

Vet Points Out Deputy Sheriff As Radioman's Killer

ALICE, August 2. (AP)—Avelino Saenz pointed out Sam Smithwick as the slayer of Radioman W. H. Bill Mason today at the examining trial for the accused deputy sheriff.

Byrd Leadership In Virginia Is At Stake Today

RICHMOND, Va., Aug. 2. (AP)—United States Sen. Harry F. Byrd's leadership of the Democratic Party in Virginia for 25 years was at stake today in the state's primary to nominate a governor.

More than 300,000 Virginia Democrats were expected to vote today in a gubernatorial primary contest that has not been so heated in this state for a quarter of a century.

Though Byrd's name does not appear on the ballot, most voters will be consciously voting for or against the party organization he dominates.

The primary brought to a close a four-cornered Democratic gubernatorial race, in which Byrd for the first time in his political career openly endorsed a candidate.

The avowed opponent of the Byrd organization in the race is Francis Pickens Miller, former legislator and member of Eisenhower's staff.

Virginia's Republicans also will go to the polls today for their first statewide primary. Fewer votes are expected to be cast by them to choose a lieutenant-governor, the only office being contested in the primary.

Former Texan Dies

NEW YORK, Aug. 2. (AP)—Harry D. Cross, 67, once a fund raiser for the University of Texas, died at his Lake County, Calif., home Sunday.

White House To Be Given Face-Lifting

WASHINGTON, Aug. 2. (AP)—The White House is going to be renovated instead of replaced. Sen. McKellar (D-Tenn.), chairman of an official commission on the project, made the announcement following a session in the White House today.

Dead Pilot's Notes On Polio May Aid Doctors

WASHINGTON, Aug. 2. (AP)—Notes written by a young Navy pilot—stricken with polio—in the hopes that he might help "find a cure for this thing"—have been read by his widow now that he is dead.



MILITARY MAN POWER AVAILABLE IN EUROPE — Map lists military man power available in the Atlantic Pact nations of Europe for use in carrying out plans for Western European defense being discussed this week by U. S. Joint Chiefs of Staff...

G-A FORCES ANNEXATIONS County School Tax Elections Slated

The Gilmer-Alkin laws are due to result in tax elections for five school districts in Howard county within the next few weeks, County Superintendent Walker Bailey reported this morning.

Judge Morrison Stops In City On Visiting Vacation

William A. (Bill) Morrison, judge presiding of the 20th judicial district, visited here Tuesday while on an unique vacation.

Loans Of \$62,840.20 On Grain Announced

Commodity loans totaling \$62,840.20 have now been made to Howard county farmers on grain raised this year, M. Weaver of the county AAA office has announced.

Continental Asks CAB To Extend Its Family Rate Plan

Family fare rates for any day of the week have been requested by the Continental Air Lines. H. G. Hasson, CAL terminal manager here, said Tuesday that the company had filed with the Civil Aeronautics Board in Washington for extension of the family plan.

Senate Effort To Cut Foreign Arms Funds Drastically Predicted

WASHINGTON, August 2. (AP)—Senators today postponed hearings from tomorrow until Monday on the administration's \$1,450,000,000 foreign arms program amid indications they will attempt to reduce it in size and scope.

Big Rodeo Parade Set Wednesday

A parade that promises to break all local records for length, participation and variety will kick-off the Rodeo season in Big Spring at 5 p. m. Wednesday. Jess Slaughter, parade director, said this morning that interest in the big procession has mounted steadily with the approach of the performance.

Soviet Protest Against Italy Spurned By U. S.

WASHINGTON, Aug. 2. (AP)—The United States today emphatically rejected a Russian protest against Italy's membership in the North Atlantic Defense Pact.

House Approves Big Vet Pensions Hike

WASHINGTON, Aug. 2. (AP)—An annual increase of \$115 million in veterans' pensions and disability payments was voted today by the House.

Centennial Stock Sales Reported Past 3,000 Mark

Centennial certificate sales figures were inching upward this morning, as first reports from a city-wide canvass directed by club women were tabulated at headquarters.

Trinity Claims Life

DALLAS, Aug. 2. — Wilburn L. Potter, 29, drowned last night while swimming in the Trinity River near here.

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Deathless Days In Big Spring Traffic 594

Payments on delinquent city and school taxes, now total \$727,344, District Clerk George C. Chaste announced this morning.

Predict 300 Entries In Big Spring Rodeo

More than 300 entries—a third more than ever entered—a Big Spring rodeo before—were predicted for the 16th annual Rodeo and Cowboy Reunion by Buck Steiner, producer this morning.

SUZ SAWYER

YOU SEE IT WAS A CAR THAT CRASHED!

AND JUST OUTSIDE!

LET THE COMPOUND THINGS ALL COME! WHO CARES! WE'RE PLAYING BRIDGE!

WHY, IT'S MR. BRAGGS' CARD!

WHAT?

YOU MUST HAVE LEFT THE BRIDGE OFF OR, AND IT ROLLED DOWN THE HILL.

BUT THEY ALWAYS LEAVE IT IN BRAGGS'!

ALWAYS! I NEVER FAIL, NEVER AND I NEVER THROW LIGHTED CIGARS IN WASTEBASKETS, EITHER. I TELL YOU, THERE'S SOMETHING STRANGE GOING ON AROUND HERE.

OO! OO!

NANCY

I DON'T KNOW WHAT'S WRONG WITH THIS TELEVISION SET

THOSE SPOTS HAVE BEEN ON THE SCREEN FOR AN HOUR.

CLICK

MEAD'S fine BREAD

LIL' ABNER

THE COUNCILMAN FROM COUNCIL MEETS TO CONSIDER THE CASE OF THE YOUNG ORPHAN.

THIS ORPHAN COMES IN AT 11:30 ON THE SATS LIKE A BOMB!

WE HAD AN GUESTS OF THE LATE PARENTS AT THEIR HOUSE—HARRINGTONS OF TIMES—WE SEEN WHAT A APPETITE HE GOT—WE GOT TO CUT HIM OFF!

IT'S OUR DUTY FREE THEY HE GETS ADOPTED INTO A GOOD HOME! BUT WHO BE BRAGGS' Nephew? THAT THING'S NOT HIS!

HON PRET WE NEITHER AM'N NO SWIFT!

THIS IS A CASE FOR AVAILABLE JONES' FORDMAN MARSH COUNCILMAN!

YESSHUP (GASP) HONORARY LOVES ME!

WE NEEDS A WARMY STROOP SUFF TROOPT THIS BIG LOUIS. IS THAT ONE AVAILABLE?

THASS QUITE AN ORDER, AN HE'S QUITE A SCOT!

AM HE A (GULP) BRING OR THE MARKET?

BLONDIE

HOW CAN I HEAR FROM HIM WALKING AROUND WHEN I'M MOVIE ALONE?

WE'RE LOST-- WE CAN'T FIND THE FRONT DOOR

IT'S DOWN HERE

I'VE GOT TO PUT A HOOK ON THIS SCREEN DOOR

ANNIE ROONEY

THIS IS WONDERFUL MAGIC—MAKING THE MIGHTY WATERS OF THE LAKES AND RIVERS APPEAR AND VANISH AT YOUR COMMAND—

THAT'S JUST A SMALL PART OF A CITY—ALL THE BIG LAKES ARE MADE OF STONE AN' STEEL—

BY WHAT MAGIC DO YOU IMPRISON THEM IN THIS SMALL BOOK?

IT'S KINDA HARD TO EXPLAIN—IT AINT DONE BY MAGIC—OR MAYBE IT IS— NOW I'LL SHOW YOU SOME WESTERN PITCHERS—

YOUR MEDICINE IS STRONG—BEFORE MY EYES APPEARS THE VISION OF MY OWN PEOPLE DOING THE CORN DANCE!

Mead's Fine Buttermilk Bread

SCORCHY SMITH

IS THIS A PENNS GAME SCORCHY, OR CAN I SIT IN? KNOWS YOU TO CATCH SCORCHY!

THAT PRIN GAI, PHOP'S IS DEALING... SHE'S AN INSURANCE GUY!

SHE THINKS HE SET A BOMB FOR HIS BIG SHOT CHEMBIT BROTHER AND I THINK HE KILLED HER ASSISTANT, GRIMMEL, BUT NO PROOF... YET!

WHY... IF ISTANBUL IS DOWN, I'LL NAP NOW SO I CAN HELP KEEP AN EYE ON THE CRITTER WHEN WE LAND!

RAJAN, BINK!

SCORCHY'S PRETTY NICE... HELPED ON MY ASSIGNMENT, BUT A GAI'S ALSO GOT TO PLAN HER CASE WHILE SHE'S ON A JOB!

SNUFFY SMITH

GET AWAY FROM ME, VE SHIPLESS SKONK!! I DON'T LIKE THAT WILD-EYED LOOK O' YORN!!

I'VE GOT IT, MR. TYLER!! I'VE GOT IT!!

SCHUYLER, THE FABULOUS HAIR STYLER, HAS JUST CONCEIVED THE MOST SENSATIONAL CHIN COIFFURE OF THE CENTURY!! I AM ABOUT TO CUT OFF YOUR BEARD AND LEAVE IT ON AT THE SAME TIME!!

BE SHORE VE LEAVE MY NOSE ON, TOO

New, Easy Terms! **HARLEY-DAVIDSON 125** Cecil Thixton 903 West Third

FATS

WOW! THAT MEAL DID SOMETHING FOR ME... FEEL LIKE A NEW MAN!

GET YOUR COAT, ZINS! I THINK THE CHIEF IS GOING TO SPRING YOU!

MR. WATTS, WE'VE BEEN NOTIFIED THAT THE TELEVISION STATION WONT REFRER CHARGES AGAINST YOU! THEREFORE I AM RELEASING YOU!

BUT ONLY ON ONE CONDITION! HERE'S THE NITCH--

DICKIE DARE

THE LEGEND OF SLEEPY HOLLOW... FUNNY MEN FLING TEN PINS IN A HILARIOUS OF COMEDY--

THE RACKET IS TOO MUCH EVEN FOR DICKIE'S SOUND SLEEPER!

HEY, MALES, STAY IN ADOSE, WALK!

IF FUNNY MEN DROPPING... THE LIFE OVER! BUT YOU WALK... ONLY NO SLEEP! FR TENDY NICKY AN GREEN IN LONG WHITE BOND IN PROE IT...

OAKIE DOAKS

YOU LUNKHEAD! LET ME HAVE MY LANCE!

DON'T WORRY!--

YOU'RE GONNA GET IT--

RIGHT ON TH' NOGGIN!

EASIEST FIGHT I EVER WON!

NO WONDER, OAKIE! LOOK!!

Mister Broger

Why SHOULD I have to pay freight charges for my pet canary?"

GRIN AND BEAR IT

"War of nerves is failing, Comrades... reports from U.S.A. say people have nerves like iron from listening to radio commercials..."

Crossword Puzzle

ARIL ATOP ERO
WEAVE SILE BEE
HOVE PLEASANT
CAVE GABE STREET
EVENTS ARE MAR
END FOR TAILO
SELECT IRE
EMOTIONS GALA
NEP ADIV ACID
DUB LOSS RED

ACROSS
1. Granted
5. Floor
8. Stair
12. Worship
13. Federal digit
14. The milkfish
15. Great to be
17. Heated
19. Tropical bird
20. Oaken time
22. In favor of
23. Was not light
24. Squasher
25. Back of a boat
26. Crab
27. Female deer
28. Negative
29. In name only
30. Father

DOWN
1. Workbasket
2. Paradise
3. Easily man- aged
4. Ace
5. Behavior
6. That thing
7. Base
8. Part of a plant
9. Necessary of a multiple loading gun
10. Have debts
11. Wild animal
12. Poak
13. Popular bare
14. Sea bird
15. Spanish gentleman
17. Ad out of
18. Endure
19. Difficulty
20. Village
21. Types of
22. Perfection
23. Mire
24. Ignited
25. Necessity
26. Open
27. And not
28. Sweet
29. Politician
30. Mound
31. Circuit
32. Old musical note
33. Person addressed
34. Make edging
35. Along

enjoy real chewing satisfaction

The Herald's Daily Page of Top Comics

WRIGLEYS SPEARMINT CHEWING GUM

HEALTHFUL · REFRESHING · DELICIOUS

HERALD RADIO LOG

TUESDAY EVENING

6:30 KRBT-Sports KRBD-Spin To Win WBAP-Supper Club	7:00 KRBT-News KRBD-Mystery Theatre WBAP-Local News	7:30 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	8:00 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	8:30 KRBT-News KRBD-Mystery Theatre WBAP-Local News	9:00 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	9:30 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	10:00 KRBT-News KRBD-Mystery Theatre WBAP-Local News	10:30 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	11:00 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	11:30 KRBT-News KRBD-Mystery Theatre WBAP-Local News	12:00 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter
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WEDNESDAY AFTERNOON

1:30 KRBT-Sports KRBD-Spin To Win WBAP-Supper Club	2:00 KRBT-News KRBD-Mystery Theatre WBAP-Local News	2:30 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	3:00 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	3:30 KRBT-News KRBD-Mystery Theatre WBAP-Local News	4:00 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	4:30 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	5:00 KRBT-News KRBD-Mystery Theatre WBAP-Local News	5:30 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter	6:00 KRBT-Town Meeting KRBD-We The People WBAP-Martin & Lewis	6:30 KRBT-News KRBD-Mystery Theatre WBAP-Local News	7:00 KRBT-Sports KRBD-Mystery Theatre WBAP-Hogan's Daughter
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Big Spring Herald, Inc. Presents 'Americas Town Meeting' Tune In Every Tuesday Evening

Now On Tour With Broadcasts Originating From The Capital Cities Of The World!

7:30 - 8:30

KBST

1490 On Your Dial

Ritz TUESDAY WEDNESDAY

The Moose Hangs High

STARRING
BUD ABBOTT
AND
LOU COSTELLO

Plus Merch Of Time
 And "Talented Beauties"

STATE Tuesday Wednesday

Lyric Tuesday Wednesday

"MOB TOWN"

—Starring—
Dick Foran
 And
Anne Gwynne

—Plus—
"Mr. Groundling Takes Air"

And
"Going Hollywood"

Plus "Landscape of Horse" and "Storm Market"

TERRACE
 Drive In Theatre

Showing Tuesday—"Round Up Nite"

Magnificent! Walt Disney's **Bambi** YOU'LL LOVE AND LAUGH... CRY AND SING... AS THOUGH THEY HAD COME TO LIFE!

TECHNICOLOR

Showing Wednesday at Regular Prices

AGENCY AVAILABLE TO ALL

Research Aids Big, Small Business

A West Texas whose business recently went on the rocks was heard to remark that "It wouldn't have happened if I had been able to finance adequate research to warn me that my business was about to fall."

"Research departments are for big business, though," the man said. "The small fellow just has to find out the hard way."

Corrective measures, based on intelligent research, could have saved the business. T. U. Purcell, district manager of the U. S. Department of Commerce, El Paso agrees. However, the assertion that research facilities are not available to the little fellow is incorrect.

The Commerce Department is the research agency for all business, according to Purcell. It is a vast fact-finding body dedicated to determining and disseminating to business, facts upon which sound operation may be based.

"The Department of Commerce has sound, practical information gathered from all over the nation and dealing with practically every business subject," Purcell asserted. "The El Paso district office is a medium through which a steady stream of business information is funneled to Big Spring and other West Texas business centers."

Several Big Spring firms are frequent users of the services of the El Paso office, and regularly receive the bi-weekly Bulletin of Commerce which is published by the department.

"The Bulletin is distributed free to anyone making a written request for it," Purcell said. "It is a business newsletter which reports current business trends and announces the release of other information gathered by the Department of Commerce."

The El Paso office of the Department offers guidance to both new and old establishments, with emphasis on aid to the youngster just getting into business "for himself". Overall studies on starting and operating more than 40 retail and service trades covering every phase of business management are available.

Selection of a location, type of building needed, buying, pricing, record-keeping, display, taxes, employee selection and training, inventory control are just a few of the subjects covered by Department of Commerce studies. Each of these is based on the experiences of hundreds of successful operators throughout the nation.

"These overall studies present a pretty complete picture of the problems likely to be encountered in the operation of a business," Purcell declared. "Another service of the Department is a series of releases entitled "Small Business Aids" covering hundreds of subjects."

Any of the information gathered by the Department of Commerce may be secured by writing the office in the Chamber of Commerce Building, El Paso," Purcell said. "The material will be sent free of charge."

The facilities of the district office are not limited to purely domestic trade services. It is the southwestern branch of the federal Bureau of Foreign and Domestic Commerce whose function is to "foster and promote the foreign and domestic commerce of the United States", according to the district manager. The office is equipped to render practical services to the international trader.

On file in the office are lists of foreign suppliers of raw materials and buyers of American products. The office is also headquarters for official information concerning export control rules and regulations, import tariffs, and other data vital to the international trader.

A weekly publication, "World Trade News", is issued from the El Paso office to traders throughout the Southwest. It is also distributed free to anyone making a written request for it.

"The office in El Paso was established at the request of West Texas and other southwestern chambers of commerce," Purcell stated. "It is maintained to serve the business interests of the area."

Fast-Aging Whiskey Formula Imperfect

WASHINGTON (AP)—Reports that a Japanese citizen claims he can "age" whiskey 15 years in 12 minutes are nothing new in the U. S. patent office. The office has 239 registered schemes to do the same trick.

The 239 patents were issued between 1837 and 1942. Some of the processes were used by distillers shortly after repeal of prohibition in the United States. They were abandoned, however, as basically unsatisfactory when naturally aged whiskeys became available.

Newfoundland consists of the island of that name (42,734 square miles) and Labrador (112,000 square miles).

Toddle Inn
 310 Runnels
 6 a. m. — 12 p. m.

Special Cold Plate Lunch
 85c

Mad At Medics, Ex-Mental Case Shoots Doctor

NEW YORK, Aug. 2 (AP)—A former mental patient, who says he is "mad at all the medical profession," was under arrest Monday charged with shooting a physician in an apartment elevator ambush.

The victim, Dr. Louis Blitsman, 38, was reported in critical condition at Bellevue Hospital with bullet wounds under the heart and in the abdomen.

His alleged assailant, David Kaplan, 45, a graduate pharmacist, was booked late Sunday night on charges of felonious assault and violation of the weapons law.

Kaplan told of his dislike for the medical profession while under questioning by police.

Detectives said Dr. Blitsman, who had treated Kaplan for a mental disorder, told him some time ago to stop indulging a passion for horse racing. The detectives said they also learned that Dr. Blitsman had accused Kaplan of faking illness, and suggested that he get a job.

A friend of the physician, whose name police did not reveal, told them Kaplan had threatened Dr. Blitsman but that he paid no attention to the threat.

Dr. Blitsman was shot Sunday as he, his wife and child, and another man were descending in an elevator from the Blitsmans' 12th floor apartment in the Peter Cooper Village development in Manhattan.

Killed in Mishap

DALLAS, Aug. 2 (AP)—Martin Bruce Bogart, former headmaster of the Terrell School for Boys, died late Sunday in an automobile accident near Raton, N. M. His wife was slightly injured. The couple was moving from Dallas to Price, Utah.

Secret Ship May Make Ocean Liners Obsolete

DETROIT, Aug. 2 (AP)—Inventor Industrialist Ger Wood has taken the wraps off a secret ship that eventually may make ocean liners like the Queen Mary obsolete.

It's a strange looking craft with twin hulls. She knives through the waves instead of climbing over them. The retired king of speed boat racing calls it a prototype of the express passenger liner of tomorrow.

For 28 years Wood has been designing a ship unlike anything that ever before put to sea. He talked publicly for the first time yesterday about his 120-ton experimental craft named the "Venturi."

The ship, which cruises at 20 knots through high waves at a completely even keel without roll or pitch, was started as a hush-hush job for the Army Air Forces in 1944. The Air Forces had wanted an extremely mobile radio-controlled target vessel, but the war ended before the AAF secured full value from Wood's ship.

The designer re-acquired the hull from the government and went to work to develop his dream boat.

He says the basic design should permit surface vessels for the first time to compete favorably with trans-ocean airlines.

His ship, 180 feet long and 40 feet wide, looks much like a floating tunnel when you see her head-on. A broad deck connects the two hulls 22 feet above the waterline. Wood says she is unsinkable.

FOR ICE COLD BEER STOP AT The Corral

South of Saway
 Mr. & Mrs. Cecil B. Bell, Owners

Police and Hospitalization Insurance Individual and Family Group Accident and Sickness Insurance

MARK WENTZ
 Insurance Agency
 The Biggest Little Office in Big Spring
 407 Runnels St. Ph. 198

Howdy, Visitors,

WELCOME TO THE RODEO

Attend Every Performance

4 DAYS August 3-4-5-6

WHILE YOU ARE IN TOWN, DROP IN AND SEE THE BARGAINS WE HAVE FOR YOU.

- Boots... \$4.95 to \$26.95 For Men, Women and Children
- WESTERN SHIRTS... \$1.98 to \$8.95 For Men, Boys and Girls
- HATS... \$2.98 to \$15 In Light And Dark Colors
- WESTERN SUITS... \$9.95 to \$44.95 By Levi Strauss For Men, Women and Children
- WESTERN PANTS For Men and Women
- LEE RIDERS • LEVIS For Men and Boys
- BELTS • FANCY SHIRTS • SPORT WEAR

FISHERMAN'S
 218 MAIN

WELCOME VISITORS — TO BIG SPRING'S 16th ANNUAL RODEO

1,250,000 Loaves per WEEK!

That is the average amount of MEAD'S FINE BREAD sold a week. A tremendous amount of bread. If placed end to end it would go on for miles and miles (you figure it out). It means that there is a majority preference for MEAD'S FINE BREAD. This preference is based upon superior qualities; better flavor, always fresh, finer texture... attained only by the best baking skill in the use of the finest ingredients. Remember, for the best loaf of bread in town, get MEAD'S FINE BREAD. Every time!

• MORE PEOPLE BUY MORE MEAD'S FINE BREAD IN WEST TEXAS THAN ANY OTHER BRAND •

Wild Cattle, Top Cowpunchers Will Feature Big Spring Rodeo

Show Stock Is Furnished By Steiner, Son

Specialty Acts To Provide Diversion For Cash Customers

More than 200 head of wild livestock with almost as many contestants to match are two chief ingredients for a fast, exciting show in the 16th annual Big Spring rodeo starting Wednesday.

For four evenings, at 8:15 o'clock, the top cowboys of the rodeo world will match skill with some of the saltiest cattle and horses on the western circuit. Stock is furnished by the Steiners of Austin, Buck Steiner and his son, Tommy, who this year are producing the rodeo.

In addition, top specialty acts have been arranged to provide diversion as well as entertainment. These include the Grays—Weaver and Juanita—in trick riding, fancy roping and with "high school" horses. Fans this year will have an opportunity to witness the performances of William Buschhorn's

famous "Golden Liberty Horses." Eight Palominos are used in the series of intricate maneuvers.

Events in the show this year are the same as for several seasons—calf roping, bareback and saddle bronc bustin', bull riding and steer wrestling.

The cowgirl's Clover Leaf and other races also will be spotted on the program, along with the cutting horse contest. Packed with events, the program nevertheless is geared to move rapidly. The Steiners have a force of 20 experienced hands to see that stock is at the right place at the right time.

Announcer is the veteran Dittmann Mitchell, who this year already has 41 rodeos to his credit. Having devoted a lifetime to livestock and rodeo business, Mitchell not only has the background for color, but he has the familiarity with performers to keep the audience informed.

Charlie Creighton, vice-president of the rodeo association in charge of arrangements, said that officials were looking forward to "one of the best shows in the 16 years history of the Big Spring rodeo."

The list of leading personalities from the rodeo trail was growing hourly as show time neared today. One of the first to enter was Toots Mansfield, Big Spring, five times world's calf roping champion and president of the Rodeo Cowboys' association. His ranching partner, Walton Poage, Rankin,

and a frequent rival in matched roping contests, also is back for another year along with scores of widely known names in the Southwest.

A total of \$3,400 posted by the rodeo association will be augmented by all the entry fees from contestants to push the total purse to around the \$9,000 mark—if the record of last year holds.

Extensive repairs have been executed at the rodeo grounds in southeast Big Spring to expedite the program. Forty acres of new parking space have been opened on the north side of the grandstand and will be accessible from the north and east sides of the rodeo property.

Watering of the arena has been underway for several days to have it in good condition for the show and to reduce the dust item to a minimum.

Jaycees and American Business

club members Tuesday completed a brace of booster trips to spread last minute word about the Big Spring show, one of the longest established rodeos in West Texas.

The big and colorful parade, directed by Jess Slaughter, at 5 p. m. Tuesday was to feature a variety of floats as well as scores of horses and riders.

Sheriff Poase units from Midland and other points also were to ride in the parade and in the famous grand entry parade.

The Steiners are a father and son combination in the rodeo business. The elder Steiner, a successful rancher, joined with enthusiasm when his son tended toward rodeo production. Today they have largely converted their Austin, Marshall and Bastrop ranches in Texas and the Rapid City, S. D. ranch into ranges for rugged rodeo stock.



THE OLD WEST—in this centennial year, marking the discovery of the spring which anchored the progression of ranching into this area, Big Spring will have occasion to recall the "Old West." The annual rodeo is perhaps the foremost institution devoted to perpetuating some of the flavor from days when men went up the trail with herds or followed the chuck wagon on round-ups. These pictures give a glimpse of what it was like more than half a century ago when cowboys fought the elements as well as the herd to survive. They weren't so neatly dressed as today's cowhand, and when they got a brief respite, they gathered around the chuck wagon where sometimes a "fly" gave welcome shade. Before the railroads came, they followed the tortuous trail across the Red River and into Kansas such as is depicted in the famous H. W. Caylor painting, "Trail Herd." Few would call back those days put they live to reminisce with vivid tales as rodeo time brings together the cowboys of yesteryear. They were the "old West" and they like to re-live it in the performances of younger stalwart men today.



Rodeo Is Built Around Five Major Contests

It takes more than five events to make a rodeo, especially a World's Championship contest, but it is around the major five cowboy contests that every great show is built.

Before, between and after them come the specialty numbers with all their glitter and glamour and farefare that give rodeo its color and razzle dazzle of big time show business.

These contests are all born of the rancher's work. Calf roping comes in handy at branding time when cowboys are able to rope and tie the wiry calves and steers with speed and precision. So the original contest between man and beast became one between neighborhood cowboys to see who was fastest. There a rodeo sport or event was born, for a while at first only the cowboys watched, today

calf roping fans number untold millions of all ages.

Then came the bareback riding from breaking of young colts by boys at play, and later the same colts and the same boys had it out again for both were older and ready for work on the range. So another contest event was born.

Then came the steer wrestling. As a necessity in working wild cattle in the brush country where

it was impossible to build his loop, the ever resourceful cowboy saw that the most wily old steer might be thrown by wrestling holds. Necessity again was mother to another great rodeo event.

And finally came the wild bull riding, born not of necessity but a labor of adventure. Cowboys love of danger, like to excel, to put skill and daring against the wild brute force of animals.

Commutes To Rotary

LEWISTOWN, Montana — (AP) — The Rotary Club here claims its president is becoming one of the club members.

most widely-traveled Rotarian by the land. He is John Peck, a Garnett rancher, who has to drive 70 miles to the weekly luncheon of the club meeting.

BIG SPRING HERALD

Rodeo TUESDAY, AUGUST 2, 1949 Section II



Good As The Best BIG SPRING'S 16th ANNUAL RODEO

4 Big Nights - August 3, 4, 5, 6

\$3,400 Plus Entry Fees Given In purses and prizes

- Bronc Riding • Calf Roping • Bull Riding
- Bareback Bronc Riding • Steer Wrestling • Clowns
- Cowgirl Sponsor Contest • Cutting Horse Contest • Trick Riding

Big Spring Rodeo Association

LONGHORN WAS ADAPTABLE

Texas Steer Characterized By Length Of Legs, Horns, Frame

Long legs and a long, lean frame were characteristic of the Texas Longhorn steer as were his widespread horns. A tough, wiry, almost restless individual, the Longhorn would seem worthless today. A stringy piece of "jerky" beef from his bony carcass would be inedible to palates accustomed to the more juicy steak from his successor, the blocky whiteface and hornless cattle.

One would even wonder how he could ever have been of any value, neglecting to realize that he was a product of the past designed to fit into the environment of his day. Modern cattle would probably have been short-lived in the day of the Longhorn, the open range, and long trail drives.

But the Longhorn proved amazingly adaptable to those conditions. The hardy animal thought nothing of grazing across miles of range in search of a day's food; he was little bothered when driven month after month over the long trail to a northern or midwestern market, often without water for days at a time.

He was able to rustle for and defend himself against attacks by panther or mountain lion, cold or drought. He was discombobulated by his horns, unpredictable in his actions. He led many a "brush popper" a merry chase through mesquite

and chaparral, across broken terrain that would halt all but the most daring of riders.

At a time when meat was needed, he provided it, carrying his own carcass to railheads and slaughter points thousands of miles from his native range.

At a time when the demand for more meat with less sinew and bone arose, he slowly bowed out of the picture, replaced by the stocky musky and whiteface that inhabit this area today. But memories of the Longhorn and his state's early debt to him remain.

The Longhorn gained dominance in Texas between about 1850 and 1870 because they had the characteristics to survive in the rugged frontier country. Where the animal originated, no one is sure.

One authority hoots at the theory that the Longhorn had no "blue-blooded" ancestry. He insists that the animal is Spanish in origin, being a descendant of the animals raised by the Moors on the plains of Andalusia, a district in southern Spain noted for fat cattle and bulls eagerly sought for arena competition.

Others contend that the Longhorn came to Texas with Conrado, the early Spanish explorer, who first entered Texas in 1541. The Longhorn is also thought to have developed from the rugged stock which thrived in the South Texas area. When Confederate soldiers returned from the Civil War they found thousands of these animals running wild over the vast open ranges.

"Cow-hunters" followed and many famous cattlemen got their start from Longhorns they rounded up

in this manner. Whatever his origin, the old Longhorns, during the "dark ages" of his sojourn in the Lone Star State developed a fierce resourcefulness. He not only learned to make out for himself under any conditions, but he grew to be a fighter in his own right. Stories of the brutes fighting poultry

animals off their young are common and pioneers say he frequently exhibited the same belligerency toward man. This wild streak made the Longhorn like a package of dynamite. On the trail when electrical storms lashed at herds, balls of fire rolled off his widespread horns. Often, in such disturbances, the

whole herd would be scattered for miles over the unhabited frontier, causing trail crews extra weeks of roundup work before the trail drive could be resumed. Little wonder that he was replaced by the stockier, more gentle breed of cattle that is known today. But the critter had what it took to live out his time.

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Delicately designed 17-jewel Taylor watch with diamonds on wide gold color bracelet. \$49.50

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BIG SPRING WAS COW TOWN

Rodeo Brings Back City's Early Days

Steiner Stock Rated Saltiest In The Nation

Like a breath from the early West, the rodeo rolls back the calendar to the time when Big Spring was a focal cattle point.

Livestock still is accounted a major source of income, but times when it ranked as the major industry, excepting the Texas & Pacific division headquarters and shops.

Even before the T&P pushed westward, first to the Queen City of Colorado City and then on to Big Spring, ranchers were venturing out into the vast spreads of open range country. The late W. T. Roberts was the first to actively settle in this area. Dave Rhoban had reached into the later area and soon was migrating into this area.

The late John Roberts made a stake in southeastern Howard and the late L. S. McDowell put roots down in northern Glasscock to develop a ranch empire. Already Col. C. C. Slaughter was making use of the virgin area sprawling northward as far as Lynn county and embracing hundreds of sections.

Steadily the cattlemen made use of the tall grasses spoiled only by the buffalo and mustangs. Soon better bulls were appearing and quality of cattle improved.

Gone were the long and killing drives up the trail to railpoint in Kansas. Instead shorter drives to railpoint have been in order. These were something to behold as cowhands drove hundreds of head of lowing cattle across the open country.

In the evening the cattle were pointed into a big circle and then bedded down for the night while watchful cowboys circled quietly. They took turns, returning to the chuck wagon for grub and to nestle in the earth for a few hours' rest.

By the time the sun was up next morning, the herd was pointed once more to the tune of wild yells. Slowly the dusty caravan proceeded until the stockyards were in sight.

But this was not the end. Cattle could not always be depended upon to be corralled. Bred on the open range, many had a natural aversion to any form of containment. They even shied at the broad sweeps from pen entrances. It took patience, sweat and sometimes strong language and brute strength to drive the recalcitrant ones into the fold.

Before they were finally loaded, there was the further ordeal of taling bulky members up the chute and into cars. Rango longhorns were troublesome, for they not only had an individualistic streak, but they frequently damaged each other inside the cattle

Contestants rate the string of salty livestock from the Buck and Tommy Steiner string as among the best in the country.

That's one big reason why the 16th annual Big Spring Rodeo promises to be one of the best.

The Steiners have assembled wild Brahmas bulls from the swamps of Florida and Louisiana. Longhorn steers and a string of top bucking horses have been gathered from the wild horse country of the Dakota badlands, the Missouri river in Montana and the Canadian northwest.

The Steiners maintain four large ranches devoted to the use of their rodeo livestock. These are located near Austin, where the producers' headquarters, Marshall and Bastrop. They also have one at Rapid City, S. D.

The diversity of range and supply of stock means that they always have fresh cattle and horses ready for shows they produce. At Monahan, where the Steiners put on a show before coming to Big Spring, the stock was described by sponsors as being the "toughest ever seen."

Golden Liberty Horses To Perform In Local Rodeo

One of the feature attractions of the 16th annual rodeo here Wednesday through Saturday will be the Golden Liberty Horses.

Eight Palomae, trained and directed by Capt. William Buschhorn, will go through a series of intricate maneuvers during each of the four performances.

Highlight of the act, which has a wide variety of appeal to fans of all ages, is the Golden Waltzing sequence. In this, the horses waltz around the ring, head to tail.

Buschhorn, who hails from Cassville, Wisconsin, has shown the horses in many of the top rodeos of the nation. The act scored a hit last year at the State Fair rodeo in Dallas. The appearance here will be the third in Texas for Buschhorn.

cars. This was one of the early reasons for better breeding—to get a better shipping animal.

Some strips of land are still vacant to this day near Big Spring. Dedicated wide lanes for driving cattle to rail point. The stockyard location was changed more than once to take advantage of accessibility. Today it is east of town, handy to trucking and trailer operations which have succeeded the colorful drives to railpoint.

Parade Is Integral Part Of Annual Big Spring Rodeo

As much a part of the Big Spring Rodeo and Cowboy Reunion as the arena performances of the rodeo proper is the traditional parade which opens the colorful event.

Big Springers have long held to the theory that no worthwhile rodeo or similar show could be opened without a long parade—and the longer the better the launching.

The opening procession of the annual show has been planned this year as the longest and most colorful in the 16-year history of the rodeo, according to Jess Slaughter, chairman of the Rodeo Association Parade committee. And Slaughter ought to know. He's been helping in organizing and promoting parades for a number of years.

The traditional surrises, bugles, and horsemen which make up the procession will be augmented this year by floats entered by businesses, service clubs, and other organizations. A \$50 prize will be awarded for the best float in the parade.

The procession will form at 4th and Bell streets at 4:30 p.m. tomorrow, and will start winding through the streets at 5 p.m. Slaughter said. The parade is scheduled to follow the conventional route through the downtown section.

Some Used Cars Are Like That

CINCINNATI, O. — Joseph Decker decided he wouldn't buy the used car he inspected. When he took hold of the handle to open a door, he wound up in a hospital. The door fell off and hit his left foot.

Lee Hanson
"Men's Store"
126 East Third
WELCOMES YOU TO THE
16th ANNUAL RODEO
AUGUST 3-4-5-6

WEST TEXAS HEADQUARTERS FOR
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16th ANNUAL
BIG SPRING RODEO
AUGUST 3-4-5-6

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For That
House That
Gas Runs!

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C. H. RAINWATER, Manager

We Hope You Enjoy The Contests
WELCOME RODEO VISITORS

Let's go to the 16th Annual Big Spring Rodeo. Enjoy this West Texas celebration with us. There's a great big "WELCOME" painted on our community door mat . . . our civic latch string hangs within easy reach . . . our hospitality will be in keeping with the traditions of Texas' Western plains.

Home Of —

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- Boy's Levis
- Justin Boots
- Western Shirts

Anthony's
BIG SPRING, TEXAS

Wild Mustangs Once Had All Southwest As Stamping Ground

Rodeo time brings back memories of the days when wild mustangs dominated the great stretches of the Southwest. To this day the term "mustang" is rooted in traditions of the West. For three and a half centuries wild horses roamed the North American continent unhindered. Only the coming of the barbed-wire fence whittled the nomadic herd of horses down to size and then virtually eliminated them from the continent. Fossil remains indicate that the horse originated on this continent. He migrated in pre-historic times to other parts of the world

and disappeared from the land of his origin. Then the Spanish explorers, with horseflesh from the Moors, came to the Indies. Subsequently they reached the mainland and early in the 16th century Cortes and his party set out on their conquest. Coronado crossed the plains in 1541 on his celebrated explorations. Horses escaped from these early-day remounts and reverted to their wild state. Conditions were ideal and herds began to multiply as if by magic. By the end of the century there were literally hundreds of thousands sprawling across

the Southwestern region. They travelled in colorful bands, long manes flowing, girths thickening and hoofs hardening. Always they roamed under the watchful eye of a stallion. Usually there were only about two score in these individual groups. Constantly, there were savage fights between stallions, jealously guarding their domain. While mares lay compactly beside cooling waters and colts capered, the stallion kept watch, his head up, his nostrils dilated. The Indian was quick to realize the potentialities of the mustang. Cleverly, he trapped and tamed the roaming horse. When the white man came, the Indian met him with a swift and indefatigable mount that gave the natives an advantage in mobility. As pioneers moved into the unexplored areas, they eyed the bands of wild horses as they swept across the plains. A new art was born as they tapped the reserves of horse flesh. Sometimes they "walked" the mustangs into capture by constant stalking that eventually exhausted the quarry. At other times there were wild round ups in which bands were stampeded into wide wings that led to concealed corrals. One penned, the mustang railed in terrible fury. But it was to no avail. Eventually they were four-footed and sprawled amid wild kicking to the ground. Clogs were attached to the forelegs, and the mustang released. Furiously they sought to run, only to be tripped. Their spirits finally dulled, they were herded off for trading or sale. For all their cunning and success, the horse hunters scarcely touched the vast supply. In the brief interlude following the destruction of huge herds of bison, the horses dominated the sprawling, open ranges. With natural obstacles removed, they multiplied faster than they could be captured. But then came the fence. Ranges were cut into smaller parcels. Gradually the wild horse disappeared or was tamed. But his spirit lives on in the traditions of the West. Whimsically and nostalgically, cowboys still chaut about their wild mustangs.

Local Bulldogging, Roping Records May Remain Intact

Records on two events, which have persisted through the 15 years history of the Big Spring Cowboy Rodeo and Reunion, are apt to remain intact. Both are comparatively recent in origin, that on bulldogging as fresh as the 1948 show. The calf roping fast mark was tagged in 1944. Do Chesson, Beaumont, shaved 3 of a second off the bulldogging record of Dub Phillips, San Angelo, in setting a scintillating 6.7 seconds. Phillips had set his figure in the celebrated Aug. 24, 1944 performance. That was the same day that Dan Taylor, then of Doole, caught and tied his calf in 11.5 seconds. That record has never been equalled and few times dangerously threatened. Sonny Edwards had set the previous record in 1936 with 14.5 seconds. He had cut 4 of a second under it before Taylor's scintillating time. In the same show Walton Poage, Rankin, and Wayne McCabe, turned in 13.9 performances. In 1948 Tony Salinas, Encinal, contributed some sparkling times. Toots Mansfield hung up 13.9 as did Ray Wharton, Bandera. Marvin Fisher, Andrews had 13.8 and then Taylor went under them all with 12.9.


Big Spring Rodeo In 'Championship' Class Of World

Most of the top rodeos of today are billed as "world's championship", and the Big Spring Rodeo is no exception. The term is not an idle boast of provincial sponsors. It is perfectly appropriate. Shows approved by the major cowboy organizations, the dominant Rodeo Cowboys of America and the rival International Rodeo Association are classed as "championship." Points earned in them count toward the annual championships in bronc and bull riding, bulldogging and calf roping. The RCA, headed by Toots Mansfield, Big Spring, since its inception in 1944, awards one point for each dollar earned in approved competition.

Blue Hair Latest Style In Berlin

BERLIN — "Corn - flower - blue" is a popular German expression to describe intoxication. But now there is corn-flower-blue hair, too. The fad was started by a young girl in Kiel, the Baltic Sea port. A newspaper described the new color as "by no means a blue such as sometimes appears in natural blue-black hair, but a bright blue so far reserved to the sea and the corn-flower."

PLAN NOW TO ATTEND
BIG SPRING'S 16th ANNUAL




4 BIG DAYS OF THRILLS AND SPILLS
AUGUST 3rd, 4th, 5th, and 6th.

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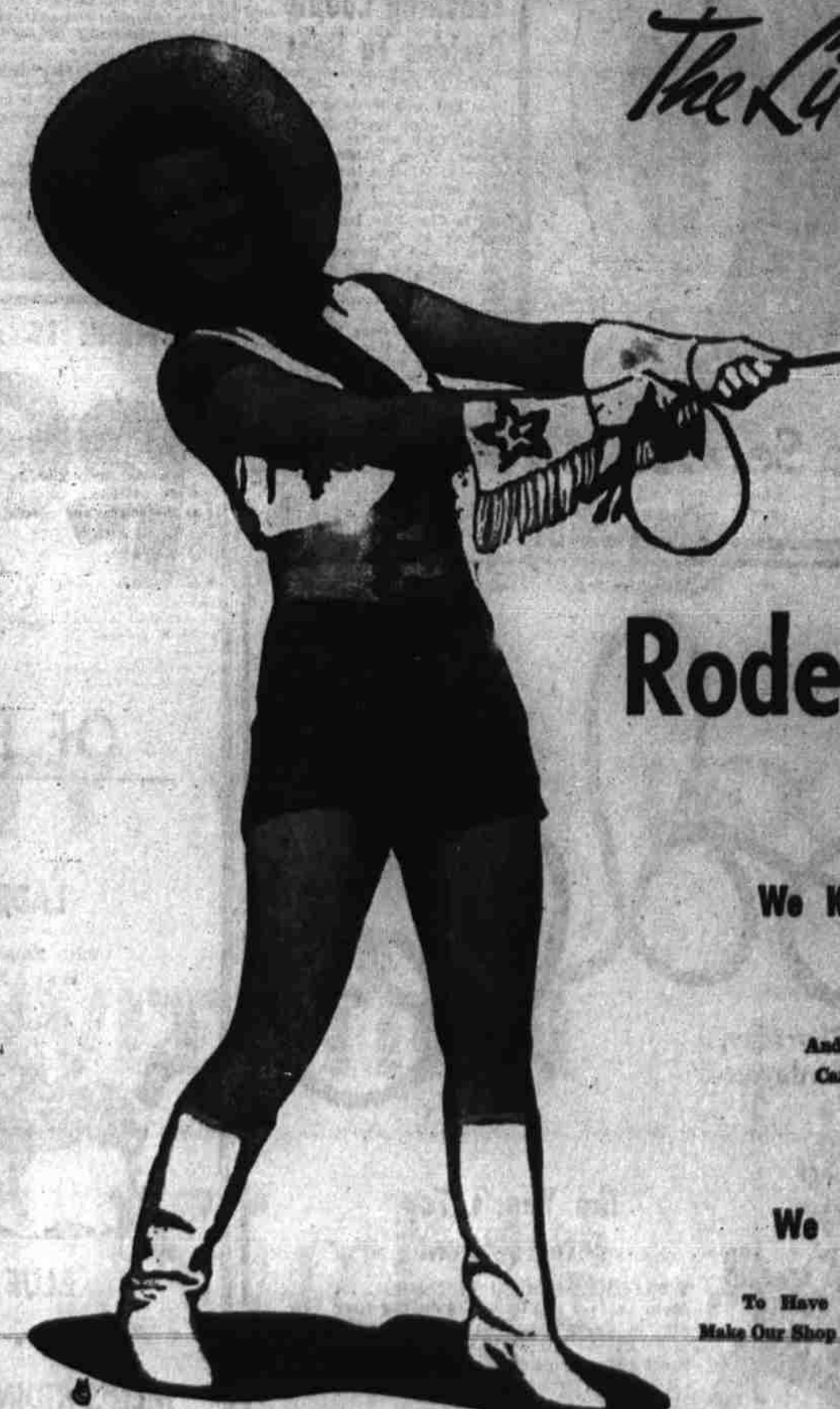
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'ELECTRIC EYE' TO AID JUDGES

There is a possibility that rodeos will take a cue from the race tracks in eliminating the chance for human error in events which require precision starting. Experiments already have been made with an "electric eye" which is reportedly capable of determining whether or not a roper breaks the barrier. The device has two "eyes" which detect immediately when a calf leaves a chute and then automatically trips the barrier. Eventually, the mechanism is expected to be used widely by rodeos throughout the country.



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We Know You Will Like Every Performance

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CAN MEAN DEATH FOR 'DOGGER'

Wild Steer Wrestling Is One Of Most Dangerous Of Sports

One of the most primitive of rodeo contests is the "bull-dogging" or steer wrestling event. It is strictly man against beast—with both armed only with the weapons provided by nature. The wild steer uses his horns and muscle in an effort to throw off or outdo the relentless twisting of the wiry cowboy who uses brain and muscle in an effort to throw the heavy "critter" to the ground. Perhaps that is why it is one of the most dangerous of arena sports. Once he loses mastery of the situation, the cowboy is at the mercy of the plunging steer. He must use every trick in the book and others that materialize unexpectedly if he is to throw the infuriated animal.

One false move when the "dogger" is plunging from his horse to the horns of the fleeing steer could spell disaster for the plucky cowboy. The wrong move anytime from the moment he digs his heels into the turf in an attempt to slow the steer until the big animal does an end-over into the

ground could injure or kill the "dogger", to say nothing of the elimination of his chances at a share of the rodeo prize money. That's why the good steer wrestler seldom makes a mistake. He knows he can't afford it. Besides, there are hours and hours or practice behind that plunge from the saddle to the neck of a wild steer—practice that has made the bull-dogger "good", that has given him a sense of confidence, and a knowledge of how best to throw the beast he has tackled.



PRESIDENT—Head man of the Big Spring Cowboy Rodeo and Reunion Association is Tom Good, pioneer rancher. Good got his start as a cowboy in the days when the Long & Slaughter empire dominated the country north of here. Today he operates a big spread in southwestern Burden county. A popular figure in these parts, he has headed the association during its 18 years of operation.

Teaching Couple Decides To Rest

CEDAR KEY, Fla.—A husband and wife teaching team has decided after nearly 50 years to retire. They are Mr. and Mrs. James Loren Bilderbeck who came to Alachua county in 1925 after teaching in Indiana.

Mrs. Bilderbeck was born in 1883 in Coatsville, Ind., and began teaching in 1904 at Brownsburg Rural School in Hendricks county. Her salary was \$350 a year. She taught the elementary grades and was qualified to teach English and Mathematics.

Her husband was born in 1884 in Hartsville, Illinois, and began his teaching career in his home town for \$300 a year. His elementary and high school teaching career was interrupted three times—once to be graduated from the Indianapolis College of Pharmacy in 1909; once to get his Bachelor of Science degree in Education in 1931 at the University of Florida; and once to teach physics at the University of Florida during World War II.



TREASURER—Job of riding herd on the dollars for the Big Spring rodeo has fallen to J. Driver for 18 years. Driver was reared on a ranch and once during his youth he went on an early-rodeo junket to South cited with the State National Bank here and for a number of America. For years he was secretary for the Big Spring Farm Loan association.

Graft Board Short Lived

BANGKOK—The life of the 23-man committee set up to clean up corruption in the Thailand department of communications was brief, indeed.

The anti-graft body hasn't even completed investigation of 30 alleged corruption cases presented to it when the Ministry of Communications advised the Cabinet Council the committee should be disbanded.

No official explanation was given for the request to end the anti-graft probe, but it was reported that expenses of the committee were running much higher than the money that could be saved.

In another government department, the Immigration Division, three officials were suspended following charges that they were involved in the issuance of immigration licenses to 200 Chinese and 29 Indians.



WELCOME VISITORS
To Big Spring's 16th Annual
RODEO

We Hope You Have
A "Rip-Roaring Good
Time" August 3-4-5-6.

We'll Meet You At
The Rodeo Grounds.

C. L. Rowe, Agent

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At The
RODEO
AUGUST 3-4-5-6

Farm and Ranch Remedies

WALKER PHARMACY

Across From The Banks

It's Rough Ridin'

On A Bucking Bronc

or

Wild Western Steer

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It's Easy Safe Riding

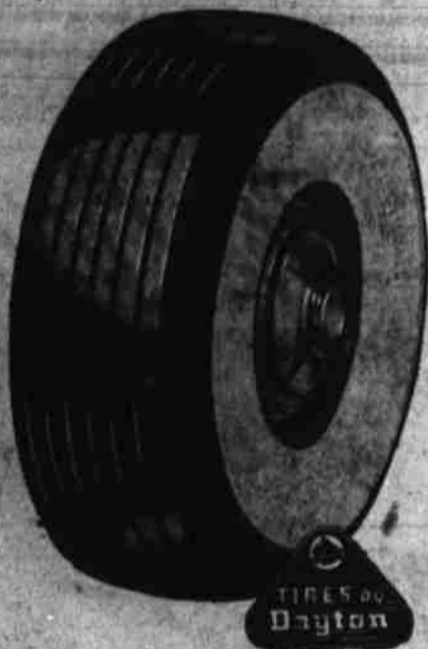
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BIG SPRING'S
16th
ANNUAL



Wednesday, Thursday,
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The Year's Top
Entertainment

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MEN'S BLUE JEANS

Blue Denim Western "Lee Riders."
In Sizes 27 to 38.

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Only a few pair left . . .
Of the highest quality.
In sizes 28-32-34.

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Dickie's blue denim western cut fade-
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Be Sure To Attend
Big Spring's 16th Annual
RODEO

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"Every Deal A Square Deal"
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 Lumber, Hardware, Appliances, Floor Covering
 2 MILES WEST HIGHWAY 80
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Report Of Dobbin's Demise Exaggerated

That popular song of recent years which mentions riding the range "in a Ford V-8" possesses fully as much truth as poetry. Don't become too alarmed, yet, rodeo fans, because there is nothing to indicate that the horse is on the way out. There are too many things that a horse can do that inanimate machinery could never accomplish.

However, the development of modern transportation facilities has influenced the cattle country, and ranchers have found that speed and convenience are two factors that must be considered at the production end, as well as

Czechs Line Up For U. S. Films

PRAGUE —The biggest queue in town these summer days—swartling even those before the few American and French movies the Communist government allows shown here. Such Hollywood titles as "Arabian Nights" and "Robin Hood" are packing them in, along with the French "Etiennes Le Golden".

On the other hand, Russian films, of which the Czechs get plenty, do slim business. Products of the Czech film industry also do poorly at the box office against the western products.

And it is no accident that the few available American films are saved up for the summer months. Both spectators and exhibitors will tell you why. It is because there is no trick to filling theaters in the winter, when people often go to keep warm or to avoid boredom.

Snake In Grass

LEWISTOWN, Montana —If Montana Rancher Martin Norman had the shakes after this experience with a rattlesnake: Norman and Ted Langford were out trailing cattle in the Missouri breaks near here. They stopped for a rest and stretched out in the grass to cool off. A noise attracted their attention and when they looked up, there was a rattlesnake between them.

Norman rolled out of the snake's range, but Langford froze and lay still. The rattler slithered up to Langford, looked him over and turned and went away.

The spotted skunk is often called the hydrophobia skunk, but has not been proved to be more susceptible to hydrophobia than the common skunk or most other mammals.

It's Rodeo Time Again In Big Spring



Welcome Friends To A Great Show!

'Here's A West Texas Welcome'

Thomas Typewriter and Office Supply
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Yes Sir It's

RODEO TIME

IN BIG SPRING



We Bid A Hearty Welcome To All Visitors

For the best in supplies for your Chuck Wagon it's Homer's. We pride ourselves on the quality of our food.

HOMER'S GROCERY & MARKET

Herald Want-Ads Get Results



A HEARTY WEST TEXAS

Stock Furnished By
 Buck and Tommie
STEINER
 Producers Of
 FINE RODEO
 STOCK

INVITATION

4 Nights

August 3-4-5-6

PINKIE'S

SERVING WEST TEXAS

PURSES—PRIZES

\$3400

- Bronc Riding
- Bull Riding
- Cowgirl Sponsor Contest
- Bareback Bronc Riding
- Bulldogging
- Calf Roping
- Cutting Horse Contest
- Etc.

Well-Trained Cutting Horse Is Indispensable In The Roundup

Good cutting horses are as essential at a roundup as cowboys. Without them, a roundup would meet its own purpose. Nothing can replace the well trained cutting horse at separating any particular cow from a milling herd. Once he is on the trail of the animal to be segregated, the horse will stay with him, anticipating every move, bracing, turning, heading, always directing the cow, call or steer to the edge of the herd for branding or for driving away from the rest.

He is as responsive to the reins or the pressure of his rider's knees as a modern automobile is to a finger on the steering wheel. He seems to be able to sense the next move of the dodging steer and is always one step ahead.

Every cowboy has his favorite "string" of cutting horses to work the roundup, separating herds of the various owners represented and cutting out the unbranded animals for the branding irons.

The horse is one essential to the range country even now in the day of the "windshield" rancher. The cowboy's cayuse receives hours of patient training before he is ready to do the cow horse's job, but once he has learned his lesson he never forgets.

Though few may boast of a long pedigree, all are thoroughbreds in a sense. They keep going without being driven, doing their assigned task.

Though many animals have been domesticated by man, none have proved as valuable and faithful as the horse. Coming to America with the white man from Europe, he has had an important role in the development of this country.

And pride of any horse lover, owner, or rider, is the faithful, dependable cutting horse, the brains of the cowboy when he is trying to outsmart an elusive steer.

Population Hiked

SINGAPORE — The population of this British crown colony increased to an estimated 961,856 as of the middle of 1948. This compares with a population of 828,078 in 1947.

FAST ROPER — A favorite with local rodeo fans is Sonny Edwards, one of the fastest ropers in the Southwest. Edwards spends most of his time on his ranch southeast of here, but occasionally takes off for matched roping and rodeos. Like his brother-in-law, Yoots Mansfield, he is in wide demand for matched events. He held the show record here for six years. Edwards is a Big Spring product and has been roping almost since he was big enough to stay in the saddle.

Grays Will Make Bow To City Rodeo Fans This Year

Two of the nation's best known rodeo specialty personalities—the Grays—will be presented at the Big Spring rodeo this year.

Weaver Gray and Juanita Gray have designed their riding, roping and trick act with an eye to pleasing all ages.

Gray, long rated as one of the top showmen in the Western sports world and a leading trick roper, performs uncanny feats of skill with his Mexican lariat. He also is featured in an act with his famous dog, "Skippy," in a sequence planned especially for children.

He teams with Juanita Gray to present two beautiful "high school" horses, "Smoky" and "Baby Mine." They put the horses through a series of meticulous drills. A highlight of this performance is the ball-kicking "Baby Mine." The horse kicks scores with an ordinary football like a star griddy.

Rough Riding Boys To Get Their Fill

Riders may be in for four rough evenings during the rodeo here this year.

In the pattern set by stock at the Monahans show, produced by Buck and Tommie Steiner, before coming here, this will be particularly true.

At the opening performance in Monahans, only three of 16 bare-back riders were able to stay aboard, and only two of 18 saddle bronc busters stayed in the saddle. Of the field of Brahma bull riders, only three executed rides. Subsequent performances proved equally trying for riders, and some of them were rougher.

Four Grandchildren In Just 11 Days

BUTTE, Montana — Four times within 11 days Mr. and Mrs. Don Cronin became grandparents. The quartet of cousins were the main attraction for several days at the hospital nursery.

Attend Big Spring's 16th Annual RODEO AUGUST 3-4-5-6



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RODEO VISITORS



BE SURE TO SEE BIG SPRING'S 16th ANNUAL RODEO. YOU WILL ENJOY IT.

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4 BIG NIGHTS

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You don't want to miss it . . . This will be one of the biggest rodeos in the history of Big Spring. The purse is \$3,400 plus entrance fees. Some of the biggest names in rodeo performers will participate in the program.

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The Safest Drive On The Road
Today It's
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Welcome Visitors TO BIG SPRING'S "Bigger 'n Better" 16th ANNUAL Rodeo

AUGUST 3-4-5-6
Four Thrilling Performances
"We'll See You There!"




We Were Here When The Cows Came

It ain't "bull" when we tell you that we have the finest lines of cosmetics in West Texas. . .

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FRIENDLY DRUG STORES

BEEN FILLING PRESCRIPTIONS ALWAYS
217 Main Petroleum Bldg.

Brahma Bull Is Spirited Animal

No animal probably ever comes "out of the chute" any more forcefully than does the Brahma bull, especially if he has a tenacious cowboy clinging to his back. And bull riding events probably contribute more than anything else to the prominence gained by Brahma cattle in all sections where rodeos are held. Fans take it for granted that bull riding events where Brahma bulls are the mounts will be spirited affairs. The rider that comes out of the chute aboard one of the hump-backed animals is in for a rough—and usually short—ride before he bites the dust or voluntarily dismounts from the hurricane deck. And the ride isn't over as soon as the cowboy leaves the Brahma's back. In fact, the cowhand's actual

trouble may last begin when he is dislodged from the bull. Once he is unseated, he must have complete control over his wits and physical facilities or take a chance on losing both. The Brahma is likely to turn on the rider once he has shaken him off, tromping and trying to gore him with his stubby horns. Not only is the bull a past master in the art of parting company with a would-be rider, but he likes nothing better than to assume the offensive once the act is complete. The excitement that surrounds a rodeo arena when a Brahma bull riding event is about to take place stems not only from intense interest in the competition, but also from the element of personal danger that confronts the cowboy as he makes the ride.



Strange Saddle Often Handicap To 'Buster'

The use of a saddle in bronze bustin' involves about as much of a handicap to the cowpoke as it does an advantage. In the first place the "buster" doesn't even get to use his own saddle or to choose the one in which he will ride. He probably won't even see the leather "rock-er" until both he and it are stranded high on the hurricane deck of an untamed horse. The strange saddle is elinched to

the back of the strange bronc by rodeo workers under the supervision of the arena director. The handicapped cowhand is required to spur his plunging mount when he comes out of the chute, and must keep both feet sunk in the stirrups and rake the horse with spurs throughout the ride. The rider must hold the reins in the same hand as when he left the chute on the bucking, twisting mount. "Leather pulling", or holding during the ride is out for the oft-times short duration. Both the hand holding the reins and the free arm must be kept clear throughout the performance. Added to all these disadvantages, the bronze buster has to overcome the psychological effect of the awe-inspiring names of some of the unbroke horses. To think of taking a ride on Rocket, Dynamite, Boothill, or Geronimo is enough to have a sobering influence on any rider.

Top Performers Will Appear In Big Spring Rodeo

This year scores of top performers in rodeodom will be on hand for the 16th year of the Big Spring Cowboy Reunion and rodeo.

Of course it's classed as a "world's championship" rodeo, and it's well known. But there is one solid reason why they flock to Big Spring along with other top shows.

It is money. A case in point is the 1948 production. For example, the rodeo association posted something like \$3,500 in prizes. This was a sizeable piece of change, but nothing like the scope of the whole melon sliced between the winners.

Entry fees—every penny of them—went back into the prize pot. Consequently, when it was all over, around \$9,000 had been split among the lucky ones.

Soviet Collective Farmers Build Roads

MOSCOW —More than 15,000 collective farmers will build roads in the Bashkir Republic during an entire month. The farmers, "Pravda" said, seek to put all their roads in first class condition before the beginning of the harvest.

Concerts and movies are being shown during the evenings when the farmers have finished the day's work.

Foreigners Attend Perugia University

PERUGIA —Over 600 foreign students attended the opening session of the special summer courses at Perugia University for Foreigners. Perugia, one of the most beautiful Medieval towns of Italy, has been the home of a Uni-

versity for foreigners the past 20 years.

From 1921—the year of its foundation—to 1948, the University has taught 12,795 students belonging to some 7-nations. The largest national groups came from Switzerland, Hungary, Germany, Romania. About one thousand came from the United States.

East Europeans Visiting Russia

MOSCOW —Thousands of peasants from Eastern European countries have been visiting the Soviet Union and learning about Soviet agriculture. For instance, three delegations of Polish pas-

sants have made extensive visits to the Soviet Ukraine.

A Roumanian peasant delegation consisting of over 130 Roumanian peasants has visited Moscow. It then visited dozens of collective farms, state farms, machine and tractor stations and other Soviet agricultural enterprises in various areas of the nation. A Hungarian peasant delegation recently spent

some weeks in the USSR.

The delegates are elected by their villages to represent the village.

Rice is becoming an important crop on the delta of the Rhone River.

Lamp Post Deadly

BERLIN —A 76-year-old Berlin man bumped against a lamp post on a dark night. He was fatally injured.

Snakes, owls and hawks prey upon young jack rabbits.

A Cordial Invitation

To Attend The

16th Annual

Big Spring Rodeo

AUGUST 3-4-5-6



The First National Bank joins all the citizens of Big Spring in extending to you a very cordial invitation to attend Big Spring's 16 Annual Rodeo Celebration. Four Big Days—Wednesday, Thursday, Friday and Saturday, August 3, 4, 5, and 6.

First National Bank

In Big Spring

Packing House Mkt.

110 MAIN PHONE 1824

WELCOMES YOU TO OUR
16th ANNUAL
RODEO

AUGUST
3-4-5-6

We Hope You
Enjoy This
One
More Than
Any
Before
We'll Meet
You
There!



For Good Entertainment Be Sure And See The **RODEO** August 3-4-5-6



And For Good Tasting Food - A Meal You Will Enjoy - Be Sure And Visit Us!

WAFFLE SHOP
110 West Third Phone 1191

Roping Is Family Affair With Toots Mansfield, Sonny Edwards

It's a family affair—one of the toughest roping combinations in rodeodom.

Principles are Toots Mansfield and Sonny Edwards, Big Spring. They are brothers-in-law in private life—and partners in rodeo arena.

Mansfield is more widely known, having followed the rodeo circuit since the mid-thirties. In the process, he has achieved the amazing record of being world's champion calf roper for six years out of the last 10. In three others he was runner-up.

Edwards has confined his activities mainly to this region and then mostly in matched and jackpot contests. He is no novice in rodeo competition, however.

In style, the two men are somewhat in contrast. Mansfield is the deliberate "pressure" type. Steady is the word that most nearly characterizes him. He is deliberate and calculating about his catches. Edwards, of a lighter build, is consistent, but he relies heavily upon lightning catches. Thus, his times may show greater fluctuation than those of Mansfield. In recent campaigns, however, Edwards has ripened with experience and shows more of Mansfield's inclination to provide that tell-tale pressure on opponents.

Perhaps months as well as wider participation have contributed to the consistency of Mansfield's record. He keeps a string of horses, some used exclusively for calf roping, some for steer roping. He knows them—and they him—like a book. In past years, not infrequently Edwards has gone into the arena on a comparatively strange horse.

Both have been practically "raised in the saddle." Mansfield grew up on his mother's ranch near Bandera. In depression days, when hands ran out of anything else to do, they roped anything in sight. By 1920 young Toots was good enough to be winning his share of the community roping and rural July 4th rodeos. Once he rode horseback 65 miles to Sabinal to compete in a rodeo.

Juan Salinas, a seasoned old vaquero from Encinal, took a fancy to the rangy youth. He knew talent when he saw it. He entered into a partnership with Mansfield, coaching him on the fine points of roping. By 1929, the last year of the partnership, Toots had annexed his first world's title.

Launching on his own, he repeated in 1930 and 1941. He was named out the following year, then bounced back in 1943 to once more take the title. He repeated in 1945 and 1948. In the process he grew to be feared in the biggest shows of them all from Cheyenne, Wyo., to Madison Square Garden. In the past few years he took up steer roping, setting an amazing record against the best talent in the nation at Clevis, N. M. in 1945 when he averaged an unbelievable 20.5

seconds on five steers. Edwards is a Howard county product. Roping was the heritage of his parents, and by the time he could toddle, he was in the saddle with his father, M. M. Edwards, one of the founders and officials of the local rodeo. By the time most youngsters begin to admire horseflesh, Sonny could ride as though he were glued to the saddle.

He just sort of picked up roping. Nobody paid much attention until the Big Spring rodeo became a permanent fixture. Then one afternoon, as a juvenile performer, he turned in a catch that rocked the veterans on their boot heels.

By 1928 he had ripped out of the chute to latch on and lace up his calf in 14.8 seconds, the best the show had produced. This record stood up until 1942. Since then, Edwards has beaten this many times. He is quick, moves like a panther down the rope, and ties with terrific speed. In recent years he has been in wide demand as a matched roper so that today his name is a real drawing card.

The brother-in-laws frequently make shows together. One year they made the fall and winter circuit together to dismay of other contestants. At Fort Worth, Houston, Denver Boston and Madison Square Garden they cut heavily into winnings.

When not filling matched engagements or off for a quick trial fat rodeo purses, both climb into the saddle and work on their ranches. Keeping in condition is never a problem for these lariat virtuosos.



"HOWDY" RODEO VISITORS

Have A Good Time While You're In Town For Our 16th Annual Rodeo


Drop In To "Pass The Time Of Day" With Us

Hester's Supply Company

114 EAST THIRD

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- Wednesday
- Thursday
- Friday
- Saturday

And For Unbeatable Bargains For The Entire Family, It's Always **The UNITED, Inc.**

108-104 E. Third Phone 250
USE OUR LAY AWAY PLAN

McGill Is Studying Blood Bank Problem

MONTREAL.—(U.S.—) Your red blood corpuscles are like a community of people. They are made up of individuals, ranging from newly born to old age. While not all survive to a ripe old age, they tend to a fairly uniform life-span of four months. The things that affect their life span and their work are under study at McGill University's department of biochemistry. The purpose is to improve blood bank preservation.

The work is in charge of Dr. Orville F. Demsted, who was one of Canada's wartime blood-storage experts.

In health nearly one per cent of your red cells die each day. They are quickly discarded and replaced with newcomers born at the astounding rate of about 10 billion each hour. In cold storage, in a blood bank, the death rate of these cells is about one per cent per day. But the bank doesn't get rid of them like your body. When banded blood is given by transfusion, the defunct corpuscles are quickly thrown out, all except the iron in their red coloring matter. Your body takes that iron, and either stores it in the liver, or sends it immediately to the bone marrow to manufacture fresh hemoglobin, the red stuff, for newly formed corpuscles.

How long a red corpuscle lives depends on several conditions. One is the efficiency of his internal chemical processes. Although it takes a microscope to see a single corpuscle, each one is an elaborate chemical plant. The machinery of this little plant is enzymes. Some enzymes enable the corpuscle to use sugar and other foods. Other enzymes help it to get oxygen and to rid itself of carbon dioxide. The preservation of the corpuscles in blood banks is to a large extent a matter of keeping these enzyme systems working.

Concessionaires To Add Color To Big Spring Rodeo

Adding a colorful touch to the annual Big Spring Cowboy Rodeo and Reunion will be the concessionaires.

In fact, they give the occasion an almost circus touch.

There will be the conventional concessions such as soft drinks, along with ice cream, pop cicles, and the bright snow cones.

Also for rodeo appetites there will be food such as pop corn, candy, and usually hamburgers and hot dogs. Tobaccos also are available for smokers who run short.

And then there will be the assortment of novelties such as balloons, whips, and other tricky devices calculated to catch the kiddies' eyes.

In former years there have been photographers on hand, too. One was the type that caught couples and families walking casually together into the rodeo grounds. Usually they were unaware that their pictures were being taken, but the alert photographer slipped a numbered card with an address. So many cents mailed to this address brought a picture.

And then there was the stand with a special rodeo flavor. Using a stuffed horse, twisted in the contortions of a bucking mustang, these concessionaires snapped individuals in poses indicating an uneasy ability to ride.

Wrong Year—Wrong Ticket

MIAMI, Fla.—(U.S.—) T. E. Rakestraw, Miami Policeman, has completed a mission that friends believe is deserving of some sort of medal. Rakestraw was sent to Atlanta, Ga., to pacify the tempers of some 40 Atlantans who had received notices from the Miami police department to please remit "\$3" for traffic violations.

The hitch was that none of the Atlanta motorists had been in Miami. Georgia license tags expire in April. Miami police thought the 1948 tags were still in effect. The violators were listed under 1948 numbers.

Tempers of the unjustly accused have been soothed, Rakestraw reports, and now he's after the real violators.

Good Guess

PITTSBURGH.—(U.S.—) Mr. and Mrs. Timothy Burns and their five children are enjoying a new \$400 television set at home these days because Burns is a good sidewalk superintendent.

When a local wrecking concern began raising the old Hotel Henry this spring to make way for the new U. S. Steel-Mellon Bank Building, passers-by were invited to guess when the site would be leveled. Burns, a Bureau of Internal Revenue agent, stopped by on his lunch hour one day, gave the project a cursory glance, and guessed exactly right.

New Treasure Found In Moscow Suburbs

MOSCOW.—(U.S.—) Another treasure has been found in the Moscow suburbs.

"Evening Moscow" said during recent excavation work in the nearby Krutov forest a number of ancient and very valuable silver coins were discovered under a stone slab. The money, it said, dates back to the time of Khan Takhhtamish.




Here's A Good Old West Texas Handshake And Welcome!

We're Always Glad When Rodeo Time Comes Again.

DATES: AUGUST 3-4-5-6

Stanley Hardware

308 RUNNELS



Round-up

YOUR FRIENDS AND ATTEND THE RODEO

AUGUST 3-4-5-6

There Will Be Thrills And Fun For Everyone!

DOUGLASS HOTEL AND Coffee Shop

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WELCOME, VISITORS To BIG SPRING'S 16th Annual RODEO

AUGUST 3-4-5-6

ROUND UP YOUR FAMILY AND ATTEND EVERY PERFORMANCE

\$3400 In Purses And Prizes
4 Big Nights Of Entertainment
BANNER PRODUCTS
Are Produced And Processed In Your Own Home Town.



Welcome To Big Spring's 16th ANNUAL RODEO

AUGUST 3-4-5-6

We are happy indeed to have this opportunity to extend our best wishes to the Big Spring Rodeo association upon the staging of their annual rodeo—the 16th anniversary of this West Texas event.

The colorful pageantry that is the rodeo is one among the many factors that has helped keep this section of the state in public focus. Typical Texas ingenuity has helped it to grow and prosper to the point that it is now recognized among the best in the state.



*Stop at
the sign
of the
Cosden
Traffic
Cop!*



As it is undebatably true that the Rodeo has helped Texas in particular and Howard county and Big Spring in general, to not only keep abreast but actually set the pace of progress, so also it is an accepted fact that the Cosden Petroleum Corporation has played an outstanding role in bringing growth and progress to our section. We renew our pledge that through our quality products, our symbol, the Cosden Traffic Cop and our untiring efforts in the petroleum field, we will ever strive to be now recognized among the best in the state.



COSDEN

Petroleum Corporation

R. L. TOLLETT, President

Growth Of Rodeo Parallels City's

The Big Spring Rodeo has experienced a healthy growth during the 15 years since it established facilities at the present site in eastern Big Spring, but at the same time the city has done some "spreading out" of its own.

Today, the site of the big annual performance is "hemmed in" on two sides, with modern, new dwellings occupying property that was part of the wide open spaces only a few years ago.

Although nothing definite has been announced, it is generally presumed that the rodeo will change its base of operations in the near future to gain some breathing space.

Until only a year ago the present grounds were outside the city boundaries and the site was considered ideal based on its distance from town. Then, the city, which was literally bulging at the seams, resumed expansion where it left off when the war interfered. Up to that time, residences on the

south side of Martha street represented the closest "civilization."

Now new residential developments have pushed eastward from Highland Park addition and dwellings are located within a stone's throw of the arena. The city boundaries were rolled back simultaneously with the building projects, and instead of being adjacent to the city, the rodeo grounds were suddenly caught in the swirl and wound up in town.

The residential expansion also erased a vast open area that once provided spacious parking facilities for rodeo fans.

There has been some speculation on possibilities of developing rodeo facilities southwest of the city where other related events might erect permanent homes. Other possible sites also have been mentioned, but definite plans are yet to be made.

Regardless, however, the 1949 event could possibly be the last rodeo at the present site.

Mary Reardon Honeymooning With Singer

LOS ANGELES, Aug. 2. (UP)—Sixteen-year-old Mary Catherine Reardon, who two years ago was involved in a tourist camp escape that led to the fatal shooting of her wealthy father, is honeymooning with an 18-year-old singer.

Her husband's family refuses to tell where the couple is in seclusion. And his mother says she will oppose any effort to annul the marriage.

Mary Catherine's mother, Mrs. Leona Reardon, has filed a report with police that her daughter is "missing," and instructed a lawyer to try to have the marriage annulled.

J. Vincent Reardon, Mary Catherine's father, was shot and killed in 1947 while driving his daughter and her boy friend home from a tourist camp. The boy died of injuries suffered when the car crashed. Reardon was a St. Louis paint manufacturer.

Mary Catherine, who at first confessed the shooting, was acquitted of a charge of delinquency by reason of murder, in a dramatic moment in court, it was disclosed that she had been shot also. It was stated in court that she was hit defending her father from the boy.

Marshall Backs Arms Aid Plan

WASHINGTON, Aug. 2. (UP)—Gen. George C. Marshall told Congress Monday that hesitation in approving Pres. Truman's program of foreign arms aid would be "most unfortunate" and have "wide ramifications."

The former secretary of state and Army chief of staff during World War II, testified before the House Foreign Affairs Committee that, while failure to approve the program at this time would result in "a minor economy," it also "might result in the possibility of a major outlay later on."

Endorsing President Truman's \$1,450,000,000 program, Marshall agreed with previous statements by Secretary of State Acheson and the Army Chief of staff, Gen. Omar N. Bradley.

Marshall told the committee he had not sat in on consultations while the plan was being worked out, but that he was briefed on it at the State Department last Friday.

"I had been strongly of the opinion . . . that action of this nature was urgently necessary," he added. "As to the fundamental policy involved there is no doubt in my mind as to the desirability of action of this nature immediately."

Rodeo Is Outgrowth Of Cattle Industry

Let some forget, let us remember that without the cattle industry there would be no rodeo.

The rodeo, of course, developed as a source of entertainment and informal competition among the old-time cowhands. Now it has swept the country as a spectator sport from New York's Madison Square Garden to California.

While the rodeo has gained in public popularity, its source of origination has advanced. The cattle industry of today is a far cry from the version of 50 or even 25 years ago.

Now the streamlined beef animal supplies meat for a streamlined civilization.

A variety of factors has contributed to the development which resulted in the demise of the early-day longhorn, but principally it has been due to the efforts of livestock producers themselves who have kept themselves alert in a changing world.

In this area the Howard County Hereford Breeders Association typifies the efforts of cattlemen toward improvement of their industry. The association is composed of a group of ranchers, people who are vitally interested in cattle raising and all factors connected with that business. Its members and supporters represent a new type of pioneer. They have led the way

in this area toward experiments that already have "paid off" in higher quality meat and increased production per animal, thus benefiting the consumers as well as themselves.

Some of the staunchest supporters of the association began bringing in pure-bred Herefords as soon as it was discovered that the red and white breed from England was adaptable to the Southwest prairies.

Now the association sponsors several events that are designed to acquaint the public with the program and at the same time offer themselves opportunity to exchange ideas and pool information.

Their annual sale of Registered Hereford attracts prominent cattle raisers from throughout the Southwest who come to Big Spring seeking breeding animals to strengthen their respective herds. The Hereford breeders also lend support to 4-H club feeding programs which specialize in training youngsters to feed beef animals.

The organization also conducts annual tours for the public each September. At that time visitors are invited to inspect herds on ranches operated by the various members.

The Hereford breeders helped effect organization of the new Howard County Fair Association, and they support many other worthwhile ventures of community or county interest.

WELCOME TO THE



It's Big Spring's 16th Annual
And Promises To Be The Best.

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OPEN 24 HOURS FOR YOUR CONVENIENCE

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The Old West Is Born Again

At Big Spring's

16th Annual Rodeo

FOUR BIG NIGHTS

August 3-4-5-6

As Exciting As The New

1949 Chevrolet

LoneStarChevrolet

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Attend Big Spring's 16th Annual

RODEO

AUGUST 3-4-5-6

For real Western entertainment, there is nothing that quite equals a Rodeo—and this 16th annual one promises to be one of the best yet!

WE'LL SEE YOU THERE!

TEXAS ELECTRIC SERVICE COMPANY

CARL BLOMSHIELD, Manager

BIGGER and BETTER

THE SIXTEENTH ANNUAL

BIG SPRING

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WE JOIN THE CITIZENS OF BIG SPRING
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Africa Builds Roads
BRAZZAVILLE (French Equatorial Africa) — With \$648,000 allotted to French Equatorial Africa under the Marshall Plan for the third three months of 1949, the main item on the program is "road building and mining equipment."

UTILITY IS MAIN CONSIDERATION

Cowboys Eschew Legendary 10-Gallon Headgear In Favor Of Smaller Hat

What's in a hat? Chances are there won't be 10 gallons of anything if it belongs to a real boss cowboy.
Contrary to the popular "tenderfoot" conception, cowboys have little use for the wide-brimmed felt umbrellas so characteristic of the movie range rider. He's more likely to be wearing a flat-crowned, comparatively narrow-brimmed piece of head gear that will knock off most of the sun and rain without becoming too cumbersome to handle under any of the conditions in which he must work.
Since utility is the first interest

of a waddle when he selects his headgear, he will shy away from the sombrero-type cover.
The big hat would have too many prodigious characteristics in a wind-storm or sudden whirlwind. Too, it would become unbearable soaked with rain or burdened down with sleet or snow.
Since the cowpoke is more interested in long and comfortable use when he chooses a hat, he's likely to disregard appearance. Any light hat with a brim that may be rolled or folded to a point in front will fill the bill.
A straw or light felt that will

withstand the hard knocks of the elements and still offer protection from the relentless sun and rain will more nearly suit the cowboy than will the wide-brimmed, tall-crowned "show" hat.
Once it is broken in, a cowman's hat will probably remain with the owner for a long time. He may sleep on it, slip his horse or leg with it in punctuate his cattle driving efforts, but he won't discard the headgear as long as there's any use left in it.
Since comfort is more important that appearance, the hat is apt to become more valuable with the passage of time. At any rate, the cowboy's hat will see more than the average period of service.
Years ago, parades and rodeos always brought forth a sprinkling of super-brimmed hats with tall crowns, marking the wearers as showmen rather than cattle-men. Now-a-days, rodeo and parade participants use their smaller hats with upwept brims and shallow crowns for parading as well as roping and riding in the arena and on the range.



Top Notch Cowboys Will Be At Big Spring's 16th ANNUAL RODEO
Don't Miss The Fun And Thrills
Wed. Thurs. Fri. Sat. Aug. 3, 4, 5, 6,
J. D. JONES
General Contractor
Read The Herald Want-Ads

IT'S RODEO TIME

BIG SPRING'S 16th ANNUAL SHOW

THRILLS
SPILLS
CHILLS
FUN
FOR ALL



FOUR
BIG
NIGHTS
August
3-4-5-6

WELCOME VISITORS

TO BIG SPRING'S BIGGEST SHOW

Tucker & McKinley Grain

FIRST at LANCASTER

BIG SPRING, TEXAS

Horse May Influence Cowboy Song Rhythm

Cowboys hold a deep respect for their horses, and performances in rodeos as well as chores on the ranch reflect a sort of understanding between man and animal.
There are those, however, who suggest that the horse influences the rider in other ways. Take those familiar western tunes, for example—the ones that carry the label of authentic folk songs, that is.
It isn't difficult to associate the rhythm with hoofbeats. It may not be recognizable when some of the far-distant song-smiths effect a re-conditioning, but in its original form real western music can definitely be associated with the horse.

At least some rather distinguished observers are confident that such is the case.
A rambunctious tune with a certain definite rhythm really stimulates the sound of a horse's hoofbeats while the animal is in a high lope. Others that bounce the lyrics along in more irregular fashion have been interpreted to follow a trot, while still others could easily depict a plodding walk, believers in the theory suggest.
Regardless of the opinion of others, such a theory is not beyond the realm of possibility. Cowboys always have depended upon their horses for many things, and why not rhythm for their songs?

Thai Drama Gets Just A Little Complicated

BANGKOK — It's advisable to memorize the plot before exposing yourself to the new drama "Amorn Phimarn" which opened at the Charlerng Thai Theatre the other evening.
Beautiful Usa, the heroine, is sunbathing as the play opens. Langkhayl, a robber, sees her beauty and falls in love. She accepts his love. Usa and her father are arrested on suspicion of being accomplices of Langkhayl, but King Subbhayan releases them because he falls in love with Usa himself. He even marries Usa.
Langkhayl can't be captured and a contest is held to determine who is the best man to go out and get him. Mathis, a handsome officer wins. Usa now falls in love with Mathis.
Mathis however, loves Tulya. Tulya is the only daughter of King Subbhayan. She, in turn, is engaged to Hemabharak, a prince

living in another city. Langkhayl steals Usa from the King and hides her in a secret den. Hiding in the same den are Mathis and the lovely Tulya.
Langkhayl cuts off Mathis' head and carries it to the King. Meanwhile, Tulya married Hemabharak, the man she was supposed to marry. Langkhayl is arrested and beheaded. Usa now becomes insane and as the sun sets on the tragic drama, Usa is nervously fondling Mathis' head.
Woman Solon Quite Overcome By Honor
BANGKOK — The first woman ever elected to the Thailand (Siamese) Parliament arrived at Bangkok's railroad station only to be carried out on a stretcher.
Nang Oraphin Chayakarn was to receive a triumphal welcome from her husband, family and friends, but she was so overcome by the rigors of her campaign that she had to be taken in an ambulance to a hospital.

Loses His Appetite After Doing Stunt

GALESBURG, Ill. — The best way to get set for a big Sunday meal is to do a stint of outdoor work. That may be a sure-fire formula for others, but it backfired on Larry Guenther. Just before lunch time, he turned a crank on a cement mixer. The crank slipped and struck him on the lip. He lost two teeth and all interest in a chicken dinner.

MACK RODGERS
Attorney At Law
Lester Building
Rooms 104-105 Phone 2178

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"Your Friendly Ford Dealer"



WELCOMES YOU TO BIG SPRING



Be Sure To See Big Spring's 16th Annual Rodeo
• Top Rodeo Contestants Will Perform
• There Is A \$3,400 Purse
• 4 BIG DAYS Wednesday, Thursday, Friday, Saturday.



Big Spring's 16th Is Coming To Town

Rodeo



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Let Us Give You An Estimate On The House You Plan To Build— Then Contract The Job—The Most Economical Way To Build.

- 100 Per Cent Repair Loans Up To \$2,500

Big Spring Lumber Co.

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"HELPING TO BUILD BIG SPRING"

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**Takes Long Jaunt
On Special Bike**

NEW DELHI — A French cyclist arrived here recently after an 8,600-mile cycle tour covering 34 countries in eight months. He

is on his way to Saigon. Thirty-eight-year-old Lionel Brans set out from Paris Nov. 14. He travelled on a specially-built bicycle with carriers attached to contain his clothing, food, water and spare parts. Himself a cycle manufacturer, the purpose of his tour is to prove the capabilities of his own ma-

chine. He also hopes to set up factories in the Near East and Asia. In a talk to pressmen here, he said he was twice waylaid by bandits—once in the Yugoslav-Bulgarian border and later in Jordan, but he managed to escape. He encountered severe cold weather in Iran, necessitating his stay in hospital for a fortnight.

Coca-Cola Will Be At The



AUGUST 3-4-5-6



Let's All Go To The 16th Annual Rodeo
Texas Coca-Cola
BOTTLING COMPANY
Big Spring, Texas



The Old West Lives Again...
During Big Spring's 16th Annual

Rodeo

- THRILLS •
- CHILLS •
- SPILLS •

Be Sure To See It
It's The Year's Biggest
Show!



**BIG SPRING
TRACTOR CO.**

Lamesa Hiway



FAST ACTION—Some of the fastest action, as well as that requiring great skill, to be seen in the rodeo here this year is the ever-popular calf roping. It is a time event in which the roper must bound out of the chute, lasso his calf, throw and tie it against time and the field. Frequently a tenth of a second decides the winner.

**Clowns Play Important
Role In Modern Rodeo**

Rodeo clowns are more than funny men. They are the safety policemen of the show. While the clown usually has his moments when he is the center of attraction in the arena, cracking gags with the audience, he is busy all during the show. Sometimes the clown is on his little Spanish mule, an inevitable fixture for clowns. More often he is paddling afoot in the arena while brone bustin' and bull riding are going on. Here is where he really does his stuff. In standing by, sometimes with a little red flag during the bull event, he is not making mirth. Indeed, he is set to rush in the minute a bull or bronc

throws a rider. On numerous occasions during the 16 years since the Big Spring Cowboy Reunion and Rodeo came into being, clowns have averted possible serious or fatal injuries. They have dashed right into the face of an infuriated bull, turning to gore a prostrate rider. Gesticulating and yelling loudly, they have drawn the bull's attention to them and away from the rider so that he could get up or be removed by others. There have been times, too, when the clowns got knocked down or gored themselves for their trouble. But that's all in the day's work for a professional rodeo clown.

**WEST TEXANS SAY FIRST RODEO
HELD AT PECOS JULY 4, 1883**

Dissension is rife between the various sections of the western United States as to just where the first rodeo was held. In spite of the disagreement among the various states and "territories" on the subject, West Texans are agreed that the first such show was held at Pecos. They point out that "it's a matter of record" that the first rodeo was held on an open flat near the courthouse at Pecos on July 4, 1883. Prescott (in what was then the territory of Arizona) can claim to being site of the first rodeo for which admission was charged spectators. The first Prescott show was held five years after the initial Pecos rodeo—on July 4, 1888. Two events were featured in the West Texas show of 1883, steer roping and bronc busting. Prizes were given winners of the two events. Morgan Livingston was first in the roping contest while the name of the first champion bronc rider has been lost in anonymity. First rodeo held in Denver, Colo., was in 1896, while the first Cheyenne, Wyo., Frontier Days event was a year later in 1897. Early rodeos went under a number of names, ranging from Cowboy Tournaments, Roundups, Stampedes, and Frontier Days to "just plain rodeo".

**There's Always A
Reunion When Two
Cowpunchers Meet**

In the popular sense of the word, the Big Spring Cowboy Reunion and Rodeo might be a misnomer. There is no formal reunion of old cowhands as such. Few places actually go through this activity on an organized basis anymore. But that doesn't eliminate the reunion. Cowboys—the real cowboy—just naturally flock to rodeos, and of course a long established and high-calibre show such as the Big Spring event is no exception. Where two men, who once punched cattle in the old days when town was a settlement visited only once in days or even weeks, meet up, there's always a reunion. Funny thing about these cowboys, they seldom forget a face. After a score or two of years have intervened, they can spot and recognize each other. In a minute they are recalling old acquaintances and waving others into the same place in connection with the circle. That's about how the reunion rodeo. It became a part of the name partly because of popularity of the name (originally it was the Big Spring Sky High Rodeo), but also because its founders knew that reunions would be inevitable so long as the rodeo continued.

**THOMAS
AND
THOMAS
Attorneys**
Big Spring, Texas

**Slam Regime Boosts
Rice-Cotton Project**

BANGKOK — The Siamese government has decided to allocate \$500,000 during next year to encourage rice and cotton planting in special settlements in the north, central and southern provinces. The Public Welfare Committee,

whose chairman is Premier Phibun Songkram, has asked the Director-General of the Interior Department to make a survey of unemployment condition in the provinces. It is intended to offer work at the settlements to as many unemployed as will accept.



RODEO

WELCOME VISITORS
TO BIG SPRING'S

16th ANNUAL RODEO
AUGUST 3-4-5-6

While You're In Town
Check The Roundup Of Values

AT PENNEY'S



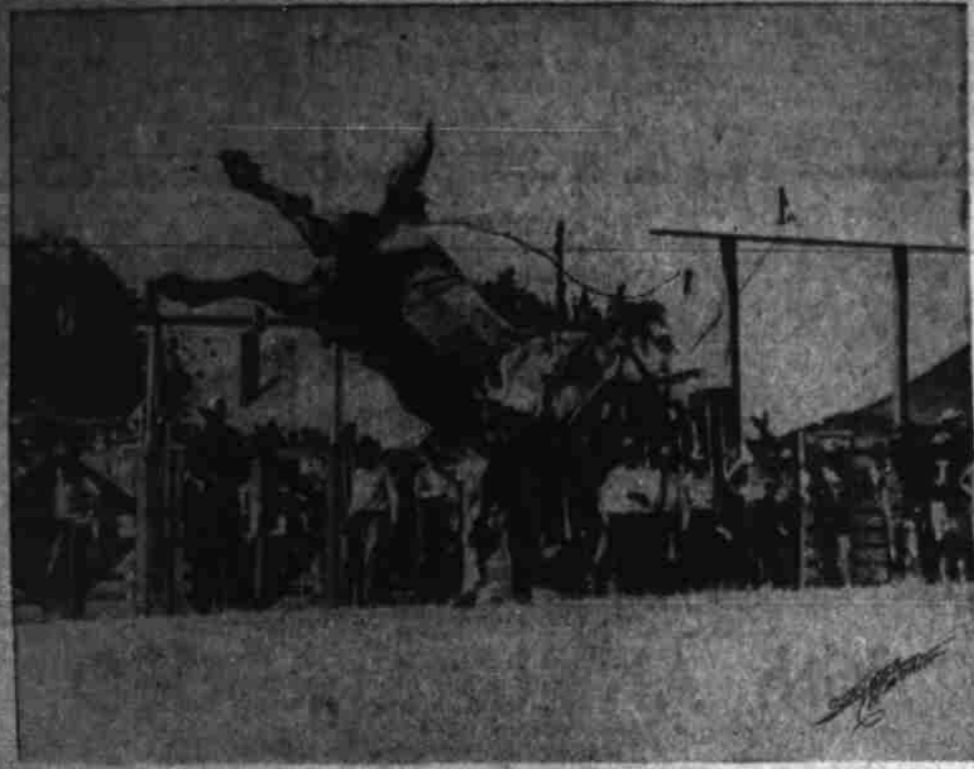
It's
RODEO
TIME

Be sure to attend the Big Spring Rodeo, August 3, 4, 5, and 6, for the best in thrills and entertainment.



It's An Old West Texas Custom
To trade at Furr's, where Old-Timers have discovered that you find the best in foods at the lowest possible prices.

Furr's



WICKED—This is a word that aptly describes any of a number of the broncs in the stock reserve for the 16th annual Big Spring Cowboy Rodeo and Reunion.

First Week In August Becomes Traditional Date For Rodeo

After 16 years, the first week in August has come to be the traditional date for the Big Spring Cowboy Rodeo and Reunion.

During the interim from establishment in 1933, the show date has been "shuffled" around quite a bit.

subscribed \$10,000 and incorporated. Successively until after the 1937 show, it was held as a Labor Day event.

Jack rabbits depend upon their speed for safety, rather than seeking refuge in holes.



BUSY MAN — One of the busiest men when rodeo time rolls around is Charlie Creighton.

BACKGROUND IS COLORFUL

Rodeo Has Made Big Advances Since Its Beginning At Pecos

The modern rodeo with its mechanical timing devices, photoelectric starting equipment, talkative announcer and his public address system has come a long way since the first such show held at Pecos in 1883.

But the thrill of conflict, the reckless, carefree spirit with which performers in this primitive sporting event risk injury and death to prove their mastery over tough, wiry range cattle and un-lamed outlaw horseflesh is the same as always.

Few spectators of the colorful sport stop to pay tribute to its more colorful background. Many know nothing of the evolution of the daredevil contests from the rugged cattle business of the "Old West".

Usually, at the close of the roundup there would be held a series of riding and roping contests to settle these bets and determine the champion riders and ropers.

to intensify the interest in rodeos and to adapt a uniform set of rules to govern all contests. By the time the United States entered World War II, 108 different rodeos were represented in the Association's membership.

In 1926, the Cowboy's Turtle Association was organized as a sort of contestants union to further the interest of members participating in rodeos.

The annual four-day show which embraces the Big Spring Cowboy Rodeo, of course, is the real climax each season.

Additional events, however, such as matched roping contests, sport-horse races and others, have multiplied in number at both the rodeo grounds and the Sheriff's Posse facilities.

Real rodeo performances have been added for the youngsters, under sponsorship of the Big Spring Junior Chamber of Commerce.

Sunday morning at 9 o'clock sharp, former McCormick students began arriving at their one-time teacher's home.

The women cooked food for "lawn party" guests at the house next door.

And all sorts of gifts arrived from other former pupils. There were flowers, a lawn chair, a cancelled bill from a tree surgeon generations or Miss McCormick's former pupils.

Drunk On Duty -- It's Their Duty

MIAMI BEACH, Fla. — Three Miami Beach policemen recently sat down at a table with a fifth of 100-proof bourbon and got drunk—with the blessing of their superiors and in the interest of science.

The trio were serving as guinea pigs for the city's new "drunkometer", a device for measuring the extent of intoxication.

During its 5 years of operations the Federal Housing Administration has insured more than \$18 billion in loans for buildings and improvements.

An Inside Job

HELENA, Mont. — Constable James McKevey reports that the mechanisms have been stolen from five confiscated slot machines being held in a bonded warehouse here.

house watchmen and told him the police were taking over and for him to go to the constable's house for orders.

Welcome Visitors!

16th ANNUAL BIG SPRING RODEO August 3-4-5-6

Dibrell's Sporting Goods "Play More—Live Longer" 304 1/2 Gregg Phone 2240

Mounting Rodeo Interest Shown By Number Of Attractions Here

Interest in rodeos, which has never exactly been in arrears here, has mounted considerably since the war, judging from the number of events held.

A year ago the junior rodeo expanded and invited contestants all over Texas, and with good response.

This year, no less than 114 contests, representing cities and towns over a wide area of the Lone Star state and New Mexico came here to compete in the junior rodeo.

Further expansion is in prospect for next year, as Big Spring does its part in grooming the cowboys and cowgirls of tomorrow.



CHAMPION — One of the outstanding contestants entered in the Big Spring Rodeo this year is Toots Mansfield, six times world's champion calf roper.

Teacher's Neatness Lessons Pay Off

BILLINGS, Montana — During her 22-year teaching career, Miss Cora McCormick always stressed neatness to her pupils.

She called the former pupils of the now retired teacher.

And all sorts of gifts arrived from other former pupils. There were flowers, a lawn chair, a cancelled bill from a tree surgeon generations or Miss McCormick's former pupils.

Locomotive Bell Goes To Church

ST. PETERSBURG, Fla. — After 30 years on a locomotive, a brass bell from engine 1509 of the Atlantic Coast Line now calls the faithful to services at the Lakeview Presbyterian church.

The Pride Of The West HAND-MADE BOOTS

A beautiful pair of cowboy boots is the pride of every western man or woman. Our shop makes these boots just for you... just the design and fit that you want. Remember for good-looking, good-fitting cowboy boots it's Ramirez Boot Shop.

Complete Repair Service

Big Spring's Annual Rodeo August 3-4-5-6
RAMIREZ BOOT SHOP
310 N.W. 3rd

WELCOME RODEO VISITORS TO BIG SPRING'S 16th ANNUAL RODEO

Make us your headquarters for automotive repairs while in Big Spring. We feature the finest equipment and service.

McEWEN MOTOR CO.
Buick Sales Service

WELCOME TO BIG SPRING'S 16th ANNUAL RODEO!

Four Shows . . . Wednesday, Thursday, Friday and Saturday nights! There'll be a complete program of cowboy events. This rodeo is approved by Rodeo Cowboy Association. Make your plans now to attend.

\$3,400
Purse

- Thrills
- Spills
- Chills
- Fun

We're sure you'll enjoy the rodeo . . . and we're positive you'll enjoy ice cream and ice cream drinks when you ask for BORDEN'S!

Borden's

WELCOME VISITORS TO OUR RODEO

Wednesday, Thursday, Friday and Saturday
Four Big Nights
August 3-4-5-6

Big Spring Iron and Metal Co., Inc.
JACK BORDEN
SEMPER PARATUS
NEW STEEL
PHONE 4009
BIG SPRING, TEX.

Arabian Nights In Hebrew Edition

JERUSALEM —(AP)—Herod-as-Rashid, the Caliph of Bagdad, powerful 8th century ruler in magic and splendor, celebrates

another literary renaissance—this time in Jerusalem. Joseph Rivlin is working on the first complete Hebrew edition of the seven hundred year old "Arabian Nights". The Hebrew version when complete is expected to comprise 15 volumes.

FOR ACTION...

ATTEND THE

RODEO

4
BIG
DAYS!

- Wednesday
- Thursday
- Friday
- Saturday

FOR LISTENING ENJOYMENT
COME IN AND SELECT NEW
RECORD FROM OUR LARGE STOCK

The Record Shop

211 MAIN

Time Is
Here Again!
Here's
A Big
Heartly
Welcome
To You!



For The Best In Food
Eat With Us While
You're In Town

TWIN'S CAFE

LONNIE and LEONARD COOKER

WELCOME VISITORS TO Big Spring's 16th Annual RODEO

August 3-4-5-6



A good job in the fastest time is an essential in Dry Cleaning as in a Rodeo. At The Fashion Cleaners you are assured of both... cleaning to enhance the beauty of your clothes and our time saving methods.

4—THRILL PACKED NIGHTS—4

Remember—Clothes That Are Taken Care Of Last Longer

Fashion CLEANERS

DE-LUXE SERVICE

105 West 4th

Phone 1775



BRONCBUSTER—No swivel chair producer is Tommy Steiner, who teams with his father, Buck Steiner, to put on the Big Spring rodeo this year. Here Steiner is shown giving Flat Top, a famous bronc, a ride. The horse is one of a huge string gathered from the badlands of the Dakotas, the Missouri basin in Montana and the Canadian Northwest.

BIGGEST DRAWING CARD

Calf Roping Is Rodeo Backbone

Backbone of most any rodeo is the calf roping contest.

Bronc and bull riding rank high among favorites because of tremendous bursts of action. But it is the roping which draws the biggest number of contestants and around which rodeo programs are developed.

There is good reason. Like riding, it is a test of skill. Unlike riding, however, little is left to the discretion of judges. Time is the factor. Contestants are not only competing against one another, but against the clock as well.

Roping is closely tied in with every-day ranching, too.

Work of branding and treating cattle demands a skilled roping hand and a good horse. Much of this is done on the open range, far from a convenient corral. If the cowboy spots a calf with screw worms, the only way to get at the trouble is to get a rope around the creature and tie it down.

From this practical angle, cowhands have long prided themselves on their roping ability. The first contests were individual affairs on the range. Then cowhands began to back their favorite against that from another outfit.

When the rodeo came, roping fitted in as naturally as meat in a sandwich. A series of rules was developed steadily. For years they have not undergone any fundamental change.

The horse and rider stand poised in a chute, usually under the judges' stand. As a calf is freed from the side chute, it usually is given a touch of "justice" (electricity) or touched with a prick or spur. Naturally it rockets into the arena.

The moment the calf crosses a line in front of the chute, the flagman brings down the flag, which snaps a rubber barrier. Out bounds the horse and rider. If the contestant happens to break the barrier, he suffers a 10 second fine.

Ropers try to get reasonably close to the calf. Some twist ropes most of the way. Others give a quick twist before throwing. Some loops are "losers" (large) and some are "tight" (small).

Once the rope is around the

calf's neck, the rider bounces out of the saddle. At the same instant, the horse "sits" down, bringing the calf to a halt. Then he maintains a tight rope at all time to help his master, who works his way quickly down the rope. He grabs the calf, either by forelegs or by legs and flank, dumping it to the ground. Quickly hind legs and a foreleg are brought up and wrapped and tied securely.

Up goes the contestant's arm. Down goes the judge's flag. The timekeeper's stop watch clicks. Then the time is announced. If the calf gets up before a reasonable time, "no-time" is allowed. If the roper misses on two loops, "no-time" also is allowed.

He Didn't Call Shots This Time

COLUMBUS, O. —(AP)—The driver, police decided, was most unfortunate in his choice of victims in his automobile accident.

First, he crashed into the rear of an attorney's automobile. Then, he sideswiped a city garbage truck. He wound up by crushing against a tree a policeman's car which had been parked at the curb.

In 1778, a huge iron chain 1,500 feet long was stretched across the Hudson River to set Point to prevent British gunboats from going up the river.

Dog Goes To The Rescue Of Spaniel

ALTON, Ill. —(AP)—Mrs. Pauline Hoffman, her son Gerhard, and her dog Ponto were driving through Rock Spring Park. Suddenly Ponto began a series of maneuvers that meant he wanted to get out. The car was stopped. Ponto bounded away, his ears tuned to faint cries in the dis-

tance. Soon he ran back and, by sound and motion, indicated he wanted company on a return trip. The Hoffmans trailed him. They found a small cocker spaniel trapped in a hole. The best guess was the he had squirmed in after a rabbit and the earth caved in on him. Only his nose and one paw were in sight. He was dug out quickly while Ponto watched, head high and tail wagging.

Big Spring (Texas) Herald, Tuesday, August 2, 1948 15

Czechs Still Carry Nazi Party Cards

PRAGUE —(AP)—Although living under the hammer and sickle of a Communist government since February 1948, Czechs are still carrying official identification cards which bear the stamp of the Nazi swastika. But they now have an official

promise that by the end of 1949 the last of these will have been burned and replaced. After that date all identification papers with the German-Czech text and the Swastika insignia will be invalid.

The antelope jack rabbit gets its name from its habit of "flashing" the white hairs on its rump, in the manner of pronghorn antelope.



WE JOIN ALL BIG SPRING

IN SAYING WELCOME TO THE



The Westex Oil Company, Shell Distributors For West Texas,

Is Happy To Extend The Hand Of Western Hospitality To

Big Spring's Visitors For The 16th Annual Rodeo, August, 3-4-5-6.

The Big Spring Rodeo Is Becoming An Institution In West Texas —

Just Like Shell Gasoline And Motor Oils Are An Institution With Motorists

Everywhere; Both Are The Best In Their Class.

Westex Oil Company

Ted O. Groble

GO Western YOUNG MAN

TO BIG SPRING'S 16th ANNUAL COWBOY REUNION AND



August
3-4-5-6

Let
McCrorry's
Be Your
Headquarters
For The
Children's
Western
Attire!



Bright Colored
WESTERN HATS \$1.19

Fancy Designed
CHILDREN'S VESTS 69c

Boys' or Girls'
COWBOY BOOTS \$6.69

Western Neckerchiefs
WITH JEWEL STUDDED SLIDE
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COWBOY OUTFITS

Texas Repeating Cap Pistol
Holster, Cuffs and Belt
To Match

\$3.98 complete

COWGIRL BOLEROS

Trimmed With Suedine Material
VEST TO MATCH

\$1.98 each

Attractively Designed Fleece Ld. J... \$1.98

PONY RIDER CHAPS Suedine Material \$1.79

Pony Boy WESTERN SPURS That Single, Jangle, Jangle... 79c

Reporter Cap Type COWBOY "45" PISTOL Looks Like Real One.. \$2.39

Assorted Colored JEWEL STUDDED CUFFS Pair... 49c

McCRORY'S

5-10-25 STORE

Brooklyn's three Negro players—Jack Robinson, Roy Campanella and Don Newcombe, made the National League All-Star team this season.

Jack M. Haynes
PHOTOGRAPHY
1005 Wood
Phone 1477

Rodeo, Like Western Films, Depends On Fast Action For Its Pulling Power

Ever wonder why Western movies still pick 'em in on the same old formula after all these years? Well, there's no mystery. It's the same reason that the rodeo enjoys unswerving popularity. The answer is simple. It's action. After all, that's what brings the rodeo customer back performance after performance and year after year. Every minute is packed with action. Smart producers have recognized this.

Several years back when there were indications that interest might be on the verge of waning, producers got wise. They began to

provide more chutes for riding animals. They got more riding saddles and surcingle. They rigged call and roping chutes for fast handling.

Everything was scheduled to the minute—and sometimes to the second. Clowns and special performers who liked to ham it up in the arena until the last drop of applause had been wrung from the crowd were put on rigid time diets. The number of hands working the show was increased—all to step up the tempo of the show. Today, an untoward delay of a minute or two—most frequent-

ly due to an obstinate animal—a chute—can cause consternation in the official stand and some restlessness among fans. The whole operation is so geared as to pack dozens of bronc and bull rides, bulldozgers, and ropers along with specialties into an hour and a half to two hours time.

Of course there are other good reasons for enduring interest. Among them is the item of suspense. Every ride, although involving the same fundamentals, is different. Either the rider will make it or he won't. He may barely stay on or he may make a brilliant ride. Or he may be kicked, hurt, or pored.

Then there is the competitive angle, not only in riding, but particularly in roping and bulldozging. Luck plays its part, but if you don't think skill and good horsemanship is the dominating factor, then read the list of winners of several major shows. It is amazing how consistently certain individuals crop up among the top of the lists.

In bulldozging and roping, fans are constantly watching not only for the day money, go-around and show winners, but they are seeing if established records for the show can be shattered. Riding always brings up the question of whether a wild bronc or bull, never before ridden successfully, will be tamed this time.

Specialty acts offer fans opportunity to witness some extraordinary skill in riding, roping, etc. The clowns amuse the oldesters and tickle the kiddies—just as they do in a circus.

And color—that's another element in favor of the rodeo. It has the flavor of the old West. Nobody ever wants to miss the grand entry when a hundred or so horses and riders prance into the arena to the accompaniment of spirited music. Flags are flying and pretty cowgirls, due for their inning in barrel, cloverleaf and flag races later on, are on parade.

What with a couple hundred head of stock to maintain; some two score workers to pay; a plant to keep up; thousands of dollars in prizes to be shelled out; specialty artists to be financed; power bills to be met, and admission taxes to be satisfied, it's an expensive operation. That's why it takes big crowds for a big rodeo.

Top Notch Cowboys Will Be

AT BIG SPRING'S 16th ANNUAL

Rodeo — August 3-4-5-6

DON'T MISS THE FUN AND THRILLS!



WELCOME VISITORS

For Choice Foods

Cold Beer

Visit The

Club Cafe

Across From Hotel Settles

Air Conditioned For Your Comfort

Welcome TO THE

Rodeo

August 3-4-5-6



We hope that you enjoy the contests! We feel sure that top-notch cowboys and championship stock will provide many thrills for you during your stay in Big Spring.

While you're here we cordially invite you to inspect our many jewelry items on display here. We can fill your every jewelry need from our complete stock.

W-A-T-C-H-E-S

21 Jewel BULOVA

\$49.50



World famous watches are here for you. Bulovas, Elgros, Hamiltons, Walthams, Gruens and many other leading watches. Both in women's and men's styles.

\$37.50 up

DIAMONDS

Beautiful diamonds that will please your budget. Choose from our outstanding collection of fine diamonds.

\$50 up



WAITS

113 E. THIRD ST.



KEY FIGURE—Marion Edwards ranks as a key figure in the presentation of the annual Big Spring rodeo. He is a vice-president of the association and has been active in the direction of its affairs as well as a busy man around the arena at show time. Edwards, son of W. P. Edwards, pioneer rancher, was practically reared in the saddle.

Cathedral Will Have African Art

BRAZAVILLE French Equatorial Africa (F)—One of the boldest experiments in amalgamating African art into Christian churches and liturgy is at present being carried out in Brazzaville. Fr. R. Lecomte said the new Brazzaville cathedral now under construction would contain new features directly drawn from African art.

The tom-tom which for thousands of years has served the Bantus as a means of communication and a dance instrument will enter the cathedral as a sacred instrument and rhythm the chants and prayers. Railings of the tribune and choir will be made in wrought iron by an old blacksmith of the M'Bedi tribe.

The interior decoration will also be carried out in special form unknown in modern times and which can only be found in old Assyrian temples. Huge panels will represent scenes of the Bible in pieces of ceramic. The design of these Biblical scenes will be exclusively African.

Romania Outlaws Catholic Orders

BUCHAREST, Romania, Aug. 2 (F)—Romania Monday dissolved all Roman Catholic welfare orders. There are 15 such orders in Romania, the best known being the French order of St. Vincent de Paul. The orders are devoted to charity, hospital and social work among Roman Catholics.

Catholic priests, monks and nuns enrolled in the orders were told to choose within 15 days whether they will retire to three cloisters and five monasteries assigned to them, enter an old age asylum, or quit their orders and join the lay public, applying for jobs at local employment bureaus.



Tex'n Jeans
As sketched a blue denim pant—trim fit, giant cuffs, double knee, reinforced, sanforized, riveted.
Sizes 7-16 --- \$2.25

Tex'n Jeans
Little boys blue denim pants—like big brothers with adjustable, removable suspenders.
Sizes 1-6 --- \$2.00

Ladies' Blue Jeans by Stockton Sanforized, riveted, tailored to fit.
Sizes 10-20 --- \$2.95

Ladies' T-Shirts
Slip-on T-Shirt
black, brown, green --- \$1.95

Button style T-shirt
white, navy, aqua, melon, and maize --- \$2.95

Tex Togs
Little girl's blue jeans made like mother's with adjustable, and removable suspenders.
Sizes 1-4 --- \$1.95



AS GOOD AS THE BEST



A Hearty West Texas Invitation

... To attend Big Spring's 16th Annual Rodeo, one of the outstanding shows of the Southwest. The Big Spring Rodeo is a regional show and all residents of this vast territory are invited and urged to attend and to participate in the activities. You are sure to enjoy this Outstanding Event. You are invited to attend one or all four nights.

4 Nights - August 3, 4, 5, 6

The Chamber Of Commerce

BIG SPRING, TEXAS