

# Brøderbund

N E W S

## CARMEN LOOK-ALIKE SPOTTED IN BLUFFTON, INDIANA

(The following transcript has been taken from the files of the Central Police Department, Crimestopper's Unit)



*Students at Eastside Elementary School.*

Following a routine lead, my partner, Pete Tuesday, and I stumbled across information leading us directly to the infamous Carmen Sandiego. Sources indicated she would surface at the Eastside Elementary School in Bluffton, Indiana. We flew to Bluffton to investigate the matter further. I'm Joe Munday and I carry a badge.

Good detective work uncovered an entire 4th grade class dressed like Carmen and her gang of thieves. Obviously a new gang was forming. Were they planning a job? Training new recruits? We rounded up the lot of them for further questioning and separated the ringleader, a teacher named Jon Bennett, for intensive interrogation.

It had been his idea – a Carmen Sandiego Day. A day spent learning about the places the gang visits, the hobbies and sports they are known for and the cuisines they eat most often. They tried to cover everything they'd seen in the Carmen Sandiego adventures, tackling questions like: Where is the Buckeye State? How do you make refried beans? Just what is spelunking?

Bennett implicated a major software publisher immediately. By his own admission he called Brøderbund with his idea, and got an enthusiastic response. They lent their wholehearted support of this novel teaching approach by sending pictures, buttons and posters of Carmen and the gang.

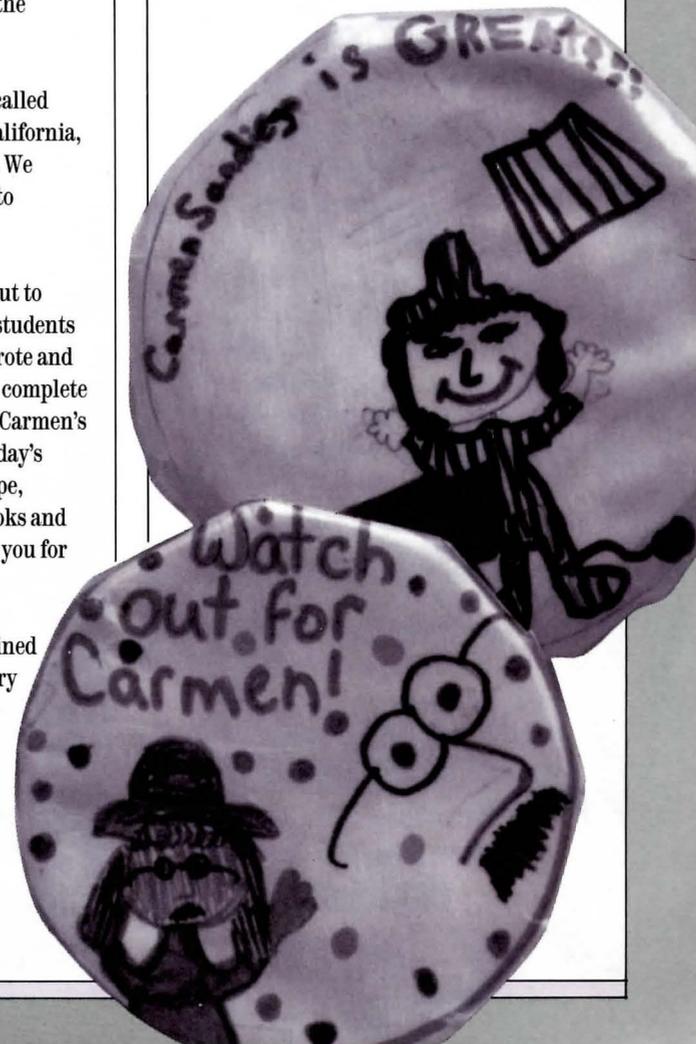
The kids' parents played a big part in the activities. Some prepared special foods: Creole cuisine, seafood, TexMex dishes. Others talked about cave exploring (spelunking), and the ins and outs of auto mechanics. One intrepid mother dressed as a Gypsy fortune teller and told the future of anyone who dared ask.

In the middle of the day, Carmen called from her hideout in San Rafael, California, to speak with four of the students. We relayed that information directly to headquarters.

Bluffton's local newspaper came out to cover Carmen Sandiego Day. The students made buttons for Carmen, then wrote and illustrated their own game books, complete with new characters to round out Carmen's gang. Mr. Bennett videotaped the day's activities and sent a copy of the tape, newspaper clippings, the gamebooks and buttons to Brøderbund as a thank you for their help and support.

Detailed study of the facts determined that Bluffton's Eastside Elementary 4th grade was guilty of participating in a novel approach to learning masterminded by their teacher, Mr. Jon Bennett. They were commended for their efforts and released on their own recognizance. Carmen Sandiego is still at large.

Sources now indicate that a school in St. Louis has held a similar Carmen Sandiego Day. This should give us the perfect opportunity to gather more intelligence on the fugitive. If your school or organization would like to arrange their own Carmen Sandiego event, just have them call Brøderbund. Brøderbund is putting together a Carmen Day kit that includes activity ideas, ways to get parents and the community involved, tips for publicizing the event, plus posters, pictures, stickers and more. And Carmen will be contacted so that she can call – from wherever she is hiding at the time. □



## FOR RELUCTANT HEROES EVERYWHERE:



### *Typhoon Thompson in "Search for the Sea Child," for the Atari ST*

*As your heart slams against your ribs, your Jet-Sled skims the waves toward the first island village. Slowing to idle, you hover, ready to face the Sea Sprites of Aguar and their robotic defenses, to rescue the last survivor of Flight 396—a helpless infant.*

New from Dan Gorlin Productions, the creators of the computer classic *Choplifter!*<sup>™</sup>, comes *Typhoon Thompson in Search for the Sea Child*<sup>™</sup>, the deluxe Atari ST<sup>®</sup> version of *Airheart*<sup>™</sup>, the popular Apple II<sup>®</sup> series game.

*Typhoon Thompson* melds fluid, detailed 3-D animation with brilliant color—from the deepening intensity of the pink Aguar sky to the sidelong skidding of your Jet-Sled as you maneuver to avoid being sucked up by the Sucker, shattered by the Whomper, or (gasp) suffocated by the Bubbler. Suggested retail price, \$34.95.



## BRØDERBUND'S FOUNDING FAMILY FINDS ROOM TO GROW

A wise old CEO once said that a "family business" is a contradiction in terms. Over the past eight years, however, Brøderbund's founders, Doug, Gary, and Cathy Carlston, have disproved that maxim by building a company that is based as much on familial values as it is on entrepreneurial vision. In a recent interview, the three siblings shared their thoughts on the challenges they have overcome in building a family-run business, and on the challenges they continue to face today.

With his sneaker-clad feet propped up on a chair, Gary looked like a basketball coach taking a moment to relax after an afternoon practice. But, as he explained, there's nothing laid-back about running a rapidly growing company.

"It's really been a constant balancing act," he said, "to make sure that we managed the

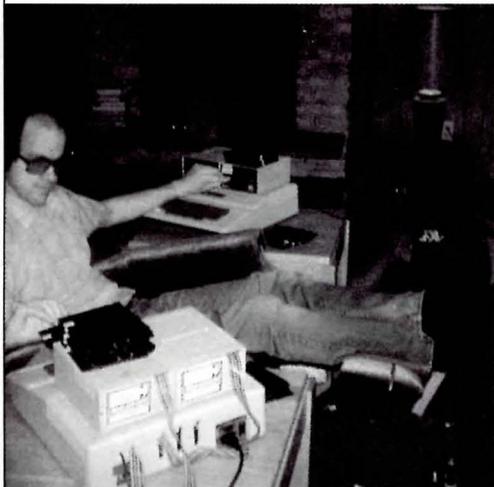
company without becoming obsessed by that idea. From the beginning, we have always seen Brøderbund as a vehicle for new ideas and creativity. But as the company grew, we saw that we had to be managers as well as creators."

"That's where the family comes in," said Cathy from her spot on the couch, where she had curled up with a mug of coffee. "When we found ourselves running a much bigger enterprise, there was a lot of push and pull between the three of us. But something — probably our parents — made us stick together and work through the issues we faced." As Cathy described it, that sense of family characterizes the atmosphere at Brøderbund. "With about 200 employees, we're trying to maintain the same open communication that we had when there were only 20 people working here."

*Brøderbund's founders (left to right): Doug Carlston, Cathy Carlston, and Gary Carlston.*



"One look at our offices will show you that," said Gary. "My office is also the company's software library; Cathy's doubles as a conference room, and Doug — well, all Doug has is a desk down in Product Development."



Gary Carlston handles disk duplication in the company's infancy.

Doug, looking as though he was itching to get back to that desk in PD, defined experimentation and growth as the guiding forces for all three siblings. "A year ago, we were all spending more time on operational details than we wanted. But now, with terrific management in place throughout the company, we're each moving into areas that really reward us. Gary's spending more time working with our entertainment products, Cathy's directing our efforts in the educational market, and I've stepped back into the acquisition and development process as well."

"It's a cyclical thing, of course," said Gary, "You feel the need to do something new, so you look around until you find a project that excites your interest. And really, there's no limit to that search for new ideas. We've already branched out from software into the board game business, not because we had a great deal of experience in that market, but because Don (our other brother) had a great idea."

"Or take Doug's efforts in the Japanese market, which began in 1980," Gary continued. "Eight years ago, we started

importing Nintendo® arcade games from Japan; today, Brøderbund Japan sells Japanese versions of our best-selling educational and productivity software in that country."

When we asked the Carlstons how the business had shaped their lives as a family, the three laughed in unison and then looked at each other, with the question left hanging for a moment. Finally, Cathy took the plunge. "Let's put it this way. In 1981, we packed up the company in a U-Haul van and moved it from Eugene, Oregon, to the San Rafael area, in part because Gary's best friend was here and in part because we couldn't take the fog in Oregon anymore. Of course, the move made sense from a business perspective, but it was just as much motivated by personal concerns. If we hadn't moved, we just might all be married to different people today — I guess that's about as big an influence on your family life as you could want a business to have." □

## SOFTWARE GIVEAWAY

Maestro — a drum roll please!

We're pleased to announce the winners of the February, March, April and May Software Giveaways. Please stand and bow as your name is called.

February: **Susan Carlston**  
Jamestown, NY

March: **James P. Curran**  
Mather AFB, CA

April: **Gail H. Rabon**  
Moncks Corner, SC

May: **M.M. Himmelspach**  
St. Francis Cabrini School  
Tacoma, WA

Congratulations. And remember, no purchase is necessary to win. Either fill out the questionnaire card found in every Brøderbund software package or write to us at the Brøderbund News to request a card. □

## Transform Your Words Into Works of Art

### PosterMaker Plus for the Mac

Add pizzazz to newsletters, flyers, signs and posters with *PosterMaker Plus*.™ A great new tool for desktop publishers, *PosterMaker Plus* gives you the kind of control over type that you're used to having over graphic images. Twist, stretch and manipulate words and letters to make eye-grabbing headlines and sensational logos.

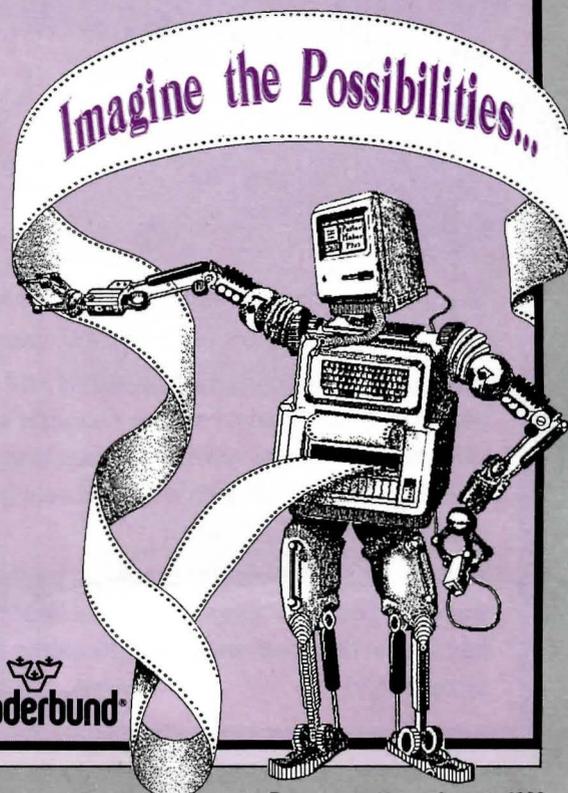
And *PosterMaker Plus* prints at the maximum resolution of your printer, making the Imagewriter II® look almost as good as a LaserWriter®, while taking full advantage of its color capabilities.



Use your *Postermaker Plus* creations in page-layout programs like PageMaker® and most Draw and Paint applications. With the program's five built-in Smoothfonts,™ you can fashion text in almost any shape.

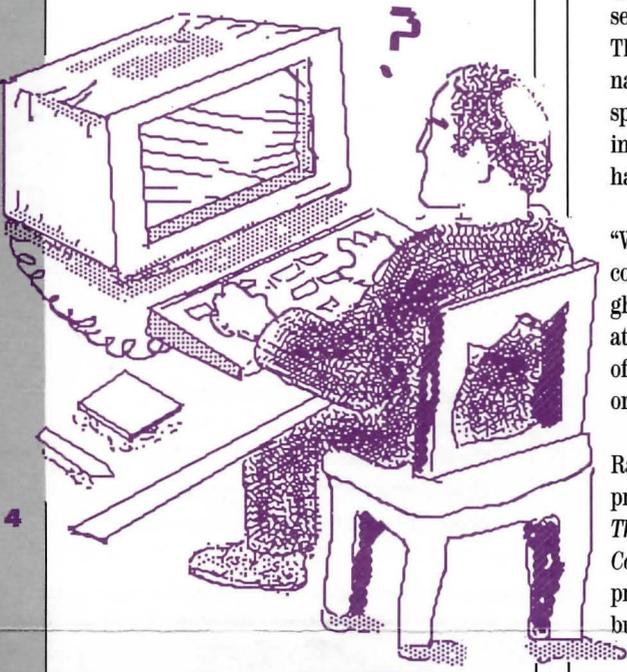
Redesign your words — your way. *PosterMaker Plus* for the Macintosh. Suggested retail price: \$59.95.

**Brøderbund**



## NEW JERSEY RABBI USES MEMORYMATE TO KEEP CONGREGATION IN ORDER

Rabbi Tobias Roth of Elberon, New Jersey, won our Amnesia Avoidance contest with a story about how *MemoryMate*™ helps him



minister to his congregation. Rabbi Roth uses the memory-resident data manager to store all sorts of random information about the 1,200 members of his congregation and then to call up information about any one of those individuals whenever he needs it. "When somebody calls with a problem or question," the Rabbi wrote, "within a second or two I have their data on screen. They are impressed that I remember the names of their children, their children's spouses, their parents, and other bits of information I surely would have forgotten had I not had *MemoryMate* to remind me."

"What's even more valuable," the Rabbi continued, "(and I don't mean to sound ghoulish) is when I have to deliver a eulogy at a funeral, I now have bits and pieces of information that the deceased himself or herself shared with me."

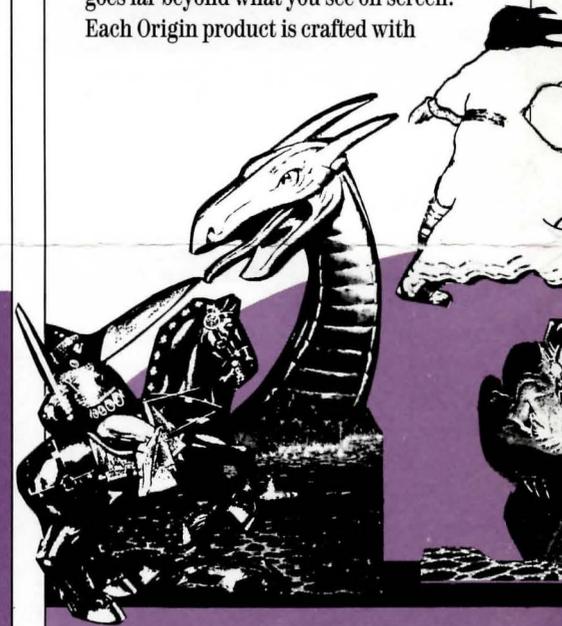
Rabbi Roth won his choice of Brøderbund products for his story, and selected *The Print Shop*™ and *The Print Shop Companion*™, which he plans to use in producing announcements, fliers, and bulletins for the entire congregation. □

## BECAUSE FANTASY TAKE NOT JUST ON

### *The Fantastic World of Origin Systems, Inc.*

Much of the attraction of role-playing games comes from the ability to transport yourself into an alternate world. Origin Systems® and its award-winning games have become household words among computer gamers who just can't get enough of alternative worlds, dreamlike scenes, and battles that pit justice, compassion, and wisdom against avarice, cruelty, and the hunger for power.

But the scope of Origin's fantastic worlds goes far beyond what you see on screen. Each Origin product is crafted with



## MAKE YOUR PRINT SHOP A REAL PARTY ANIMAL!

Happy

### THE PRINT SHOP PARTY EDITION FOR APPLE IIGS

You know the saying—any excuse for a party. With the new Party Edition,™ you and your IIGs can rise to any festive occasion. Add pizzazz to banners, posters, cards and signs for your brother's birthday or your own beach party. For your daughter's graduation or your sister's baby shower. Capture the spirit of any celebration from New Year's Eve to Thanksgiving Day. And do it in your own inimitable style, with a little help from *The Print Shop*™ family.

With dozens of multicolor graphics, borders, backgrounds and 16 full-panel designs, *The Print Shop Graphics Library Party Edition* is just what you need to let the good times roll. (Requires the IIGs *Print Shop*) Suggested retail price: \$34.95.



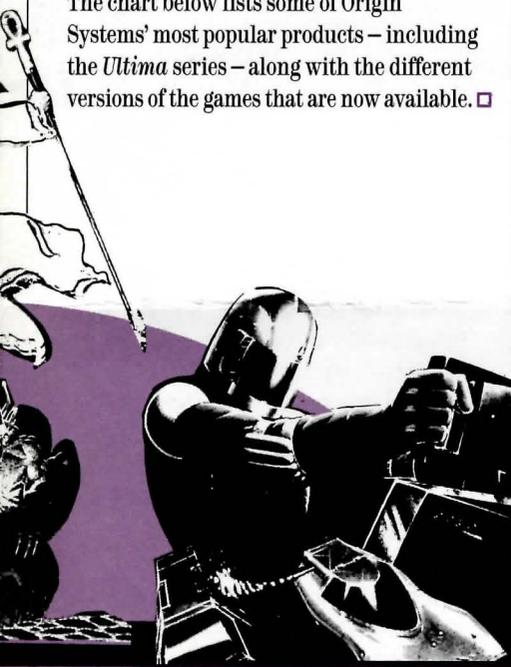
Product	IBM/Tandy	Commodore	Commodore Amiga
Ultima I	✓	✓	
Ultima III	✓	✓	✓
Ultima IV	✓	✓	✓
Ultima V	✓	✓	
Autoduel	✓	✓	✓
Ogre	✓	✓	✓
Moebius	✓	✓	✓
2400 A.D.	✓	✓	

# S PLACE IN THE MIND.. THE SCREEN.

painstaking precision to create an entire universe of lore, images, and history.

Open an *Ultima*™ package and delve into medieval manuscripts before you even boot up the disk. Read of a time that has long since passed, or of one that is yet to come. Learn of ancient philosophies that challenge your own thoughts and ideals. Origin's fantasy and science fiction games address more than the need for excitement and adventure – they touch upon themes that in many ways touch us all.

The chart below lists some of Origin Systems' most popular products – including the *Ultima* series – along with the different versions of the games that are now available. □

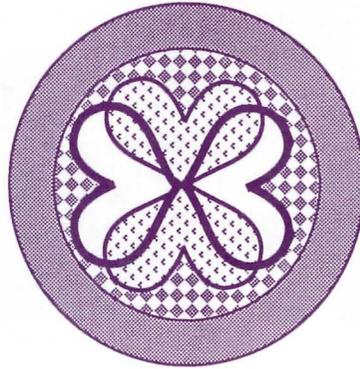


Platform	Apple II	Macintosh	Atari	Atari ST
Ultima I	✓			
Ultima II	✓	✓	✓	✓
Ultima III	✓		✓	✓
Ultima IV	✓			
Ultima V	✓		✓	✓
Ultima VI	✓	✓		✓
Ultima VII	✓	✓		✓
Ultima VIII	✓			

## PARENT'S CORNER:

### Family Activities Using Your Favorite Software Programs

**G**ood for a rainy day, a lazy afternoon, or some evening when the homework has all been finished early, here are just a few of the projects you and your children can do together using Brøderbund products.



### DESIGN YOUR FAMILY'S CREST WITH DAZZLE DRAW

In ancient Japan, the family crest was a point of honor and a symbol of great beauty and meaning. Likewise in the Western world, the family crest for centuries has allowed families to identify and express their heritage. With the painting tools in *Dazzle Draw*™, you can design a crest that captures your family's individual spirit and history.

### CREATE A NEW CAST OF CHARACTERS FOR CARMEN SANDIEGO

Outstanding investigative work in your family has no doubt landed most of Carmen's accomplices in jail. And you can take it from us – Carmen hates to travel alone.



You and the kids can use the outline below to dream up some new traveling companions for the lonely Ms. Sandiego. Once you've devised your new villains, you can draw pictures of them or even dress up and hold a meeting of crooks in your own living room.

Name \_\_\_\_\_ Sex \_\_\_\_\_  
 Age \_\_\_\_\_ Birthplace \_\_\_\_\_  
 Favorite Sport \_\_\_\_\_  
 Favorite Food \_\_\_\_\_  
 Favorite Music \_\_\_\_\_  
 Hobbies \_\_\_\_\_  
 Other Interesting Facts \_\_\_\_\_

### CREATE A CURRENT EVENTS CALENDAR WITH THE PRINT SHOP

To keep the family interested in current affairs, you can use *The Print Shop*™ along with *The Print Shop Companion*™ calendar

NOVEMBER 1988						
SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 TOKYO SUPPLY	4	5
6 MOUNTAIN BIKE RACE	7	8 ELECTION DAY	9 OLYMPICS BEGIN	10	11 REPERMANCE DAY	12 ELECTE IN PANAMA
13	14 USER OUT OF AFGAN	15	16 PENTAGON CHARGED	17 MURDER SUNSLASH	18	19 PERU SELECTS NEW PRESIDENT
20	21 HONOLULU VOTES FOR TAX	22	23	24 TRANSMISSIVE DAY	25	26
27	28 DICK'S BIRTHDAY	29	30 NOVEMBER			

function to create a day-by-day history of the world. Each night, the family can sit down with the newspaper, or listen to the news on TV, and then decide together which events should be recorded in your ongoing archive. □

## THE MURRY BROTHERS MAKE ANCIENT ARTS A LABOR OF LOVE

If you've played *The Ancient Art of War™* or *The Ancient Art of War at Sea™* you might think the games are the brain-children of a team of West Point and Naval Academy graduates. But authors Dave and Barry Murry have never been closer to a military confrontation than the Fourth of July Parade in their hometown of Olympia, Washington.

How did two softspoken guys from the Pacific Northwest capture the span of military history and put it on screen? The Murry brothers first became interested in programming during the mid-1970s, when they were just beginning their college careers. Dave's interest led him into the electronics field, and Barry found himself in the control tower of the Seattle/Tacoma airport, working as an air-traffic controller. There, Barry came up with his first idea for a computer software product — a simulation program to be used in training FAA air-traffic controllers.



Software authors Dave and Barry Murry (left to right).

With Dave's programming experience and Barry's knowledge of the controller's job, the two brothers developed a software program that they showed to the FAA. But even though Barry's colleagues loved the

simulation, the Murrays had a much tougher time convincing the government bureaucracy that their product was a valuable training tool. Frustrated, but by no means downhearted, the Murrays began to look further afield for opportunities to employ their creative talents. When personal computers began to take the country by storm, Dave and Barry took their courage in hand, quit their jobs, and commenced full-time careers as independent programmers.

Barry recalls those early days and the constraints they faced in terms of computer technology, "We started out working in CPM on a Heathkit computer, but we switched over to IBM® pretty soon after that because the Heathkit's graphics were relatively limited." In the IBM environment, according to Dave, their development efforts really began to take flight. "The whole idea for *The Ancient Art of War* came about because we wanted to experiment with as many games as possible. We did an arcade game, then a sports simulation called *Championship Boxing*. After that, a military tactics game looked like the next logical step."

Unlike their first air-traffic control simulation program, which Barry conceived out of his own experience, *The Ancient Art of War* demanded intensive background

### ALL HANDS TO BATTLE STATIONS!

#### ANCIENT ART OF WAR AT SEA FOR THE APPLE AND MAC

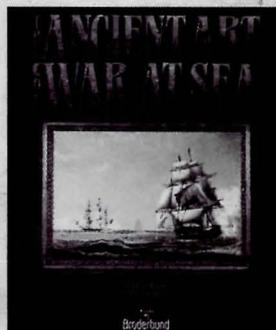
Does Errol Flynn's swashbuckling set your blood racing with a desire to run off to sea? Do you ever dream of defeating Admiral Nelson on the high seas? Then fire up your computer and batten down the hatches — Dave & Barry Murry's *Ancient Art of War at Sea™* (winner of SPA's Best Action/Strategy Award in IBM Format) is now available for the Macintosh® and Apple II® series (128K required).

Pit your nautical strategies against some of the history's best known naval commanders. Re-enact their battles. Design your own. Create

islands and continents. Command an entire fleet or pilot a sleek rebel sloop.

Use the aerial overview for strategic planning. Or zoom to an intermediate view to adjust your sails, bring your broadsides to bear, and let loose a thundering salvo. See your men grappling with foes to board the opponent's flagship.

Scan your horizon. The *Ancient Art of War at Sea* is sailing into your local software dealer with a suggested price of \$44.95.



  
Broderbund®

research. Barry took on this end of the development effort, reading more than 30 books on war strategy, including Sun Tzu's "Art of War," written in the 6th century B.C. It took more than eight long months for the Murrys to complete the research and initial programming phase, in order to have a product that they were ready to show to Brøderbund.

As Barry explained, the relationship that the two brothers established with Brøderbund left them with more time to work on actual programming and development. "You have to remember," he said, "that we started out in the 'plastic baggy' days of the software industry. For our first products, we did everything—the packaging, the shipping and the marketing end too. When we started working with Brøderbund they took care of all that."

The brothers agree that freelance programming is an extremely demanding field. In pursuing a project all the way to completion, the Murrys fight a constant battle against the sheer size of the job. Dave explains, "There are times when you wake up in the morning and you hate the thought of facing the same program for another ten or twelve hours in a row."

Despite all these demands, the Murrys remain committed, even addicted, to their software development projects. As Barry says, "Every time we finish a game, we figure we'll take some time off. But after a week or so, we find so many ideas flying around in our heads that we get back to work a lot sooner than we might have expected." □



Brøderbund recently passed a major milestone, when *The Print Shop* sold its 1 millionth copy. Besides Apple's *Appleworks™*, *The Print Shop* is the first home-oriented microcomputer software product to do so.

## COMPUTER LEARNING MONTH 1988



In October 1988, the Software Publishers Association and a wide range of leaders in the software industry will team up once again to sponsor Computer Learning Month, a month-long celebration of the computer's power as an educational tool.

This year, colleges, universities, user groups, and other organizations will join in the activities, adding their enthusiasm and creativity to the month's celebrations. Dozens of schools across the country will sponsor Back to School Computer Nights, bringing parents, faculty, and children together to explore the power of the microcomputer as a teaching tool. An informative booklet, entitled *Everything You Need to Know About Computer Learning*, will be published and distributed at Computer Learning Month events. Also available will be a Family Activity Guide, chock full of computer activities for the entire family, and a Certified School Program to help educators integrate computers into their curriculums. Computer Learning Month is sponsored by all major educational associations such as NEA and AFT, by state Departments of Education, and by the U.S. Senate. For more information on Computer Learning Month 1988, please write to Sally Bowman, 3098 Ramona Way, Palo Alto, CA 94306. □

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NUMBERS AWAY...**

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If you have any questions or suggestions, if you are placing an order, asking for information about updates, or assistance with a program, please don't forget to use our toll free 800 number (800-527-6263). Software-Direct, Technical Support, and Customer Service are available through this number. The lines are open Monday

## Give Credit Where Credit is Due with "VCR Companion."



As the lights go down in the movie theatre (your living room), the credits begin to roll. Directed by... you! Starring... your family and friends!

Add Hollywood polish to your home videos—with *Print Shop ease*—using *VCR Companion™*. Create intros, titles, graphics, and more using 12 different fonts, in 16 colors with effects like glitter, rain, and stars.... Best of all, there's no need for special programming, wiring or hardware set-ups. If you have a VCR and a 128K Apple II, you're in business. *VCR Companion* offers:

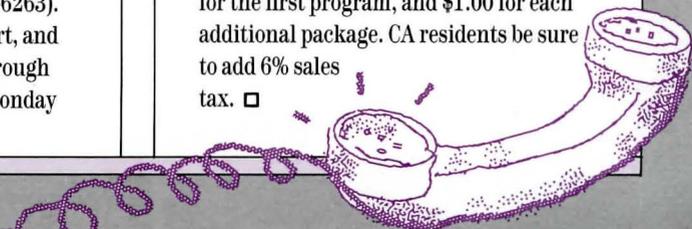
- Over 120 ready-to-use graphics, background patterns, borders, animations, icons, and screen pictures
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*VCR Companion* makes your home video a complete production, with your personal touch. Suggested retail price: \$49.95. School Edition: \$59.95.



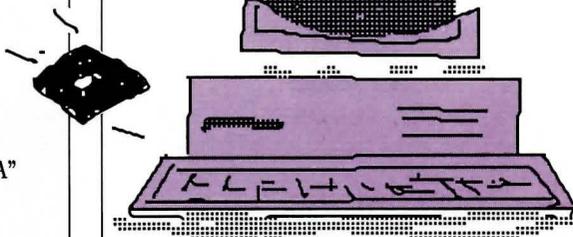
through Friday, between 8:00 am and 5:00 pm Pacific Time.

Send Mail Order requests to Brøderbund S-D, PO Box 12947, San Rafael, CA 94913-2947. Include \$3.50 shipping and handling for the first program, and \$1.00 for each additional package. CA residents be sure to add 6% sales tax. □



## HELPFUL HINTS

1. Ever tried flying "around the world" in Wings of Fury™? You actually can do this, but watch out for the phantom guns in the infamous "Brøderbund Triangle."
2. If you're playing Where in Europe is Carmen Sandiego?™ (Apple Version) on a two-floppy drive system, you can eliminate the disk swapping by making a copy of side "B" of the disk and putting it into the second disk drive. Only side "A" of the program is copy protected so you should be able to make a copy of side "B" with no problem. Now the program should not ask you to put side "B" into the drive since it will already find it in the second drive.
3. Brøderbund is now on-line! Our Technical Support Department is available to answer your questions on a number of different on-line services. On CompuServe you can find us in the PC vendors Forum (GO PCVEN) and in the Apple Vendors Forum (GO APPVEN). Electronic Mail can be sent to 76004,1530. For users on the new Prodigy Information Service all you need to do is JUMP to BRØDERBUND. If you're an Apple user and subscribe to Applelink, you will find us under the INDUSTRY CONNECTION Forum (key word "IC"). On Q-link, for Commodore users, you can find us in the Software Support Center. In addition to asking us technical questions on these services, you can also get information about all of our products as well as the latest scoop on what we've got cooking. So go ahead and drop an electronic line! Look



for more information on on-line services in the next issue of the Brøderbund News.

4. As Murphy says, "If something can go wrong, it will!" Sometimes it seems that this is doubly true for computers. With Murphy's Law in mind, we would like to take this chance to remind all of our customers to remember to save work frequently and to make backups of any important data. There is nothing quite as frustrating as spending two hours working on your latest creation, be it a letter, spreadsheet, or graphics, and then to have all your hard work disappear as the power flickers in your house on a stormy day. Also, be sure to make a second copy of your important data files, such as those from MemoryMate, and keep it in a safe place away from your computer. That way, if you ever have a problem with your hard disk, you will be able to go back to your most recent backup disks.

5. If you're using any of the Sensei® products (Geometry, Physics, or Calculus), you probably need to take a break from your vigorous studies every so often. You might want to try exploring the "Negative Zone." To get there, just start "flipping the pages backward" past the title page of any chapter. Who ever said a book had to start on page 1?

THE BRØDERBUND NEWS  
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EXECUTIVE EDITOR: MARSHA BELL

EDITOR: KEVIN GROOME

CONTRIBUTORS: KATHY SIMON  
TECHNICAL SUPPORT

DESIGN: ANDERSON-MESARCHIK DESIGN



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