

LAUREL OUTLOOK

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LAUREL, MONTANA, WEDNESDAY, JUNE 25, 1947

FIVE CENTS

WOLD CO. OBSERVING 38TH ANNIVERSARY

The O. M. Wold company has announced the celebration of its thirty-eighth anniversary. The concern, under the name of Funk-Wold company, opened for business in Laurel in the summer of 1909.

The original location was in the Lennox block at West Main and Third avenue where the company now has its farm implement store. An early division was The Model, a men's clothing store, at West Main and First avenue. The Model was the G & M store before it was acquired by the Wold company.

O. M. Wold, one of the originals in the Funk-Wold company, bought the interests of his associates here and in the east and changed the name to O. M. Wold company. After a time the concern bought the building at the First avenue intersection, known then as the Westbrook-Held property, which is now the home of the main store. Later the Lennox block, the original location, was acquired and houses the implement division.

Wold assisted in waiting on the trade at the opening day in 1909.



GOOD SCOUT . . . Rachel Claris, 17-year-old representative of Great Britain's Girl Guides, arrived in New York to attend first world encampment of Girl Scouts to be held since 1937.

ADVERTISING DEBATE AMUSES KIWANIANS

A debate on the merits of modern newspaper and magazine advertising formed an interesting and amusing program for Wednesday evening's Kiwanis club dinner meeting. The session was held in the dining room of the Board of Trade cafe with President W. A. Ziegler presiding.

Ziegler opened the meeting by introducing Peter Yegen, Jr., president of the sponsoring Billings Kiwanis club. Yegen commended the Laurel club on its efforts so far and then introduced the other visiting Billings Kiwanians, Blaine Mercer, Clarence Henryson, and "Lefty" Lyons, who was program chairman at Wednesday night's meeting.

Lyons first introduced Thor Severson of the news and editorial room of the Billings Gazette, who gave a highly entertaining talk on the many faults of modern day advertising. His special targets were the soap, deodorant, toothpaste, perfume and tonic ads which, he said, were often misleading and whose bad taste defied the public's sensibilities.

Lyons then introduced Bill Chase, Gazette advertising manager, who took up a humorous cudgel against Severson's arguments. Chase maintained that the advertising man had made the American public conscious of its many small personal faults, and, largely through the ads that Severson objected to, had contributed immensely to the public's physical and mental well-being by literally cleaning it up.

Ziegler thanked the Billings delegation for their contribution to the program and closed by reminding members that the Laurel club's charter night would be held July 23 in the high school gymnasium.

A PROCLAMATION

BY THE MAYOR

Whereas, Many Laurel people wish to combine a proper observance of the one hundredth eighty-first anniversary of National Independence, the Fourth of July, with a week-end vacation, and

Whereas, the Fourth of July falls this year on a Friday, which ordinarily would be followed by a day of active business that would hinder or prevent the complete observance desired;

Therefore, I, Peter D. Thomson, Mayor, by virtue of the authority vested in me, do hereby declare and proclaim that Saturday, July 5, 1947, shall be a legal holiday in the City of Laurel, Montana, for the pleasure and convenience of the citizens and inhabitants thereof.

Dated at Laurel, Montana, this twenty-fifth day of June, in the year A. D. 1947.

(Signed) PETER D. THOMSON,
Mayor of the City of Laurel, Montana.

CROP ACREAGE IN STATE IS GREATER THAN 1946 RECORD

Beet Thinning In Yellowstone Near End, But Alfalfa Weevil Does Damage To Hay

Montana crops showed rapid improvement during the past week, the report of cooperating Montana and federal agencies at Helena indicate, and more acreage was planted as a result of the heavy rains experienced in June. The supply of top-soil moisture was sufficient to germinate late seedings and to give the spring planted crops a good start. The total acreage cultivated in Montana this year is greater than in 1946.

Tourist Of 21 Years Ago Visits, Inquires Location Of Old Camp

A woman tourist passing through Laurel Monday stopped at Tubman's Food Mart on East Main to inquire the location of a tourist camp in which she and her family stayed a day and a night 21 years ago. She was told the location was near where the H & L market is now situated in the 400 block of West Main.

She said she distinctly remembered it, for "it was the best along the way after leaving Seattle."

MOORE REPORTS ON ROTARY CONVENTION

More than 14,000 people attended the recent international convention of Rotary clubs in San Francisco, President J. P. Moore told Laurel Rotarians at their meeting Tuesday. He, accompanied by Mrs. Moore, attended as a delegate from the Laurel club. Twenty-four nations were represented.

Although general sessions were conducted in the huge Civic auditorium at San Francisco, the crowd was so large that it was impossible for all the people to appear in one picture. Moore exhibited a photograph showing about one-half.

The programs were always in English, but delegates from foreign countries who did not understand English heard translated gists of the speeches as they were being made. The foreign delegates, equipped with ear phones, were seated in a section of the auditorium and listened to translators speaking into transmitters connected with the head sets. Wives, relatives and friends of many of the delegates were also at the sessions.

The gathering was so large that those attending were divided into alphabetical sections and these were subdivided into zones for special group meetings at the several hotels in the city. Delegates were frequently confused and went to the wrong places.

Moore left here Decoration day and went directly to Los Angeles where he and Mrs. Moore visited relatives and friends, including Mac H. Hessel, a former Laurel resident who now lives in Bellflower, said to be the world's largest unincorporated town. With a population of 40,000 it is without city government, policemen or firemen. It is about 20 miles from Los Angeles, where Hessel works.

Moore attended a meeting of the Bellflower Rotary club, which has a membership of about 80. Later he attended the Los Angeles Rotary club. It is very large and always has many visitors. The members arrive at their convenience and eat at small tables. There is no formal opening, although there is a benediction and the singing of Auld Lang Syne at the close.

Four underprivileged children were introduced during the meeting.

Their sponsor told the Rotarians that large-mouth bottles on the tables had been placed there to receive contributions with which to send the four and many others like them to summer camps outside the city. The bottles were quickly stuffed with paper money, and in about five or six minutes it was announced that more than \$19,000 had been contributed. The count was made by section chairman who reported the sub-totals to the general chairman.

Members are frequently fined. Any real or fancied omission or anything unusual draws a penalty. One member, known as "Sticky," was fined for having an unusual number of advertisements in Life magazine. His concern manufactures adhesives. The amount assessed was \$500, which "Sticky" paid by check.

When the Moores arrived in San Francisco for the convention they found their predecessors moving out of the hotel room that had been reserved for them, and when they were ready to leave their successors were

NEW CHEVROLET TRUCK LINE TO BE SHOWN

The new advance-design line of Chevrolet trucks and commercial cars will be shown to the public June 28 in Laurel according to Clay Greening of the Greening Chevrolet Co. "All over the nation on that date, Chevrolet dealers will be exhibiting the new trucks," Mr. Greening said. "We are having a special showing in Laurel and cordially invite truck owners, fleet operators and others interested in trucks to visit our showroom."

Advance information on the trucks indicates that the line will be the most comprehensive in the history of Chevrolet and will feature driver comforts and conveniences not heretofore available in motor trucks. "For the first time in the history of the automotive industry, a truck has been designed which has as a basic concept the comfort and safety of the driver," said Greening. "We predict that the result will have the complete endorsement of truck owners and drivers."

"Re-styled and precision-engineered, the advance-design line of trucks," Mr. Greening declared, "provides an efficient, dependable, safe and low-cost unit for practically every type of hauling and transportation requirement."

The display at the Greening Chevrolet Co. will open at 9 a. m. and close at 6 p. m. daily. Trained truck men will be on hand to explain the features of the vehicles.

Faculty For Lucecock Institute Announced

Rev. M. J. Wilcox, dean of Yellowstone Park Institute which is held at Lucecock Park, July 7 to 13, announces that all the faculty members have been secured, and that the out-of-state faculty consists of Dr. Albion R. King of Cornell college, Dr. Carl L. Stocking of San Francisco, Calif., Rabbi Morton A. Bauman of St. Paul, Minn., and Miss Anna Edwards, a Filipino college student of a mid-western college. These four persons will work with about a dozen other faculty members chosen from within Montana.

Mrs. Marion Crawford of Laurel is to be dean of women, and Mrs. M. J. Wilcox is teaching a course to intermediates.

Rev. Wilcox states that Laurel Lodge is the finest cabin on the grounds, and that he hopes the fireplace in the lodge will be completed by institute time. Laurel was fortunate in securing fifty army cots late last summer, hence a large group from Laurel and Park City can be housed.

Mayor's Proclamation Gives Laurel Three-Day Holiday For the Fourth

Laurel people will enjoy a three-day holiday this year in observance of the Fourth of July as result of a proclamation issued by Mayor Peter D. Thomson. The Fourth comes this year on Friday, the mayor states in his proclamation, which ordinarily would be followed by a business day. By his proclamation the mayor makes July 5 a legal holiday also, giving the people Friday, Saturday and Sunday for a week-end vacation.

Although the streams are yet high, a good many residents have plans for fishing expeditions to nearby rivers, creeks and lakes. During the

war their travel activities were sharply curtailed by lack of gasoline.

Some Laurel people expect to attend annual rodeos and frontier events that have been advertised by Montana and Wyoming communities. Many others will have to stay home and work.

The Montana highway patrol again urges the exercise of great care to avoid accidents while travel is at a peak during the week end.

Some Dealers Report Gain In Sugar Sales After Lifting Of Ban

Some Laurel grocers had distinct increases in the sale of sugar last week, following the removal of ration rules. For the first time in a long period many housewives were able to buy sugar in 100-pound lots and thus fortified themselves for increased canning, preserving and the making of pies and cakes. Although stamps 11 and 12 had been recently cashed, the sales stepped up for a time.

The only difficulty encountered was transportation from manufacturers to wholesalers, which was temporary.

Sugar rationing was one of the last war-time restrictions to be removed.

Nephew Of Laurelite Takes Second Place In Endurance Race

Lester Stovall of Billings, who won second place in the 153-mile Billings to Miles City endurance horse race, staged in connection with last week's Go-Western celebration in Billings, is a nephew of Mrs. C. L. Starbuck of Laurel. Stovall, who crossed the line 12½ minutes behind the leader, was paid \$1,590 for his efforts.

The winner, Merle Hillyer of Sand Springs, won the race in the time of 19 hours and 13 minutes and received \$2,120 of the \$5,300 purse. I. J. Saye of Marsh came in two hours later and collected \$1,060 for third place. Clifford Hunter of Butte carried away \$520 in fourth place money. He completed the run in 22½ hours.

The four winners were the only ones out of the 51 starters to complete the race.

Jake Kiesz Dies In Accident In Idaho

Jake Kiesz, 33, of Lewiston, Idaho, was killed in a tractor accident Monday, according to a message received by his father-in-law, Lester O. Boylan. The message stated that Mr. Kiesz was driving a tractor on a hillside near Lewiston when it turned over, breaking his neck and killing him instantly.

Mr. and Mrs. Kiesz moved last fall to Idaho shortly after the death of their 18-month-old son, Jerry, who was drowned in a lily pool near their home.

Mrs. Irene Kiesz, the widow, and 22-month-old son, Larry survive. Mr. Boylan and son, James Boylan, left for Lewiston to accompany them to Laurel.

The body of Mr. Kiesz will be taken from Lewiston to Settergren's funeral home in Billings. Services are to be held Saturday afternoon in Our Saviour's Lutheran church. Burial will be in the Laurel cemetery.

Services Conducted For Laurel Resident

Funeral services for Mrs. Ethel Marie Golden, 59, wife of Lloyd Golden, who resides three miles northeast of Laurel, were conducted at Smith's chapel in Billings Thursday by Rev. Walter J. Feely, pastor of the Church of the Air, Billings. Herbert Brunswold, accompanied by Mrs. Ernest Wild sang "The Old Rugged Cross" and "Beautiful Isle."

Pallbearers were W. C. Branstetter, Nick Martin, J. H. Mayborn, Paul Ronan, E. O. Seitz and Emmett Vaughn. Entombment was in Billings Community Mausoleum.

Mrs. Golden is survived, besides the widower, by two sons, a daughter, a sister, a half-brother and eight grandchildren.

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Students Advised On Social Security Act

According to Glenn Gardner, manager of the Billings field office of the social security administration, all students engaged for the first time in part or full-time work in employment covered by the social security act this summer, should make sure that their employers have their names and numbers exactly as they appear on their social security cards.

The payment of old-age or survivors insurance to them or their families depends upon this information being correct.

Kalispell To Boast Open-Air Theater

A drive-in movie theater, said to be the first of its kind in Montana, is to be built in the Kalispell area, four miles east of the city. The theater will occupy about five acres and 500 cars will be able to park on the grounds. Patrons will be able to view the screen from their cars at all times, even though cars may be entering or leaving.

Child Victim of Fire Is Buried

Mr. and Mrs. Fred Siegfried and children left Thursday for Aberdeen, Idaho. The two children, Freddy 5, and Diana 2, had sufficiently recovered from their burns to be able to accompany their parents. Funeral services were conducted Sunday for Pamela Siegfried, 3, who was burned to death in a fire which destroyed the family apartment. Services were held at the Aberdeen Church of Jesus Christ of Latter Day Saints.



ELLIOTT DECORATED BY FRENCH . . . Elliott Roosevelt, son of the late president, is shown after receiving the legion of honor in the rank of chevalier and the croix de guerre with palm for outstanding service in North Africa in 1943. Left to right on lawn of French embassy in Washington are: Mrs. William Breyton, Air Attache Col. William Breyton of the French embassy, Elliott Roosevelt, Fay Emerson Roosevelt, Mme. Bonnet, wife of French ambassador, and Mrs. Eleanor Roosevelt.

Crows To Adopt Bennett, Soil Conservationist, In Ceremony As Colorful As Given Marshal Foch

A tour of soil conservation projects, a special Indian dance, a free buffalo barbecue, an afternoon of talks on conservation, and a full dress adoption into the Crow Indian tribe are among the events scheduled for a soil conservation field day July 22 at Hardin.

Dr. H. H. Bennett, chief of the soil conservation service, Washington, D. C., will be the guest of honor and principal speaker. The final event of the day will be his adoption into the Crow tribe, with many Indians in full tribal regalia participating. It has been tentatively arranged for Sidney Black Hair to adopt Dr. Bennett as his son. Henry Pretty on Top, chairman of the Crow tribal council, and Harry

Whiteman, council secretary, are directing the plans for the adoption. Whiteman has said that the ritual will be one of the most elaborate ever staged by the tribe and will rank with the adoption of Marshal Foch on his visit to Montana soon after the close of World war I.

Five buffalo from the herd pastured in the Big Horn mountains are being contributed by the Indians for barbecue, which the Indians will cook in the traditional manner in deep pits. A special dance, the "Dog Head Feast Dance," accompanied by singers with tom-toms, will precede the barbecue.

Many national and state dignitaries are to be present at the day-long affair. The public is invited to attend.