

Today's GREATEST  
LIVING TRIBUTE  
TO THE AMERICAN INDIAN

*INTER-TRIBAL*  
**INDIAN**  
**CEREMONIAL**



AUGUST 9, 10, 11, 12  
1956



# Testimonials

No one who sees a Ceremonial performance ever forgets it. Many who see one return again and again.

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: WONDERFUL PROGRAM -  
VERY FINE DANCES and WHOLE  
ATMOSPHERE FESTIVE and EXCITING

Your Name & Address if you would like literature sent next year

MRS. M. H. ERICKSON  
32 W. CYPRESS PHOENIX ARIZONA

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: A wonderful show. No one can see  
the ceremonial and fail to have a greater  
appreciation for the Indian and his way of  
life.

Your Name & Address if you would like literature sent next year

H. L. DODD YNL, USN  
MCB 2 c/o Fleet Post Office  
San Francisco, California

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: THE MOST ENJOYABLE THREE DAYS MY  
WIFE AND I HAVE EVER SPENT IN OUR LIVES

Your Name & Address if you would like literature sent next year

CHARLES W. ZABORSKI  
1748 DOLPHIN DR. NO. REDINGTON BEACH FLA.

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: COLOR OF POWDER & CEREMONIALS  
ARE GORGEOUS, GAY & GAUDY.

Your Name & Address if you would like literature sent next year

NEIL HAMILL PARK  
4 CANTRELL LITTLE ROCK, ARK

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: An event so breath taking with color  
& showmanship that anyone in vicinity of Gallup  
can ill afford to miss.

Your Name & Address if you would like literature sent next year

Ren Henry  
2817 Second St. Cuyahoga Falls, Ohio.

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: Exciting and interesting, again this year,  
as always. A pageant I hope will never disappear.  
Weaving and sand painting fascinating.

Your Name & Address if you would like literature sent next year

Philip Ober  
629 Frontera Drive, Pacific Palisades, California.

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: The most breath taking  
sight I have seen in my  
life.

Your Name & Address if you would like literature sent next year

Edith J. Sharpe  
28 Admirel Ave San Francisco 12  
California

Leave at Information Booth or Mail to Us

**Thank You**  
For Attending The Gallup Indian Ceremonial

Your Comments: The most colorful and interesting  
spectacle I have ever seen in these  
United States

Your Name & Address if you would like literature sent next year

Mrs. Jacob J. Jaeger  
Wright Rd., RFD Collinsville, Conn.

Leave at Information Booth or Mail to Us

# Information for visitors to the Ceremonial

**DATES.** August 9, 10, 11, 12 — Thursday night through Sunday night.

**PLACE.** All Ceremonial performances are held at the spacious Ceremonial Grounds in Lyon Memorial Park, easily accessible and with a large, paved, free parking area. All seats are in the covered grandstand.

**DANCE PROGRAMS.** A 2½-hour presentation of Indian dances, rituals, chants and songs is featured each evening Thursday through Sunday, starting at 8:15 p.m.

**MATINEES.** Three programs of thrilling all-Indian rodeo events, Indian races and sports, and Indian dances are presented each afternoon Friday through Sunday at 2:15 p.m.

**PARADES.** A colorful street parade of all-Indian dance groups with two bands and a long file of Indian horsemen and wagons is held in the Gallup business section each morning Friday through Sunday. On Friday and Saturday starting time is 10 a.m., and on Sunday it is 9:30 a.m. Parades start on time.

**EXHIBIT HALL.** The large exhibit hall on the Ceremonial Grounds houses the country's most complete and varied displays of genuine Indian handicraft in silver, turquoise, baskets, pottery, rugs, leatherwork, beadwork, and original paintings. In addition, Indian artisans demonstrate their arts including a large sand painting every day. Exhibit Hall hours are Thursday: 9 a.m. to 11:30 a.m., 1 p.m. to 5 p.m., 6:30 p.m. to 11:30 p.m. Friday through Sunday: 11:30 a.m. to 11:30 p.m.

**TICKETS.** All seats are reserved for all performances. See inside of brochure for explanation of prices. Tickets may be obtained before arrival by writing to the Ceremonial Ticket Office, P. O. Box 1029, Gallup, New Mexico. Tickets will be held in office or mailed to you certified mail for a 25c fee. Tickets are also on sale Ceremonial Week at the Ceremonial Hogan or Grandstand box office. No refunds can be made on tickets once purchased.

**PHOTOGRAPHS.** The Ceremonial offers both professional and amateur photographers an excellent opportunity for unforgettable pictures. A wide variety of Ceremonial pictures can also be purchased from local photographers who also stock all needed supplies.

**ACCOMMODATIONS.** Gallup has 10 hotels and 36 motels, many of them the most modern in the Southwest to accommodate Ceremonial visitors in every price range. Rooms are also made available in private homes and dormitory facilities are set up in public buildings. The city has several trailer camps and camping space, and arrangements can be made for escorted Scout and youth groups with their own bedding. The Ceremonial Association

housing committee handles room reservations on request starting June 1. Because of its heavy tourist patronage, the city has many good eating places.

**GUIDED TOURS.** The local Boy Scout organization provides older Scouts and Scout leaders for individual tours to the many scenic spots a short drive from Gallup during Ceremonial Week. Navajo Tours Line maintains three buses for short group tours and the Avis Rent-A-Car system has private cars available. Charter plane service is maintained at Gallup airport. Information can be secured at the Ceremonial Hogan. In addition, there are picnic and overnight camping spots nearby in the tall pines of the Cibola National Forest and good fishing at Bluewater Lake.

**SEMINAR.** An annual discussion meeting, open to the public, is held during the Ceremonial featuring the country's leading experts on Indian affairs speaking on topics bearing on the Indian.

**GIFTS.** The Ceremonial Association welcomes endowment gifts and special prizes

to add to its Exhibit Hall premiums in the furtherance of maintaining the highest standards in the field of Indian arts and crafts.

**MUSEUM.** On display at the new Gallup Museum of Indian Arts are modern, ancient, and prehistoric articles and artifacts of Hopi, Navajo, and Zuni cultures as well as of earlier, little-known tribes.

**GALLUP.** Gallup is located at the juncture of US-66, the major east-west highway, and US-666 which connects with routes in Colorado and Utah. It is the gateway to every major scenic area in four states of the Southwest. Gallup is served by daily schedules of the Santa Fe Railway, Frontier Airlines with connections from all major transcontinental lines, Greyhound Bus and Continental Trailways.

**CLIMATE.** Gallup's summer climate is a delightful escape from the hot humid stickiness of most summer weather. Days are warm and so dry you are never uncomfortable. Nights are always blanket cool because of the altitude with temperatures in the 40-50 degree range. Extra wraps are advised for the evening performances.

**OFFICIAL AGENCY.** Established in 1922, the Ceremonial has been an official agency of the State of New Mexico since 1939.



Zuni Maidens

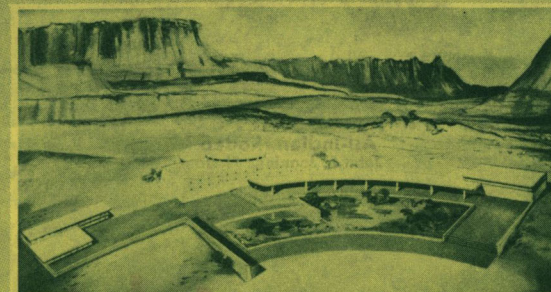


Ike Visited in '52  
Ebron Photo

# Tomorrow's GREATEST LIVING TRIBUTE TO THE AMERICAN INDIAN

Far advanced in the planning stage is the creation of the ultimate in a "living tribute" to the American Indian by development of a National American Indian Center in the beautiful Red Rock canyons east of Gallup that would expand the basic Ceremonial concept.

The project, being furthered by the Memorial to the American Indian Foundation of Michigan



Typical Indian Center Buildings

on the design of Sculptor E. Harlan Daniels, will require a \$9 million building fund. Before the year is out a start will have been made toward raising it.

The "living" concept of the plan as embodied in the Indian Research Center is the creation and housing of an agency dedicated to the most comprehensive study and investigation into all aspects of American Indian civilization — past, present and future.

It would initiate research into the rich and colorful Indian heritage. It would finance studies into contemporary Indian life and its key problems of health, education, economics either through its own efforts or those of the many qualified groups now seeking to aid the Indian.

And by a continuing analysis of its findings it would contribute much to solving the American Indian's present-day dilemma — how he may retain the best of his ancestral identity and way of life and yet find a rewarding place in American society with all the material benefits it offers.

To make it a truly monumental recognition of the American Indian and to give it popular appeal the Center will also have a museum for display of Indian relics and artifacts and workshops for Indian craftsmen. Support of Center activities will come from daily Indian dances in a large amphitheater to which the Ceremonial would probably be moved, and a 250-foot granite statue — largest in the world — with elevators.

It will be located along heavily traveled US-66 and the Santa Fe Railway, easily accessible to millions of visitors annually in the heartland of the last stronghold of America's remaining Indian country. Through its efforts, the American Indian will not only be paid perpetual tribute but will be forever served.

Further information about the National American Indian Center can be secured by writing Memorial to the American Indian, 309 South State Street, Ann Arbor, Michigan.

# THE STORY OF THE

# Ceremonial



The annual Inter-Tribal Indian Ceremonial at Gallup, New Mexico — oldest, largest, and most famous of all Indian expositions — stands today as the nation's outstanding living memorial to the American Indian and his civilization.

Founded in 1922 by a small group of far-sighted civic leaders, the Ceremonial has achieved international prominence and respect because it has never departed from the strict standards of exclusive all-Indian presentations that were set down in its original by-laws.

Through the years it has been the major factor in introducing hundreds of thousands of American citizens to the wonder and delight of a way of life completely different from their own. By stimulating an appreciation of high quality Indian arts and crafts among both Indians and whites, it has created a national awareness and growing market for these Indian-made products.

But, probably most important, it has lent dignity to the meaning and recognition of Indian dances and ceremonials that has been a vital factor in encouraging tribes to maintain the purity and integrity of their customs and ceremonies and has provided a meeting place for a broad cross-section of Indian tribes to gather, barter, and compare the skill of their crafts and the form of their dances.

The Ceremonial has become, through the leadership of the non-profit Ceremonial Association, a community-wide gesture in which the people of Gallup play host to Indians from a wide area in carrying out the role the city plays as "The Indian Capital."

The Ceremonial itself was founded on foresight and nurtured on hardship in its efforts to preserve the integrity of "America's Greatest Living Indian Memorial." Financially, each year was a hazard until it was singled out by the legislature in 1939 as the state's outstanding tourist attraction and given the status of an official state agency with an annual appropriation from state funds.

The national stature it has attained has had a profound effect on the growing awareness of the Indian as an individual and an appreciation of the many contributions his civilization has made and will continue to make to the cultural stream of America.



# GALLUP

## GATEWAY TO ANOTHER WORLD



ZUNI PUEBLO  
Fraser's Photo

SHIPROCK  
N. M. State Tourist Bureau Photo

WINDOW ROCK  
George C. Hight Photo

MANUELITO  
Van Devanter Photo



CANYON DE CHELLY  
Mullarky Photo

CHACO CANYON  
N. M. State Tourist Bureau Photo



GALLUP RED ROCKS  
N. M. State Tourist Bureau Photo

No other city in the United States lies within a modern stone's throw of the wealth of scenic enchantment that is everywhere in the Gallup four-state area . . .

TO THE WEST . . . Painted Desert, Petrified Forest, Oak Creek Canyon, Meteor Crater, Grand Canyon, the fastness of the Hopi Pueblos, Canyon de Chelly, Monument Valley and the untapped treasures of the Navajo Reservation, Bryce and Zion Canyons in Utah . . .

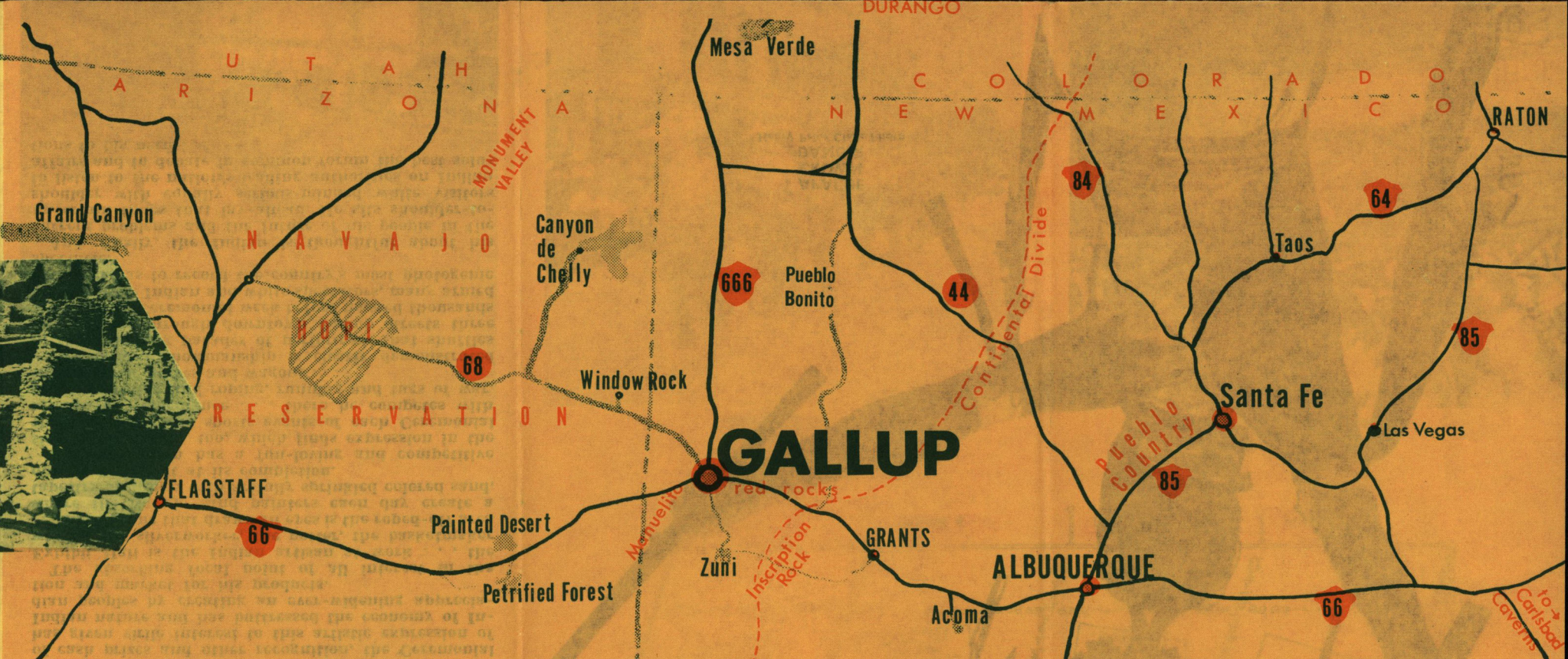
TO THE NORTH . . . Mesa Verde National Park, Aztec Ruins, the timbered heights of the Colorado Rockies, mystic Shiprock Mountain, and the uranium challenge of the Colorado Plateau . . .

TO THE EAST . . . Dude ranch country of northern New Mexico, old-world Santa Fe, Rio Grande Indian Pueblos, modern Albuquerque, Bandelier National Monument, White Sands, Carlsbad Caverns, Old Mex-

ico, Chaco Canyon, Laguna Pueblo, Acoma's Enchanted Mesa, Grants Ice Caves, Gallup's famous Red Rocks.

TO THE SOUTH . . . Zuni Pueblo — one of the seven cities of Cibola, Inscription Rock at El Morro, Tucson and Phoenix, and fishing and camping in the high country of east central Arizona.

Go in any direction from Gallup — all within a day's drive — and you step back centuries into the other-worldliness of America's last great scenic frontier . . .



For this is the land still marked by the Handprints of God's Creation . . . a vast landscape of wind and rock in which man is dwarfed . . . gnarled fingers of scarlet rock reaching toward the heavens . . . deep-cleft canyons yawning across a valley . . . abandoned ruins that speak silently and eloquently of other times . . . the endless expanse of a cobalt sky.

This is a land all its own, unchanged and unchanging over the centuries . . . and Gallup is its gateway.

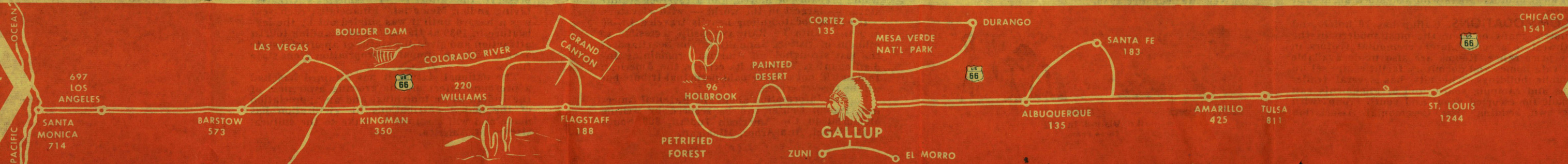
at the crossroads  
of the  
Land of Enchantment



TRAVEL  
U. S. HIGHWAY

# 66

"The Main Street  
of America"



# GALLUP

INTER-TRIBAL INDIAN

## Ceremonial

AUGUST 9, 10, 11, 12, 1956



# THE GALLUP INDIAN CEREMONIAL

## TODAY'S Greatest Living Tribute To The American Indian

For four glorious, eye-dazzling days each August, the magnificent, near-forgotten civilization of the American Indian comes glowing alive at the annual Inter-Tribal Indian Ceremonial in Gallup, New Mexico.

For this brief interval, modern America — busy with forging a new culture of its own — can give thoughtful pause to consider, acknowledge, and enjoy a way of living that once claimed this entire country as its own long before the first pioneers set determined foot on its shores.

The curtain of centuries is lifted and the march of time rolled back as bizarrely costumed dancers re-enact tribal dances and rituals handed down by the mystic weakening thread of tradition that ties them to the pre-historic ancestors that rightly claimed this country as their own.

Here in all its dignity and splendor is the myth language of a whole people, their religion, their

philosophy, their very essence presented in awe-inspiring spectacle. Here is startling reminder of the profound nature of the Indian civilization that was centuries old before our forefathers dreamed of the existence of this bountiful land.

For although the American Indian, victim of one of the cruellest fates in recorded history, is making a modern bid to struggle back from the forgotten fringe of American society to join the cultural life-stream of the country, he is rooted deep in the ancestral life of his fathers.

Once a year at Gallup he emerges in all his original stature to spread a tapestry of color that veils the vexing problems of his continuous adjustment to a fast moving civilization.

This land of ours was his, once.

And for four short days at Gallup, it is his again.

PLUMED  
ZUNI  
CHANTERS  
N. M. State Tourist Bureau Photo

Modern Steel Grandstand  
George C. Hight Photo



Tony Whitecloud, Hoop Dancer



All-Indian Rodeo  
John F. Jennings Photo

Assuming an equal role in its furtherance of a wider understanding of the American Indian is the annual Ceremonial Exhibit Hall which serves as the national trade fair for genuine Indian handicraft and arts . . . by far the largest and most comprehensive of America's truly native folk art in the country.

Here under one roof are gathered the hand-loomed rugs of the Navajo and the sashes of the Pueblos, the pure simplicity of Navajo and Hopi silver, the delicate imagery of Zuni jewelry, the poetic form of Pueblo pottery, the sturdy workmanship of Hopi and Fima baskets, the handsome bead and leathercraft of the Plains tribes, and the fanciful water colors of many talented tribesmen.

By its continued emphasis on constantly raising the standards of Indian handicraft through the stimulus of cash prizes and other recognition, the Ceremonial has given virile interest to this artistic expression of Indian nature and has buttressed the economy of Indian peoples by creating an ever-widening appreciation and market for his products.

The absorbing focal point of all interest in the Exhibit Hall is the Indian artisan at work . . . the weaver, the silverworker, the potter, the basketmaker . . . and the one that draws all eyes is the roped-off area where the Navajo sand painters each day create a tapestry of design with artfully sprinkled colored sand, only to destroy it at its completion.

But the Indian has a fun-loving and competitive side to his nature, too, which finds expression in the thrilling rodeo and sports events of each Ceremonial afternoon performance . . . there he competes with others in riding and roping, running and tugs of war, the racing of horses and wagons . . .

His natural showmanship is clearly demonstrated in the mile-long parades of performers that shuffles and gyrates through downtown Gallup streets three mornings of Ceremonial week before massed thousands of responsive Indian and white spectators, many armed with cameras to record the country's most photogenic spectacle.

And, finally, the Indian is thoughtful about his current problems and the future of his people in the uncertain times that lay ahead. He sits shoulder-to-shoulder with equally serious-minded white visitors to listen to the nation's leading authorities on Indian affairs and to debate in common forum the best solutions to his needs.



Navajo Sand Painters  
Mullarky Photo



Parade Scene  
Mullarky Photo



Seminar Session  
Ebron Photo

## tickets and seating

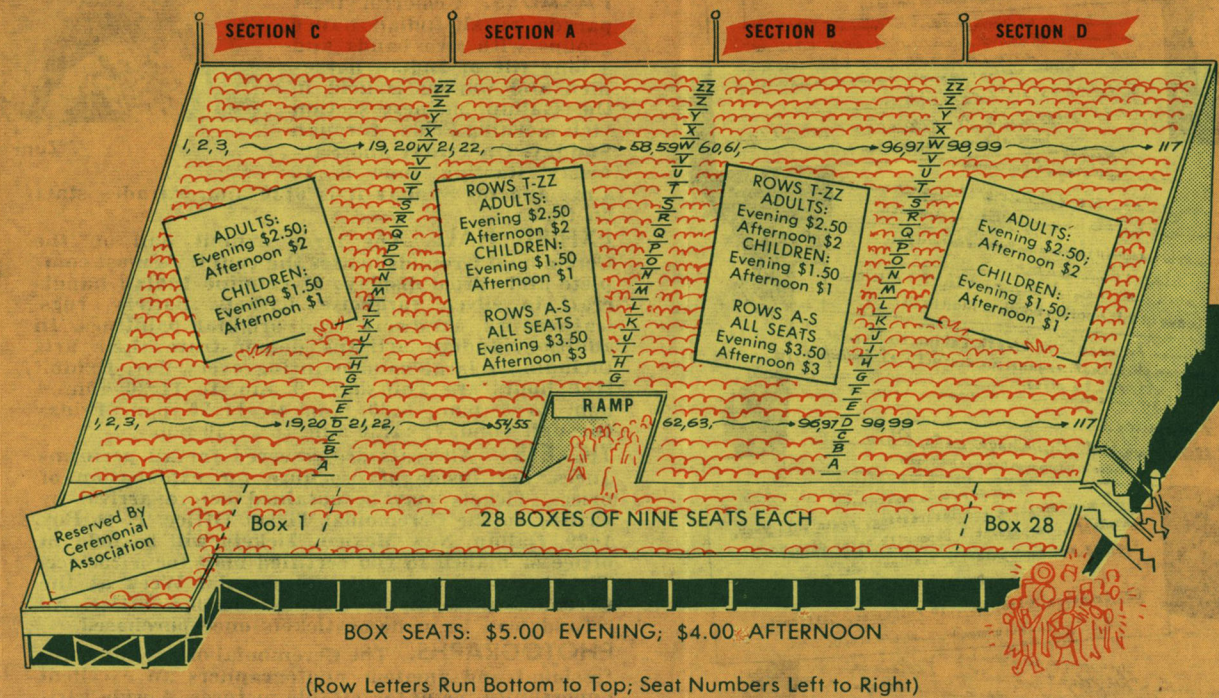
Every seat in the 3,500-capacity covered steel grandstand is reserved for all seven performances — four evening and three afternoon — as illustrated by the chart to the right. Every seat in the grandstand commands an unrestricted view of activities in the arena. The boxes have individual seats with backs.

You may purchase tickets by mail and they will either be held at the Ceremonial Hogan until they are picked up or they will be mailed to you. For an additional fee of 25c they will be sent to you by certified mail. Send check or money order made out to the "Ceremonial Association." Please do not send cash. No refunds are allowed on tickets once purchased. Tickets go on sale May 10 but may be reserved prior

to that time by letter asking specifically for the type of seats you wish and the tickets will be mailed you as soon as they are available.

If you purchase your tickets after arrival, they may be secured either in downtown Gallup at the Ceremonial Hogan each morning until noon, or at the Grandstand ticket office from 1 p.m. on.

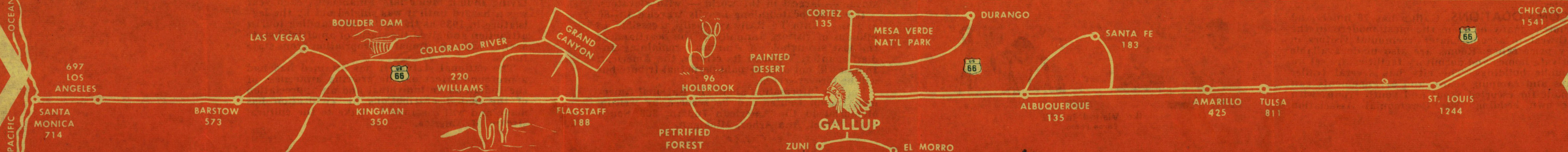
If you use the services of the Ceremonial housing department, which opens June 1, to secure rooms and include the requested deposit with your ticket order, please make out a separate check to the Ceremonial Association marked "Housing" to simplify handling as all such payments are turned over directly to the motels or individuals where the reservations are made.



TRAVEL  
U. S. HIGHWAY

66

"The Main Street  
of America"



GALLUP

INTER-TRIBAL INDIAN

Ceremonial

AUGUST 9, 10, 11, 12, 1956