

# DE LUXE SOUVENIR VIEW BOOK

St. Paul Outdoor  
Sports Carnival  
Jan. 27 - Feb 5<sup>TH</sup> 1916



"WE MADE IT A HOT ONE"

**T**HIS book is presented with the compliments of The St. Paul Outdoor Sports Carnival Association in the hope that it will present to you and the citizens of your community a graphic story of the 1916 Carnival.

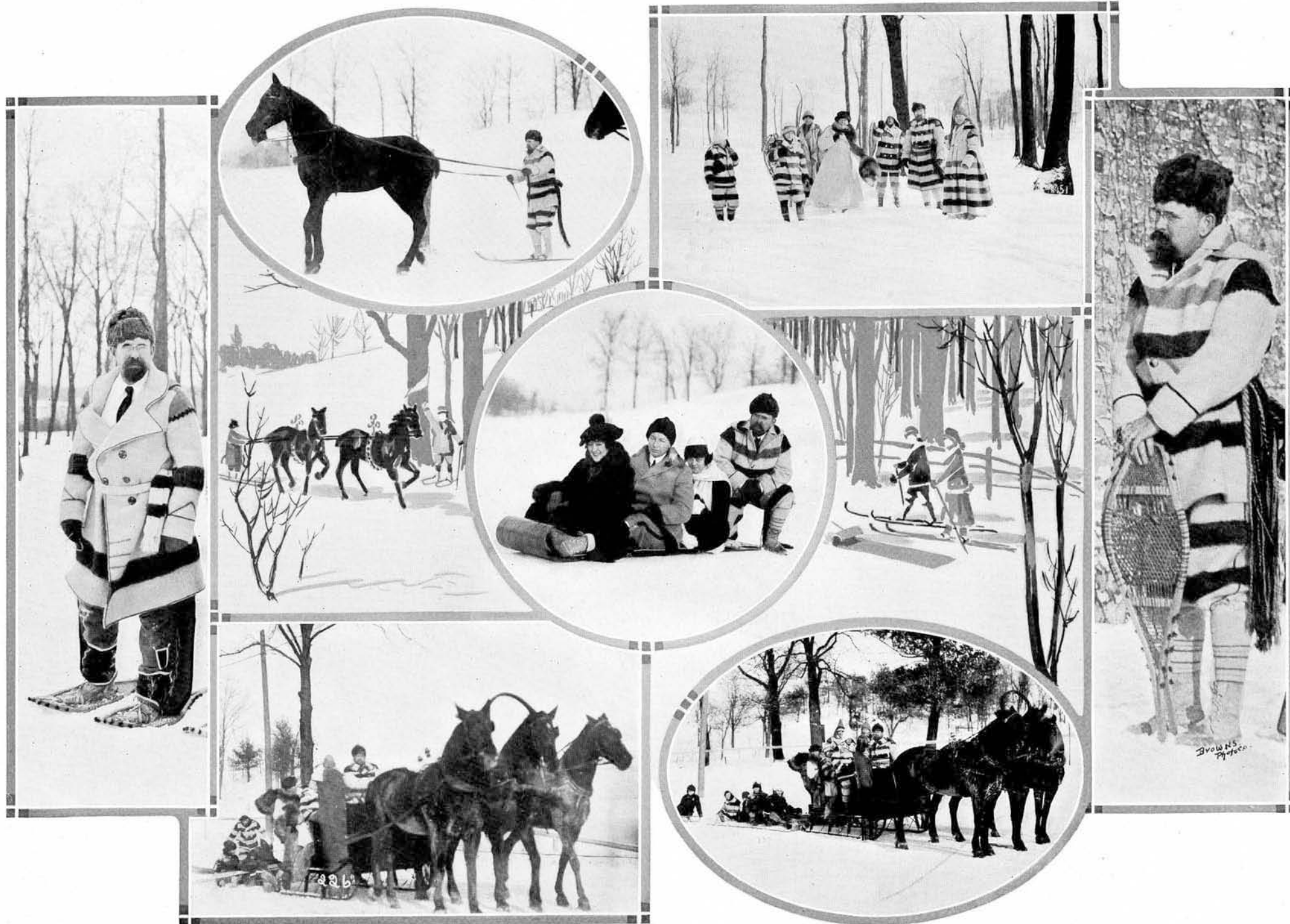
The St. Paul Outdoor Sports Carnival of 1917 will be better than that of the 1916 Carnival.

This book may serve as an index of what you may expect to see when you visit St. Paul to participate in the 1917 Carnival. It will start January 27, 1917, and end February 3, 1917. You are invited to attend.

This book is the property of The St. Paul Outdoor Sports Carnival Association, St. Paul, Minnesota.

A COMPLETE PICTORIAL HISTORY *of*  
SAINT PAUL'S OUTDOOR SPORTS  
WINTER CARNIVAL *of* NINETEEN  
HUNDRED AND SIXTEEN *showing how*  
"WE MADE IT A HOT ONE."





THE MAN WHO MADE THE CARNIVAL THE GREATEST CELEBRATION EVER HELD IN THE NORTHWEST—L. W. HILL, PRESIDENT GREAT NORTHERN RAILWAY, IN VARIOUS CARNIVAL POSES

# FOREWORD

By FRANK E. FORCE

**S**AINTE PAUL took her place on the world's amusement map in a most permanent way, when, within the short space of a few weeks of preparation and with an enthusiasm never equalled in any city of the country, she staged her First Annual Outdoor Sports Carnival last February. The carnival idea, brilliantly conceived, at first had a slow growth, but suddenly seemed to dig its roots through the very rock foundations of the city itself and soon blossomed into the most brilliant array of colors the capital city has ever known. Children, young men and women, even the staid old plutocrats of the hill caught the fever and, almost before anyone could explain, the whole population was cavorting around in carnival costume, the while it sang its wholesome song of childish glee.

The sight of an entire city rushing madly out of doors just for the sport of a thing was indeed an inspiring one, and this at a time when the so-called rigors of the northern clime are supposed to force each inhabitant to cling closest to the hearth. People, who had been wont to stay indoors just because February was at hand, found that the severity of the Minnesota climate was a myth and two hundred thousand happy citizens joined hands and danced in joy the while they put Old Winter to rout.

Blood, long sluggish in almost atrophied veins, began to flow again and in its rush from limb to limb gave new life and fresh strength to thousands who had almost forgotten the true meaning of outdoor sport. Old associations and friendships were recalled with a rush of pleasure and joy and this spirit of good will and merrymaking was imparted to the members of the younger generation who were learning for the first time the fun of winter pastimes. Cares were forgotten, business was thrust aside, trouble was banished for the time and the feeling of goodfellowship which prevailed gave Saint Paul the best tonic the old gentleman has taken since the historic period when Hector was a very, very youthful canine.

It was the rapid dissemination of this spirit of good fellowship and the general acceptance of the idea of co-operation that made the carnival such a huge success. While some individuals may have done more actual work than others, to no single man nor group of men does the credit belong, for it was the working young men and young ladies of Saint Paul who actually gave the impetus which carried the big winter fete to such a brilliant consummation. Individuals gave their time, yes, and contributed their share of the spirit, but, to win, the carnival had to have the masses of the people and it was these uniformed thousands which gave it an equal rank with the other annual carnivals of different sections of the country.

Co-operation seemed to be in the air about carnival headquarters and throughout the city from the moment the active preparation work began. Men who would think nothing of borrowing a million on the nod, or of sloughing off a townsite or two by telephone found time to discuss the matter of correct colorings for costumes for this or that club; while even the newsboys took up with the serious side of the thing and through their efforts made one of the most creditable showings of any carnival organization.

And to L. W. Hill, president of the Carnival Association, belongs the credit of having made it so popular.

New Orleans has been working on her Mardi Gras for years and still has many things to learn; Omaha has her efficient Ak-Sar-Ben organization which has been perfected only through a long period of experience; St. Louis, Kansas City, Portland, Spokane, San Diego and Tampa all have their carnivals of one description and another; but not one of these cities can boast of as proud a display as Saint Paul showed during her winter fete. Twenty-two thousand people in costume were actually in line in the big parade of the week and romped, sang and danced merrily through the streets while King Winter supposedly had his strongest grip upon the land. And the marvel of it all was that while these merrymakers in costume were having their inning, fully two hundred thousand spectators crowded the walks and streets along the line of march and had as much fun as if they, too, had actually been in the parade.

Exclusive clubs of the city took up with the idea and ordered uniforms; commercial and civic organizations gave time and money to help boost the good cause along; while the heads of big business houses gave every encouragement to their employees, who were only too glad to contribute from their own savings for a part of the expense of costuming their respective marching clubs and of participating in the carnival affairs. Throughout the entire ten days of frolicking and fun not a discordant note was heard and the thrill of enthusiasm which the entire city felt is remembered even now, as plans for another carnival next year are beginning to be discussed.

Not only was this enthusiasm shown in the down town sections, where naturally the carnival must be staged, but it also extended to all the outlying parts of the city. Delegation after delegation of north, east, south and west Saint Paul waited on the main carnival committees, offering their services and that of their organizations, while South Saint Paul came to the front with one of the biggest and best booster crowds it has ever been the good fortune of any carnival organization to possess. South Saint Paul was in the carnival morning, noon and night (all night) and the famous "Hook 'Em Cow" yell of its marching club became as widely and as favorably known as the carnival slogan, "Make It A Hot One."

"Make It A Hot One" originally was considered a rather peculiar slogan for a winter carnival, but before the fete had gone many days staid old Saint Paul realized that the carnival was a "hot one," indeed. This in the best sense of the expression, too, for the carnival was fast and furious in that there was entertainment of all kinds for every moment of time, day and night, and no person could say that he had not been presented with a big field for enjoyment and pleasure. It was go, go, go all of the time, but people who found themselves tired at night through their merrymaking efforts awoke with a renewed store of enthusiasm and started the day with another round of fun.

King Boreas and his court were the center of the carnival attractions and the theme for the fete and pageants was woven from the story of the



adventures of this merry monarch of Winter. His arrival in the city was greeted with joy by the thousands of revelers, but through the fortunes of war his reign was short. Attacked in his ice castle by the Fire King, Boreas found himself routed and sent a hurried call for help to his supporters, while the Fire King made merry on the stolen throne. A second attack by Boreas won back the castle and from that time until the end the King of Winter was at peace and the Fire King remained in chains.

This victory of Boreas was the sign for general rejoicing on the part of his subjects and so happy was the monarch that he proclaimed a final three days of merrymaking when all subjects of his realm were ordered to frolic about his court. Here on the final night of the fete fifteen thousand of these assembled to witness the grand pageant in his honor and the festivities were terminated in a huge costume coronation ball. At this ball Boreas was confronted by the one hundred and ten candidates for the honor of queen of the carnival, but such was the confusion of the monarch at the sight of so much beauty that he was unable to choose and at last named them all as queens of the North.

This coronation pageant, seriously, was really one of the wonderful things of the carnival. Without any great bluster of preparation a pageant of great beauty was staged, with close attention to detail in every particular and hundreds of costumed persons took active part. Fifteen thousand carnival enthusiasts stormed their way into the Saint Paul Auditorium to witness the spectacle, while fully thirty thousand were disappointed and forced to turn away when no more could possibly gain admittance. The pageant showed Boreas at his court with his queens about him and with his many knights, ladies and henchmen assembled to do him honor in their various ways.

A most comprehensive program of outdoor sports was staged on each day and night of the carnival. Harness races, baseball, tennis and push-ball on the ice; skijoring, ski jumping, motor sled races, curling, hockey, skating races; dog races, pony races, freak races and tobogganing all had their place on the program and hundreds of teams and individuals competed in the various events. Each branch of sport was looked after by a competent committee and even in the wildest whirl of carnival enthusiasm every detail of the program was run off smoothly and without confusion.

That the younger people might have plenty of outdoor sport, the carnival committee in conjunction with the various commercial clubs and other organizations superintended the construction of seven big toboggan slides in different sections of the city. These were opened with the beginning of the carnival and were continued in operation, free of charge, until the winter had drawn to a close. These slides were very popular with both young and old and it was no uncommon sight to see a line of hundreds waiting with toboggans for a turn at the well kept chutes.

Guests of the city were given every opportunity for enjoyment during the carnival, for a big headquarters was maintained with competent clerks in charge for the direction of any who might inquire. A complete canvass of the hotel and rooming facilities of the city found accommodations for all, although, of course, it was found necessary to requisition "extra" rooms in many private homes. Clubs, lodges and civic organizations kept

open house for the ten days of the fete, and banquets, balls and parties added to the usual gayety of the winter season.

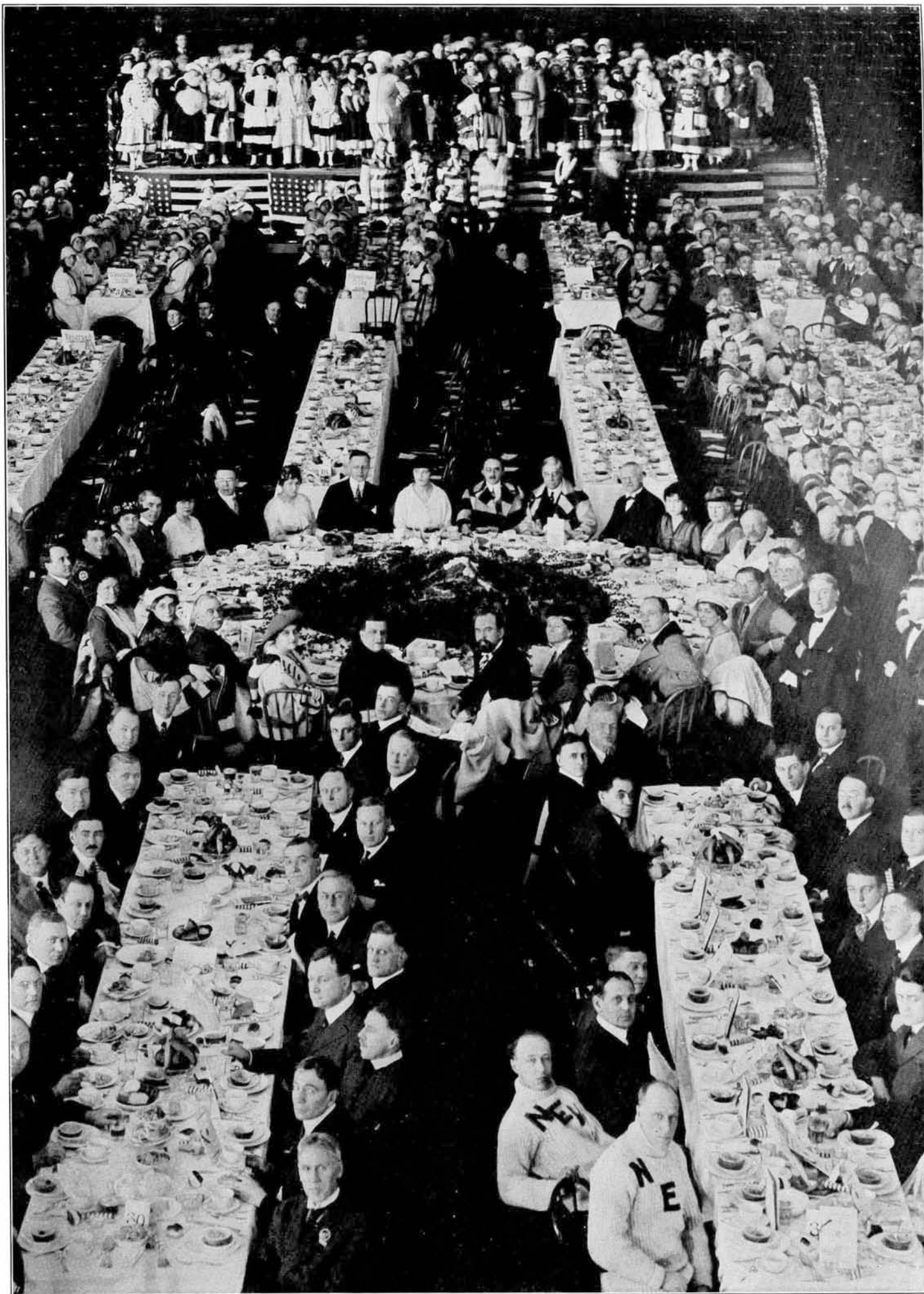
To the daily newspapers and other publications of the city too much credit cannot be given for the serious co-operation they gave the carnival committees. The Pioneer Press, the Daily News and the Dispatch contributed their space and the efforts of their editors and reporters to the project and gave the carnival a degree of publicity which no other in this or any other country has ever enjoyed. They, better than any other organizations, appreciated the immense value to Saint Paul of the carnival as an advertisement and certainly did their bit to tell the people of the world that Saint Paul was really an amusement center.

Producers of motion pictures, too, saw the possibilities of the carnival. No less than seven big motion picture companies were represented by camera men in the city at one time and another and the films taken at that time are still showing around the world. It was estimated by these operators that fully 40,000,000 people would see some of these pictures within a year from the time they were taken and that they would be shown practically in every country of the globe before another carnival came around.

The advertising value to Saint Paul of the carnival cannot be over estimated, nor can it be told in exact figures. Every newspaper and magazine of note in the country published either notices or photographs of carnival doings and within the short space of two months the Saint Paul carnival was known in every section of the United States. The beautiful carnival girl posters were posted as far west as the Pacific coast, while the smaller cards of the same design went to South America, Europe and to the Orient through the courtesy of one of the big steamship companies. The carnival of the coming year will be advertised by all railroads and transportation companies leading to or having connections with Saint Paul and will put the name of the city before more people than any other medium could possibly do.

And the best part of it all is that the carnival was *free*. Not a five cent piece was charged for any carnival attraction, for the people of the world were invited to the city as the guests of Saint Paul. Wherever these guests turned they found the hand of good fellowship extended to them and they were not hounded by a crowd of hucksters attempting to extract the usual "price." Whatever of fun and pleasure the carnival afforded to any one was offered without charge in the best spirit any American city has ever shown and the same spirit will prevail in the second carnival of next year, for the fete has been made an annual affair.

Saint Paul intends to make this second carnival bigger, brighter and even more entertaining than was the last one, for now she knows the real temper of her people better than she ever knew them. Better than all of the advertising and boosting she received in the eyes of the world is the new spirit of civic pride which had its birth in the carnival of 1916. Petty jealousies, clung to for years, have been forgotten; bitter and, in some cases, harmful business rivalries have been abandoned; small thoughts and deeds are of the past; for the Outdoor Sports Carnival has whispered into the ear of Old Saint Paul the story of the *big idea*, and the revered old Saint doesn't intend to forget—"Hook 'Em Cow."



SECTION OF BIG HILL BANQUET AT AUDITORIUM. AT CENTER TABLE ARE MR. HILL AND THE LIEUTENANTS WHO SO ABLY ASSISTED HIM IN MAKING THE CARNIVAL A SUCCESS





THE CARNIVAL GIRL





THE ICE KING, BOREAS REX (MR. J. P. ELMER)



A QUEEN REPRESENTING ALBRECHT, THE FURRIER



THE FIRE KING, IGNIS REX (MR. RONALD STEWART)



ST. PAUL ATHLETIC CLUB DRUM CORPS



SAINT PAUL COMMERCIAL CLUB MARCHING CLUB



ONE OF THE BIG HITS OF THE CARNIVAL—THE FAMOUS SOUTH SAINT PAUL "HOOK 'EM COWS," WINNERS OF CUP FOR BEST OUT-OF-TOWN MARCHING CLUB





MARCHING CLUB, ST. PAUL B. P. O. E. NO. 59.



PRIZE WINNING DRUM CORPS OF ST. PAUL B. P. O. E. NO. 59, HEADED BY TONY SNYDER



STRONGE & WARNER'S BIG MARCHING CLUB

THE QUEENS REPRESENTING



MICHAUDS



THE "HOOK 'EM COWS"  
SOUTH ST. PAUL COMMERCIAL CLUB



HANNA COAL COMPANY



C. GOTZIAN



CEDAR STREET TOBOGGAN SLIDE



GLACIER PARK MARCHING CLUB'S BLANKET SQUAD "BOUNCING" A QUEEN



THE ROTARY CLUB'S MARCHING CLUB

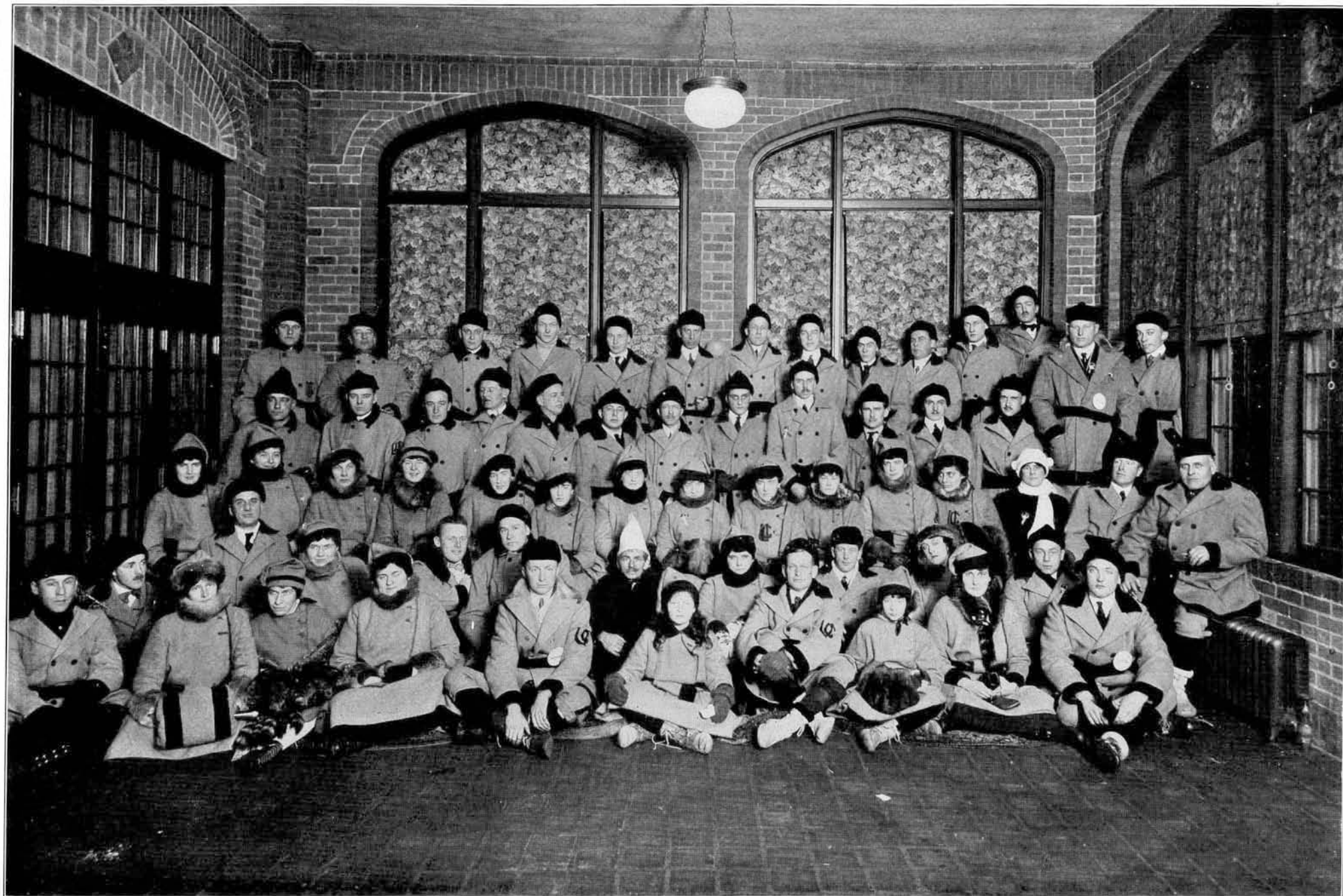




R. G. DUN & COMPANY'S MARCHING CLUB

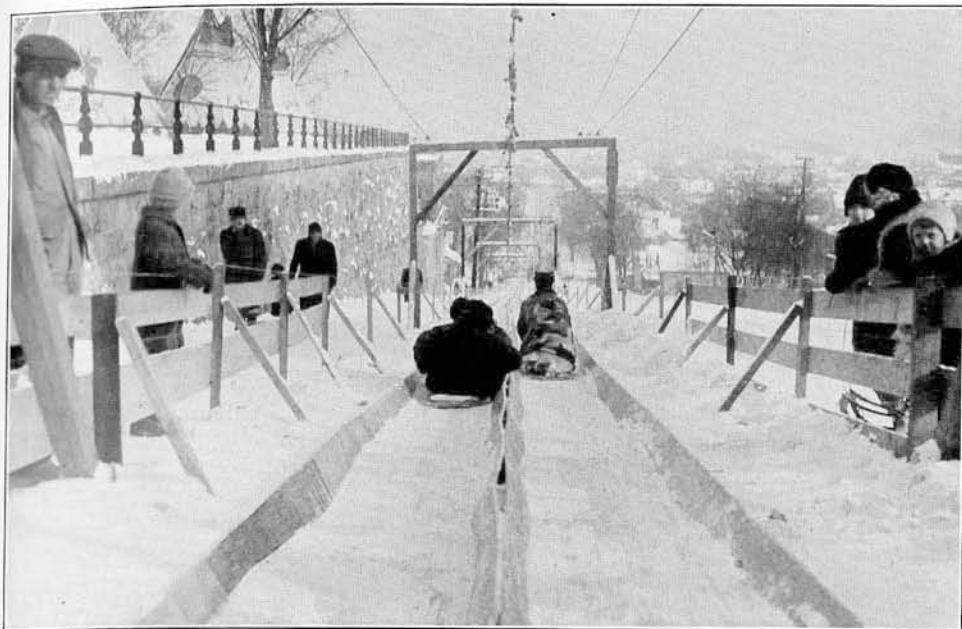


FOOT, SCHULZE & COMPANY'S MARCHING CLUB



UNIVERSITY CLUB MARCHING CLUB





RAMSEY STREET TOBOGGAN SLIDE



BUSINESS AND PROFESSIONAL MEN'S ASSOCIATION "DRAGON" FLOAT



AUTOMOBILE CLUB MARCHING CLUB



BOSTON CLOTHING COMPANY MARCHING CLUB



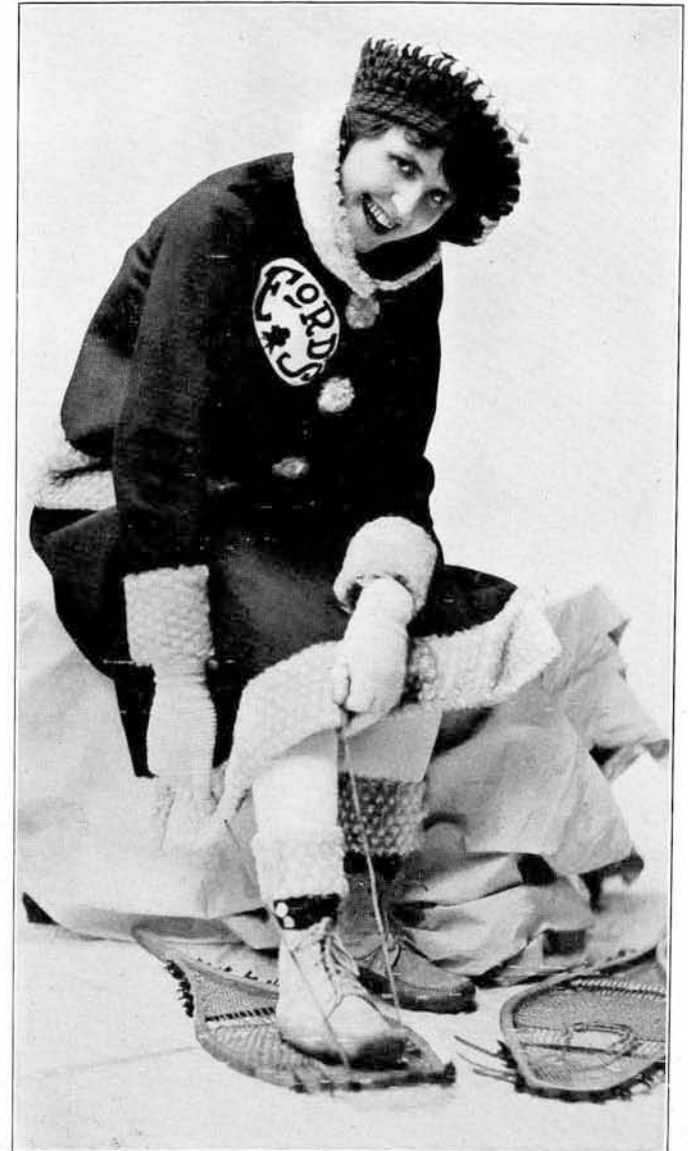
THE QUEENS REPRESENTING



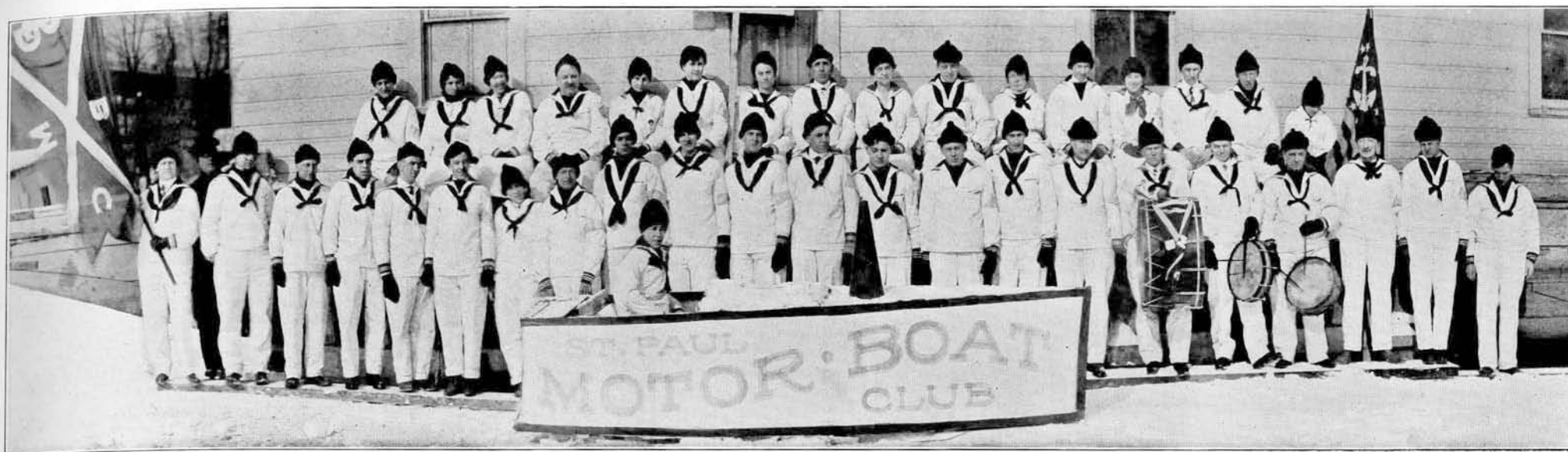
BROWNING, KING & COMPANY



THE NATIONAL GUARD



THE FORD MANUFACTURING COMPANY



MARCHING CLUB OF THE SAINT PAUL MOTOR BOAT CLUB



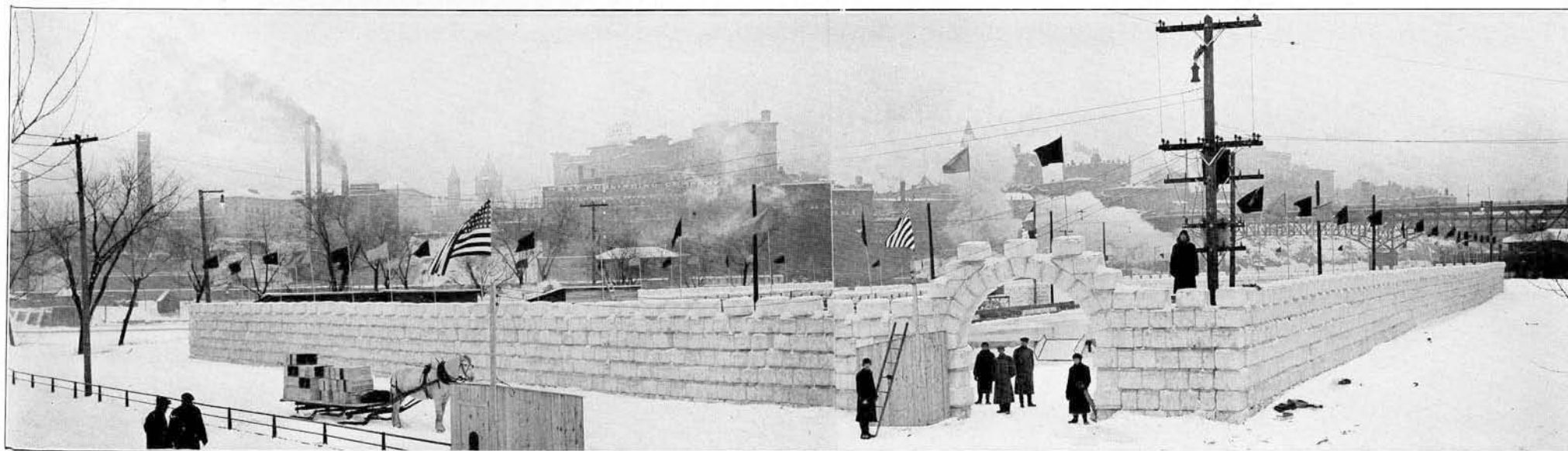
GEE WHIZECUS MARCHING CLUB



PARTY OF QUEENS AT ORPHEUM THEATRE BOX PARTY



NATIONAL GUARD FLOAT



ICE FORT AT HARRIET ISLAND





# MINNESOTA HISTORICAL SOCIETY

Copyright in this digital version belongs to the Minnesota Historical Society and its content may not be copied without the copyright holder's express written permission. Users may print, download, link to, or email content, however, for individual use.

To request permission for commercial or educational use, please contact the Minnesota Historical Society.



[www.mnhs.org](http://www.mnhs.org)