

Annals of
WYOMING

The Wyoming History Journal

Autumn 2003

Vol. 75, No. 4



The Cover Art

“Air Mail Service Station, Cheyenne, Wyoming”

Postcard from the collections of the American Heritage Center, University of Wyoming

This postcard illustrates the linking of the nation through the U.S. Air Mail Service. The first air mail service began in May 1918 with flights between New York and Washington, D.C. During the next two years the service moved slowly west and on September 8, 1920, the country celebrated the beginning of the transcontinental air mail service. On that day, planes flying east and west landed in Cheyenne, one of the main stops along the route. Flying east out of Cheyenne, the De Haviland Four biplanes landed in North Platte, Nebraska, on to Omaha, eventually to New York. Flying west, the planes stopped in Rock Springs to refuel, next to Salt Lake City, and ended their flights in San Francisco. According to a newspaper report of the time published in the Casper Daily Tribune, “the transcontinental daily air mail is the most difficult flying project yet undertaken. It involves daily operation over a route nearly 3,000 miles long with flying frequently under most trying conditions.” The account also discussed the weather, an important consideration for the pilots flying the biplanes, and stated “the greatest difficulty in this respect . . . will be encountered by westbound planes between Cheyenne and Laramie.” Of course, it was the wind which provided the greatest obstacle. Because of the air mail service, Cheyenne became an important stop on the transcontinental

Information for Contributors:

The editor of *Annals of Wyoming* welcomes manuscripts and photographs on every aspect of the history of Wyoming and the West. Appropriate for submission are unpublished, research-based articles which provide new information or which offer new interpretations of historical events. First-person accounts based on personal experience or recollections of events will be considered for use in the “Wyoming Memories” section. Historic photo essays for possible publication in “Wyoming Memories” also are welcome. Articles are reviewed and referred by members of the journal’s Editorial Advisory Board and others. Decisions regarding publication are made by the editor. Manuscripts (along with suggestions for illustrations or photographs) should be submitted on computer diskettes in a format created by one of the widely-used word processing programs along with two printed copies. Submissions and queries should be addressed to: **Editor, *Annals of Wyoming*, Dept. 3924, 1000 E. University Avenue, Laramie WY 82071, or to the editor by e-mail at the following address: rewig@uwo.edu**

Editor
Rick Ewig

Guest Editor
John R. Waggener

Assistant Editors
Sarah Bohl
Annie Proulx

Book Review Editor
Carl Hallberg

Editorial Advisory Board
Katherine Curtiss, Sheridan
Dudley Gardner, Rock Springs
Sally F. Griffith, Lusk/Havertown, Pa.
Don Hodgson, Torrington
Loren Jost, Riverton
James R. Laird, Wapiti
Mark Miller, Laramie
Mark Nelson, Green River

Wyoming State Historical Society Publications Committee
Barbara Bogart, Evanston
Rick Ewig, Laramie
Linda Fabian, Wheatland
Rowene Giarrizzo, Powell
Carl Hallberg, Cheyenne
Phil Roberts, Laramie (ex-officio)
James VanScoyk, Star Valley
Rose Wagner, Cheyenne (ex-officio)

Wyoming State Historical Society Executive Committee
Linda Fabian, President, Platte County
Dave Taylor, 1st Vice Pres., Natrona Co.
Art Kidwell, 2nd Vice Pres., Park Co.
Cindy Brown, Secretary, Laramie County
James Van Scoyk, Treasurer, Star Valley
Laura Lake, Natrona County
Clara Varner, Weston County
John R. Waggener, Albany County
Marge Wilder, Park County
Judy West, Membership Coordinator

Governor of Wyoming
David Freudenthal

Wyoming Dept. of State Parks and Cultural Resources
Phil Noble, Director
Cultural Resources Division
Wendy Bredehoft, Administrator

Wyoming Parks & Cultural Resources Commission
Carolyn Buff, Casper
William Vines, Wheatland
Herb French, Newcastle
Ernest C. Over, Pavillion
Diann Reese, Lyman
Alexandra Service, Thermopolis
Emerson W. Scott, Jr., Buffalo
Vern Vivion, Rawlins
Jerrilynn Wall, Evanston

University of Wyoming
Philip Dubois, President
Oliver Walter, Dean, College of Arts and Sciences
Kristine Utterback, Chair, Dept. of History

Annals of WYOMING

The Wyoming History Journal
Autumn 2003 Vol. 75, No. 4

Contents

Linking Wyoming to the Nation:

Wyoming's Transportation History

By John R. Waggener..... 2

Flight 409: Tragedy on Medicine Bow Peak

By Mel Duncan..... 3

The United Airlines Stewardess School in Cheyenne, Wyoming

By Michael Kassel..... 11

Putting Wyoming On the Map: The Story of the Official Wyoming Highway Map

By John R. Waggener..... 19

A Room for the Night: Evolution of Roadside Lodging in Wyoming

By Heyward D. Schrock 31

Index.....

Annals of Wyoming: The Wyoming History Journal is published quarterly by the Wyoming State Historical Society in association with the Wyoming Department of State Parks and Cultural Resources, the American Heritage Center, and the Department of History, University of Wyoming. The journal was previously published as the *Quarterly Bulletin* (1923-1925), *Annals of Wyoming* (1925-1993), *Wyoming Annals* (1993-1995) and *Wyoming History Journal* (1995-1996). The *Annals* has been the official publication of the Wyoming State Historical Society since 1953 and is distributed as a benefit of membership to all society members. Membership dues are: single, \$20; joint, \$30; student (under 21), \$15; institutional, \$40; contributing, \$100-249; sustaining, \$250-499; patron, \$500-999; donor, \$1,000+. To join, contact your local chapter or write to the address below. Articles in *Annals of Wyoming* are abstracted in *Historical Abstracts* and *America: History and Life*.

Inquiries about membership, mailing, distribution, reprints and back issues should be addressed to Judy West, Coordinator, Wyoming State Historical Society, PMB# 184, 1740H Dell Range Blvd., Cheyenne WY 82009-4945. Editorial correspondence should be addressed to the editorial office of *Annals of Wyoming*, American Heritage Center, Dept. 3924, 1000 E. University Avenue, Laramie WY 82071.

Our e-mail address is: rewig@uwyo.edu
Cheyenne

Printed by Pioneer Printing,

Graphic Design: Vicki Schuster

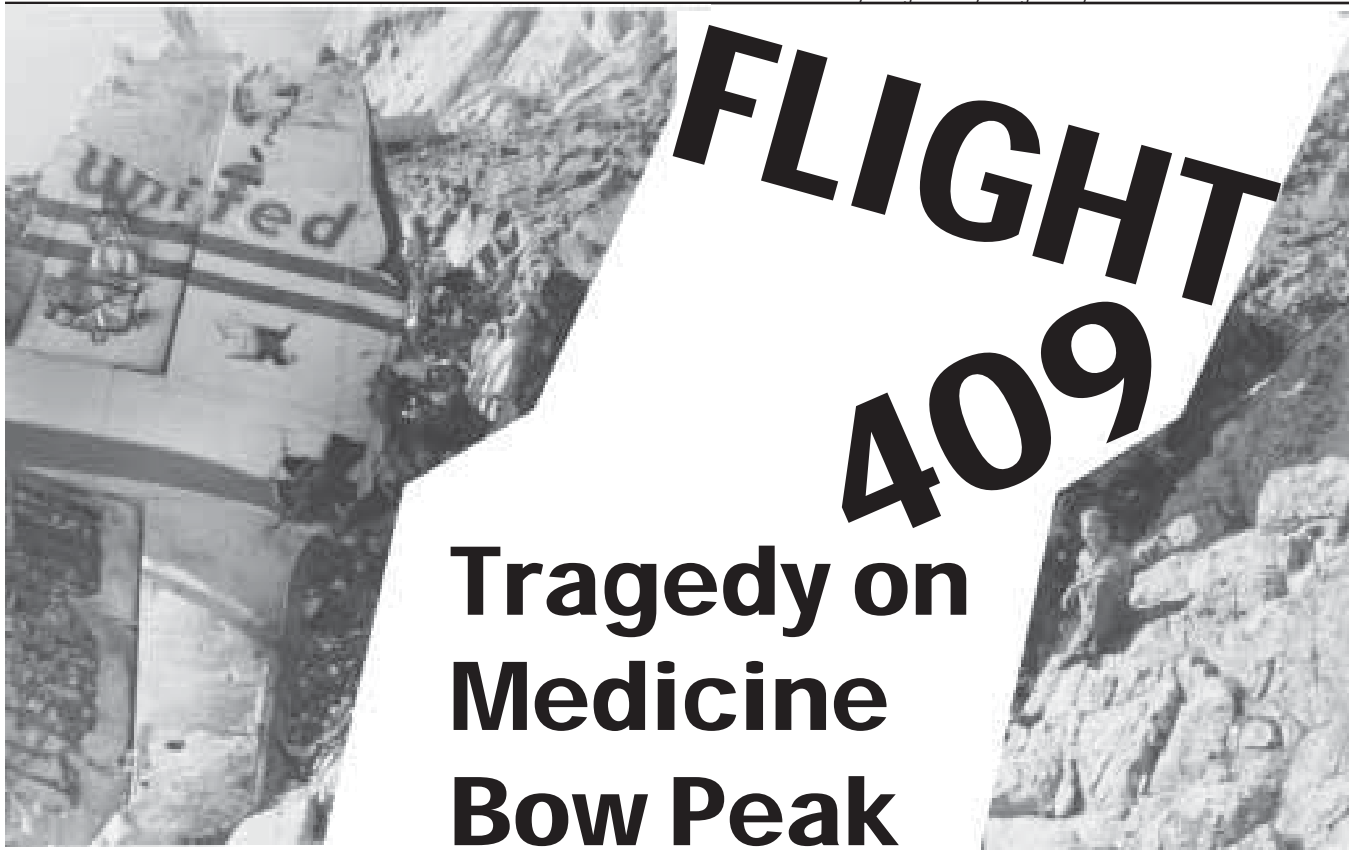
Wyoming's Transportation

John R. Waggener, Guest Editor

When I was a boy growing up in Green River, one of my biggest thrills was hearing Dad yell out to us kids in the sandbox, saying, "Kids, let's go to Little America and get an ice cream cone." With Mom and Dad up front and we kids in the back, the 1969 Ford Galaxy 500 was off-rolling west down I-80. Though I have to thank Mom and Dad for treating me to those wonderful ten-cent cones, I also have to thank Mr. S.M. Covey for making them available. He saw an opportunity in Wyoming. He saw an opportunity centered on transportation, and he constructed his fine roadside stop (complete with an ice cream machine) to serve the needs of travelers going east or west on the nation's great corridor, US 30. Transportation has always been a rich component to the history of Wyoming. A physiographic feature known as the Wyoming Basin allowed much of this history to happen. Southern Wyoming acted, and still acts, as a corridor for moving people, goods, and services across this nation. The fact that Wyoming is a corridor makes it one of the most vitally important states linking the west to the east – something Lewis and Clark attempted to do two hundred years ago. But saying Wyoming is just a corridor does not tell the whole story. In this special edition of *Annals of Wyoming*, "Linking Wyoming to the Nation," four articles have been selected to share some of Wyoming's other fascinating stories about transportation. Mel Duncan, in his article, "Flight 409: Tragedy on Medicine Bow Peak," tells the reader this airline crash was the nation's worst airline crash to that date. He describes how the crash was pivotal to the eventual overhaul of the nation's air traffic control system. When reading Michael Kassel's article, "The United Airlines Stewardess School in Cheyenne, Wyoming," the reader will discover United Airlines was the first airline in the world to have trained female flight attendants on its aircraft and that those first eight stewardesses and literally thousands of others were trained in Cheyenne. Even peripheral transportation-related things, like Wyoming's official road map, have made a national impact. In my article, "Putting Wyoming on the Map: The Story of the Official Wyoming Map," you will learn why Oregon dubbed Wyoming's map the "king of them all." Finally, Heyward Schrock will allow the reader a place to spend the night, when he describes the development of lodging in "A Room for the Night: Evolution of Roadside Lodging in Wyoming." When viewing the "Wyoming Picture," featured on the back page, you will discover that the electric garage door opener, something most Americans take for granted today, was invented in Wyoming in 1918. As guest-editor of this edition, I hope you find these articles beneficial to your understanding of Wyoming's transportation history. I also hope this issue rekindles memories for you like it did for me. Enjoy Wyoming's rich transportation heritage!



A harness shop served as the backdrop for this 1908 photo of the Thomas Flyer horseless carriage as it stopped at Lovejoys Garage in downtown Laramie before it headed back out on the road. The eventual winner of the New York to Paris Road Race, the Thomas Flyer completed the round-the-world race in 169 days proving the automobile could and would replace the horse. Elmer Lovejoy Collection, American Heritage Center, University of Wyoming.



By Mel Duncan

The aircraft was demolished on impact. This was the worst accident to that time in the history of commercial aviation in the United States.

On October 6, 1955, a United Airlines DC-4 crashed into Medicine Bow Peak, killing all 66 people on board.¹ The aircraft was demolished on impact. This was the worst accident to that time in the history of commercial aviation in the United States.

Flight 409 originated at New York's Idlewild Airport at 7:10 p.m., on October 5, 1955. Its destination was San Francisco, California, with intermediate stops scheduled for Chicago, Omaha, Denver, and Salt Lake City. Delayed by weather, the flight arrived in Denver on Thursday, October 6, at 5:51 a.m., one hour, eleven minutes late. A routine crew change was made and the new crew consisting of Capt. Clinton C. Cooke, Jr., First Officer Ralph D. Salisbury, Jr., and Stewardess Patricia D. Shuttleworth took over the flight duties. Cooke and Salisbury were making the trip together for the first time. The company dispatcher briefed Cooke on the en route weather.

Cooke was well acquainted with the route, having flown it forty-five times in the previous year. He was thirty-five years old and had accumulated 9,807 flying hours, making him one of the airline's most experienced pilots. Salisbury was thirty-three years old and the father of two. He had worked for the company since 1952 and had accumulated 2,418 flying hours. Salisbury was a promising young pilot who held a degree in aeronautical engineering and was devoted to the many aspects of aviation.

The aircraft was refueled to a total of one thousand gallons of fuel, bringing its takeoff weight to 64,147 pounds. The maximum allowable weight for the DC-4 was

¹Information from this article comes from the "United Airlines Flight 409 Crash Collection," Acc. 10494, American Heritage Center, University of Wyoming (3 boxes) and from subject file, "Aircraft Accidents - Wyoming - Medicine Bow Peak," which is held at the American Heritage Center, University of Wyoming, and from references cited in the booklet, "Flight 409" copyrighted in 1996, revised 2002, by Mel Duncan, Cheyenne, Wyoming.

64,800 pounds.

The flight left Denver's Stapleton Field on the morning of October 6, bound for Salt Lake City. Cooke called the company dispatcher and reported his takeoff time as 6:33 a.m., now one hour and twenty-three minutes late. These were the last words the world would hear from flight 409. Carrying sixty-three passengers and three crewmembers, only one seat had remained unfilled. Two of the passengers were infants. Less than one hour later, flight 409 made history.

The flight was scheduled to fly north from Denver, over Laramie, then make an almost 90-degree turn at the Rock River radio beacon to continue west to Salt Lake City. Flight 409 failed to report passing Rock Springs at the scheduled time of 8:11 a.m. A routine radio search was initiated with negative results. The Civil Aeronautics Agency was notified of the missing aircraft at 10 a.m., on the morning of October 6.

At that time there was no radar coverage to mark the time and place of disappearance. In the event of suspected crashes, initial air searches were normally conducted along the planned flight path. The search was initiated along this route.

The flight had been cleared from Denver to Salt Lake City via Victor 4 to Laramie, V-118 to Rock Springs, V-6 to Fort Bridger, and V-32 to Salt Lake City. The company operating rules stated that pilots would follow these air routes even under visual conditions. The operating manual further stated that for unpressurized aircraft, "Flight will normally be conducted at levels not to exceed 12,000 feet." This would include the un-pressurized DC-4.

Most of the commercial DC-4 aircraft were manufactured during World War II as C-54s and were later released for civil aircraft fleet use. This particular aircraft, N30062, was manufactured as a C-54, serial number 18389, during the war year 1943. The aircraft had accumulated 28,755 hours of use. Nine hundred fifty-four of these aircraft were manufactured before the Douglas Aircraft Company began building the replacement DC-6. In 1955, the newer DC-6 was plagued with problems and the veteran DC-4s were kept in service beyond their expected service life.

The DC-4 was powered by four Pratt and Whitney R-2000 engines, each producing 1450 horsepower. The Hamilton Standard propellers were fourteen feet in diameter. It was capable of cruising at about 230 miles per hour. By the early 1950s it was being replaced as U.S. airlines sold their older airplanes to foreign airlines. However, the U.S. Navy continued

to use a version of the aircraft well into the Vietnam War era. The DC-4 was not pressurized and normally flew at about ten thousand feet. The seating capacity was sixty-four passengers.

The aircraft was reported missing about an hour after its scheduled reporting time over Rock Springs. In answer to the missing aircraft alert, the Wyoming Air National Guard launched two search aircraft from Cheyenne: a two-seat T-33 piloted by Mel Conine and a single seat F-80 piloted by Ed Weed. They intuitively pointed their aircraft toward the highest mountains in the region, Elk Mountain and Medicine Bow Peak. With Conine as pilot and an observer in the rear, they were able to conduct an effective search.

Aircraft wreckage had been reported on Elk Mountain but proved to be wreckage from a prior aircraft accident. They then turned south to search the Medicine Bow Mountains. Just southwest of the highest portion of Medicine Bow Peak they spotted first the black stain on the mountain and then the actual wreckage at 11:40 a.m. Extreme turbulence prevented them from flying close enough to spot any possible survivors and they turned to return to the base. As they turned, they were contacted by a United Airlines DC-3 also searching in the area. Conine was asked to direct the UAL aircraft to the crash scene. This aircraft, piloted by Frank Crismon, also encountered extreme turbulence near the mountain.

After the discovery of the wreckage on the face of the cliff, and no visible indication of the forward portion of the fuselage, it was, for a time, thought that the forward portion of the aircraft must be over the crest of the ridge. A C-47 from Cheyenne was launched to search the area for the remainder of the aircraft. Nothing was found and with ground crews arriving on the scene, that part of the search was terminated.

Information was relayed to the 44th Air Rescue Squadron, stationed at Lowry Air Force Base in Colorado, and an SA-16 rescue aircraft was dispatched to the scene. Although the rescue aircraft had the capability of dropping a parachute team, none were dropped, due partially to high winds over the crash scene.

At the Salt Lake City airport friends and relatives waited with increased anxiety with each passing hour. By mid-morning those inquiring about flight 409 were ushered into a company room for a briefing as the events transpired. It was afternoon before the company could confirm their worst fears: the aircraft had crashed. There was a lingering hope that there

could be survivors; however, as the afternoon wore on it became increasingly apparent that there would be no survivors. Finally, by the evening of October 6, it was announced that there were indeed no survivors.

Between seventy and one hundred would-be rescuers made their way to the crash scene by Thursday evening, only to determine that all aboard had died in the crash. Carbon County Sheriff John Terrill of Rawlins was one of the first on the scene and took charge of early rescue attempts. When it became apparent that there were, in all likelihood, no survivors, and in the face of snow and howling winds, he called off all efforts at dusk and ordered all rescuers to return to the base camp about a mile away.

The high winds and falling snow drove the rescuers to seek shelter in the closest buildings to the crash scene, the University of Wyoming Science Camp some six miles away. Here a meeting was held on the evening of the crash to determine how the task of removing the victims of the crash could best be accomplished. It was determined that the help of experienced mountaineers was required and that the University of Wyoming Outing Club and their Colorado counterparts should be summoned to the

were summoned from all across the state. After meeting with United Airlines personnel they were requested to lay wire from the old science camp to the crash scene, about six miles away. In addition, a line was laid to Centennial and then, by interconnecting lines utilizing the U.S. Forest Service, Union Pacific, and Little Laramie Telephone Company lines, to the Connor Hotel in Laramie. News coverage and recovery coordination was handled at the operation center in the hotel.

The Wyoming Air National Guard sent a World War II combat ambulance to the scene and began making runs from the base camp at Mirror Lake, down to the University of Wyoming Science Camp. The science camp was turned into a temporary morgue.

By Friday morning, October 7, virtually every newspaper in the United States featured an article on the crash. At first they reported sixty-four people killed, then sixty-five, and with the discovery of another infant on board, the toll was set at sixty-six killed.

More than three hundred workers were on the



Rescue personnel scour the crash scene at the base of the cliffs where much of the wreckage settled. American Heritage Center, University of Wyoming.

scene. By Friday morning every available ambulance and hearse in the region was brought in to transport bodies to Laramie.

Workers from Mountain Bell Telephone Company

scene, including the national guard, Civil Air Patrol and state, county, and local law enforcement officials. The Wyoming Army National Guard, led by Capt. Kenneth T. McGinness, headed for the mountain

with four trucks and a jeep. The Civil Air Patrol sent representatives. The Carbon County Sheriff's department, led by Terrill, had been the first to arrive on the scene. Albany County Under-Sheriff Ingram arrived shortly after, and a discussion transpired to determine in which county the crash was located. After a time it was determined that the crash site was indeed located in Carbon County. John Hill of the University of Wyoming was later called in to survey the crash site and determine an accurate location. The Wyoming Highway Patrol was also dispatched to the scene. From Rawlins, Father John Meyer and Father Michael Butler of Saint Joseph's Church left for the crash site. The Red Cross also arrived to lend support to the rescue teams.

Arriving at the scene, the first thing apparent was the gigantic smudge on the rock cliff high above the base camp. As one moved toward the base of the mountain the first portion of the aircraft to come into view was a portion of the main landing gear and two tires that had rebounded some 1500 feet from the point of impact.

The first of the rescuers said they found the first bodies 500 feet from the point of impact. The media of that time were more graphic in their descriptions of accidents, especially when describing human remains. One reporter described the headless body of a young woman, another described the orange color of the bodies, and another the personal effects scattered about the scene--all with considerably more detail than recent reports.

A major portion of the aircraft was lodged on a ledge high up the vertical cliff. It was apparent that experienced mountain climbers would be required to remove the bodies. The University of Wyoming Outing Club was notified and subsequently ten members of the Rocky Mountain Rescue Group from Boulder, Colorado, and four members of the Colorado Mountaineering Club were flown to Laramie to assist in the recovery. Friday was the first day of recovery operations. An unexpected break in the weather brought clear, relatively warm weather with little wind, unusual for that time of year in the Medicine Bow Mountains.

However, a light mantle of snow covered the scene making the slopes slippery and hazardous. Six teams of about six men each were formed. Each team included a UAL employee. These teams consisting of about half experienced and half inexperienced mountaineers were designated to work on the crash scene high up

on the mountain. Additional teams were designated to work the lower slopes. One of the first tasks required was to secure the precariously balanced tail section to the mountain.

The first day of recovery efforts produced several problems. Workers high on the cliff were dislodging rocks and aircraft parts, which tumbled down the slope endangering those working below. Although the cliffs were extremely steep, the method of lowering the remains by rope proved to be very difficult. As the remains were being lowered they often became lodged in the rocks and required additional climbers to free them. As the work progressed it became apparent that there were too many workers on the slope and they were a danger to one another. Only four bodies were delivered to the temporary morgue that day.

On Friday evening another meeting was held at the University of Wyoming Science Camp and a revised plan was established between the climbers and UAL. It was agreed that only two teams were to work on the high slope. In addition, a party of two would climb to the top of the cliff where they could survey the scene and locate bodies from above. A nylon and steel line from high on the cliff was extended to the base of the mountain. A trolley consisting of a ten-inch snatch block pulley was attached and a 1,200-foot nylon line was attached to be used as a brake and hauling line.

More than half of the bodies were located in and around the rear portion of the aircraft lodged on the ledge. Some twenty bodies were scattered sixty feet above and sixty feet to the left of the ledge. One body was found 150 feet above the ledge and required a climber to rappel down the cliff to wrap and secure the remains.

The airline company contracted with a local rancher to furnish pack animals to pack in needed supplies and equipment and to pack out the bodies. At first, each body was wrapped in new white canvas but before long the more traditional body bags were made available to the workers.

A preliminary effort was made at identification of the bodies at the science camp. Further efforts were made at the Laramie mortuary. At the time it was announced that all the bodies had been accounted for and identified. Recovery efforts were completed by Tuesday afternoon, October 11. The cold snowy weather resumed the following day.

From all of the collected information, the accident can be at least partially reconstructed. After leaving

the Denver area, the aircraft apparently deviated from its planned flight path and crossed the Medicine Bow National Forest on a heading of approximately 300 degrees. A few minutes after 7 a.m., a logging crew saw a large aircraft, flying low in a northwest direction. One eyewitness later testified he heard a distant noise, like a mining blast, a few minutes after the aircraft passed, but at the time did not associate it with the aircraft.

Among the sixty-six people killed were five members of the Mormon Tabernacle Choir, nineteen military members, two infants, and the crew of Cooke, Salisbury, and Shuttleworth.

Aboard the flight was 436 pounds of mail. A high priority was placed on recovery but only about one hundred pounds were recovered, and of that only thirty-two pounds were in condition to forward to its destination.

The steepness of the talus slopes made the investigation difficult and hazardous. The investigation team climbed part of the way to the crash scene but due to hazards of falling rocks and snow-covered boulders, the team climbed no higher than 11,275 feet. The team was severely limited by the terrain and weather conditions. They did, however, determine that the aircraft was intact at the time of impact. It was also determined that all four engines were operating at the time of impact. All of the engines and the twelve propeller blades were accounted for. Number three prop hub was taken to Denver for further study. Several other pieces of wreckage were also removed from the mountain for further study.

A preponderance of the evidence indicated that the aircraft hit the mountain in a nose high attitude. The windshield was shattered but still in its frame; the windshield wiper was still attached. Quite possibly the crew saw the mountain during the last seconds and attempted a pull-up. Further evidence indicated that the aircraft contacted the mountain in a 15-degree left wing down attitude. A flash fire had apparently occurred at contact and some parts were still smoldering the evening of the crash.

Upon conclusion of their investigation, the board released the crash remains to the company. To discourage curiosity seekers from climbing the

mountain and removing debris, the airline company requested military destruction of the remains left on the mountain. A team from Fort Carson was called in to shell the site. At first a small cannon and then explosives were used in an attempt to dislodge the tail section from its lofty perch and to bury the wreckage. This was only partially successful.

Through direction of the National Guard Bureau in Washington, D.C, a flight of Colorado Air National Guard Lockheed F-80 Shooting Star fighter aircraft was selected for another attempt to destroy the remains. Led by then Lt. Colonel Walt William, the seven aircraft took off from Buckley Field near Denver. Loaded with two tanks of napalm each, the flight reported fourteen direct hits on the crash site. These aircraft were subjected to powerful downdrafts as they pulled up from their target, posing a question of whether these same downdrafts or wind currents could have been related to the cause of the crash.

The next few months were spent inspecting the wreckage parts that were taken to Denver and interviewing associates of the crew and eyewitnesses who had seen the aircraft. Cooke had a spotless reputation and although the investigators were inclined



to blame the accident on the pilot, considerable

pressure was put on them by the Airline Pilots Association to investigate more thoroughly.

On August 27, 1956, almost a year after the crash, the Civil Aeronautics Board returned to the crash site, still not satisfied that they had investigated every possible shred of evidence. The group consisted of not only Civil Aeronautics Board members but also members of the Airline Pilots Association and representatives of the airline. Three days were spent on the mountain examining and re-examining the components they were able to find. The focus of this examination was any component which could have caused incapacitation of the crew. The cockpit combustion heater was a prime suspect and a concentrated effort was made to find it. Remarkably it was located and examined for any indication of a failure, which could have fed carbon monoxide into the cockpit. However, it was so badly damaged that a positive conclusion could not be made.

In the final analysis, the board determined that either a shortcut was being attempted or that the crew was incapacitated and the aircraft was flying without assistance. The board was reluctant to blame the pilot, but nevertheless stated that he must have purposefully deviated from the prescribed flight route for reasons unknown. The eyewitness accounts of the aircraft flying low across the mountains just minutes prior to the crash, and the apparent climb to a higher altitude, were the most incriminating facts against the pilot.

The area of the crash debris is covered by snow for a major portion of the year and the talus slopes make for a rather difficult climb into the area. In 1991 and 1992, a less than normal snowpack and a warm summer allowed for easier access to the area and much of the crash material was exposed. Literally thousands of fragments are found among the rocks. Peering down between the rocks one can see aluminum shreds, wiring and aircraft parts that are almost completely disintegrated. A few larger parts can be seen lying on the surface. Most are not readily identifiable. However, three of the Pratt and Whitney R-2000 engines are still on the rocky slopes and can be readily identified. Most of the cylinders are still attached although trophy seekers have removed some. In 1969, some of the spark plugs remained undamaged, though by 1996 all removable spark plugs had been taken. A couple of the piston rods still move as smoothly as they did when assembled. Thousands of aluminum shards are scattered among the rocks. Electrical wiring is wound around the boulders. A few heavy ferrous

metal parts are still intact, somewhat rusty, but solid. The stainless steel shines as brightly as the day it left the factory. On one larger piece, the UAL blue trim is chipped and faded, but still identifiable. Through the years many parts have been removed from the site, and until the site becomes fifty years old, it is not protected from removal efforts by anyone so inclined.

But even today, lingering questions remain. Was the crew incapacitated? Was the peak obscured by clouds? Was the altimeter setting correct? Was there turbulence and downdrafts near the mountains? Why was the aircraft some twenty miles off course? Was it any single factor, or was it a combination of events that caused the accident? Apparently we will never know the exact cause; we can only speculate.

A bizarre after-effect took place less than a month after the Medicine Bow crash. Another UAL flight, this time flight 629, a DC6 following the same route, crashed after leaving Denver. On November 1, 1955, at 6:52 p.m., the evening sky near Loveland, Colorado, was lit up by two flashes of light and the aircraft with its forty-four occupants were scattered onto the farmland below.

After an extensive investigation, John Gilbert Graham was brought to trial for the bombing of the aircraft. Speculation was that after hearing of the flight 409 crash, he developed the morbid inspiration to destroy the aircraft and rid himself of his mother. During the trial it was speculated that Graham had calculated the flight time to the same area and set his bomb to explode at the approximate location of the



During the August 25, 2001, ceremony, onlookers point toward the October 6, 1955, crash site. The plaque, yet to be unveiled, is just to the left. An arrow indicates the point of impact of the DC-4. American Heritage Center, University of Wyoming.

previous DC-4 crash. He had seemingly reconciled with his mother, packed her bags (which included fourteen pounds of dynamite), and purchased a large insurance policy on her for the flight. His plans were thwarted when the aircraft was delayed so that the bomb instead exploded near Loveland. This was the first terrorist-style bombing of a commercial airliner. Of note, the insurance policy was void, as Graham forgot to have the insured sign the required application.

The Medicine Bow crash remained the worst air disaster for less than a year. On June 20, 1956, a Venezuelan Lockheed Super Constellation crashed off the New Jersey coast, killing all seventy-four persons aboard. Ten days later a Super Constellation and a DC-7 collided over the Grand Canyon, killing 128 people. This series of accidents was the impetus that drove Congress to appropriate money to update the air control system, adding radar and procedures to promote flying safety.

On August 25, 2001, a commemorative bronze memorial plaque was unveiled during a formal ceremony at the Miners Cabin Scenic Overlook. More than 130 people attended the ceremony including family members of those who perished in the crash. On the plaque is inscribed "In memory of the 66

passengers and crew that perished on Medicine Bow Peak, October 6, 1955."

Crash Analysis

The Civil Aeronautics Board investigation makes no specific conclusion of the speed and attitude of the aircraft on impact. However, the accident report contains numerous references, which give some indication of these parameters:

"A propeller governor was also located on the talus slope." The propeller governor is mounted in the prop dome and would be one of the first components of the engine assembly to make contact in a head-on crash. The governor was certainly damaged but the control head was removed and installed on a serviceable governor and it was determined that the control head was positioned for 2080 engine rpm. The fact that the control head was not completely demolished indicates that the engine and prop assembly did not contact the escarpment at anywhere close to 90 degrees nor at a speed approaching the 200 miles per hour cruise speed.

"The left windshield, with windshield wiper attached, was found, its frame twisted, and the glass was shattered." Had the nose of the aircraft made a head-on direct impact at cruise or even climb speed, the windshield and the entire nose would have been demolished into innumerable unidentifiable fragments. It seems apparent that the aircraft contacted the mountain in a nose high attitude, possibly close to stall speed.

"The four engines were located and examined." Although the engines were severely damaged, the very fact that they were intact sufficiently to allow inspection indicates that they did not contact the cliff at climb or cruise speed.

"All 12 propeller blades were accounted for..." Although twisted and bent, they were nevertheless identifiable, again indicating that contact was made at reduced speed and probably a nose high attitude. At least one prop blade was thrown high over the ledge. It was later recovered and is now in the American Heritage Center collection.

Further reference to aircraft components adds to the theory that impact forces were not as great as would be assumed with a high speed and close to 90-degree contact. "Both large CO2 bottles were found." Although their heads were broken and the bottles empty, they were nevertheless intact. "Oxygen bottles were also recovered with valves attached." The tail



This view of the crash site shows the point of impact visible by the black oil streaks on the cliff wall. Much of the wreckage, including a wing, can be seen at the base of the cliff, and a tire rests at the foot of the mountain. American Heritage Center, University of Wyoming.

section was generally still intact and although severely damaged, the CAB inspectors remarked, "the right stabilizer received only minor damage."

While these findings of the investigation board indicate that the aircraft did not contact the cliff during a normal flight attitude, the board made no mention of speed and attitude in their report. Perhaps it was so obvious that they merely neglected to

mention it. Perhaps they determined that in reality it made no difference what the airspeed or attitude was. In their final analysis they determined "that the

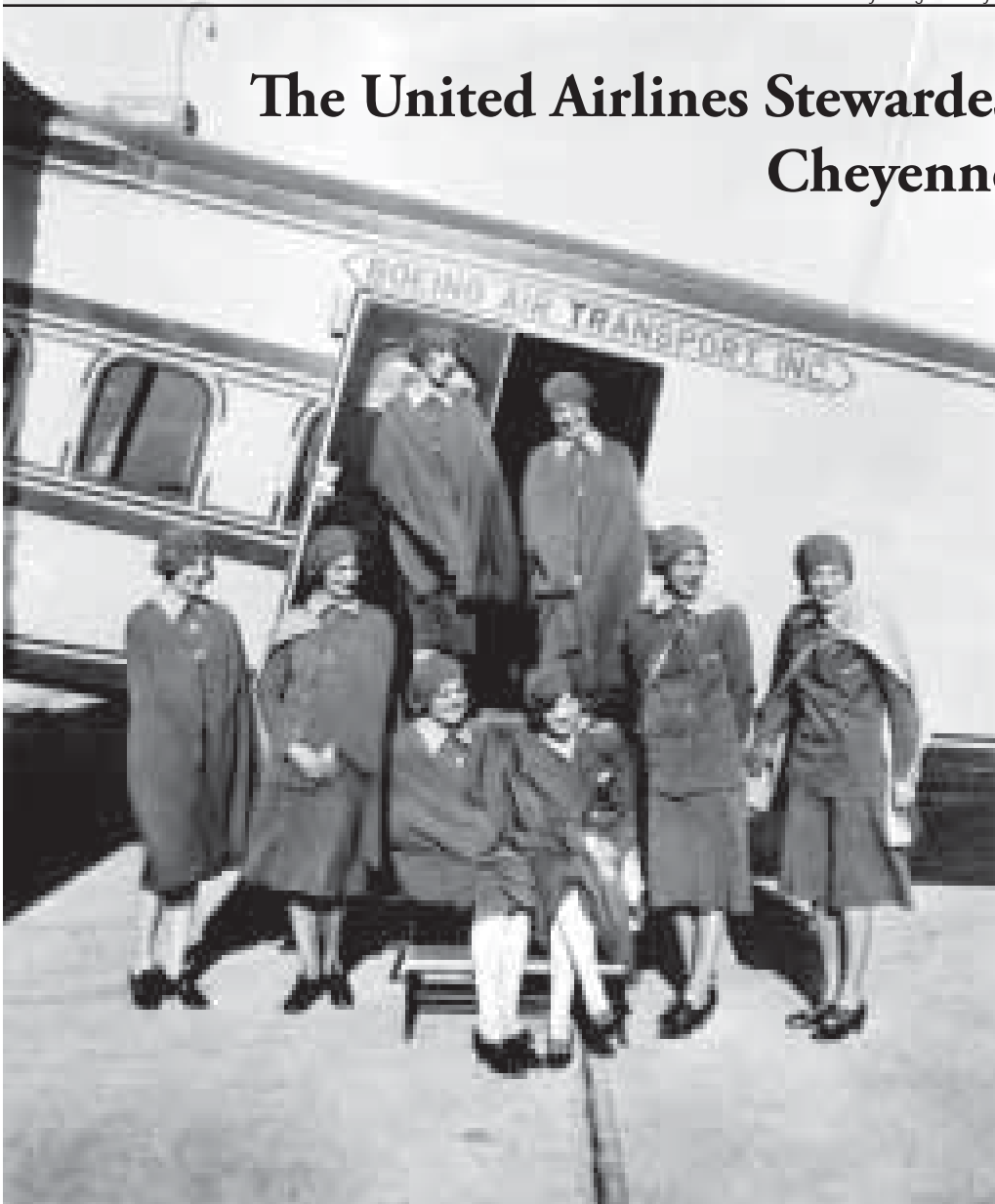
²Information for this analysis was obtained from "United Air Lines Flight 409 Crash" Collection, Acc. 10494, Box 1, Folder 4, American Heritage Center, University of Wyoming.



A rescuer pauses for a photo opportunity next to the tail section of the DC-4. American Heritage Center, University of Wyoming.

Mel Duncan, who retired several years ago from the Wyoming Air National Guard, is author of two books about the Medicine Bow Mountains. This article is derived from a program he presented to the Albany County Chapter, WSHS, in 1996. Some 200 people attended the program, the most well-attended in the chapter's history. He also spoke at the dedication of the marker, described in the article.

The United Airlines Stewardess School in Cheyenne, Wyoming



By
Michael Kassel

Often referred to as "The Original Eight," the first graduating class poses in front of one of the fleet's eight 18-passenger Boeing Model 80As for this May 1930 shot at the Cheyenne Airport. Left to right on the top row are Ellen Church and Alva Johnson. Left to right on the lower row are Margaret Arnott, Inez Keller, Cornelia Peterman, Harriet Fry, Jessie Carter, and Ellis Crawford. Courtesy United Airlines

However, from 1947 to 1961, the airline industry maintained a presence in the Capital City with a training school for stewardesses operated by United Airlines.

Cheyenne's municipal airport has played a significant role in the development of early aviation in America. To the average resident of the city, this may be something of a surprise. Currently, the airfield seems more like a small regional airport like many thousands of others found throughout the country. In the early days of aviation, however, Cheyenne's airport was one of the finest in the nation and one of the principle centers of the airline industry. Unfortunately, technology and the demand for efficiency necessitated the gradual decline of Cheyenne's role in this area of transportation after World War II in favor of those advantages provided by larger cities, particularly Denver.¹ However, from 1947 to 1961, the airline industry maintained a presence in Wyoming's Capital City with a training school for stewardesses operated by United Airlines. This was

¹Roger D. Launius and Jessie L. Embry, "Cheyenne Versus Denver: City Rivalry and the Quest for Transcontinental Air Routes," *Annals of Wyoming*, Vol. 68 (Summer 1996): 22.

a substantially reduced role for the Cheyenne airport as only two years before the field was used as United's principle "roundhouse"² for the repair and overhaul of its entire airliner fleet, its main flight training center and, during the war, one of the largest modification centers for American bombers during the conflict.

To explain why any of these things happened here in this relatively small western city, it is necessary to describe the nature of air travel during the early 1930s. Beginning in 1920, Cheyenne served as one of the principle stops on the first transcontinental air mail route. A significant number of communities were selected to be stops on the route because of the limited range of the aircraft, the limited capacity of the airplanes (in this case the ability to fly over high mountains), and its location on one of the principle geographic guides leading from east to west, the Union Pacific Railroad.³ In 1927, the Boeing Air Transport Company was established and was contracted to take over the air mail service leaving Cheyenne for Los Angeles.⁴ Within the next two years the Boeing Air Transport Company began to haul passengers, as well as the mail, and absorbed or joined several smaller airlines to become what was to be known as United Airlines.⁵ In that same year, the Boeing Air Transportation Company established its main overhaul base in Cheyenne. The growing trend would continue for the next two years, as Cheyenne became the principle maintenance facility for the airline.⁶

It was in this environment that Cheyenne had its first experience with airline stewardesses. In 1930, Steve A. Stimpson, manager of the Boeing Air Transport Company's Pacific Coast division, and Ellen Church, came upon the idea of hiring women as liaisons between the airline and its passengers.⁷ He noticed how having someone available with information about connecting flights and time delays, and who could offer simple services greatly enhanced the enjoyment of the passengers' experience.⁸ At first, management was skeptical but Stimpson ultimately prevailed. Stimpson envisioned the role women would play to be similar to that of stewards on ocean liners.⁹ In Stimpson's mind, nurses were the logical choice to become the first airline stewardesses. They would be able to help passengers who became ill, would be sensitive to individual needs, and have a strong empathy with the passengers.¹⁰ In his original proposal of the stewardess concept, Stimpson wrote: "The average graduate nurse is a girl with some horse sense and is very practical and has seen enough of men

to not be inclined to chase them around the block at every opportunity."¹¹ Other requirements for the job were that the candidates had to be unmarried, be no older than twenty-five, be a height no greater than five feet four inches tall, and weigh no more than 115 pounds.¹² The height and weight requirements were practical considerations. The aircraft of the time were tiny by modern standards with narrow aisles and small engines. Any extra weight on the plane beyond that of the passengers and their luggage would have a significant impact on performance.¹³

Eight candidates applied and met the criteria Stimpson set. Boeing Air Transport Company then flew them to Cheyenne to be trained.¹⁴ Two of the stewardesses recalled their experience. "When Jessie Carter told her folks she was flying to Cheyenne to learn about her new job, they thought she said China. This news spread quickly throughout surrounding communities, met always by disbelief and shock. Flying halfway around the world was not the objection. No one, it seems, could understand how Mr. and Mrs. Carter would allow their daughter to

² Works Progress Administration History Project File #1376 – Transportation, "History of the Cheyenne Municipal Airport," Wyoming State Archives, Cheyenne.

³ Launius and Embry, "Cheyenne Versus Denver," p. 14.

⁴ Frank J. Taylor, *High Horizons: Daredevil Flying Postmen to Modern Magic Carpet – The United Airlines Story* (New York: McGraw-Hill Book Company, Inc. 1951), p. 190.

⁵ *Ibid.*, p. 191.

⁶ David Haring, "Cheyenne Airport 2000 Economic Impact Study," Cheyenne, January 2002, p. 5.

⁷ Susan Dittman stated in a letter to the author dated September 16, 2003, that she believed Ellen Church, the first stewardess hired by the company, proposed the possibility of using trained nurses as stewardesses to Stimpson prior to his submitting the idea to the Boeing Air Transport Company. In Mrs. Dittman's view, Church should be credited with the original concept. See also David Fisher and Bill Garvey, "Seventy-five Years United," *Hemispheres*, April 2001, p. 91.

⁸ Gwen Mahler, *Legacy of the Friendly Skies: A Pictorial History of United Airlines Stewardesses and Flight Attendants* (Marceline: Walsworth Publishing Company, 1991), p. 29.

⁹ *Ibid.*, p. 30.

¹⁰ *Ibid.*, p. 46.

¹¹ *Ibid.*, p. 47.

¹² *Ibid.*

¹³ *Ibid.* On page 60, Mahler quotes an experience of one early stewardess, Inez Keller, when her plane tried to pass over a mountain range in Wyoming: "The pilot made a pass at the mountain at least three times and couldn't get over it. So he went back to land, opened the door and asked me to get out. He immediately took off and made it over the mountains." Mahler records that Ms. Keller firmly believes that the plane only made it over the mountain because it was 120 pounds lighter.

¹⁴ LeClerque Jones, *Cheyenne Landmarks* (Cheyenne: Laramie County Historical Society, 1976), p. 72.

¹⁵ Mahler, *Legacy of the Friendly Skies*, p. 68.

fly anywhere, unescorted, with men.”¹⁵ Many years later Harriet Fry Iden recalled her trip to Cheyenne in detail:

I remember we met at 7 a.m. in Chicago for the flight to Cheyenne, Wyoming, for training. I was a red haired country girl from Polo, Ill., and I had never flown before, but I loved it when the plane left the ground.

Later, something went wrong with one of the motors. I don't know why we all didn't get cold

stewardesses were to be together.¹⁷ After their brief stay in Cheyenne, the eight young women went their separate ways on different airline routes and in doing so created a legacy that has become an institution in commercial flying.

At first pilots and crews wanted little to do with the new stewardesses. Men of the airline had a widely held opinion that it made as much sense to fly with one wing as to fly with women.¹⁸ However, these eight women, followed by hundreds of others, soon proved their worth to the crews, passengers, and the



Five weeks of “sky girl” (as stewardesses were often referred) schooling at the Cheyenne stewardess school of United Airlines are captioned during this May 10, 1953, graduation ceremony at Denver. Mr. O.C. Enge, general manager of passenger services, pins the silver wings of a full-fledged stewardess on Scotty Sinclair while her Instructor Ruth Dean watches. Courtesy United Airlines Archive.

feet and run, but we didn't. I don't think any of us ever got nervous about flying. We sort of took the difficulties for granted.¹⁶ There were many difficulties to be taken for granted, as the future stewardesses were to find out.

The eight stewardesses arrived in Cheyenne on May 15, 1930, to start four days of intense training. But, as comes as no surprise to anyone who ever lived in Wyoming, snow arrived shortly afterward and a four-day training period lengthened to two weeks. This was the only time that the original eight

¹⁶ “It Started in Cheyenne 40 Years Ago,” *SunDAY Magazine*, May 24, 1970, p. 3.

¹⁷ Mahler, *Legacy of the Friendly Skies*, p. 60. It is of interest to note that Mahler mentions that during this time all eight stewardesses were caught on film. Whether this means a motion picture cannot be sure. What can be sure is that there were at least two photographs taken here in Cheyenne with all eight women posing by an early Boeing 80A trimotor.

¹⁸ *Ibid.*

public at large by working hard, being unflappable in difficult circumstances, and doing their utmost to make flying a pleasant experience. By the end of the decade, the stewardess had become an indispensable part of the airline industry.

For the Cheyenne airport, things were looking good by the early 1940s. The business of commercial aviation was good, but things got decidedly better with the coming of the Second World War. In support of the war effort, United's maintenance facility was absorbed by the federal government and expanded to become the Cheyenne Modification Center, responsible for the upgrade of thousands of B-17 bombers for the war in Europe.¹⁹ While the facility employed many hundreds of people in the work for the military, United as a civilian operation was not idle. In 1942, the company moved its flight training division to Cheyenne from California.²⁰ Operations in the city ran continuously until the end of the war, when many of the airline-related industries abandoned Cheyenne. Time would prove that the next few years would be bleak with the sole exception of the stewardess school.

United Airlines expanded its routes in 1947 by inaugurating flights to Hawaii.²¹ What made this possible was the introduction of the large and powerful DC-6 to United's inventory.²² After the introduction of the new aircraft, the maintenance facility, which had been in Cheyenne for eleven years and had been a model of production during the Second World War, was moved to San Francisco to a new facility that was specifically tailored for the new aircraft.²³ The loss of four hundred jobs associated with the maintenance facility was devastating for the Cheyenne economy.²⁴ To add to the calamity for the community, the training facility located there since 1942 moved to Denver.²⁵ In what the Cheyenne airport administration considered to be a conciliatory move,²⁶ United relocated its stewardess school to Cheyenne. The man placed in charge of this transfer was Jack Hayes.

Hayes began his tenure with United Airlines fresh from high school in 1935. A native of Nebraska, he started with United because of a friend already working for the company. Hayes' specialty in high school was electronics. It so happened that United had positions available working with radios to communicate weather conditions to incoming aircraft. Before he could enter this profession, however, Hayes needed to become a licensed radio operator. While

he studied to become certified, Hayes spent nearly three years in Iowa City doing basic house keeping, punching tickets, fueling planes, and other odd jobs. After Iowa City, he accepted a position in Jersey City, New Jersey. It was during this time that he became a licensed radio operator and worked for nearly four years doing the job for which he had originally applied. As World War II began, Hayes found himself intimately involved in the huge task of using the airline's planes to help the federal government fly materials to Britain. Through this experience, he became familiar with how to supervise airline operations at a major airfield. Hayes' reputation grew with his involvement in air operations and during the course of the war his old Iowa City supervisor offered him a position as assistant director in Philadelphia where he was then working. Within a very brief period of time, Hayes assumed the duties of director for United's Philadelphia operations. After a brief period, he became the director of United's station at Akron, Ohio. From his own account, things in Akron were very good for his career, but before long Hayes was offered an opportunity he could not refuse.²⁷

After two years as director of Akron's United facilities, Hayes was offered the better paying position of instructor at the airline's training school in Chicago, which he accepted. Hayes soon was fully involved with the training of pilots, stewardesses, and ground crews. It was in 1947 that United placed him in charge of opening a new stewardess training facility in Cheyenne. His account of why the airline chose to move the school from Chicago to Cheyenne differs from that of the official Cheyenne Municipal Airport administration reports. The move may not have been a conciliatory move for the loss of the maintenance facility. According to Hayes, the post-war period

¹⁹ Taylor, *High Horizons*, p.128.

²⁰ Haring, "Cheyenne Airport," p. 5.

²¹ Mahler, *Legacy of the Friendly Skies*, p. 99.

²² Taylor, *High Horizons*, p. 150. The DC-6 was a technological leap forward for United. This Douglas aircraft was capable of speeds up to 300 mph, was pressurized, and could carry fifty passengers. In contrast, the famed Douglas DC-3, which formerly comprised the bulk of the airline's fleet, could only fly 180 mph and carry twenty-one passengers.

²³ *Ibid.*, photography plates between pages 142-3.

²⁴ Interview with Gilbert Robbins conducted by Jean Brainerd, OH-1586, Wyoming State Archives, Cheyenne.

²⁵ Haring, "Cheyenne Airport," p. 6.

²⁶ *Ibid.*

²⁷ Personal interview with Jack Hayes, Cheyenne, Wyoming, April 15 and 22, 2003. It should be noted that in telling the story, Hayes was not able to recall the exact dates of these transfers.

²⁸ Hayes interview.

was one of explosive growth and new facilities were becoming essential. The move to Cheyenne was necessary due to the fact that United was expanding its hangar facilities in Chicago and had subsequently torn down the training center there.²⁸

At the time Hayes did not see the transfer to Wyoming as a positive development in his career. He remembered that he drove to Cheyenne with another man. Neither of them was enthusiastic about moving from Chicago to what they considered to be a small town in the middle of nowhere. Already in bad humor about coming to Cheyenne, the men decided to make the best of things before reporting to work. Both Hayes and his companion were golfers and sought out the nearest golf course. To their shared horror, Cheyenne's municipal golf course at the time was nothing more than a few holes dug in the ground. All the grass was brown and there was nothing that looked like a golf-course green. Disgusted, the two men decided that the only thing left to do was get to work. When the two men found the hanger they were to use for the school they discovered it was in disarray with a great deal of "residue" left over from the maintenance operations. Apparently Hayes had arrived almost immediately after the transfer of maintenance operations from Cheyenne to San Francisco. Cleaning the building and getting it ready for the stewardess candidates was a big job. He remembered that the only positive thing about the facility was that the cafeteria for the Cheyenne Modification Center was still there. Under Hayes' direction, the upper level of the maintenance facility was converted into dormitories and training rooms for the stewardess candidates. Immediately upon their completion, the new candidates began to arrive. All he recalled was that "there were a lot of people. It was a lot of fun."²⁹

The stewardess training was rapidly accomplished, as the airline always needed new stewardesses as those who served only had an average tenure of twenty-six months.³⁰ United found it difficult to maintain the six hundred stewardesses necessary for all its flights. Some of the women found other jobs after finding the lifestyle did not appeal to them, but most left their positions for a very simple reason; they got married. Unable to convince stewardesses that their jobs were much more important than romance and family, the operation of a fast-paced training program was a vital necessity for United. Upon arriving in Cheyenne, candidates were subjected to an intense three-week

course that trained them how to use more than "2,000 separate items in eleven service kits"³¹ aboard each plane. Conditions were primitive and the training was intense, but the glamorous job of stewardess still had a great deal of appeal for young women. One woman lucky enough to be one of the early graduates of the Cheyenne Training School was Jane Forbes.

Forbes recalled that she first became interested in flying when she took an aviation course at her Hillsboro, Illinois, high school in 1944. She was the only girl in the class and remembered the boys did not much care for her being there. The course did not involve any flying, but instead relied on books to teach the basics of flight. After her graduation, Forbes took flight training at Stevens' Private College in Columbia, Missouri. Soon after her graduation in 1948, fortune seemed to smile on Forbes as circumstance soon provided her an opportunity to join United. She remembered she came out west to join her boyfriend at a Phi Delta Formal Spring Dance being held at the University of Colorado in Boulder. The date did not go well, but she never went back home. While at the dance, Forbes met a friend who worked for United. He relayed to her the company was in desperate straits for new stewardesses and she should apply. When Forbes did so she found that at only twenty years of age she was too young to join. Instead of becoming a stewardess, Forbes worked in the payload control office at Denver, regulating the seating on flights. She thought the job was decent, but she wanted to fly.³² The requirements she had to meet were different than those of the first eight stewardesses who came to Cheyenne nineteen years before. Stewardesses were to be a minimum of twenty-one years of age and no older than twenty-seven,³³ had to have two years of college or previous working experience with United (the nursing requirement was dropped in 1942),³⁴ and had to be between five foot three inches and five

²⁹ Ibid. Hayes laughingly recalled that one of the few things he remembered about the other man was that he was a fantastic golfer. Upon discovering the condition of what Cheyenneites called a golf course, the man was furious. Hayes decided to sell his golf clubs and has not played since. Instead, he took up tennis, a game he continues to play to this day.

³⁰ Taylor, *High Horizons*, p. 186.

³¹ Mahler, *Legacy of the Friendly Skies*, p. 99.

³² Personal interview with Jane Forbes, Cheyenne, Wyoming, April 13 and 21, 2003.

³³ Mahler, *Legacy of the Friendly Skies*, p. 119.

³⁴ *Ibid.*, p. 89.

³⁵ Forbes interview.

³⁶ Forbes interview.

³⁷ Mahler, *Legacy of the Friendly Skies*, p. 119.

³⁸ *Ibid.*, p. 121.

foot six inches tall. Forbes barely passed the height requirement. She arrived in Cheyenne in 1949, just after the worst spring snow storms the state had ever recorded, thinking it was the end of the world.³⁵

Like most other women who attended the program, Forbes found the following days of training a blur of activity. She was supposed to be trained through a standard three-week program, but remembered doing it in ten days.³⁶ The training schedule, which eventually stabilized in 1951 to be about five weeks long, consisted of classes for eight hours a day, five days a week. "The training consisted of meteorology, communications, principles of aeronautics, infant care, graceful walking, flight connections, and general geography."³⁷ Other courses included lectures on the history of the airline and the serving of in-flight meals and other duties aboard the aircraft.³⁸ Models of the DC-6 were used and full-scale simulators recreated conditions in a flight cabin.³⁹ As remembered by Forbes, these simulators were constructed in the old hangar formerly used for

aircraft maintenance and did not take up much room. In these simulators instructors walked the candidates through every aspect of a typical flight: how to take care of passengers, how to learn their names, how to fasten seatbelts, and how to train for emergencies.⁴⁰ Classes on handling emergencies consisted of first-aid training,⁴¹ and how to use fire extinguishers and oxygen masks.⁴² In Mahler's book, *Legacy of the Friendly Skies*, the author recorded that Sue Kundig, a 1951 graduate of the school, recalled that during training sessions candidates had to wear suitable attire.

³⁹ *Ibid.*, p. 116.

⁴⁰ Forbes interview. She admitted she did not recall whether or not these simulators were installed at the time she actually got involved in the training. However, she did remember using them when she returned to the school as an instructor in 1952. As the DC-6 was quickly becoming the principle aircraft of United's inventory, there is a strong likelihood they were there.

⁴¹ Mahler, *Legacy of the Friendly Skies*, p. 116.

⁴² Forbes interview.

⁴³ Mahler, *Legacy of the Friendly Skies*, p. 121.

⁴⁴ *Ibid.*, p. 119.

⁴⁵ *Ibid.*, p. 117.



This attire consisted of wearing heels and stockings, a girdle, and a full slip. It was also required that the ensemble must be finished off with red nail polish.⁴³ This was done to train the candidates to look and act like stewardesses.

At night, the stewardess candidates stayed at a two-room dormitory located at the training center. Conditions were spartan and privacy almost non-existent. Each room housed twenty stewardesses who each had a bed and a dresser.⁴⁴ It was here that most took the time to study for the next day's classes, socialize, and get what little relaxation they could.⁴⁵ With weekends off, the stewardess candidates and their instructors hit the town. Forbes remembered one of the popular haunts of the students was the Little Bear restaurant north of Cheyenne. "It was a nice place to go though it was very small. The food was very good and people entertained themselves by telling stories. Some danced. The dance floor was really too small but boys and girls will dance anywhere, even on the front porch if they have to."⁴⁶ While the Little Bear was popular, another frequented place was the Wigwam Lounge in the Plains Hotel. Starting in 1952, stewardesses often visited the lounge on weekends, sometimes a whole class at a time. This fact was not lost on the young men of the town who frequently showed up shortly after the stewardesses arrived.⁴⁷ Kundig recalled "everyone always recognized us as being from the school because we were always dressed up and wearing spike-heeled shoes."⁴⁸ Another woman who went through training in Cheyenne recalled that one of the highlights of training at the small town was the abundance of dates available because of the National Guard. She fell in love with the western charm of the town and recalled that many of her dates included dancing in the Frontier Room, also at the Plains Hotel.⁴⁹

Near the conclusion of their training, the stewardesses enjoyed a brief flight on an airliner. Forbes remembered that her flight consisted of a brief passage over Cheyenne and down to Denver. This was done to orient the candidates with the interior and flight conditions aboard an actual airliner. Later this flight was important to the advanced emergency training of the candidates. In these instances the flight was referred to as a "Crash Course" and lasted about ninety minutes. During these flights, the plane, usually a DC-6, banked at 45 degrees and dropped six thousand feet a minute. It was here that the trainees got the experience of using their oxygen masks.⁵⁰

Having completed the school in ten days, Forbes began her nearly three-year career as a United Airlines stewardess. During that time the training served her well, although the training did not cover all contingencies. The stewardess was responsible for the comfort of the passengers, including when the plane went through turbulence or when a passenger became ill. Forbes remembered helping passengers use the "burp cups" provided for just such occasions. She was on one of the last flights of the venerable DC-3 on the route from Denver to Chicago, euphemistically called "The Burp Cup Special." True to its name, the journey made several passengers sick, one of whom, in the process of getting sick, lost his false teeth in the burp cup. There was nothing for Forbes to do but fish them out.⁵¹

Other stewardesses also had experiences that took a great deal of quick thinking and extreme patience. Susan J. Dittman, another former stewardess and friend of Forbes, recalled in a letter:

I forgot to tell you my most memorable odd flight—we had a trip from Chi [Chicago] to Bos [Boston] with a stop in Hartford, Conn. We had about 30 psgrs [passengers] out of that station and one of those psgrs was named Mrs O'Connor—she was about 75—sitting in the first row of a DC6 with no one next to her—the door was closed and she began to become somewhat violent and wanted out of there and was very confused—so we got her strapped down and I had to hold the seat belt end so that she wouldn't get up—she was almost uncontrollable—I thought she would react quietly to a catholic priest (O'Connor being a good catholic name) but she hit at the priest and broke his glasses. Then I thought a glass of water would have a calming effect and she threw it at me—little did I know the water made my mascara run and I looked as if I had a blackeye—this went on for the 45 mins

⁴⁶ Hayes interview.

⁴⁷ *Wyoming Eagle*, November 2, 1961.

⁴⁸ Mahler, *Legacy of the Friendly Skies*, p. 121.

⁴⁹ *Ibid.* Mahler does not elaborate about how the proximity of the National Guard produced more dates. It could well be that there was ample time for men of the guard to mingle with the stewardesses during the week, as the training school and the guard facilities were in close proximity to each other at the airfield.

⁵⁰ *Ibid.*, p. 140.

⁵¹ Forbes interview.

⁵² Letter to Jane Forbes from Susan J. Dittman, April 17, 2003. The letter is printed as written. Letter in author's collection.

⁵³ Forbes interview.

⁵⁴ Personal interview by telephone with Susan Dittman, Houston, Texas, April 27, 2003.

[minutes] it took to get to Boston—the pilots radioed ahead for her family and after everyone deplaned her family came on board. Then she became very rational and turned to me and said as sweet as possible “Thank you dear.” The ground crew thought I had been beaten up—I hadn’t, just the mascara running down my face! Another passenger sent a letter about us to UAL—saying how good we were to her, etc. I can still see her, especially saying “Thank you dear”⁵²

Doubtless many other graduates of the training program at Cheyenne could recount other stories. It was those stewardesses with exceptional experience and dedication United asked to return to Cheyenne to teach the next generation. The airline asked Forbes to become an instructor and she returned to Cheyenne in May 1952. Dittman also returned to share her expertise with the new candidates. However, in November 1952, Forbes married and had to step down as an instructor and a stewardess at United.⁵³ Dittman likewise met her husband while in Cheyenne and also gave up her airline career.⁵⁴ While requirements came and went with the changing demands of the airline, marriage was still the end of a stewardess’ career until it was ruled in 1970 to be in violation of the Civil Rights Act of 1964. The result was to allow former stewardesses to return to work if they so chose even after being married for several years or to receive back pay.⁵⁵ Neither Forbes nor Dittman attempted to return.

With the arrival of the jet age in 1958, things began to change for the stewardesses as well as for the Cheyenne training school. The school integrated new technology into the training program. William Hinkley, the emergency procedures instructor, could be frequently seen coaxing and nudging trainees down the new inflatable slides suspended nearly ten feet off the ground.⁵⁶ Along with new emergency procedures, training was modified to deal with the new technology of the DC-8 and the subsequent reduction of flight time with larger numbers of passengers. Along with slide training, the stewardesses had to contend with automatic drop-down oxygen masks, more efficient galleys, trays attached to seat backs, the service of liquor on board the aircraft, in-flight movies, and the growing use of computerization.⁵⁷ Of those taking the training, more than 47 percent were twenty years old and only required to have a high school diploma, a height not to exceed five feet nine inches tall, and a weight not greater than 140 pounds.⁵⁸ Each candidate upon completion of training could be expected to

serve the company for about two years with salaries of \$290 a month.⁵⁹

To meet the demands of commercial jet travel, United Airlines constructed a new training school at Chicago during the early 1960s. This facility, known as Jet Age University, took over the stewardess-training program that had been in Cheyenne for fourteen years. Instead of open dormitories and jury-built classrooms, the new facility offered dedicated classrooms, dormitory suites, a cafeteria, a year-round swimming pool, tennis courts, a full-plane mock-up, and beauty salons.⁶⁰

During the school’s years of service in Cheyenne, sixty-seven hundred stewardesses completed their training.⁶¹ The school closed in 1961. Hayes continued working for United in Denver, only to

55 Mahler, *Legacy of the Friendly Skies*, p. 159-60.

56 *Ibid.*, p. 133.

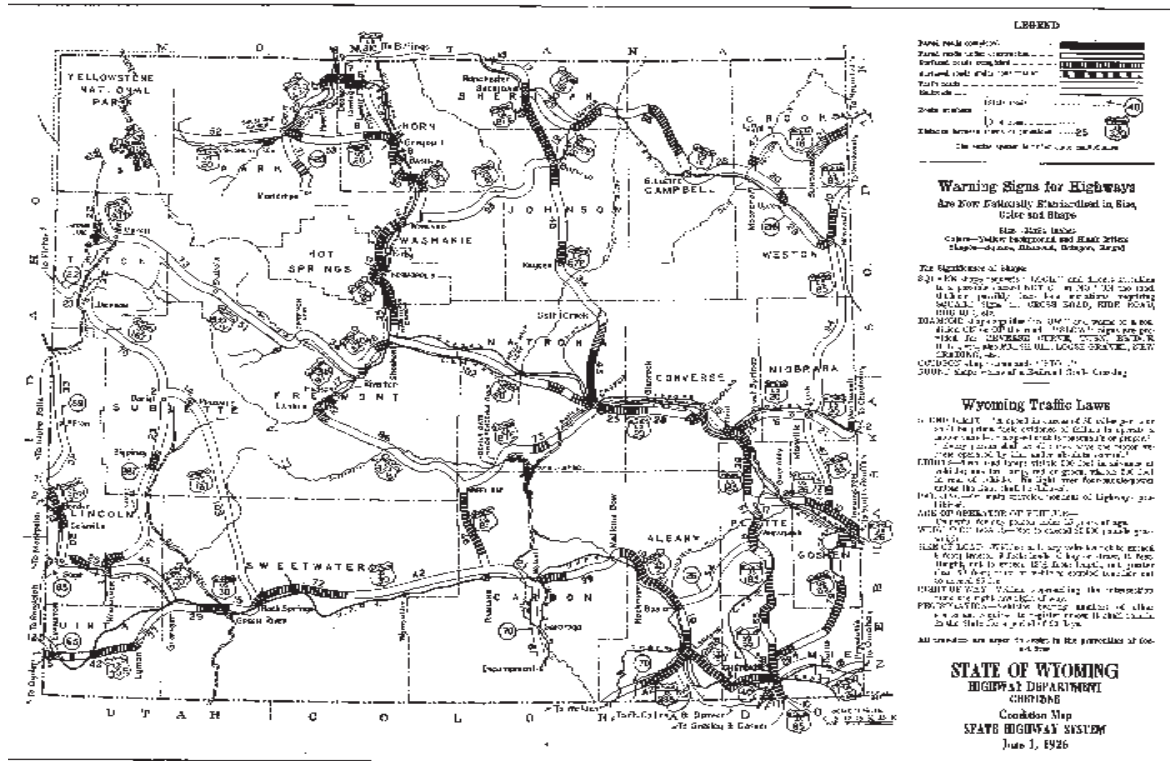
57 *Ibid.*, pp. 124 & 134.

58 *Ibid.*, p. 139.

Michael Kassel grew up in Cheyenne, Wyoming. After receiving his Associates of Arts degree from Laramie County Community College in 1990, he attended Southeast Missouri State University where he received a Bachelors of Historic Preservation and Museum Science degree in 1993. He has worked at the Mark Twain Boyhood Home and Museum in Hannibal, Missouri, and the Gardner Museum of Architecture and Design in Quincy, Illinois. In 2001, he returned to Cheyenne where he is exhibits manager for the Cheyenne Frontier Days™ Old West Museum. He is pursuing an M.A. in history from the

Putting Wyoming on the Map: The Story of the Official Wyoming Highway Map

by John R. Waggen-



The 1926 Official Wyoming Highway Condition Map is a simple, single-sided black and white sheet map that highlighted the road conditions of the time. American Heritage Center, University of Wyoming. Map reprinted with permission from the Wyoming Highway Com-

When the newly-created Wyoming Highway Commission met for the first time on April 2, 1917, among the first items discussed was that of creating a highway map. The commission, chaired by Cheyenne resident Robert D. Carey, instructed the newly appointed State Highway Engineer Z.E. Sevison, to:

Prepare a map of the State of Wyoming, showing the main roads, giving especial attention to the roads over which mail is carried. The State Highway Engineer should have a number of copies of such made for each member of the Commission and as may [sic] more as he thinks is advisable.¹

The highway department contracted with the well-known Clason Map Company of Denver, Colorado, to print the map. It ultimately was copyrighted in 1918 and titled "State of Wyoming System of State Highways Designated by State Highway Commission." This road map was large by those day's roadmap standards, measuring 18 inches x 25 inches – its scale

One must travel back to 1911, a time when the automobile was quickly gaining popularity across the nation, to begin to trace the origin of Wyoming's official road map.

being one-inch equals 20 miles. Z.E. Sevison reported in his annual address to the commission:

This map being on a rather large scale, it has not been possible to have this printed in sufficient numbers for general distribution, and I believe that this map should be ordered printed on a smaller scale so that it may be furnished to those who ask for it.²

It is not known whether this map was ever printed for, and distributed to, the public.

¹ *Wyoming Highway Commission Meeting Minutes*, April 2, 1917, p. 4.

² *1917 Annual Report of the State Highway Commission*, 1917, p. 2.

³ *Message of Joseph M. Carey, Governor of Wyoming, to the Eleventh State*

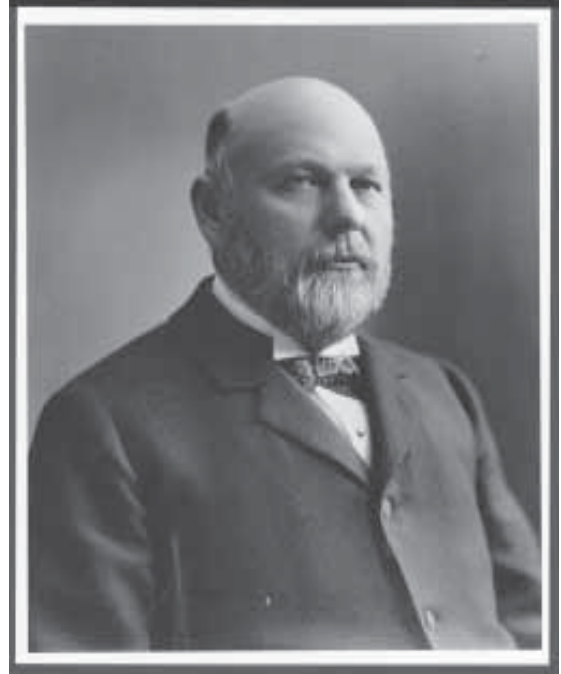
Though this was the first map produced by the highway department, the State of Wyoming had been producing road maps prior to the creation of its highway department. One must travel back to 1911, a time when the automobile was quickly gaining popularity across the nation, to begin to trace the origin of Wyoming's official road map. In his message to the Eleventh State Legislature, Governor Joseph M. Carey spoke of the importance of good roads across the state:

No question is being more discussed throughout the United States than that of good roads. Good roads are a source of great satisfaction to the taxpayer. They are something tangible and he daily sees the result of the money expended upon them. Good roads are productive of great savings in the wear and tear not only on vehicles, but upon beasts of burden, and nothing does more to promote industrial development, settle the country and build up towns and cities.³

In his address on that January day in the State Capitol, Carey told the legislators, "No one can now contradict the fact that the automobile is to become an everyday feature on our public highways, both for pleasure and for business."⁴ Indeed, the governor's foresight was correct. By 1914, motor vehicle production exceeded wagon and carriage production.⁵ Soon, existing trails began to be improved and new roads constructed across the state.

The tasks of constructing, improving, and maintaining the roads were first delegated to the State Engineer's Office. With the aid of county surveyors, the engineer's office immediately began producing a road map of the state. A 12 x 16 inch foldout map was included in the engineer's 1911-1912 biennial report.⁶ The map was copyrighted by the state on November 19, 1912. This map was probably intended for internal use only, as the map is extremely crude with so little detail it would hardly be useful to a motorist. The usefulness of this map came to the engineers and policy makers. Having this spatial information would greatly enhance their road planning and construction process that was soon to begin. For the next four years, the engineer's office oversaw the road improvement program, and in each of the engineer's reports an updated state road map was included.

In 1916, these crude state engineer maps were replaced by an all-new map. This latest edition was produced as a joint effort between the engineer's office and the Mountain States Telephone and Telegraph



Governor Joseph M. Carey, the Political Father of the Wyoming highway system. Courtesy Wyoming State Archives.

Company. This single-color (black on white) map is quite detailed in that hachures (artistic representations) are used to illustrate mountain ranges, and numerous water bodies and other physiographic features are shown. Several type fonts are used giving the map an artistic touch, and road names such as the Lincoln and Yellowstone highways are noted. The cartographer even took the liberty to include pioneer routes such as the Oregon and Overland trails.

This 1916 map could have been the state's first map to be used by eager motorists, and though the state can only be given partial credit for this map, Assistant State Engineer Shawver did write in the biennial report that:

In cooperation with the Mountain States Telephone and Telegraph Company this office compiled the accompanying State road map, from information obtained from County surveys and other sources. The Telephone Company has produced a map on a much larger scale, which it proposes to place in hotels, garages, and other conspicuous places. All the roads in the State are divided into blocks and indexed. The

³ *Legislature*, 1911, p.13.

⁴ *Message of Joseph M. Carey, Governor of Wyoming, to the Eleventh State Legislature*, 1911, p.13.

⁵ Drake Hokanson, *The Lincoln Highway: Main Street Across America* (Iowa City, Iowa: University of Iowa Press, 1988), p.19.

⁶ *Eleventh Biennial Report of the Wyoming State Engineer*, 1912, p.51.

⁷ *Thirteenth Biennial Report of the Wyoming State Engineer*, 1916, p.40.

⁸ *Report of the Special Committee for the Investigation of the State High-*

conditions of the roads in each block are received by telephone and bulletins of such roads are posted daily on each map.⁷

The accompanying map Shawver referred to was that of a folded map included in the 1915-16 engineer's report. This map is 10.5 x 13.5 inches in size. Whether or not the telephone company actually produced and displayed the larger wall maps for use by the public is unknown. Nonetheless, it was a clever marketing scheme on the part of the telephone company to utilize a road map to encourage the use of telephones while providing a valuable service to motorists. This fine June 1916 map was the last highway map the engineer's office would produce. Five months later the citizens of the Equality State went to the polls and granted permission to the state to create a highway department.⁸ By the following spring a department solely designed to oversee highway development and maintenance was established, and the state engineer exited the road-making business and in doing so closed the first chapter of the evolution of the Official Wyoming Highway Map.

In 1917, Governor John B. Kendrick did what Joseph M. Carey had done six years earlier. He stood before the legislature and presented a case for more highway development across the state. Kendrick urged the lawmakers to move forward in creating a highway department that the voters of the state wished to have. In his speech delivered on January 9, 1917, Kendrick summed up the history of the good roads movement by saying:

In a new and sparsely settled state of widely separated communities, no problem is more important than that involving the construction and maintenance of highways. Congress, a few months ago, passed a measure providing federal aid in the building of highways in the different states. At the last election, the voters of Wyoming adopted an amendment to the constitution making it possible for our state to participate in the Federal aid, and the responsibility now devolves upon the Legislature of providing the necessary machinery for working out the best plan for participation. A highway commission should be provided, with an active secretary who would be the principal executive, who would give his entire time to the work, and who would, among other qualifications, be a competent civil engineer.⁹

His suggestions were persuasive and immediately

As was the case with the engineer's office, it was not a primary goal of the Wyoming Highway Department to produce road maps or engage itself in public relations. The thrusts of the highway department in the early years were to acquire right of ways, survey the proposed highway system, construct bridges, and build roads.¹² The few maps created during the first six years of the department's existence were probably intended for the use by department employees and other state and federal officials. The maps known to exist from this era only appear within state reports, the one exception being the 1918 Wyoming Highway Commission map mentioned at the beginning of this article. However, the trend of producing maps only for internal government use would come to an abrupt stop in 1924.

When the Wyoming Highway Department was formed in 1917, it was just in time to prepare for the automobile revolution. The federal government called the 1920s "the great highway boom."¹³ During the early part of the 1920s, the transportation industry evolved at an unprecedented rate. Vehicle sales across the nation went from 1.6 million in 1921 to 4 million only two years later.¹⁴ In Wyoming alone, motor-vehicle registrations more than doubled in only five years, jumping from 21,372 vehicles in 1919 to 43,639 in 1924.¹⁵

Though welcomed by many Wyomingites, the increased traffic had significant downsides. Many of the early travelers to the state avoided the expenses of hotels and cafes by choosing to pull off the road and setting up a "car camp" for the night. "No space seemed too remote or too difficult, as long as there

way Department and State Highway Commission, December 31, 1930, p. 64.

⁹ I.S. Bartlett, *History of Wyoming* (Chicago: S.J. Clarke Publishing Co., Vol. 1, 1918), p. 259.

¹⁰ *Ibid.*

¹¹ *Wyoming Highway Commission Meeting Minutes*, April 2, 1917, p. 1. Houx replaced Kendrick who was elected to the U.S. Senate halfway through his term as governor.

¹² *Report of the Special Committee for the Investigation of the State Highway Department and State Highway Commission*, December 31, 1930, p. 64.

¹³ U.S. Department of Transportation, *Americas Highways 1776-1976: A History of the Federal-Aid Program* (Washington D.C.: U.S. Department of Transportation, 1976), p.109.

¹⁴ *Ibid.*, p.115.

¹⁵ *Report of the Special Committee for the Investigation of the State Highway Department and State Highway Commission*, December 31, 1930, p. 58.

¹⁶ Warren James Belasco, *Americans on the Road: From Autocamp to*

was room to pull off, pitch a tent, and build a fire."¹⁶ Often, these motorists left their campfires to burn, trespassed on ranchers' property, and failed to pack out their garbage. Many steps were taken to eliminate this problem. Most notably, towns around Wyoming established designated auto camps. Literature also began to be published by recognized auto clubs reminding campers to keep a clean camp. The American Automobile Association (AAA) issued a "Courtesy of the Camp" code that educated the tourist-camper of proper camping behavior. Wyoming also joined the effort, and by 1924, it had two major reasons to publish highway maps for the general public. There now existed a system of roads across Wyoming, and there were sufficient numbers of motorists using (and abusing) those roads.

In 1924, the Wyoming Highway Department began issuing free "condition maps" to motorists.¹⁷ These maps were distributed around the state and the region to hotels, filling stations, chambers of commerce, and auto clubs.¹⁸ These condition maps, simple sheet maps of 11 x 17 in size, only featured main towns and roads and highlighted few physiographic features.

Though simple, the condition maps fulfilled two goals. First, these maps indicated the conditions of the roads. Knowing the road conditions was very important during this era. It has been noted motorists spent so much time concerning themselves with road conditions they failed to see anything else.¹⁹ When viewing the map, travelers could take note of a given road surface to see if it was improved with oil, a crushed rock road base, or whether the road was unimproved beyond basic grading. Traveling on an unimproved road after a Wyoming thundershower would spell doom for motorists. Though the maps were generally effective, the best "maps" during this era were still word of mouth between travelers. It was considered a cardinal rule for passers-by to trade information.²⁰

The second purpose of the map was to disseminate information regarding highway safety, highway rules, and friendly reminders to motorists about clean car camping. Wyoming was very proud of its natural resources, and the highway department was willing to do what it could to help conserve those resources. The map included simple rules of etiquette such as reminders to motorists to extinguish campfires before leaving. Francis "Frank" Hayford Allyn, the first graduate of the University

of Wyoming's College of Engineering, created the condition maps.²¹

Through the 1920s, car camping began to fade. One visionary predicted that by the early 1930s every middle class American family would be able to go coast-to-coast with nothing more than a small suitcase.²² The transition from car camps led to cabin camps then motor courts and finally to the large roadside inns of today.²³ The need to put notes on condition maps reminding motorists to keep clean camps began to fade right along with the car campers. Before long the department would have to produce a new map to meet the needs of the new traveler. The eight-year history of the condition maps ended when the last condition map was produced on May 1, 1931, the same day the Empire State Building was dedicated.

On January 8, 1932, "Governor A.M. Clark met with the Commission for the purpose of considering bids for the publication of (a) new State Highway Map."²⁴ The Wyoming Highway Department realized an all-new map was needed to fulfill the demands of the modern motorists.

In the *Eighth Biennial Report of the Wyoming Highway Commission* the new map received a well-deserved write-up:

In order to provide the public with a dependable and accurate State map, the Department compiled and issued such a map early in 1931. This map contained more than the usual amount of information, it being

Motel 1910-1945 (Cambridge, Massachusetts: MIT Press, 1979), p. 7.

¹⁷ Letter from Wyoming Highway Department to Smith-Brooks Printing, Co., Aug. 9, 1923, Wyoming Department of Transportation, reel 435, hereafter WYDOT.

¹⁸ Letter from Wyoming Highway Department to Automobile Assurance Association, Sept. 24, 1924, WYDOT reel 435.

¹⁹ *Americans on the Road*, p. 37.

²⁰ *Ibid.*

²¹ Sutherland, Robert L., *History of the U.W. College of Engineering 1893-1993* (Laramie, Wyoming: University of Wyoming College of Engineering, 1993), p. 21. Allyn was born May 6, 1875, at St. Mary's Station along the Union Pacific Railroad in Carbon County. He became a draftsman for the Wyoming Highway Department in 1920. Allyn always signed his name and the corresponding year in the lower right hand corner of the maps. For more information about Allyn see "Mr. and Mrs. Frank H. Allyn," by Laura Ekstrom, unpublished manuscript in the Frank H. Allyn biographical file, American Heritage Center, University of Wyoming, Laramie.

²² *Americans on the Road*, p. 134.

²³ For more information about lodging accommodations, see Heyward Schrock, "A Room for the Night: Evolution of Roadside Lodging in Wyoming," *Annals of Wyoming* 75 (Autumn 2003): 31-39.

²⁴ *Wyoming Highway Commission Meeting Minutes*, January 8, 1932, p. 70.

the intention to publish a map which was accurate in every detail and which would serve many purposes other than that of the ordinary tourist pocket map. The cost of issuing such a map was considerably more than for the ordinary map, but it is believed that this cost was fully justified by the diversified uses that have developed for the map, indicating that its continued revision and publication each year is a desirable feature of the work of this Department. The map as published not only is one of the services provided by the Highway Department, but in order to advertise the resources of the State through wide distribution, the Department of Commerce and Industry cooperated in paying the cost of the map and prepared much of the material on the reverse side, which relates to the resources of the various counties and towns.²⁵

Though the map was copyrighted in 1931, it was not published until mid-1932, as bids were not opened for the printing of the new highway map until February 9, 1932.²⁶ Mills Printing of Sheridan, Wyoming, received the printing contract. For some unknown reason, Mills farmed out the job to Smith-Brooks Printing Company of Denver, Colorado.²⁷ During the years of the early and mid 1930s, out-of-state printers produced Wyoming maps. S.E. Boyer of Prairie Publishing Company in Casper realized this and wrote a letter to the highway department urging the department to keep the map production in state. He reminded highway officials that "the Wyoming State Highway Map, since the beginning of the use of the colored map [1932], has been printed in the State of Colorado."²⁸ Boyer's wish to print the map eventually came true in 1941.

The early 1930s were an unlikely time for Wyoming to invest in a relatively expensive cartographic project. After all, the country was deep in the doldrums of the Great Depression. An examination of the Wyoming Department of Commerce and Industry's mission might be one of the keys to this map's origin. In 1931, the Wyoming Legislature, via Section 103-87 of the Wyoming Statutes, made it known to the Department of Commerce Industry that:

It shall be the duty of the executive manager under direction of the board, to cooperate with other departments of the State government; to publish and to cooperate in the publishing and dissemination of literature, bulletins, maps, leaflets, and other material of educational and commercial value.²⁹

It took the department little time to react to the order. Within months it:

Cooperated with [the] State Highway Department in the preparation and production of the new official state highway map, dividing the cost of lithographing with the Highway Department and handled the mailing and distribution of the maps generally as a publicity measure in connection with our colonization program.³⁰

Commerce and Industry's colonization program was designed to contact prospective settlers and to contact people who were interested, or might be interested in, agriculture or other business opportunities in the state.³¹

With the added money from another department, the highway department planned a larger map than produced earlier. The 1932 edition grew considerably in size compared to the condition maps, thus giving the department much more room to add more information. The single-sided 11x17 condition maps have an area of 187 sq. in. The 1932 edition has 1180 sq. in. of usable space. The highway department sought the help of the Department of Commerce and Industry to assist with the layout of the new and enlarged map. The highway department paid for and designed the map side, and the Department of Commerce and Industry paid for and prepared the map back.³²

The map back is packed with information and photographs. Listed is information sought by the traveler such as tourist attractions – 229 of them to be exact. However, much attention was devoted to business opportunities, which are not normally featured on maps. Each of the twenty-three counties received a full paragraph of coverage and a photograph representing some opportunity or attraction in that county. The reader curious about Wyoming's mineral resources would learn

²⁵ *Eighth Biennial Report of the Wyoming Highway Commission*, p. 22.

²⁶ *Wyoming Highway Commission Meeting Minutes*, February 9, 1932, p. 74.

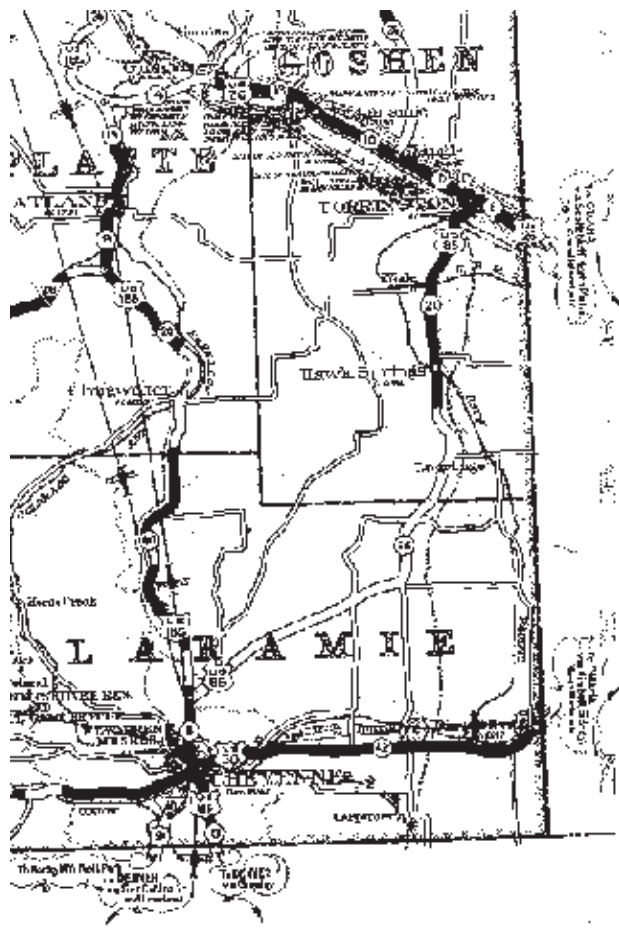
²⁷ Letter from Wyoming Highway Department to Smith-Brooks Printing Co., Jan. 9, 1933, WYDOT reel 450.

²⁸ Letter from Prairie Publishing Co. to Wyoming Highway Department, Nov. 19, 1934, WYDOT reel 450.

²⁹ *Special Biennial Report of the Wyoming Department of Commerce and Industry 1931-1933*, forward.

³⁰ *Ibid.*, p. 18.

³¹ *Ibid.*, p. 1.



National Forests	Indian Reservation	Game Refuges
------------------	--------------------	--------------

AIR ROUTES:
 Emergency or unimproved landing field
 Official Air Line
 Revolving beacon
 Stationery or fishing beach
 Commercial or municipal Airport

HISTORIC TRAILS:

Del. a Verendrye - 1743	Mormon Trail - 1847
John Culler - 1807	California Trail
Wilson Price Hunt - 1811	Oregon Trail 1843-5
Robert Stuart - 1812	Overland Stage Route
Col. B.L.F. Bonneville - 1832	Original Pony Express
Lieut. J.C. Fremont - 1842	Bozeman Trail
Gen. L.J.C. Fremont - 1843	Cheyenne Deadwood
Overland Trail	Stage Road
	Black Hills Wagon Road

Gratitude in expression to the following contributors of historic data or other valuable information on this map:

Dr. R. Richard, Professor of Public Economy, University of Wyoming, Laramie	W.C. Anderson, Art Director, Biological Survey, U.S. Dept. of Agriculture, Washington, D.C.
Brig. Gen. A. Howard, U.S. Army, Fort Sherman, Wyo.	J.B. Griffith, Editor, The Post-Tribune, Cheyenne
Hon. Frank O. Burton, U.S. Commissioner of Indian Affairs, Denver	Edward L. Grebb, Civil Engineer, Cheyenne
Don W. Benschurg, Journalist, Cheyenne, The Tribune, Cheyenne	Dr. Chambers, County Clerk, Johnson County, Wyo.
J.H. Marsh, U.S. Geologist, Cheyenne	Thos. B. Sturtevant, President, Wyo. State Society of Genealogy and History, Cheyenne
James Olin Cyrus Beard, Journalist, Cheyenne	L.D. Henry, Editor, The Golden Rule, Cheyenne
Benny G. Watson, Dep. State Engineer, Cheyenne	Clare L. Ashcraft, Wyoming State Librarian, Cheyenne
America Jones, Dep. U.S. Marshal, Cheyenne	DC. Shawman, Engineer, The Agricultural Co., Cheyenne
Hugh R. McQueen, Editor of Cheyenne	H.M. Farlow, County Clerk, Sherman County, Idaho
Mary J. Carpenter, Medical Director, State Hospital, Cheyenne	Edward Burnett, Wyoming Aviator, Buffalo
Adolph Thom, U.S. Biological Survey, Cheyenne	Walter Bechman, Superintendent, Cheyenne State Penitentiary, Cheyenne
John C. Thomas, Editor, Cheyenne Leader, Cheyenne	Ernest Logan, Superintendent, Wyo. State Penitentiary, Cheyenne
J.R. Terry, Engineer, The Wyoming Electric & Light Co., Cheyenne	L.R.A. Condit, County Auditor, Cheyenne
A. Wood, Justice Sup. State and Federal Courts, Cheyenne	W.R. Smith, County Treasurer, Cheyenne
John A. Martin, Wyoming Railroad Manager, Cheyenne	Various County Surveyors of the State.

FREE COPIES OF THIS MAP
 may be procured upon application to any of the following:
 Wyoming State Highway Dept., Cheyenne
 State Dept. of Commerce and Industry, Cheyenne
 Any Chamber of Commerce in Wyoming

Copyright, 1932, by Wyoming State Highway Dept.
 Compiled and drawn by Julius Muller.

The 1932 Official Wyoming Highway Map was the first to feature the famous historical captions. American Heritage Center, University of Wyoming. Map reprinted with permission from the Wyoming Highway Commission.

the Wyoming State Geological Department is very cooperative with prospectors. Want to be a coal miner? Come to Sweetwater County! Want to be a sugar beet farmer? Come to Goshen County! To sweeten the proposition, the prospective farmer is reminded that Wyoming's sugar beet is sweeter than those grown in other states.

The 1932 edition also marked the beginning of the tradition of noting the governor. A.M. Clark's name appears on the cover of the map giving him the honor of being the first governor to be mentioned on Wyoming's road map. Governors would appear on maps in some form or another off and on throughout the map's history.

The name of Julius Muller also is listed on the map. He is credited as being the person who compiled and drew the maps of this era. Muller was the chief draftsman for the department, so he was given much credit for work that was generated from that unit, but it is believed Allyn, the cartographer of the condition maps, crafted the maps of the 1930s.³³

Wyoming's first generation of folded maps was a big hit across the nation. The San Diego Historical Society was so intrigued with the historical captions that are included on Wyoming's map it began an effort to see that future editions of the California maps would include history. The engineer of the State of Idaho Department of Public Works was so impressed with the cartography on these maps he asked the Wyoming Highway Department to share its methods of production. The Superintendent of Yellowstone National Park considered the Wyoming map to be "one of the most complete and valuable highway maps issued by any state."³⁴

With compliments like these it was obvious

³² *Ibid.*, p. 18.
³³ John Walter, interview with author, Cheyenne, Wyoming, Nov. 21, 2000, written notes.
³⁴ Letter from San Diego State Historical Society to Wyoming Highway Department, November 9, 1936; Letter from Idaho Department of Public Works to Wyoming Highway Department, January 26, 1935; and Letter from National Park Service to Wyoming Highway Department, Nov. 4, 1935, WYDOT reels 344 and 342.
³⁵ Keith Rounds, interview with author, Cheyenne, Wyoming, Jan. 25,

the Official Wyoming Highway Map was a great marketing and public relations tool for the state. Former spokesman for the Wyoming Department of Transportation, Keith Rounds, was often reminded by tourists that the Official Wyoming Highway Map is the best marketing tool Wyoming has.³⁵ No doubt, a seemingly simple publication such as a highway map can leave a profound impression on the viewer no matter if the viewer is a traveler, engineer, or history buff.

The historical captions act as a tour guide, encouraging travelers to go from one site to the next. Since their inclusion on the map in 1932, many of the eighty-two informational captions have been removed. By 1990, the number of captions had been reduced from eighty-two to forty-five. The main reasons for their removal lie in the fact the Wyoming Department of Transportation received complaints from citizens alluding to the fact that the map was "too cluttered" and because the locations of many historic sites and events were not verifiable. Rounds added that a letter from noted historical geographer, John Logan Allen, in the 1980s challenging the burial site of Sacajawea,³⁶ "brought things to a head, and we enlisted a blue-ribbon committee to take a look at all those things." The blue-ribbon committee, consisting of folks from numerous state agencies including the Travel Commission, Archives, Museums and Historical Department, and the State Library, concluded that many of the sites should be removed, so the highway department responded by removing many of them from the map.³⁷

Through the 1930s and early 1940s, the Official Wyoming Highway Map evolved only slightly from year to year. The most notable changes occurred in 1937 when an all-color cover was introduced as well as a greeting to tourists from the governor, and in 1940 when color photographs replaced the black and white images on the mapback. During this same era, a substantially greater number of maps was printed and distributed compared to previous years. The department distributed one hundred thousand maps during 1937 and 1938.³⁸ Wide distribution of the map also occurred as a result of a national advertising campaign. The state promoted tourism via ads that were printed in national magazines and newspapers. During 1938, 1,117 respondents requested highway maps.³⁹

The country experienced an increase in tourism in 1939, and this may have led Wyoming to do a

much-needed second printing of the map. In the east, New York prepared for the opening of the World's Fair, and out west, San Francisco was preparing for the Golden Gate International Exposition. Both fairs ran from the spring of 1939 to the fall of 1940. Travelers going from fair to fair certainly would have impacted Wyoming's great east-west transportation corridor - US 30. Also, the 1939 Legislature appropriated funds for an exhibit in San Francisco when:

Twenty thousand dollars was appropriated by the twenty-fifth legislature for an exhibit at the Golden Gate International Exposition at Treasure Island, San Francisco, California, for 1939. The World's Fair Commission, appointed by Governor Leslie A. Miller, presented the request to the legislature, and after consideration of the matter by Governor Smith and the legislature, the sum of \$20,000 was appropriated.⁴⁰

Thousands of pieces of literature were distributed to the 749,107 visitors who entered Wyoming's booth during the summer and fall of 1939.⁴¹ Both 1939 editions were printed as "World's Fair Editions." However, attention would soon turn from the world's fair to a world war.

World War II brought an end to many of the activities of the Wyoming Highway Department. The Office of Defense Mobilization imposed restrictions on such things vital to road construction as asphalt, tar, steel, and heavy equipment. Manpower shortages also began to affect the workforce. The highway department acknowledged, "The number of employees now in the State Highway Department has already been reduced by approximately one-half as result of 2001, written notes.

³⁶ Listing Sacajawea on the map was controversial from the very beginning. After the 1932 edition was distributed, a South Dakota historian asked the Wyoming Highway Department to remove the caption because it was inaccurate. Walter, interview.

³⁷ Keith Rounds interview.

³⁸ *Special Biennial Report of the Wyoming Department of Commerce and Industry 1937-1939*, p. 19.

³⁹ *Ibid.*, p. 8.

⁴⁰ *State Department of Commerce and Industry Report of Activities 1939-1940*, p. 17.

⁴¹ *Ibid.*, p. 18.

⁴² *Thirteenth Biennial Report of the Wyoming Highway Commission*, p. 21.

⁴³ *Ibid.*, p. 16.

⁴⁴ *Americas Highways 1776-1976*, p. 147.

⁴⁵ American Congress on Surveying and Mapping, *The American Cartographer* (Falls Church, Virginia: American Congress on Surveying

the war and present national emergency.”⁴² What work was done was applied to the war effort. The priorities of the department were to create access to oil fields, coal basins, and airports.⁴³

The war impacted the auto industry as well. The government rationed gasoline and rubber and set the national speed limit at 35 mph to conserve fuel and reduce maintenance on vehicles. Car production also came to a halt. In 1941, 3,779,682 automobiles were produced, while 1943 saw only 139 cars roll off America’s assembly lines.⁴⁴

The war slowed the pace of travel to a snail’s crawl. With no new roads being constructed and with fewer motorists using the existing roads, there was little demand to produce new maps. In fact, World War II suspended road map development altogether.⁴⁵ The big road map producers such as Rand McNally and H.M. Gousha switched efforts to military map production for the Defense Department.⁴⁶

Wyoming adjusted to the times by implementing several alternative methods. The 1942 map, for example, was essentially a reprint of the 1941 map, and this same map was used in 1943.⁴⁷ However, the department got a bit more creative the following year. The department attempted to place stickers on maps remaining from 1942, covering up the date with the current date. There was a problem though. The stickers did not adhere to the glossy paper. The department remained persistent to find inexpensive ways to provide maps to the public for the year 1944. The department again utilized the 1942 edition and furnished a map with an ink-stamped message on the back cover indicating, “This map issued in 1942 is essentially correct as of today...” The map itself stands as the only piece of evidence of this 1944 venture.

The highway department next published a map in 1946. The map was a black and white rendition of the 1942 map. Because colored ink was being conserved it was necessary to print a simple black and white map.⁴⁸ Cost was also a concern, and the commissioners decided to keep the printing from exceeding five hundred dollars.⁴⁹ Keeping the cost to a minimum coupled with the fact there was a paper shortage,⁵⁰ allowed the department to print no more than ten thousand copies of the map.⁵¹

The 1946 edition of the Official Wyoming Highway Map displayed one unique feature. It was the only folding map produced by the department not featuring a photographic or art image on the

cover. Instead, the cover showed Wyoming’s iconic symbol – the bucking bronco. A possible reason for the small silhouetted logo being featured on this map may be the fact the man given credit for the idea to design the logo, Lester C. Hunt, was governor at that time. In the 1930s, when Hunt was secretary of state (a position, which at that time was in charge of motor vehicle license plates), he decided to create a logo of a bucking bronco to appear on the 1936 plate. He commissioned artist Allen True to paint the logo.⁵² Hunt governed the state from 1943 to 1949. The first map to list him as governor was the 1946 edition. The logo may have been placed there as a tribute to him. The map’s back does include a tribute to the men of the Wyoming Highway Department returning from the war. It was added in place of the traditional governor’s statement, which had been featured on the map since 1937.

The post-war era brought gigantic changes to the Official Wyoming Highway Map when, on December 18, 1945, the Wyoming Highway Department struck an agreement with the Rand McNally Company of Chicago to begin creating an all-new map. From 1947 to 1952, Rand McNally improved the map each of those years taking it from the map base⁵³ created for the 1932 edition to an all-new base in 1949, and finally to the 1952 colorized version Wyomingites have come to know.

Wyoming had been using the same base since

and Mapping, July 1987), p. 249.

⁴⁶ American Congress on Surveying and Mapping *Surveying and Mapping* (Washington D.C: American Congress on Surveying and Mapping, April-June 1956), p. 632.

⁴⁷ Letter from Wyoming Highway Department to Federal Public Roads Administration, Jan. 27, 1943, WYDOT reel 521.

⁴⁸ Letter from Wyoming Highway Department, January 28, 1946, WYDOT reel 531.

⁴⁹ *Wyoming Highway Commission Meeting Minutes*, April 10, 1945, p. 107.

⁵⁰ Letter from Wyoming Highway Department, January 28, 1946, WYDOT reel 531.

⁵¹ *Wyoming Highway Commission Meeting Minutes*, May 21, 1945, p. 7.

⁵² Phil Roberts, David L. Roberts, and Steven L. Roberts, *Wyoming Almanac*, 5th ed., (Laramie, Wyoming: Skyline Press/Wyoming Almanac, 2001), p.76.

⁵³ A map base is the cartographer’s draft of the map being made. This base, used to make the printer plates, is comprised of many layers of sheets of data that contain all of the information that will appear on the map such as the topography layer, the highways layer, the text layer, etc.

⁵⁴ Letter from Wyoming Highway Department to the Wyoming Episcopal Church, Diocese of Wyoming, March 6, 1946, WYDOT reel 531.

⁵⁵ *Wyoming Highway Commission Meeting Minutes*, February 20, 1946,

1932, and with all of the additions to the map during the period of rapid road construction, the map base was showing signs of wear. Highway Superintendent J.R. Bromley said, "Our old plates are not satisfactory anymore as they have become worn to such an extent that the maps are not accurate."⁵⁴ There was a definite need for Wyoming to start over. Wyoming did just that and utilized the help of the most widely known mapmaker in the nation.

On February 20, 1946, one hundred and fifty thousand maps for the 1947 season were commissioned to be printed at a cost of \$6,075.⁵⁵ However, before this map was approved the commission discussed the possibility of including Buffalo Bill Cody on the map. Buffalo Bill's 100th birthday commemoration was being planned, and Highway Commissioner Cowgill of Cody believed it would be appropriate to feature Buffalo Bill on the map. When the 1947 edition rolled off the press from Rand McNally's plant in Chicago there was no sight of Cody, though a photograph of the dam he began constructing in 1905 does appear on the back cover.

The 1947 map is very similar to the editions of 1940-1946, but the overall quality is much improved over earlier editions. A new type of offset lithography, which produced a much higher quality map at an affordable cost, was used.⁵⁶ The print is sharper, easier to read, and more precise. With a quick glance at the 1947 map, one will also note the number of roads that were improved beyond basic grading compared to the prewar years. The map back was simplified somewhat. It featured a regional road map of the U.S. and a mileage chart. The remainder of the back consists of color photographs of all of the classic Wyoming themes – cowboys and Indians, mountains, Yellowstone, and Devils Tower. This map began the trend of Wyoming allowing pictures to do the talking. Little text would appear on the map's back until the 1980s.

Rand McNally used a new paper stock for the 1949 edition, which more precisely absorbed the printing ink creating a sharper, clearer, more exact map. As was the case in 1947, the governor did not appear on the map, nor did the names of commissioners or other departmental staff. This era of maps was almost entirely dedicated to tourism, as colorful photographs exhibiting Wyoming's cultural and physical landscapes were featured. The commission wanted its photographs to appear as nice as the photographs adorning the renowned Union Pacific

Railroad calendars. Ralph Bowen of Rand McNally responded with many comments and suggestions. First, he noted that professional photographers with 8x10 view cameras were taking the photographs for the Union Pacific. He also noted UPRR was using a superior quality paper, but this paper would not be suitable for a map, as "the paper would have no strength, and under folding conditions and considering the other severe use given maps, it would not last any time at all." Rand McNally urged the Highway Department to submit 4x5 negatives, which would offer the best quality reproduction.⁵⁷

There was even talk that some of the highway department staff liked the color photo quality on the Colorado map. Bowen of Rand McNally said:

I am really surprised that anyone in Wyoming could find anything in the Colorado map folder to arouse even a trace of jealousy. Aside from the map work itself, which is extremely illegible and poorly designed, the color work in the pictures, in my opinion, is very much beneath the quality in the Wyoming folder.⁵⁸

Bowen and his staff at Rand McNally certainly could not help but realize Wyoming was serious about making a better map. Wyoming wanted a map as good as Union Pacific's calendar, and certainly, it was not going to be outdone by its archrival to the south. Rand McNally went back to the drawing board and made more changes to the map. The changes were more than satisfactory to catch the attention of travelers. It was reported in the July 11, 1950, edition of *The Portland Oregonian*, that Wyoming's map is the "king of them all." A motorist took a trip around the nation and collected road maps. Most of the maps were of the usual variety, but Wyoming's map was a cartographer's masterpiece.

The Oregonian reported:

The supreme accomplishment of this piece of pro-

p. 60.

⁵⁶ Arthur H. Robinson, Randall D. Sale, Joel L. Morrison, and Phillip C. Muehrcke, *Elements of Cartography*, 5th ed. (New York: John Wiley & Sons, 1984), p. 458.

⁵⁷ Letter from Rand McNally Co. to Wyoming Highway Department, May 15, 1949, WYDOT reel 371.

⁵⁸ Letter from Rand McNally Co. to Wyoming Highway Department, April 25, 1949, WYDOT reel 371.

⁵⁹ *Portland Oregonian*, July 11, 1950. Copy on WYDOT reel 2119.

⁶⁰ *Wyoming Highway Commission Meeting Minutes*, August 27, 1949, p.

paganda is the main map, a meticulously drawn and superbly colored portrayal of physical and historical Wyoming. Here the map addict - and there is at least one in every family - may absorb details of the highways, mountain ranges, watersheds, railways, air lanes, divides, and pioneer trails.

The accolades continued when *The Oregonian* offered:

This map is no plebian aggregation of signposts fit for forgetting in the glove compartment. It is an invitation to road romance, a reminder of return to Wyoming. To our own Oregon highway development commission we commend this map, its charm and its lesson. Oregon's map, of which 200,000 were ordered this year, is sound, it is legible, and useful. But it keeps secret too well the infinite variety, the vigor and the romance of Oregon.⁵⁹

Wyoming, with its "king" of the highway maps, had caught the attention of California, Idaho, and Oregon, and through the years received many more compliments. The 1949 Wyoming map was so popular the department exhausted its supply by August.⁶⁰ For the 1950 map, it was decided to increase production by fifty thousand, making two hundred and fifty thousand maps available to the public.⁶¹

By 1950 and 1951, the Official Wyoming Highway Map focused on tourism even more so than the editions of 1947-1949. These maps no longer carried travel information alerting motorists of speed limits, proper vehicle passing techniques, rights of way, and mountain driving, although surrounding states still focused on traffic laws and other travel information.

While Rand McNally was busy working on Wyoming's map, the federal government was busy planning an interstate highway system. The Clay Committee, formed by President Dwight Eisenhower to oversee this undertaking, decided that "the need is not for more highways so much as better ones."⁶² The Wyoming Highway Department shared that philosophy and wanted to create a better road map. In 1952, a map rolled off the printing press in Chicago that was such a masterpiece it was still used fifty years later. Since its unveiling in 1952, more than thirty-five million copies of this all-color map Wyomingites have come to know have been printed.

Wyoming can claim to be the first state in the union to feature an all-color shaded relief map.⁶³

What started out as a simple version of this map in 1947 had been improved. Other states feature shaded relief on their maps, but none have a realistic natural color scheme like that portrayed on the Wyoming map. Wyoming's diverse landscape of grasslands, sagebrush steppes, and ice-capped alpine regions were captured in fitting colors of tan, light green, dark green, and white.

The highway department's drafting unit, which had been involved with map production prior to the late 1940s, relinquished that task at the time the 1952 map was released when "on October 19, 1951, the State Highway Commission appointed a Secondary Roads Engineer in compliance with this 1950 Federal Aid Act."⁶⁴ Appointed to that position was G.T. "Shorty" Bath. Sometime around 1953, the department decided he should be "responsible for the compilation and publication of the official Wyoming Highway Map."⁶⁵ Also, in about 1953, a public information director was hired.⁶⁶ Even though there was an established public relations department, Bath maintained control of the map as one of his duties. In 1964, however, the map was appropriately turned over to the Public Information Office.⁶⁷ Rounds became the public information officer that year.⁶⁸ Soon after he assumed his duties, he took charge of the map. Rounds oversaw the production of about thirty editions of the map before his retirement on February 1, 2001.

Numerous map-related undertakings occurred during Round's time with the department. One was that of taking ownership of the map plates. When

43.

⁶¹ *Wyoming Highway Commission Meeting Minutes*, August 4, 1950, p.

60.

⁶² Christy Borth, *Mankind on the Move: The Story of Highway*. (Washington D.C: Automotive Safety Foundation, 1969), p. 229.

⁶³ *Wyoming Highway Commission Meeting Minutes*. October 18, 1951, p. 60.

⁶⁴ *Eighteenth Biennial Report of the Wyoming Highway Commission*, p.

47.

⁶⁵ *Nineteenth Biennial Report of the Wyoming Highway Commission*, p.

63.

⁶⁶ *Ibid.*, p. 10.

⁶⁷ Wyoming Highway Department, *The Highwayman*, June 1964, .p. 5.

⁶⁸ Rounds interview.

⁶⁹ Keith Rounds, April 26, 1972, Wyoming Highway Department Internal Document to W.G. Lucas, WYDOT Public Affairs Office vertical files.

Rand McNally received the contract to create an all-new map for 1949, it was required not only to print the map but also to make the new printing plates. These plates remained in the ownership of Rand McNally. Wyoming only owned the copyright to the map.⁶⁹ As a result, each year the bidding included printing and plate making. Rand McNally, already having the plates, had the obvious advantage, as its bids from year to year did not have to include the expensive plate making fees. Rand McNally was the low bidder on every map it bid from 1947 to the time the plates were sold to the highway department in 1972, with the exception of the 1960 edition. Wheelwright Publishing of Salt Lake City, Utah, won the contract for that edition. It is believed Wheelwright had an excess of inferior paper and was therefore able to submit a low bid.⁷⁰ Indeed, the quality of the printing and of the paper of the 1960 edition is arguably inferior to the Rand McNally jobs. Oddly enough, this map won a printing award.⁷¹

Some years only Rand McNally submitted a bid.⁷² Other printing companies complained the process was unfair. Among the companies addressing this issue was Jeppesen and Company, an aviation map printing company. On July 19, 1962, Harold Prommel, manager of map sales for Jeppesen, approached the commission and explained his company wanted to bid on the Wyoming highway map, but because the bid specifications called for both printing and cartography, there was no way it could be competitive.⁷³

Jeppesen certainly had the capability to create visually stimulating and accurate maps. For years it had been producing aeronautical charts for the Wyoming Aeronautics Commission. The highway commission considered these aeronautical charts to be among the very finest produced.⁷⁴

The Jeppesen company has its roots in Cheyenne. Elrey Borge Jeppesen, a pilot for Varney Airlines (later to become United Airlines), lived in Cheyenne and flew the route between Cheyenne and Salt Lake City. After losing several pilot friends to accidents attributed to navigational problems, he created charts to aid in navigation.⁷⁵ Jeppesen began handing them out, and they became so popular he turned his idea into a profitable business, setting up shop at Denver's Stapleton International Airport.

Jeppesen did bid on the all-new 1949 Wyoming Highway Map, but it may have been too small a company to compete with Rand McNally. In 1952,

another big map company, H.M. Gousha, acquired an interest in Jeppesen.⁷⁶ It was too late though. Once Rand McNally had the contract, it had, in essence, created a monopoly. Had Jeppesen won the contract for the 1949 map, it is quite possible that a company so linked to Wyoming's mapping history would have been the one credited with creating and maintaining the Official Wyoming Highway Map.

Pleas from companies like Jeppesen led the Wyoming Highway Commission to purchase the plates from Rand McNally. This occurred on August 24, 1972, for a cost of \$11,500.00.⁷⁷ Now that the Wyoming Highway Department had the map plates, this allowed for other companies to pursue the printing jobs.

A second map-related undertaking during Rounds' early years with the department appeared in 1965, when the governor reappeared on the map after being absent since Hunt's name appeared on the cover of the 1946 edition. For the first time ever, the governor's appearance on a map is mentioned in the commission record. The highway commission moved:

The department should request a statement from Governor Clifford P. Hansen together with a color photograph of himself, both of which are to be placed on the 1965 Highway Map, which year is the 75th anniversary for statehood for Wyoming.⁷⁸

Rounds secured the statement, and the 1965 map was the first to feature the governor's portrait and statement on the back cover. This arrangement became the standard, but it did not become an annual tradition for several more years. Four years later, the governor's statement and portrait again was mentioned in the commissioners' record. Commissioner Gus Fleischli moved to place the governor's photo and message back on the map.⁷⁹ As requested, the 1969 map features Governor Stan Hathaway on the

⁷⁰ Rounds interview.

⁷¹ *Wyoming Highway Commission Meeting Minutes*, October 20, 1960, p.31.

⁷² *Ibid.*, September 27, 1962, p. 17.

⁷³ *Wyoming Highway Commission Meeting Minutes*, July 19, 1962, p. 96.

⁷⁴ *Ibid.*

⁷⁵ *Wyoming Almanac*, p. 28.

⁷⁶ *The American Cartographer*, p. 249.

⁷⁷ *Wyoming Highway Commission Meeting Minutes*, August 24, 1972, p. 21.

back cover with his statement, and since this time, the governor's portrait and written statement have appeared on every map.

The appearance of a governor on a map is one of the most important identifiers that a map is official. It is this "officialness" that gives the map its credibility, and, as a result, gives the motorist a sense of assurance. In his Wyoming geography book, Wyoming geographer Robert Brown identifies three symbols that embody the spirit of Wyoming – open space, the bucking bronco and cowboy, and the governor.⁸⁰ Brown stated the Governor of Wyoming offers a recognizable degree of rugged individualism; an ability to talk plainly; and a complement of other personal characteristics including honesty, tolerance, mild ambition, and love of family.⁸¹ No doubt, Wyoming's license plate helped promote the cowboy image, and so has Wyoming's map. All the governors seem to embody the cowboy spirit by sporting their cowboy hats for their portraits. In 1987, newly elected Governor Mike Sullivan seemed also to capture the "love of family" quality Brown identified in his book, when he appeared on the map with the first lady, their children, and even the family pet.

A milestone was reached in 1990 with the printing of the Wyoming Centennial edition. In anticipation of a busy tourism season during Wyoming's 100th birthday, the department produced an astonishing one million copies of the map. The Highway Department appropriately dedicated the issue to the state's history. The cover includes a photograph of Wyoming's statehood parade, which was held in Cheyenne on July 10, 1890, to celebrate the occasion. The mapback includes an historical narrative of the state's history written by Rick Ewig, who at that time was an historian for the Wyoming State Archives, Museums and Historical Department.

The most recent major update to the map occurred with the 2003 edition. For the past fifty years, the Wyoming Department of Transportation (WYDOT)⁸² had been using the same map plates that were created by Rand McNally in the late 1940s and early 1950s. Just as with the 1932 map plates,

the 1952 map layers were wearing out. Knowing something needed to be done to solve this dilemma, WYDOT decided to enter the computer age. Garth Oldham, Graphics Designer for the WYDOT Public Affairs Office, digitized the map sheets created by Rand McNally.⁸³ With all the information from those sheets digitized, corrections and updates could be made by simply using the computer. Updates that once took hours to complete could be done in minutes. Certainly the most obvious change to the viewer was that of the overall lightening of the color of the 2003 edition, which was changed to make the text easier to read. Before digitization, the color of the map was fixed and could not be altered. Eastwood Printing and Publishing Inc. of Denver, Colorado, printed the 2003 map. The department printed 1.25 million copies of the map for a cost of \$110,625.00.⁸⁴ The only Wyoming company to bid on this all-new map was Unicover Corporation of Cheyenne.

The State of Wyoming produced its first highway map in 1912. Since then, nearly 40 million Official Wyoming Highway Maps have been produced and

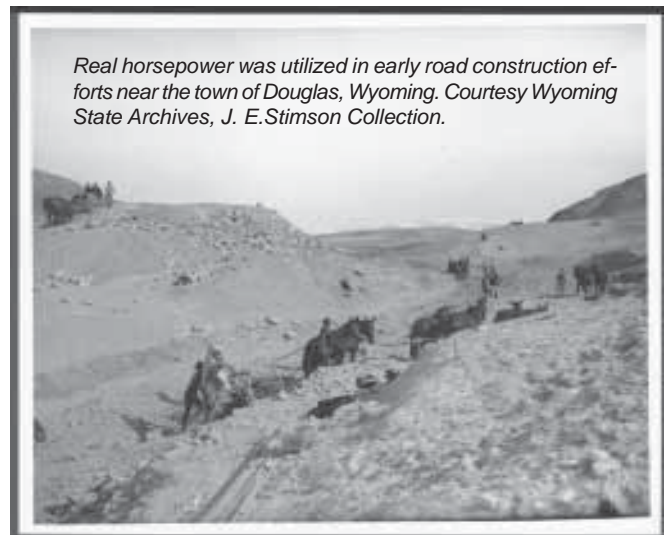
⁷⁸ *Ibid.*, October 29, 1964, p. 21.

⁷⁹ *Ibid.*, July 18, 1968, p. 7.

⁸⁰ Robert H Brown, *Wyoming: A Geography* (Boulder, Colorado: Westview Press, Inc. 1980), p. 148.

⁸¹ *Ibid.*, p. 149.

⁸² In 1992, the Wyoming Highway Department reorganized and became the Wyoming Department of Transportation (WYDOT). Sub-

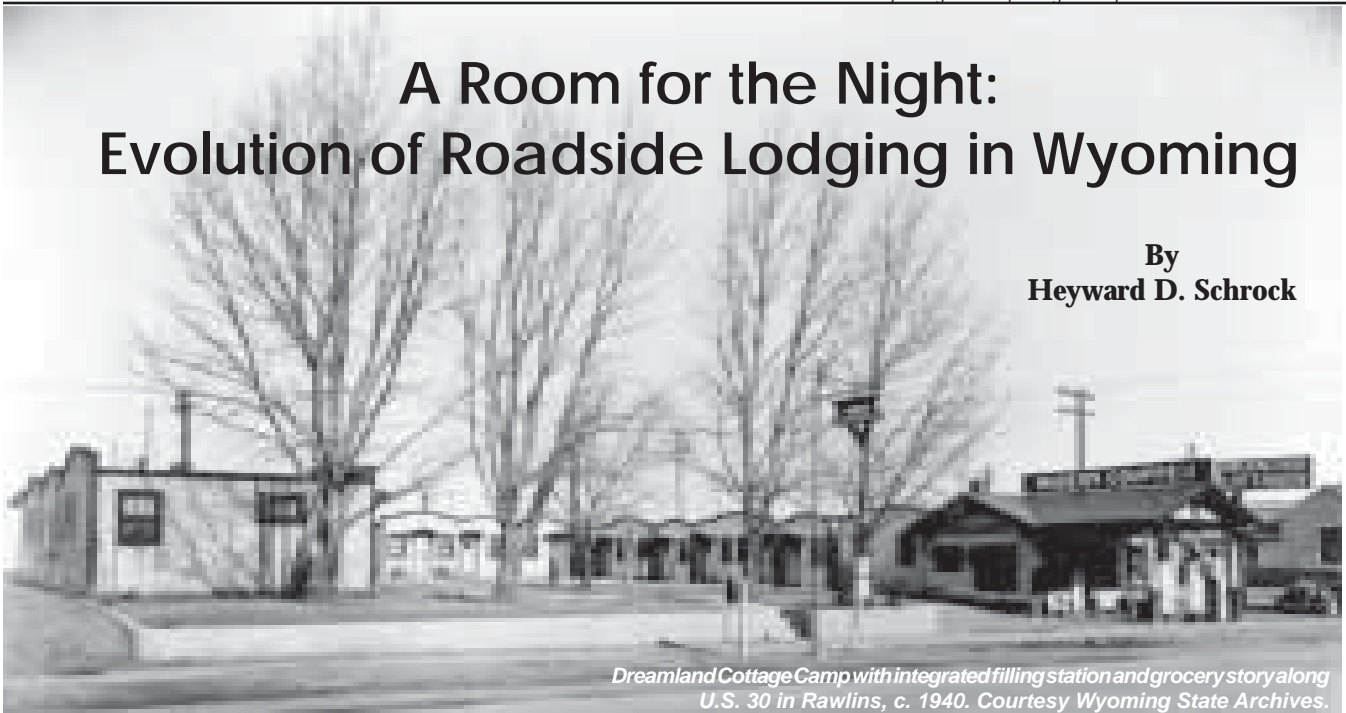


Real horsepower was utilized in early road construction efforts near the town of Douglas, Wyoming. Courtesy Wyoming State Archives, J. E. Stimson Collection.

John Waggener was born and raised in Green River. He graduated from the University of Wyoming with his B.A. in Geography and Education in 1995 and his M.A. in Geography in 2001. He is an Assistant Archivist at the University of Wyoming's American Heritage Center.

A Room for the Night: Evolution of Roadside Lodging in Wyoming

By
Heyward D. Schrock



Dreamland Cottage Camp with integrated filling station and grocery store along U.S. 30 in Rawlins, c. 1940. Courtesy Wyoming State Archives.

Americans have an infatuation with the automobile. Part of the obsession is the attraction of driving somewhere. Initially, however, early twentieth century car touring was limited to driving close to home due to lack of passable roads. As more all-weather roads were built, Americans began to venture

When Americans took to the road for a prolonged journey they performed what would become a daily routine of searching for a room to spend the night.

farther away from home. Longer road trips inevitably generated new businesses, services, and products to meet the needs of the auto tourists.

One business created by the automobile was roadside lodging. When Americans took to the road

for a prolonged journey they performed what would become a daily routine of searching for a room to spend the night. As the number of automobiles and tourists increased, lodging for the vehicle bound traveler evolved to meet the needs of an ever-changing, mobile society.

In 1903, the Ford Motor Company was founded and Henry Ford changed the way cars were built. In 1913, Ford produced thirteen thousand automobiles

a day. By 1925, the moving assembly line was so well streamlined that new Model T's were rolling off the assembly line every ten seconds. Mass production made the cost (\$290), low enough that just about anybody could afford one. In 1920, more than nine million motorcars and trucks were registered in the United States. That same year in Wyoming, 24,973 passenger vehicles were licensed. With the affordable automobile, Americans had an alternative to rail travel and began to pervade the roads traveling long distances with a freedom previously unknown. Where as travelers had been controlled by railroad timetables and rail networks, the automobile allowed the individual to pick and choose the time and route of travel. This self-determination of movement brought a revolution in transportation for Americans during the first two decades of the twentieth century.¹

At the beginning of the twentieth century early auto tourists had few choices for a room after traveling miles in an open automobile. An occasional wayside inn, a hold-over from stage coaching days, might offer the tired motorist a bed. An economical alternative was to camp alongside the road. The principle choice was the downtown hotel that served a transient population of salesman, businessmen, and travelers. Downtown

¹ James W. Davidson et al. *Nation of Nations: A Narrative History of the American Republic* (New York: Mc-Graw-Hill Publishing Company, 1990), p. 907; Wyoming Department of Revenue, Motor Vehicle Division, Wyoming State Archives; Carlos Arnaldo Schwantes, *Going Places: Transportation Redefines the Twentieth-Century West* (Bloomington: Indiana University Press, 2003), pp. 52, 125.

hotels had dominated the lodging industry for more than half a century because of their ready access to the railroad station and downtown businesses. Along with banks, restaurants, and retail stores, hotels were the center of economic and social power for American cities.² This was true for Wyoming as well.

By the 1930s, large cities and small towns in Wyoming all supported a hotel. Business groups and local chambers of commerce collaborated in building and promoting hotels and, in turn, their communities. Many eager businessmen felt that no town or city could prosper without modern accommodations for visitors, especially automobile travelers. Local newspapers, instruments of civic promotion, readily assisted in this endeavor. On the grand opening of the Gladstone Hotel in Casper, *The Casper Daily Tribune* on November 3, 1924, commented at length on the importance of hotels in Casper: essentially, it noted, "Casper hotel accommodations are now second to none in the Rocky Mountain region. This will make for greater prosperity in this city and will bring money here which might otherwise be spent elsewhere."³

More importantly, Wyoming hotels like the Ferris in Rawlins, the Henning in Casper, the Emery in Thermopolis, the Plains in Cheyenne, the Irma in Cody, and the LaBonte in Douglas became local landmarks of economic and community energy. Many were multistory structures with formal spaces and palatial lobbies, extensive corridors with stores selling luxury items, barbershops, and newsstands, formal dining rooms, and less formal coffee shops, grand ballrooms, and distinctive lounges. Built on expensive land in urban centers, hotels were forced to charge high prices for rooms. However, they could not be exclusive or cater to one social class. Wyoming hotels allowed many of the aspiring middle class to experience a taste of the finer things in life. More than just a place to stay, they acted as a social center for community and public gatherings and as local ambassadors to visitors. In August 1937, the American Legion state convention was held in Rawlins and the Ferris Hotel welcomed the legionnaires, promising to "make them feel at home" and that "convention members will welcome the opportunity to make this hotel their meeting place."⁴

Even though the auto tourist trade was only a trickle along Wyoming's roads during the early decades of the century, hotel owners felt that automobile travelers were an important revenue market and actively sought their business. To draw

attention to their establishments, hotel owners advertised their lodging facilities, particularly noting a wide range of seemingly important and modern amenities for automobile travelers. In 1913, the Hotel Virginian in Medicine Bow boasted that it was "the Biggest Hotel in the Littlest Town in the World" and was "electrically lighted, [with] Hot and Cold Water, First Class Cuisine, Telephones." Being located on the Lincoln Highway was doubly significant for travelers and Medicine Bow, and the ad further stated that "the Virginian is on the Overland Automobile Route and its proprietor is a good roads booster and builder. So time your journey that you may be his guest." Despite the small town setting the advertisement added, "one finds the very acme of the metropolitan hostelry in a town that presents a picture of the fast fading frontier."⁵

In 1916, the Kimball Hotel in Glenrock announced that it was "Headquarters for Automobile Parties and Commercial Travelers. Meals served family style. Good clean rooms and bathroom. Garage and Automobile Repairs and Supplies in same block." For the tourist who wanted to see the real American West and scenic Wyoming, Cheyenne was strategically located for automobile traffic headed north to Devils Towner or to the Grand Tetons and Yellowstone. West from Cheyenne the auto tourist could reach the University of Wyoming in Laramie then on to the Red Desert and Fort Bridger. The Plains Hotel in Cheyenne, with its ideal location along the Park-to-Park Highway (Rocky Mountain National Park in Colorado to Yellowstone National Park) and the Lincoln Highway, proudly advertised in 1924: "Special Attention to Automobile Parties. Cheyenne is the Natural Gateway to Wyoming. Good Roads and Beautiful Scenery."⁶

Not to be outdone, Casper's Gladstone Hotel

² John Brinkerhoff Jackson, *American Space: The Centennial Years: 1865-1870* (New York: W.W. Norton, 1972), p. 195.

³ Taft Alfred Larson, *History of Wyoming* (Lincoln: University of Nebraska, 1965), p. 345; "Gladstone Hotel Will Be Opened Tonight," *The Casper Daily Tribune*, November 3, 1924.

⁴ Larson, *History of Wyoming*, p. 406; "Department Souvenir Convention Magazine American Legion and American Legion Auxiliary," *Republican—Bulletin*, August 17, 1937.

⁵ "Wyoming Publicity Edition," *Overland & Yellowstone Automobile Trails* (August 1913): 31.

⁶ Gus Holms, ed., *Yellowstone Highway in Wyoming and Colorado* (Chicago: Wallace Press, 1916), p. 63; D.W. Greenburg et al., eds., *Wonderful Scenic Wyoming* (Casper: Commercial Printing Company, 1926), p. 2, Vertical File, Wyoming State Archives; Austin F. Bement, ed., *A Complete Official Road Guide of the Lincoln Highway* (1924; reprint, Tucson: The Patrice Press, 1993), p. 412.

⁷ *The New Gladstone Hotel* (nd), Casper Chamber of Commerce Collection, Wyoming State Archives.

targeted the auto tourist by advertising the advantages of Casper: “‘The Hub’ of Wyoming. Casper is the most centrally located city in Wyoming: Therefore, it is the center of all industrial, social and recreational activity in the State, all principal highways – even to Wyoming’s furthestmost points – radiate from Casper.” Along with room rates the brochure included a mileage chart from Casper to principal cities and points of interest in Wyoming.⁷

A hotel’s location presented a chance for tourists to experience local culture. Driving from San Francisco to New York in 1914, Effie Price Gladding wrote while staying at the Virginian in Medicine Bow, “We had an excellent substantial lunch at the hotel and then went over to see the shearing [of sheep] a few minutes walk from the hotel.”⁸

But downtown hotels had disadvantages for the automobile traveler. Many were inconvenient. Located in crowded downtown areas and lacking adequate parking and oriented for train and pedestrian trade, older downtown hotels did not make any

they were difficult to reach, particularly when auto travelers, tired from the day’s drive, were least able to deal with unfamiliar communities. Upon arriving at the hotel, the tired, dust-covered motorists would have to walk through a busy lobby filled with train travelers which was for many auto tourists, an unpleasant experience. Some motorists felt that they were given inferior service because they were traveling by automobile:

I feel yet the flush of shame that suffused my cheeks under that thick layer of dust as the bellhop held open the door and eight grimy intruders marched in, single file. Had we been clean, we should still have been objects of hostile suspicion, owing to our bizarre camping togs. But the bellhop, what ever his mental reaction, let us in, and we slunk off to our respective washrooms.⁹

The automobile traveler desired another choice to traditional hotel lodging.

One alternative was to camp along the roads.



special provisions for automobiles. Even though some hotels built after 1920 featured automobile entrances and parking garages nearby, they were still located in or at the edge of business districts. Consequently,

⁸ Effie Price Gladding, *Across the Continent by the Lincoln Highway* (New York: Brentano’s, 1915), pp. 177-178.

⁹ Melville F. Ferguson, *Motor Camping on Western Trails* (New York: Century, 1925), pp. 271-272.

This ability to stop anywhere, anytime, was for many an adventure and for some an opportunity to commune with nature. Equipped with camping gear the intrepid motorists just pulled off the road, pitched a tent, made a fire, and had a free room for the night. Frequently squatting on private property, usually without permission, auto tourists saved money they would have spent on rooms, meals, garage fees, and tips. Motor companies sought to capitalize on this new market. The Mentz-Carson Motor Company of Cheyenne offered an "Auto-Camp-Comfort Outfit" that "combined with Collapsible Folding Tent all in one: a bed, a chair, a table, a settee. Live close to Nature in Luxury, Ease and Comfort."¹⁰

This era of free accommodations or "squatter" period gained popularity just before the start of World War I and continued until the 1920s. Destruction of private property and litter forced many landowners to post "no trespassing" signs and fence off former camping spots. T.A. Shaw, a rancher in the Wheatland area, posted a hundred dollar reward for the arrest and conviction of tourists responsible for starting a fire that destroyed three buildings on his property in 1927. Because of this unpleasant personal experience Shaw ended camping on his place.¹¹

During the 1920s, automobile traffic grew from a trickle to a flood onto western highways. Due to the growth of auto tourists a new development emerged in the form of municipal camping grounds. Located along principal road ways in city parks or near downtown business districts, these encampments offered the motorists parking, camp sites, and sanitary facilities, all at little or no cost. In 1920, Cheyenne was proud to announce, "Camping Ground Ready for Use." The Cheyenne Chamber of Commerce, Rotary Club, and Wyoming Good Roads Association were credited for building the site. Visitors to the grounds would find, "The camping ground at Sloan's lake is being cleared off and made into a comfortable place for the tourist. An information bureau will be of great help to the hundreds of tourists."¹²

As the auto camps grew in popularity they also became objects of significant community pride to Wyoming cities. Competition grew between cities as each attempted to construct the most popular motor campground. Municipalities augmented their facilities with bathrooms, picnic tables, electricity, and even recreation areas. A *Wyoming State Tribune* writer traveled the state in August 1920 and reported on county municipal camping grounds with a large

caption, "Excellent Municipal Camp Grounds Found over State." The Thermopolis campground received special merit from the staff correspondent: "Perhaps the greatest attraction to the tourist outside the hot baths and the big plunge, is the municipal camping ground. Not only is every ordinary convenience provided, but there is a cottage where you can cook your meals on electric stoves, do your eating, and do your writing." The tourist park also provided an "auto washing stand" and a bandstand for "concerts, either daily or often as feasible."¹³

In 1920, Sheridan's tourist camp was considered a desirable camping site with "three hundred and twenty-five automobiles registered there in July." And a mark of pride for the town, "Sheridan is justly proud of its tourist camp in the heart of that beautiful city. An attractive district has been set aside on the banks of the Goose Creek and a substantial building has been erected by the Sheridan Commercial Club."¹⁴

Local commercial interests considered the camps an economic benefit. By spending a night in a community, tourists would likely spend money in stores and eat in local restaurants. Thermopolis "grocers, butchers, garages, hardware and dry goods dealers," in 1920, benefited from their auto camp as "approximately \$30,000 was expended in the city for various supplies by the tourist." In July 1921, the residents of Wheatland were informed that "thirty-five cars camped in the local park Wednesday evening in addition to a number which camped west of town. Practically all of these came up town and bought groceries and automobile supplies."¹⁵

The U.S. Chamber of Commerce counted more than one thousand municipal auto camps in the United States in 1922. But the popularity of municipal campgrounds with auto tourist and city leaders was amazingly brief. By 1925, most towns started to charge

¹⁰ "Camping or Touring You Should be Equipped with the Auto-Camp Comfort Outfit," *Wyoming State Tribune*, June 10, 1920.

¹¹ "Blaze on T.A. Shaw Ranch Northwest of Town Sunday Noon," *Wheatland Times*, September 22, 1927.

¹² "Camping Ground Ready for Use," *Wyoming State Tribune*, May 28, 1920.

¹³ B.L. Babcock, "Excellent Municipal Camp Grounds Found Over State," *Wyoming State Tribune*, August 19, 1920; "Adams Talks at Casper on Tourist Park," *Thermopolis Record*, December 3, 1920.

¹⁴ "Sheridan Proud of Its Tourist Camp," *Wyoming State Tribune*, August 6, 1920.

¹⁵ "Adams Talks at Casper on Tourist Park," *Thermopolis Independent Record*, December 3, 1920; "Chamber of Commerce Activities For Past Year," *Thermopolis Independent Record*, December 24, 1920; "Hosts of Tourists Use Camp Grounds," *Wheatland Times*, July 7, 1921.

¹⁶ Chester H. Liebs, *Main Street to Miracle Mile* (Baltimore: The John

entrance fees and additional costs for telephone use, firewood, shower, and sanitary facilities. The purpose was to pay for upkeep and to keep out undesired, out-of-work transients. Time limits on the length of stay were also imposed to curb the unwanted "tin-can gypsies." By requiring tourists to pay for a night's lodging and services the community campgrounds would oddly enough create their own demise. Private commercial campgrounds would replace city auto camps once the opportunity to make money from camping fees became apparent.¹⁶

The private camps were substantial business ventures that offered more than just a place to pitch a tent. Campers could buy groceries and cook their meals in a communal kitchen, wash clothes in a laundry, use a telephone, and fill their automobile with gasoline. Competition grew within the new business and owners were always looking for methods to get the auto tourists to stop at their camp. Once it was learned that motorists would pay for more substantial and private accommodations operators began to offer cabins.

Cabins began a new type of overnight lodging that would define the future of the hospitality industry. At first, owners offered just a plain wooden room, often without furniture, but they very quickly saw the advantage of furnishing cabins with tables, chairs, and beds. Electricity and stoves made the overnight experience far removed from the bucolic camping of outdoors. Guests liked the convenience and privacy of cabins over tents. No longer would camping gear have to be hauled around or a tent pitched at the end of a long day of driving. Cabins were more resistant to inclement weather, so they could be used year around and provide owners with a yearly income. Sanitary facilities were provided usually in a building within walking distance from their cabins. Later, motel operators would build bathrooms within the cabins. By the late 1920s, many operators stopped providing tent sites and offered cabins only.

The popularity of cabin camps was quickly realized by Rawlins investors of the Sunset Camps Inc., in 1927. "Since opening a few weeks ago the cabins in the camp have filled every night with tourists. It is thought that a camp in Medicine Bow similar to the one in Rawlins will be as popular and have as much business as the local camp." Construction of cabin camps rapidly spread throughout Wyoming once financial opportunities were evident to other business groups. Cheyenne oilman, politician, and

future governor, Leslie A. Miller, and four other Wyoming shareholders formed the Big Horn Camps, Inc. "Construction of rustic cabin camps in 14 Wyoming towns and scenic localities is the object of the Big Horn Camps Inc., which has been organized by Sheridan and other Wyoming men."¹⁷

Camp owners emphasized a planned lodging layout, which replaced the haphazard camping sites that were typical of camp grounds. The standard layout of the motel was arranged with rows of simple free standing cabins in a U or L-shaped configuration around a central open space with intervening parking space for cars and landscaped with lawn furniture. The cabins looked like tidy villages of miniature cottages. The cabins were placed close enough to the road as to be visible by passing motorist but set far enough back to appear private.

Even during the Depression, middle-class Americans continued to take automobile vacations. In 1934, the American Automobile Association reported that touring figures had returned to pre-1929 levels. By 1935, total vehicle mileage and gasoline sales increased after a slight decline. Americans even purchased more new cars in 1935 than in 1930. For the travel industry overall, people had more money to spend on room and board in 1935 than any year since 1929. The Wyoming hospitality industry mirrored the



Casper's Red and White Auto Court illustrates the configuration of cabin and attached auto garage, c. 1940. Courtesy Wyoming State Archives.

Hopkins University Press, 1985), p. 172.

¹⁷ Articles of Incorporation, Records Of Secretary State, Wyoming State Archives; "Sunset Camps, Inc. Building Four New Cabins on Grounds," *Rawlins Republican*, April 28, 1927; "Log Cabin Camping Grounds Are to Be Built in 14 Towns," *Rawlins Republican*, November 3, 1927.

¹⁸ Warren James Belasco, *Americans of the Road: From Autocamp to Motel, 1910-1945* (Cambridge: The MIT Press, 1979), p. 155; *Wonderful Wyoming*, (np, nd), Vertical File, Wyoming State Archives; *Howdy Tourist* (Casper: Prairie Publishing Company, 1938), Vertical File, Wyoming State Archives;

¹⁹ *Central Wyoming Resources Survey* (np, 1941), Vertical File, Wyoming

national trend with an abundance of rooms for the highway bound traveler. A 1930s Wyoming tourist promotional pamphlet stated, "Accommodations for vacationists are plentiful." Along with two hundred hotels, "three hundred and fifty tourist camps offer 4,716 cabins." In 1938, the Wyoming Motor Court Association Inc., promoted "375 Motor Courts for the Motoring Public. Rates are reasonable \$2.00 for [a] rustic cabin to \$12.00 for the best."¹⁸

Travel expenditures continued to rise from the low point of 1932-33 and reached new heights with the sudden economic increase of 1940-41. The Casper Chamber of Commerce reported in 1941 that "\$10,000 is spent daily by tourists in the city during the three vacation months of June, July and August." Casper also hosted during a two-year period two national and sixty state conventions that brought in an estimated \$250,000 annually.¹⁹

During the 1930s, motel owners presented a fresh refined image of overnight lodging. They changed the words "camp" to "court" and "cabin" to "cottage." Motor courts and cottage courts took on the look of middle-class suburban homes. Cottages were furnished, like suburban houses, with closets, rugs, dressing tables, chairs, mirrors, curtains, radios, and bathrooms with showers and bathtubs. Many were heated with steam and insulated for year-around use. Attached garages became very popular after 1930 with many cottages linked wall to wall to form a continuous façade. The Dreamland Cottage Camp of Rawlins in 1937 advertised, "Cool, Clean, Up-to-date COTTAGES." The ad went on to emphasis in large letters, "RADIO EQUIPPED."²⁰

From the very beginning camps had offered communal kitchens and some tourist cabins had kitchenettes with food sold by small grocery stores on the premises. Numerous motor courts began to include coffee shops or restaurants after motel owners discovered that restaurants added profits to their enterprise. Gasoline and oil products were available as part of the complete traveling experience. Fisher's of Rawlins in 1937 promoted, "Tourist Rooms, Standard Oil, Quaker State Oils, and Pennzoil." In 1953, the Evergreen Camp in Glendo was still advertising "Modern Cabins" along with selling "Sinclair Products."²¹

By 1939, the business of providing a room for the night proved to be Depression-proof. Americans were driving 25 million cars on the roads and new motor courts nationwide were being built at the

rate of 800 per year. The Rainbow Tourist Camp of Cheyenne offered cabins that were "modern and clean. Cool in summer and warm in Winter—insulated Twenty-six modern units. One, two, and three-room apartments with garage, private showers or tub bath, good water, gas heat, phones, fenced playground." The owners, Mr. and Mrs. Robert M. Thomas, invited the motor tourist to "make this your home while in Cheyenne."²²

The start of World War II abruptly reduced tourism in America. Automobile production was diverted to war machines and gasoline became rationed. Americans returned to riding trains and public transportation. Hotels experienced a renaissance with train-bound travelers looking for lodging. On the other hand, many motor courts did not survive the war years. But once the war ended the motel industry rapidly reemerged to dominate the lodging business in America. Motel growth from 1946 to 1956 expanded to sixty thousand nationwide. Wyoming's hospitality industry reflected the national expansion with a total of 570 motels in 1958, up from 375 in 1938.²³

The postwar years were the beginning of a construction boom in the roadside lodging industry that would last up to the late 1960s. These years would see substantial economic growth for America. With jobs and money Americans put the Depression years behind by buying houses and cars. The increase of automobile ownership and the federal interstate highway program of 1956 put Americans on the roads in record numbers. Motor courts again took business away from hotels and would eventually force many of the older downtown hotels to close. Along with continued prosperity the motor courts experienced changes in appearance and name.

After the war the hospitality industry began to

State Archives.

²⁰ "Department Convention Souvenir Magazine American Legion and American Legion Auxiliary," *Republican—Bulletin*, August 17, 1937.

²¹ "Department Souvenir Convention Magazine American Legion and American Legion Auxiliary," *Republican—Bulletin*, August 17, 1937; *1953 Platte County Auto Licenses*, 1953, Platte County Treasurer, Vertical File, Wyoming State Archives.

²² John Margolleis, *Home Away From Home: Motels in America* (Boston: Little Brown and Company, 1995), p. 39; *Tourist's Information Pamphlet from Cheyenne, Wyoming* (Cheyenne: Rainbow Tourist Camp, 1939), Vertical File, Wyoming State Archives.

²³ *Directory of Wonderful Wyoming: Motels, Hotels, Dude Ranches, Camp Sites* (Cheyenne: Wyoming Travel Commission, 1958), Vertical File, Wyoming State Archives.

²⁴ *Wyoming Directory of Motels* (Casper: Prairie Publishing Company, 1953), Vertical File, Wyoming State Archives; *Directory of Wonderful Wyoming: Motels, Hotels, Dude Ranches, Camp Sites* (1958), Vertical

use the more progressive word “motel.” Even though the term had first been used in 1926 and occasionally during the 1930s, it now became the standard word to describe the thriving lodging business of the late 1940s. A contraction of “motor” and “hotel,” the word “motel” became the common name marketing a wide variety of highway accommodations. The majority of Wyoming motor court owners, though, still continued to use the word “court” until the late 1950s. In 1953, 149 out of a total of 421 motels used the term “motel,” with “court” being in the majority. But by 1958, the designation “court” had all but disappeared from lodging directories and “Wyoming motel accommodations, ranging from nice to lush, are both comfortable and convenient.” The Wyoming Travel Commission echoed this assessment, confidently commenting that, “You just can’t go wrong in a Wonderful Wyoming motel.”²⁴

The motel’s appearance went from the individual cabin to a string of rooms integrated into a single building. These structures were long, single-story, and rather architecturally plain. The new interconnected motels lacked individual architectural style and began to look alike. To distinguish different businesses, elaborate and illuminative neon signs lured customers in with catchy, inviting, and sometimes amusing names. Cheyenne motels exploited the western theme with places like the Cactus Patch Motel, the Stage Coach Motel, and the Cimarron Motel. Located next to roadways, the neon sign provided a vertical dimension to the long, low, straight line building configuration. Many of these eye-catching signs projected the quality of the motel and listed the variety of services provided.²⁵

By the mid-1950s, many motels began to display soaring roofs, rakish canopies, and vaulted entrance porticos reflecting the exaggerated modern architecture. Motel guest rooms became gradually more standardized with furniture from commercial suppliers specializing in hotel and motel furnishings. The new exterior design combined with a uniform interior became a profitable arrangement for motel owners. Owners also spent considerable money on room furnishings in an attempt to make guests comfortable and get repeated stays. Air conditioning, telephones, and radios became standard features. Motels increasingly built the popular swimming pool, which was located in the center courtyard. The Frontier Motel of Cheyenne boasted in 1957, “Wyoming’s Largest & most Luxurious SWIMMING

POOL.” The ad went on to state, “beside the Frontier pool [is] Cheyenne’s largest and most beautiful restaurant.”²⁶

Along with standardization of motel structures during this time the industry as a whole started to become standardized. The days of small, individual, local ownership gave way to the national franchised motel. Motel chains dated back to the 1920s but only in regional areas. From its very modest beginnings, Holiday Inn became the king of the motel industry. Kemmons Wilson, a Memphis, Tennessee, home-builder, transformed the hospitality industry from the mom and pop business to a world franchised chain. In 1952, he opened the first Holiday Inn in Memphis, and by 1964, through direct ownership and franchises, Wilson had one thousand inns in operation from coast-to-coast. Casper and Cheyenne both had acquired a Holiday Inn by the mid-1960s.²⁷

During the 1960s other motel chains opened across Wyoming. Ramada Inn, Imperial 400, Downtowner Motor Inn, and Little America competed with Holiday Inn for the motorist’s lodging dollar. Using the various arrangements for ownership, franchises quickly gathered the financial resources together with design, engineering, construction, marketing knowledge, and professional staff that many mom-and-pop operations could not contend with.²⁸

Cheyenne joined the ranks of communities receiving a chain motel with the grand opening of the Ramada Inn on October 15, 1960. “The Ramada Inn, Wyoming’s newest, largest, and most luxurious resort-type motor hotel is the first franchise motor hotel built by the Ramada and Flamingo motor hotel chain [in Wyoming].” O.N. Buckles, president of the local Cheyenne Ramada franchise group, Motels Incorporated, and long-time Cheyenne businessman, remarked “that Cheyenne has been in need for a long time for adequate roadside hotel facilities. The new Ramada Inn should provide some of the needs in this

File, Wyoming State Archives.

²⁵ *Cheyenne Telephone Directory* (The Mountain States Telephone and Telegraph Company, 1959), pp. 103, 104.

²⁶ *The Cheyenne Spot-Lite* (Crazy Horse Publishing Company, 1957), Cheyenne Chamber of Commerce Collection, Wyoming State Archives.

²⁷ Margolies, *Home Away from Home*, p. 113; *Cheyenne Scene*, June 1963, p. 17; *Casper’s Progress*, July 1967, p. 1.

²⁸ John A. Jakle, Keith A. Sculle, and Jefferson S. Rogers, *The Motel in America* (Baltimore: The Johns Hopkins University Press, 1996), pp. 160-169.

²⁹ “New Ramada Inn Grand Opening Set,” *Wyoming State Tribune*, October 14, 1960.

³⁰ “New Ramada Inn Grand Opening Set,” *Wyoming State Tribune*,

field.”²⁹

The new motor inns brought not only national brand-name recognition to the hospitality industry but corporate regimentation to motel architecture. Motels within the chain would all look alike. The standard plan utilized a low-cost building technique known as center-core construction. One or more stories of rooms were built back to back with a utility core running down the center housing all the electrical, heating, and plumbing. The bathrooms of every four units were grouped together at intersecting corners allowing for easier plumbing. Construction costs were not only lower but the buildings were cheaper to heat and cool. Also, motor inns could accommodate more rooms on the site than the one story motor court.

Using the same colors, interior furnishings, exterior structural design, and signage, brand identity would communicate to the motorist a predictable lodging experience. The new Ramada Inn in Cheyenne noted that “while the general décor of the inn in Cheyenne is the same as the 30 others in the Ramada and the Flamingo chain, special emphasis has been placed on the location and the needs of the clientel [sic].”³⁰

Larger and more luxurious than motels, motor inns were usually two-or-three story buildings organized around a courtyard. Ground floor rooms had outside doors that allowed for easy access from car to room. The interiors had enlarged lobbies with registration desk, adjacent dining facilities, cocktail lounge, and banquet and meeting rooms. Corridors led from the central lobby to the guest rooms. The air-conditioned rooms were large, containing two beds, night table, dresser, table with chairs, television, and bathroom with separate area for shower and toilet. The new Ramada Inn boasted that “each one of the 70 units includes furnishings that will make the guest more comfortable. Beds are large and lights are so arranged as to give a maximum amount of lighting. The Furniture is designed not only for beauty but for maximum amount of comfort and utility.” Cheyenne’s Ramada could “accommodate up to 250 people and will have several special suites. There are also six studios which can be used as combination business and sleeping quarters.” To further impress customers the Ramada had “among the outstanding features of the inn meeting rooms for 25 to 65 persons, a coffee shop and dinning room, complete hotel service, a heated swimming pool and children’s playground,

putting green, helicopter landing area, year around air conditioning, airport limousine service and the newest television, radio and music facilities in every room.”³¹

Some traditional downtown hotels attempted to stay competitive and acquire the automobile tourist business. In 1960, “Cheyenne’s skyline was augmented Tuesday as the new Frontier Motor Hotel sign was hoisted into place....The new name has been adopted by the hotel designating the addition of 24 modern motel units.” The opening of the motor hotel announced that the new quarter-million dollar add-on had been “built to provide only the best for our guests. The Frontier Motor Hotel offers all the comforts and services of the finest hotels along with the conveniences of the most superb motels.” One convenience that the new motel rooms had as opposed to the hotel rooms was size that could accommodate larger beds. The Frontier Motor Inn boasted that their new rooms “included everything in the way of furnishings that will make the guest more comfortable.”³²

The hospitality industry in Cheyenne during the 1960s was quite strong and experienced a return of the downtown hotel. The *Wyoming State Tribune* on August 22, 1963, announced that “Cheyenne [was] to Get [a] New Million-Dollar Hotel” in a major headline. “A new five-story luxury motor hotel that will include a heated swimming pool and a basement garage will be built at a downtown location.” Local Cheyenne businessman and president of a newly formed corporation, Frank J. McCue, received a franchise agreement with the Memphis, Tennessee, based Downtowner Corporation to build “the new hotel, the first built in the downtown area in more than two decades, will have 88 units, a coffee shop, dining room, cocktail lounge and special meeting rooms.” The appearance of the new inn was in keeping with the standardization of chain motels, “As in other Downtowner Motor Inns, the Cheyenne hotel will feature a building with a brightly colored exterior with exposed balconies and glass room fronts.” The importance of the new venture brought Governor Clifford Hansen and Mayor Bill Nation to do the

October 14, 1960.

³¹ “New Ramada Inn Grand Opening Set,” *Wyoming State Tribune*, October 14, 1960.

³² “Cheyenne Skyline,” *Wyoming State Tribune*, June 5, 1960; “The Exciting New Motor Hotel,” *Wyoming State Tribune*, June 25, 1960.

³³ “New Million-Dollar Hotel,” *Wyoming State Tribune*, August 22, 1963.

³⁴ Margolies, *Home Away from Home*, p. 114.

ceremonial “turning the first spades of earth with two gilt-covered shovels.”³³

By the early 1960s, the ‘budget’ chain motels began to emerge that offered a lower price for a room than the larger chains. Motel 6 and Days Inn of America were among the first to offer economy to Americans with a family and traveling on a limited budget. Throughout the 1970s, the franchised motel business inundated the market. In 1970, 25 percent of the rooms were owned by chains; eight years later 70 percent of the rooms were chain-affiliated.³⁴

During the late 1960s and 1970s, traditional motel design with L-shaped, row, and open court buildings gave way to the construction of a multistory box structure, which utilized more available space for rooms. These new structures became hotel-like and were located near highways. By the 1980s, the typical

motel became a “highway hotel” that followed new commercial development located near highways and interstates. These facilities offered by the chain franchises have come to be barely distinguishable from one another.

Today, chain-owned highway hotels now dominate Wyoming’s roadside hospitality industry. Super 8 Motels, Comfort Inns, Hampton Inns, Days Inns all look alike and are built in clusters around interstate interchanges. These new highway hotels are nondescript, multistory boxes with one or two doors leading to the lobby and hallways. Gone is

³³ Jakle, *Motel in America*, pp. 171-215.

³⁴ Mitich, Judy. *Pines Motel* (1999): 4 pp.; <http://www.trib.com/>

Sunset Camps, Inc., at Medicine Bow, with cabins built in a u-shape configuration and separate communal bathroom building located in the center, 1927. Courtesy Wyoming State Archives.



Heyward D. Schrock, a native of Wyoming, lives in Cheyenne and currently is the Photograph Historian for the Wyoming State Archives. He earned a Bachelor's Degree in History from the University of Wyoming and a Master's Degree in History from Montana State University. He has worked at Buffalo Bill Historical Center, Fort Caspar Museum, Custer Battlefield National Monument, and the Wyoming State Museum. He has also taught at Casper College and Laramie County Community College.

Index

- Allen, John Logan 25
 Allyn, Francis "Frank" Hayford 22, 24
 American Automobile Association 22, 35
 Bath, G.T. "Shorty" 28
 Boeing Air Transport Company 12
 Bowen, Ralph 27
 Boyer, S.E. 23
 Bromley, J.R. 26
 Brown, Robert 29
 Butler, Michael 6
 Campgrounds (Wyoming) 34
 Carey, Joseph M. 20-21
 Carey, Robert D. 19
 Carter, Jessie 12
 Casper, Wyoming 32, 35
 Cheyenne, Wyoming 11-18, 34, 36-38
 Cheyenne Modification Center 15
 Cheyenne Municipal Airport 11-18
 Church, Ellen 12
 Civil Aeronautics Board 7, 9
 Civil Air Patrol 5
 Clark, A.M. 22-23
 Clason Map Company 19
 Cody, Buffalo Bill 26-27
 Colorado Air National Guard 7
 Colorado Mountaineering Club 6
 Conine, Mel 4
 Cooke, Clinton C. 3-4, 6-7
 Crismon, Frank 4
 Denver, Colorado 3-4, 8
 Dittman, Susan J. 17-18
 Duncan, Mel (author) 3
 Eastwood Printing and Publishing, Inc. Denver, Colorado 30
 Ewig, Rick 29
 Ferris Hotel, Rawlins, Wyoming 32
 Fleischli, Gus 29
 "Flight 409: Trajedy on Medicine Bow Peak," 3-10
 Forbes, Jane 15-18
 Ford, Henry 31
 Fort Carson 7
 Frontier Motor Inn, Cheyenne, Wyoming 38
 Gladding, Effie Price 33
 Gladstone Hotel, Casper, Wyoming 32
 Gousha, H.M. 26, 29
 Graham, John Gilbert 8
 Hansen, Clifford P. 29, 38
 Hathaway, Stan 29
 Hayes, Jack 14-15, 18
 Hill, John 6
 Hinkley, William 18
 Holiday Inn 37
 Houx, Frank L. 21
 Hunt, Lester C. 26
 Iden, Harriet Fry 12
 Jeppesen and Company 28-29
 Jeppesen, Elrey Borge 29
 Kassel, Michael (author) 11
 Kendrick, John B. 21
 Kimball Hotel, Glenrock, Wyoming 32
 Kundig, Sue 16-17
 Lincoln Highway 32
 Little Bear Restaurant, Cheyenne, Wyoming 16-17
 Loveland, Colorado 8
 Maps 19-30
 McGinness, Kenneth T. 5
 Medicine Bow Mountains 3-10
 Mentz-Cason Motor Company, Cheyenne, Wyoming 34
 Meyer, John 6
 Miller, Leslie A. 25, 35
 Mills Printing, Sheridan, Wyoming 23
 Morman Tabernacle Choir 6
 Mountain States Telephone and Telegraph Company 20
 Muller, Julius 24
 Nation, Bill 38
 Oldham, Garth 30
 Plains Hotel, Cheyenne, Wyoming 17
 Prairie Publishing Company, Casper, Wyoming 23
 Prommel, Harold 28
 "Putting Wyoming on the Map: The Story of the Official Wyoming Highway Map" 19-30
 Ramada Inn, Cheyenne, Wyoming 37-38
 Rand McNally Company 26-30
 Rawlins, Wyoming 35-36
 Rocky Mountain Rescue Group 6
 "A Room for the Night: Evolution of Roadside Lodging in Wyoming" 31-38
 Rounds, Keith 24, 28-29
 Sacajawea 25
 Salisbury, Ralph D. Jr. 3, 6
 Salt Lake City, Utah 4
 Schrock, Heyward D. (author) 31
 Sevison, Z.E. 19
 Shaw, T.A. 34
 Sheridan, Wyoming 34
 Shuttleworth, Patricia D. 3, 6
 Smith-Books Printing Company, Denver, Colorado 23
 Stimpson, Steve A. 12
 Sullivan, Mike 29
 Terrill, John 5
 Thermopolis, Wyoming 34
 True, Allen 26
 United Airlines 3-8, 11-18
 "The United Airlines Stewardess School in Cheyenne, Wyoming" 11-18
 University of Wyoming Outing Club 5-6
 University of Wyoming Science Camp 5-6
 Virginian Hotel, Medicine Bow, Wyoming 32-33
 Waggener, John R. (author) 2, 19
 Weed, Ed 4
 Wheelwright Publishing, Salt Lake City, Utah 28
 Wigwam Lounge, Cheyenne, Wyoming 17-18
 William, Walt 7
 World War II 14, 25, 36
 Wyoming Air National Guard 4-5
 Wyoming Army National Guard 5
 Wyoming Department of Commerce and Industry 23
 Wyoming Department of Transportation 24-25, 30
 Wyoming Highway Commission 19, 21-22, 27-29
 Wyoming Highway Department 21-23, 25-29
 Wyoming Highway Map 19-30
 Wyoming Travel Commission 36

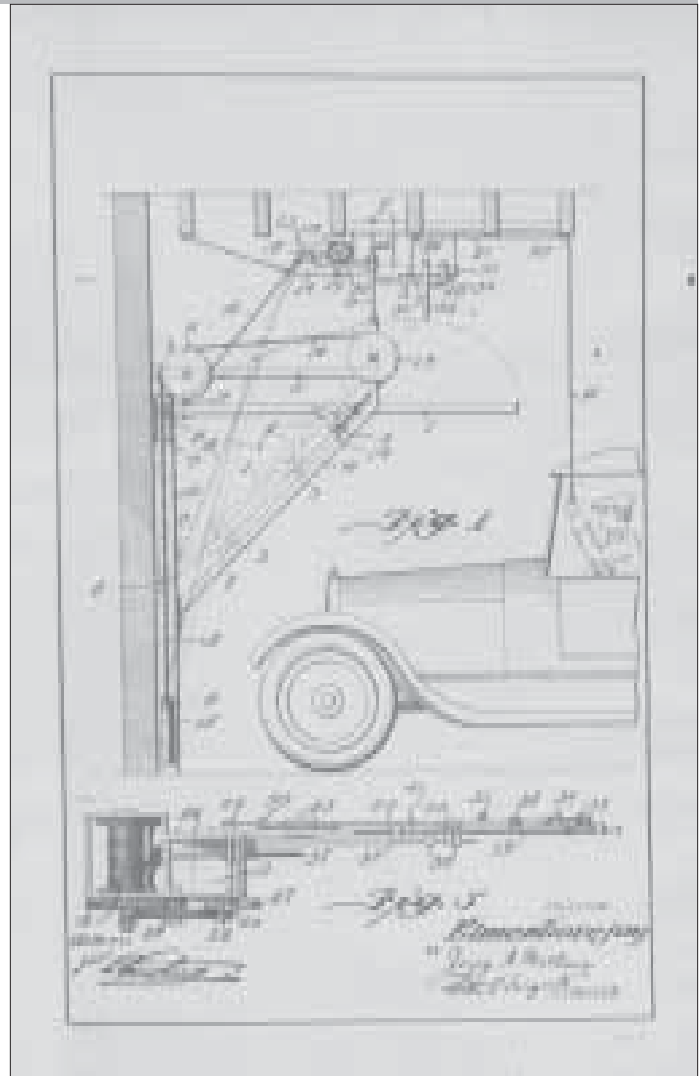
Wyoming Pic-

...from Photographic Collections in Wyoming

Born in Illinois in 1872, Elmer Lovejoy' came west in 1883 to live on a family ranch near Laramie, Wyoming, after he was diagnosed with tuberculosis. Surviving the deadly disease, Lovejoy went on to become an active citizen of Laramie as well as a prolific inventor. On March 26, 1918, he was awarded a U.S. patent for his power-operated garage door opener. He is also credited with inventing (but not patenting) the steering knuckle in 1905, the pneumatic balloon tire, which he developed in 1896, and even a vacuum lawn trimmer.

Lovejoy had an ideal place to tinker with mechanics. He had his very own and well-equipped shop, Lovejoy Novelty Works, which he started in 1893 above the Laramie Post Office. During the initial years of his venture he mostly serviced bicycles. He then opened a new shop at 412 S. 2nd Street in downtown Laramie and expanded his business to "fix any old thing" according to his advertisement in the December 26, 1905, edition of the Laramie Republican newspaper.

Perhaps Lovejoy's most noted achievement came on October 27, 1895, when he drove an automobile out of his shop and onto the streets of Laramie. He is credited with being the first person to have an automobile west of the Mississippi River. He drove his one-cylinder car to the Union Pacific Railroad Depot, and, according to a story he shared in the October 28, 1943, Laramie Republican-Boomerang, at that moment a westbound passenger train had just arrived. All the passengers came out to view the "contraption," and "the train was delayed twenty minutes in its departure, so great was the interest displayed by



Construction diagram of the power-operated garage door opener invented in Laramie, Wyoming, by Elmer Lovejoy and patented by him on March 26, 1918. Elmer F. Lovejoy Papers, Acc. 176, Box 1, Folder 10, American Heritage Center, University of Wyoming.

Join the Wyoming State Historical Society.... and your local historical society chapter

State Membership Dues:

Single: \$20 / Joint: \$30 / Student (under age 21): \$15 / Institutional: \$40

Special Membership Categories are Available:

Contributing: \$100-249 / Sustaining: \$250-499 / Patron: \$500-999 / Donor: \$1,000 +

Benefits of membership include four issues per year of *Annals of Wyoming*, nine issues of the newsletter, "Wyoming History News," and the opportunity to receive information about and discounts for various Society activities. For more information about membership in the Wyoming State Historical Society and information about local chapters, contact:

Judy West, Society Coordinator / Wyoming State Historical Society
PMB#184 / 1740H Dell Range Blvd. / Cheyenne, WY 82009-4945

The Society also welcomes special gifts and memorials.

