

Is That So?

By EUGENE BURNS
Ranger-Naturalist

Want to get a degree from the Frontier College of Heralds, that is, become a Bunkhouse Geneologist of the Golden West? O.K., podner, hunker down 'round our campfire while I poke it up and we'll kill us a little time tracing in the sand some of our famous brand names of the West.

First you ought to know that the tradition of branding cattle came to the Southwest with the Spaniards but in the present-day reading—the heraldry, is pure American.

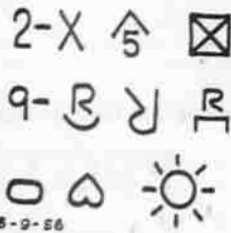
Next, that any puncher worth his keep has to read brand quickly—and with moving cattle on the open range, that isn't as easy as it sounds. And not only read 'em, but to sing out along with it who owns 'em, and where he's from. Like this "Rafter R," belongs to Jones of Happy Valley."

Don't let it scare you off, son, but there are more than 100,000 registered brand names on our Western States alone. But I'm telling you, once you latch on to the way of reading 'em, you'll be able to sing 'em off with the best of cowhands. Of course, having a state brand book—published each year on Bible-thin paper in a handy hip-pocket size to fit into your Levis, is a big help in locating the owner of strays.

According To Rules

Brands being western, you got to read them according to our western rules. They read three ways. From left to right, as you would this line: from top to bottom, as the Orientals read a page; and from outside in—that is, the larger enveloping symbol reads first. The three kinds read so: 2-x reads, "Two Bar X"; a flattened inverted V over a five, reads, "Rafter 5"; and an X within a square, reads "Box X."

Before you allow as how that's easy, better look at the ways of writing each letter. Believe me, a lot of cowboy imagination went into designing 'em. Take the variations played on the letter "R." By adding curlicues and gimmicks, the "Block R" becomes the "Running R," the "Walking R," the "Drag R"; by tilting it, the "Tumbling R," by resting it lazy-like on its side,



the "Lazy R," by upending it, the "Crazy R."

And with all these variations of the letter R—and there are others I might mention—you add to it a rocking chair rocker, and you have the "Rocking R"; a quarter circle and you have the "Quarter Circle R," and then there's the "Circle R," the "Box R," the one with the little bench under it, the "Bench R," the "Rafter R," the "Bar R," the "Diamond R," and the "Slash R." R's Can Be Tilted

Man, R U beginning to get rocky? But hold on for one more: most of these "R's" can be made in a hand-written style, which makes them a "Running R." And the "Running R," again can be tilted and go on from there.

Just about the same treatment can be given numerals—that is, 1 through 9. So you have your "Flying 8," a "Lazy 2," a "Rocking 6," a "Bench 5," and a "Tumbling 4."

Backing up these letters and numerals—and a vital part of tens of thousands of brand names—are the designs of box, circle, diamond, triangle, heart, bar and slash. And these, too, have their variations. Take the circle. It can be a "Mashed Circle"—or can be a "Quarter Circle," "Goose Eggs"; "Quarter Circle," or "Half Circle"; and that little ole heart, podner, can come out a "Lazy Heart," a "Crazy Heart," and a "Broken Heart."

When letters are up-ended, standing alone, they are termed "Crazy." But put two "A's" together—the one up-ended, the other normal and you've got the so-called "Up A and Down A" brands.

Think you've had it? Not yet. Apart from letters, numerals and basic designs there are also

a flock of picture brands, often highly personal. A new rancher, for example, might be cracking proud of his first log cabin—so bango, he makes himself a cabin for a brand.

Inspiration From Sun

Another gets his inspiration from the rising sun; a more businesslike soul thinks thurs gold in them cattle, and he uses the \$ sign. An ex-sailor, lonesome

for the brine, uses a "Lazy Anchor"; a former housepainter, a "Tumbling Ladder"; others, the "Cloverleaf," a "Pitchfork," "Wineglass," and there's the rancher who just kept dreaming about bottles, so a picture bottle brand resulted. Another, tempting lady luck, boxed 7 and 11 in a pair of tumbling dice.

Sometimes names are worked into the brand; Keys, for exam-

ple, used an upright picture of a house key and added "s"; a man named Barker put a bar over KER.

Before you take the final test on this Bunkhouse Heraldry course, better consult a text-book—and for this I'd recommend looking into the April-May issue of American Heritage—the Magazine of History. And, oh yes, there are the

Sunday, June 10, 1956

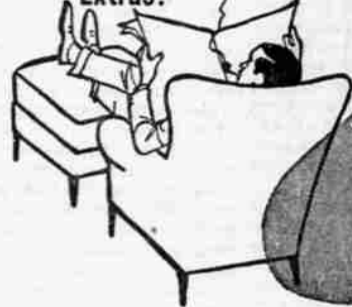
MEDFORD (OREGON) MAIL TRIBUNE—FIVE

1956, by Eugene Burns)

Free: By special arrangement with the editors of the Encyclopedia Americana, my panel of judges will award the reader who sends me the best true-life nature adventure, the best nature observation or the best question on nature and wildlife, a

complete 30-volume set of this world famous reference work in a handsome Sealcraft binding. Each week new submissions will be considered. Sorry, I simply can't answer your many friendly letters. Please address your letter to: Is That So? c/o Medford Mail Tribune, Box 575, Sausalito, Calif.

WATCH WARDS FOR Extras!



Montgomery Ward

JUNE 17th IS THE DAY!

GIFTS for FATHER'S DAY

SEE SCORES OF GIFT IDEAS IN WARDS SPORTSWEAR SPECTACULAR IN THE MEN'S SHOP

NEW CONTINENTAL SHIRTS

Pull-over or Button-front styles in washable stripes or checks

2.98

Short Sleeves

You're sure to please when you choose from these famed continental-inspired Sport Shirts for Dad! With the accent on color—in a pleasing variety of vertical stripes or tiny checks—choose from comfortable button-front or pull-over models. Washable cotton fabrics will get a vote of confidence from Mom, too!

LONG SLEEVE STYLES. Choose from Wards group of fine Dan River and Galey & Lord fabrics... 2.98



Save 1.10 on these men's SLACKS of washable DACRON-blend fabric

At last—a slack that looks like gabardine and washes like cotton! Little or no ironing! Popular California style. Newest colors.

8.88

Around Hollywood

By ALINE MOSBY
United Press Correspondent

Hollywood—UP—Betty Hutton smiled for the movie cameras for the first time in four

years this week—but the bouncin', frantic Betty of old been put in mothballs. The new Miss Hutton, frankly 35 and subdued, is making her film comeback in a non-singing dramatic picture, "Spring Reunion," that producer Kirk Douglas calls a "whit collar Marty."

The former shouter as a dramatic actress may startle some fans. But to Betty it's natural progress in her "growing up" campaign. "I've been acting like a teenager in movies. You can't do that forever. If you can't grow up, you're not going to make it," explained the actress on the set at Republic studios.

Mature Role Accepted "I'm a woman in this picture instead of a kid. This role is me, Betty Hutton, as a person and a human being. I'm 35 now. But in this picture," she laughed "they let me be 33."

The new Hutton plays a spinster who falls in love with Dana Andrews when they meet at a reunion of their high school graduation class. She sings only one song—a non-jumpy ballad—at the class reunion. Producer Douglas thought of Betty for his Bryna Productions' film despite the fact that, an associate says, "Everybody hoo-hawed at the idea." Kirk figured the part was similar to Betty's other dramatic movie, "The Miracle of Morgan's Creek."

"I never got another part like that," Betty said sadly. "That's the kind of thing I wanted to do."

TV Debut Flops After "Somebody Loves Me," Betty quit Paramount studio in

a fight over roles. Then came her TV debut, a disastrous event that upset her so much she "retired."

Now she looks back on that flop and tells friends, "I was just unlucky enough to be associated with a lot of people without talent."

The last time I saw her perform in person was the night of her "farewell" to show business at the Desert Inn in Las Vegas, Nev. Reporters in the audience didn't believe a word of it, but Betty swore she was through forever.

James Named Chairman Of Pear, Apple Section

R. M. James, Medford, has been named chairman for the apple and pear section of the 71st annual meeting of the Oregon Horticultural society December 6-7 at Oregon State college.

Attendance of approximately 1,000 growers from all parts of the state is expected at the convention.

Portland is said to be the largest lumber-milling center in the world.

Dental Tradition Says: "Never Retire"

I have never done better work than now and I have no intention of retiring.

Dr. S. Ralph Dippel
D.M.D.

WHY PAY MORE? FOR . . .

Quality printing Developing

REG. Or KING SIZE

ONLY 39¢ 8 Exp. Roll

REPRINTS 5c

PENNYWISE 323 EAST MAIN

23.50 Saran Seat Covers Sale Priced

Fully Installed 19⁸⁸

Modern "lattice" pattern in woven plastic. Pineal trim, rayon skirts, back 3 colors.

Thousands sold for \$30

New 2 1/2-lb. Portable 16⁸⁸

Wards improved famous-maker's radio. New battery-saver switch. Unbreakable case.

Reg. 9.25 All-Purpose 4-Tray Cantilever Tool Box

HEAVY GAUGE 6.44

Many uses. Gable top design. Piano-type hinge. Draw bolts and hasp. Green finish. Save now.

Complete Spin Outfit usually 12.95

9.44

6'2" solid glass spin rod. Anti-reverse, full spin reel. 200 yds. 6-lb. line. 3 Airex lures.

Usual 11.50 Akron Reel 7.48

Recessed level wind. Cast reel holds 115 yds. of 15-lb. line. ADJ. DRAG

Auto Seat Cushion 3.19

Air-cool! Vinyl-coated fiber cover with inter-woven spring. 3 COLORS

Aluminum Ice Chest with sandwich tray

USUAL 21.95 18⁴⁴

Fiberglass insulation retains cold longer. Tight rubber cover seals 3000 cu. in. storage!