



THREE QUEEN CANDIDATES amble pleasantly along on their horses. The girls are (l to r) Betty Scale on Brownie, Pat Riley on Copper Dan and Nancy McPherson on Pecos Bill.



LITTLE JULIE McAULIFFE seems puzzled as to why the boys aren't digging into that food served on the Queen Candidates' Outing. The boys are (l to r) Jim Bowie and Henry Dearborn.

Queen Trials Judging Fair

A representative of a well-to-do business group which had decided to sponsor a girl as a candidate for queen of the Roundup this year, called on a Roundup director for advice on what the group could do to help the girl become queen. Along with his information request, the representative made it clear that his group was willing to spend money for ads and such in support of the girl.

"We're mighty glad you fellows are sponsoring the girl," he was told by the Roundup spokesman. "But you must understand that spending your money won't help the girl to become queen. Of course, it will help the girl to know she has such strong supporters but as for winning the queenship, she has to do that all by herself."

There may be festive queens at other events around the country chosen on as fair a basis as is the queen of the Roundup here but certainly none are handled more fairly.

BASIS
Roundup queen candidates are judged on the basis of 60 per cent for horsemanship and 40 per cent for poise and personality. The horsemanship judging is done at the Fairgrounds during the Queen Trials Show. Poise and personality ratings are made at the Queen's Ball at the Armory. There are three judges for each event.

During the judging in both categories, the girls are identified to the judge only by colored kerchiefs or ribbons. Candidates wear the same colors at both the Fairgrounds and the Armory.

Horsemanship judges apparently don't care a hange about the girls' looks; they are interested only in how the girls handle their horses. This attitude has been painfully evident in past years when some beautiful girls have been eliminated from the trials because of flaws in their riding.

When the Fairgrounds judges have each made out their rating slips, the slips are sealed in an envelope and not to be opened until a few minutes prior to naming the new queen at the Queen's Ball.

At the Queen's Ball, the finalists are observed during the dance by three judges whose identities are known only to the chairman of the Queen Trials, Elmer Balsiger.

A few minutes before 11 p.m., these three judges go backstage and make out individual slips grading the girls on poise and personality. The horsemanship grading slips are then brought out by the chairman and the scores totaled. The girl with the highest total score is the new queen.

CORONATION
While this has been going on, the queen candidates have been lined up behind the footlights on the Armory stage. The retiring queen is waiting in the wings with the crown of flowers. When the scores have designated the new queen, her name is whispered in the waiting queen's ear. She then walks behind the waiting girls and places the crown on the head of the new queen.

The Queen and her court . . . the Rodeo Contestants . . . the beautiful horses . . . the colorful costumes . . . the Sheriff's Posse . . . the Clowns . . . everything that portrays something of the old West . . .

HERE COMES THE PARADE!

You can capture it all in pictures, either glorious color or black and white, in movies or stills, if you're prepared. Prepare now by visiting our exclusive photographic store!



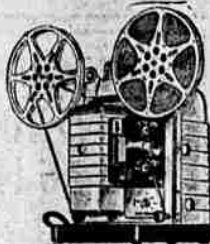
Bill Griffith, assistant to the "top wrangler," is our expert on printing and developing. If you have a problem, ask him!



See the
POLAROID
Picture-in-a-minute
CAMERA
\$89.75 on easy terms if you like



ARGUS C-3
\$66.50 Includes case and Flash Unit



The New
Bell & Howell
HOME MOVIE
PROJECTOR
Only \$99.95

ARGUS 75
GIFT SET
Popular Argus 75, flash unit, bulbs, batteries, film, case. Everything you need!
\$24.11



THE CAMERA THAT SEES THE SAME AS YOU

Cameras from \$4.75 to \$575.00!



\$35.75



take it home TRY IT!
VIEW-MASTER
Personal
STEREO CAMERA



Leo—the Camera Man . . . "top wrangler." Whatever your photographic problems, ask Leo!

LEO'S CAMERA SHOP
326 Main Phone 2-3331

hats
Lee

SQUIRE SOCKS

Rough Rider SLACKS

Tem-Tex
DISTINCTIVELY STYLED
WESTERN WEAR
MADE IN THE HEART OF TEXAS

Tailored by Day's

WHAT "BRAND NAMES" MEAN

The benefits of buying Brand Name merchandise are many, for stores everywhere are keenly aware of the importance of identifying themselves with famous brands of merchandise. The advantages to you are:

- **RESPONSIBILITY.** The name compels the manufacturer to stand back of his product.
- **QUALITY.** The competition between names stimulates manufacturers to outdo each other in product quality and style leadership.
- **VALUE.** Because these products are mass produced for broad loyal markets, resultant cost savings or greater value are passed on to you . . . the customer and the consumer.
- **PRIDE.** Famous named brands add prestige to the homes in which they appear.
- **EFFICIENCY.** Shopping time is saved through Brand Name knowledge.
- **YOUR RULE.** Your selection of brands disciplines industry to study tastes and needs; and satisfaction of these tastes determines whether or not Brand Names survive.

WORSTEDTEX

Duofold
Underwear



MASSAGNO
Ad. Cowboy Shoes

Adam
Hats

ACME
COWBOY
BOOTS

Holeproof

"SWANK"
Jewelry

Wilson Wear
IT'S WILSON WEAR IT'S FAULTLESS

STYLE-MART

Textan
Boots

Jockey

Samsonite Luggage

HERMAN'S
for men's wear



326 MAIN

PHONE 5471