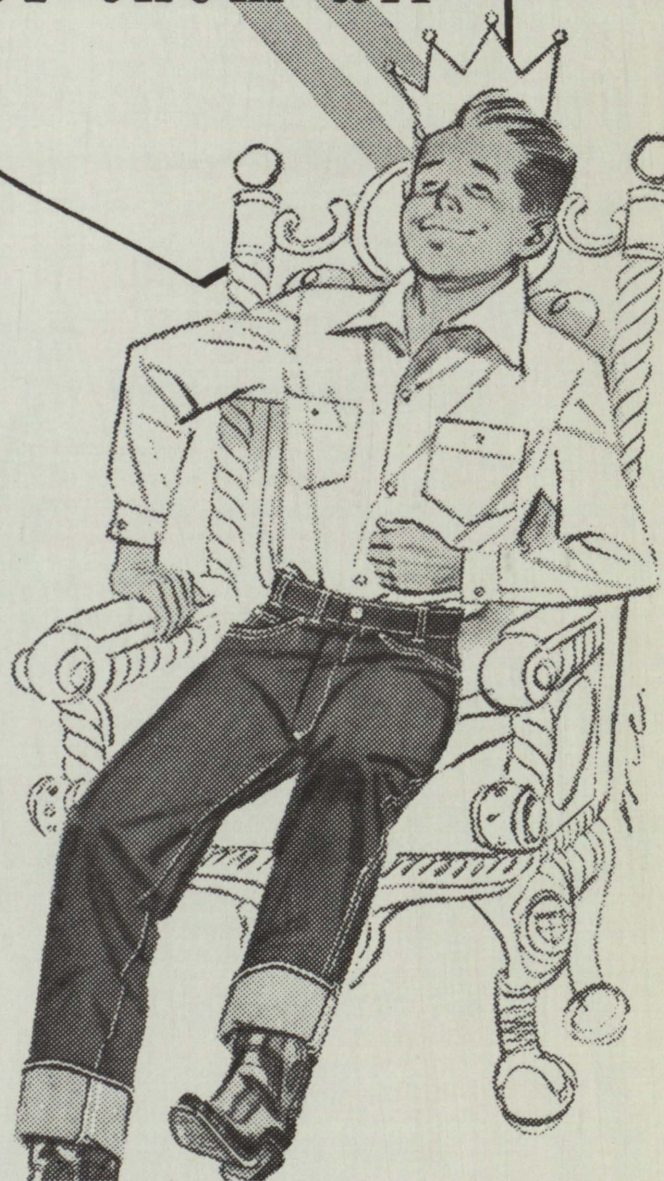


*LOSE SOMETHING, SALLY?*



*THE PERFECT WAY TO STUDY*

**KING JEAN**  
of them all



**Billy the Kid**

**SAFTNEE<sup>®</sup>**  
**T E X A N S**

EL PASO'S OWN!  
**Hortex Manufacturing Co.**

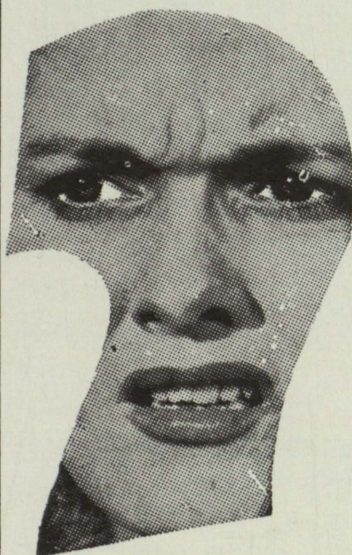




## TERRIFYING . . . OBSCENE . . .

SEE BEAUTIFUL CHRISTIANS TOSSED TO THE  
LIONS WHILE NERO FIDDLES. FAIRAMOUNT'S  
NEW ALL-STAR MUSICAL TOOK NEARLY  
NINE YEARS TO PRODUCE AT A COST OF OVER  
SEVEN MILLION DOLLARS.

SEE MICKEY ROONEY AS NERO AND  
MARGERATE O'BRIEN AS THE  
ENCHANTING LION TAMER.



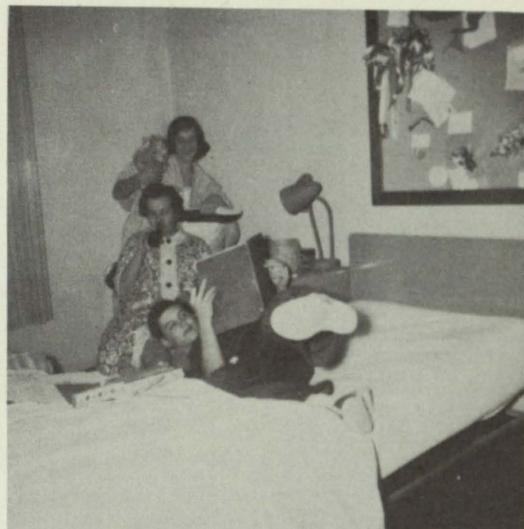
Never before has the screen brought you such gory details. Close-ups of brave Christians being devoured en-masse by starved Hollywood lions. You'll thrill to their life-like screams as the camera, with the aid of a telescopic lens, takes you right down into the arena where movie extras are sacrificing their lives for your pleasure and enjoyment.

### "I SAW MY SWEETHEART"

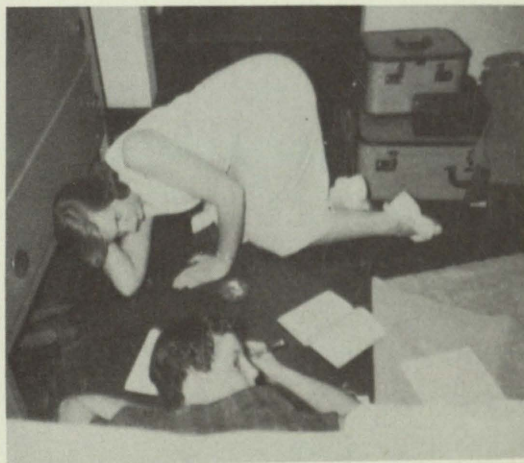
*In Three Dimensions*

### COMING SOON!

Another "Super-Colossal" Technicolor Extravaganza



*YOU FIGURE IT OUT!*



*SEE WHY GIRLS IN BELL  
HALL ARE SO SMART?*



*HURRY, GABBY-ROOM CHECK!*



## HILDEBRANT'S

UNCLAIMED AND DAMAGED  
MERCHANDISE

Phone 3-5603

2500 East Yandell

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RADIO & SOUND SERVICE

2720 Montana St.

Dial 5-7531

## Banker's Life Insurance Co.

DES MOINES, IOWA

FLOYD SMITH, Agency Manager

Ben S. Adams

Leslie C. Adams

Clyde C. Green

F. B. (Henry) Ford

Ralph L. Reed

W. C. Coffin

*Compliments  
of*

## GUNNING-CASTEEL DRUG STORES

*SO THIS  
IS WHAT  
HAPPENS  
ON BAND  
TOURS!*

*BEFORE*



*Compliments of*

## The Prudential Insurance Co Of America

BROOKS TRAVIS, Mgr.

1326 E. YANDELL

DIAL 3-7487

COMPLIMENTS

OF

## THE TEXAS STORE

PIECE GOODS DEPT.

206 S. Mesa

Phone 4-1547

COMPLETE, GUARANTEED  
SALES, SERVICE AND  
INSTALLATION  
**Hotpoint**  
ELECTRIC APPLIANCES

**Nelson**  
ELECTRIC CO.  
1200 TEXAS ST. 2-6549

"FOR THE FINEST OF THE PAINTS"

## LANDER LUMBER CO.

BUILDING MATERIALS

Est. 1908

Dial 3-4481

1830 Texas



"Opportunities for a Career in Life Underwriting"

SEE

**AETNA LIFE INSURANCE COMPANY**

E. W. KAYSER, General Agent

601 Bassett Tower

Phone 2-2461



FRESH, TASTY  
... ENERGY  
IN EVERY  
SLICE!

# TOWN TALK

Kahn's Baking Company

*The*  
**GUARANTEE**  
SHOE CO.

COLLEGE FASHIONS THE YEAR ROUND

110 Texas St. — 211 E. San Antonio

**OREGON CLEANERS**

TUXEDOS FOR RENT

ALTERATIONS

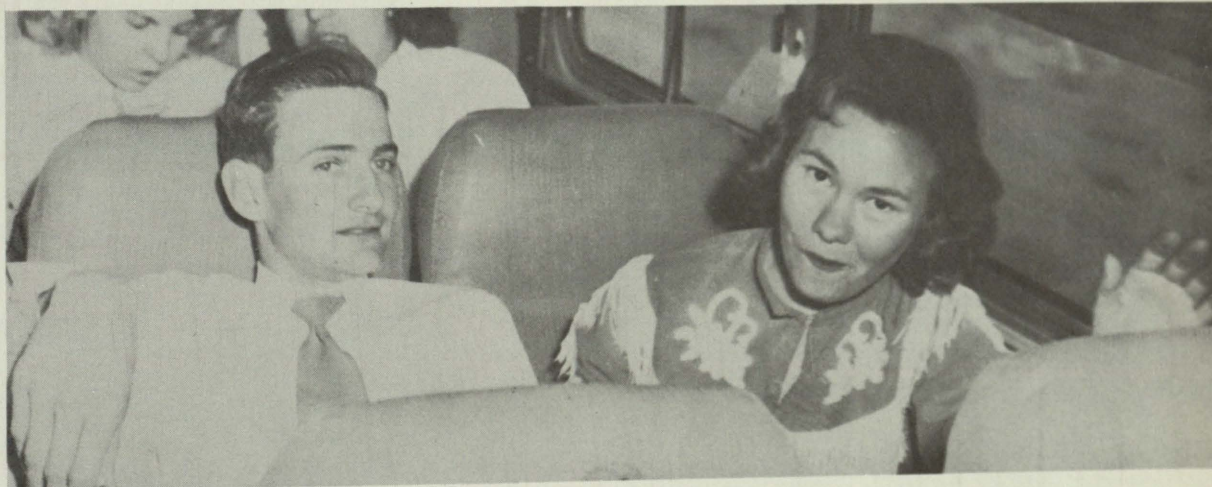
LICENSED STA-NU CLEANING

PICK-UP DELIVERY SERVICE

419 N. OREGON ST.

PHONE 2-7312

*AFTER*



TEXAS

NEW MEXICO

**Echlin-Irvin-Crowell & Co.**

INSURANCE

355 Myrtle Avenue

El Paso, Texas

ARIZONA

MEXICO

**You  
like  
it...**



**...it  
likes  
You**

GOVERNMENT GRADED EGGS

**ABDOU'S**

Since 1915

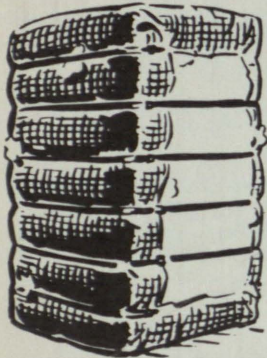
COMPLIMENTS

OF

**LEON GILLESPIE**



# R..T. HOOVER & Co., Inc.



DOMESTIC — EXPORT

COTTON  
MERCHANTS

## HAYNIE'S APPLIANCE COMPANY

Dial 6-1691

932 Raynolds Blvd.

Complete Hotpoint Line of Homes Appliances

Thermador Custom-Built Kitchens

"WE SERVICE ALL HOME APPLIANCES"



*Wow!!*



TWC BASS DRUM AND COMPANY

## Nance Buick Company

1324 TEXAS STREET

TELEPHONE 4-1455



EL PASO, TEXAS

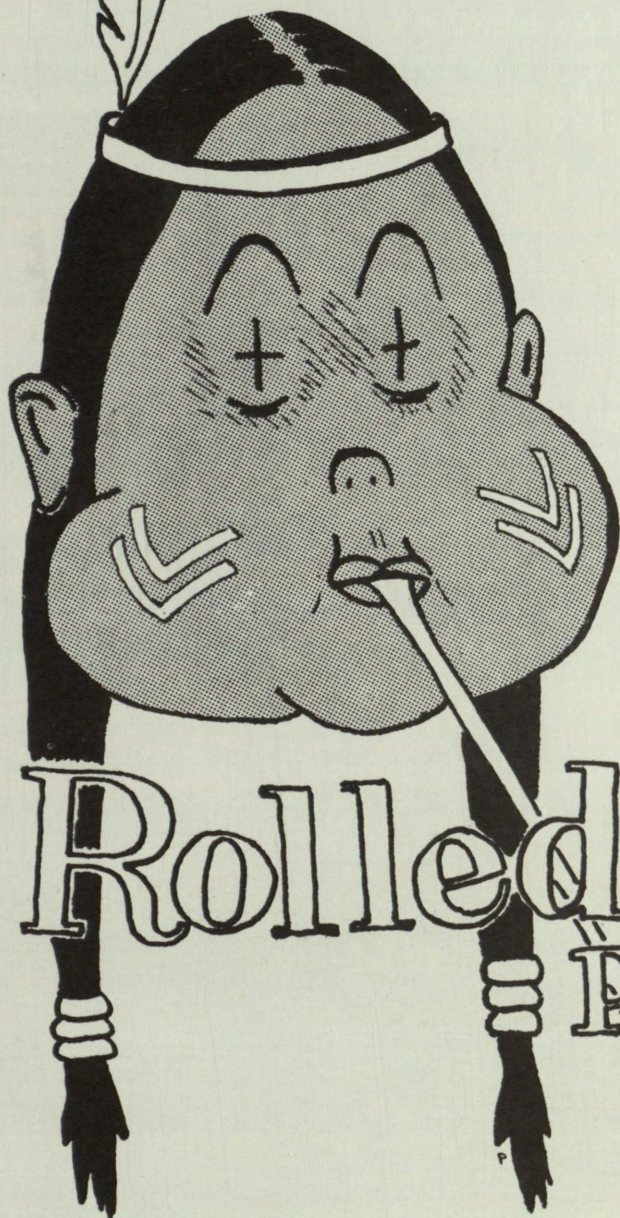


*COMFORTABLE, BARBARA?*

*PATRIOTISM: TAKING YOUR HAND  
FROM AROUND YOUR GIRL TO  
CLAP FOR THE U.S. CALVARY  
AS IT GALLOPS ACROSS THE  
SCREEN.*



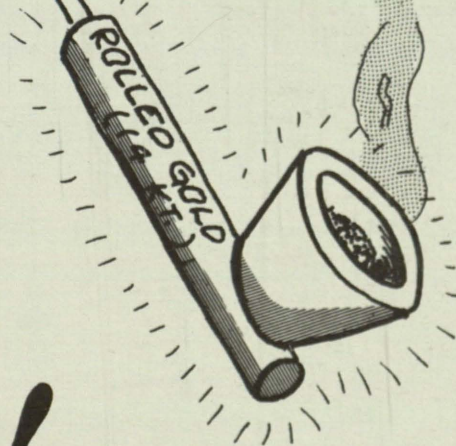
IF YOU WANT A **TREATMENT...**  
INSTEAD OF A  
**TREAT,**



# Rolled Gold PEACE PIPES

*A choice alloy of the finest imported  
and domestic metals.  
Less than one percent nickel-tin.*

WE'RE **MEDICINE  
MEN....**  
NOT  
**TOBACCO MEN!**



REGULAR AND CHIEF SIZE



## NORTON BROTHERS

Engineer Instruments and Supplies

Visit Our Book Department

112 Texas Street

El Paso

MORE WOMEN



**COOK** WITH **GAS**

than all other fuels combined!

**It's Faster - Better - Cheaper!**

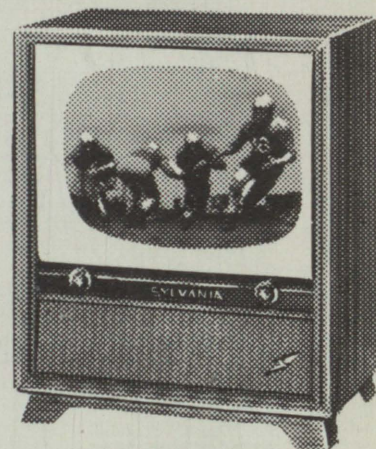
**It's Modern!**



## only SYLVANIA TV has HALOLIGHT

The Frame of Light for Greater Viewing Comfort!

Once you see Sylvania's HALOLIGHT in operation, you won't be satisfied with any other television. Your eyes will convince you . . . there's no substitute for this famous eye-comfort feature!

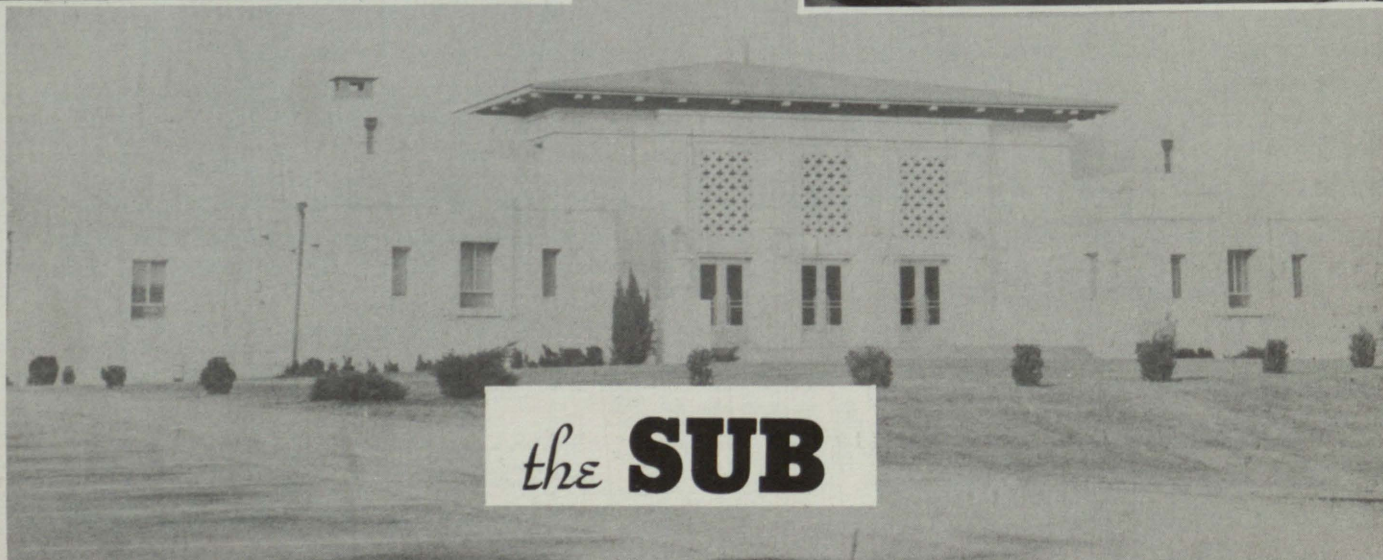


**ELECTRICAL & MECHANICAL  
SUPPLY CO., INC.**

WHOLESALE DISTRIBUTORS

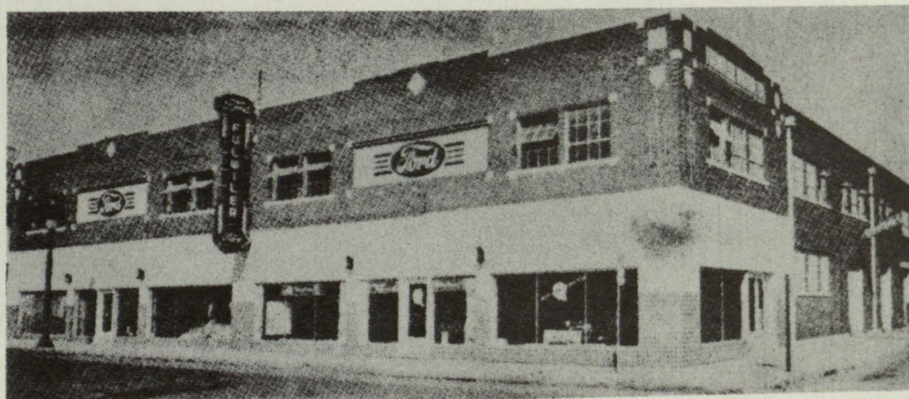
2000 TEXAS ST.

EL PASO, TEXAS



*the* **SUB**





## FULWILER MOTOR COMPANY

El Paso's "Home" For  
— FORD —  
Cars and Trucks

615 Texas St.

QUALITY

PRICE

SERVICE

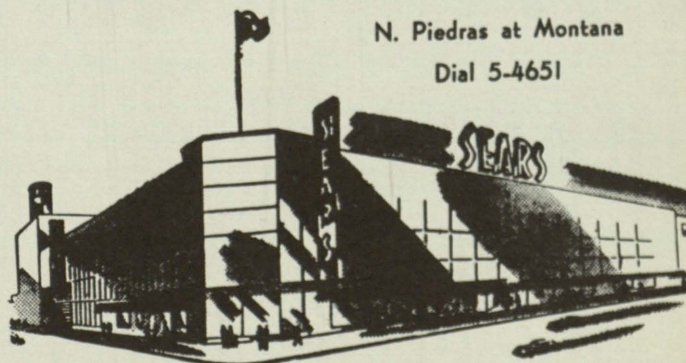
**BORDER PRODUCE CO., INC.**  
FRUIT & VEGETABLES

Call  
2-5403—2-5404  
114 S. Ochoa St.

Bookkeeper Office  
2-5372  
El Paso, Texas

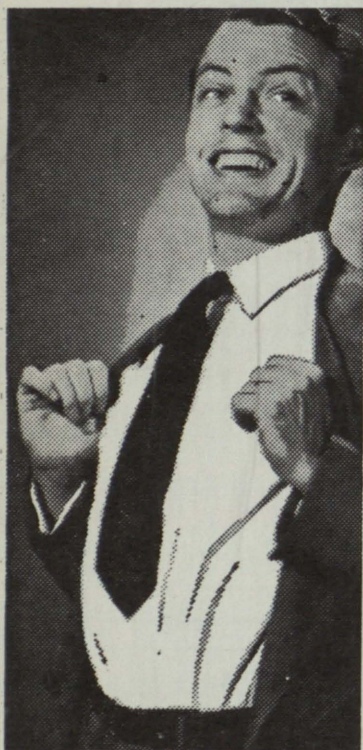
## Plenty of Free Storeside Parking

N. Piedras at Montana  
Dial 5-4651





**HA!** I said  
when they told  
me I had bad  
breath



I laughed right in their faces when they told me my breath smelled like a men's locker room. It wasn't till I lost the Smith account that I knew something had to be done. Smith died of asphyxiation. I started taking Chloropills and now am an extremely rich but clean-smelling capitalist. It's saved my reputation and my wife. And Chloropills don't stop with just your breath. They go on to combat ALL the smells your body generates. Why go on offending your dear ones when you can be pure as an ocean breeze . . . instead of just a breeze.

**GET RID OF THAT  
ALL-OVER SMELL**

**CLOR-O-PILLS**

**9 Out of 10 Morticians  
Use It on Their Bodies**

**Texas Western's Friends**



**Elite**  
**Laundry Cleaners**  
Home of Spic and Span  
408-20 SOUTH OREGON DIAL 2-2455



*Hospitality That All  
America Understands*  
**DRINK**  
*Coca-Cola* 5¢

**MAGNOLIA  
COCA-COLA  
BOTTLING CO.**

El Paso, Texas



107 E. San Antonio

Telephone 3-3182

**CATTLEMEN'S CORRAL**

HAND MADE COWBOY BOOTS  
MOCCASINS — BELTS — BILLFOLDS  
ALL TYPES OF LEATHER GOODS

4109 DYER ST.

PHONE 6-0638

**SAUNDERS & McAFEE**  
**Insurance**

C. F. SAUNDERS

TOM W. McAFEE

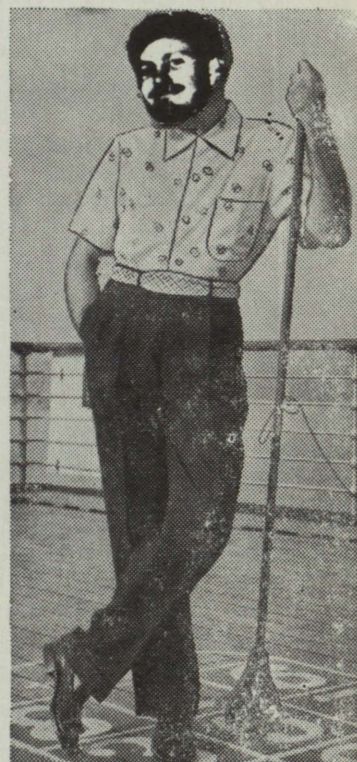
214 N. Stanton

2-1436

EL PASO, TEXAS

**Play  
Shuffleboard  
At Home**

FULL INSTRUCTIONS FOR RIP-  
PING OUT WALLS INCLUDED  
WITH AMAZING OFFER



**It's New!  
It's Terrific!**

No longer need you envy the rich slobs what play shuffleboard on those big steamers. Now YOU can have a whole outfit right in your own home . . . in the kitchen, living room, and/or dining room. All it takes is a little ingenuity in re-arranging furniture and walls and about five or six hundred bucks. Don't let another day go by without enjoying this fascinating game. Better than television, and much more intellectual. Write now and avoid the shuffle.

WRITE TO:

**SHERVISHER'SH  
SHUFFLEBOARD  
PALASH**

10 LANGDON ST.  
MADISON, WISCONSIN



It's the new casual look for spring and Azisnoskowitz and Son brings you the sloppy looking

## RAT-FUR T-SHIRTS

*They feel so nice next to your skin!*



Underneath that shining exterior is a fabulous RAT-FUR T-shirt, the latest thing for spring. It keeps you warm on cool days, and absorbs lots of sweat on hot ones.

Styled by Zduzee of California, this new sensation comes to you in a variety of colors and absorbencies to fill your every need. Choose from peal grey, oxford grey, tattletale grey, and longtail grey. And for a few pennies more you can get a neat monogram tatooed on it. Look also for RAT-FUR shorts and socks. They're lying on your dealer's counter now, smelling up the joint.

**\$8.95**

FOR THE NAME OF YOUR NEAREST DEALER. WRITE TO

**AZISKNOSKOWITZ & SON**

**FURRIERS**  
28 LANGDON STREET

## WILLIAM J. ELLIOTT

REALTOR — DEVELOPER

110 N. Stanton St.

5036 Paisano Drive

2-2491

REAL ESTATE

PROPERTY MANAGEMENT

INVESTMENTS

## COLES BROTHERS

FOUNDED 1888

## C. D. LEE

### Insurance Agency

FIRST NATIONAL BANK BUILDING

DIAL 3-3439

## Gruen Bros.

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LORETTO  
4834 Montana

DOWNTOWN  
310 E. San Antonio

VILLAGE SHOP  
Five Points

"THE LATEST FASHIONS IN FOOTWEAR AND READY-TO-WEAR"

REAL ESTATE

RENTALS



**ECKFORD**

**VANDENHEUVEL**

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EL PASO, TEXAS

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**the man who grew up in a house full of boyless women**

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Patty

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She was only a tart . . . and he a cream puff . . . together they got pie-eyed . . . he nibbled her lady fingers, so she socked him in the bread basket . . . The strange tale of a still stranger passion . . . for cheese blintzes.

WRITTEN

(as only he could write it)  
by DONUT DAN, the Muffin Man

. . . in . . .

**MYSTRUDEL AND I**

OR,

**OF ALL THE CRUST**

WHAT THE CRITICS SAY

Titillating . . . toothsome . . . like a stale bun . . . TIMES

I . . . Like . . . it . . . NEW YORKER

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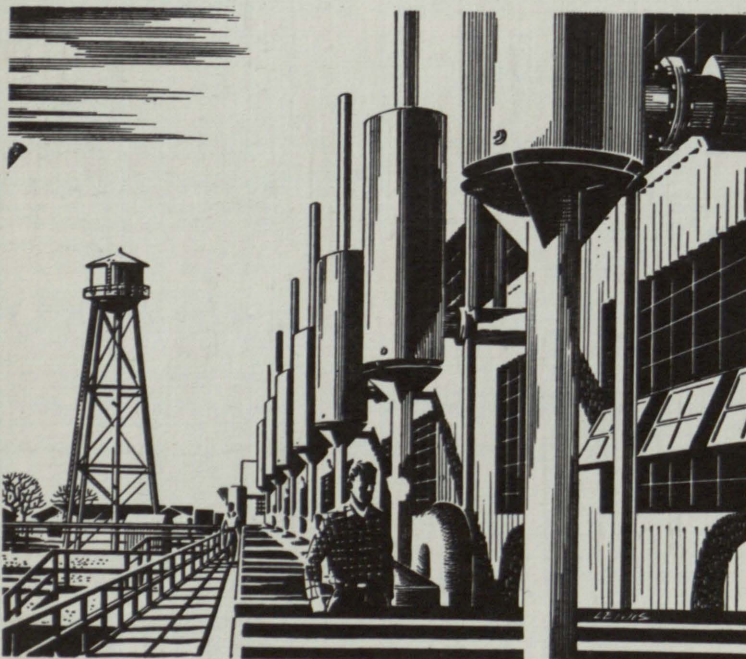
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GIRLS ARE OFTEN  
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## GAIN MORE WEIGHT IN 10 DAYS OR YOUR MONEY BACK!

**DON'T BE SKINNY. BE FAT, NAT!**



Before



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"I'll admit it. At first I was skeptical, but after trying your plan for just three weeks I was convinced. I used to be as weak and skinny as a child. Now, with your system, I put firm, attractive pounds and inches on my thighs, thorax, and shoulder-blades."

I. G. A., Scranton, Conn.

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NAME .....

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AGE..... ZONE..... STATE.....

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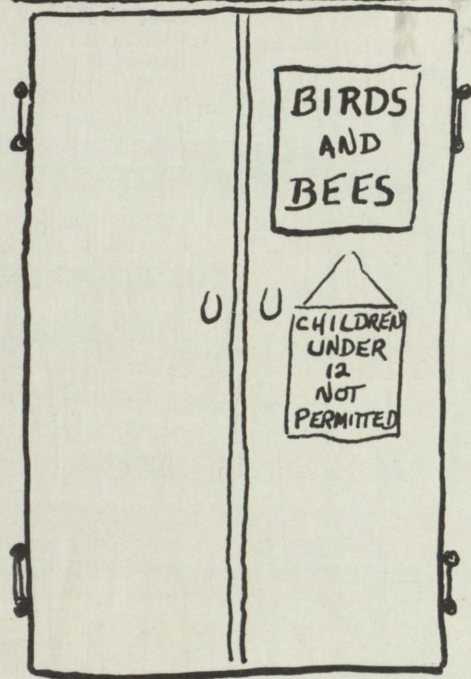
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IT'S ONLY HER DIRTY  
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and  
EL PASO**







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HOPE YOU LIKED VISITING WITH  
ME AND MY FRIENDS —  
HASTA LA VISTA!

M. Rowles