



THE WORLD'S FAIR SPECIAL! If the fashions look a nite out-of-date don't be alarmed, the picture was taken back in 1939. The group assembled is not only starting a trip, but for the man on the right, in the white shirt, Harry Kornbaum, '33, they are starting a career. This group of 25 excited tourists, and their well-wishers, were off to see the New York World's Fair and Harry Kornbaum was off to a start in the travel service business. He is the founder of the Rainbow Travel Service, Oklahoma City.

When the Sooners play away from home, Harry Kornbaum and his Rainbow Travel Service get a workout. His biggest effort came this year when the travel communique read

ND-Day: Rainbow Invasion

By BILL GOODNER, '52ba

Far away places with strange sounding names.

We've all dreamed of them, but Harry Kornbaum, '33, a businesslike adaptation of the Rhyme of the Restless Rover, has changed dreams of exotic places to vivid memories for many Sooners. Harry is the founder and general manager of the Rainbow Travel Service—the southwest's largest travel organization.

Situated on a corner location, two blocks north of Main street in Oklahoma City on Robinson, is an office with exterior in modern finish. The large windows are framed in big squares of black and fuchsia. Through the windows, one can see travel posters beckoning for visitors. "Europe by Clipper," "Enchanting Mexico," "Hawaii—by United Air Lines," "Go Cunard to Europe," "Romantic Mediterranean Cruises," and "France—The Riviera."

Inside, is a modern business office designed for efficiency. A stand of travel folders is ablaze in a riot of color, advertising all imaginable spots, alluring to the American tourist. Impressive reminders of coun-

tries once visited—like Mexican serapes—blend with conventional furnishings.

Most people would think that a travel bureau would lay dormant during the fall months only to be revived by the summer vacation trade. They would be mistaken. Several times during the interview, Kornbaum was called on to supply information on rail schedules, air flights, and highway routes.

Harry Kornbaum came to the University of Oklahoma in 1930 from Enid, and worked his way through school by helping out in Rickner's book store. While attending the University, he was affiliated with the Delta Chi fraternity and served as president of the Ruf Neks in 1933. During each summer, Harry worked to procure enough funds to help out with his next year of college. His summer job, working for a travel service company in Chicago, developed, unknowingly, into a career.

He left college in 1933, as the depression was in its heyday. Jobs were scarce, and when Harry was offered a permanent position in Mexico City with the Chicago travel

company he quickly accepted. He remained in Mexico four years, leaving only after the Mexican government passed legislation requiring all guides to be citizens of the Mexican Republic.

Returning to Oklahoma, he found things picking up as far as business was concerned. Looking around to see where he could fit into the pattern, he decided he knew only one profession—travel service.

Before opening his office, Harry took off for New York and made hotel reservations and accommodations for 350 people for the New York World's Fair. Coming back he opened up for business, advertising both the New York and San Francisco world fairs and travel excursions into Mexico. He had one big problem. He needed a name for the business. He believed "Kornbaum" wasn't likely to stick in peoples' memories.

Harry and a friend were sitting in the office mulling over the problem. They had it figured out that with world fairs on both sides of the United States and Oklahoma in the middle there should be some way to capitalize on their location. A child, accom-

panied by his mother, watched the men trace an arc from New York to San Francisco and chirped his advice. "It looks like you are drawing a rainbow," the little boy said. "Why don't you call them Rainbow Tours." That was it, a Rainbow tour with a world's fair at either end.

Kornbaum was open for business. His first special train consisted of one car holding 25 people anxious to see New York and the World's Fair. By the end of the summer 340 out of those 350 reservations in New York were filled.

Business was going along at a brisk pace and then came World War II. In 1942 he closed down the business—as did all travel agencies—for the duration and went to work for the Santa Fe Railroad in the passenger department. He stayed there four years until 1946 when he re-opened his travel office. His first big move was transporting 340 Sooners from Oklahoma to New York for the Army-O.U. football game. On this trip, he reserved an equal number of tickets for the musical "Oklahoma" which was enjoying top Broadway popularity. Business perked up.

In 1948, he took in a fellow Sooner for a

partner, Jimmie Johnson, '36ba. They set up a branch office in Tulsa which Jimmie manages.

Rainbow secures for its customers air, rail, and steamship reservations plus hotel accommodations and travel tours on a world-wide basis. Whether you are planning on yodeling in the Swiss Alps or chanting under a swaying palm, Rainbow can plan an interesting route and assure you suitable accommodations. Harry has set a record of which he can justly be proud—"Seventeen years of travel tours without an accident to any of my customers." He has personally conducted over 200 all-expense tours throughout the United States, Canada, Mexico and other countries as well as directing 50 special trains, many of which have carried Sooners to watch the Big Red in action away from home.

During the '52 football season alone, he has transported some 3,000 Sooners to the big games away from Owen Stadium. This year, for the first time, Rainbow Travel Service will gross a little over one million dollars.

A climax to the Rainbow story was enacted this fall when 26 trains pulled into South Bend, Indiana, bringing football fans

from all over the nation. Ten of those trains chugged up out of Soonerland, and eight of them were sponsored by Rainbow. Kornbaum's mass movement involved 1,600 people. The train cars, including the sixteen diners, stretched for two miles. It was the biggest invasion of pigskin rooters in Notre Dame's long gridiron history and the largest group movement in the history of the Santa Fe Railroad.

A welcomed show of success for Harry Kornbaum, the 1,600 provided a nostalgic contrast to the 25 excited people piling into a railroad car back in 1939.

A teen-age boy with a mop of ragged hair falling over his forehead, hands stuffed in jeans, stopped, and looked into the window. He peered wistfully at the land of travel folders, and it wasn't hard to imagine that he was "Somewhere Over the Rainbow."

Clarence Reeds Dies

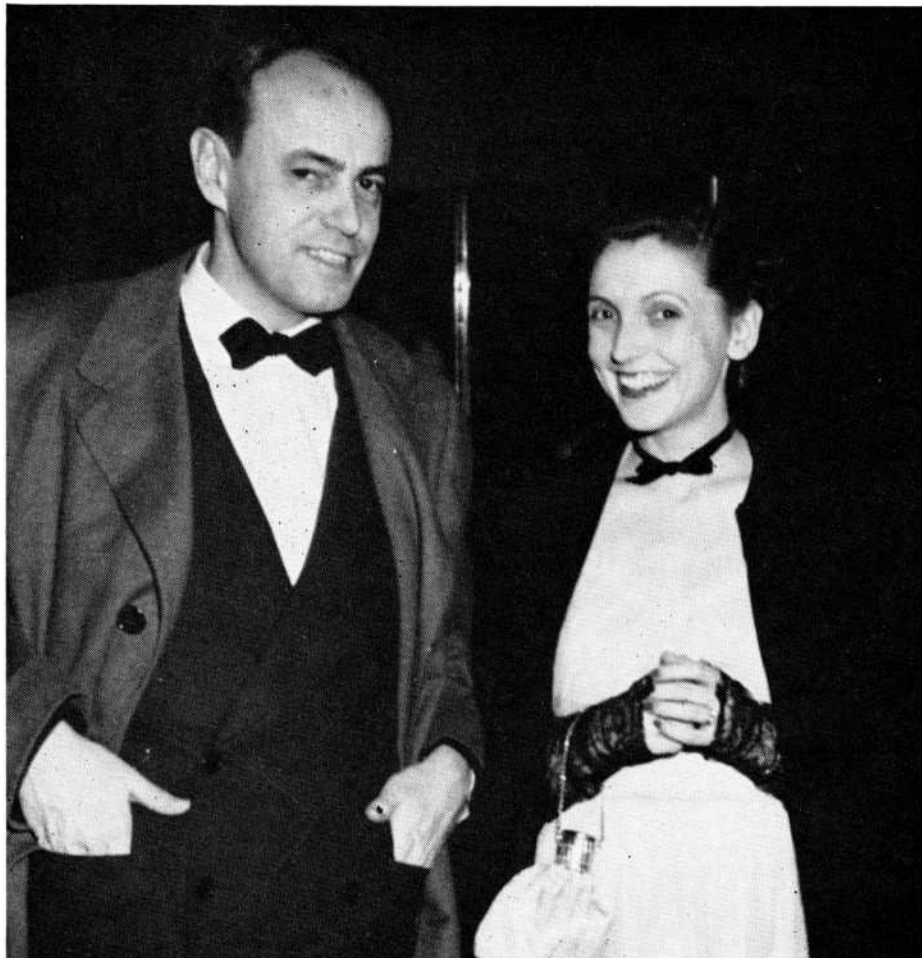
Heart Attack Fatal. Clarence Reeds, '05 ba, died of a heart attack November 8. Funeral services for the prominent Cleveland county agricultural leader were conducted November 11.

Excusing himself from his brother's home, Claude Reeds, Newcastle, after watching the O.U.-Notre Dame football game on TV, he went outside, saying he was going to get some air. Shortly afterwards, members of the family found him outside where he had collapsed.

A resident of the Wheatland community in northwestern Cleveland county, Reeds was recognized as one of the county's most progressive farmers. He was always interested in new agricultural developments and only recently was engaged with his wife in the introduction of a new feed crop. He was chairman of the Production and Marketing Administration's county committee at the time of his death, a post he had held for many years.

Reeds was active in the establishment of the Rural Electrification program in Cleveland county, serving continuously on the board of directors of the Oklahoma Electric Co-operative since its organization in 1939.

Reeds was graduated from the University in 1905 and later studied engineering at Massachusetts Institute of Technology. He served as a consulting engineer in Hartford, Connecticut, for several years after completing his study at MIT; he returned to the southwest in the late '20s. He and Mrs. Reeds lived on a farm in western Texas, then moved to the family farm near Wheatland in 1929 and had lived there continuously since that time.



ALL DRESSED UP AND GOING to the Presidential inauguration of 1948 is Harry Kornbaum and his wife. But it is just all in a day's work for the two Sooners. Harry Kornbaum is the founder of the Rainbow Travel Service and has made a life's work out of others' vacations.

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a balance that a seeming peace is established. But this seeming peace in actuality is a delusion, in the sense that it has not constructed a working balance within the whole man; it has simply built up a temporary balance in a part of man. For instance it may make for a degree of equanimity in his public life, but not in his private life; or it may achieve evenness in one area of his public life, the economic, but not in another, say in his political life or in his quest for lasting friendships. And the likelihood (perhaps inevitability) is that it will collapse either at the moment that it itself gets off balance or likewise at the moment when other interests and areas of human concern begin to assert themselves — to wit, political aspirations, aesthetic aspirations, religious quests and the disagreements which arise from those quests. So long as man does not achieve balance as a whole man, whether in his private life or public affairs, peace stands imperiled.

Of course, economic programs, political systems, and the like, calculated to relieve certain pressures and to maintain a degree of equilibrium in a specific area of human activity are important—no doubt necessary at any given time in history. But the point at the moment is that such arrangements will not (at least do not) in the long-run withstand the “stubborn and rebellious spirit”; nor do they insure discipline at all levels of human activity and aspiration. In distinction, religion means to so orient the human spirit that he may be “at home” both with himself and in a world of manifold possibility.

A special problem in respect to the human struggle for peace which has either been ignored entirely or at best all too lightly touched upon calls for detailed consideration. The problem has to do with the presence in the world of several religious faiths. There are eleven or twelve living religious faiths. An objective analysis of these faiths will disclose a considerable amount of underlying agreement among them. But such analysis will also reveal important — sometimes deep-seated — disagreement. Whatever may be involved in the task of reconciling these differences, it seems crucial to observe here that the achievement of peace does not imply the absence of difference; but it does imply the recognition of and adjustment to this difference. It would appear that any arrangement for peace which does not reckon seriously with these various faiths and seek to build up a harmonious working relation between and among them is doomed to failure.

The central contention of this brief note on religion and the struggle for peace, then,

is that we must be “realistic” enough to see that the by-product peace is the fruit of fundamental understanding and appreciation among men of widespread abilities, interests and aspirations at all levels of their experience. Peace is the accomplishment of total man living harmoniously with himself within his total situation. Religion is an essential factor in this achievement.

Clarence Reeds Dies . . .

The Reeds were one of two Norman

families which furnished four outstanding football players for University teams.

Clarence and Chester, '05bs, now of Ghent, New York, played prior to 1905 before Ben G. Owen became the coach. Clarence was halfback, Chester a fullback. Then came Artie, '10ba, now of Newcastle, a fullback from 1906–09 and Claude, '14ba, fullback from 1911 to 1914.

In addition to the brothers, Reeds' survivors include his wife, Mildred, and a son, Clarence Reeds, Jr., who with his wife also have a home on the family farm.

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