

## Dr. Martin To Head DMA Advanced Technology

Former Aerospace Center employee, Dr. Charles F. Martin, has been appointed chief of the Advanced Technology Division, Systems and Techniques Directorate for the Defense Mapping Agency. His appointment was announced by agency director, Maj. Gen. William L. Nicholson, III.

Dr. Martin succeeds Dr. Armando Mancini who recently became deputy director, Systems and Techniques Directorate. Dr. Martin has been acting chief of Advanced Technology Division since January. He was formerly chief scientist at DMA.

Dr. Martin began his mapping career in 1954 at the Aeronautical Chart and Information Center, forerunner of the Aerospace Center, as a GS-4 cartographic photogrammetric aid. In 1958 he became a geodesist, in 1962 a physical scientist and in 1964 he achieved the position of GS-13 research physical scientist. When he left the Aerospace Center in 1972 for HQ DMA, he was a GS-15 research physical scientist.

He was nominated for the DoD Distinguished Civilian Service Award in 1970. He has received seven awards at the headquarters.

Dr. Martin obtained his Bachelor of Science degree in 1949 from Lincoln University, Jefferson, Mo. He obtained his Master of Science degree and Doctorate from Yale Uni-

versity, New Haven, Conn. in 1962 and 1964. He has authored numerous scientific and technical papers, many of which he presented at international conferences and symposiums throughout the world.



He is a member of the American Astronomical Society, the Royal Astronomical Society, the American Geophysical Union and the American Congress of Surveying and Mapping. He is listed in the "Who's Who in the Mid-West."

Dr. Martin is a native of Carrollton, Mo. He and his wife, Margelle, live in Silver Spring, Md. and have three children.

# Orienteer

DEFENSE MAPPING AGENCY AEROSPACE CENTER

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## Nine Receive Presidential Letters

Nine Center employees have received Letters of Recognition from President Carter for suggestions they had made that resulted in significant cost reduction to the Federal government.

Kathleen Carroll, Kathleen James, (LO); Charles Hollyfield, Paul Fincannon, Patricia Wiese, (GD); Ronald Muse, Claude Sides, (CD); Robert Russell, (SD); and Jesse Snuligan, (FE), all received letters signed by the president.

The letters stated, "Higher productivity is vital to the social and economic well-being of our Nation. Contributions such as you have made support my conviction that Federal personnel can play a major role in improving government service."

The awards were presented on behalf of the president by Center Director, Col.

Robert Burns, in special ceremonies Mar. 28.

More people who participate in the government's suggestion program will be hearing from the president.

The White House recently approved an Air Force proposal to include suggestions with "intangible" benefits in the recognition program that gives a suggester a letter of commendation from the president.

The Presidential Recognition Program previously had been open to suggesters whose ideas provided "tangible" benefits with savings of \$5,000 or more for the government.

Now, suggestions also will be eligible for presidential attention if they result in significant contributions to saving government resources.

### Attention Retirees

## MC&G Alumni Association Formation Now Underway

Plans are now underway to establish an MC&G Alumni Association of retired civilian and military personnel associated with the Defense Mapping Agency Aerospace Center and its predecessor organizations (Aero Chart Service, Aeronautical

Interest," said Riordan. "There are a lot of people out there who have given much time and effort to the Center and made a lot of friends. We'd like to find a way for all to keep in touch."

The purpose of the association

bylaws, membership, dues (probably no more than \$5 per year), organization name, election of officers, frequency of meetings/social events, etc.

Anyone having an interest in joining or in at least attending the initial

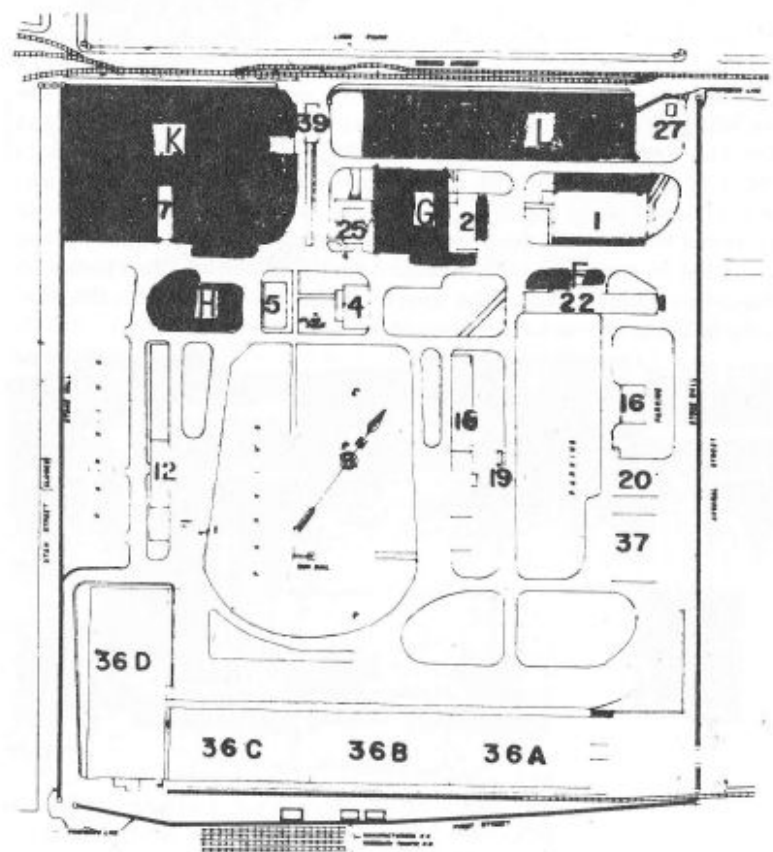
## New Parking Begins 21st; Over 400 Open Spaces

The new Aerospace Center parking plan will be implemented April 21st, according to Security Police officials. Lists of reserved

April 21st, according to Security Police officials. Lists of reserved parking assignments are being sent to time card supervisors today so that they can inform employees. Employees will have next week to locate their new parking spaces on the maps displayed in the lobby of Building 36. New parking will begin Monday morning, April 21.

As a result of the new plan over 400 spaces have become available for open "first come" parking. The open parking areas (shaded on the map below) are lots K, L, H, F and G (behind Building 25).

South Annex is mostly open parking with reserved areas clearly marked.



(Aero Chart Service, Aeronautical Chart Plan, Aeronautical Chart and Information Center), according to William Riordan, one of the organizers.

"We're looking for a show of in-

## Nominees For Lane Award

The Aerospace Center has nominated three individuals for consideration in the DMA Ben Lane Award competition. Nominated were Richard Berg, Eugene Gamble and Robert Hodge.

The Ben Lane Award was established this year to recognize individuals or teams for technological achievement. The award is named in the memory of the late Benjamin B. Lane, a pioneer in photogrammetric process and techniques currently used in the MC&G community.

DMA nonsupervisory professionals are eligible for nomination. Those nominated have made outstanding contributions in the MC&G research, development or techniques and have exhibited creativity, initiative and resourcefulness.

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The purpose of the association would be to provide a means of continuing social contact; to share interests and experiences among the membership; to encourage the exchange of ideas for the mutual benefit of members; and to provide a clearing house for the exchange of information and ideas.

According to Riordan, initial thoughts on membership, and he stressed the word initial, are to provide membership to retirees with 20 years or more of government service, at least ten of which have been with the Aerospace Center or its predecessor organizations. In the case of military, one tour regardless of duration would suffice for qualification.

An initial planning and organizing meeting is being planned for St. Louis sometime near the end of June. The meeting would discuss

ing or in at least attending the initial organization meeting should write or call Al Poertner, 6631 Lynbrook, St. Louis, Mo. 63123; phone 314-351-5805, not later than May 7.

Individuals with questions or an interest in discussing any aspects of the proposed association prior to the June meeting should call or write:

Tom Finnie  
Route 2 Box 239  
Gilbertville, Kentucky 42044  
Phone: 502-362-8120

or

Bill Riordan  
2109 Freda Drive  
Vienna, Virginia 22180  
Phone: 703-938-0173

The exact date of the June meeting has not been determined but when selected will be published in future issues of the Orientor.



# NATIONAL SECRETARIES DAY • 23 APRIL



## ASP Expresses Thanks

"The St. Louis DMAAC personnel are very hard-working and devoted people. You can take a great measure of pride in them for the outstanding job they did," Francis H. Moffitt, past president of the American Society of Photogrammetry (ASP) said in a letter to Col. Robert Burns, director of the Center.

The letter went on to say, "On behalf of the American Society of Photogrammetry, I want to express our sincerest thanks for the support given to the convention staff in preparing for and seeing to completion the most successful annual meeting which our two societies have ever held."

A letter of appreciation was also sent to Colonel Burns by William D. French, executive director of ASP.

## Some Former POWs Get VA Dental Care

Veterans who were prisoners of war (POW) for six or more months may now get dental care through the Veterans Administration, according to VA officials.

According to officials, former POWs may have suffered irreparable dental damage during their imprisonment. Previously, dental treatment was limited to service connected dental problems.

Also eligible for VA dental care are veterans with service connected disabilities rated at 100 percent.

Veterans living in areas where VA health care is unavailable may be authorized to get treatment from private dentists under certain conditions.

Veterans who feel they qualify

for these expanded benefits should contact their nearest VA facility for applications and assistance.

Other groups already eligible for VA dental care include:

- Veterans with service-connected dental conditions which meet VA eligibility requirements.
- Veterans who apply within one year of discharge for treatment of dental conditions which occurred in the line of duty.
- Those with service-connected medical conditions which VA professionally determines to be aggravated by a dental condition.
- Certain veterans in VA rehabilitation programs.
- Veterans of conflicts before World War I, whose dental conditions are presumed to be service-connected.

## Bits And Pieces

### From The Black Book:

It's been awhile since this column appeared (did I hear a thank goodness) but with the advent of Spring the typewriter keyboard has thawed enough for me to resume my biweekly nonsense.

—0—

Speaking of Spring... have you ever noticed the lawns that received a coat of fertilizer late in the fall are the first in Spring to show the green signs, of course, they also show the stripes where the fertilizer spreader swaths didn't quite meet. For the best example drive by my house and while you're there you might pull a few weeds or mow the grass.

—0—

As an avid Spring watcher I've noticed the signs of Spring are in full visual array at the Center. The Roads and Grounds crew is busy at work sprucing things up. Young lovers are beginning to make their treks around Lyon Park while softball enthusiasts practice their skills. The number of lunch hour joggers has increased from the one or two diehards of winter. Kids have exchanged their sleds for bicycles. More people are coming to work at 6:30 and conversely more are departing at 3:00. At my house there is some talk of canoe trips and

## Capt. Edmonds Presented Joint Service Medal



Capt. Walter L. Edmonds III, STA, receives the Joint Service Commendation Medal with one Oak Leaf Cluster from Col. Robert Burns, director of the Aerospace Center during recent ceremonies. Captain Edmonds received the medal with oak leaf cluster while serving as acquisitions management officer, Systems and Techniques Directorate at the Center from August 1978 to March 1980. "Captain Edmonds demonstrated exceptional technical and managerial capability in the testing and evaluation of non-conventional imagery acquisition sensor technology developments and their application to mapping, charting and geodesy," read the citation. Captain Edmonds left military service on Mar. 24 for civilian life.

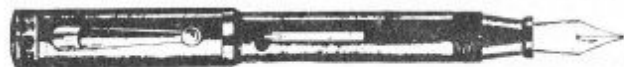
## Cole Retires With 35 Years

RAYMOND COLE, GA, retired on Feb. 29 with 35 years of Federal service.

He joined the Army Reserve in December 1942. He served on active duty from December 1943 until December 1945 after which he at

until February 1953 when he transferred to DMAAC and was assigned to the Printing and Distribution Department.

At time of retirement Cole was assigned to the Production Man-



Crossword 7

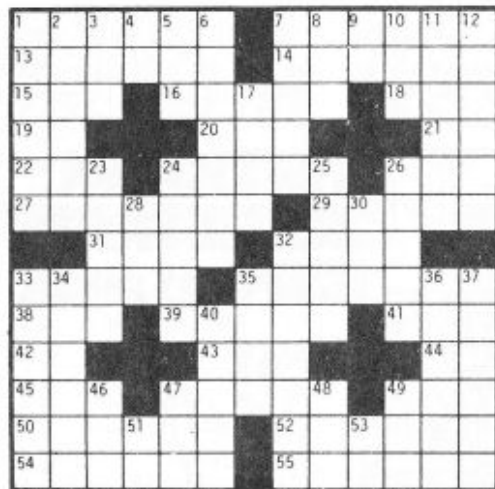
43. Tibetan gazelle  
4. Atop  
5. Mat

**ACROSS**

- 1. Prance
- 7. Groaned
- 13. Street
- 14. Fine fur
- 15. Negative
- 16. Apparition
- 18. Forbid
- 19. Washing-  
ton, \_\_\_\_\_
- 20. Stowe  
character
- 21. Do, re, \_\_\_\_\_
- 22. Conducted
- 24. French
- 26. Staff
- 27. English  
schoolboy
- 29. Idolize
- 31. Forsaken
- 32. Front of the  
boat
- 33. Palm
- 35. Choice
- 38. Paddle
- 39. Goes by sea
- 41. Girl's nick-  
name
- 42. Roman four

**DOWN**

- 1. Taper
- 2. Web-footed  
bird
- 3. Animal  
doctor



- 44. \_\_\_\_\_
- 45. Illuminated
- 47. Leaves at  
the altar
- 49. Gaming  
device
- 50. Kind of  
paint
- 52. Stranger
- 54. Argue
- 55. Steps

- 57. \_\_\_\_\_
- 6. Iran's capi-  
tal (var.)
- 7. Flat-topped  
hills
- 8. Table scrap
- 9. Exist
- 10. Pen point
- 11. Captivate
- 12. Scoff at
- 17. Kiln
- 23. Grief  
(poet.)
- 24. Wrens, e.g.
- 25. Mountain  
pools
- 26. Eurasian  
tree
- 28. French  
refusal
- 30. Dowry
- 32. Tastes
- 33. Thwarted
- 34. Gorge
- 35. Musical  
instrument
- 36. Pluckier
- 37. Goes in
- 40. Nimble
- 46. Actor  
Hunter
- 47. Airplane
- 48. Tennis bout
- 49. Roman 502
- 51. \_\_\_\_\_n Pa
- 53. Egyptian  
sun god

there is some talk of canoe trips and tennis courts. But perhaps the surest sign of Spring is the itch I feel in the hand which holds the fishing pole.

dlb.

December 1945, after which he at-  
tended school in Chicago.

Cole returned to St. Louis in 1947 and was employed by the Adjutant General Publication center as a multilith operator until he was recalled to active duty for the Korean conflict from October 1950 to December 1951. He returned to AGPC

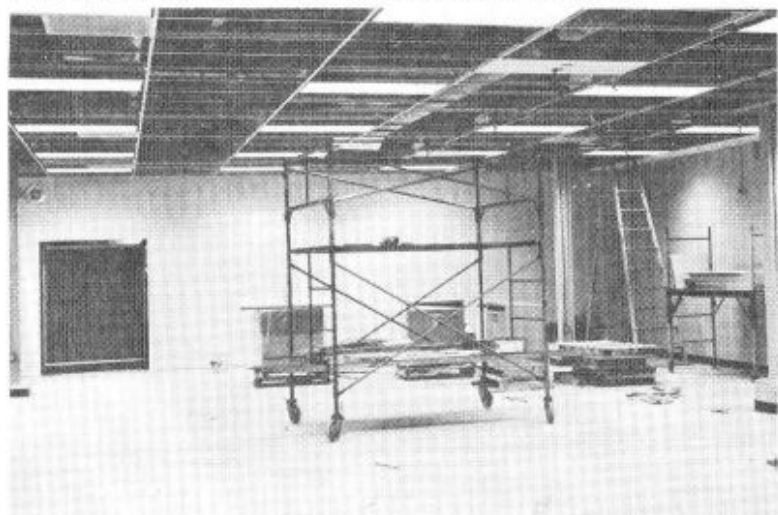
Management Office as a production controller.

"I'm still active in the U.S. Army Reserves (in my 37th year)," stated Ray. He is presently assigned as Command Sergeant Major with the 21st General Hospital on South Kingshighway.

## South Annex Rehab Underway



Remodeling of over 31,000 square feet of space at the South Annex Building 8900-4 is now underway as the Center continues to expand its operational areas. The space, in Section 2 of the building, is being rehabilitated as part of the space requirements for the Vertical Obstruction Data Program. The photograph at the left is typical of the early construction period when walls were removed to enlarge room area to a size similar to that pictured below. New drop ceilings with recessed lighting are being installed in the remodeled areas. According to the Directorate of Facilities Engineering, who oversees the contract work, the project is expected to be completed by the end of May.



**Answers Page 4**

# Spring Is In The Air

The winter season has finally come to a close and spring is becoming more apparent every day. No more bundling up to shovel snow or spread salt on icy walkways. Spring is the time for being outdoors and enjoying the new green scenery provided by nature.

Keeping that scenery in top shape at the Aerospace Center is the job of the Roads and Grounds people of the Directorate of Facilities Engineering. Preston Sanders, Roads and Grounds foreman, heads a crew of ten employees, and for them spring is the time for cleaning up the residue left by the winter season.

This involves giving the Center an annual "facelifting". Snow plows change to brushes to sweep away dead leaves and grass. The catch basins in the drain pipes are cleaned out to ready them for heavier rainfall. A general policing of the installation is also performed.

The grass on the Center grounds is treated in several ways. The ground is aerated, which means that an aerator is used to remove cores of soil so that the roots of the



grass will receive more oxygen and thus grow better. Fertilizer is then applied, the area sprayed for weeds and eventually the mowing and trimming begins.

Spraying of shrubbery begins in the spring when they are more vulnerable to insects because of the tenderness of the new growth. This year all new shrubs will replace the old ones along the walkway extending from the guard shack at the main entrance of Sec-

ond Street to the rear of Bldg. 25.

New flowers are planted during the spring of each year. Work is now being done to place approximately ten flower beds along Bldg. 89004 to give the South Annex a fresh appearance.

A spring stroll around the Center grounds should prove enjoyable, and the people in Roads and Grounds are working hard to keep it that way.

## Tire Recall

The Uniroyal Tire Co. will recall an estimated two million passenger car, steel-belted radial tires.

The decision follows a National Highway Traffic Safety Administration determination that some Uniroyal tires contain a safety-related defect.

The recall covers Zeta 40 PR6 and TCP PR6 tires, size LR78-15, produced in 1975 and 1976. Most of

## Fire Extinguisher Training

The annual fire extinguisher training has been scheduled for area fire marshals and fire wardens and other personnel as required by DMAACINST 41654, according to Fire Chief James Bell.

Dates for the training are Apr. 15 and 29, May 13, at 9:30 a.m. at the

# March Honor Roll

## 35 YEARS

Clarence M. Poindexter.

## 30 YEARS

Alvin H. Baker, Clifton O. Crews, Ralph K. Imhof, Frederick A. Meister, Robert L. Picarelli.

## 25 YEARS

Jaunetha M. Cade, Earl G. Finney, Jr., Mozella J. Major, Earl I. Smith, Phyllis J. Watt, Willie J. Whitten, Anna M. Wolfrum, Dean A. Zimmerman.

## 20 YEARS

Martha M. Franklin, Ralph E. Price, John P. Purcell, Henry E. Sneed, John L. Talbott.

## 15 YEARS

Marvin R. Conyers, Darryl E. Crumpton, Lois M. McGruder, Earl F. Sanders, Jr., George L. Soscia.

## 10 YEARS

Eddie W. Dukes, Phillip N. Foster, Lillian L. Greytak.

## OUTSTANDING PERFORMANCE RATING

Ann Lynnette Miller

## OUTSTANDING PERFORMANCE RATING/ QUALITY SALARY INCREASE

Paul L. Beckmeyer, Colleen Flood, Edmund J. Kaczmariski, Alfred E. Leuschner, Thurman R. Maness.

## OUTSTANDING PERFORMANCE RATING/ SUSTAINED SUPERIOR PERFORMANCE

Fannie B. Davis, Dorothy L. Martin, Debra L. Mays.

## QUALITY SALARY INCREASE

Norman B. Adams, Kenneth F. Cranmer, Thomas B. Fles, Turner H. Johnson, Richard L. Lininger, Frederick A. Meister, Carns W. Mullins, Mildred H. Wallace.

## SUSTAINED SUPERIOR PERFORMANCE

Diane Baker, Priscilla R. Briggs, John F. Clouser, Demetrius L. Cream, Donald R. Cummins, Justin L. Daugherty, E.

# April 15





**Taxes Due**

## Heaters Recalled

Back off from your portable electric heater if you bought one made by the Titan Sales Corporation of Kansas City, Mo., last year.

The 220-240 volt heaters which were sold nationwide during July-November 1979 have a defect which could result in the metal casing becoming electrified.

The heaters involved are model 267C.

Titan Sales said that the defective heaters should be returned immediately to the place of purchase for free replacement or repair.

These heaters are large models intended for use in homes, workshops, and classrooms. They have a baked

enamel finish of tan and brown with the name "Titan" appearing above the control knob.

Notification letters are being sent to owners of the original equipment tires and replacement tires registered at time of purchase. It is not necessary to receive a notification to exchange the tires.

Tires purchased on or after Dec. 1, 1976, will be replaced with a new tire, including free mounting and balancing. Tires purchased prior to that date will be replaced at half-price or at a price based on a pro-rata share of treadwear, whichever is more favorable to the consumer.

For further information call (800) 521-6240. Michigan residents only, call (800) 482-3922.

enamel finish of tan and brown with the name "Titan" appearing above the control knob.

The model number is on the back of the casing.

On the bottom of the heater is the manufacturing code. The faulty units bear the following manufacturing date codes on the bottom label—

267-904-716

267-904-717

267-904-718

267-904-719

267-904-720

267-904-723

267-904-724

267-904-725

267-904-726

267-904-727

and May 20, at 9:30 a.m. at the northwest corner of the parade ground for Second Street personnel. Training for South Annex will be May 20, 9:30 a.m., east of Bldg. 89002.

Supervisors are encouraged to have their personnel participate in this training program.

## Patrolman of Month

Randy J. Martinez was selected from among his peers as security policeman of the month for February.

Martinez, who was also policeman of the month for January, was selected for his outstanding performance of his security police duties and his courteous and professional approach to his job.

The ORIENTOR is an official newspaper, published bi-weekly on Friday by and for the personnel of the Defense Mapping Agency Aerospace Center, at St. Louis, Missouri, as authorized by DoD Instruction 5120.4. Opinions expressed herein do not necessarily represent those of the DoD.

**Col. Robert C. Burns**

Director

**David L. Black**

Chief, Public Affairs Office

Editor

**Nancy Brannon**

Asst. Editor

rius L. Croom, Denzil R. Cummins, Justin J. Donahay, E. Jean Gockel, Wilbert O. Lohmeyer, Bernard L. Mazurkiewicz, Robert N. McCrain, Leroy McFadden, Andrew G. Podleski, Ronald D. Porter, Neil J. Simmons, Wyman E. Skaggs.

## New Traffic Signs Installed

**Watch  
Your  
Driving!**

New traffic signs have been installed on the Aerospace Center installations and drivers are cautioned to watch them carefully as old driving habits may not apply anymore. The new signs bring the Center into compliance with the National Traffic Safety Code, which required standardization of the traffic signs throughout the nation. Most of the changes effected size, shape or color of the signs, according to the Security Police. However, there have been a few changes in traffic flow patterns which resulted in the placement of stop signs or non-turn signs at new locations. Drivers are reminded that failure to obey traffic codes can result in the loss of driving privileges on the installation.



## Consumer Corner

# PROBLEM SOLVER



If you have a problem in the consumer field—any problem—there is now a free booklet that will help to resolve problems, find helpful information to prevent future problems, and locate the right government office or private organization for assistance.

The new **Consumer's Resource Handbook** is one of the most extensive publications ever published by the United States Government.

When you get your copy, you'll want to keep the 80-page Handbook by the phone as a ready reference.

### Three Sections

The first section of the Handbook features a complaint handling primer.

It outlines procedures to follow when you have consumer gripes and describes a number of organizations and sources of assistance.

There is even a model "complaint letter" which can be used for your own complaints.

Since most businesses depend on satisfied customers to stay in business, action is usually quick in resolving complaints.

But, there are those who need the extra little push that can be applied with the right knowledge. Among the resources described in the first

section are Action Lines, Better Business Bureaus, Government consumer offices, small claims court operations, private consumer groups, and consumer-industry mediation panels.

The second section is a guide to government services and information. This section is arranged topically, ranging from "Advertising" to "Weights and Measures." Under each heading the Handbook provides information on the agency or agencies having regulatory authority or otherwise dealing with the subject area.

There is also listed in this section the regional offices of Federal agencies and many Government toll-free telephone numbers.

The third section is a directory of State and local consumer officers.

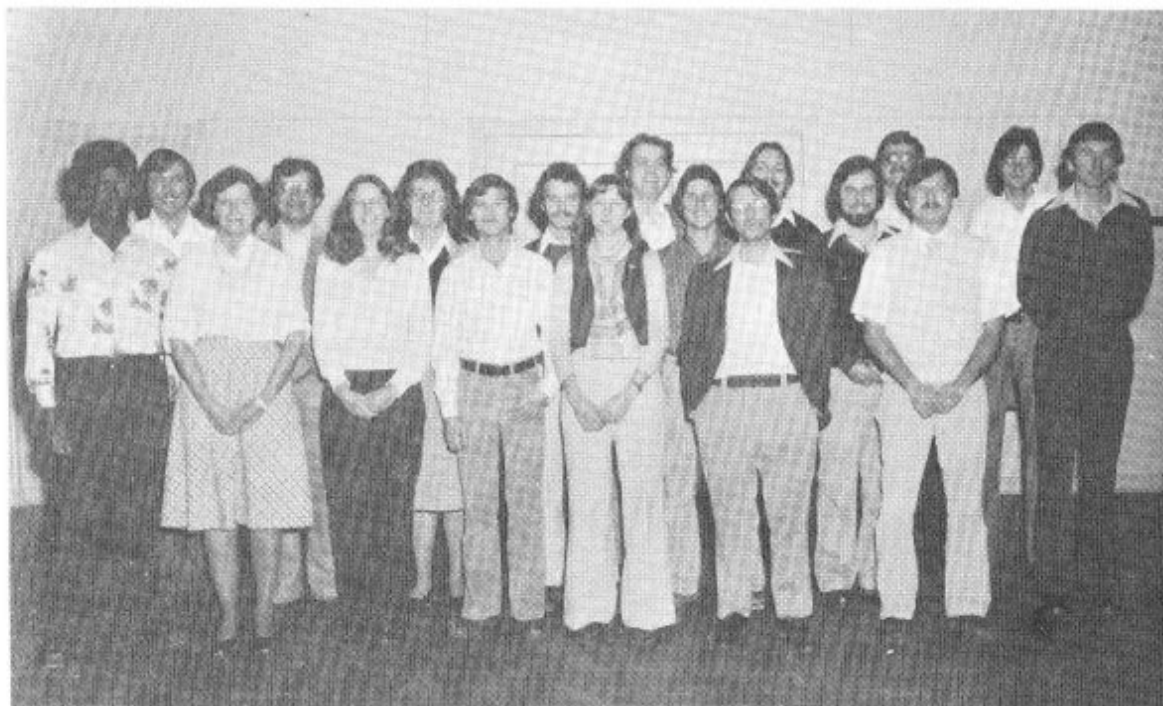
### Get Your Copy

This is a booklet which should be in the home of every Service family.

To obtain a free copy, take a postcard, ask for a copy of the **Consumer's Resource Handbook**, and print your full name and mailing address.

Send the postcard to the **Consumer Information Center, Dept. 635H, Pueblo Co 81009.**

## Carto Class 80-C Graduates



Recent graduates of Cartographic Training Class 80-C are: First row, left to right: Byron Bardy, St. Louis University; Judith Ignctz, Austin Peay State University; Christine Berger, St. Louis University; Ernest Hollingshead, BS University of Tennessee, MS Memphis State University; Ruth Eisenbraun, Weaton College; David Mannarano, City College of New York; Jim Rothove, University of Missouri, Columbia; Owens Vermillon, Eastern Illinois University. Second row, left to right: John Johnson, Texas A&M University; William Mueller, BS Southeast Missouri State University, MA Indiana State University; Sandra Stragliati, Harris Teachers College; William Curtis, Eastern Illinois University; Stanley Wallace, St. Louis University; Raymond Staggemeier, University of Missouri, Columbia; Daniel Giddens, Illinois State University; Kurt Skinner, University of Missouri, Columbia; Gary Hacker, Southwest Missouri State University; Richard Fortson, Texas A&M University.

### Puzzle Answers

C	A	V	O	R	T	W	O	A	N	E	D
A	V	E	N	U	E	E	R	M	I	N	E
N	O	T	G	H	O	S	T	R	A	R	

Mike Meenehan, CDVBD, retained his Missouri State Orienteering Title by placing first in the

Becky Clark, GDGP and Jerry Helfand, GDG.

The second annual Missouri State

## Meenehan Retains Orienteering Title

## FEW Meets Thursday

The Arsenal '76 Federally Employed Women's meeting Apr. 17 will feature a program on the changes in the national EEO program.

The responsibility for governmental EEO affirmative action planning and compliance recently transferred from the Office of Personnel Management to the Equal Employment Opportunity Commission.

Paul Morton, Aerospace Center comptroller, will discuss the changeover and how the new guidance will effect Federal employees.

The program will be held in the 2nd Street Dining Hall on Apr. 17 beginning at 4:30. Tickets will be available at the door for \$1.50.

All interested Center employees are invited to attend.



ing Title by placing first in the men's 21-35 advanced category at the Missouri State Orienteering Championships held recently at Washington State Park near DeSoto. Meenehan turned in a two day total of 109:34 minutes for the 11.9 kilometer course. Tom Heinze, GDCCA, placed sixth in the men's 21-35 advanced category with a total time of 128:20 minutes. Other Center employees attending were

The second annual Missouri State Orienteering Championships were sponsored by the Missouri Department of Natural Resources and the St. Louis Orienteering Club. The meet attracted 110 participants from Missouri and surrounding states.

Orienteering is the sport of navigating through the forest using a map and compass along a predetermined course.

# Denim Sails Seven Seas

The humble blue jean has been stretched round the world.

In the United States fancy patchworked, rhinestone-studded, embroidered, faded blue jeans costing from \$50 to \$500 are all the rage. Traditionalists, however, still cling to the much cheaper, baggy, "Farmer Brown" look.

The French have adopted the American Wild West style. An American firm in Japan is selling more than a million pairs of jeans annually. Fashion-conscious Japanese youth consider the pants a status symbol.

Although American teen-agers made "blue jeans" a household phrase, its origin probably can be traced to Genoa, Italy, the National Geographic Society says. Centuries ago the city specialized in weaving a heavy, twilled cot-

ton cloth called genes. Genoa in French is Genes, and French immigrants brought the cloth with them to America.

The material, dyed blue, long had been a favorite fabric for making work clothes. Henry VIII once bought a large shipment of it for the British royal household.

The word dungarees arrived from Dhunga, India, where denim work pants were fashioned in the 15th century from cloth woven in the French city of Nimes, a textile center of the sixth century. A blue cotton cloth made there was called *serge de Nimes*. Possibly Columbus used it for the sails of the *Santa Maria*. In about the 15th century, Englishmen imported the cloth and shortened the name. De Nimes, "of Nimes," became denim.

The word Levis honors a Bavarian immigrant merchant named Levi Strauss who took denim to California during the Gold Rush. He tried to sell the forty-niners tough Nimes serge for tents, but they liked it even better for pants. Strauss set up a factory and bought a patented idea for reinforcing pockets by riveting the seams. His work clothes caught on so well that they soon were worn by cowboys and lumbermen as well as miners.

Many of the synthetics and new styles that have contributed to the worldwide, billion-dollar-a-year denim business are far removed from yesterday's cattle drives. Old cowpokes would snort in disbelief at the lace trimmed denim skirts and sequined denim purses seen on the streets today.

