

NEWS RELEASE

5-65



from the MONTANA STATE
ADVERTISING DEPARTMENT

HELENA, MONTANA

FOR IMMEDIATE RELEASE

Helena, Montana--100 years ago, Montana's Historic Virginia City in Alder Gulch became the Territorial Capital of Montana. Today, this famous site is one of the Treasure State's top visitor attractions. An outstanding calendar of events has been planned for the season with events scheduled to entertain each and every member of a traveling family. Most of the events will become annual affairs.

In Virginia City, where only those facilities operated by the Virginia City Trading Company close for the winter, year-round businessmen are preparing the Thompson-Hickman Museum, the Madison County-Virginia City Museum and Rank's Drug Store Museum for the season. These attractions are already in full swing for the entire season.

Virginia City Trading Company businesses, including the Opera House, plan to open for summer on June 12 when the popular Virginia City players will present the first performance of this season's opening show, George Bernard Shaw's "Arms and the Man".

The first special event of the season of interest to devotees of the Old West is scheduled June 26-27 when Montana and Wyoming Gunslingers will meet in the gulch for contests and exhibitions re-enacting famous gun battles of the past. During the following weekend, Montana Arms Collectors will be sponsoring the first Jess Roberts Memorial Gun Show honoring the late Jess Roberts of St. Ignatius, a nationally known marksman, collector and craftsman.

Sports car drivers from Idaho, Washington, Utah and Montana will invade Virginia City July 24-25 for the annual Sports Car Rally sponsored by the eastern Idaho Sports Car Club. Virginia City and adobe town school reunions are planned for the weekend of July 31 and August 1.

The final regularly scheduled event of the 1965 Virginia City season will be the AAU Horseshoe Pitching Tournament August 29.

(over)

Just a mile down the gulch, newly-rebuilt Nevada City is already opening facilities for the summer and is looking forward to the driving of the "golden spike" on a new railroad connecting the two mining camps. According to the Virginia City Trading Company, which is responsible for the rebuilding of Nevada City and restoration of Virginia City's old buildings, the train may start in July.

Visitors to Montana will enjoy seeing as well as participating in all these events right on the spot of where Montana History was made. For more information on Virginia City and Nevada City, and for a FREE Montana Highway map, write to the State Advertising Department, Montana Highway Commission, Helena, Montana.

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NEWS RELEASE



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HELENA, MONTANA

FOR IMMEDIATE RELEASE

2-63

HELENA, Mont. -- Montana's Historic City plans a full summer of entertainment to celebrate its 100th birthday this year. The famous mining camp was founded soon after the discovery of gold in Alder Gulch, May 26, 1863; later that year Idaho Territory created Madison County making this a double centennial for the area.

The fun begins Saturday night, May 25, the eve of the Alder Gulch anniversary, with two dances planned. One of these will have an 1863 theme, the other a 1963 theme. On Sunday, the discovery will be observed by special church services, an historical parade and a program featuring the presentation of Virginia City's National Historic Landmark Plaque. The governors of Idaho and Montana are among guests invited.

Throughout the rest of the summer, weekend events are planned in Virginia City and special affairs are scheduled in many of the other communities in the county. The Virginia City Players, a semi-professional stock company, open their regular season June 8 and will present a special program June 16 to honor the anniversary of Virginia City's founding.

Several groups will meet in the historic camp; among them: The Montana Institute of the Arts, June 13-16; Montana Arms Collectors Association, July 5-7; Montana and Idaho Sports Car Clubs, July 20-21; Montana Court Reporters, August 3-4; Montana Pioneer and Classic Auto Club, August 23-25; and the Elks' Lodge Auxiliary, September 7-8.

Groups planning special visits are: Montana Model T Club, July 8; Flathead County Sheriffs' Posse, August 10-11, and the Sons and Daughters of Montana Pioneers, August 25. The Pioneer group will sponsor a room summer-long in Virginia City where old-timers can register, visit and relax. A reunion of the Virginia City School which first opened in 1876 and is still operating, is scheduled for July 27-28.

Other Virginia City events during the summer are: June 2, Art Brown Day honoring the late western artist; June 9, Kids' Fish Derby, Barbecue, and Old-Fashioned Contests; June 14, Boy Scout Flag Ceremony; June 23, Miners' Day, an exhibition of mining methods past and present plus a gold-panning contest; June 30, Annual Elks' Barbecue, Amateur Show; July 14, Band Concert; July 4, evening fireworks display; August 18, Horseshoe Pitching Tourney.

Elsewhere in the county scheduled events are: Sheridan, June 2, Vandenberg Massacre Historic Monument dedication; June 28-29, Square Dance Festival; July 13, Strawberry Social and Street Dance; July 21, O-mok-see; Twin Bridges, August 16-18, Madison County Fair; Ennis, July 3-4, Annual Rodeo.

NEWS RELEASE



from the MONTANA STATE
ADVERTISING DEPARTMENT

25-64 HELENA, MONTANA 

FOR IMMEDIATE RELEASE

HELENA, Mont. -- There's a little town called Three Forks in Southwestern Montana that holds a pocketful of romantic history. It is aptly named for here the famous explorers, Lewis and Clark, following the Missouri River to its headwaters, made the amazing discovery that the "Big Mo" was formed by the confluence of three northward flowing rivers, each a sizeable stream in its own right.

These streams were named the Jefferson, for President Thomas Jefferson, who dispatched the men on their historic mission, the Gallatin, for Albert Gallatin, Secretary of the Treasury under Jefferson, and the Madison, honoring James Madison, Secretary of State, who succeeded Jefferson as President. This was a classic piece of political maneuvering by the young army officers, whether or not they realized its significance at the time. Both were rewarded by President Jefferson with good appointive positions upon their return to the nation's Capitol and more honors were to come their way under the Madison presidency.

They were lauded by the limited press of the day, historians glorified them and in time their names were indelibly linked with the settlement of the West. The historic phrase, "Lewis and Clark Expedition," is almost a household term in Montana, where a county, a state park and a national forest have been named for them.

The Three Forks community was once the home of the famous Shoshone squaw, Sacajawea, who guided the explorers through the Rocky Mountains, the region was a popular buffalo hunting ground for many Indian tribes. It was near the present town site, its Chamber of Commerce spokesman reports, that John Colter, discoverer of Yellowstone National Park, escaped from hostile Indians by running, stark naked, for several miles through a wilderness until he found sanctuary in a river.

The three rivers, with their tributaries, yielded a fortune in

NEWS RELEASE



from the MONTANA STATE
ADVERTISING DEPARTMENT

62-16
HELENA, MONTANA

FOR IMMEDIATE RELEASE

HELENA, Mont. -- The last major Indian battles in the United States were fought with the Nez Perce in Montana. The battle of the Big Hole is a highlight of the 1800-mile flight of Chief Joseph across Montana's rugged terrain in his aborted attempt to gain sanctuary in Canada.

It is one of the most colorful of the Indian stories -- and according to military experts one of the most strategic retreats in the history of man. It gains in incredibility from the fact that Joseph led his men, women and children -- numbering nearly 700 -- and all their earthly belongings plus a pony herd of approximately 1500 horses along a route that in the main even today is unchartered wilderness.

The trail started far to the west of Big Hole Basin when the Nez Perce under pressure to move on to reservation land designated by the government, elected instead to try to reach the still-open land of Canada.

In order to circumvent the military strength in western Montana, Chief Joseph moved up the Bitterroot valley, across the divide now known as Gibbons Pass, and into the Big Hole Basin. Colonel Gibbon and his force reached the site on August 8, 1877; and the battle lasted through intense and sporadic fighting until nightfall of August 10, when the Indians withdrew leaving 89 of their own warriors dead, and seven officers and 53 white men wounded or dead.

The rest of the story can be briefly told. For more than two months Chief Joseph and his tribe retreated before the forces of Gen. Howard, Col. Gibbon and Col. Nelson A Miles. In repeated skirmishes and rear-guard fighting, Joseph was always the victor.

Finally, in the Bear's Paw Mountains of northern Montana, Chief Joseph surrendered, raising his hand and solemnly declaring: "From where the sun now stands, I will fight no more, forever."

Today at the site of the Battle of the Big Hole, a self-guided trail takes you through the siege area where the troops were forced to retreat. Here can be seen the remains of rifle pits, bullet-scarred trees and three memorials.

The area is located 12 miles west of Wisdom, Montana, on state highway 43. A small museum containing relics of the battle is open from 8 A.M. to 6 P.M. daily, and Park Rangers are on duty to answer questions.

NEWS RELEASE

FOR IMMEDIATE RELEASE



from the MONTANA STATE
ADVERTISING DEPARTMENT

HELENA, MONTANA

59601

The famed Lewis and Clark Trail in Montana receives special emphasis on the new 1968 Montana Highway Map...now available from the Montana Advertising Department in Helena, Montana. Entitled "Lewis and Clark Trail Inaugural Edition" the map for the first time marks the officially designated Lewis and Clark Trail through the state, while the map's reverse side is entirely devoted to an explanation of the historic trail and its significance for today's travelers. Of the distance traveled by the 1804-1806 expedition from St. Louis to the Pacific Ocean, more miles lie in Montana than any of the other 10 states involved....1,940 miles. Today 36 historical markers and over 200 highway markers show the route and outline the importance of the expedition....leading today's travelers to a wealth of historic and recreation opportunities all on modern highways. According to the 1968 map, the Lewis and Clark Trail offers vacation opportunity to 3 different groups of travelers: Group 1....those who will benefit from traveling the main highways, watching the beautiful vistas of the valleys, rivers and mountains, and reading of the daring trek of the explorers. Group 2....those who have a bit more time, but only limited equipment and experience. For them, there are interesting and exciting one and two-day side trips, museums and displays. Group 3...serious students of history and outdoorsmen who might wish to take extended boat, hiking or pack trips. The map lists sites of the historic importance and contains

scenic photographic views along the Lewis and Clark Trail including the Missouri River, Fort Benton, the Portage Route sign near Great Falls, White Cliffs of the Missouri River, Pompeys Pillar, Lewis and Clark Park near Wolf Point, Gates of the Mountains, Three Forks (the birthplace of the Missouri River) and the magnificent Bitterroot Mountains.

In addition to its survey of the Lewis and Clark Trail, the 1968 Highway Map contains information on Glacier and Yellowstone National Parks, state parks and monuments, national historical landmarks, a summary of fishing and hunting information, a brief outline of the Big Sky Country resources and wealth plus a list of 33 points of interest...making the map a complete travel brochure. A message from Governor Tim Babcock concludes: "Plan to spend your entire vacation in Montana. Come meet our friendly people - go western....go Montana". Prospective travelers may obtain a copy of the new publication by requesting it of the Montana Advertising Department, Highway Commission, Helena, Montana 59601.

NEWS RELEASE

News Release #12

8-67



from the MONTANA STATE
ADVERTISING DEPARTMENT

HELENA, MONTANA

59601

FOR IMMEDIATE RELEASE

Roll, wagons, roll! Montana's Big Sky Country welcomes the rebirth of the covered wagon....the 20th Century version, that is. The state's vast size is made to order for it.

In 1867 the covered wagons rolled westward by the thousands. One hundred years later the shiny metallic progeny of the old Conestogas roll westward, eastward, northward and southward by the millions. What a change there has been in that method of going places in a wheeled vehicle!

When Pioneer Gran'maw was a girl bride, she rode in the scanty shade of a tarpaulin pulled tightly across wooden bows set in slots of the box of a dead-axle wagon. Her bearded young husband trudged beside the grunting team of oxen that supplied its power and the going was rough along the old Oregon Trail. Twenty miles was a normal day's travel. In a modern steel-roofed, air-conditioned camper, lashed to the body of a half or three-quarter ton pickup truck, equipped with both springs and hydraulic shock absorbers for riding comfort, three or four hundred miles is an easy day's drive along Montana Interstate Highways paralleling the covered wagon route when the West was young.

And how those frontiersmen would have loved the vacation trailer, another descendant of the pioneer home on wheels. Practical, comfortable, often elegant and with a myriad of gadgetry beyond the fondest dreams of a pioneer farm wife, the trailer substitutes luxury for drudgery on the long and open road. A third offspring of the lumbering old steel-tired rig is the station wagon, although this handsome and multi-purpose conveyance lacks the full status of a mobile home.

The pioneer covered wagon was a solid structural item in the settlement of Montana and the development of her livestock resources. Her early-day citizens came by covered wagons, choosing home sites on a sort of willy-nilly basis, their rolling homes becoming scattered white dots across 147,000 square miles of prairie and mountain land.

Later, the tarpaulin-roofed vehicles served their time as cook wagons for cattle round-ups and portable summer camps for sheepmen. By today's standards, they were primitive, but they were effective.

The great westward migration of a century and more ago reflected an interlude between two ways of living, one old and established, the other new and challenging. Today's wheel travel is a seasonal way of life, given impetus by its adaptability to both short and long-haul journeys to summer and autumn vacation sites.

Montana cradles Glacier and Yellowstone National Parks between topographical elbows on the north and south. Both are delightful meccas for camper, trailer and station wagon travel. It also has more than two dozen state parks with facilities for convenient and comfortable parking.

Additionally, the Treasure State has almost limitless tuck-away spots in the mountains and along its lakes and streams where these colorful and graceful mobile homes blend with scenic beauty while providing most of the conveniences of normal living. The ghosts of Montana's gold rush and sagebrush pioneers may chuckle with pleasure that it took a trilogy of canopied vehicles to fill the wheeling shoes of the frontier covered wagon, but in honesty they would have to admit that the builders have done a whale of a job improving the original roadside mobile home.

Vacationers are invited to write or phone the Montana Advertising Department in Helena for travel and camping information. And they will be happily assured that their rolling homes are welcome everywhere.