

THE LADY'S COWBOY BOOTS COME FROM PROUD HERITAGE

The flat lands of north Texas produced many a tumbleweed in the early 1900's. And they also produced a determined young woman with a little money, a big dream, and some handmade cowboy boots.

Today, almost half a century later, vivacious Miss Enid Justin is 80-years-young and the only lady cowboy bootmaker in the world. A \$5,000 loan and a dream became a reality. The Nocona Boot Company.

The handmade cowboy boots, although now in large part made by skilled craftsmen using special machines, have helped shape the history of western footwear. Nocona is known nationwide as a pacesetter in both quality and style.

Western style boots trace their history back to similar boots worn by the Mongolian hordes of Genghis Khan as well as back to heroes of the Old West, says Miss Enid, as she is affectionately called.

"Although the western style boot is part of America's heritage, its predecessors go back over 4,000 years," she explains. "The cowboy boot of the mid-19th century, which was directly influenced by the Spanish, was much like that worn by the Asiatic plainsmen."

The silver-haired Texan and student of boot history, relates that the high-heel type boot has historically undergone style changes in every culture. The American cowboy boot is no exception.

"The men who rode the range in the 1800's weren't concerned with how their boots looked but with how they lasted. Boots were designed in solid colors and for durability only.

"Things are different nowadays," she admits.



Miss Enid Justin, Founder and President of The Nocona Boot Company, compares one of her Company's 1975 styles, left, with a Nocona Boot made over 30 years ago.

"People still want boots that will last a long time, but they are also interested in style," she says explaining that western boots are now worn by men and women from all segments of society, not just by ranchers and cowboys.

"Our customers also include distinguished national leaders, famous entertainers, movie stars, businessmen, lawyers, doctors, truckers, housewives and college students," she said.

Reflecting on the early days at Nocona, Miss Enid recalls that every employee used to make an entire boot and the plant turned out 60 pairs a day. Now, each employee has a specialized job and Nocona manufactures 1,200 pairs daily.

"Of course, much of the work is still done by hand or it wouldn't be a Nocona Boot, but at the same time there have been innovations."

She is quick to point out that the increasing demands for a larger variety of styles are easier to meet because of those innovations.

"Thanks to modern means of transportation we are able to provide more exotic boots such as those made of lizard, anteater and anaconda snake hides."

Preferences in colors, designs, and sizes are different now too, she relates.

"We used to make boots in brown, black and tan with a few blues and reds. Although we now have blues, greens, yellows, and others, the more popular colors are birch, whiskey and chocolate brown. The rounded toes are now ahead of the traditional pointed toe in sales and a greater variety of stitch patterns are in demand.

"And feet seem to be getting bigger," she smiles.

In various early civilizations, Miss Enid notes, boots were often considered a status symbol and were worn by kings, their special officers, and others born of nobility.

"At Nocona, we still make our boots 'fit for a king,' but now western boots are enjoyed by people in all walks of life."

Johnny Appleseed Celebrates 200th

Once again it is apple time in Pennsylvania, where apples have been grown commercially since before 1800.

Red Delicious, the most popular eating apple, will be in adequate supply as the result of a 15 percent greater production than last year, Secretary of Agriculture James A. McHale said today.

"Growers report excellent color and excellent quality for Red Delicious," he said. "Golden Delicious also are first-rate, with many of them showing a very attractive blush. Other popular varieties include Stayman, Rome, Jonathan and McIntosh."

The excellent quality of the Pennsylvania apples will be backed up by the heaviest promotion program in history. The program, supported financially by the growers and administered by the Apple Marketing Board, will include print and electronic advertising throughout the state, merchandising contest for supermarkets and educational activities in the schools.

Arthur Rice, Adams County grower-packer and chairman of the Apple Marketing Board, points out that this record-breaking promotional program will tie

in with the 200th birthday celebration of Johnny Appleseed, whose real name was John Chapman, lived for a while in Warren County, before taking off into the Midwest to encourage the planting of apple trees.

Apple growing in Pennsylvania goes back to the earliest Colonial times. Orchards of several acres were reported along the Delaware prior to 1800. Pennsylvania continues to be one of the leading apple states, ranking fourth in the nation in the volume of production, which is expected to total about 400 million pounds.

Besides its fresh apples, Pennsylvania is famous for its applesauce, apple, juice, cider and snitz (Pennsylvania Dutch dried apples).

Cooked in a ?
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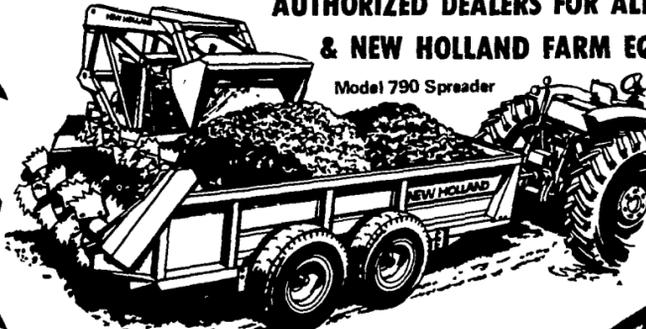
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