

*Flagstaff's*

**ALL-INDIAN  
POW-WOW**

Flagstaff Public Library  
Flagstaff, Arizona

*Ref*

1942

*The Heart of Northern Arizona's Enchanted Land*

# FLAGSTAFF

*Elevation 7,000 Feet — "On The Ladder To The Sky"*

Summer has come to our mountain wilderness, forest and stream

Hotels, Lodges, Courts and our Churches are waiting to greet you . . .

Perfect summer days of liquid sunshine are yours for taking, crisp Flagstaff nights will delight you . . .

Rodeos will thrill you and you can ride with the cowboys deep into cattle-land.



Santa Fe Main Line, Greyhound, Santa Fe Busses all bring you to our front door . . .

U. S. Highways "66", "89" and "79" offer perfect travel by motor . . .

Purest of snow water from snow-capped thirteen thousand foot Peaks for you to revel in.

HOPI VILLAGES  
CLIFF DWELLINGS  
LAVA BEDS  
ICE CAVES

OAK CREEK CANYON  
MUSEUM OF NORTHERN ARIZONA  
LOWELL OBSERVATORY  
LEGION AUTO RACES

Flagstaff's Famous Snow Bowl and Winter Sports Area

Swimming . . Fishing . . Boating . . Hunting . . Hiking . . Riding  
Wilderness trails to explore—mountain streams to camp by

See the Indians at POW-WOW Time  
THOUSANDS OF THEM IN BRILLIANT COLORFUL CEREMONY

Flagstaff is at the head of all trails to the National Monuments, the Painted Desert, the Indian Villages and Navajo Land and the World's most sublime spectacle, the appalling, breath-taking

## GRAND CANYON OF ARIZONA

# Souvenir Program

Of the 14th Annual

## SOUTHWEST All-Indian POW-WOW

JULY 3-4-5, 1942



FLAGSTAFF, ARIZONA

Published Annually By Pow-Wow, Inc.,  
Flagstaff, Arizona

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This program contains authentic and interesting information about the Southwest Indians, also detailed information about the 1942 Pow-Wow afternoon and night shows.

### BOARD OF DIRECTORS

1942 Pow-Wow

Frank Quirk.....	President	John Babbitt.....	Member
Judge H. K. Mangum....		Phillip Nackard.....	Member
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W. B. Fleming.....		T. M. Knoles Jr.....	Member
.....	Sec.-Treas.	W. E. Jolly.....	
		.....	Executive Sec.-Treas.

TOBE TURPIN

Director of Pow-Wow Celebration

BOB HANSEL

Director of Pow-Wow Rodeo

Annually thousands of Indians from more than 20 tribes of the southwest gather in Flagstaff around July 4 to hold a three-day celebration, which has come to be known all over the world as the Pow-Wow. On occasions the celebration features have been broadcast over an international radio hook-up. Visitors have come to Flagstaff from almost every corner of the world to see this unusual attraction.

The celebration is staged by the Indians for the Indians. White spectators are welcome, just as they are welcome to witness some of the ceremonials staged by the Indians at their own reservation homes. As whites enjoy gathering together at county and state fairs, so do the Indians like to meet in Flagstaff for their Pow-Wow.

Flagstaff for many years has been the friendly site for these Indian gatherings. In the early days, when traders stopped their wagons beside the springs at the foot of the nearby towering San Francisco peaks, the Indians came and camped around the white men's wagons to trade and enjoy games, dances and competitive events. The custom continued when the wagon traders gave way to tent stores, hastily constructed frame buildings and finally the present permanent city of business and residential structures. It had been the habit of the transient traders and later the permanent merchants to donate food to help make the gathering of the Indians a festive



Cheyenne Dancer

occasion. In the early days the white men joined with the Indians to hunt game to provide food for the feasts. As years went on the merchants supplied the food from their stores of merchandise.

Gradually the gathering of the Indians became a larger and larger event, as the word about these enjoyable times spread over the nearby reservations and later over the entire southwest. It took more planning by the merchants in order to make the affairs successful ones. Committees were formed and these committees finally evolved into a year-around board of directors. Definite dates had to be set, so that everything would be ready when the thousands of Indians made their friendly invasion. This will be the 14th year that the gathering has been known as The Southwest All-Indian Pow-Wow.

Tons of beef, mutton, beans, potatoes, bread and other foods are required to feed the 7,000 to 10,000 Indians that come here annually for the three-day celebration. Hundreds of horses, steers, cows, calves and bulls are brought and cared for so there will be plenty of wild range livestock for the Indian rodeo performances each afternoon. Prizes must be awarded for all types of events to reward the contestants.

The Indians will be here in as large a number as ever, probably larger, and the celebration will be even bigger and better.

# Program Information

Concerning The

## 14TH ANNUAL POW-WOW AT FLAGSTAFF, ARIZONA

Dates—July 3-4-5, 1942

Place—City Park, Northwest of Flagstaff

Parade Downtown Every Day, Starting at 11 A. M.

**AFTERNOON RODEOS, Start at 1:30 P. M.**

**NIGHT CEREMONIALS, Start at 9 P. M.**

### Night Ceremonials

The Taos Indians from Taos, New Mexico, will present their third annual appearance. They make up one of the most popular Indian dance teams of the southwest.

#### July 3rd

Taos Hoop Dance  
Hopi Kachina Dance  
Piute Sheep Dance  
Special Number  
Navajo Yebechi  
Acoma Eagle Dance  
Cheyenne War Dance  
(First Appearance Here)  
Jemez Crow Dance  
Zuni Buffalo Dance  
Maricopa Coyote Dance  
Special Number  
Zuni Maidens Lullaby  
Apache Devil Dance  
Navajo Fire Dance

The Grand Entry starts each night at 9 o'clock and is one of the most spectacular presentations of the show.

#### July 4th

Jemez Eagle Dance  
Apache Devil Dance  
Special Number  
Acoma Bow and Arrow Dance  
Zuni Butterfly Dance  
Taos Horse Tail Dance  
Special Number  
Maricopa Feather or Buzzard Dance  
Cheyenne Snake Dance  
Navajo Yebechi  
Special Number  
Hopi Eagle Dance  
Piute Bow and Arrow Dance  
Navajo Fire Dance

### July 5th

Cheyenne Hunting Dance  
Acoma Dog Dance  
Zuni Rainbow Dance  
Special Number  
Taos Cheyenne War Dance  
Maricopa War Dance  
Special Number  
Jemez Crow Dance  
Hopi Buffalo Dance  
Apache Devil Dance  
Special Number  
Navajo Yebechi  
Piute Medicine Dance  
Special Number  
Zuni Maidens Lullaby  
Navajo Fire Dance

A squaw dance is held every night following the show in the Indian camp just north of the grandstand. The public is invited to witness this interesting dance, free of charge.

### Afternoon Rodeos

Band concert by the Pima all-Indian band from Sacaton opens the afternoon show each day at 1:30.

At 2 p. m. each day—grand entry of Indian cowboy contestants and race horses. Rodeo contests start immediately thereafter.

### Special Events

JULY 3 — First event after the grand entry: Indian girls' beauty contest to select the Rodeo Queen for the three days.

JULY 4 — First event after the grand entry: Papoose Contest to select the most attractive typical Indian baby.

JULY 5 — Pow-Wow Derby: A special race for cowponies.

### Daily Rodeo Features

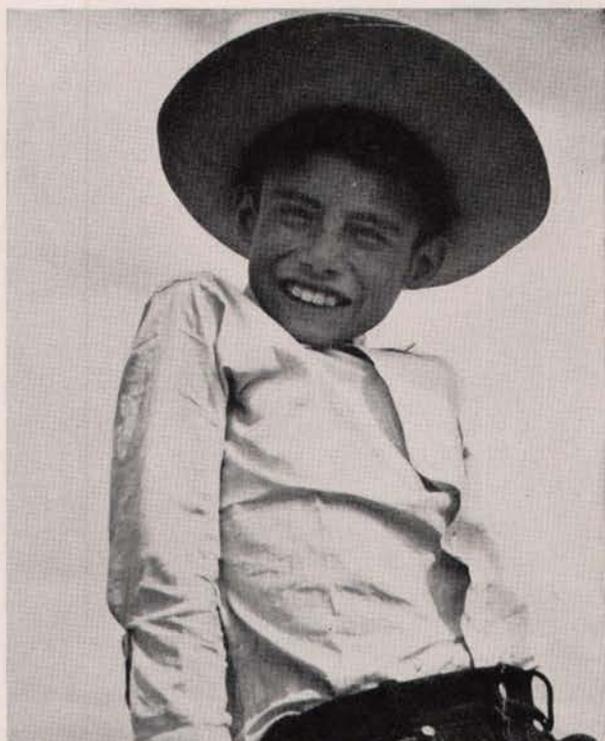
Saddle Broncho Riding Contest  
Wild Cow Milking  
Calf Tying Contest  
One-Mile Bareback Cowpony Race  
Bareback Broncho Riding Contest  
Half-Mile Bareback Cowpony Race  
Team Roping  
Half-Mile Free-For-All Horse Race  
Cowboys' Relay Race (String of three horses, 1½ miles)  
Cowboys' Roping Horse Race (1st and 2nd place winners eliminated each day)  
Steer Riding Contest  
Bulldogging  
Wild Horse Race

Other features and novelties will be presented whenever they can be crowded into the program. There are so many contestants registered for rodeo competition that morning elimination contests are held to give everyone a chance.

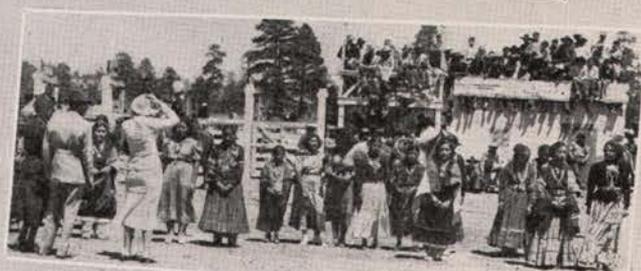
### Special Free Attraction

Visit the Indian village in the forest to the west and north of the grandstand. Here the Indians, each night after the evening ceremonials, hold their social dances around huge campfires.

You'll also enjoy watching our carnival. All of the Indians, men, women and children, get a tremendous kick out of the merry-go-round, ferris wheel and other riding devices.



*These little Indian folk, like all children, are much impressed by the holiday atmosphere of such big gatherings as the Pow-Wow. For many their trip here is the first time they have been away from their isolated reservation homes and the Pow-Wow, the carnival and the crowds of Indians and whites are indeed strange and wonderful sights for them.*



Indian women and papooses, all tribes and all ages, can be seen as above. Indian mothers care for their babies tenderly and lovingly just as mothers do all over the world. They proudly enter their babies in the papoose contest, each confident that her baby is the prize winner. Pretty young Indian misses, like girls and young women everywhere, like to display their finest apparel and jewelry and get shy enjoyment out of entering the beauty contest.



*Bob Hansel is again in charge of the Pow-Wow rodeo shows this year. A veteran cowhand and rodeo performer, he knows what it takes to put over a thrill-packed rodeo. It'll be better than ever this year, Hansel promises.*

### 13TH ANNUAL

## *Hopi Craftsman Exhibition*

The public is cordially invited to attend the 13th annual Hopi Craftsman exhibition to be held July 1 through July 5 at the Museum of Northern Arizona, three miles northwest of Flagstaff on the Fort valley road. The exhibit will be open each day from 9 a. m. to 8 p. m.

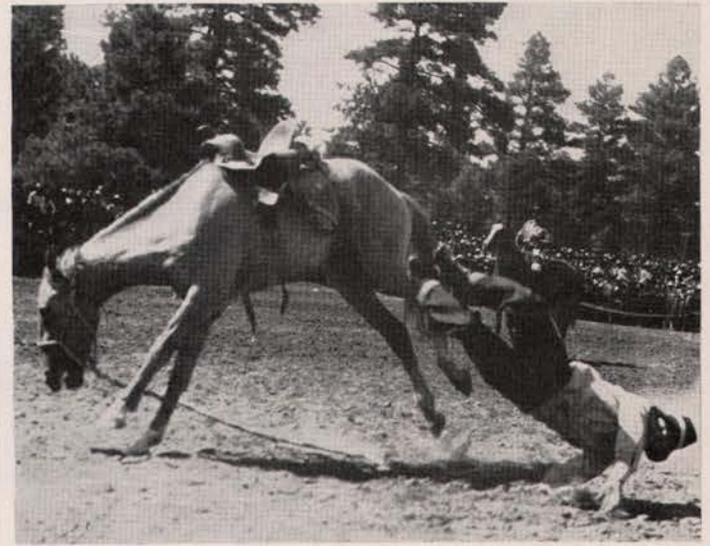
Arts and crafts of the Hopi villages will be on display. Six craftsmen will be there to demonstrate their various crafts. This is not a commercial enterprise, but articles may be purchased, all proceeds going to the Indians who made them.

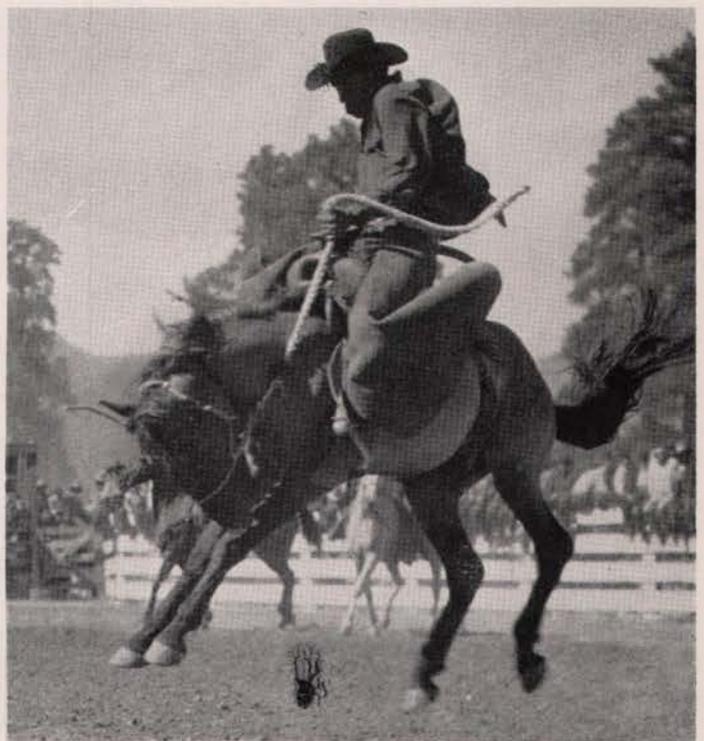
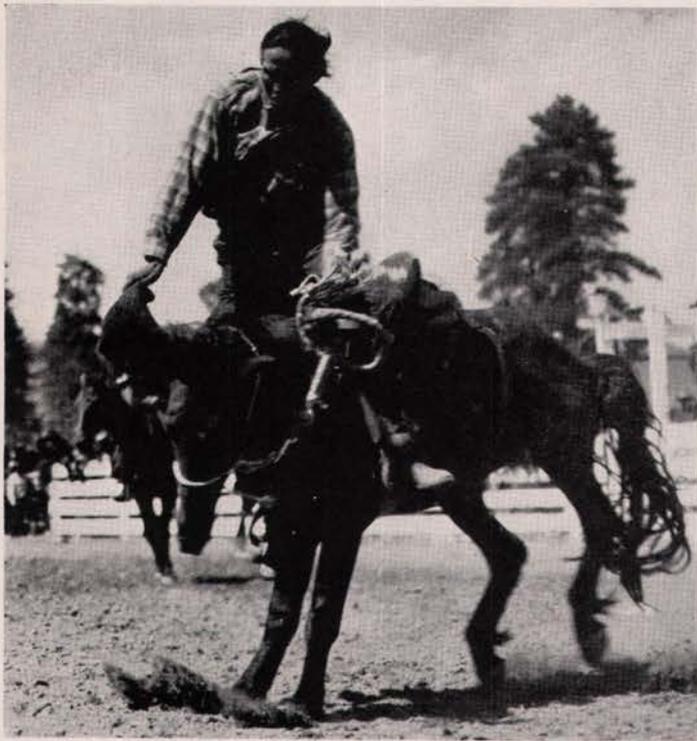


*Tobe Turpin, shown above, directs the Pow-Wow shows. He is well known to the Indians of the Southwest as an Indian trader and has had years of experience helping the Indians stage their celebrations.*



*Above are typical scenes at the Pow-Wow. At the left a group of elderly Navajo men gather to trade, talk and joke and at the right a group of women hold a gossip fest about the things Navajo women are interested in and talk about.*

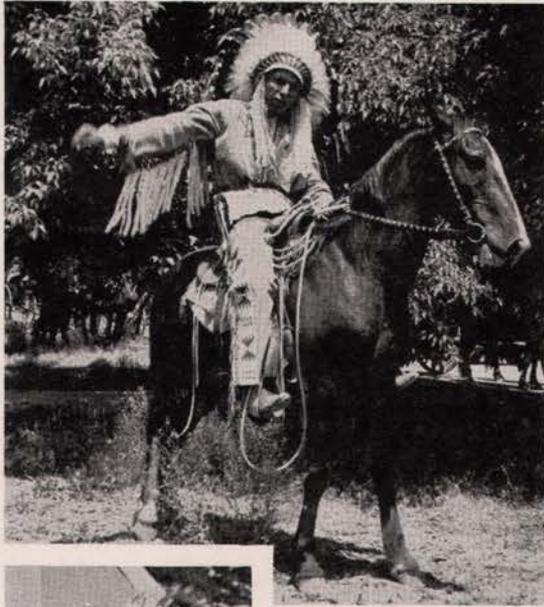




*Above and on the opposite page are some scenes taken during past years of the all-Indian rodeo. These give evidence why white spectators say the Pow-Wow afternoon rodeo show is the best show of its kind in the world. These Indian boys have a lot of fun doing the daredevil stunts with really wild livestock. Times in the contests are not record breaking and there is lacking the smoothness of the professional cowboy of white rodeos, but the spirit of happy and carefree daring exhibited by the Indian cowboys makes the performances outstanding for thrills, laughs and showmanship.*



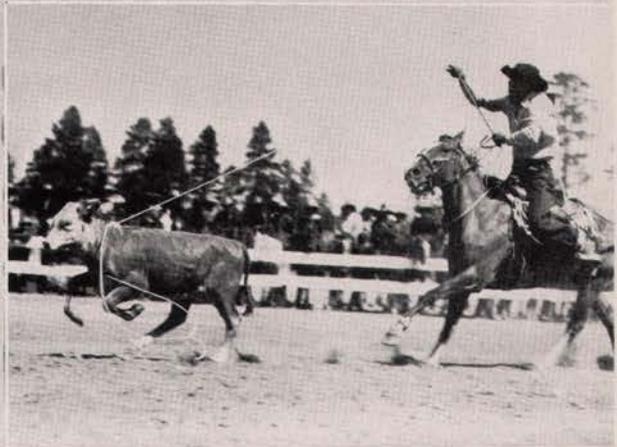
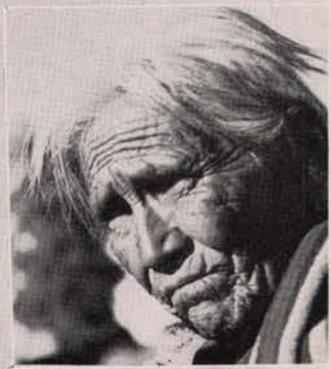
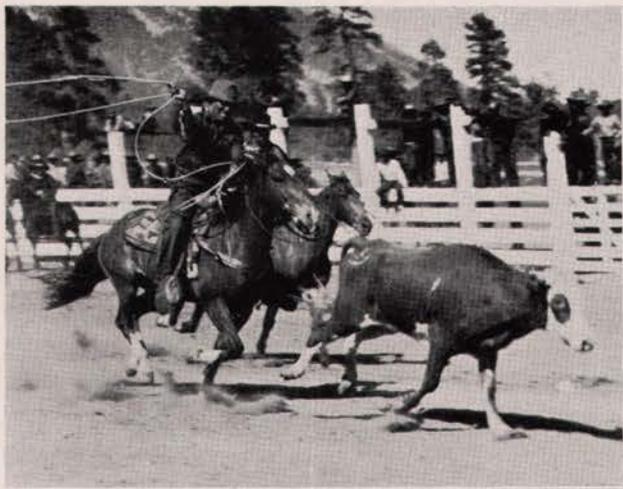
*Each morning at 11 o'clock during the Pow-Wow the Indians, many hundreds of them, parade through Flagstaff downtown streets. Nowhere else can you see such a colorful sight.*



*You'll see all kinds of Indians, each tribe distinctly different because of their costumes, jewelry and bead, shell and feather ornaments.*



*All ages, from youngsters to oldsters, are represented in the ceremonial dances of the various tribes. These dances are important rituals to the tribes, handed down through the generations, most of them having religious significance based on legends that go back to prehistoric times.*



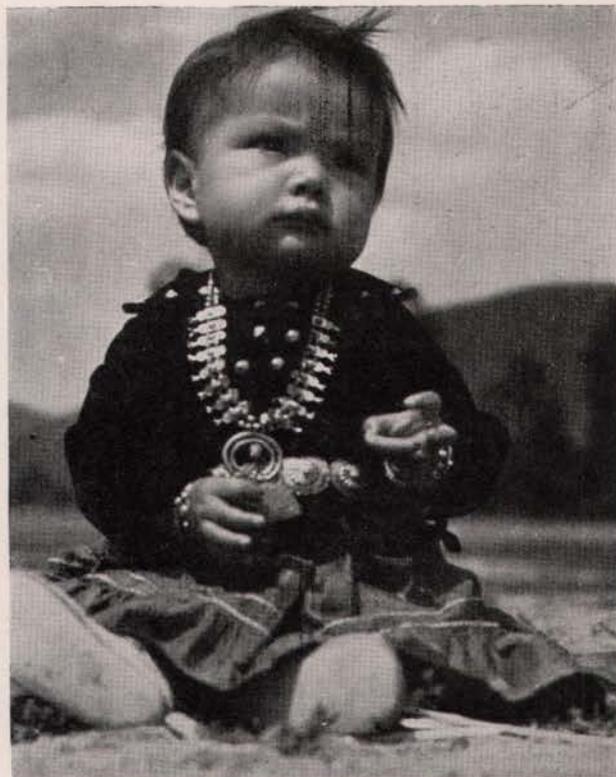
Above are more scenes of the afternoon rodeo show. At the lower left the famous Navajo chicken-pull contest is shown.



*An Indian man from another tribe tries to barter with a Navajo while the latter's family look on with show of concern indicating their mistrust of the visiting trader and some doubt that their husband and father will be able to cope with him.*



*A lineup of Indian girls and young women waiting the decision of judges in the Beauty Contest.*



*Lower photo shows Hopis in Buffalo Dance costume. At the top are two Navajo children and a mother.*



*This old Navajo, like thousands of others from more than 20 tribes of the southwest, enjoys coming to Flagstaff year after year to attend the annual Southwest All-Indian Pow-Wow. We hope you liked the Pow-Wow this year, too, and can come back again next year or whenever you can arrange the trip.*