



PRETTY AURELIA PATTERSON gets a lesson in branding. The menfolk are (l to r) Charlie Stukel, Dale Walker and John Copeland.

New Mount Each Time

Riders never ride the same mounts or rope the same animals twice in one rodeo. And the selections made are pure chance. Here's the way they usually do it, and probably will at the Fairgrounds during the Klamath Basin Roundup.

All the riders names are put on slips of paper and placed in one hat. The mounts or roping animals are numbered and placed in another hat.

The two slips are drawn simultaneously—one from one hat, one from another—and that matches the rider with his animal. Usually the rider looks over his mount after a selection. A good cowboy-eye will determine just how a horse should be ridden to gain the most points. For instance, some horses reins should be held higher than others, and to know that may mean the difference between winning and losing since reins are the only balance-support the rider has during a ride.

Measles Kill Two Girls

PORTLAND (AP) — City Health Officer Thomas L. Meador reported Monday that two Portland children have died from encephalitis following measles attacks.

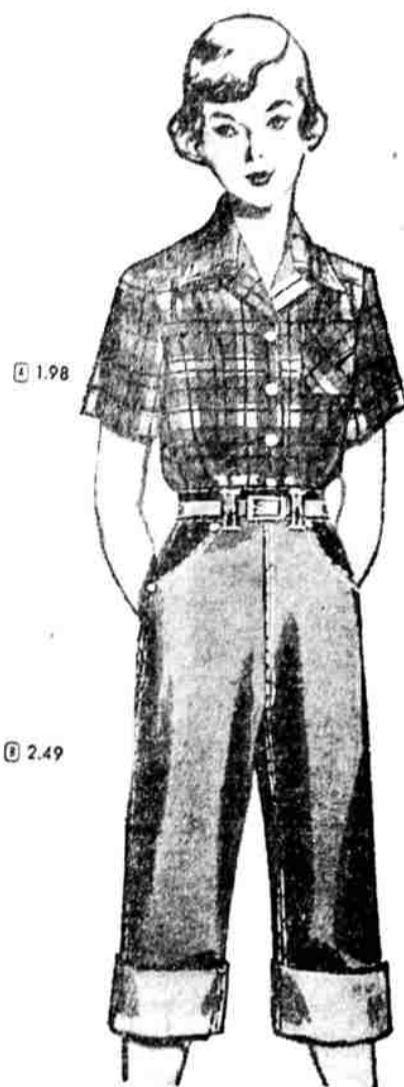
Encephalitis, a brain inflammation, was fatal to two girls, ages 5 and 15 months, he said. Their deaths are the first reported from measles in a number of years.



BARBARA JEAN ANDERSON inspects some Western fogs as Roundup Pres. Bob Robbins (left) and Roundup Director Charlie Road (right) look on.

9th and Pine *Montgomery Ward* Phone 3188

The BRAND every Westerner knows
WARD'S Famous... 101... Brands



Q 1.98

Q 2.49

IDEAL FOR WORK OR PLAY

Shirt 1.98 Jeans 2.49

Q Plaid Shirt in woven, Sanforized gingham. 24" long. Rounded shirt-tail. Vat-dyed colors. 32 to 38.
Q Sanforized Blue Jeans. Sturdy and practical. Bar-tacked at points of strain. Sizes from 22 to 36.



11-OZ. DENIM SADDLE PANTS

Men's Sizes 3.59 Guaranteed

Made of heavyweight 11-oz. Sanforized white-back blue denim. Seams guaranteed not to rip. Western rider construction with snug fitting hips, seat, legs, Slide fastener fly. Thread bartacked on pockets.



COLORFUL RAYON PLAIDS

Washable 2.98 Men's sizes

Bold, attractive woven plaids that add color and sparkle to any sports outfit. Styled for comfort with smooth-fitting collar, adjustable cuffs on long sleeves. Small, medium, medium-large, large. Vat-dyed colors.



TWO-TONE WESTERN 2.98

Ranch-style Shirts with embroidered pistol or floral design. Contrasting cuffs, collar, pocket trim. Full-cut for comfort and rugged wear of Sanforized cotton broadcloth (max. shrinkage 1%). Convertible collar, in-or-out bottom. Bright colors boys like. Sizes from 4 to 12.



STURDY CHAMBRAY SHIRT

Special purchase 1.39 Sizes 14-17

Made to Ward's rigid standards for long wear and good fit. Medium-heavyweight Sanforized fabric, with double-stitched main seams, dress-type collar and full-length tails that stay tucked in. Buy now, save.



1-6X BOYS' BLUE JEANS 1.98

Here are the blue jeans made with active little boys in mind: bartacking at all strain points, copper rivets, double knees. Sanforized denim with detachable suspenders, zip fly front. Two front, two back pockets. Blue stitched with orange. Choose several pair at this low Ward price.



BOYS' 11-OZ. SADDLE PANTS 2.49

Here are extra-heavy, extra-durable Saddle Pants that can take real punishment. 11-oz. white-backed blue denim with five pockets, zipper fly. Western-style tapered legs with ample length for cuff turn-up. Sanforized for permanent fit (max. shrinkage 1%). Sizes 6 to 16.

It's the "ONLY" BRAND THAT'S BRAND NEW!

Only car with V8 power!

Only car with a modern, new overhead valve six!

You can pay MORE but you can't buy BETTER!



Only car with 3 Station Wagons

ONLY CAR WITH SUCH A MULTITUDE OF FINE-CAR FEATURES!... Come in and "TEST DRIVE" it Today!

Only car with choice of 3 drives!

- FORDOMATIC
- OVERDRIVE
- CONVENTIONAL

Only car with Power-Pivot Clutch and Brake Pedals!

Famous Brand for Over 50 Years

Patented, Overhead, with almost the equal of other car. Equipment, accessories and tax subject to change without notice.

New 1951 V8 High-Compression Six-Cylinder Motor Six

New 1951 V8 High-Compression Six-Cylinder Motor V-8

Main at Esplanade

BALSIGER MOTOR CO.

Phone 2121