

JayCee's 1942

Bozeman Victory Roundup

Souvenir Booklet



Price 25c



State of Montana
Office of The Governor
Helena

SAM C. FORD
GOVERNOR

June 12, 1942.

Mr. C. M. Vance, Editor
Bozeman Roundup Magazine,
Bozeman, Montana.

My Dear Mr. Vance:

Your letter of the eleventh has been received and I note the purpose of the Junior Chamber of Commerce to publish a souvenir booklet by way of spreading the glad tidings.

Any movement that tends to place on the printed page a series of pictures of the famed Gallatin Valley is worthy of complete success, especially when it is coupled with an outstanding event of that area, such as you will make of the Bozeman Victory Roundup.

It is a beautiful gesture to dedicate the booklet to those members of the Junior Chamber who are serving in the forces that are battling for the preservation of the American way of life.

Wishing you all possible success, and with kindest regards,
I am,

Cordially yours,

Sam C. Ford
Governor.

Dedication

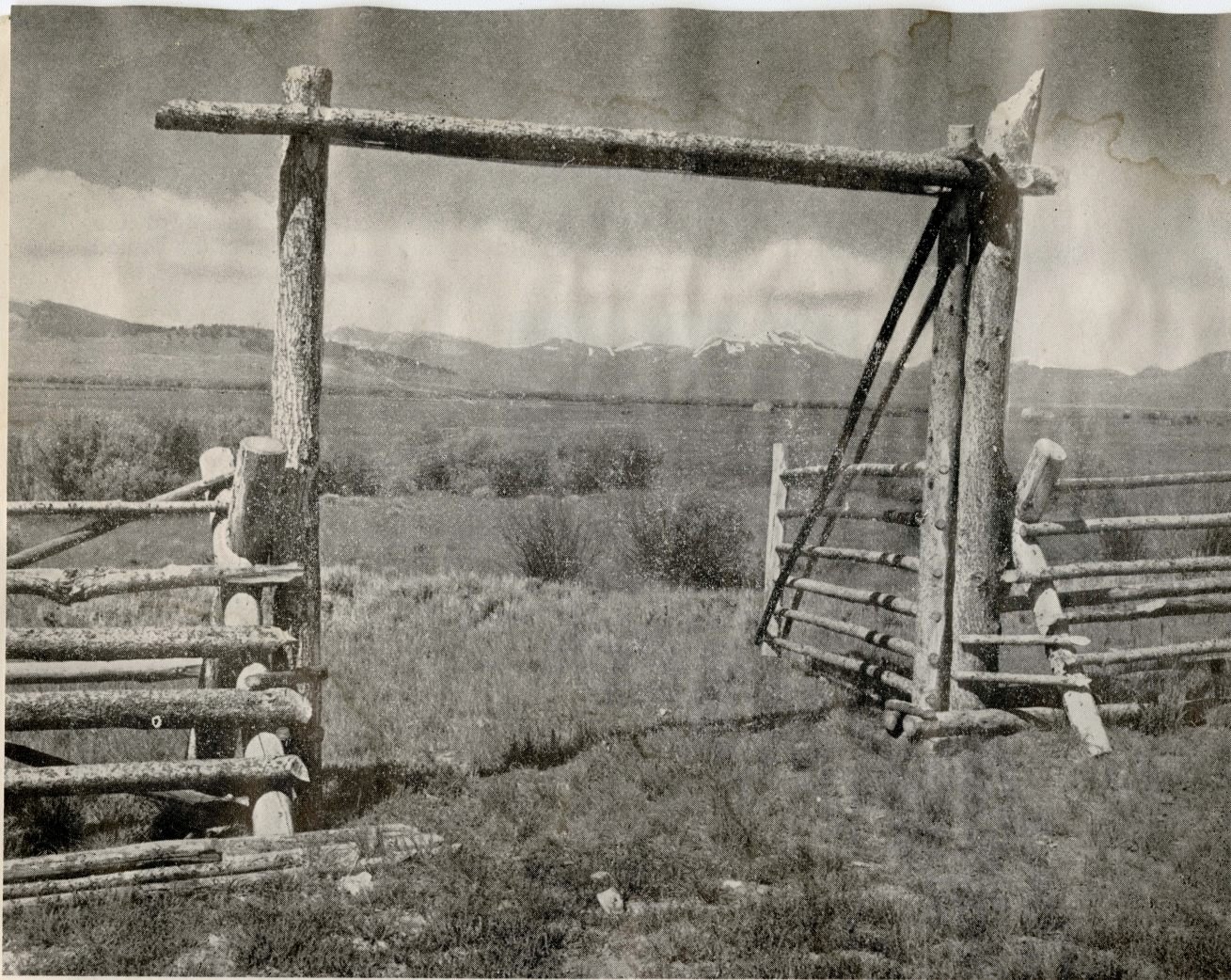
The Bozeman Junior Chamber of Commerce respectfully dedicates this Souvenir Booklet of the Bozeman Victory Roundup to all the Men of Gallatin Valley who are serving in the forces of the United States of America.



PICTURE COURTESY CUTTING'S NEWS STAND

PHOTOGRAPH BY LOVELACE STUDIO

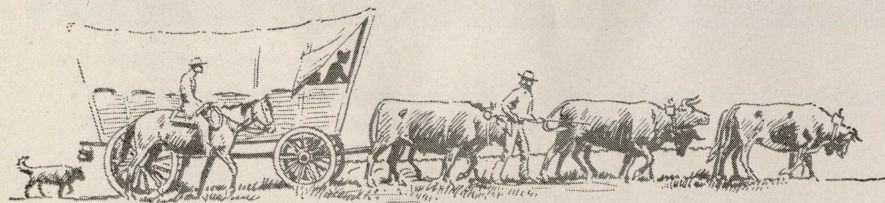
The following men are members of our local chapter of the Junior Chamber of Commerce - - -
 Chas. J. Barer, John T. Conant, Eldon H. Dahl, E. B. Griffin, Ray J. Hartman, Robert E. Hubble, Tom Huffine, Lester E. Jones, Robert Johnson, Roy Johnston, Rod Kippen, Bill Lessley, Art Lere, Elmer Leer, Dr. E. L. Maurer, Frank Moser, Frank McGinnis, Wm. Ogle, Bud Purdy, Bud Richter, Tom Riddle, Harold Rushing, Burton L. Shraga, Kenneth Sullivan, Chas. Turner, Fred Vincent, Bob Hamilton.



COURTESY BUD WHITE, LITENING GASOLINE

INTRODUCTION

We would like you to step through our open gate and make a trip around this fine valley of ours. Since we should not use our tires maybe you won't mind using this little booklet as a means of transportation. As you have noticed we have dedicated our magazine to our Jaycee Members and the boys from Gallatin Valley who are fighting to preserve that which we have pictured throughout this booklet - - - the real American Way and the friendly hospitality of the West. We will try to present facts and figures of our western country. We also will pass along articles of interest pertaining to our Bozeman Roundup and Horse Show. If we should drop a joke here and there maybe you will accept it as our only way of filling added space that might otherwise be - - - left to the joy and pleasure of the printer.



Rodeo Personalities

Gradually the Bozeman Junior Chamber of Commerce and R. A. Richter have been building our Bozeman Roundup back to its former standing of one of the Northwest's finest rodeos. Our good friend "Rick" as he is known around the circuit, is one of the old timers in this rodeo game. Rick has furnished stock and also has served as arena director for rodeos promoted in the towns of Ennis, Montana; Ogden, Utah; Twin Falls and Idaho Falls, Idaho, and Anaconda, Montana. Rick has long been noted for his excellent rodeo stock and he has sent many a bronc and steer back to the world's top show at Madison Square Gardens, New York City. Rick has followed this business for the last ten years. His ranch over on the Madison is one of the largest horse ranches in this part of the country. All together he owns and leases 10 sections of land on which he is running close to 200 head of rodeo stock. This year the Jaycees will miss "Bud" Richter who up to the time of his induction into Uncle Sam's forces served as a very capable partner for his Dad. Last year Bud was assistant arena director and promoter of our Bozeman Roundup--you know it is a funny thing how a fellow can change in a year. Twelve months ago Bud was very much interested in trying to see how hard he could make a fellow



R. A. RICHTER

land and now they tell us he is trying to see how soft he can help the boys land down South in New Mexico. For those who wonder who that little mite mounted color bearer is—we would like to introduce to you Miss Dickie Richter who is one of the best mounted flag bearers in this country.



BUD RICHTER



MRS. BESS GRIFFIN

This year our show has one noted distinction of which we are indeed proud. We have as our manager the only woman rodeo manager in the Northwest. She is "Bess" Griffin. Last year we were very fortunate in having one of the finest managers that you could find in any state. Bert Griffin will be missed by our organization but we do feel that he has left us a fine substitute to carry on his work from last year. Bess has had the experience and we pledge our full support in helping her make this year's Victory Roundup the best show that Bozeman has ever witnessed.



BERT GRIFFIN

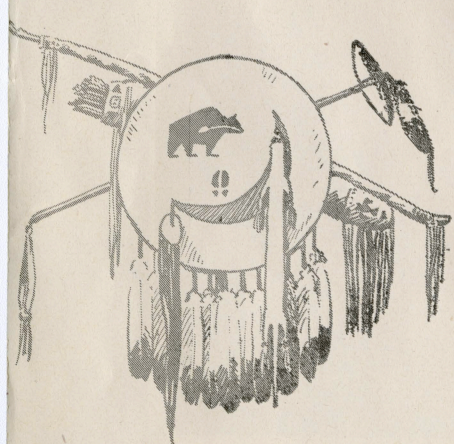


SHE'S WILD IN GALLATIN VALLEY

Wild Life. How many many times we hear those two words spoken by natives and tourists of our Valley. Yes when it comes to wild game this county has very few competitors. Do you think that those Antelope grazing in the picture are worried where their next meal is coming from. You bet they are not - - - no sir, they have the finest range land in the world to graze over and when things get a bit tough, when old man winter starts to howl they find one of the most efficient and active game commissions in the United States ready to help them over the few tough snow storms that blanket us every winter. Bear, Antelope, Elk, Deer, Moose, Mountain Goats, - - - yes you'll find them all right here in Gallatin Valley.

COURTESY MONTANA HARDWARE COMPANY

COURTESY BOZEMAN LIQUOR DEALERS



THE LAND OF PLENTY

Most all of us living in our valley never fully realize how very fortunate we are. If there ever was a land of plenty, it is right here. Perhaps some of you might question that statement. We are not in the mood to argue so we will place before you the following Statistics for this year.

Crops	Number of Acres Under Cultivation
Wheat	59,499
Oats and Barley	35,371
Rye	900
Peas (Seed)	7,200
Peas (Canning)	3,000
Farm Gardens	1,400
Hay (Alfalfa)	34,000
Flax	200
Corn (Feed)	607
Potatoes	207
Livestock	Number of Head
Cattle (Beef)	48,000
Calves (Veal)	16,000
Hogs	21,492
Gilts	1,730
Sheep	40,000
Cows (Milch)	9,000
Poultry	Number of Tails
Chickens	190,000
Turkeys	7,000

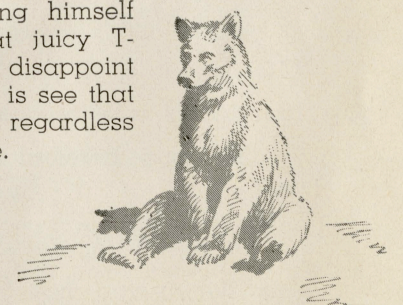


COURTESY BOZEMAN CLEARING HOUSE ASSOCIATION



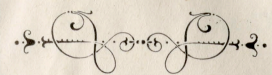
COURTESY W. W. LESSLEY
DEMOCRAT CANDIDATE FOR COUNTY ATTORNEY
PAID POLITICAL ADVERTISING

Now after digesting those facts and figures we might as well make up our mind that we are truly an agriculture community which should be set aside for that important job of feeding our boys in the armed forces who as we understand do take time out for three squares a day. For all we might know - - - your son could easily be wrapping himself around one of those fat juicy T-Bones right now. Lets not disappoint him, the least we can do is see that his tummy is kept full regardless how far away he may be.





COURTESY OF
BILL'S GRILL
BOZEMAN'S LEADING CAFE



COURTESY OF
H. B. MCCAY, HARDWARE
SOUVENIR'S AND HARDWARE

Here we have spent several pages describing our Gallatin County and as yet we have failed to mention this beautiful town of Bozeman. Civic pride is a wonderful thing and many times feuds have started over the difference of opinion of the natives of adjoining towns. Well, we don't aim to start such a feud but we do have a very high estimation of our little city nestled in the leeward side of the Bridger Range. Our town covers an area of 2 square miles. As the altitude of our town we can say that a plane flying at 4,793 feet would be taxing down Main street. Some times we get a bit irate because we don't get the oper-

ator as soon as we lift the receiver - - - remember that those poor Girls have to service over 2000 phones not including Ma and Pa out out on the Rural Lines. On Sundays you'll find the citizens of Bozeman attending one of the eleven different denominational Churches. We wake each morning and find either our daily newspaper the "Chronicle" or on Friday our weekly paper the "Courier" awaiting to supply us with news of the day. When friends visit us we have ample hotel accommodations for their comfort, eight modern hotels with the aggregate total of 357 rooms. For those tourists visiting our fair city this year we

The Montana Hereford Association

Extends Congratulations to Bozeman Roundup and
Greetings to all Montana Cattlemen.

This association was organized to benefit all
Montana Hereford Breeders

Elmer T. Johnson, Pres., Livingston
Fred Selleck, Vice Pres., Buffalo
Howard Lewis, Sec'y., Ennis
Myron Beatty, Treas., Bozeman



COURTESY THE WILLSON COMPANY
"BOZEMAN'S LARGEST READY-TO-WEAR STORE"

have the Northern Pacific and Milwaukee railroads along with the Northland Greyhound Bus Company giving us the excellent service for which each has long been noted. For those unfortunate souls that might find misfortune around the corner, our community has one of Montanas finest Hospitals - - - the Bozeman Deaconess hospital which houses some 60 beds. When it comes to education - - - Bozeman has loads at its command. The Montana State College, 5 public Schools including 1 senior high and 1 junior high. There is the Rosary parochial school which has graduated many a fine Bozeman citizen. There is One Public Library with over 14,000 volumes for our reading pleasure - - - including "Gone with the Wind". Now for those that are still craving more statistics, here they are — Total street mileage, 100, with close to 20 miles paved, 29 miles of gas mains, 31 miles of sewers, 36 miles of water mains, and last but not least a real live bunch of young men - - - the Bozeman Jaycees. Not a bad town to live in especially during these trying times when coastal towns are living under that worried complex of possible air raids.

COURTESY BARRELL CLEANERS
"SUITS MADE TO MEASURE"





COURTESY BOZEMAN CREAMERY
GALLATIN GOLD DAIRY PRODUCTS
"IF YOU TRY THEM YOU WILL ALWAYS BUY THEM"

HUNTING AND FISHING IN THE GALLATIN

When it comes to big game hunting and fishing for that wily fish, the trout, we in Gallatin County boast the finest in the country. For those interested in this type of pastime and recreation we have acquired the following information from the president

COURTESY WAGNER'S
BOZEMAN'S LEADING BOY'S AND MEN'S STORE



of the Bozeman Rod and Gun Club. For those gentlemen that prefer mountain lakes to satisfy their angling desires, we suggest that you start not earlier than the morning of June 30 and be sure to quit the evening of Nov. 15th. All species of trout are available in the lakes of Gallatin Valley including that rare little fellow—the Golden Trout. The Golden Trout Lakes and Hidden Lakes will only be open during the month of August.

GAME COMMISSION SETS NEW SEASONS IN GALLATIN

All waters of the West Gallatin from the Axtell bridge and all waters of the East Gallatin from the Todd Stevens bridge to the bridge over the Gallatin river at Logan and those waters included in Townships 1, 2, North and South, Ranges 3, 4, 5, East, closed from Sept. 15 to Nov. 30 and the regular season suspended.



COURTESY BOZEMAN CHRONICLE

The main Gallatin from the confluence with the Missouri to the bridge at Logan and the main West Fork from the Axtell bridge to the Williams bridge opened to open water or through the ice fishing for

whitefish only, from Dec. 1 to March 14.

All of Lake Martinsdale on the Meagher-Wheatland county line was closed to minnow fishing.

COURTESY BOZEMAN HOT SPRINGS
"GEORGIA'S"

Those that enjoy a fat juicy steak off the hind quarter of an Elk can do so during the period of October 15th to November 15th inclusive. Meat from a doe might cause a person a serious attack of indigestion as it is a known fact that deer meat must be that of bucks whose horns have sprouted at least 4 inches in length. The season on upland birds and Chinese and Hungarian Pheasants are determined at a later date. For those who need their exercise hunting ducks — all we can say is that the season is determined at a later date. Last year our hunters built their blinds in the middle of October and we believe that the date this year will be opened on approximately the same date. For our boys in the forces we have set an opened season on Japs the year around.



Last year one of our most successful promotional projects along with our Roundup was the Queens Contest. . . . Every girl that entered this contest worked hard to assure its success. When the contest closed we found that Miss "Tony" Milesnick had received the most votes with Marlyn Stone running a close second. As a reward for "Tony's" efforts, the Jaycees gave her a 3000 mile trip with all expenses paid. She visited all the largest cities along the western coast as far south as Hollywood and from reports she represented the Bozeman Roundup with the finest Good Will Tour ever represented by a

1941 QUEEN
TONY MILESINICK



COURTESY GALLATIN CO-OPERATIVE CREAMERY
"GALLATIN MAID PRODUCTS"

DON FULTON

JOHN PARKER

VERN LEWIS, VICE-PRES.

OTT. TSCHACHE

DON NASH, SECRETARY

Souvenir Booklet Staff and Committee

Cliff Vance, Editor
Bert Griffin, Adv. Mgr.
Ernest Schumacher, Business Manager
Verne Lewis
Rick Richter
Bud Lowe

1942 Bozeman

Junior Chamber of Commerce

DIRECTORS AND
OFFICERS

BILL PENTTILA, PRESIDENT

SALE OF SOUVENIR BOOKLET SPONSORED BY ROTANA CLUB

CLIFF VANCE

CHUCK VANDENHOOK

HOMER FISHER

BUD LOWE

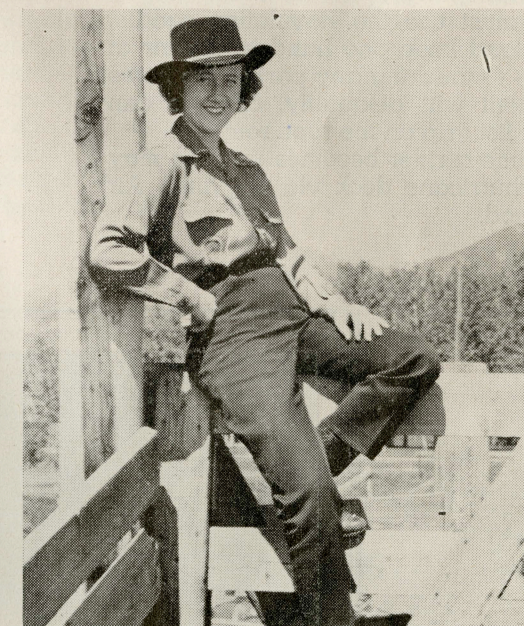
FRED BROWNING, TREASURER

We wish to thank the following for their assistance in making possible the publication of this booklet.

Montana State College, (use of cuts)
Montana State Highway, (use of cuts)
Shorty Shoppe (use of etchings)
Bozeman Chamber of Commerce
And local business concerns for their advertising.

local girl. This year we are planning a second Queens contest and we look forward to it with much optimism. The rules and regulations of this year's contest will be posted at a later date but we understand that the contest will be run in conjunction with the advance ticket sale. With a decrease in our Jaycee Membership this year, we are going to call on these girls for their support and from past experiences we know they will respond with the same enthusiasm which they did last year. Every girl will be able to enter this contest and each will have the same chance to be crowned "Queen" so here's to our new Queen - - - whoever she might be.

1941 ATTENDANT
MARLYN STONE



COURTESY MARSHALL FURNITURE STORE



COURTESY KNAPP AND BUCK
"ALL CUSTOM BUILT LEATHER GOODS" --- COWBOY OUTFITTERS
HELENA

THE RODEO

For the benefit of all you and to make our show more interesting for the spectator we should like you to acquaint yourself with the rules governing the different contests of the Rodeo.

Bronc Riding:

Rider must leave starting place with both spurs high in the shoulder and must bring them back across the shoulders at least to the cinch for the first five jumps. After the first five jumps the rider will be given credit for all additional spurring that he does.

The rider must use the Regulation saddle, dull spurs and keep one hand in the air at all times - - - touching any part of the horse or equipment will disqualify, and he can only use a fist grip on the rope rein.

If at any time a rider becomes tired he may leave the hurricane deck via the Jump Air Land Method.

Calf Roping:

Rider must wait till barrier is dropped before he can leave chute, if rider misses his first loop he may use a second. After calf has been roped the rider must tie three legs of the calf and his time is clocked when he throws both arms in the air.

This contest requires the finest team work between the rider and his horse and of all the horses shown in any roundup or rodeo you'll find that the calf ropers horse is one of the best trained and most prized of all western horse flesh.

Brahma Bull Riding:

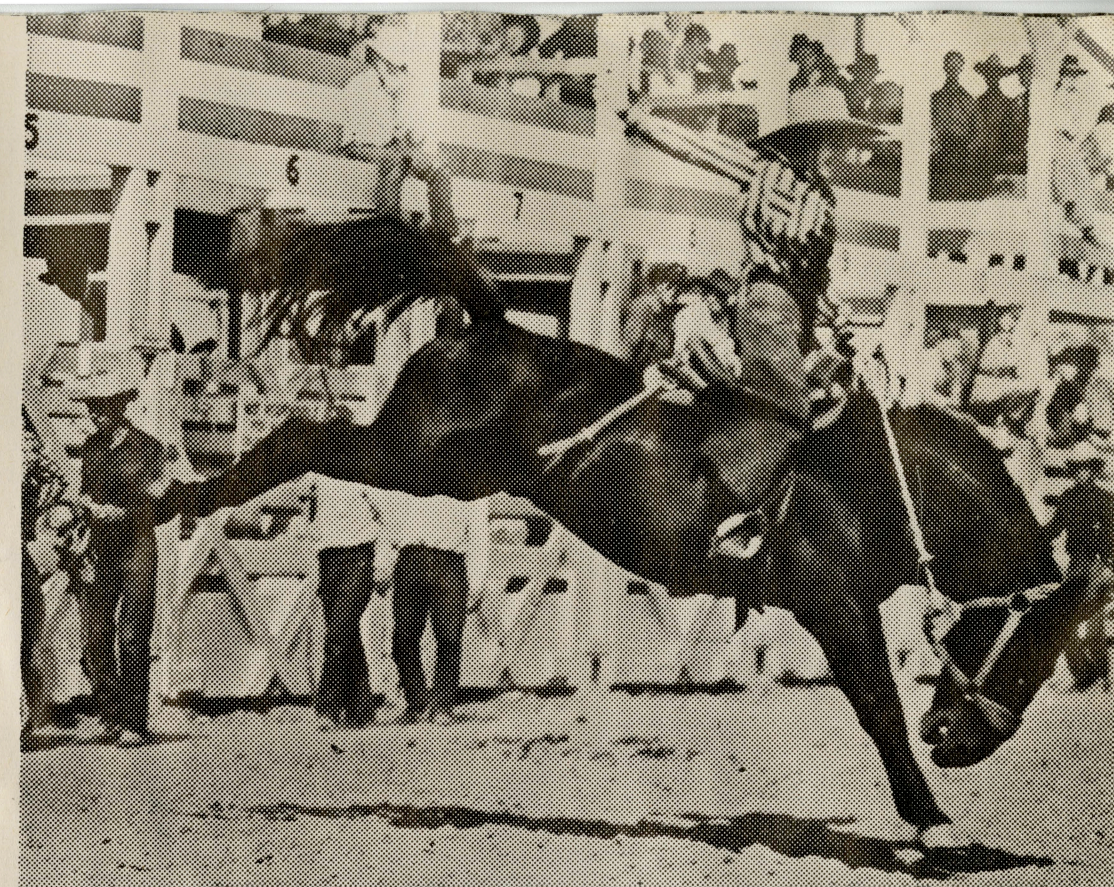
There are four parts to every Brahma bull ride—Gettin' on—stayin' on—gettin' off—a-and gettin' away. The rider must keep one hand in the air at all times. He must keep both legs rakin' the soup bone section and last but not least he must stay on the bull. Rider is allowed only a rope around the bull's body.

Bare-Back Bronc Riding:

There are few rules governing bare-back riding for the simple reason there is nothing much to cover. It is all man-power. Simply flop on a surcingle, get on and stay on for ten seconds. Of course as in bronc riding the entree must keep one arm in the air at all times. Please don't think that these boys are waving at some friend in the stands, they are out there ridin' the rules of the game.

COURTESY GALLATIN LAUNDRY
"YOUR SANITONE CLEANER"

COURTESY CHAMBERS-FISHER COMPANY
MONTANA'S BETTER DEPARTMENT STORE



Bull Doggin':

Back East, it's called, politely, "steer wrestling," out here it's bulldoggin'. After crossing a 30-foot head start, the steer belongs to the bulldogger. He may be assisted by a helper or hazer who keeps the steer on the beam. The bulldogger must leap from the horse and gently—if possible—wrap his arms about the steer's horns. He must then throw the steer on its side and hold him in said position until signaled by the judge. A bulldogger must not abuse the steer. Personally, we should think that if a 175 or 200 pound man wants to abuse a couple thousand pounds of mad bull, well ---

Two riders compete in this event as a team. They must give the cow the proper start—handicap. The roper must rope the cow and his hazer can only help after this is done—as though he could. After this is done they can go to work on bossie in any form or manner which will produce that valuable drop of liquid. Any milk obtained during the day's show may be purchased at the main gates for \$40.00 per pint.

COURTESY MCCracken's MEN'S STORE



Wild Cow Milking:

Wild cows are under the impression that they are put here on earth for the sole and express purpose of furnishing milk for their own off-springs and not to be messed around by any cowhand.

COURTESY THE SWEET COMPANY
FUEL --- GRAIN --- FEED
PHONE 1000 BOZEMAN





COURTESY THE FLYING D RANCH

THE HORSE SHOW

Horse shows have a language all their own. It's interesting and illuminating. Careful attention to this program will aid spectators to easily follow the various contests and exhibitions.

This program contains the list of horses in each class and the specifications of the various classes.

SHOWING HIS BEST

Various ribbons or money prizes are given in every class and keen competition exists. Each rider or driver is showing his horse to the best of his ability every minute he is in the ring.

A blue ribbon denotes first prize, red second, yellow third and white fourth. Champion ribbon is purple, reserve champion green.

The horses are judged in various divisions, such as Harness, Three- and Five-gaited Saddle Horses, jumpers, stock horses, and halter classes. The only classes in which the rider is judged are the horsemanship classes for children in which tremendous interest exists. The children try very hard to win these coveted trophies.

TECHNICAL TERMS

Many of the terms sound technical—for instance: "A horse over 15.2," that means a large horse

measuring 15.2 hands high from the ground to his withers (the highest part of the back, between the shoulder-blades. "A hand" is the equivalent of 4 inches. This figure represents hands, the second figure ("2") inches. This is the method of measuring horses which dates back to early English days when the weight was calculated as so many "stone."

To equalize competition at a horse show, it is necessary to differentiate between horses and ponies. A pony may be any height up to and inclusive of 14.2, but a horse is over 14.2.

HARNESS HORSES

Heavy harness horses (usually hackneys) are characterized by their high action, both with front and hind legs. They must have the stamina to remain showy and brilliant in motion for a long time. They are exhibited in various classes in their division, which demonstrate many of the conditions under which they can be used.

Appointments—By appointments is meant the horse's harness, correctness of the footman's livery and necessary accessories carried in the vehicle, such as wet-weather gloves and coat for the lady as well as umbrella, raincoat and tools carried under the rumble seat for the footman.

Manners—Horses and ponies in harness, suitable for and to be driven by a lady, should have "manners." This means they should respond to the reins, should not pull with their mouths and when required should back willingly and stand quietly. Rearing, kicking or plunging immediately counts against them. A horse suitable for a lady should be of solid color without flashy markings, such as four white legs.

Horses Standing—

When the harness or saddle horses or ponies are "lined up," standing side by side in the show-ring, it will be noticed that they "spread" by extending the fore and hind legs. There is a reason for this. Horses are taught to "spread" so that they can not move suddenly at some unexpected noise, when the rider is mounting, or the driver is stepping in or out of the carriage. If a horse is "spread" he must collect himself before he can begin a forward movement.

SADDLE HORSES

Saddle horses are divided into two divisions or groups, the three-gaited and the five-gaited. Individuals in both groups may have been bred from the same stock, but fall into one group or the other because of natural aptitude or of special training.

Three-Gaited Saddle Horses—Three-gaited saddle horses are shown at the walk, trot and canter. They carry the tail high and for the show ring, exhibit brilliance at all three gaits.

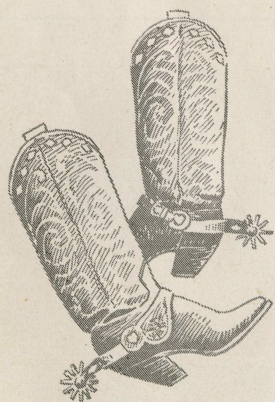
Five-gaited Saddle Horses.—Five-gaited saddle horses, as their name implies, show two additional gaits besides the walk, trot and canter. These are the "slow" gait, called the "fox-trot" or "running walk," and the rack. The latter may be described as the fox-trot executed at speed. These two additional gaits give the horse a particularly smooth and rhythmic motion, the beauty of which is enhanced by the flowing manes and full length tails worn by this type of horse.



COURTESY RALPH'S FOOD STORES
137 EAST MAIN --- 2 STORES --- 124 WEST MAIN

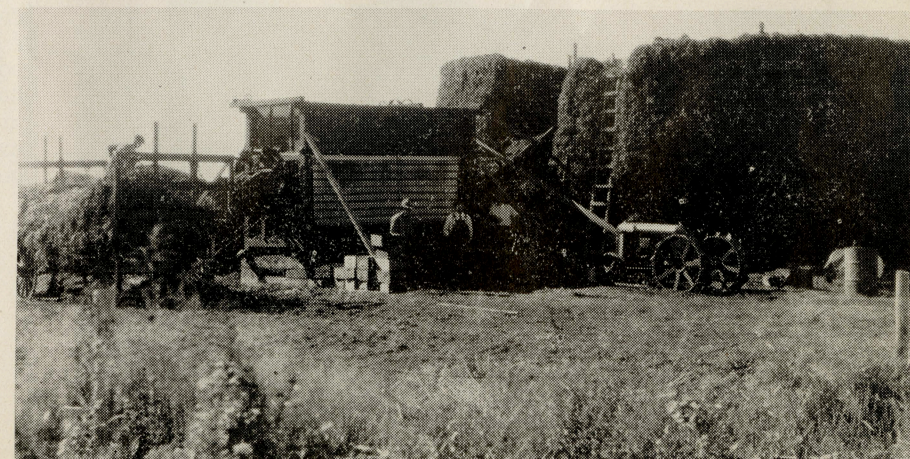


COURTESY BOZEMAN CANNING COMPANY
"PEAS THAT PLEASE"



COURTESY LOVITT I. WESTLAKE
DEMOCRATIC CANDIDATE FOR SHERIFF
...PAID POLITICAL ADV.

COURTESY OF LEVI STRAUSS CO.



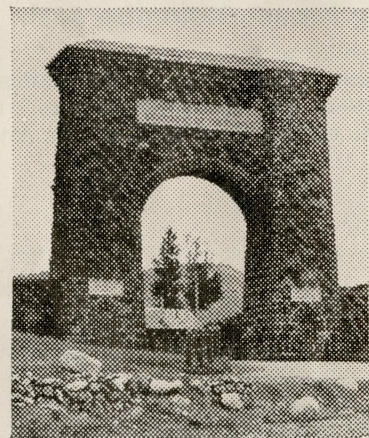
Byways & Highways

~LEGEND~

-  GALLATIN WAY TO YELLOWSTONE PARK
-  PRINCIPAL EAST-WEST ROUTE

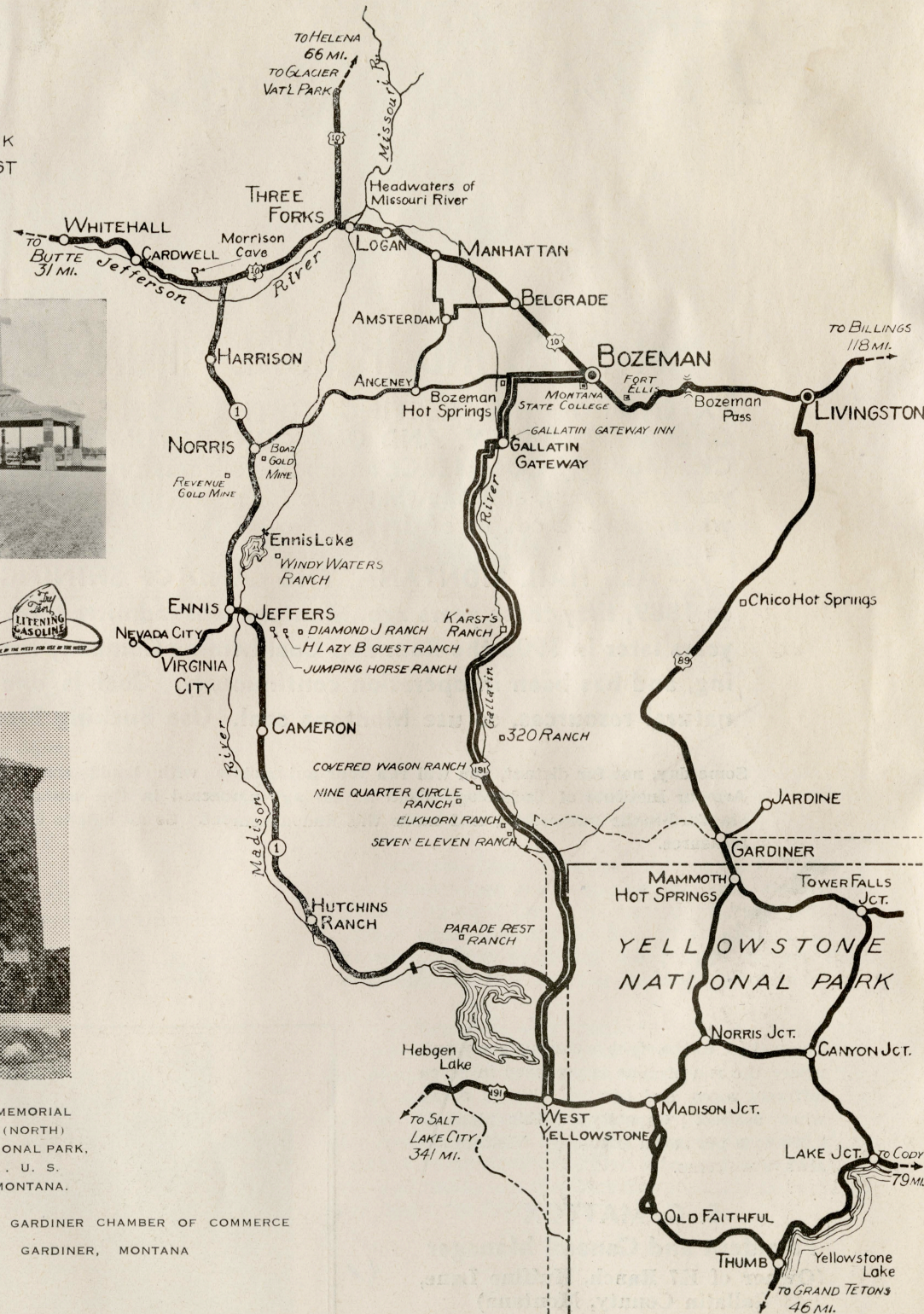


COURTESY LAHOOD PARK
GATEWAY TO MORRISON CAVE



"THE THEODORE ROOSEVELT MEMORIAL ARCH" --- GARDINER. (NORTH)
ENTRANCE TO YELLOWSTONE NATIONAL PARK,
OPEN THE YEAR AROUND. . . U. S.
HIGHWAY 89. GARDINER, MONTANA.

COURTESY GARDINER CHAMBER OF COMMERCE
GARDINER, MONTANA



THREE FORKS CHAMBER OF COMMERCE

PHOTO BY OLSEN STUDIO, THREE FORKS

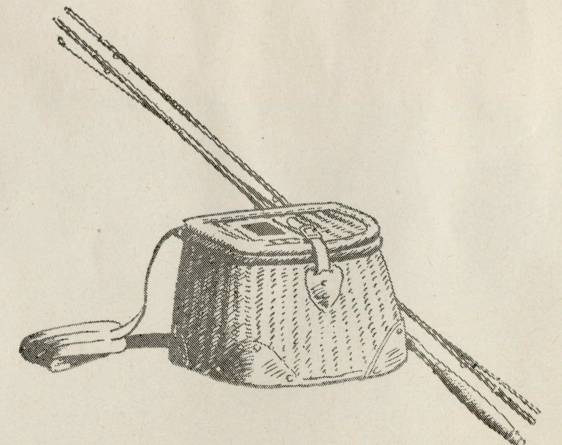
Three Forks, Montana

Do you enjoy the fine sport of fishing? Have you ever had the pleasure of witnessing the lightning like leap of the rainbow as he comes out of the water to grab your fly? Have you experienced the thrill of feeling that quick pull on your line as the rainbow makes it sing through the water? If not then you have not fished in the Madison river and you owe it to yourself to do so. This is truly the home of the RAINBOW and a real fisherman's paradise.

This "home of the rainbow trout" is only a few miles from Three Forks, a town of approximately 1000 population, the center of a large agricultural and cattle area, with four first rate hotels, five cafes, numerous gas stations, grocery stores, soda fountains, and a modern theatre. Accommodations may also be had at two cabin tourist camps. Served by two transcontinental railroads, and one transcontinental bus line, Three Forks is situated at the junction of U. S. highways No. 10 North and 10 South.

Three mighty snow-fed rivers flow together on this flat to form the Missouri. Legend and history clothe the spot. The town of three Forks, deriving its name from this confluence is 35 miles west of Bozeman on U. S. No. 10. A short drive from the main highway reaches this

viewpoint of this junction of the Gallatin, Madison and Jefferson rivers. It was right here, in camp, on Sunday, July 28, 1805 that Lewis and Clark decided on the names of the three rivers which form the Missouri, the Three Forks, and the following is taken from their journals: "The southeast fork we call Gallatin's River, in honor of Albert Gallatin, secretary of the treasury; the middle fork we call Madison's River, in honor of James Madison, secretary of state; and the southwest fork we call Jefferson's River, in honor of that illustrious personage, Thomas Jefferson, president of the United States.





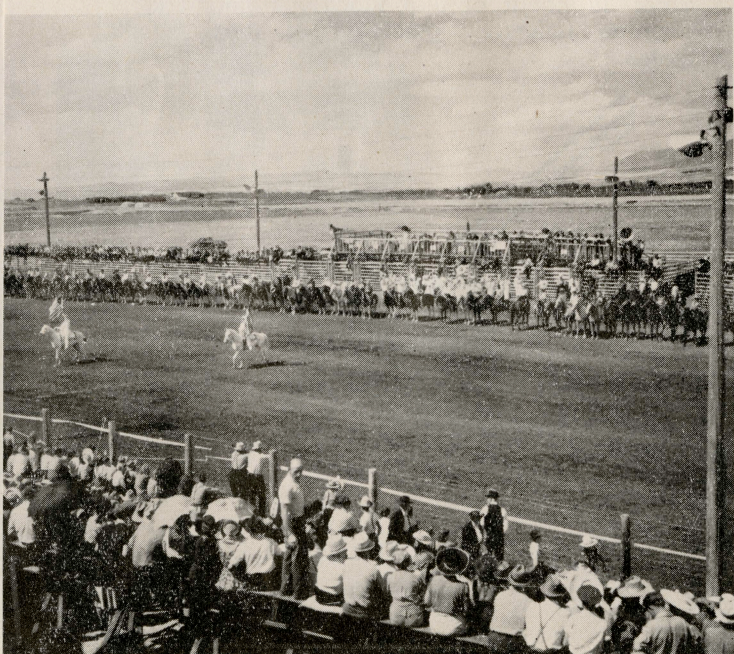
COURTESY KESSLER BEER -- HERB SPRINGER DISTRIBUTOR
"IT'S THE WATER"

JAYCEE TRAIL BLAZERS

The Wildlife & Conservation section of the Bozeman Junior Chamber of Commerce fed over four tons of mixed feed to starving ducks and upland game birds this season. It regularly plants from 400,000 to 700,000 eyed eggs and fingerlings in Gallatin County's lakes and streams. This spring it conducted its third Annual Southern Montana Fly and Bait Casting Tournament.

To educate the people of Montana to the out-

standing scenic assets of Gallatin County, this committee conducts two educational non-profit pack trips into virgin wilderness areas. Its Hilgard Primitive area pack trip last summer, with 42 riders and 66 horses, was as far as can be determined, the largest pack train to ever enter the mountains outside a national park. The trip it conducted this summer through the famous Spanish Peaks Primitive Area had 64 riders and over 100 horses.



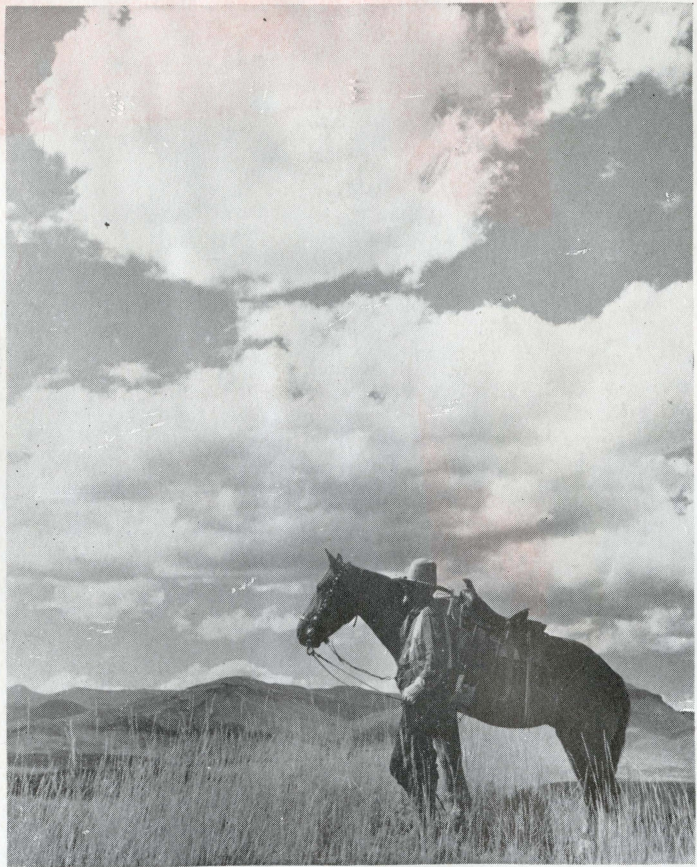
COURTESY CARL SPILLUM, BUTTE

The next trip this committee plans to conduct will be a saddle tour through the remote Taylor Peaks country over September 5th - 7th of this summer. These trips are open to anyone who wishes to go, provided they are among the first to register. The average cost has been \$5.00 per day with the committee furnishing everything except your bedroll and raincoat. Next summer the group will take another pack train on an extended tour of the Gallatin Petrified Forest, which is over 50 miles long and the largest known to exist in the world.



COURTESY F. W. WHITTAKER, DISTRIBUTOR
GREAT FALLS BEER
"IT'S THE FLAVOR"

COURTESY THE MINT
GUNS --- AMMUNITION AND FISHING TACKLE --- BAR
BELGRADE, MONTANA



COURTESY PEPSI COLA BOTTLING WORKS
LIVINGSTON, MONTANA