

TEXAS
Press Clipping Bureau
DALLAS

From

Stamford (Tex.) Leader

SEP 20, 1940

Date

90
'ROUND
ABOUT

BILL SWENSON CALLS—Just as we were in the big middle of something or the other and quitting time was just around the corner, Amon G. Carter, of Fort Worth—yes, The Star-Telegram head and shoulders, phoned out to Bill Swenson to get him some sort of fitting certificate of Membership blank for Gary Cooper—Gary wanted to join the Texas Cowboy Reunion gang and had to have it right now, if they could get it so he could appear in the big show at Fort Worth—"The Westerner,"— and be presented in person by Mr. Carter. Bill Swenson came down to The Leader office, which possesses the original drawings of the brands, etc., and within a short while the certificate was set up and printed with a border of brands, the well-known SMS brand being at the top and in the center. They do say the ceremony of making Gary a Texas Cowboy Reunion Cowboy was all to the good and thousands now know that Gary is a full-fledged member with all the rights and privileges of any cowboy alive, not even excepting John Sellmon. The Texas Cowboy Reunion is known where cow-hair is grown; it has crossed seven oceans with its fame, and then back again; it made itself known in the Island of Cuba and has dropped back to the Caribbean sea and on around the wide-world. Will Rogers made it famous, largely, and many are the helpers he has had in making it the best-known Rodeo in the world, barring none, as it is the only one that amateurs can compete in; the only one that is run for the good of the order, as no stock-holder ever gets a dime of the profits. The profits go back into the fund for improving the grounds and making a better show, each and every year.

* * *