




ADVERTISING

A black and white illustration of a woman with short, dark, wavy hair. She is wearing a dark-colored cardigan with buttons over a light-colored turtleneck sweater. Her skirt is long and features a large plaid pattern. She has a polka-dot scarf tied around her neck. She is standing with one hand on her hip and the other holding a small object. The background on the left shows a brick wall with some leaves.

THE SMARTEST
COLLEGE
FASHIONS
ARE
FOUND
AT
THE

popular
DRY GOODS CO.

*Sportswear, Second Floor
Jr. Shop, Fourth Floor
Dresses, Coats and Suits, Fifth Floor
Men's Clothing and Furnishings, First Floor
and Lower Level*

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Insurance

C. F. Saunders

Tom W. McAfee

Fred M. Bauchert

C. F. Saunders, Jr.

214 N. Stanton

KE 2-1436

El Paso, Texas

Telephone KE 2-3648

HOUSER

Resilient Floors Company

Floor, Wall & Ceiling Coverings

Picture Framing

El Paso, Texas

605 Montana St.

ABDOU

PRODUCE CO.

"SINCE 1915"

Dial 2-5658

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El Paso's only locally

U. S. Government Grade "A" Eggs

ZORK HARDWARE COMPANY

WHOLESALE DISTRIBUTORS

El Paso, Texas

Albuquerque,
New Mexico

Phoenix,
Arizona

from the press of

GUYNES

PRINTING COMPANY

"Makers of Good Impressions"

620 NORTH STANTON

EL PASO, TEXAS

What would we do without . . .



Jim Bettle and Charlie Bradshaw, our Student Association officers?

Compliments of

Fine Arts Studio

Abdou Bldg.
111 N. MESA

We thank you for the cooperation you have given us in taking your pictures this year. You'll always treasure this annual and we hope that someday we can help you when you want beautiful and everlasting portraits.

"K. K. Kazin, Photographer"

DIAL KE 2-6152
EL PASO, TEXAS

What would we do without . . .



our cheerleaders? Their pep and precision were wonderful!

REYNOLDS ELECTRICAL & ENGINEERING CO., Inc.
ELECTRICAL CONSTRUCTION ENGINEERS

EL PASO — HOUSTON — ALBUQUERQUE — SANTA FE — DENVER — PHOENIX — LAS VEGAS

An Organization of Electrical Engineers
trained to the intricate needs of the
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INSURANCE

"Serving El Paso for 50 Years"

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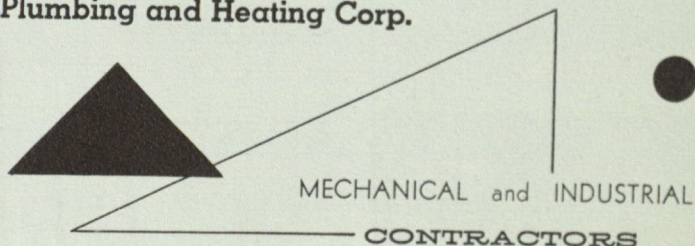
El Paso, Texas

Arizona

Mexico

BROWN • OLDS

Plumbing and Heating Corp.



COMPLIMENTS

Robert E. McKee

General Contractor, Inc.

What would we do without . . .

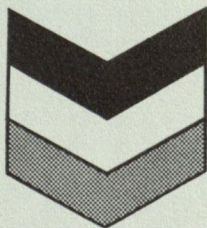


the campus police? The Freshmen would have a hay-day parking on campus.



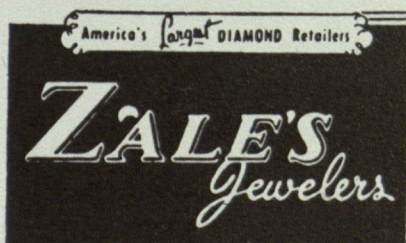
AT
THE
SIGN
OF
THE
CHEVRON

STANDARD OIL COMPANY
OF TEXAS



Keep Your Eye on

that "GOOD LOOKING"



Corner Texas and Mesa
Dial KE 3-2411

Chelmont Center
Dial PR 2-3211

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- ★ GENUINE FRIENDLINESS

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Loan Association**

Phone KE 2-5625

401 Wyoming Street

El Paso, Texas

Compliments of

S. H. KRESS AND COMPANY

211 N. Mesa

BENNETT

GLASS COMPANY, INC.

YOUR AUTO GLASS SPECIALISTS

623 Langtry

Phone KE 3-5535

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Dean McCarty, Cathy and Judy?

Carter's Flower Shops

Three Convenient Locations

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2017 Montana

3912 Pershing



LEE'S

KE 3-7601

Wheel Alignment Co.

Shock Service - Brake Service - Wheel
Balancing

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Shop and Save at
YOUR FRIENDLY



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- BONDED MEATS
- BETTER SERVICE
- LOWER PRICES
- FRESH PRODUCE

We Give S & H Green Stamps

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El Paso
SPORTING
GOODS CO.

the one good store for all **GOOD SPORTS**

A New and Larger Store on **MILLS & STANTON**

Road-Runningest Gasolines in the West



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the Snack Bar? The Coffe-drinkers would have no place to come on Monday mornings.

YEARS AHEAD IN STYLE AND PERFORMANCE

Dodge Dart

'60 Dodge

McKeon
MOTORS

PR 2-5261

980 HAWKINS ROAD.

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Local & Long Distance Moving

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Agents for United Van Lines, Inc.

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Dial KE 2-1449

**M & M REFRIGERATION
SUPPLY CO.**

2505 Texas

Dial KE 3-2458

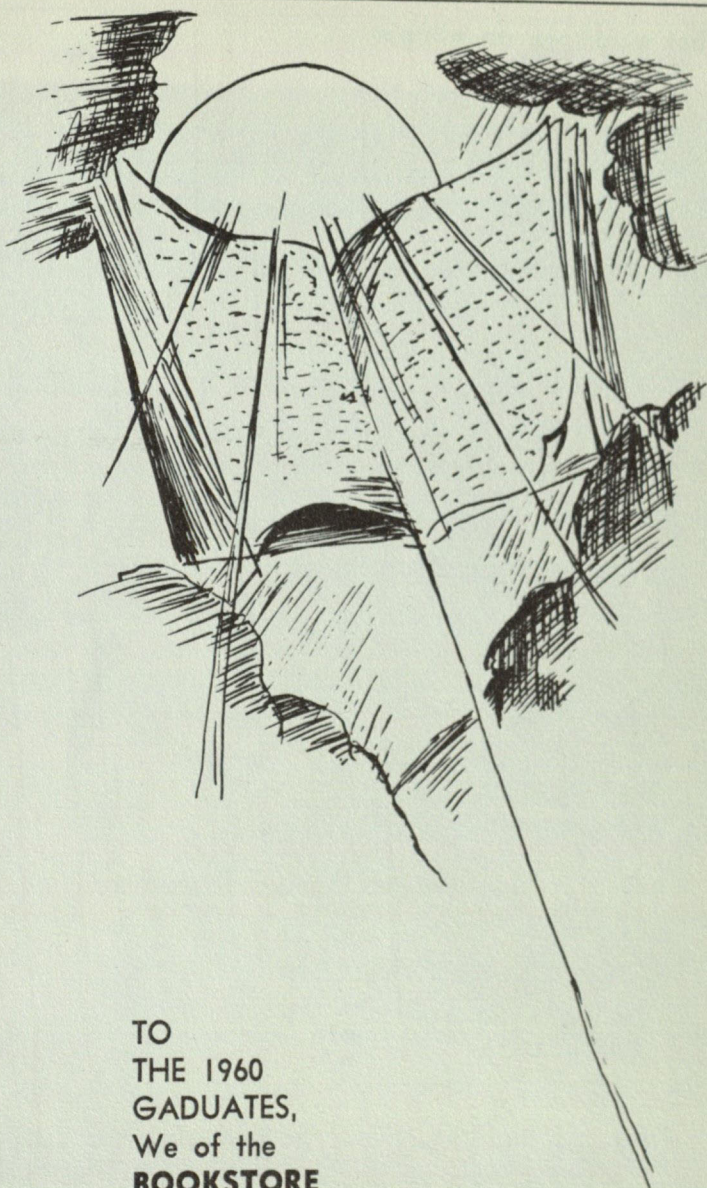
HOLDSWORTH

Jeweler and Silversmith

EL PASO, TEXAS



205 MILLS STREET



TO
THE 1960
GRADUATES,
We of the
BOOKSTORE

at
TEXAS WESTERN COLLEGE

extend our congratulations
and hope that you
will have a most successful
and fruitful life.

Edna M. Barnett, Mgr.

Jarrel Adams

Sharon Collier

Rhoda Campbell

Bennie Bradford

Lanna Stamper

Mitch Miller

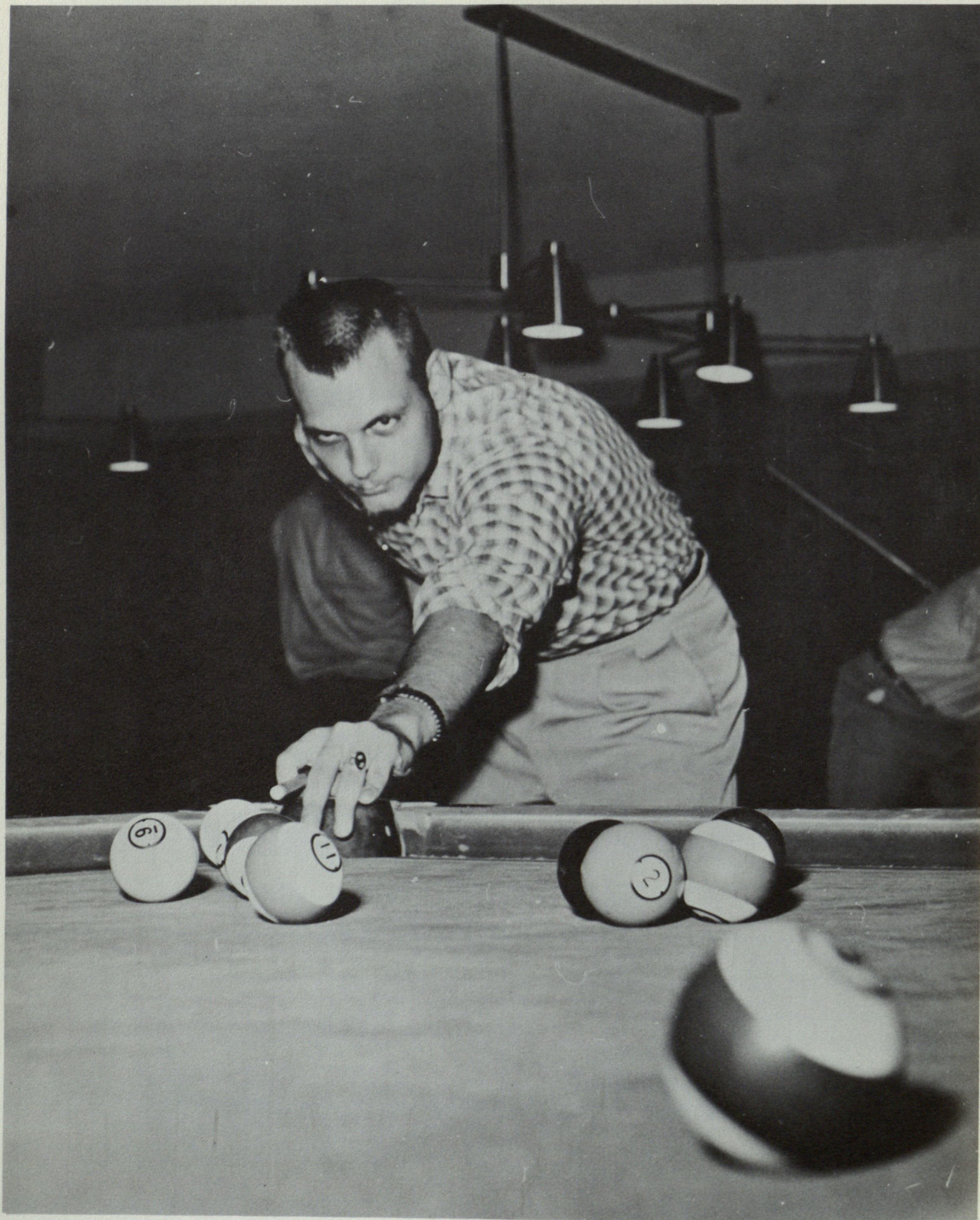
Al Havenstrite

Dock Adams

Bob Mathis

It was a pleasure to
serve you.

What would we do without . . .



the pool tables? Maybe these players would make better grades?

Billy the Kid

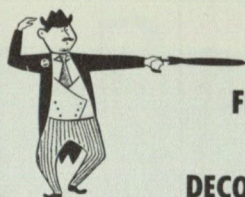
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SAFTNEE
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America's Finest Boyswear

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EL PASO, TEXAS

Guven Bros.

• **LORETTO**
4842 Montana

• **DOWNTOWN**
300 Texas

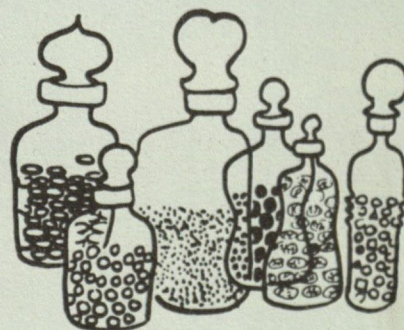
• **VILLAGE SHOP**
Five Points

• **LAKESIDE**
7018 Hiway 80 E

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

DIAL KE 2-2693

COMPLIMENTS
of



McKEE PRESCRIPTION PHARMACY

107 E. San Antonio St.

**EL PASO'S
LARGEST
FINEST**

Shain's
DOWNTOWN

Corner, Stanton and Mills

Shain's
of LORETTO

4904 Montana at Huckleberry

What would we do without . . .



our beloved faculty? These faculty members are on their coffee break in faculty lounge.

Compliments

of

Southwestern Transfer Company

Albuquerque

El Paso

A. B. POE MOTOR CO.

"Serving the Great Southwest Since 1923"

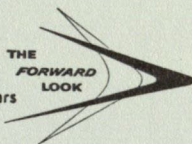
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CHRYSLER — PLYMOUTH — IMPERIAL

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FORWARD
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WHOLESOME DAIRY, INC.

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Phone KE 3-7487



WHEN GOING PLACES
STOP BY

The
OASIS

RESTAURANTS - DRIVE-INS

El Paso Laundry and Cleaners Co.

Established 1891



Launderers
Cleaning & Pressing
Hats Cleaned and Blocked
Rug Cleaning and Sizing
Fur Storage

Dial KE 2-5413
Main Office and Plant
901-911 South Santa Fe St.

Compliments of

PITTSBURGH

PLATE GLASS COMPANY



B. R. Leonard, Manager 1106 East Overland Street

C. H. LEAVELL & COMPANY

General Contractors
Construction Engineers



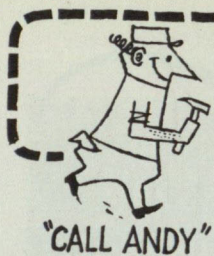
1900 Wyoming St.

El Paso, Texas

What would we do without . . .



dorm life? No boys are allowed!



**LANDER
LUMBER CO.**

Downtown — 1830 Texas Ave. KE 3-4481
Chelmont — 960 Chelsea Dr. PR 2-3214

Rodehaver-Miller Funeral Home

El Paso, Texas

24 Hour Ambulance Service

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EMPLOYMENT SERVICE

Lester W. Van Horn, Owner Helen Cost, Manager

312 Caples Bldg. — KE 3-1813

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HOME OF SPIC and SPAN

LAUNDRY — CLEANERS

of

Distinction

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COMMERCIAL ENGRAVING CO.

Quality Photo Engraving for All Purposes

Since 1912

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Structural Engineers

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Del Camino
MOTOR MOTEL & RESTAURANT

"Internationally Famous for Fine Food and Lodging"

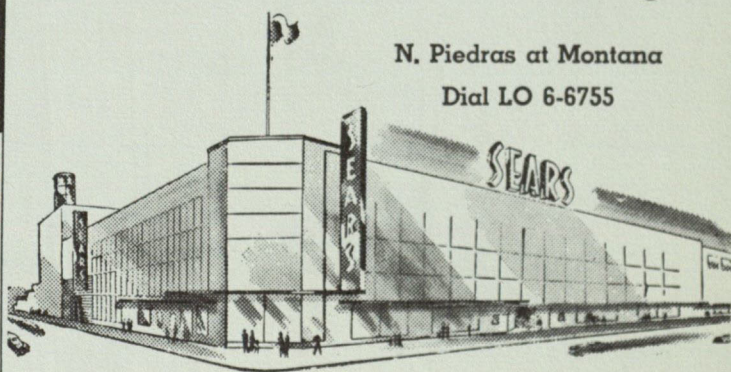
300 ROOMS, SUITES & APARTMENTS
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COMPLIMENTS OF

DICKSHIRE

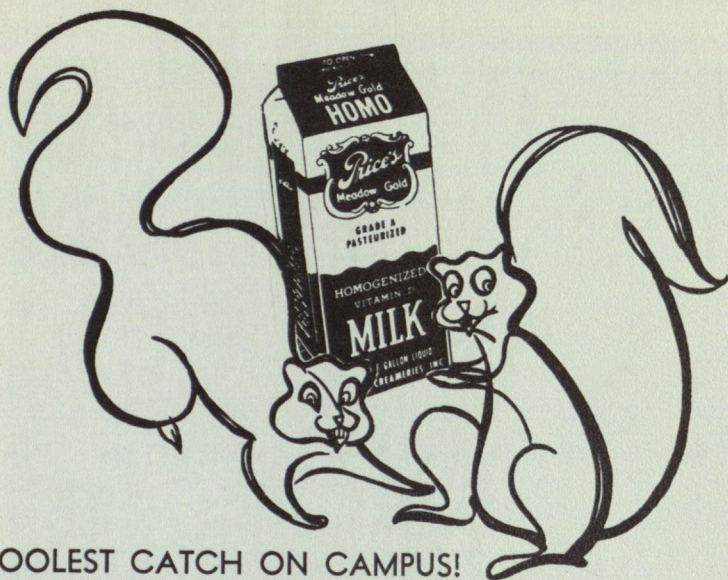
203 N. CHELSEA

EL PASO, TEXAS

What would we do without . . .



our newly remodeled library? Studying is so easy now!



COOLEST CATCH ON CAMPUS!

You like it.. 7up ..it likes You

Compliments of

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El Paso's Fastest Growing Jewelry Store

112 Mills St.

KE 3-3689

FURR'S

Your Neighborhood Supermarkets
Seven in El Paso

- Frontier Saving Stamps
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- U. S. Govt Graded Meats
- Friendly, courteous service

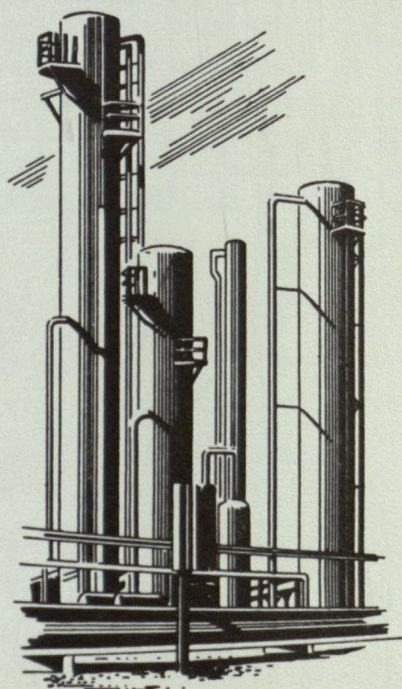
COLLEGE FASHIONS THE YEAR ROUND



FINE FOOTWEAR

SINCE
1903

- DOWNTOWN 110 Texas to 211 E. San Antonio
- CHELMONT 5218 Montana



CONGRATULATIONS

All the employees of El Paso Natural Gas Company extend their congratulations to the seniors of Texas Western College and best wishes to the other students.

EL PASO NATURAL GAS COMPANY



What would we do without . . .



the Phi Tau's "Women are no Damn Good" week?

OREGON CLEANERS & TAILOR

ALTERATIONS
ONE-DAY CLEANING
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Tuxedos & White Dinner Jackets for Rent
And All Accessories
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We have our own cleaning plant
To give you good service



Magnolia Coca-Cola Bottling Co.

HIXSON'S
JEWELERS

El Paso's Oldest Store

DIAMONDS — WATCHES
SILVERWARE — CHINA

118 Mills St.

Since 1888



who's who in fashion at . . .

the white house

A SALUTE TO THE LOVELY AND TALENTED MEMBERS OF OUR COLLEGE FASHION COUNCIL

left to right:

- Barbara Brokate, Chi Omega
- Brenda Grose, Zeta Tau Alpha
- Rita Gale, Bell Hall
- Marianne Colwell, Chi Omega
- Emmy Knotts, Independent
- Adele Reynolds, Independent
- Not shown: Kay Young, Delta, Delta, Delta
- Sharon Street, Zeta Tau Alpha
- Janet Butler, Delta, Delta, Delta
- Kathy Fitzgerald, Bell Hall

What would we do without . . .



the fraternity formals? The Kappa Sigma Black and White Ball was held in March at the Country Club.

WILLIAM J. ELLIOTT

Developer of
MISSION HILLS

El Paso's Exclusive Sub-Division

North Kansas St.

North of Mesita Ave.

Compliments
of a friend

TODDLE HOUSE

1305 N. MESA

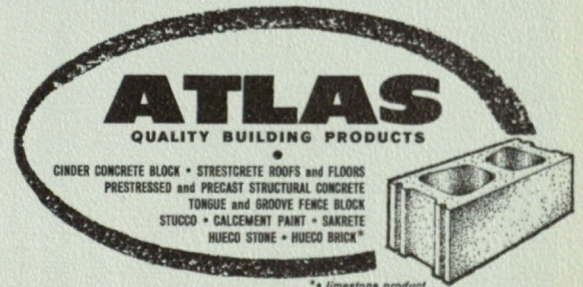
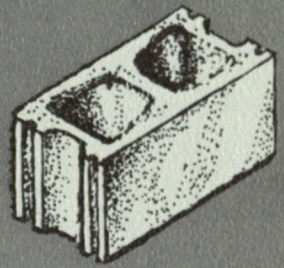
ATLAS

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THE ATLAS BUILDING PRODUCTS CO.

EL PASO, TEXAS



**DON'T
SLAVE,
SAVE!**

AT THE

**STATE
NATIONAL
BANK**

OF COURSE

MEMBER F.D.I.C. SAN ANTONIO & OREGON



What would we do without . . .



Homecoming and the float building?

What would we do without . . .



the Ten Best Dressed? They add so much to our campus.

Enjoy superb cuisine in beautiful surroundings
at

DESERT HILLS RESTAURANT

convenient to the campus at
4501 N. MESA

- THE FRANKLIN ROOM
Open 24 hours
a day
- THE SIERRA ROOM
American and
Mexican Dishes



GUNNING-CASTEEL
DRUG STORES
Your neighborhood's good neighbor
13 CONVENIENT LOCATIONS

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Hugh McMillan
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Dial LO 5-2753

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Our Bookstore? They're so handy.

here is

"THE STONE YOU CAN MOLD"

From concrete comes the shape of the future . . . eight-lane express highways, airstrips to guide jet liners home, buildings with the clean-swept look of tomorrow. Concrete irrigation systems conserve precious water, concrete farm buildings and barnyard pavings improve sanitation and increase profits, concrete schools, hospitals, hotels, and homes are enduringly fire-safe. And concrete can be molded to a hundred home uses . . . from flooring a patio to edging a flower bed. Concrete, the stone you can mold, is the most versatile construction material known to man!



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EL TORO
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**Southwestern
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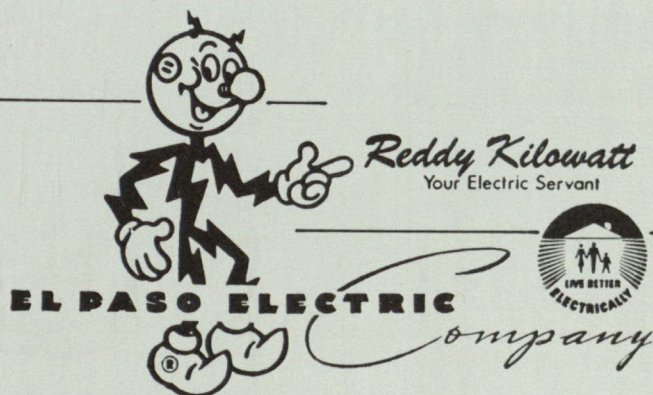


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and just
everything
for your
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