SENATORS RELAX — U.S. senators relax on cots set up in the old supreme court chamber. They are, left to right, Clifford Case, Norris Cotton, Norman Brunsdale, Russel Long, Hiram Fong and Alexander Wiley.

— UPI Telephoto

Green Beard Changes Pink And White Head

BOISE, Idaho (UPI)—It used to be that Barney Wozniak, a state promotion man here, could be spotted a block away by his pink face and white hair.

But now Barney has an emerald green beard and you can see him coming for miles.

Wozniak took three hours out of life to dye his brush, then insured it for $1,000.

"Keep Idaho Green" is his job with the U.S. Forest Service. His green beard also is a practical joke on the Idaho Territorial Centennial.

"I thought I'd just advertise 'Keep Idaho Green,'" he said. Then, flipping the whiskers with his thumb, he said what's taken the minds of most Idaho women today: "Isn't it crazy?"

A number of patriotic Idaho wives have forsaken their dislike to stubbles so their husbands can turn in a hand to celebrate the centennial.

Some funny things have happened as a result.

Beauty salon operators are understandably hesitant to admit this—but some of these men hiding behind the centennial brush are fading into beauty salons when dusk has shaded the front windows.

Some of the salons admit to curling, brushing, tinting and cutting the beards.

"If you advertise this," said one operator, "you'll ruin our trade. This is all supposed to be top secret."

The grapevine has the names of the salons where one can go if he finds too much gray or stiffness in his growth.

"A man can relax more with his barber than with a beautician," he claimed.

But for all this, a lady in Twin Falls, Idaho, dislikes the bearded parody of the ancestors.

"People are disgusted with beards," she wrote the editor of the Times-News. Complaining that the "beard face" should be left a thing of the past, she commented: "Let our oldtimers rest in peace."

Perhaps the beard would have perpetuated if the oldtimer had cared as much for his brush as this generation in Idaho is doing.

The bushy-tailed, bright-eyed Pomeranian dog, or one very much like it, has delighted ladies since ancient Greek times.

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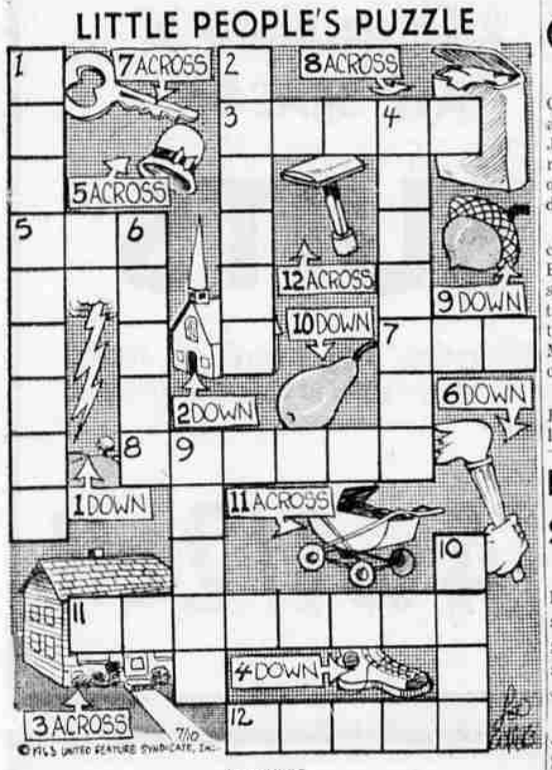
LITTLE PEOPLE'S PUZZLE



ANSWERS

ACROSS: 3. HOUSE 5. HAT 7. KEY 8. HAMPER 11. CARRIAGE 12. RAZOR

DOWN: 1. LIGHTNING 2. CHURCH 4. SNEAKER 6. TORCH 9. ACORN 10. PEAR

Christmas Valley Rodeo Queen Contest Slated

FORT ROCK — North Lake County young women between 16 and 21 will compete at 2 p.m. July 21 at the Christmas Valley rodeo arena for queen of the second annual Christmas Valley Rodeo slated July 27-28.

The Sage Riders, local horse club, is sponsoring the events. Bud Baert heads rodeo plans, assisted by Doug Houston and Austin McClister. Mrs. Johnny Pettus is program chairman, with Mrs. Kenyon Morehouse in charge of publicity.

Girls who are residents of the Paisley, Summer Lake, Silver Lake, Fort Rock, and Christmas Valley communities are eligible to compete for the queen title. Applications are to be turned in to the club secretary, Mrs. Jack Gillette, Christmas Valley, by July 17.

Play day events will also be part of the July 21 queen and princess selections. Judging in the royalty contest will be based on 60 per cent horsemanship and 40 per cent personality.

Events scheduled for the jackpot rodeo include bareback riding, saddle bronc riding, team roping, calf roping, bull dogging, reined cow cutting and cow riding. A saddle will go to the all-around cowboy, donated by salesmen of the M. Penn Philips Company.

Junior competition will include junior racing, carrier race, and a cowhide race. Trophies will be awarded to the junior winners. Another event will be the ladies barrel racing.

Kenyon Morehouse is president of the recently organized horse club. Its rodeo plans include building bleachers prior to the opening day.

House Passes Service Bill

WASHINGTON (UPI) — The House has made permanent the six-year military obligation program under which youths usually serve six months on active duty and the rest in the reserves.

In action Monday, the House approved and sent to the Senate legislation to overhaul the program to sitpulate active duty varying from four to 18 months, depending on the enlistee's military specialty.

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Herald and News

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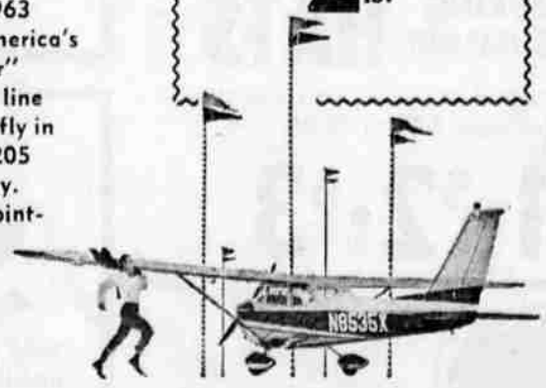
We'll have a factory showing of the 1963 Cessna line including the new 310, America's most popular twin; the new "Skymaster" with tandem engines producing center line thrust that any single-engine pilot can fly in just a few hours; the new 6 passenger 205 Skylane and others will all be on display. We will also make demonstration appointments for Monday and Tuesday. Remember, it's Sunday at 1 p.m., and we will be giving airplane rides over town for just 2c-lb. all afternoon.



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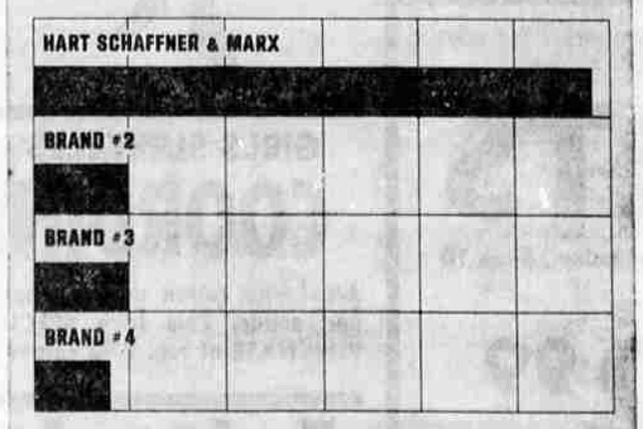
During a recent survey among middle- and upper-income men in widely-separated cities, field representatives of Gaffin Marketing Research asked this question:

"What is the first national brand name that comes to your mind when you think about men's suits?"

Results:



LEADERSHIP MARGIN: The number one brand name —Hart Schaffner & Marx—is nearly six times better known than Brand #2.

Moral: It pays to buy the National Brands It pays *even more* to buy the Number One Brand!

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