



CENTENNIAL COMMISSION

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March 27, 1961

Dear News Editor:

Dakota Territory is celebrating 100 years of existence. People in the East and in the far West are inclined to wonder about we people celebrating 100 years. I think it should be known that this is our first opportunity to celebrate 100 years of anything. We have lead a truly magnificent existence during that 100 years and hope to tell the world about it. We truly are a portion of the last frontier. We will admit, reluctantly, that the Indian Plains is no longer scalping the white man out here, but we do still live in a pioneer world where the spirit of hardy living exists.

We are enclosing several stories about the Centennial that might be useable in your daily paper. Of interest to a great many people is the Commemorative Souvenir Coin that has been put out by the South Dakota Centennial Commission. This bronze medal is a very interesting token of South Dakota.

We hope you will see fit to use the enclosed news stories about the Centennial.

Sincerely,

Mary Lou Lund
Mary Lou Lund
State Centennial Director

MLL:DM



"A Century to Be Proud of . . . A Future Unlimited"

FROM MARY LOU LUND
STATE CENTENNIAL DIRECTOR
SIOUX FALLS, SOUTH DAKOTA

FOR IMMEDIATE RELEASE

CENTENNIAL SOUVENIR COINS ISSUED FOR DAKOTA TERRITORY

Special 50¢ medals to commemorate the Centennial of the Dakota Territory are being minted by the Dakota Territory Centennial Commission.

The Golden-bronze coins bear the official seal of the Centennial celebration. The seal shows a covered wagon drawn by oxen, and representations of many events in Dakota History.

A set of two coins may be obtained for \$1.00 by writing the Centennial Commission, Box 734, Sioux Falls, South Dakota.

Serious coin collectors may prefer to have the uncirculated mint condition coins, packaged in a plastic envelope, which are available at a cost of \$2.00 per three coins. The Commission has not limited the number of coins an individual can purchase.

The obverse side of the coin shows a covered wagon drawn by oxen, as it carried a family into the "new" Dakota Territory of 100 years ago. Also shown are two Indians riding in the background, Mount Rushmore, a jet airplane, and representations of the farms, fields, grazing lands, rivers and dams which have made South Dakota, and the Dakota Territory famous for the century.

The coin was designed by Mr. Lowell Hanson of Sioux Falls.

The back, or "tails" side of the coin indicates its value of 50¢ and states that the coin is being used throughout South Dakota freely as a substitute for a half dollar. The coins are as good as cash and will be redeemed at face value by the Centennial Commission, a state Commission created by the South Dakota Legislature.

FROM MARY LOU LUND
STATE DIRECTOR
CENTENNIAL COMMISSION
SIOUX FALLS, SOUTH DAKOTA

[Enclosure. 27 Mar 61]

CENTENNIAL MOBILE UNIT BEING CONSTRUCTED FOR 1961 CENTENNIAL YEAR

The Centennial Commission today reported that rapid progress is being made in the development of the mobile unit planned for the 1961 commemorative year.

The blueprints are currently being prepared for the physical construction of the unit. The interior will feature 26 glassed-in displays presenting South Dakota in its past, present, and future.

The Bureau of Reclamation in Huron has already promised the use of their 5ft. by 8ft. relief map of South Dakota. State College in Brookings is working on a panel on agriculture depicting grains in our future.

Other planned panels will include 2 units on our Indian culture, a panel on South Dakota Governors, a replica of one of our early forts, the story of the livestock industry in South Dakota, mining in South Dakota, the missile age in South Dakota, the geology of our State, and soil conservation in use in the State.

Panels on schools, religion and famous people in these fields is planned for the unit. A panel on the Northeast corner of South Dakota has been proposed, as little is known about the beautiful lake region of the Northeast. Presentation of the future of Industry in South Dakota is a proposed panel.

Of course, these panels are subject to change, depending on the materials found available throughout the State.

J. Leonard Jennewein, State Chairman of the Centennial Commission states that this unit will travel into every city, town and crossroads

Mobile Unit continued-----

in South Dakota if at all possible during the Centennial year.

He also stated that from the formation of the Commission to this point, their prime objective was to develop a project that would bring South Dakota to South Dakotans, and inform our school children of the wonderful heritage they have as a citizen of the State of South Dakota.

A regular schedule will be set up for the display of the mobile unit, so as to reach more people in the short amount of time available. The ambition of the State Centennial Commission, though unrealized as yet, will be to turn this unit over to an organization in South Dakota as a permanent attraction for South Dakota Citizens.

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MARY LOU LUND
DAKOTA STATE CENTENNIAL DIRECTOR
DAKOTA TERRITORY CENTENNIAL

FOR IMMEDIATE RELEASE

Climax of the statewide Dakota Territory Centennial celebration will take place Sunday, August 27 as more than 1300 people armed with shovels and claim warrants dig for \$35,000 in cash and merchandise prizes in a "gold field" in central South Dakota.

The Centennial Commission today announced plans for the KELO-LAND Gold Rush, a summer-long event which will allow everyone in South Dakota and the surrounding area to take part in Centennial observance, with a chance to win prizes ranging from the top award of \$10,000 cash to various merchandise prizes. \$25,000 in cash and \$10,000 worth of valuable merchandise will be awarded.

Negotiations are now underway for the appearance of top television and film personalities. Tentative commitments for coverage by national magazines, radio and TV networks, newsreels, and wire services have been received.

The actual digging on August 27 will be part of a full-weekend of displays, attractions, and special events under the direction of the Centennial Commission. The Gold Rush Contest was conceived by Joe Floyd, president of Midcontinent Broadcasting Co. The climax of a fifteen-week campaign of extensive advertising and centennial promotion by the stations and other media, it will be conducted by the Kelo-land Radio and TV Stations.

To qualify for digging in the gold field on August 27, a person must be awarded an official Gold Rush Shovel in one of the more than 1300 weekly contests which will be held by merchants throughout the area during the summer.

Each participating merchant will conduct a separate contest

MARY LOU LUND
DAKOTA STATE CENTENNIAL DIRECTOR
DAKOTA TERRITORY CENTENNIAL

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each week for thirteen weeks. Each weekly winner will receive a shovel which entitles him to dig in the gold field on August 27.

The summer-long series of shovel awards will begin May 23.

Facilities are being arranged at the Gold Field to accomodate more than 150,000 people. Organizations interested in displays or concessions at this spectacular event are asked to contact the Centennial office for details.

In announcing the KELO-LAND Centennial Gold Rush, Mary Lou Lund, Centennial Director said, "We are very happy to have KELO-LAND Radio and TV co-operate with us in the observance of the Dakota Territory Centennial by conducting the KELO-LAND Gold Rush. This event will fill out our extensive program of celebrations and observances, providing everyone an opportunity to share in the fun and excitement. It will be the climax of a full summer of state-wide Centennial events, starting off with the official celebration in Yankton, the original Dakota Territory Capital, June 18-25, and including many local celebrations".

FROM MARY LOU LUND
ACTING STATE DIRECTOR
CENTENNIAL COMMISSION
SIOUX FALLS, SOUTH DAKOTA

DAKOTA TERRITORY CENTENNIAL 1861-1961

SUGGESTED FEATURE STORY ON THE BACKGROUND HISTORY OF DAKOTA

BY INGA HANSEN DICKERSON

History is not only moulded by men and their purposes, but by physical conditions, such as natural resources and climate. The history of a state cannot be understood unless we know its early condition. So to understand fully the facts of our own state history, it will be necessary for us to know something about that portion of the Great West of which it is a part.

Let us skip back to 1664 when Charles II of England granted to his brother James, Duke of York, the region from the Hudson River to the South Sea (Pacific Ocean). The area included South Dakota. The grant was a mere gesture. England never asserted its claim. It was considered worthless. The region reverted back to France.

In 1743 the Verendry brothers made the first claim on the Missouri for the French Crown. They made the title good by planting at Fort Pierre the engraved plate, now famous.

South Dakota then became one of a group of states called the New Northwest. This great region became the northern part of the Louisiana Purchase, for which in 1803, the United States paid France the sum of \$15,500,000. In 1804 Lewis and Clark explored the Missouri Valley through South Dakota on their way to the Pacific. From 1812 to 1861 it was part of the Missouri Territory.

When on March 2, 1861, James Buchanan, president of the United States, set his hand to the creating of Dakota Territory, it was 118 years since the Verendry brothers planted the plate Fort Pierre. It was 81 years since Pierre Dorion set up his tepee on the James River and 57 years since Lewis and Clark passed through the region.

So you will observe events were crowding each other in Dakota-land.

Pierre Dorion was the first white man to establish a home in the vicinity of Yankton in 1870. He married an Indian woman and settled at the mouth of the James River. He had three sons, and later became an interpreter for Lewis and Clark.

In 1825 the first Fourth of July celebration was held at Fort Pierre.

In 1840 Dr. Stephan Riggs, the celebrated missionary from the Minnesota River, visited Fort Pierre and preached his first sermon in Dakota.

In 1843 Audubon, the naturalist, visited the section and observed the birds and animals.

In 1847 Mrs. Joseph LaBarge came to Fort Pierre with her husband, Captain of the steamboat "Martha." She was the first white woman to visit Dakota. The "Martha" was attacked by Yankton Indians at Crow Creek.

In 1855 the government bought Fort Pierre, and in 1857 settlement began at Sioux Falls, Flandreau and Medary. The "Nobles Road" was built from Lake Benton To Crow Creek, and Fort Randall was built and occupied.

In 1858 Mrs. Goodwin, first white woman settler arrived at the Sioux Falls. In the same year the settlement at Medary was destroyed by Smutty Bear, Indian Chief of the Yankton Sioux.

In 1859 the Yankton treaty was ratified, and the Indians surrendered their land. Yankton, Vermillion, and Bon Homme were founded. In 1860 the first school opened at Vermillion. The first school was built at Bon Homme, and the first church society organized at Vermillion.

In 1861 Dakota Territory was created by congress on March 2.

These are the things we are to commemorate.