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July—August 1982



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**Golfing Presidents**



Cover Photo courtesy of Sea World.



*Welcome Aboard!*

The greenery below is witness to the fact that spring is well on its way—it's the season of hopeful new beginnings and ambitious growth! Big Sky Airlines, too, has joined this spirit as we operate under our new April 1 schedule, and progress in our efforts to provide you with professional, efficient and caring service. With the implementation of our new system schedule on April 1, several convenient, public service improvements have taken effect. We hope you will share our enthusiasm for these improvements.

Our Williston passengers will be pleased to know that Big Sky now offers a weekday round trip nonstop flight between Williston and Billings in addition to the two other weekday round trips between these cities. Our new nonstop flight from Williston to Billings will also provide direct service to Casper. The same flight provides an excellent connection in Billings to Big Sky's morning Calgary departure. Big Sky is also providing direct nonstop service between Casper and Williston each weekday morning. We expect that our Casper passengers will also take advantage of Big Sky's one-stop services to and from Williston.

In the Casper-Billings market, effective April 1, all three of our round trips are nonstop Metroliner flights, with the afternoon departure connecting to our second daily Calgary flight. This spring schedule continues to offer two round trip flights daily between Big Sky's smaller communities and their transportation hubs, optimizing as always on connections with other carriers.

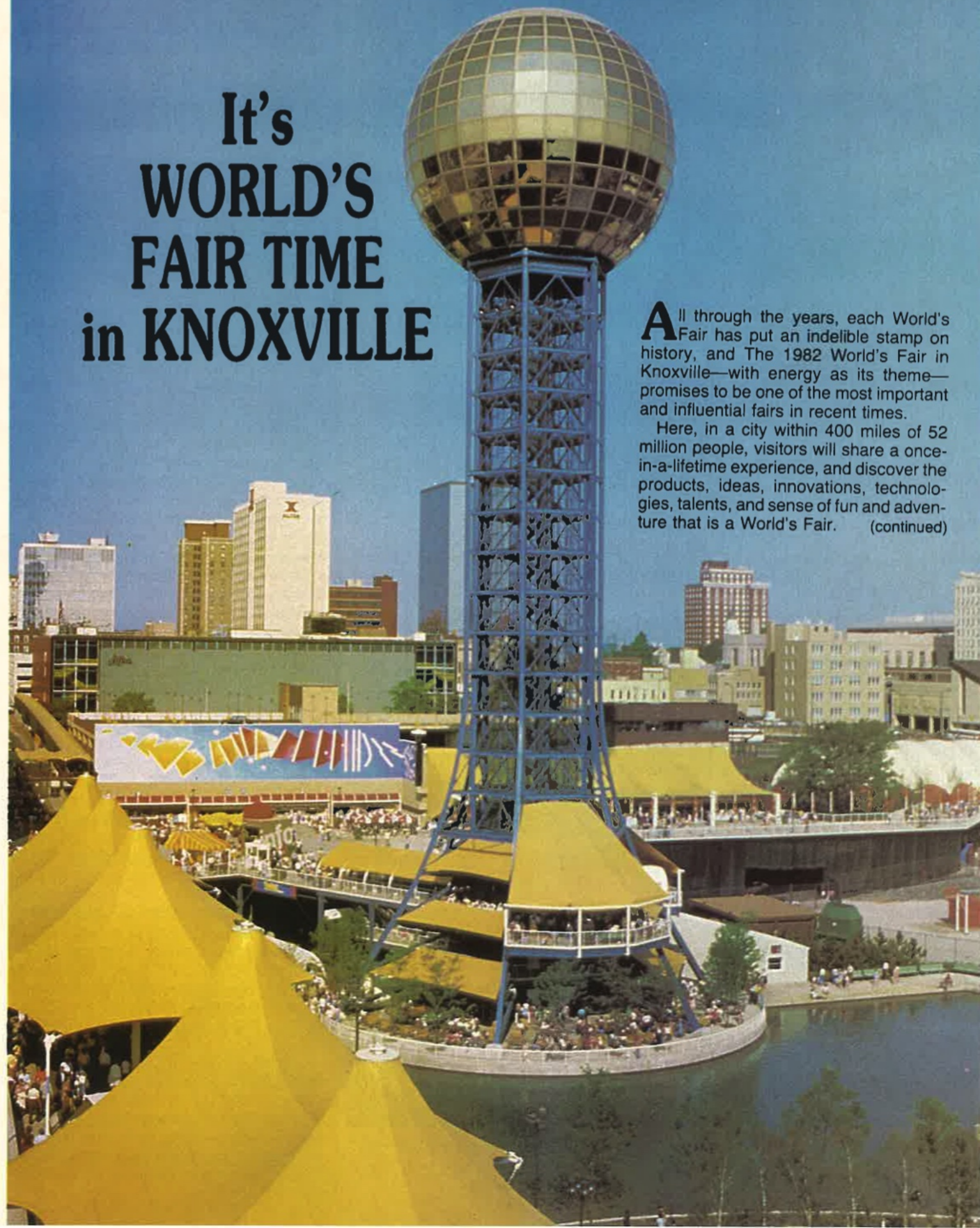
Those of you familiar with Big Sky's aircraft may notice that we have added a fourth Metroliner to our fleet. This aircraft, which has been leased from another commuter airline, has not yet been painted in Big Sky's distinctive blue, green and gold scheme. With the addition of our fourth Metro, Big Sky Airlines' fleet now totals 10, including four Swearingen Metroliners, three Handley Page Jetstreams and three Cessna 402s.

We extend a special welcome to our passengers who may be new to Big Sky Airlines, and to all our frequent supporters, we offer our sincere thanks and appreciation. We are pleased you have chosen to join us today!

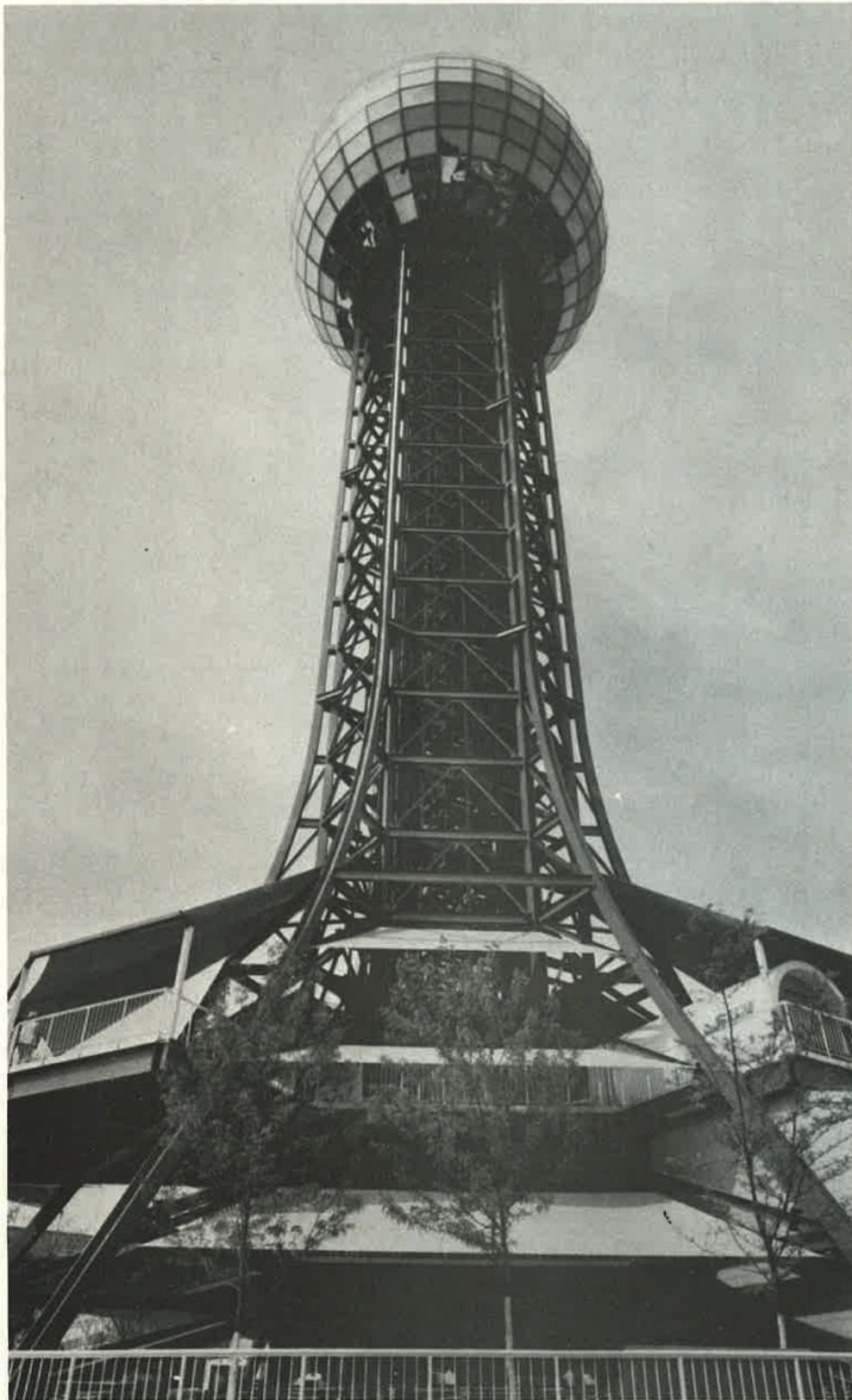
## It's WORLD'S FAIR TIME in KNOXVILLE

All through the years, each World's Fair has put an indelible stamp on history, and The 1982 World's Fair in Knoxville—with energy as its theme—promises to be one of the most important and influential fairs in recent times.

Here, in a city within 400 miles of 52 million people, visitors will share a once-in-a-lifetime experience, and discover the products, ideas, innovations, technologies, talents, and sense of fun and adventure that is a World's Fair. (continued)



# It's WORLD'S FAIR TIME in KNOXVILLE (continued)



The 1982 World's Fair was on the drawing board for years prior to the April 1 opening. Pictured here is the Sunsphere, the 266-foot centerpiece of the Fair.

That's why the world is focusing on this energetic, gifted metropolis (population 450,000), home of the Tennessee Valley Authority and the Oak Ridge National Laboratory (birthplace of the atomic age), and the gateway to the Great Smoky Mountains National Park.

In the tradition of great World's Fairs in Montreal, Brussels, Paris, Spokane, Seattle, San Antonio, Chicago and New York, The 1982 World's Fair will draw millions of visitors from around the world during its six-month run. It is expected that when the Fair ends Oct. 31, 11 million people will have visited this exposition.

The theme structure for the Fair is the 266-foot-high Sunsphere, topped by a giant globe encased in glass manufactured with genuine 24-karat gold dust. The energy-efficient glass will give the sphere a distinctive glow visible for miles. Inside the sphere is a two-level restaurant and three observation decks affording a commanding view of the 72-acre, mile-long Fair site.

Certainly the major highlight of The 1982 World's Fair is the \$12.4 million United States Pavilion—an architectural wonder and energy showcase with an abundance of awesome and dazzling demonstrations and entertainment. The cantilevered structure rises dramatically six stories into the air, and is crowned by a 5,000-square-foot solar collector running the entire length of the pavilion, powering the building's air conditioning and hot water system.

Inside—a plethora of advanced scientific, electronic and technological miracles.

Producers of this World's Fair have defined energy in its broadest terms. Thus, the spiritual energy of the world's religions; the creative energy of the world's artists, craftsmen, musicians and entertainers; and the physical energies of some of the world's finest athletes are part of the Fair.

"Headliner" entertainment including Bob Hope, Bill Cosby and Johnny Cash; Broadway shows; world-renowned orchestras; and ballet and opera companies are showcasing their very special kind of energy 12 hours a day, every day of the six-month international exposition, on a variety of stages and in the Tennessee State Amphitheatre (capacity 2,500), created especially for The 1982 World's Fair.

One of the largest Ferris wheels in the world is at the Fair along with a new kind of roller coaster, never before seen in the United States, that travels at breathtaking speed. Many other new and popular adventures are on site, including state-of-the-art electronic games and amusements.

The Athletic Congress Track and Field Championships, the Avon Women's 10K Road Race, and international baseball and basketball tournaments are among the major sports events scheduled to take place during the Fair.

Foreign nations from every continent are represented, and in terms of international exhibitory, it is the largest sanctioned World's Fair to be held in the United States in over 40 years.

Among the countries taking part are Australia, Canada, the Federal Republic of Germany, France, the Hungarian People's Republic, Italy, Japan, Peru, the Republic of Korea, Mexico, Panama, the People's Republic of China, Egypt, the Philippines, the Royal Kingdom of Saudi Arabia, the United Kingdom, and the European community including Belgium, the Netherlands, Denmark, Ireland, Luxembourg and Greece.

America's leading corporations are also taking part with exciting presentations. Ford Motor Company is showcasing automobiles and fuels of the future. Stokely-Van Camp has produced a folk-life festival, the largest ever, revolving around the arts, crafts, entertainment, food and lifestyle of the Southern Appalachian region of the United States. The firm is also sponsoring the Gatorade Sports Hall of Fame, featuring memorabilia from sports halls of fame across the country. General Electric is sponsoring a visit by the musical troupe "Up With People." Federal Express Corporation is presenting a spectacular laser sky show highlighting transportation and communication in the years ahead.

And the energies of thousands of people from countries around the world will serve to create what has already been forecast as one of the world's greatest World's Fairs.

One-day admission to the Fair is \$9.95 for adults, \$9.25 for those over 55 and \$8.25 for children 4-11. Children under 4 are admitted free. Two-day admission is \$15.95.

To reserve lodging in Knoxville, call the World's Fair Housing Bureau, (615) 971-1000. Accommodations include hotels, motels, campsites, houseboats, college dormitories, private homes, apartments, recreational vehicles and condominiums.

Parking lots in and around the city and in neighboring communities, together with a shuttle bus system, make travel to the Fair site easy, comfortable and trouble free.

A visit to the Knoxville World's Fair in 1982 will change you.

As it will change the world.

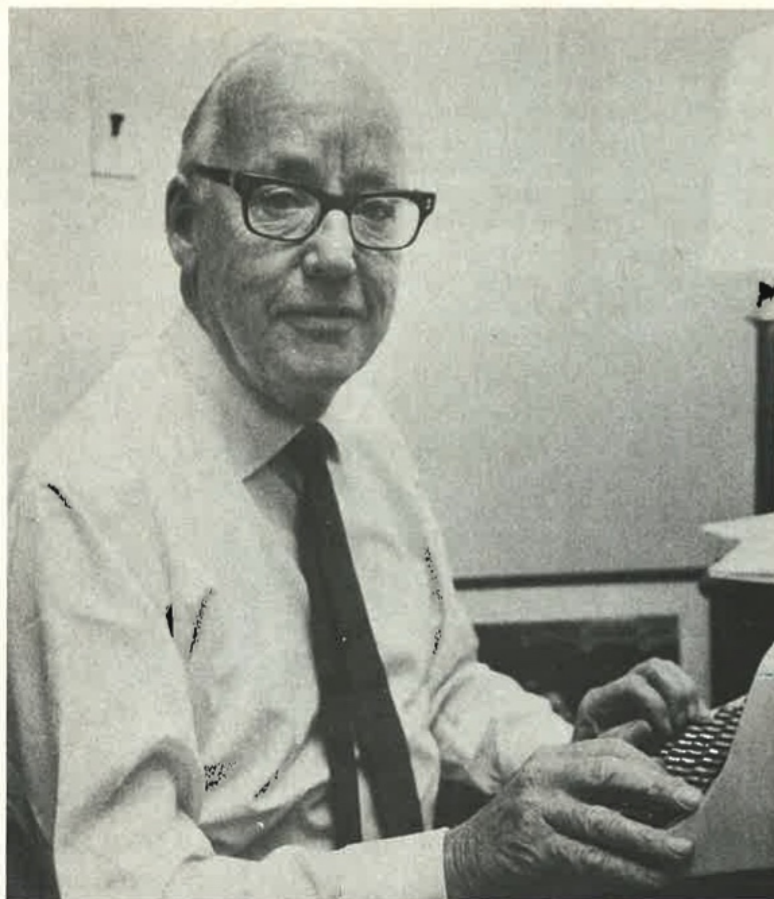


The Tennessee State Amphitheatre is the site of a musical production spotlighting the history, heritage and lifestyles of the people of Tennessee.



Themed "Energy Turns the World," the 1982 World's Fair in Knoxville, Tenn., has attracted representatives from all over the world. The Republic of Korea's exhibit features Korean creativity in energy conservation.





Red Smith's exciting prose style elevated sportswriting from the cliché-ridden pap that dominated sports pages before his arrival, and concentrated on emotion in sports instead of statistics.

## The Sportswriting Genius of **RED SMITH**

by Albert E. Denny

Red Smith was no sports legend. That label, he'd say, is reserved for heroes who proved their skill on the gridiron, court, track or rink. Smith was simply an observer of the sports universe, a chronicler of the dugout and the penalty box. His fame was the byline at the top of the page, glanced at by the reader before getting to the best of contemporary sportswriting. But Smith was, in his own quiet way, a legend—a writing stylist who showed the reading public what words could convey about the dogma of athletics. Red Smith, sports columnist for the *New York Times*, died in January 1982, but he left behind a new standard of excellence for his profession.

Smith, a Notre Dame graduate, won numerous awards in the course of his sparkling career, including a Pulitzer Prize, and covered more dramatic moments in sports history than anyone of his day. The spry and colorful reporter never traded in his typewriter for a rocking chair, and was never content to let past success punctuate current work.

Red made a few concessions to the good life he earned. For one thing, he

moved from New York City, to the relative calm of New Canaan, Conn. That was part of the reward for having made good in the Big Apple. But his enthusiasm for opening day and the World Series and the Kentucky Derby and all the rest never dimmed at all.

"I still go out to the ballpark and the fight camp to see what's going on," he once said. "The only way to keep it fresh is to be there."

His peers said Red's greatest gift was the ability to convey the gut feeling of sports, to capture on paper a style of prose that combines uncanny perception with good reporting. The blend of his unique skills produced a style of writing unparalleled in sports journalism for the past three decades.

Robert Lipsyte, the man who preceded him as sports columnist of the *New York Times*, wrote the following tribute to the slightly built, silver-haired reporter:

"Red's impact on the technique of sportswriting was inspirational but not direct. His talent was too large and special for his style to be successfully imitated. However, the mere presence of that talent

on sports pages throughout America lifted the level of sportswriting. Readers raised their expectations, editors demanded better writing and more young writers could now consider the sports department worthy of their talents."

In short, Red Smith changed the sportswriting game. Not single-handedly, of course, because other brilliant sportswriters such as Grantland Rice and Arthur Daley preceded him. But Red was of a different breed, moved by a desire to understand and to communicate the feeling of things rather than to emphasize mere statistics.

He was born in Green Bay, Wis., on Sept. 25, 1905, and received his early education there. After graduation from Notre Dame, he landed his first newspaper job as a city reporter on the *Milwaukee Sentinel*. A year later, he switched to the *St. Louis Star-Times*. It was there that Red launched his sportswriting career.

"I never had any thought about going into sports. I was on the news copy desk of the *St. Louis Star* when the managing editor fired half of a small sports department. I was the most easily disposable copyreader, so he plucked me off the desk to write sports, which I much preferred."

Walter Smith joined the *Philadelphia Record* in 1936 and became Red Smith. "My hair was red," he said, "and the slot man on the copy desk was writing a byline on my copy. He didn't know any other name, so he made it Red Smith and it was all right with me."

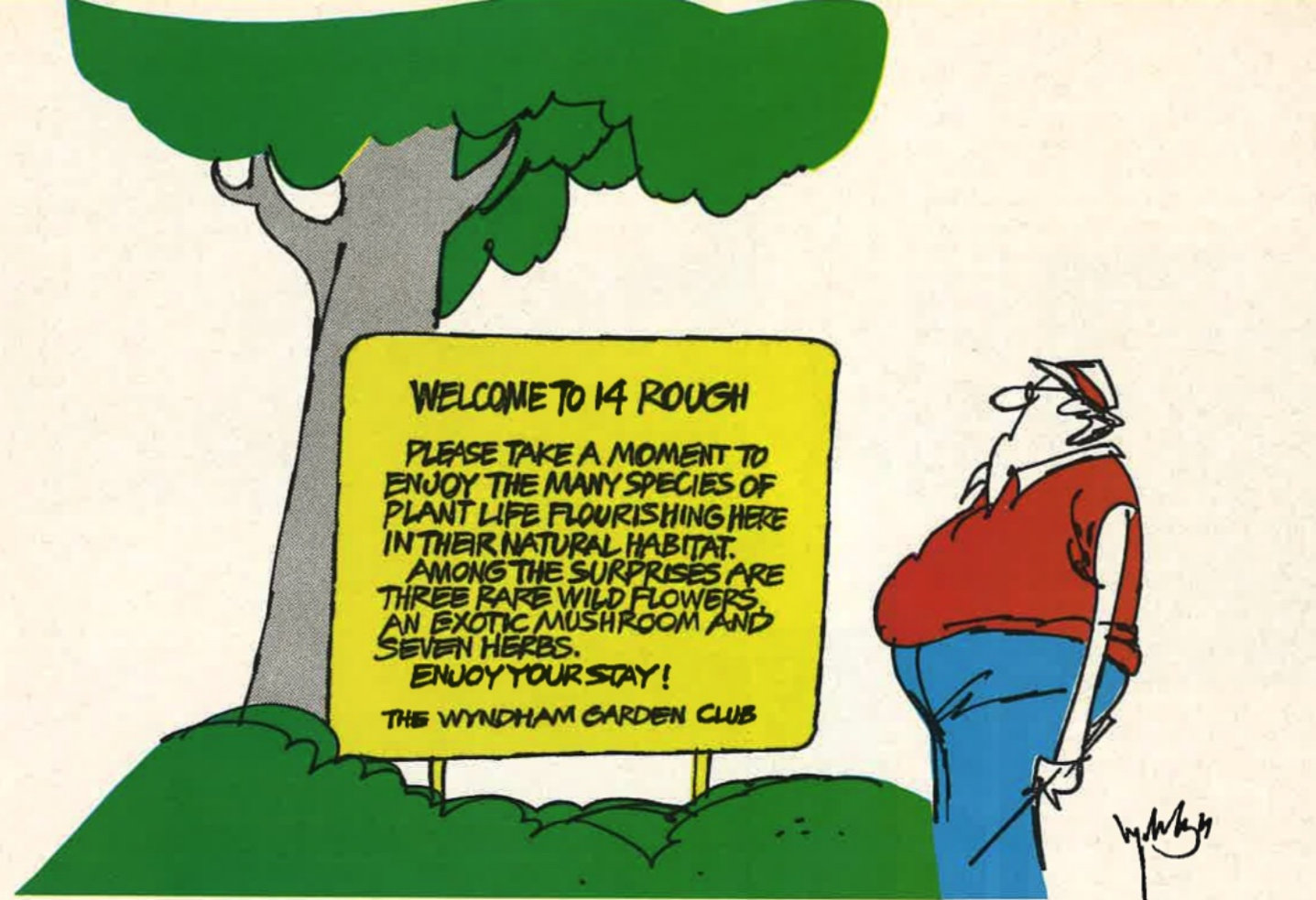
Stanley Woodward, then sports editor of the *New York Herald Tribune*, brought Red to New York at age 40 to write a column that later was syndicated nationally.

By 1971, when he joined the *New York Times*, Red had broadened his scope and was re-evaluating sports in a manner that would transform the nature and method of sports reporting.

Asked to name his greatest moment in sports, Red said there are too many to select but reeled off a few standouts:

- The day Bobby Thomson hit his game-winning home run that won the 1951 pennant for the New York Giants.
- The 1958 sudden-death championship football game between the Baltimore Colts and the New York Giants.
- Secretariat winning the Triple Crown of horse racing.

In addition to his Pulitzer Prize, Red received the Grantland Rice Memorial Award, and the George Polk Memorial Award twice. In June 1980, the Associated Press Sports Editors Association established the Red Smith Distinguished Service Award, to be given annually to an individual who has rendered outstanding service to sports journalism.



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The story of the so-called finest automobile in the world began in the early 1900s with two Englishmen—one the son of a lord; the other the son of a mill worker.

The mill worker's son, Henry Royce, left school at age 10. He sold newspapers and later worked as an apprentice at the Great Northern Railway Works in Peterborough. There he learned the basics of engineering and, in his spare time, began educating himself.

Royce learned enough about electricity to land a job with an electric company. From there, he was hired by the Western Electric Company in Liverpool to act as a technical adviser. He was only 19. At 23, he started his own electric light-fitting company with a friend. By 1900, the school dropout was buying his first auto—a used Decauville.

Charles Rolls, third son of Lord and Lady Llangattock, was getting his education at Eton and Cambridge. He, too, was buying his first car—a new French-made Peugeot. And by the time he left Cambridge with a degree in mechanical engineering and applied sciences, he had become one of the most skilled drivers in England. He won the first 1,000-mile reliability trial in 1902; in 1903, Rolls set a new land speed record of 93 mph in an 80-horsepower Mors. Meanwhile, Henry Royce was driving his used car to work.

He found his used Decauville such a lemon, he decided that he was going to design and build his own car. The first of three 2-cylinder Royce-built cars rolled out of the gates of Royce Limited in the spring of 1904. Royce's auto started easily, ran smoothly and everyone liked it.

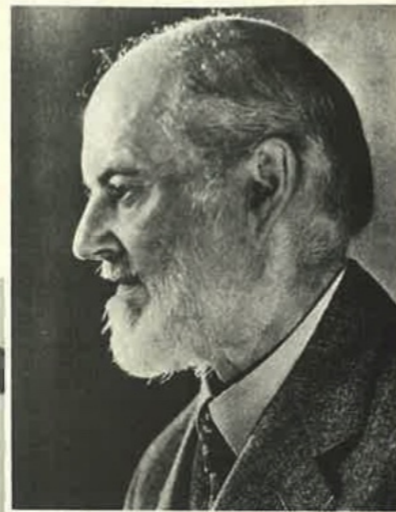
Rolls was going into the automobile business, too. C.S. Rolls and Company quickly became a leading motor car distributor in England. One of Rolls' unfulfilled ambitions, though, was to find a British-made car of comparable quality to the foreign cars he was selling.

When he found out about Royce's car, the two met in Manchester, and Rolls told Royce, "You are the man I have spent years looking for." The two quickly reached an agreement, giving Rolls exclusive sales rights for all the cars Royce could produce. The Rolls-Royce car had been created.

The first automobile to be called "the best car in the world" was the 40/50 horsepower Silver Ghost. (During the 19 years of its production, 1,700 of the 7,780 cars built were made in Springfield, Mass. A Rolls-Royce factory had been established there in 1921, but U.S. production was discontinued after 10 years when it became apparent that Americans wanted their Rolls-Royces to be made in England.)

It's not hard to understand why the

Charles Rolls, son of a British lord, was one of England's most respected auto racers when he met Henry Royce in 1904. Rolls acquired exclusive rights to distribute the car that would become the Rolls-Royce.



Largely self-educated, Henry Royce designed the automobile that was the cornerstone of England's most prestigious motorcar company.



The Rolls-Royce Silver Shadow II, possibly the most finely crafted automobile in the world.

## CHARLES ROLLS and HENRY ROYCE built "the World's Best Car" by Edward J. Julian

Rolls-Royce is considered by many to be the finest car in the world. They're all built with meticulous attention to detail. The body of each car receives at least 12 applications of primer and paint, each rubbed and polished until the best possible finish is obtained.

The car's supple independent suspension has a self-leveling system sensitive enough to compensate for the gradual emptying of the fuel tank. The multiple braking system is designed to ensure that braking remains constant on all four wheels, even if one circuit fails.

The interior reflects the same fastidious care. The door locks, windows, front seats and retractable aerial are electrically operated and can be controlled from the driver's seat. Stereo radio and quad-

raphonic tape equipment are installed as standard equipment. Italian burr walnut veneers are used for the dashboard panels and door trim, and are lacquered, hand polished and joined down the center to produce a perfect mirror image on each side of the car.

What about the approximately 1,250 Americans who buy a Rolls-Royce each year? Do they buy the car for snob appeal?

"Only in part," says George W. Lewis, the leading Rolls-Royce marketing man in America. Others' reasons for investing \$85,000 to \$160,000 for the car, he claims, are its excellent resale value and its silky-smooth comfort. "Even the very rich," Lewis adds, "think in economic terms when buying a car."

## LAUGHINGSTOCK:



### The Economy by Gene Perret

The economy keeps getting worse. Whoever thought survival would one day be a status symbol?

It's inflation. Inflation... that's nature's way of saying, "Double or nothing."

I used to anguish over buying a luxury. Nowadays, anything I can afford is a luxury.

The trouble today is, if I can afford it, I wouldn't want it anyway.

Dollar bills are now green and red. They're worth so little that George Washington is blushing.

Look at the bright side of inflation, though. It takes longer to burn a hole in your pocket.

If someone says, "Brother, can you spare a dime?" you can say "no" without lying.

I asked my wife the other day to hand me the comics. She gave me the financial page.

I checked my stock portfolio today. I had to keep flipping back and forth from the stock page to the obituaries.

I don't bother reading the front page anymore. I read the comic strips and the stock page... the funnies and the saddies.

I called my broker, and he put me on hold for three minutes. By the time he got back on, I had nothing left to talk to him about.

Every year my broker used to send me a calendar. Now he sends me a crying towel.

Food costs are supposed to rise another 10 percent. Remember the food you couldn't afford last month? Well, now you can't afford only 90 percent of it.

Food prices are highway robbery. One supermarket near me even puts stockings over their heads of lettuce.

They used to say that money can't buy happiness. Today, it can't even buy groceries.

It's a terrible feeling when you see that final price the cash register rings up. That's why they don't keep razor blades near the checkout counter anymore.

Candy vending machines used to take nickels, dimes and quarters. Now, they take down payments.

The candy bars keep getting smaller and smaller. I opened one the other day and all I got was a chocolate covered I.O.U.

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The overwhelming majority of Americans are covered by at least one retirement plan: Social Security. This fund is used by some as the primary source of retirement income rather than the supplement as intended. Many more workers are also covered by company-sponsored pension and/or profit-sharing plans.

While most Americans know that they are covered by a retirement plan and the approximate benefits to be received upon retirement, most have only a sketchy notion as to how the pension plans are structured. The purpose of this column is to try to explain the basics of retirement plans other than Social Security.

Contributions made to a qualified retirement plan are currently deductible in arriving at taxable income. An additional benefit to both the company and its employees is that the contribution is not currently taxable. The contributed funds are then invested under the watchful eye of the plan trustees and earn tax-free income.

The beneficiaries of the plan pay tax only upon the withdrawing of the funds at retirement when the retiree is generally in a lower income tax bracket. In short, the contributions amount to a deferred compensation plan for the plan's participants. With today's 50 percent tax bracket and high cost of living, the average employee often cannot provide for an adequate retirement using after-tax dollars. The favorable tax treatment legislated for retirement plans is one attempt to remedy that situation.

A defined benefit plan promises to pay employees meeting certain employment criteria retirement benefits that are defined according to a definite formula. This benefit may take the form of a flat dollar amount (also known as a flat benefit), a fixed percentage of compensation (a fixed benefit), or possibly either a stated unit dollar amount or a unit percentage of compensation for each year of credited service (unit-benefit).

Compensation may be defined as the average annual pay for all years of service, the five highest years, the last eight years, etc. The definition of compensation will dictate the amount of pension benefits to be put aside and subsequently paid to plan participants.

The defined contribution plan defines the contributions to be made to the plan rather than the benefits sought at retirement as mentioned above. The con-

tribution made by the employer to the plan each year will either be based on the company profits or perhaps on compensation. This plan will produce varied retirement benefits depending upon the performance of the plan's assets over the years.

The money purchase pension plan provides that an employer will contribute an amount expressed as a fixed percentage of each covered employee's wages, which will then be allocated to the participant's individual account. This type of plan does not permit contributions to be tied in any way to company profits.

Profit-sharing plans will generally see an employer contribute to the qualified plan a percentage of company profits. This percentage may be fixed or may be changed from year to year. The employer contribution is usually allocated to covered employees based upon their salary, their years of service or some combination of both.

Target benefit plans employ both a defined benefit formula and also a defined contribution. After establishing the targeted benefit formula, the initial contribution schedule is determined using actuarial assumptions pertaining to interest rates and mortality tables. Future annual contributions are not affected by changes in any actuarial assumptions and fund earnings or losses. At retirement, the plan participant receives the balance in his individual account, which may be more or less than the target benefit designed with the original plan computations.

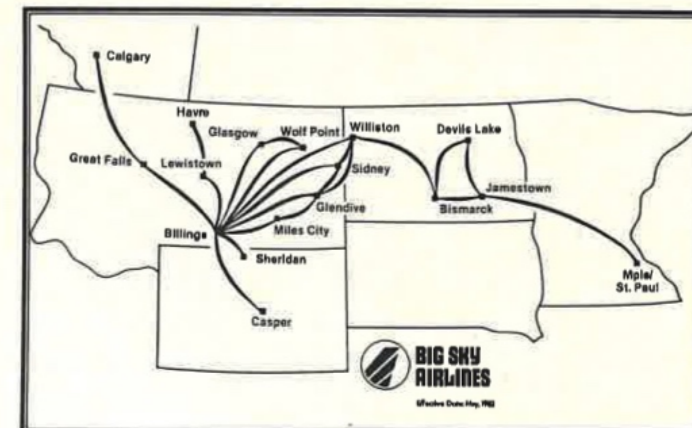
Keogh plans are qualified defined contributions plans generally designed to provide retirement funds for self-employed individuals and their employees. The recently enacted tax act increased the maximum annual deductible contribution to \$15,000 or 15 percent of self-employment income. In addition, the establishing of defined benefit Keogh plans has been facilitated.

Next issue:  
the Individual Retirement Account.

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## Billings, Montana . . .

THE "MAGIC" CITY

Chief Arapoish, a 19th century Indian, put it this way: "The Great Spirit has put it exactly in the right place. When you are in it you fare well . . . everything good is to be found here." So there it is in the heart of the "Big Sky Country" between the Yellowstone River and the 500-foot sandstone cliffs known as the Rimrocks . . . Billings, Mont. The place that was to become known as Billings in 1882 was visited in the early 1700s by French trappers, Indians and later by Lewis and Clark. Just a short distance from Custer's Battlefield, Billings developed because of transportation. First, it was early wagon trains. Then, riverboats came west up the Yellowstone River to Billings where they stopped because they could go no further. Next, the Northern Pacific Railroad whose engineers named the town after the former president of the railroad, Frederick Billings. Now, Billings is on the mainline of the Burlington Northern Railroad, at the intersection of interstates 90 and 94, the hub of truck transportation serving Montana and Northern Wyoming. And on top of the Rimrocks is Billings Logan International Airport, the 95th largest in the United States. Three major airlines serve Billings—Northwest, Western and Frontier. It is also the headquarters for Big Sky Airlines.

Billings sprung from the banks of the Yellowstone River so quickly that one of the "early day" visitors, who was astonished by the multitude of tents and structures that he saw, dubbed Billings the "Magic City." The name stuck and the magic has compounded.

Not only is Billings the transportation

center for the vast area of eastern Montana and northern Wyoming, it is also the trade center. Serving a population of over 300,000, Billings has retail stores that rival much larger cities in selection. The wholesale community supplies goods to customers within a 300-mile radius. Medical services are sophisticated and complete, supplying the best care available between Minneapolis/St. Paul, Spokane, Wash., and north of Denver.

Energy has become an important part of this 22nd fastest growing city in the U.S. Three oil refineries produce thousands of gallons of petroleum products. Located nearby are the rich Williston and Big Horn oil basins. Also close by is 46 percent of the nation's coal reserves. This low-sulfur coal is close to the surface, with an energy potential greater than that of the OPEC countries.

Recreation is as close as the outdoors year-round. Everything from golf, hunting, snowmobiling, skiing, fishing, camping and all other forms of recreation are available. METRA is a 10,000-seat multipurpose building that is the home of the Bighorn Hockey team and is the showplace for everything from ice shows and rock concerts to rodeos, basketball and trade shows. Billings is a major regional convention center and is beginning to attract national conventions as well.

The climate is dry, with 14 inches of rain per year. Winters are generally mild because warm southern chinooks temper the winter cold.

All this adds up to a quality of life that is unexcelled anywhere.



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# BILLINGS 1882-1982

BILLINGS . . . alive with reminders of the "Wild West." In the months following Custer's last battle at the Little Big Horn, settlers flooding the Yellowstone Valley generated need for a new town. The railroad's twin steel bands pushed rapidly into the area, prompting Northwest Pacific Railway planners to establish a settlement for workers. It became the namesake of Northern Pacific's president, Frederick Billings. Within six months, nearly 2,000 residents had staked a claim. Some said Billings "sprang up almost overnight," thus gaining the endearing title "Magic City."

Economic growth spurred Billings into prominence. Today's economic opportunities keep Billings flourishing. The railroad arrived in the 1880s, hoping to tap the territory's valuable resources, minerals and agriculture. The Northern Pacific in 1882 began shipping beef, grain and mineral products eastward. It was joined in 1894 by the Chicago, Burlington & Quincy. The two later merged to form the Burlington Northern.

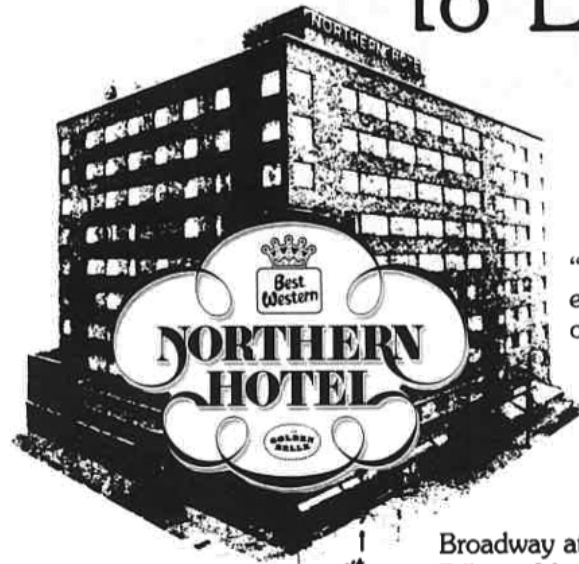
Dry as the land was, ingenious entrepreneurs created ways to irrigate along the Yellowstone for production of grains, beets, beans and oats. By 1906, sugar beets were being refined right here for distribution nationwide. Quickly, Billings became a livestock auction center. Two major yards operate today, offering the nation's second largest daily auction.

As energy development grows in importance, the nation again turns to this region for resources. Though times change, Billings continues to serve as the country's important Northwestern crossroads.

Billings was settled rapidly, it's true. But not without a host of "Wild West" characters forever coloring the town's history. Calamity Jane lived in Billings for years, Wild Bill Hickock appeared on occasion, rumored to be Calamity's secret lover. Buffalo Bill Cody organized his Wild West Show a hundred miles south of here. "Liver Eat'n" John Johnson (whose story and name were popularized by Hollywood in the film "Jeremiah Johnson") was not as glamorous as Robert Redford, but very much a character. John Burkman, Custer's loyal orderly. Ollie Warren, Billings' most prominent madam. Yellowstone Kelly, who is now buried on Old Boot Hill, atop the rims.

Law and order took hold . . . ever so slowly. Wild West characters often rode freely through the streets raising commotion as they pleased. Two hobos once beat in the head of a bartender with his own beer

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F. Jack Anderson, Vice President and General Manager

mallet. Only one was caught, but the incident prompted a group of vigilantes to take law into their own hands and they "strung him up" for public inspection. It was the first of many recorded public hangings. Ollie Warren's famous Lucky Diamond served the community well as what some preferred to call a "house of joy." It was uptown and legal for years until closed by the military just prior to World War I.

Slowly, law enforcement gained stature as Billings grew up and the "Wild West" disappeared. Few traces are left of these early characters, but stories remain. Remembered as completely as possible, many stories are recorded and filed in the "Montana Room" at Parnly Billings Library.

Billings' rich heritage is marked best by the few old buildings standing. Time and progress have wiped most out. Those that do remain are important reminders of Billings' living history of the "Wild West." Visit the Castle (now an art gallery) the old Chamber Building (now offices), the old County Jail (now an art center), the old Moss Mansion (home of the family that built the Northern Hotel). Or the many buildings in Billings' Historic District, nationally registered, bordered by North 21st and 26th Streets, First Avenue North and the railroad tracks.

On the advent of Billings' Centennial year this historic prosperity continues. New

building persists, businesses open and thrive, yet growth remains manageable, controlled. Planning the city's progress has, in recent years, become the task of many.

for benefit to all. Billings' future promises another prosperous century and many more of the valuable memories of change.



The Madison River, flowing into southwestern Montana from Yellowstone National Park, is reputed to be the nation's foremost trout stream.

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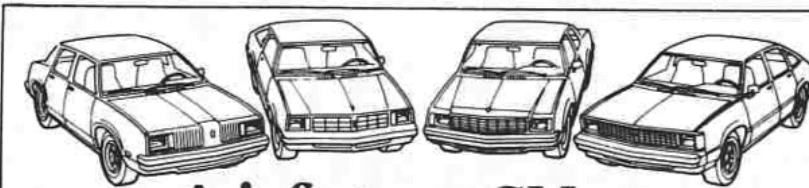
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If you're doing business in Billings, you've got no business staying anywhere else. The Billings Sheraton Hotel is located right in the heart of downtown—just a six-minute, three-mile free shuttle from the airport. All under one roof: Live enter-

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## Discover Great Falls



Wheat Fields of Great Falls

### GENERALLY SPEAKING . . .

Great Falls (Cascade County) is located in north central Montana and is one of the state's largest cities, with a population of 62,850. Great Falls is described as having a moderate climate with clean, pure air, low humidity and long days of sunshine. Its famous chinooks make most winter days warmer and more pleasant than the Climate Capitals.

### HISTORY

#### How We Started . . .

The Great Falls townsite was first noted in the journals of Lewis and Clark in 1805. They described "The Great Falls of the Missouri," a series of spectacular drops in this famous river near its source. In 1882, Paris Gibson of Minneapolis surveyed the region and, along with James J. Hill, founder of the Great Northern Railroad, and others, began the dream of building a planned city. In 1884, the townsite was platted. By 1890, Great Falls boasted a smelter, a hotel, a school, a newspaper and a church. The first of five dams to harness the mighty Missouri River was completed in 1890. Great Falls was a planned city and remains planned today!

### TRANSPORTATION

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Railroads: Burlington Northern, freight service; Milwaukee, freight service. Bus: InterMountain (326 1st Avenue South). Highways: Interstate 15 (north-south); U.S. 87 and 89; and Montana 200 (the famed short route across Montana). Common carrier trucklines; Contract carrier trucklines.

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#### 145,877 Passengers Annually . . .

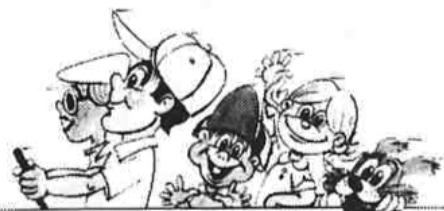
Frontier, Northwest, Big Sky and Western Airlines. International Airport with customs and immigration services. Airport located atop Gore Hill, four and one-half miles from City Center, with food and liquor, as well as itinerant and private craft. Charter trips and flight training. Complete new terminal with passenger and freight handling facilities. Separate International Arrivals Terminal.

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evening during summer.

### PARIS GIBSON SQUARE

1400 1st Avenue North, a "Tea Room"  
and "Sales Emporium" ... A historical  
site recently designated as an art pavil-  
ion, as well as being the home for the  
local chapter of the Cascade Historical  
Society. It serves as a showcase for art  
and history exhibitions and a gathering  
spot for classes and meetings.

### STATE FAIR

Including rodeo, exhibits, horse racing  
and night show. Held annually early in  
August.

### FIVE HYDROELECTRIC DAMS

Black Eagle, Rainbow, Cochrane, Ryan  
(picnic grounds), Morony.

### GOLFING

ACM Golf Course ... on Smelter Hill;  
Meadow Lark Country Club on High-  
way 91 West End Warden Bridge;  
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### COLLEGE OF GREAT FALLS

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tours.

### GREAT FALLS PUBLIC LIBRARY

3rd Street and 2nd Avenue North.  
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day, 9 a.m. to 6 p.m.; Sunday, 2 p.m. to  
5 p.m.; October through May.

### MUSEUMS IN THE AREA

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• Kitchenettes



So how is your day?

- |            |                    |                      |
|------------|--------------------|----------------------|
| (a) dull   | (c) successful     | (f) no words for it  |
| (b) hectic | (d) disastrous     | (g) all of the above |
|            | (e) nerve-wracking |                      |

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## Helena, Montana

Helena, Mont., a comparatively young, thriving and growing community, sits east of the Continental Divide of the Montana Rockies. Helena's birth began back in 1864 when the Four Georgians, during their "Last Chance," struck it rich with a profitable gold discovery. The good news spread rapidly, and Helena grew within two years to a population of nearly 4,000.

Last Chance Gulch, still an active part of the Helena community, is an old gold mining trail that still can be followed up the mountain.

Helena is rich in history, and a great deal of its early architecture still remains full of elegance and an example of Helena's roots. The Pioneer Cabin to the original Governor's Mansion displays heritage unlike any other American Community.

Whatever your thing, be it history, the outdoors, culture or summer/winter recreation, Helena has it all to offer.

History: The Walking Tour of Helena's older homes (over 60 of them)—Reeders Alley, the home of miners and muleskinners; the Governor's Mansion and an elegant home full of elegant antiques and extravagant architecture—is a must to tour.

Outdoors: Whether you like to spend your time panning for gold, digging for sapphires or sifting for garnets, Helena has it. How about taking a breathtaking boat tour around the Gates of Mountains and stopping for a hike or just picnicking. This boat tour is a must for the camera buff.

There's an auto tour of "The Figure Eight Tour," packed with nature's most spectacular displays of beauty. High from the top of Hogback Mountain you can see for over 100 miles on a clear day.



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There's lots of inner city activity. Helena is often referred to as a city filled with lots of community interest and pride. It boasts of nearly 300 service and nonprofit organizations. It is full of culture and art. The library programs, City Recreation Department, local "Y" adult education classes, Learners Exchange Club, Carroll College and more keep Helena active in education and sports year-round.

Helena, "City of Gold," is not just a saying. The golden opportunities foreseen for the future are enormous. The development of the Industrial Park in Helena is an excellent opportunity to tap that gold mine. The Industrial Park sits adjacent to the Helena Airport, the Burlington Northern Railroad and Montana's major highways, Route 15 running north and south and Route 12 running east and west through the state.

With Carroll College and Helena Vo-Tech right in the city, a large assortment of skills and talent are available to meet the needs of the future. Helena is still a gold



Picnickers stroll along the roadway leading through Refrigerator Canyon on the Figure 8 Road near Helena, Mont. This beautiful drive is but a few miles out of the Capitol City, and affords the traveler a thrilling view of lofty limestone peaks. Elk and deer are usually seen also.

mine full of many riches waiting to be tapped.

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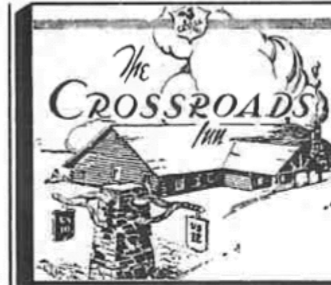
## Welcome to Miles City

Welcome to the West. Welcome to Custer County. Welcome to Miles City!

Southeastern Montana, with Miles City at its center, is the vibrant crossroads where the New West and the Old West, one on the threshold of a new era of development, the other proud by the standard of a hard-won history, have joined hands.

You'll find the new in the bustling business district, ready with every service and product for a thriving community and its many guests; in the fine medical and educational institutions that attract people from all over the region; and in the incredible variety of recreational opportunities to be found in the rivers, lakes and hills that surround the town.

The old, too, is everywhere: At the county fair where kids with cotton candy and homemakers with that little home cooking secret pour in and out of the many exhibit buildings; within the many art galleries and museums that have set aside some of the treasures and memories of those bygone days when settlers first came to make a home in this land; and, of course, it's there at those quintessential fixtures of the West—rodeos—where the skills that tamed the land are carried on by a new breed of



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cowboy.

Economically the future of Southeastern Montana, perhaps of the nation as a whole, lies in the almost inconceivable wealth of coal hidden beneath the ground hereabouts. Montanans look to make that resource available to all without sacrificing the beauty and bounty of the countryside.

That bounty has been the economic mainstay of the area since the time of the buffalo. The massive herds of cattle that replaced those native beasts are still here on the rich grassland that everywhere rolls to the horizon. In the lowlands along the waters are grown the many other agricultural commodities that sustain America and the

world.

The best of the old and the promise of the new are fixed and mixed in the hearts and minds of the many friendly people who have found a satisfying home here along the Yellowstone and its tributaries. They look forward to the future with the assurance that their labors will make this still a better place to live. They look backward with pride in the heritage passed on to them and a reverence for the sacrifices others made in building our community.

These people, our friends, are the heart of a sprawling land. This guide is intended to help you get to know both better. They'll make you feel mighty welcome.



## OLIVE MOTOR INN AND HOTEL

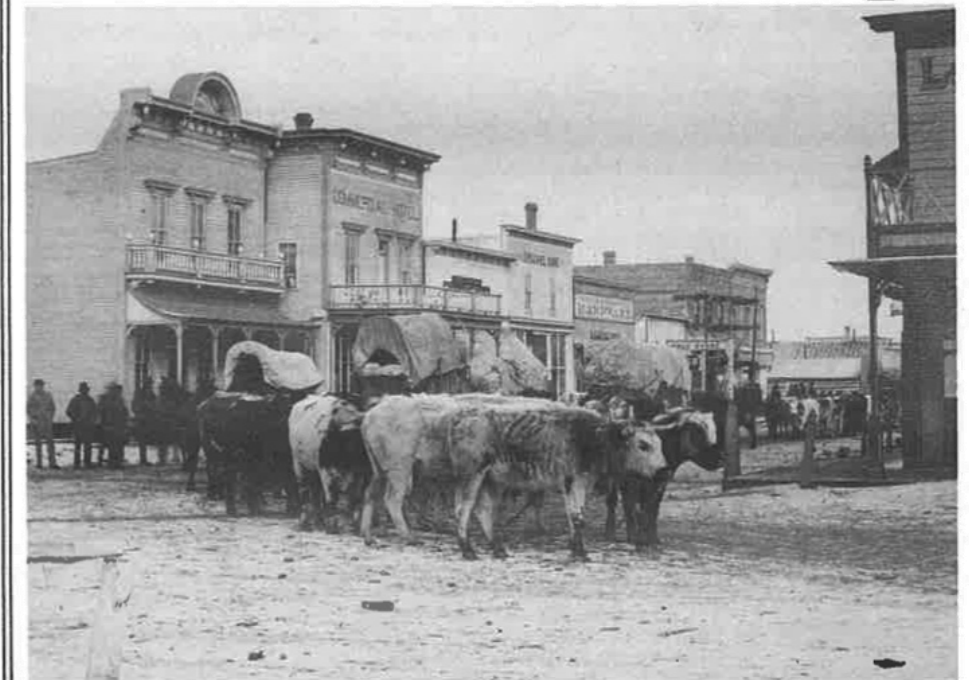
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Miles City 1880

L.A. Huffman Photo Coffrin's Old West Gallery

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## Sidney

The county seat of Richland County, Sidney is geographically located in the 60,000-acre Lower Yellowstone Irrigation Project, which was used as a model for future irrigation programs in the West. Sidney is centrally located in the new Williston Oil Basin, where the largest coal reserves in the United States, known as the Fort Union Formation, can be found throughout the area.

An unlimited water supply from the Yellowstone and Missouri Rivers; multiple dams; large irrigation projects; oil; coal; low cost, hydro lignite generated steam power supplied by the Lewis and Clark Station; and the abundant hunting, fishing and recreational facilities make Sidney a most favorable location for business and industry.

This is not the end of our story, only the beginning. Truly, pioneering spirit lives on in Sidney, Garden Spot of Eastern Montana.

We  Camp Fire

## Glendive Gateway to the West

The Gate City, the county seat of Dawson County, is nestled at the foot of the badlands that spread east into North Dakota and south along the Yellowstone River. The estimated population of the GLENDIVE area is about 10,000, and the altitude is 2,076 feet above sea level. GLENDIVE has five public and one parochial school, Dawson Community College and Eastmont Training Center, 18 churches of all faiths, and many civic, service, veteran and fraternal organizations. A new modern hospital, and nursing home and a fine group of doctors and dentists are available. A modern library is located in the basement of the Dawson County Courthouse. An excellent recreation department offers activities for the entire family throughout the year.

The Glendive Area offers something for everyone, from hunting, fishing, exploring and hiking to digging for fossils and agates. Intake Fishing Access, located 18 miles north of Glendive on Highway 16, offers one of the few locations where the prehistoric paddlefish can be snagged. Catfish, ling and pike also abound in the Yellowstone River.

Agate and Fossil hunters find Makoshika State Park and the Yellowstone River ideal places to spend a day looking for Nature's wonders. Be sure and check with local landowners prior to entering private lands.

The Yellowstone River is the lifeblood of eastern Montana. It is the source of irrigation for local farmers and ranchers, and is the source of the Glendive municipal water supply. It is also a great recreational resource in the area, and provides excellent fishing, boating and beautiful scenery as it winds through the badlands, as well as fossil



Makoshika Park

and agate hunting.

Makoshika State Park offers a panoramic view of the badlands which have been carved over millions of years by Nature's elements. The park's land formations offer a strange, unique and beautiful scenery and a peaceful atmosphere for hiking, picnics and camping.

Glendive offers a friendly atmosphere and is a wonderful introduction to Montana, the heart of Big Sky Country.

Fishing—The Yellowstone River is one of the few places in the world where residents and visitors alike annually attempt to snag a prehistoric paddlefish. The Yellowstone also offers a variety of other fishing.

**Recreation—Swimming**—Glendive Municipal Pool, located in Lloyd Square Park on Kendrick Avenue. Small charge. Two wading pools are also available for youngsters. Swimmers are encouraged not to swim in the Yellowstone River because of treacherous undertows.

**Golf**—Cottonwood Country Club maintains a nine-hole course, grassy greens and clubhouse. Take Highway 16, turn left at

Highland Park sign and turn right at country club sign.

**Tennis**—Courts located in West Park across from the Yellowstone River on Towne Street Bridge, behind Lincoln School and in Forest Park Subdivision.

**Horseshoe**—West Park across the Yellowstone on the Towne Street Bridge.

**Movies**—Two theaters, one indoor and one outdoor.

**Krug Mansion**—State and national historic site.

**Dawson Community College**—A two-year school offering instruction credits that are transferrable to larger institutions, as well as vocational education and extension courses.

**Information**—Glendive Area Chamber of Commerce and Agriculture, located at 200 North Merrill Avenue.



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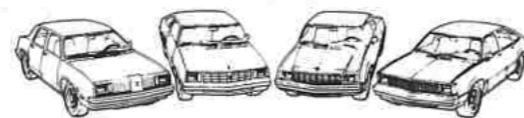
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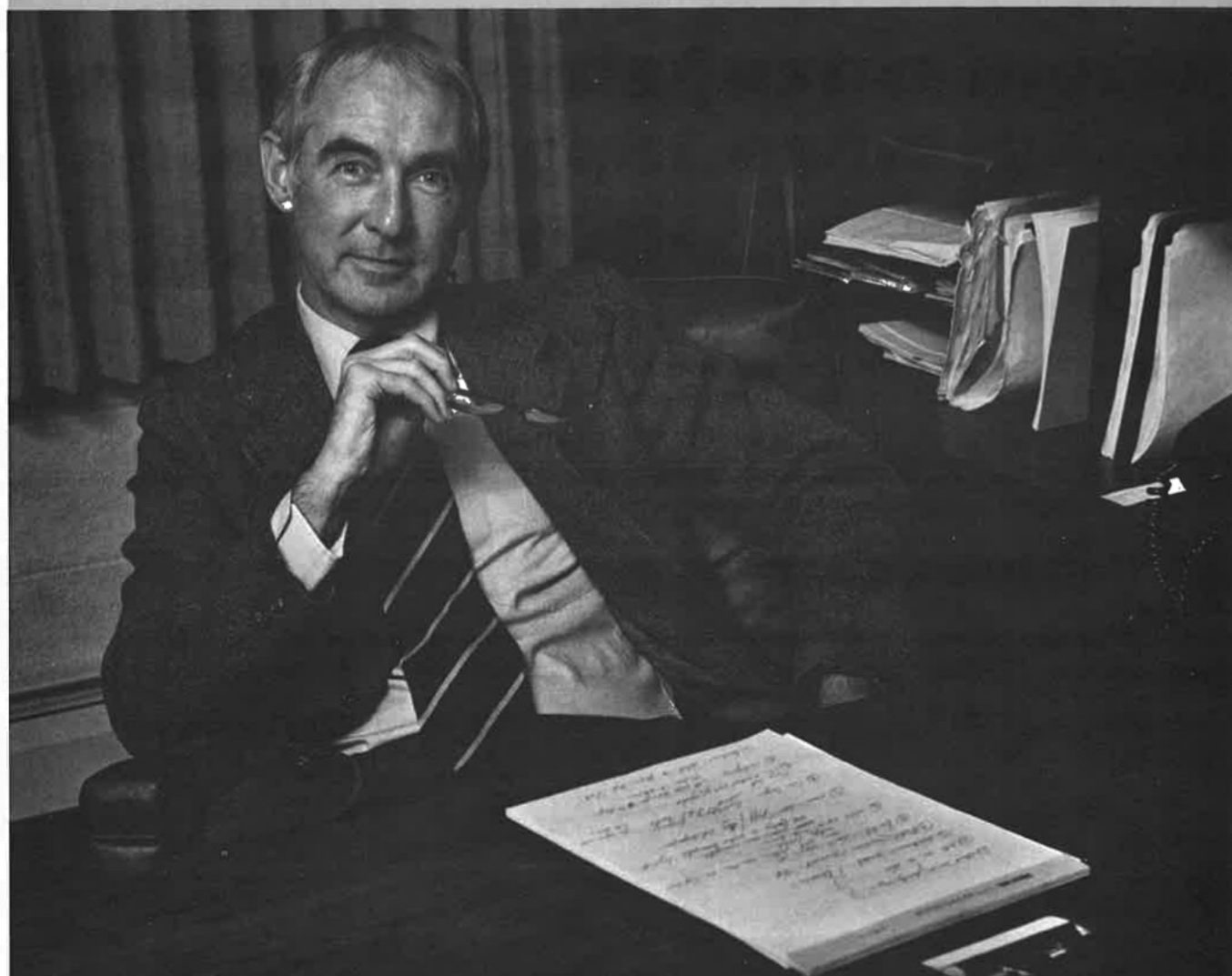
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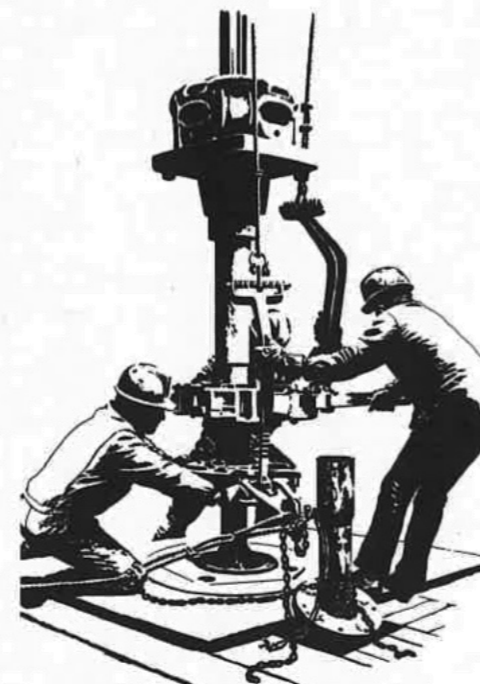
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Drilling rigs like this penetrate up to 16,000 feet into the earth to tap the riches of the Williston Basin.

## Welcome to Williston, North Dakota

First there came the buffalo, then the American Indian, followed by explorers like Lewis and Clark, the settlers, pioneers and fur traders. All have had an impact on these hills and valleys. All have left their mark on this land of abundance and wealth. Williston, N.D., began as many cities began in the history of the West. Its location on the Missouri River near the confluence of the Yellowstone River made it an ideal location for fur trading with the Indians of this area.

Rail service gave the community the access to the industrial east and an outlet for the agricultural products of the area. The Williston area provides wheat and grain for a large segment of our population. We are known in some circles as the "Spring Wheat Capital" of the country.

Cattle raised in this area are another economic factor which stabilizes and brings new wealth into the community. Williston has grown from a major fur trading center to a regional trade center including nearly 80,000 people. The small village has grown to become one of the major cities in North Dakota. In recent years, the growth of the community has been bolstered by the oil and gas discovery in the Williston Basin. Williston is proud of its many recreational facilities. The city enjoys one of the best

park systems in the state. The 19-acre Davidson Complex is multiseasonal in use, from ice skating and hockey in the winter to baseball in the summer. Williston was also selected as the site for the 1980 Babe Ruth World Series. One hundred and fifty acres of beautiful recreational facilities are covered by Spring Lake Park. Two lakes and a zoo are within the park itself. Williston has two nine-hole golf courses, an Olympic-size swimming pool near the high school and an outdoor pool in the 19-acre Harmon Park. Tennis buffs will find nine courts available to the public. In Williston, hunting and fishing were a major activity of the original inhabitants of this land, and the tradition lives on today. The proximity to beautiful Lake Sakakawea makes the fishing today some of the best in the country. Whether you're hunting grouse, pheasant, ducks, antelope or deer, you'll find it all enjoyable in the wide open spaces of the Williston area. Canada and its hunting and fishing are only 70 miles from Williston.

Williston has an excellent education system, featuring five elementary schools, a junior high school and high school. The University of North Dakota branch at Williston is a two-year college program with areas in trades and college transfer. The regional medical facility with 113 beds also serves the city and the surrounding area with the latest medical equipment and a team of well-trained medical professionals. The city is served by airline and rail service in addition to two U.S. highways and a state highway. From any direction you come, Williston opens its heart to you. It's a friendly community and fast-growing retail trade center. The quality of merchandise available is equalled in few other areas of the state.

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### Williston

continued

The wildcat in the Williston Basin is about three out of seven wells completed successfully. Nearly every day new companies are locating in the community and the immediate area. At last count, over 300 companies located in Williston were involved in the oil business.

The desires, courage and willingness to explore the unknown can be found in these modern-day explorers in much the way as the pioneers and settlers of the Old West. The opportunities are endless in the enchanting community on the Missouri River. The progressive pioneer spirit of the Old West abounds in Williston. America today depends on food and energy, and Williston has plenty of both. 

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## DICKINSON, NORTH DAKOTA

**LOCATION:** Dickinson is located in southwestern North Dakota, 40 miles to the east of the beautiful badlands and Theodore Roosevelt National Park. Dickinson is the county seat of Stark County. Elevation is 2,450 feet above sea level. Dickinson is served by I-94 and U.S. 85. Dickinson is 100 miles west of Bismarck, 550 miles west of Minneapolis, Minn., and 600 miles northeast of Denver, Colo.

**POPULATION:** The population of Dickinson was 12,405 in 1970. With the recent development of coal, oil and other natural resources, Dickinson's population has increased to an estimated 16,500 in 1979.

**PUBLIC SCHOOLS:** Approximately 4,000 school-age children live in the Dickinson Public School District and attend seven elementary schools, one junior high school and two high schools. The public school system is fully credited by the North Central Association of Colleges and Schools and the North Dakota State Department of Public Instruction. Dickinson State College has approximate enrollment of 1,100 students. Dickinson State College offers baccalaureate degrees and associate degrees in education and liberal arts, with emphasis in the area of science, business and the fine arts. Vocational education programs in seven specific areas of specialized training are available to students in the surrounding area, as well as those in the city of Dickinson.

**TRANSPORTATION:** Dickinson's air service is serviced by Big Sky Airlines. The Dickinson Airport has a 5,400-foot asphalt-paved runway, radio communications and a FAA flight control station. The Dickinson Airport handles aerial spraying and air ambulance. A hangar and fuel is available for the handling of private aircraft. Bus service is provided by Greyhound Bus Lines. Taxi service is provided by Queen City Cab Company.

**INDUSTRY:** Southwestern North Dakota possesses natural resources in many forms—coal, oil, natural gas, clay and other minerals. Dickinson plants provide concrete, clay and coal products. Oil and natural gas exploration and production is extensive. Natural resource development contributes substantially to our economy and the opportunities for additional development promises much for the future. Some of Dickinson's industries include a briquetting plant, furniture manufacturing, steel fabrication plants, concrete products and snowmobile skis. Ranching and farming are


the mainstays of our economy. Dickinson is called the "Beef Country," and it truly is. The rich farmland yields abundant crops of many kinds. Wheat is the front-runner, but others include barley, oats, flax and corn. Diversification has resulted in a wide variety of other agricultural products including hogs, sheep, poultry and a substantial dairy industry. The Dickinson Experiment Station provides the latest in modern farming and ranching techniques to ensure maximum production from the land. Dickinson implement dealers provide machines and service to area farmers.

**GOVERNMENT:** The city government is composed of a mayor with a council of five commissioners, an assessor, auditor, building inspector, city engineer, street superintendent, city attorney, municipal judge and city planning commission rounding out the city offices.

**UTILITIES:** Dickinson and the surrounding area's electrical and natural gas needs are supplied by Montana-Dakota Utilities Company and West Plains Electric Cooperative. Dickinson also has city-owned water and sewer systems. The telephone system that services Dickinson is Northwestern Bell Telephone Company.

**RECREATION:** Dickinson has over 20 parks for enjoyment by anyone of any age. Patterson Lake is just one and one-half

miles to the west with boating facilities, free overnight camping, picnic facilities, softball diamonds, tennis courts and swimming. There are various softball diamonds and tennis courts in and out of the city limits. There are two swimming pools in Dickinson, plus an indoor pool at Dickinson State College. The Dickinson Country Club has an 18-hole golf course. The country club offers lessons, has a pro shop and dining facilities.

**CHURCHES:** Dickinson has over 20 churches representing different denominations. Protestant and Catholic represent the majority of the denominations. 



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## Welcome to Bismarck

The state capital of North Dakota and the county seat lies along the Missouri River and is located near the center of the state.

Named in 1873 for Germany's "Iron Chancellor," in hopes that Germany would invest in the future of the transcontinental railroad, Bismarck is the fastest-growing city in a three-state area, yet it has retained an easygoing, neighborly lifestyle that you are hard-pressed to find in America today.

Bismarck is an agricultural, industrial,



Bismarck, State Capital of North Dakota

medical, government and energy development center for the Dakotas and eastern Montana, with a surprising cosmopolitan taste in restaurants and cultural assets. There's no smog, but better still, there is a healthy balance between the economy and the ecology. Invariably, a newcomer to the city will comment on how clean the city is and how everyone keeps up their lawn and house. That same community pride is evident in the overall plan and design of the city.

In this article, we hope to introduce you to the city and give you a capsule picture-essay of its attractions.

Pioneering virtues of hard work and honesty still prevail in Bismarck. The roots of the city are deeply set in an attitude that fosters old-fashioned virtues of respecting your neighbor's property and dignity. Although North Dakota normally conjures an image of a barren, snow-swept plain, the state is truly a land of four seasons, and Bismarck families enjoy outdoor recreational activities all year-round, especially camping, hunting and fishing.

A recently completed downtown mall, expanding shopping centers on the north and south edges of the city, more new houses under construction than people can ever remember, schools that remember the basics, clear clean air, blue skies and sunshine, going to church with the whole family . . . that's what Bismarck is all about. It's not the fast-paced metro machine that eats up your spirit as well as your sense of humor, and it's not the stereotyped small town with narrow streets and minds to match either. Rather, Bismarck is a modern, medium-sized city where cowboy boots and Brooks Brothers suits go together naturally . . . a city on the threshold of an economic boom, but unyielding in its hold on the virtues that have earned it a

reputation as a fine place to bring up a family.

Although Bismarck's skyline has added dramatic new shapes and strengths in the past few years, it is still dominated by the state capitol building, the "skyscraper of the prairies." Standing 19 stories high, the capitol puts Bismarck at the center of state government and adds a vitality and zest to the community spirit. People around the state look to Bismarck for what is happening, what is shaping their state's future.

Bismarck's Civic Center is a multipurpose building, capable of handling everything from a convention to a rock concert. The Civic Center is home for ice shows, the circus, rodeo, country-western shows, basketball, hockey and Lawrence Welk. There's air-conditioned seating for 8,000 people and parking for 1,100 cars next to the building. A total of seven meeting rooms will accommodate up to 600 people.

Ideal for all types of conventions, the Civic Center is used extensively by trade associations to present and showcase their products. The main floor will house 140 8' x 10' display booths.

Attractions appearing at the Civic Center are: numerous national, state and local trade shows, conventions and exhibits.

Top-notch national entertainment—John Denver, The Beach Boys, Lawrence Welk, The Statler Brothers, Barbara Mandrell, Cheap Trick, Dr. Hook, Van Halen, Stars of the Grand Ole Opry and Holiday on Ice.

The Bismarck Civic Center has been the host for many State A and B Men's Basketball tournaments and State A Wrestling tournament in its brief 10-year history.

Rodeos, sport shows, Shrine circuses.

Sales of all types with fairs and festivals have filled the events scheduled on a regular basis.

## Welcome to Jamestown

What a great view! In the beginning, you can see it. A city in the valley surrounded and protected by leafy green trees. The sight speaks of yesterday and today. Jamestown. You might get a great view from the top of any of the surrounding bluffs. But the view is more than mortar and foliage. To leave it with your sense of sight would put you at a loss.

For within the city there is a heartbeat. People. To view them is to understand Jamestown. These people are testimony to the fact that Jamestown has more than just a great view.

You are interested in Jamestown . . . and we are interested in you. We want to share with you our heartbeat . . . in Jamestown, North Dakota, USA.

We want to share with you our heartbeat . . . in Jamestown, North Dakota, USA.

### Jamestown, N.D.

Population: 16,281 (1980) Altitude: 1,400 (428m) Zip: 58401 Area Code: 701 Radio (KQDJ, 1400 kc., KSJB 600 kc., KSJM, FM 93, MBS and ABC.

Jamestown was founded by the Northern Pacific Railway in 1872 and was named after Jamestown, Virginia by a railroad official who was from that state.

The area was a favorite of the Indians, who hunted buffalo here. They forenamed the Pipestem Creek by using the clay from its banks for pipe purposes. The James River joins the Pipestem in the southwest corner of the city. The wooded banks of the James River form a series of beautiful parks, picnic and playgrounds, natural swimming pools and tourist campgrounds.

Settlers and businessmen in the wake of soldiers and the railroad workers established Jamestown as a transportation center guarded by Fort Seward. When farmers discovered they could pay for their rich land with two years' crops, the area developed as a prosperous diversified agricultural sector. The James River, known as the longest unnavigable river in the world, flows through the town.

North Dakota poses no more beautiful city to the tourist who wishes to spend only the night in one of its comfortable motels; to the man who wants a fine, clean progressive city in which to bring up his children; to the business or professional man who desires a location, Jamestown offers great opportunities.

Jamestown, the county seat of Stutsman County, the heart of a rich wheat and cattle farming region, is the commercial center for a large area and consequently boasts a wide range of shops and stores and offers a variety of facilities and recreation.



Jamestown Buffalo Statue

### What To See And Do

DR. ANNE CARLSEN SCHOOL. (Crippled Children's School) Nationally recognized as Top School of its kind. Seventh Avenue, NW. Tours available anytime year-round, nine-month school term.

NORTH DAKOTA STATE HOSPITAL. Southeast of city. National leader in mental health care. Tours available year-round.

FORT SEWARD HISTORIC SITE. Was once the location of a calvary post used primarily as a safeguard against Indians.

NORTHERN PRAIRIE WILDLIFE RESEARCH CENTER. A very interesting stop for those concerned with wildlife. The Bureau of Sport, Fisheries and Wildlife established the Northern Wildlife Research Center on I-94 E., Exit 61 near Jamestown in the summer of 1963. Work of the center focuses on improvement of relationship between agriculture and wildlife interests.

FRONTIER VILLAGE, I-94 and 281 S., southeast edge of town. Home of the World's Largest Buffalo, a 60-ton statue of

## Devils Lake

### History

The beginning of the city of Devils Lake dates back to 1882, when Lt. H.M. Creel, a graduate of West Point, resigned from the U.S. Army and settled—more correctly squatted—on the north shore of Devils Lake, which at the time extended as far north as near the present site of the Minnie H Elementary School.

Creel surveyed a townsite and called it Creelsburgh. Other settlers arrived about the same time, and the first house was built in 1882.

A Post Office was established on November 15, 1882. The name was changed to Creel City on February 28, 1883. Although the name was officially changed to Devils Lake on January 14, 1884, it had really been called that since the latter part of May,

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American Bison which serves as a reminder of the vast herds of buffalo that once roamed the surrounding plains. The village includes a pioneer building display recreating a typical early prairie town, an art display and live buffalo. (Melodrama performances during summer.) Open the last weekend of May through the first weekend in September. Daily 9:00 a.m.-9:00 p.m. Admission free.

1883, when the St. Paul, Minneapolis, and Manitoba Railway Company decided to establish its station on the lake at this point and changed the name to Devils Lake.

Lt. Creel sold the townsite land to a group of people from St. Paul, Minn.

On July 4, 1883, Creel City's 200 citizens greeted the first passenger train to pull into the city, and they also cheered the launching of the large steamboat built by Capt. E.E. Heerman on her maiden cruise across the lake to Fort Totten.

An influx of settlers arrived in Devils Lake after the United States Land Office was opened in July, 1883. A fire reduced the village's 20-odd frame buildings and nearby homes to charred ruins, but citizens rebuilt the burned portion.

Devils Lake was incorporated as a village in 1884, and as a city in 1887, with Honorable H. C. Hansborough as its first mayor.



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Minneapolis

## Minneapolis

### Facts

**Population:** Nearly half of Minnesota's population now lives in the seven-county Twin Cities metro area of approximately 2,000,000 people. The total population of metro Minneapolis (Hennepin County) is 937,450.

**Shopping:** The Nicollet Mall in downtown Minneapolis, a gently curving pedestrian walkway flanked by trees, flowers and fountains, is the heart of the city's exciting shopping scene. Lined by five major department stores and scores of specialty shops and boutiques, the mall is where the visiting shopper can find high fashions or functional designs in an exciting and interesting atmosphere. The city's QT Bus Service runs the entire length of the mall and past most of the downtown area's major hotels and motels to the Minneapolis Auditorium and Convention Center.

**Parks:** The Minneapolis Park System with its 4,100 acres of rolling woodland in 153 parks has been hailed as one of the finest in the United States. Together with the city's 22 sparkling lakes, Minneapolis offers a year-round lake and park system to meet the recreation and relaxation needs of its visitors and its active residents.

**Sports:** There are sports for spectators and participants in Minneapolis, all year long. There's major league baseball in spring and summer, pro football, Kicks soccer and hockey in the fall and winter. For the participants, there are 56 baseball diamonds, 181 softball fields, 210 tennis courts, 13 bathing beaches, 16 private and 5 municipal golf

courses. And there is fishing all year long, plus skiing, skating, hiking, picnicking, and a wide variety of other recreational activities.

**Highways and Freeways:** Minneapolis is nationally at the forefront in constructing modern, congestion-free highways and freeways while preserving valuable park lands and residential properties. The vast freeway network links downtown Minneapolis to all points, north, east, west and south.

**Industry:** Minneapolis is the premier industrial city of the Upper Midwest and is headquarters of the world's four largest milling companies. Minneapolis also is a major center for graphic arts, electronics and instruments. It is a major transportation center and distribution point for the Upper Midwest. Other major industries include machinery and metal fabricating, textiles and apparel and computers.

**Climate:** Minneapolis offers a wide range of stimulating weather as shown in these average monthly temperatures: January, 14 degrees; February, 17; March, 30; April, 46; May, 58; June, 68; July, 73; August, 71; September, 62; October, 50; November, 33; and December, 20. Mean annual temperature is 45.1 degrees. Average annual rainfall is 24.71 inches. Annual relative humidity is 58 percent.

### Points of Interest downtown

**Hennepin Avenue**—The entertainment "strip" of downtown with theaters, bars, entertainment, restaurants and plenty of

action.

**Minneapolis Public Library**—Includes Planetarium and Time and Space Gallery, the Athenaeum of historical books, science museum, art department, music department and special book loans for visitors.

**Minneapolis Convention & Tourism Commission**—Complete information on "where to go and what to see" in the City of Lakes. Open 8 a.m. to 4:30 p.m., Monday through Friday. 15 South 5th Street, Minneapolis, Minn. 55402. For convention information, call (612) 348-4313. For tourism information, call (612) 348-4330.

**Nicollet Mall**—Nation's longest downtown pedestrian stroll-way flanked by trees, flowers, benches and fountains—the heart of the shopping district. Perfect for a leisure walk in summer and holiday spectacle of lights during the winter months.

**Upper St. Anthony Lock & Dam**—See historic St. Anthony Falls, where Minneapolis was founded and which supplied power for early lumber and flour mills. Tour the Federal Lock & Dam, start of navigation of Mississippi River.

**Minneapolis City Hall/Hennepin County Government Center**—A dramatic architectural contrast between stately City Hall with a clock larger than "Big Ben" in London and the new, modernist home of County Government.

**Foshay Tower**—A Minneapolis landmark designed after the Washington Monument.

**I.D.S. Center**—Fifty-seven-story home of Investors Diversified Services with observation deck open seven days a week on 51st floor. Star attraction is the Crystal Court with 120-foot ceiling topped by see-through pyramids and overhanging restaurants.

**Orchestra Hall**—Exciting new downtown Minneapolis home of the world-famous Minnesota Orchestra, ranked among the finest concert orchestras in the nation.

**Walker Art Center**—One of the finest art galleries offering an extensive collection of contemporary art.

**Guthrie Theater**—World-famous repertory theater built by Sir Tyrone Guthrie.

**Loring Park**—The lake and park in downtown Minneapolis ideal for strolling and relaxing amid greenery, water and a host of swans and ducks.

**Minneapolis Institute of Arts**—A newly expanded museum with paintings and sculptures considered among the finest in the world.

**Hennepin County Historical Society**—Elegant mansion displaying items from the early settlers of Hennepin County (Minneapolis).

## CASPER, WYOMING . . . GROWTH AND ENERGY

The history of Casper reads not unlike the other western cities that grew from a calvary post to a cow town to an urban center. The city has its share of memorable characters and heroes like "No nose Lou Polk," who lost her nose when her disgruntled boyfriend, Dogae Lee, cut it off; the Wyoming pygmies, who have been found throughout the Casper and Alcova areas and who measure less than 40 inches in height; and Lt. Caspar Collins, a member of the 115th Ohio Cavalry who was killed aiding a fellow soldier during an Indian attack . . . and for whom this city is named. Casper's history contains references to the old Henning Hotel where, in the 1920s, oil properties worth millions of dollars were bought and sold on a handshake, and the old "sandbar" where cold cash bought more than a handshake from a wanton woman.

The oil industry was the catalyst for growth in the '20s and every decade thereafter. The 66 pages on oil in the Yellow Pages of Ma Bell's telephone directory attest to the oil and mineral industry ties to this city located in central Wyoming between the North Platte River and Casper Mountain. Today, the energy economy is complemented by a two-year college with 1,397 full-time students and 2,493 part-time students; a hospital with statewide circulation plus a biweekly publication; a 50,000-watt radio station, two FM and two AM radio stations; two TV stations; nine banks—two of which are the largest financial institutions in the state. Three convention facilities and 35 motels make Casper a meeting center, and three major and three commuter airlines operate through a new air terminal, making our city the center of air activity in the state. An 834,000-square-foot regional mall and the 10,000-seat Cas-

per Events Center, both under construction, will add further to the diversification of the area's economy as Casper becomes an entertainment and shopping center.

The urban area surrounding Casper grew from 51,000 in 1970 to over 71,000 hearty souls counted in the 1980 census. Growth required new facilities and services, and the city and county governments have met those needs and paid cash as they went—one penny at a time.

An optional 1 cent on the dollar tax can be approved by the electorate in the county for a two-year period. Since the first election in 1974, \$40,766, 129 in shiny pennies have been collected and spent for capital improvements in Casper and other communities in the county. The new 185-passenger concourse and two jetway loading bridges at Natrona County International Airport are examples of how the dollars are spent. The air terminal itself, dedicated in June of 1980, is still other evidence of how the government facilities have been improved. The pride of the community is first reflected at the terminal for air travelers, but as you move about the city, you will see a city office building, a Hall of Justice, new fire stations, a five-story parking ramp at the Natrona County Memorial Hospital, numerous recreation facilities in city parks and the 10,000-seat Casper Events Center. New streets and traffic lights are attempting to move traffic like the good ole days in 1970 when there were 44,795 vehicles registered in the county. In 1980, there were 90,675 vehicles to move about on those same city streets and county roads. A not-so-visible but nevertheless a necessity for growing cities are the water and sewer treatment and transportation facilities that were also provided. ↗



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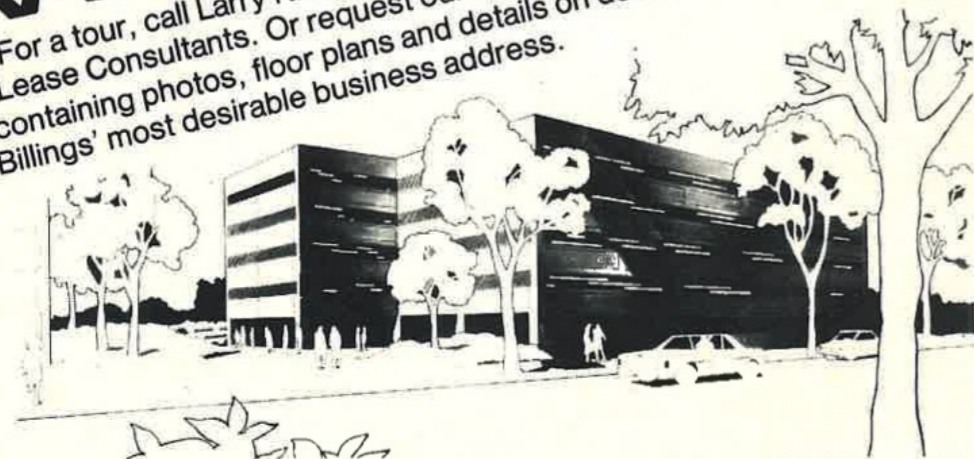
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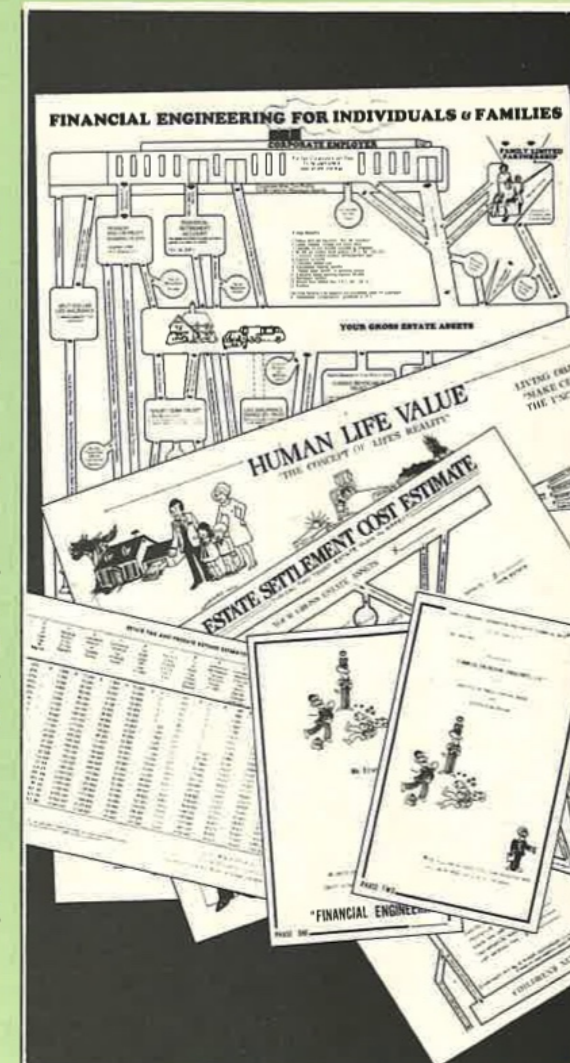
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*Sea World specializes in producing creative, entertaining skills using animal performers in starring roles.*

# SEA WORLD SHOWCASES

*Wonders of the Ocean*

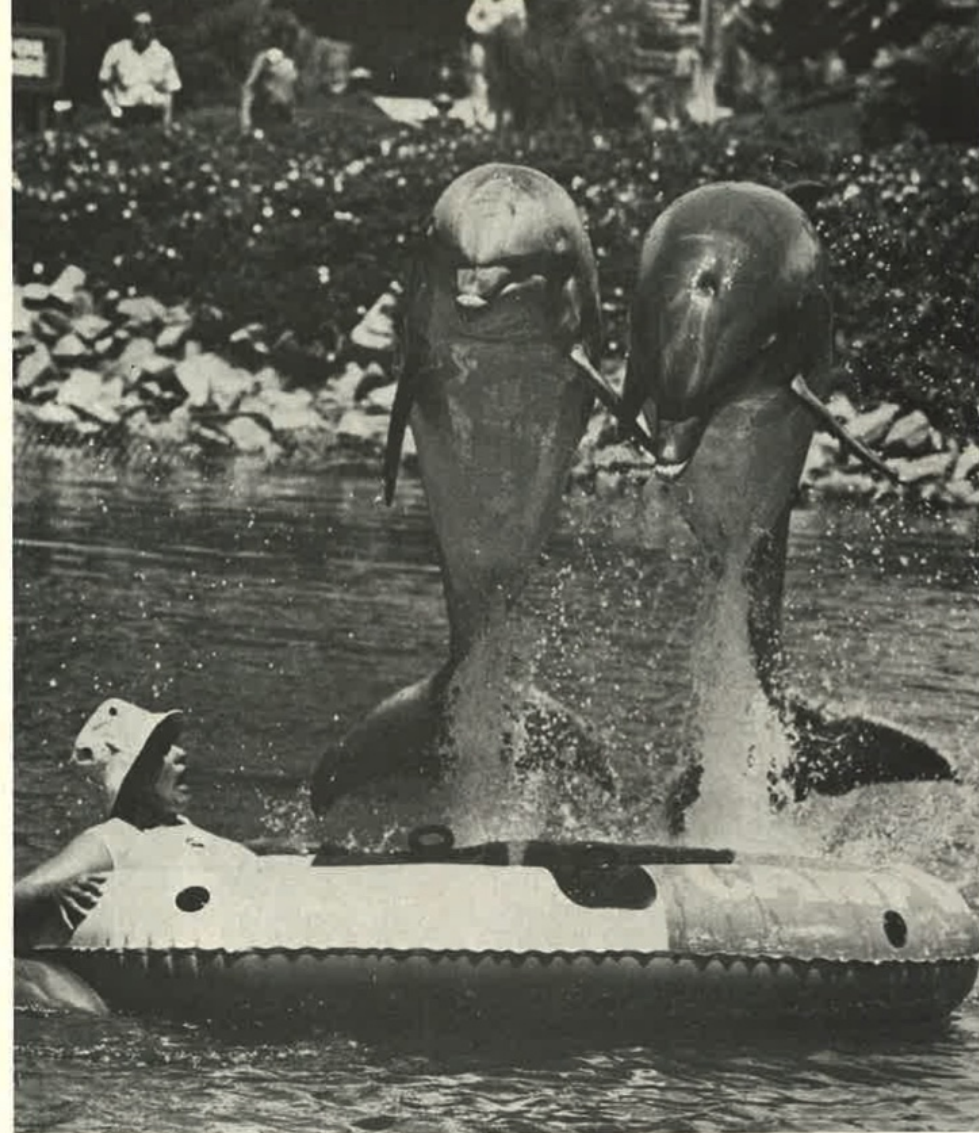
The sleek black-and-white killer whale dives to the bottom of his 620,000-gallon show pool at Sea World of San Diego and emerges in a great leap, bringing his entire body out of the water. This feat is spectacular in itself, but what makes it even more amazing is that a trainer is riding on the animal's back.

"This is Shamu," one of six exciting shows at Sea World, highlights the grace, beauty and intelligence of the killer whale. Here, the audience gains an intimate look into the working relationship developed between trainer and animal.

At Sea World, the training program begins with daily play sessions, so trainer and animal can become accustomed to one another. From there, the trainer conditions the animal to perform naturally in connection with a bridging signal, usually a dog whistle or a clicker.

To encourage complex behaviors, the trainer first rewards the animal for a natural movement that approximates the desired trained behavior. Reinforcement is

*Sea World of San Diego has been called the best planned, best stocked oceanarium in the United States.*



*Behavior of the animal actors at Sea World is carefully conditioned using positive reinforcement, including food, toys and lots of love.*

always positive and may include petting, toys, social time with other animals or food. Within two to three years, a killer whale will have developed the repertoire of 30 to 50 behaviors required to perform the Shamu show.

Behind every Sea World production is an offstage team of talented producers, writers, designers and audio technicians. Producing a show for marine animal stars has its own unique considerations. The scriptwriter must be aware of the animals' capabilities; costume and set designers are challenged by salt water and the natural elements. Each show has an original score composed and arranged to coordinate with the timing of the animals' behaviors.

Sea World's shows are designed to educate and entertain. Visitors to the 100-acre marine park located on San Diego's beautiful Mission Bay can spend an entire day enjoying as well as learning about killer whales, dolphins, sea lions, otters, walrus, beluga and pilot whales, and many more interesting animals from the world's oceans.

Sea World's bayside lagoon has been

transformed into a summer camp inhabited by a group of incorrigible bottle-nosed dolphins who enjoy playing pranks on their unsuspecting camp director. The day at "Camp Lotsawadda" includes friendly gymnastic competition as the dolphins execute incredible high jumps, tail walks, and backward and forward flips.

A walrus portrays an eccentric millionaire who disappears in the "Spooky Kooky Castle" Coca-Cola Seal and Otter Show. During this crazy tale of haunted houses, sea lions Clyde and Seamore search through secret passages and bats in the belfry for their uncle's hidden will. What they find in the end creates a surprise finish that no one should miss.

Belinda the beluga (white) whale comes all the way from icy Arctic waters to star in "Once Upon a Maritime." A lovely Sea Maid and Max the sea lion team up with Belinda in this underwater ballet.

Rounding out Sea World's show schedule are two presentations without animal stars. Nearly 12,000 gallons of water dance to computer-run music and lights in a variety of themed compositions in the Sparkletts Water Fantasy.

Scenic Fuji-Japanese Village is the setting for the re-creation of an ancient profession which has almost become a lost art in Japan—pearl diving. Without the use of weights or artificial breathing apparatus, authentically costumed ama girls dive for pearl-bearing oysters in a 16-foot-deep saltwater pool.

During its 18 years, Sea World of San Diego has regularly been recognized as a top marine life attraction. The original of four Sea World parks—others are in Cleveland, Orlando and Long Key, Fla.—the San Diego park has been called by *Time* magazine the "... best planned, best stocked..." oceanarium in the United States.

Acclaim has come from other sources, including SRI International (formerly the Stanford Research Institute). During four recent SRI ratings, Sea World of San Diego was ranked the No. 2 family attraction in California, second only to Disneyland. The latest SRI survey called Sea World "the world standard for marine show parks..."



# "SENATOR ROGERS, call your mommie."



by Robert C. Diefenbach

More and more people are carrying those "beeper" things these days. It used to be that only doctors, undertakers and other big income types carried them. Today the beeper belongs to the masses. Salespersons, deliverypersons, typewriter repairpersons and even prostipersons are toting them.

You can hardly go anywhere without hearing a beeper beep. When one goes off, every beeper bearer within earshot reacts as if the noise is coming from his. The confusion can be impressive. When a beeper sounds off in a bank, a half-dozen customers are likely to make fast-draw moves for their belts or purses. Tellers have been known to dive for cover.

Some nuts even enjoy creating these scenes. One I know likes to break up half the lunchtime conversations in a busy restaurant by surreptitiously whistling a loud, perfect beeping imitation. He likes the effect of napkins flying as people all around the room slap little radio receivers against their ears.

If you own one of those multiband radio receivers that are meant to let you listen in on police, aviation and all sorts of other exciting communications, you can eavesdrop on the beeper messages. Someone carrying one of the gadgets hears only those messages addressed to him. But by tuning in the beeper service's transmitter, you can hear all of the messages, one after the other, as they are broadcast.

Most of the messages are pretty dull.

But some can be pretty intriguing, like the lady I heard yesterday: "My God, Harry. I'm pregnant. Call me at the church office."

When you call someone's beeper, you have only a few seconds to spit out what you want to say before the telephone line goes dead. The need for the message-giver to choose only a few words and the fact that the message-getter cannot answer are what makes beeper-eavesdropping entertaining. Here, with names deleted or changed, are a few recent eavesdroppings.

"Mr. Jones, the sheriff is here with some papers for you. Please call the off. . ."

"Pick up the kangaroo, Charles. They don't want it."

"That was dumb, Jerry. Dumb, dumb, dumb, dumb, dumb, dumb, dum. . ."

"Senator Rogers, this is Gloria. Please call your mommie."

"Don't take the plane, Mr. Haskins. Don't take the plane. Don't take the pl. . ."

"This is Linda. Mr. Peters says you're fired."

"Hank, you go to hell!"

(Little girl's voice.) "Daddy, Billie wet himself again."

"Dr. Green, return to the hospital. Twenty-four in, twenty-three out! Return to the. . ."

"The wine goes to Saint Timothy's, the vodka goes to Tim's Bar. The wine goes to Saint Ti. . ."

"Agnes, call home. Percy got in the washing machine again. Call home."

Some callers don't seem to realize, or care, that anyone with a \$39 radio can listen in on personal messages like these I've overheard.

"Happy birthday, lover. You're not getting older, you're getting bet. . ."

(Woman's voice.) "He's left. Come on over."

"Jane? If you can hear me, believe me, I'll never do that again. Please call me at th. . ."

"I saw you there, you (expletive deleted). Don't try to come here tonight, you da. . ."

(Man's voice.) "She's left. Come on over."

Personally, I wouldn't carry a beeper if they paid me. I think too much of my assertive male image to have all the guys around the poker table here: "Rob, call home. The kids glued your other toupee on Bowser, and he's hiding under the ca. . ."

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Golf democratically humbles everyone; the mighty and the not so mighty, even U.S. presidents. The duffer constituency, proven to be one of the largest in America, will be relieved to know that the men in the White House, who sometimes determined the course of history, had difficulty in keeping their golf balls on course and their scorecards classified. It did not take too much espionage to penetrate their golfing secrets.

Gerald Ford, the 38th president, parades his rather cautious and somewhat mechanical swing in front of millions of viewers. While in office, Ford, like most all of the golfing presidents, coveted privacy on the links. Even President Howard Taft's single security guard respectfully kept his distance around the greens. Perhaps it was self-preservation. Taft was an awful putter.

Getting on golf courses in the past to watch the presidents play was nearly impossible. After all, the chief executives went to the golf course to escape the terrible burden of the office and inquisitive reporters. Although just a few intimates were allowed to be the playing partners of presidents, news of their golfing ability leaked out. President Warren Harding's golfing activities were written about in the *Literary Digest*. Sources for this kind of information at that time probably included the same list of informants as today: the club members, greenskeepers, caddies, etc. For example, Lee Elder's caddy carried President Ford's bag in a Pro-Am at the Congressional golf course, and served as such an informant. He freely talked about the president's golf game, his fee, which was \$25 in crisp, new bills for nine holes, and his invitation to Elder to the White House after the round.

There has been a long line of golfing presidents. President William McKinley tried golf. He was no great lover of exercise, and after three or four rounds, packed it in. Teddy Roosevelt also tried it and thought golf was "a sissy game." It was too tame for his incurably boyish and bellicose personality; he preferred boxing instead. It was obvious that when he adopted as his pet proverb "Speak softly and carry a big stick," it was not the driver he was referring to. Roosevelt went so far as to warn his successor Taft that if he continued playing golf he might lose the presidential election in 1908.

Taft ignored this advice and continued playing throughout his campaign for the presidency. Part of his affinity to the game was the exercise it provided his 332-pound frame. He had to adopt a golf swing accordingly. Describing his game as "bumble-puppy golf," he managed an

## GOLFING PRESIDENTS by Peter Sgroi

accurate short game after his limited but straight fairway play. This combination got him mostly in the 90s and once as low as 88.

While the scholarly Woodrow Wilson was campaigning to keep America out of war, in 1917, he found it difficult to keep his golf ball out of the woods at the three golf courses he normally played near Washington. Wilson was a terrific slicer, usually shooting over 100.

It was on the golf course that Wilson was brought the news that the Lusitania had been torpedoed by the Germans.

Warren Harding did not like to play safe on the golf course. He liked risking it over water hazards and was able to score in the 90s and sometimes lower. Calvin Coolidge made an attempt at playing the game, but his parsimonious personality found the equipment used to play too costly.

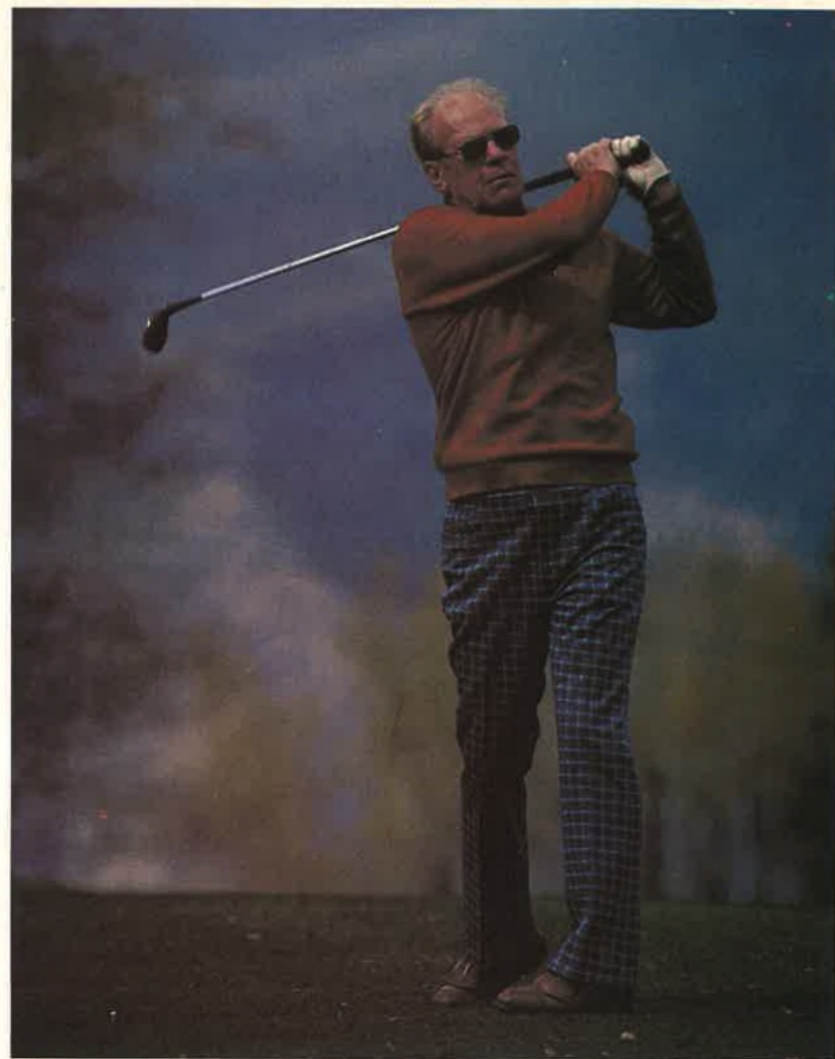
Dwight Eisenhower's quest for break-

ing 90 while a resident at 1600 Pennsylvania Avenue set off the gossip mill claiming this compulsion might be interfering with his official business. He loved to hit chip shots on the White House lawn, although his swing was limited because of a knee injury acquired playing West Point football. Nevertheless, he scored in the 90s with an occasional score in the high 80s.

John F. Kennedy, despite his back-ache, loved the game. Benjamin Bradlee, executive editor of the *Washington Post*, was a golfing companion of the handsome president. He gives us clues as to what his game was like: "Kennedy is fun to play golf with. With his opponent comfortably home in two and facing a tough approach, he might say 'no profile needed here, just courage,' a self-deprecating reference to his book, *Profiles in Courage*."

Richard Nixon's golf game still remains a secret, although we do know he had the

(continued)



Vail photo by Bruce Benedict

Gerald Ford was probably the most visible golfing president.



Dwight D. Eisenhower was a dedicated and energetic golfer.

## GOLFING PRESIDENTS

(continued)

Presidential seal put on his golf balls and his golf cart sported the word "President."

The newest president is also an occasional golfer. We have clues as to his ability from comedian Bob Hope, who claims that he played golf with Ronald Reagan, and that "he broke 100 and that's not bad for a man on horseback."



William Howard Taft, our largest president, described his game as "bumble-puppy golf," but was a decent player.

Library of Congress



President Warren G. Harding, as a golfer, never played a conservative game. He risked water hazards and usually managed a score in the 90s.



Woodrow Wilson was a terrible slicer who usually shot over 100.

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Most corporations are started with little or no capital, and with only one employee—the owner.

A business revolution has occurred in recent years. Nearly half a million people have already been helped in forming small corporations with the aid of a remarkable book. It's called: *How To Form Your Own Corporation Without A Lawyer For Under \$50* by Ted Nicholas. It's now in its fully revised and updated 12th edition. And now you can get your own personal copy to examine—without risk—to learn how a corporation applies to you and how you can reap maximum benefits.

Most men and women who have used the incorporation system outlined in the book are simple one-person business operations. These businesses were often started on a part-time basis by people right in their own homes. You'll save from \$300 to over \$2,000 in unnecessary legal fees by the do-it-yourself simplified method. Tear-out forms are right in the book; certificate of incorporation, minutes, by-laws, everything you need. And you can complete the forms in less than five minutes!

You too can start your small business corporation in your spare time while you keep your present job. Another possibility is that you may be able to turn your present job into a corporation of your own. And you'll be shown exactly how to do this.

Your own corporation gives you personal protection. Your personal liability will be limited just to what you put in the corporation itself. Your home, furniture, cars, and personal cash are all protected in the event of any business disaster.

You'll see how to begin with little or no capital—zero capital, if you prefer.

All you need is a marketable idea, product or service. Then your potential for building

real wealth is enormous. Ted Nicholas' remarkable book will help trigger many new ideas.

Your own corporation can be used as a personal tool to gain all types of legitimate tax deductions. It will become *the ultimate tax shelter* for you. For example, a new car purchase or lease is tax deductible over the life of the car. So are gasoline expenses and repairs. The same goes for other equipment used in your business. There are *hundreds* of legal tax deductions.

If you have an office at home, you can pay rent to yourself and get tax deductions for doing so.

You may choose to set up a lucrative pension and profit-sharing plan with yourself as the main beneficiary. You can gain far greater benefits than unincorporated people do.

As an owner of a corporation, you'll have plenty of company. Over 30,000 new ones are formed each and every month. Ninety-eight per cent of them are small businesses, often just one individual working from home.

We live in a land wherein the corporation is king. Even the government recognizes this. To encourage small business expansion, the tax on small corporations was recently *reduced* to only 17% of up to the first \$25,000 in income. And this is *after* all the tax deductions have been taken.

As attractive as it is, incorporation is not for everyone and may not be for you. However, the book will help you decide if it would be advantageous for you now or perhaps later. All the advantages and disadvantages are reviewed. If you decide to incorporate, it can be done by mail within 48 hours. You never have to leave the privacy of your home.

The author started his business without any

#### Reader and Reviewer Comments about this remarkable book:

"Would have been deterred from incorporating if we had to use normal routes and expenses."

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Rochester, NY

"This book succeeds . . . because it fills a real need. Brought public information that previously had to be bought from an attorney."

Publisher's Weekly  
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Impressed by speed, efficiency and cost."

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Roger Beardwood  
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France

capital at the age of 22. Without credit or experience, he raised \$96,000 to begin a confectionary business. From that starting point grew a chain of 30 stores. At the age of 29, he was selected as one of the outstanding businessmen in the nation. This resulted in an invitation to the White House to meet the President.

He wrote the book *How To Form Your Own Corporation Without A Lawyer For Under \$50* because he felt many more people could become corporate presidents of their own companies. The book has become the largest single source of new corporations in America.

Just picture yourself president of your own corporation. The book gives you the information you need to make your decision.

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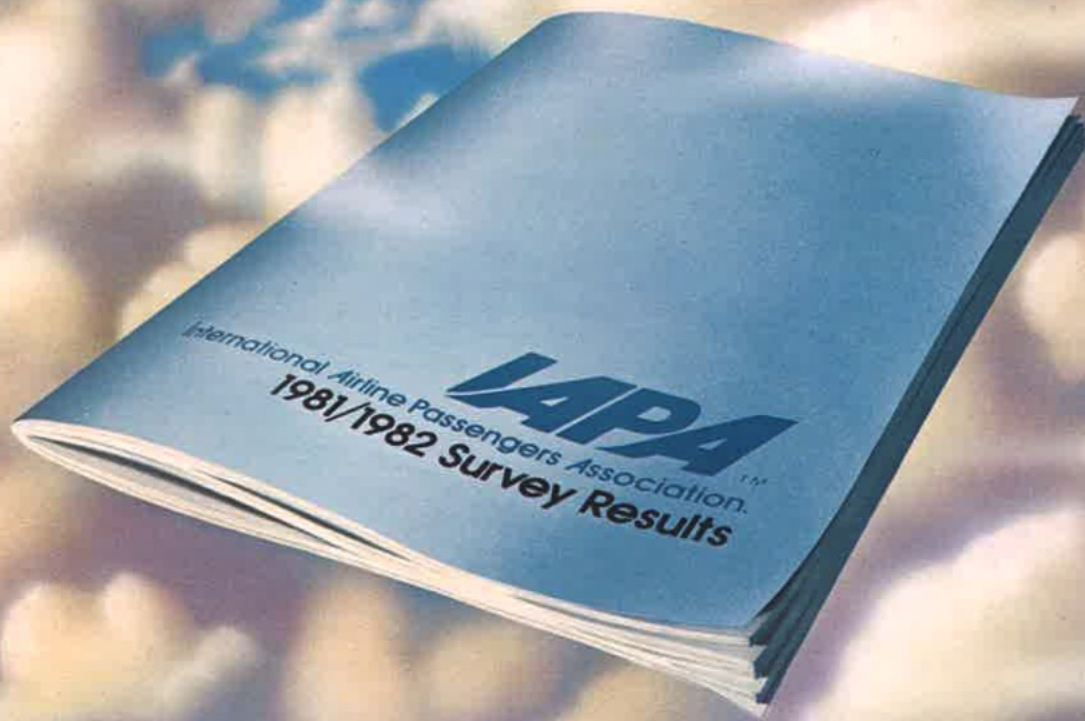
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