

AMERICAN HERITAGE CENTER HERITAGE HIGHLIGHTS

FALL 2013

Centennial Complex Now 20 Years Old

The Centennial Complex, which houses the Eleanor Chatterton Kennedy/Joe and Arlene Watt American Heritage Center and the University of Wyoming Art Museum, turned twenty-years-old this past September. This comes at a time when the AHC is getting a new roof and is completely surrounded by scaffolding. Perhaps this is an appropriate time to look back at the history of the building.

During the mid-1980s, the university decided to begin a \$25 million fund raising campaign to honor the centennial of UW. The university admitted its first students in September 1887. As part of the centennial campaign, nineteen million dollars was raised (a combination of private and state money) to build the Centennial Complex. The rest of the funding went towards student scholarships and professorships and the university's first endowed chair.

The UW Board of Trustees selected the building design created by architect Antoine Predock from Albuquerque, New Mexico. Predock said "the mythic proportions of Wyoming's landscape inspired his award-winning design." He saw the AHC's cone as an "archival mountain spiritually anchored to the land." Predock also interpreted the building as tied to Wyoming's past. To him, the AHC and "the adjacent cluster of art galleries was symbolic of a mountain rendezvous of Native Americans and fur trappers."

The western style groundbreaking for the building, attended by more than 400 people, took place on October 6, 1990. Local rancher Jim Talbott brought in a team of work horses ably guided by UW President Terry Roark and Wyoming Governor Mike Sullivan to turn over the first scoop of earth. Sullivan, former U.S. Senator Cliff Hansen, Roark, and UW Foundation Vice President Peter K. Simpson gave short speeches from a stage where the microphones were weighted down by sandbags as a winter storm approached.

The grand opening for the building occurred over three days, September 9-11, 1993. During the first day, Thursday, the university hosted an open house for all UW staff and faculty. On Friday, many who had come for the grand opening enjoyed riding a special excursion train to the Vee Bar Guest Ranch west of Laramie. The attendees enjoyed a cookout and an evening of western music and dance. Buffalo Bill (as portrayed by local actor Eric Sorg) hosted the evening's festivities.

The Saturday events began with a pancake breakfast hosted by the Laramie Kiwanis Club held in the building's parking lot. Following was the grand opening ceremony attended by several hundred people. President Roark, Governor Sullivan, UW Board of Trustees President Deborah Hammons, and UW Foundation Board President A. "Al" Wolfe cut the ribbon at the bottom of the steps leading into the Centennial Complex. That evening a dinner was held honoring AHC donors and benefactors.

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then & now



UNIVERSITY OF WYOMING



Mark Greene

Mark Greene

FROM THE DIRECTOR

As I write this column in late-October, the U.S. is in the grip of sports fever. Baseball is two games through the World Series. Professional, college, and high school football and basketball are well underway. In some states hunting seasons for some game are in full swing. Skiers and snowmobilers are eager with anticipation. And you must be asking yourselves, what has any of this to do with the American Heritage Center? Well, I'm glad you asked!

One of our generally overlooked collection areas is undoubtedly sports and recreation. And while our collecting policy (<http://www.uwyo.edu/ahc/about/policies.html>) for manuscripts restricts our "hunting" (pardon my pun) almost entirely to Wyoming and the Rocky Mountain West, our Toppan Rare Books Library has international material. Both our manuscripts collections and our rare books are recognized and used by national and even international scholars.

They are also used locally, particularly, but not exclusively by undergraduates, History Day competitors (grades 6-12), news outlets, and practitioners. For example, before his untimely death professor Adrian Bantjes taught a course on fly fishing literature based on our wonderful rare books on the topic dating to the eighteenth century, and John Dorst's "Hunting Culture" class made good use of Toppan's collections. Those fly fishing volumes cover both the U.S. and Europe, and include such items as an early edition of *The Compleat Angler* (Izaak Walton, 1759—first edition 1653) and the amazing *Dry Fly Entomology: A Brief Description of Leading Types of Natural Insects Serving as Food for Trout & Grayling with the 100 Best Patterns of Floating Flies and the Various Methods of Dressing Them* (Frederic M. Halford, 1897).

Halford's *Entomology* is amazing for more than the length of its title. Charles Goodspeed, in *Angling in America* (1939), his history of American angling, credits Halford as having a significant influence on the introduction of the dry-fly method into America. Moreover, the *Entomology* contains actual, three-dimensional, hand-tied flies, glued to the pages—the colors have faded somewhat, but the enthusiast can recreate nineteenth century fly fishing techniques with ease.

There were only 100 copies of Halford's book made and there is no way to know how many are left, though the bulk of those will be in England where the book was published. As professor Bantjes once noted, "My guess is there are only a handful of copies in the U.S. and that thing's so valuable. ... [Toppan Rare Books Library curator] Anne Marie's collection here is just wonderful to be able to use. For the students to be able to go directly to a real Halford and see the flies that he actually tied, that's amazing."

More surprising than amazing, perhaps, is to learn that Zane Grey, who is best known as a writer of Western thrillers, actually wrote three fishing books: *An American Angler in Australia*, *Tales of Freshwater Fishing*, and *Tales of Tahitian Waters*. All three works are available in the Toppan collection. Grey set numerous deep sea, all-tackle records. The Frederick Willcox Toppan Collection has nearly 500 highly-valued angling titles. An estimated 200 titles are also held in the LaFontaine Collection, which was established to honor fly-fishing author Gary LaFontaine after his death in 2002.

The rare books library also contains roughly 600 books on hunting. These run the gamut from nineteenth century accounts of hunts in Asia and British East Africa on up to the most notable authors tales of hunts in early twentieth century North America. Subject matters are also diverse, with numerous volumes on both bird and big game hunting for different species throughout the world.



Examples of intriguing hunting titles provide a glimpse into the quality of the collection:

- *Sporting in Both Hemispheres* (1858) by J. D'Ewes;
- *Hunting in Many Lands: The Book of the Boone and Crockett Club* (1895) by Theodore Roosevelt and George Bird Grinnell;
- *Musk-ox, Bison, Sheep and Goat* (1904) by Owen Wister, Casper Whitney, and George Bird Grinnell;
- *Camp-fires in the Canadian Rockies* (1906) by William Hornaday;
- *Hunting at High Altitude* (1913) by Col William D. Pickett and George Bird Grinnell.

While fishing and hunting are sports particularly well represented in the AHC's rare books collection, many different activities show up as well.

Other examples of items in Toppan relating to sports and recreation are one about the craze of bicycling around the turn of the century. The library has a handwritten reference to the popularity of bicycling (then called "wheeling") on the flyleaf of a book written by Julia Ditto Young. The author comments: "Alas! why did I learn to wheel? Now I never have any time to write. I make it my affair to inspect all the cycle paths in Erie County, and have forgotten that I possess a mind!" She dated the inscription 1900.

Toppan also has five boxes full of a type of dime novel adventure stories series: *The Tip Top Weekly: an ideal publication for the American youth.* The AHC's issues range from the late 1890s through the early 1910s, and are stories by Burt L. Standish featuring heroes Frank and Dick Merriwell. The covers show those brothers and lots of other young people outside engaged in playing all kinds of sports: football, baseball, track, etc. Nor are all our books about Westerners' activities. See, for example, Alice C. Fletcher, *Indian games and dances with native songs : arranged from American Indian ceremonials and sports*, 1916.

I've only touched the surface of our rare books' documentation of various forms of sports, leisure, and recreation. Moreover, sports, of course, are not Toppan's only well-documented subject. Other subject strengths include the American West, British and American literature, early exploration of North America, religion, natural history, women authors, and the book arts. Even though many rare books libraries are still selective about who may use their holdings and for what purposes, Toppan is completely accessible, not only as a teaching resource for undergraduates at UW, but to anyone—so long as a few simple procedures are followed. ***Please come visit!***

In my next column, I intend to touch on some of the extensive collections in our manuscripts and university archives that help provide an understanding of the history of a wide range of sports, from rodeo and dude ranching to women's basketball and mountain climbing, from hunting with hawks and early road trips to barnstorming and sports journalists. You can get a head start by visiting our blog (<http://americanheritagecenter.wordpress.com/>) and searching for "sports." Even those readers who are not sports enthusiasts should find something of interest—on the blog or in my next column—because few of our manuscripts and university archives collections relate to only one topic. **So, be a "sport," and stay with us!**



AHC 2013 Joseph M. Carey Research Fellow

Dr. John Rumm, the 2013 Joseph M. Carey Research Fellow, presented his public talk on October 10 in the AHC's Wyoming Stock Growers Room. His presentation was titled "Tracking the Brothers Murie: On the Trail of Olaus and Adolph."



Olaus Murie spent twenty-six years with the U.S. Biological Survey and its successor, the Fish and Wildlife Service, while his brother Adolph Murie worked for the National Park Service for thirty years. Their important studies of elk, coyotes, wolves, grizzly bear, and other mammals helped shape the emergence of wildlife research as a practice, and wildlife management as a profession. Despite these major contributions, no full biographies exist for either brother. Dr. Rumm expects to correct this oversight and the Carey fellowship has greatly assisted this effort.

Rumm, currently the senior curator of Western American History at the Buffalo Bill Center of the West in Cody, Wyoming, spent several weeks this summer and fall researching the Murie Family Papers held by the AHC. He also examined the papers of Victor Cahalane, who was the chief biologist for the National Park Service from 1939 to 1955. During his talk as the Carey Fellow, Rumm shared some initial findings from his work at the AHC.

The Joseph M. Carey Fellowship is funded by a generous donation by the Carey family and is intended to provide research support for a recognized scholar in the area of Wyoming and Western history and to facilitate the use of AHC's archival collections.

Cultural Trust Fund Grant Completed

The AHC recently completed work on a project to digitize many of our Wyoming-related films. Last year, the Wyoming Cultural Trust Fund (WCTF) awarded the AHC a grant of nearly \$10,000 to digitize nearly 150 hours of footage from several hundred reels of film. Nearly 500 films have been scanned and are now being loaded onto our website so everyone will have easy access to the films.

The selected films represent a broad range of topics related to the history, culture, landscape, politics, and economy of Wyoming. Many of the films are from the Murie Family Papers. Olaus, Margaret, and Adolph Murie were involved conservationists who lived in Moose, Wyoming, and helped found the Teton Science School. Olaus served as president of the Wilderness Society. Margaret was instrumental in the designation of Grand Teton National Park in 1929 and Adolph worked for the National Park Service in Wyoming and Alaska. The films in their collection document their legacy and life's work, including significant aspects of their wildlife studies in Wyoming and Alaska.

Mildred Capron assisted the Muries in the creation of their films as well as creating her own work. Capron moved to Wyoming in 1935 and spent time on the Wind River Reservation. She later operated Capron Film Productions from her ranch in Moose. She traveled extensively and created films of her adventures, include a 1951 film about the history and culture of Wyoming, *Sky High in Wyoming*.

The history of the University of Wyoming is also documented in several collections. The films of Professor Samuel H. Knight depict outdoor life and education from the 1920s to 1960s. Additionally, films from the UW Media Relations Department show events such as football games, parades and picnics.

The QR code which accompanies this article links to a film from the Murie collection of life in the Heart Mountain Relocation Center. The camp, located between Powell and Cody in northwestern Wyoming, imprisoned more than ten thousand Japanese and Japanese Americans during World War II. Heart Mountain was one of ten internment camps set up by the U.S. government.

The mission of the Wyoming Cultural Trust Fund is to serve the citizens of Wyoming by supporting Wyoming's culture and heritage through grant funding of innovative projects for the enjoyment, appreciation, promotion, preservation, and protection of the state's arts, cultural and historic resources; and to support and invest in Wyoming institutions that help further this mission.



The Nellie Tayloe Ross Papers: Making History (and Teaching It, Too)!

Hi! My name is Jessica Griess and I just finished my junior year as a history undergraduate student. This past semester, I took an Archival Research Methods class at the American Heritage Center. The class allowed my classmates and I to work with collections at the archives for our assignments. In class, we use the materials found in the archives to compose papers and explore the various points of view of those present as history occurred.

Over the past few months I have learned and been instructed on how collections are put together and how to work with primary sources. As a final project for the class, each student selected a collection to work with and worked with that collection to write a research paper based on that collection. I chose to work with the Nellie Tayloe Ross Papers. As with most primary sources, I have found this collection to be a fascinating one.

900 East - 17 - St.
Cheyenne, Wyo.
Sept. 19 - 1922

My darling husband:
I think a letter
will come from you this afternoon.
There was none this morning,
or yesterday.

Such a long, long time ago
you went away - & I have
no idea when you will be home!
Don't think I am complaining.
We are out - for a victory this time,
& I am willing to make any sac-
rifice necessary, that you achieve
it. - But - it - is a sacrifice

Nellie Tayloe Ross was born in 1876 in St. Joseph Missouri and later moved to Cheyenne Wyoming with her husband. Nellie Ross was a devoted housewife and mother. In 1924 she became the first woman to serve as governor in the United States of America. She was elected governor after the death of her husband, Governor William Bradford Ross, three weeks before election day. Although she lost her bid for reelection in 1926, Mrs. Ross's political career continued. After working with the Democratic National Committee and performing on a lecture circuit, President Franklin D. Roosevelt appointed her as the Director of the U. S. Mint in 1933. Mrs. Ross worked as Director until she retired in 1953.

When she turned 100 in 1976, Governor Ed Hershler declared November 29th of that year Nellie Tayloe Ross Day. Nellie Ross passed away at the ripe old age of 101 in 1977 and Governor Hershler gave her eulogy. The collection includes documents from throughout Mrs. Ross' long life. These documents include pictures, letters, newspaper clippings, scrapbooks, financial records, speeches, and diaries. Family trees and Mrs. Ross' funeral program are also present in the collection.

There were times that I became completely caught up learning about Nellie Ross's travels around the world and her close relationship with her kids and grandkids. Hours have gone by while I was so absorbed in the collection that it seems only minutes have passed. The Nellie Tayloe Ross Collection provides a detailed look into the life of this amazing and history making woman, and a brief look into the Wyoming politics of the early 1900s.

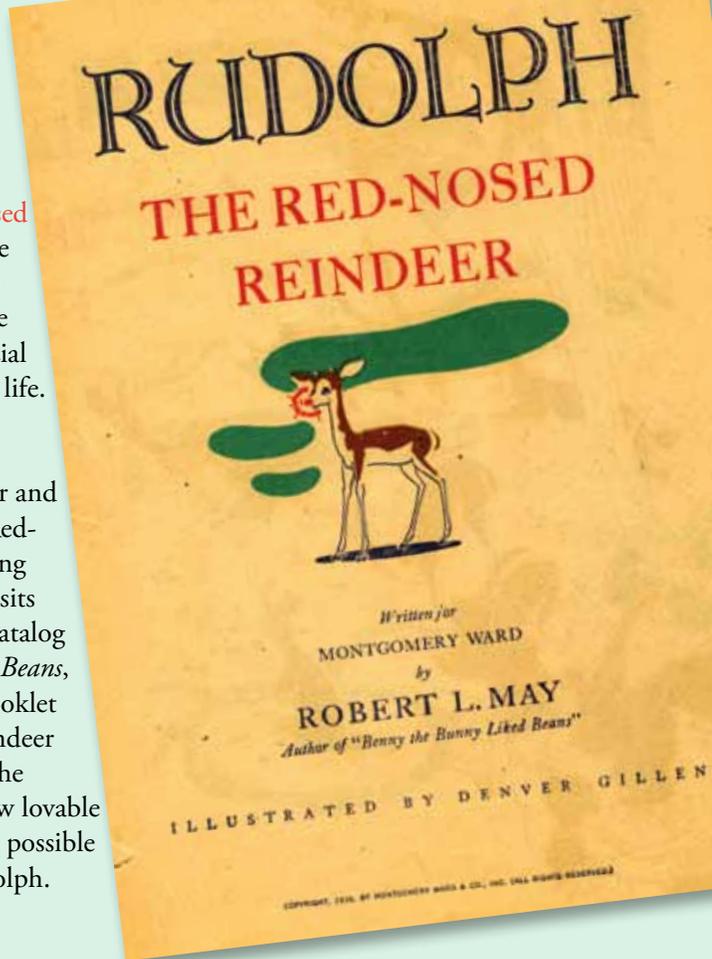
-Jessica Griess, Archival Methods student

Rudolph the Red-Nosed Reindeer in the Archives

The most well-known reindeer in the world is **Rudolph the Red-Nosed Reindeer**. As famous as he is though, not many know how Rudolph came to be. Some may believe it was Gene Autry's 1949 song *Rudolph the Red-Nosed Reindeer* written by Johnny Marks that created the red-nosed guide for Santa's sleigh. Those younger might believe it was the 1964 CBS special aptly titled *Rudolph the Red-Nosed Reindeer* that brought the character to life. The actual creation dates earlier and from an unexpected source.

The American Heritage Center holds a collection of several hundred boxes of materials from Montgomery Ward & Co., the former mail order and department store, and in that collection is a folder titled "Rudolph the Red-Nosed Reindeer." It turns out, in 1939, Montgomery Ward was discussing what Santa Claus in its stores would hand out to children during their visits to the man from the North Pole. The company asked Robert L. May, a catalog advertising copywriter who already had authored *Benny the Bunny Liked Beans*, to come up with some ideas for an illustrated poem to be printed in a booklet and handed out to the visiting children. May submitted the idea of a reindeer with a shiny nose who was one of Santa's reindeers. Initially rejected by the company, May tried again, this time with illustrations demonstrating how lovable reindeers could be, and the idea was approved. May also submitted three possible names for the soon to become famous reindeer, Rollo, Reginald, or Rudolph. Apparently Rollo and Reginald did not resonate with the decision makers, so Rudolph he became.

May then began writing the poem, basing it on *'Twas the Night Before Christmas*. The poem began:



An original copy of Robert May's 1939 poem from the Montgomery Ward Records at the AHC.

You may hear them call, as they drive out of sight:—

**"MERRY CHRISTMAS TO ALL,
AND TO ALL
A GOOD NIGHT!"**



"'Twas the day before Christmas, and all through the hills
The reindeer were playing, enjoying their spills.
While every so often they'd stop to call names
At one little deer not allowed in their games.
Ha, ha! Look at Rudolph! His nose is a sight!
It's as red as a beet. Twice as big, twice as bright!"

That year, Montgomery Ward handed out 2.4 million copies of the booklet "Rudolph the Red-Nosed Reindeer." However, because of World War II, Rudolph did not reappear until 1946, with Montgomery Ward reprinting the booklet and handing out 3.6 million copies during that Christmas season. The company also used the glowing reindeer to encourage their sales staff to do well in selling during Christmas by publishing "A Message from Rudolph."

In 1947, Montgomery Ward turned over the copyright for Rudolph to May. That same year, a friend of May's, Johnny Marks, wrote the song about the shiny-nosed reindeer. Autry recorded the song two years later and it became a huge hit and Rudolph went on to world-wide fame. Every year May would place a lighted, nine-foot model of Rudolph in his front yard during the Christmas season. This tradition continued until May's death in 1971. Rudolph lives on, of course, and when anyone hears footsteps on the roof on a foggy Christmas Eve, "It's Rudolph, the Red-nose who guides Santa's sleigh."

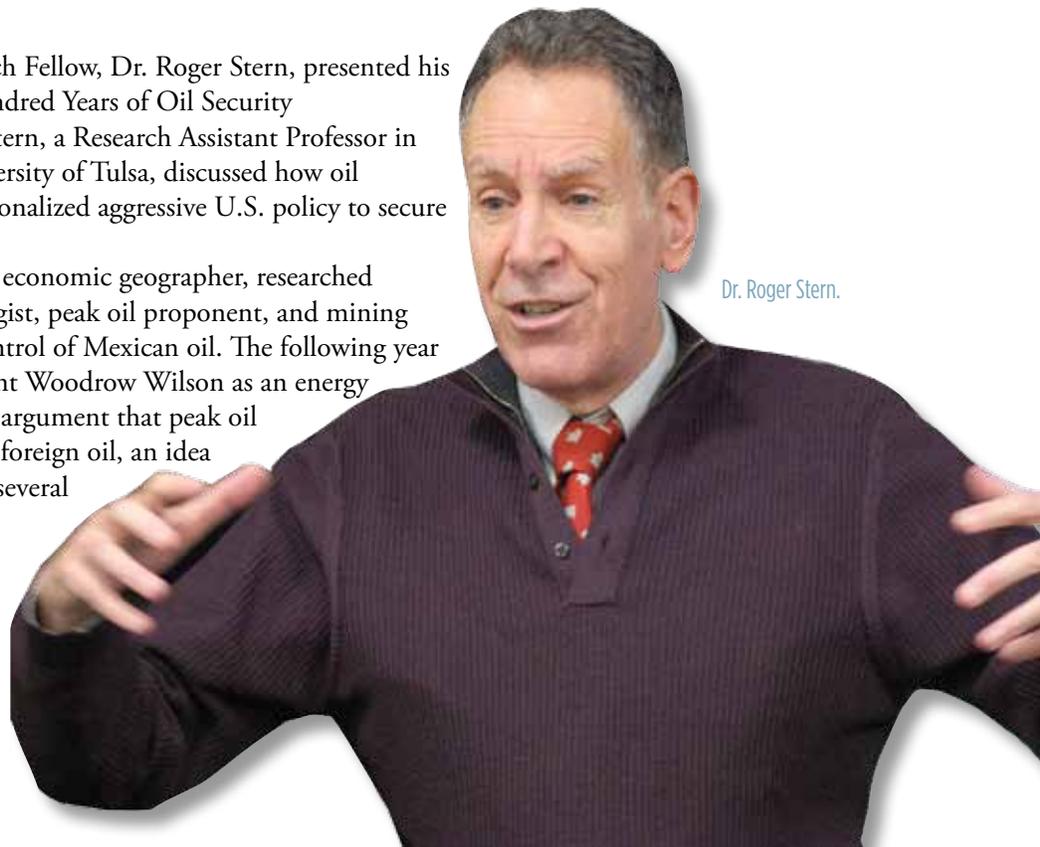
The final page of Robert May's poem published for Montgomery Ward & Co. Montgomery Ward Records.

AHC 2013 Bernard L. Majewski Research Fellow

The 2013 Bernard L. Majewski Research Fellow, Dr. Roger Stern, presented his talk, "Peak Oil, War and Illusion: One Hundred Years of Oil Security Assumptions in U.S. Foreign Policy." Dr. Stern, a Research Assistant Professor in the Collins College of Business at the University of Tulsa, discussed how oil scarcity theories advanced by geologists rationalized aggressive U.S. policy to secure foreign oil.

During his time at the AHC, Stern, an economic geographer, researched the Mark Requa Papers. Requa was a geologist, peak oil proponent, and mining entrepreneur who in 1916 called for U.S. control of Mexican oil. The following year Requa joined the administration of President Woodrow Wilson as an energy policy official. He was the first to make the argument that peak oil implied an American imperative to control foreign oil, an idea which became a policy template replicated several times during the twentieth century.

The Bernard L. Majewski Research Fellowship is funded by an endowment provided through the generosity of Mrs. Thelma Majewski and is intended to provide research support for a recognized scholar in the history of economic geology and to facilitate the Fellow's use of AHC archival collections.



Dr. Roger Stern.

Centennial Complex (continued from page 1)

Moving the more than one hundred thousand boxes of AHC collection material into the new building took two summers. Staff moved all of the boxes from Coe Library, where the AHC had occupied portions of the third and fifth floors, and from the storage building on Grand Avenue (affectionately called the old Safeway building) during the summer of 1993. Staff moved the remaining collection material from the 15th Street warehouse during the following summer.



Antoine Predock and UW graduate Derek Payne discussed some of the building's complexities in Predock's Albuquerque studio.

It is now a few months past the twentieth anniversary of the grand opening of the Centennial Complex. As this newsletter goes to press, the building is still surrounded by scaffolding, and probably will be for the next month or two. All the pounding and drilling has been disturbing and annoying at times, but our service to our patrons has not been disrupted, just as twenty years ago when we did not close during the move to the new building. The AHC continues to collect, preserve, and provide access to our many collections which document the history of Wyoming and the American West along with our other collecting areas. And we do so in a building which represents Wyoming's wonderful landscape.

American Heritage Center

Department 3924, 1000 E. University Avenue
Laramie, Wyoming 82071

307-766-4114

e-mail: ahc@uwyo.edu

Web: <http://ahc.uwyo.edu>

Blog: <http://ahc.uwyo.edu/blog>

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Photo from the Archives



During the early morning hours on April 14, 1948, a fire erupted in the furniture department of the W.H. Holliday building in downtown Laramie. No one was injured in the blaze, but according to the Laramie Boomerang, "Whipped by a strong blaze, the flames turned the block bounded by Second and Third and Custer and Garfield into a giant furnace. Fire then licked across two streets to burn out building after building." The fire could be seen 40 miles away and the final damage was estimated at \$1.5 million. In order to raise money to loan to businessmen to assist in their efforts to restart their businesses, the Emergency Rehabilitation Committee of the Laramie Chamber of Commerce scheduled a world premiere movie, Abbot and Costello's *The Noose Hangs High*, to be shown in the university's Arts and Sciences Auditorium. The event was called the "Good Neighbor Program." To make the event more notable, the committee invited movie stars to attend the event. The photo shows them arriving at Laramie's airport. From left to right are Martha Stewart, unknown, Alan Young, Eddie Bracken, unknown, William Holden, Luanne Hogan, and George Murphy. Chico Marx also participated. After viewing the ruins of the buildings, the celebrities attended the program that evening and entertained the assembled crowd after the movie. Following the event, they attended a supper-party at the Connor Hotel. Photograph courtesy William C. Lagos Collection.