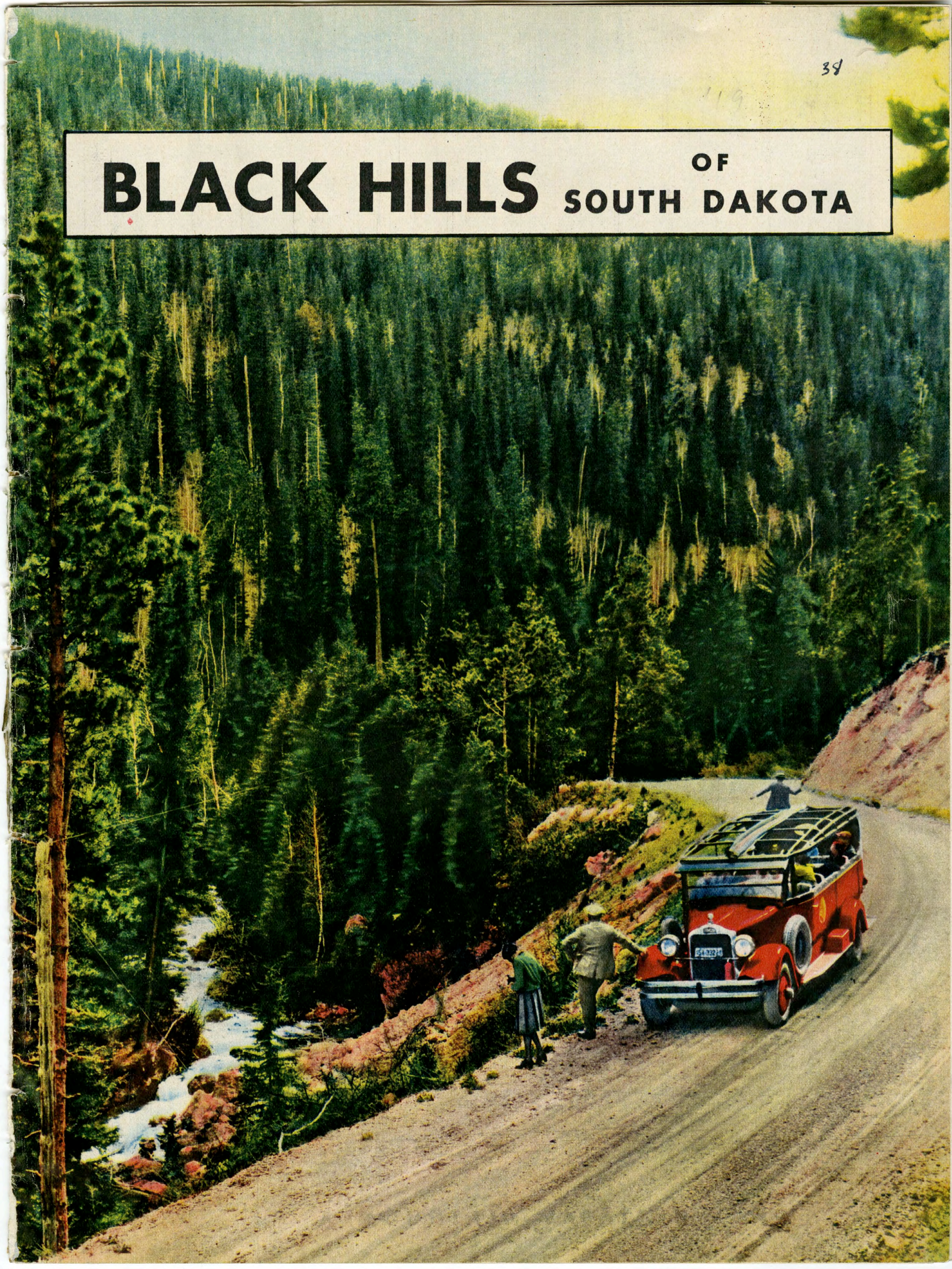


BLACK HILLS OF SOUTH DAKOTA





Bert F. Bell

Hitting the Trail for a Day or Week of Sport Through Beautiful Mountain Scenery Unsurpassed in America

ALL your life you've heard about the West—the real West where people ride, hike, climb mountains, fish, hunt and enjoy life in a natural setting of rare beauty—in this West are vast domains belonging to you.

The National Forests of the Black Hills contain whole summers full of good times for you to enjoy; their mountain streams are irresistible to trout fishermen. There is no more thrilling vacation experience ahead of you than this one will be. Health-building, restful days in a new country of mountains and plains. You will have the time of your life!

Spend a few weeks in the mountains and woods. Do the things you've never done before but always wanted to do. Enjoy the West that belongs to you, with a real

hospitable western host to teach you the trails and the ways of the country.

The guides for such trips are picked men who are as familiar with the mountains as you are with your own front yard. Some have lived adventurous lives out on the range; others are of those who have made history in the less convenient days of the pioneers. It is their delight to show their guests many places that have been seen by but few.

All the main points of the Hills are able to provide the accommodation of such trips to the tourists, and many of the cottage colonies have added this means of vacationing to their recreational equipment. All Black Hills streams are well stocked with game fish.

THE BAD LANDS OF SOUTH DAKOTA, east of Rapid City, are about 90 miles long and 40 miles wide. They are the result of recent, rapid erosion of White River and its tributaries through the uplifted sediment on the bottom of a prehistoric lake. It is probably one of the richest of nature's fossil storehouses in the world. Camels roamed here before they were in Egypt. The horse, with his three-toed feet, originated here, smaller than most of our present dogs. The erosion has left three distinct types of formations—the castle type, the pinnacle type, and the dome type. Some of the region is so steeply eroded that the United States government maps carry the legend, "Too rough to be explored". The state of South Dakota has built broad, sweeping highways through the most scenic portions to give the traveler an opportunity to leisurely and comfortably observe the wonderful spectacles here presented. This peculiar formation is found no other place in the world. From certain points the view suggests to the observer, "Hell, with the fires put out."

THE BLACK HILLS OF SOUTH DAKOTA

PROUDLY the Black Hills raise their rugged mountain peaks above all elevations in America east of the Rockies. Blue spruce and Western pine in eternal struggle to conquer the rock-topped mountains have given them the color of deep green, which viewed from a distance shades into blue-black, from which they derive their name.

To the Indian they were sacred, residence of his gods who guided his life, and not to be profaned by the tread of man. Therefore he fought fiercely to retain possession against the encroaching advance of the white man. Only the name as translated from the Paha Sapa of his tongue remains to commemorate his dominance.

The Black Hills are located on the western border of South Dakota, stretching from the plains on the north 125 miles to the medicinal springs in the foothills to the south. From Rapid City on the east to the border line of the state on the west is a distance of approximately 60 miles. The area of this scenic wonderland equals that of the state of New Jersey.

Discovery of gold by General George A. Custer's party, a little over a half a century ago, created the inevitable rush of the white man, which dispossessed the Indian. This change of ownership and subsequent economic development resulted in all the romantic experiences common to the pioneer of western life. Here Calamity Jane, Wild Bill, Deadwood Dick, Lame Johnny, Fly-Specked Billy, and other romantic figures of the frontier days lived, gambled, stole, or preserved peace, and died by hanging or gunfire at the hands of their quicker adversaries, or lived a long and happy life according to luck or fate.

After the gold rush, other industrial developments began, cities were built, highways constructed, and lumbering, ranching, farming, manufacturing and other activities became substantial.

Gold, with its universal lure, is still found practically all over this region. Nearly all the known minerals are either now being mined or await the prospector.

Perhaps the outstanding feature of the tree lover is the fact that the Black Hills are almost universally densely wooded. The scenery is intimate and friendly. It gives the traveler a sensation and a thrill, as well as interesting sights and scenes.

The climate of the Black Hills is delightful and invigorating. Elevations of the principal centers range from 3500 feet above sea level to 7242 feet, giving a wide choice of climatic conditions from which the visitor may choose. The nights are cool and provide the proper

temperature for restful and energizing sleep. Night covering is required, but no mosquito netting is used. The Black Hills have no mosquitoes.

World travelers frequently remark that there are three distinctive features in the Black Hills. These are the Needles, Highways built for scenic purposes, and the National Memorial on Mount Rushmore.

The Needles, at an altitude of over a mile above sea level, are magnificent granite spires, and are the result of millions of years of erosive effect of frost and wind.

No expense has been spared in building highways for scenic purposes, and on many a drive the autoist thrills his way along a beautiful, safe, winding road through the virgin forests, up the canyons, and over the mountain tops.

Mount Rushmore National Memorial is being carved in enduring granite, under the authority of the Federal Government, supervised by Gutzon Borglum, world renowned sculptor, a whole mountain being used. These are colossal statues of Washington, Lincoln, Jefferson, and Roosevelt, who will gaze at the passing traveler for a million years. Their size, 230 feet from waist to brow, by far exceeds anything the world has ever known.

Sylvan Lake, among the mountain tops, is a jewel in itself, well worth a day of a traveler's time.

Numerous caves, thick with crystal stalactites and stalagmites, are found widely distributed and easily accessible. They are so large

that none of them have been completely explored.

The Black Hills are only about a half century from the primeval. Regardless of where your home is, you will probably find some of your former neighbors who have come, observed, lingered, and stayed in this beautiful region. They are glad to extend the well-known courtesies of western hospitality with sincere heartfelt eagerness to subsequent travelers.

Hotel and camp accommodations to suit any taste and purse are found in Rapid City and in other towns and interior sections.

Splendid, all-weather highways reach the Black Hills from every direction. Rapid City is the eastern gateway and is also centrally situated for headquarters. The motorist will find the Hills a splendid summer objective, as well as a delightful stop to or from "everywhere west."

Visitors coming by rail travel in luxury. Through tickets may be purchased on any line to include motor bus transportation through the mountains, with stop-over privileges and hotel accommodations if desired.

The Rapid City Chamber of Commerce will consider it a privilege to help plan your trip.

"I AM COMING BACK"

With these words President Coolidge bade reluctant farewell to the beauty and calm of the Black Hills.

Here he learned again the enjoyment of relaxation, and the luxury of seclusion.

The mountains reminded him of his own beloved home state of Vermont, a comparison he drew often as he listened to the delighted comment of his many visitors when vacationing in 1927 in the Hills.

But other visitors, albeit less prominent, have voiced the same sentiments; they too have found in the Black Hills, whose infinite variety intrigues all tastes, the realization of their ideals.

It is a common hope, heard many times, of those who find their stay all too short:

"I AM COMING BACK"

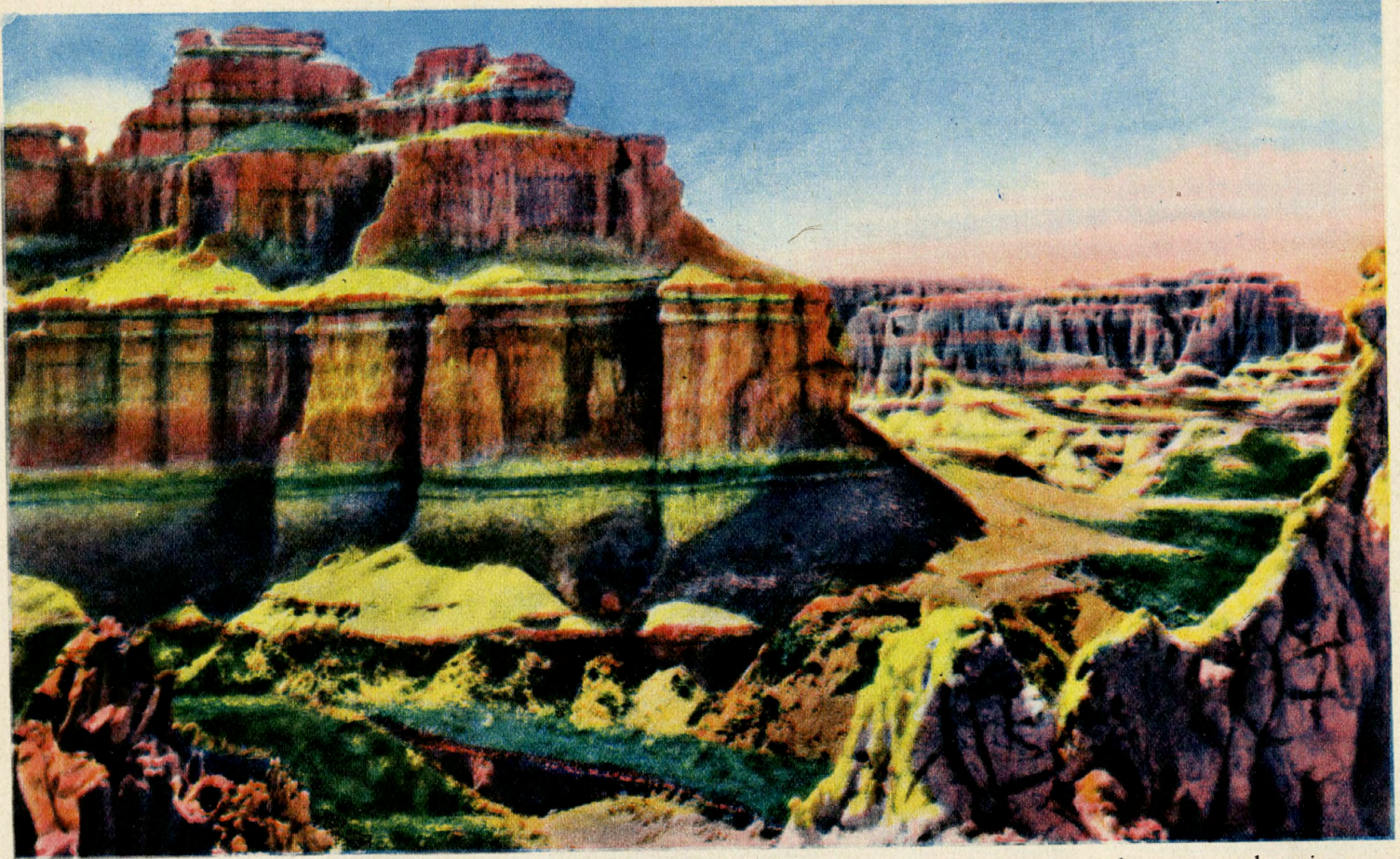
RAPID CITY, THE TOURIST HEADQUARTERS OF THIS MOUNTAIN VACATION LAND



Motoring through scenery unsurpassed in America. Tunnel on Needles Highway through mountains of solid granite.

Rise Studio

A MOUNTAIN VACATION LAND

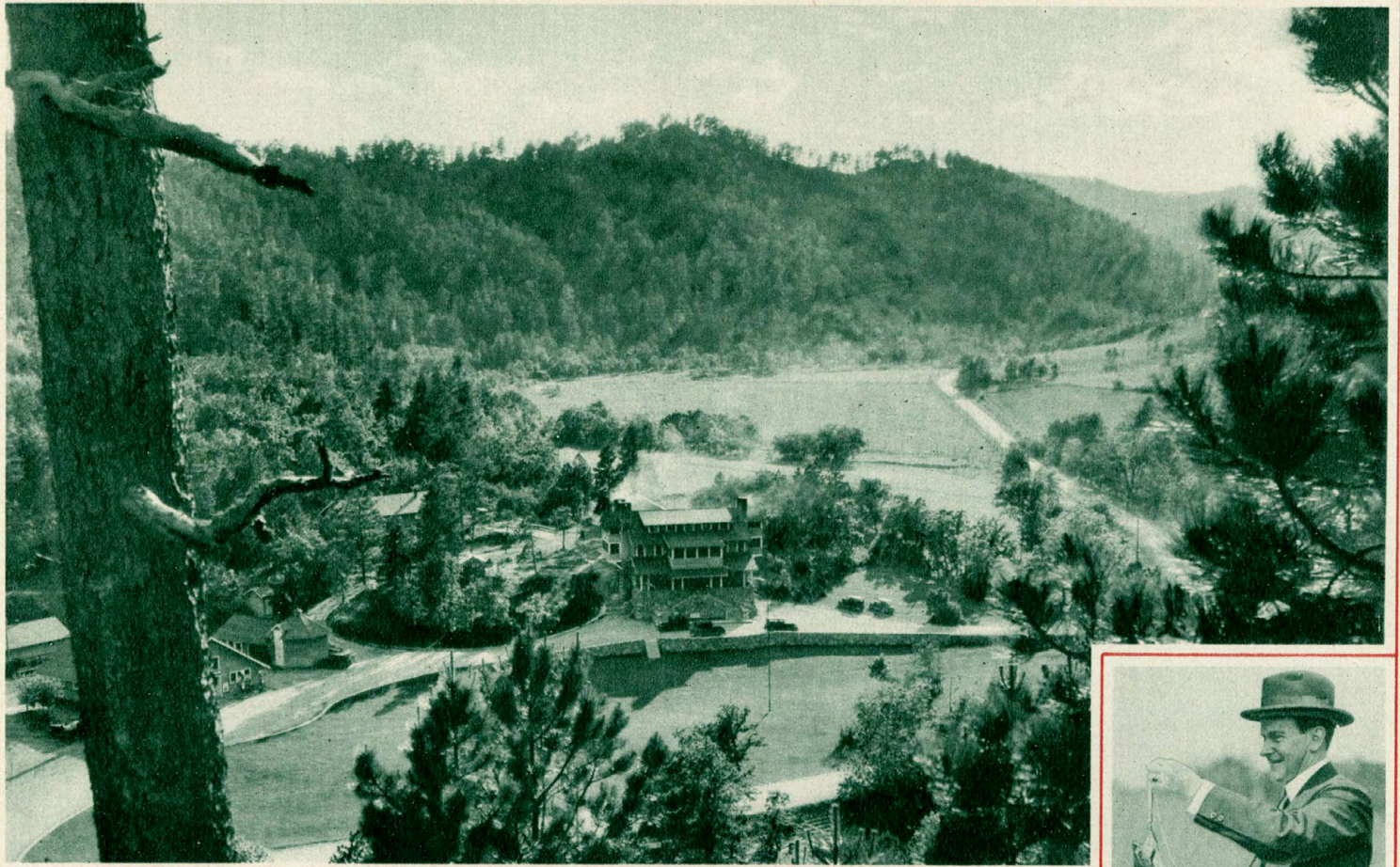


The Bad Lands, east of Rapid City, are not bad at all for the traveler; on the contrary, they are enchanting.



The erosion of these sedimentary deposits reveals the various strata as bands of color so mingled as to become almost a camouflage. Buff, red, green and yellow predominate.

THE BLACK HILLS OF SOUTH DAKOTA



Birch Photo

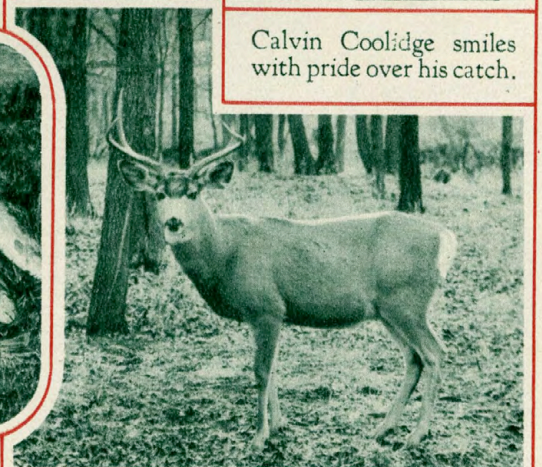
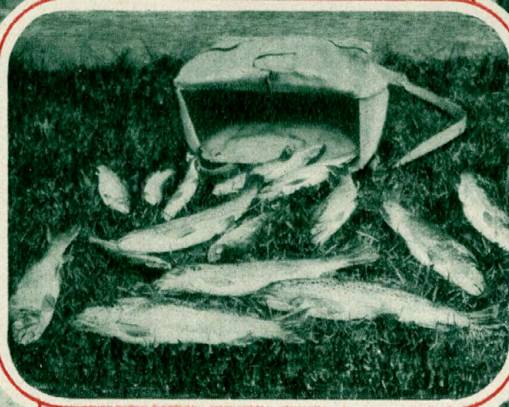
STATE GAME LODGE located in Custer State Park. This modern hostelry and annex will accommodate 300 people and was the 1927 Summer White House occupied by President and Mrs. Coolidge. Fishing, horseback riding and mountain climbing.



Calvin Coolidge smiles with pride over his catch.



Rise Studio

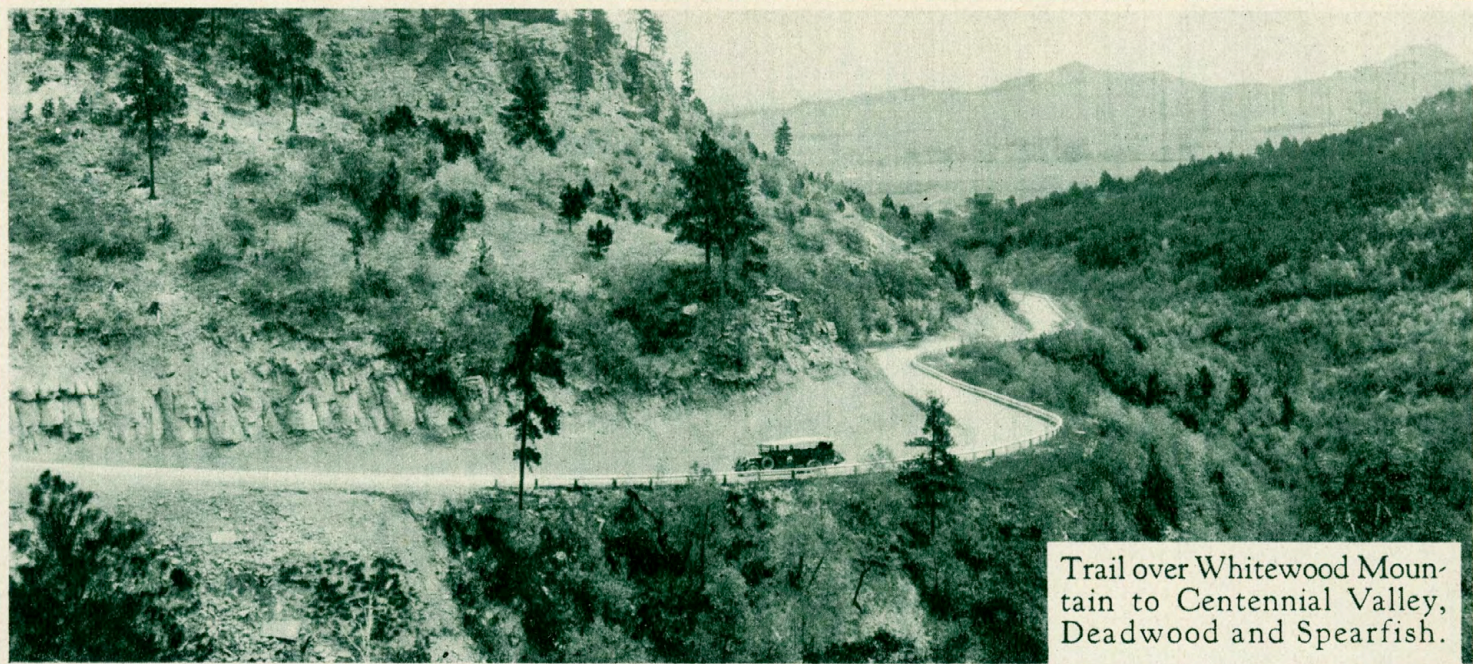


Wild game and trout are plentiful in Custer State Park.



Part of Buffalo Herd in Custer State Park.

A M O U N T A I N V A C A T I O N L A N D



Trail over Whitewood Mountain to Centennial Valley, Deadwood and Spearfish.

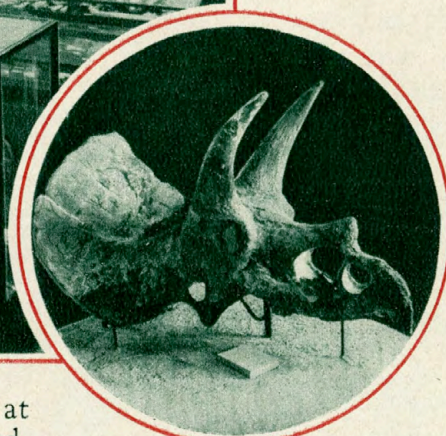
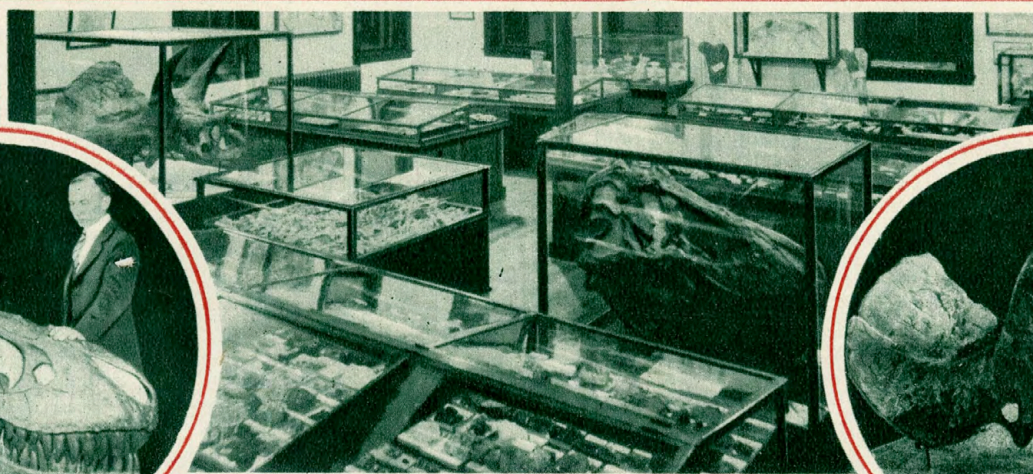
White Bus Co.

THE BLACK HILLS TRANSPORTATION COMPANY connects with all railroads. They operate scenic tours daily throughout the season to all points of interest, with a new fleet of splendidly appointed motor coaches. Their tickets are on the all-expense plan, which includes transportation, meals, lodging, etc. They can be bought at any railroad coupon ticket office, and included with the rail ticket. The price ranges from \$10.00 up, for from one to

five days. Stop-overs are permitted on all tickets at any point en route.

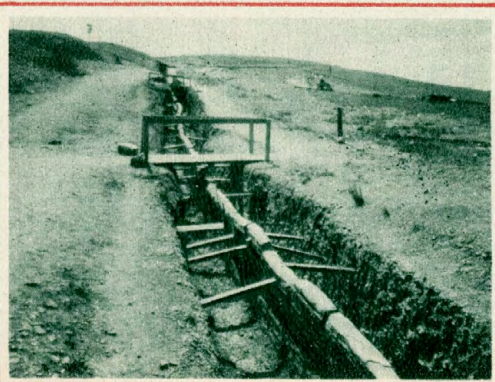
Tourists coming by automobile, as well as by train, will find this method of touring the Hills carefree and pleasant, as the tour conductors look after the comfort of the passengers and explain all points of interest.

For more detailed information, address The Black Hills Transportation Company, Rapid City.



Thousands visit the exhibits of prehistoric fossils at the State School of Mines. No admission is charged.

Rise Studio



Furnished summer cottages in Rapid Canyon can be rented by the week or month. Rates \$10 to \$25 per week. Apply at the Chamber of Commerce office.

Is it natural? Is it man-made? 1200 feet of wall uncovered. New discoveries being made. Visit the "Hidden City" on Highway 79, seven miles south of Rapid City. Mysterious, educational, unusual. Is it the work of prehistoric man who lived here even before the Indian? Something for you to see and always remember.

THE BLACK HILLS OF SOUTH DAKOTA



Rise Studio

Rapid Creek in Rapid Canyon

Rapid City, S. D., Gateway of the Hills

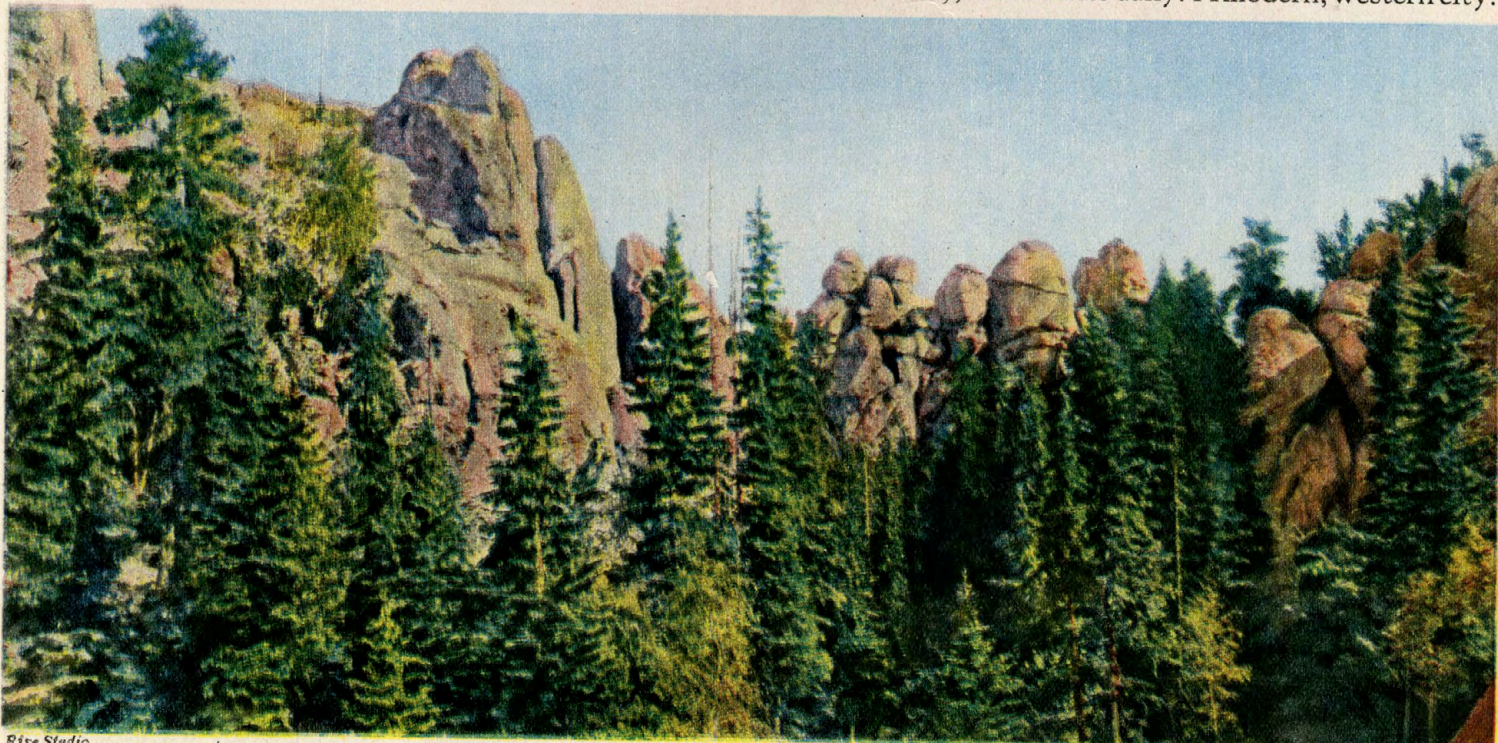
RAPID CITY, Gateway of the Hills, lies on the eastern border of the Black Hills. It combines something of the prairie, which stretches in fertile undulation to the east, and the mountains under whose shelter it nestles.

Founded in 1876, two years after gold was discovered by General Custer's geologist, Rapid City has grown to be the largest trade center of the Hills, with a population of over 12,000. Its wide streets and boulevards, fine

homes and business blocks, excellent hostelries and hospitable atmosphere are notable. Every facility attractive to the visitors is at hand.

As Rome was built on seven hills, so Rapid City claims the distinction of being built at the apex of seven valleys, whose splendid scenery is diversified with fertile farm and grazing lands.

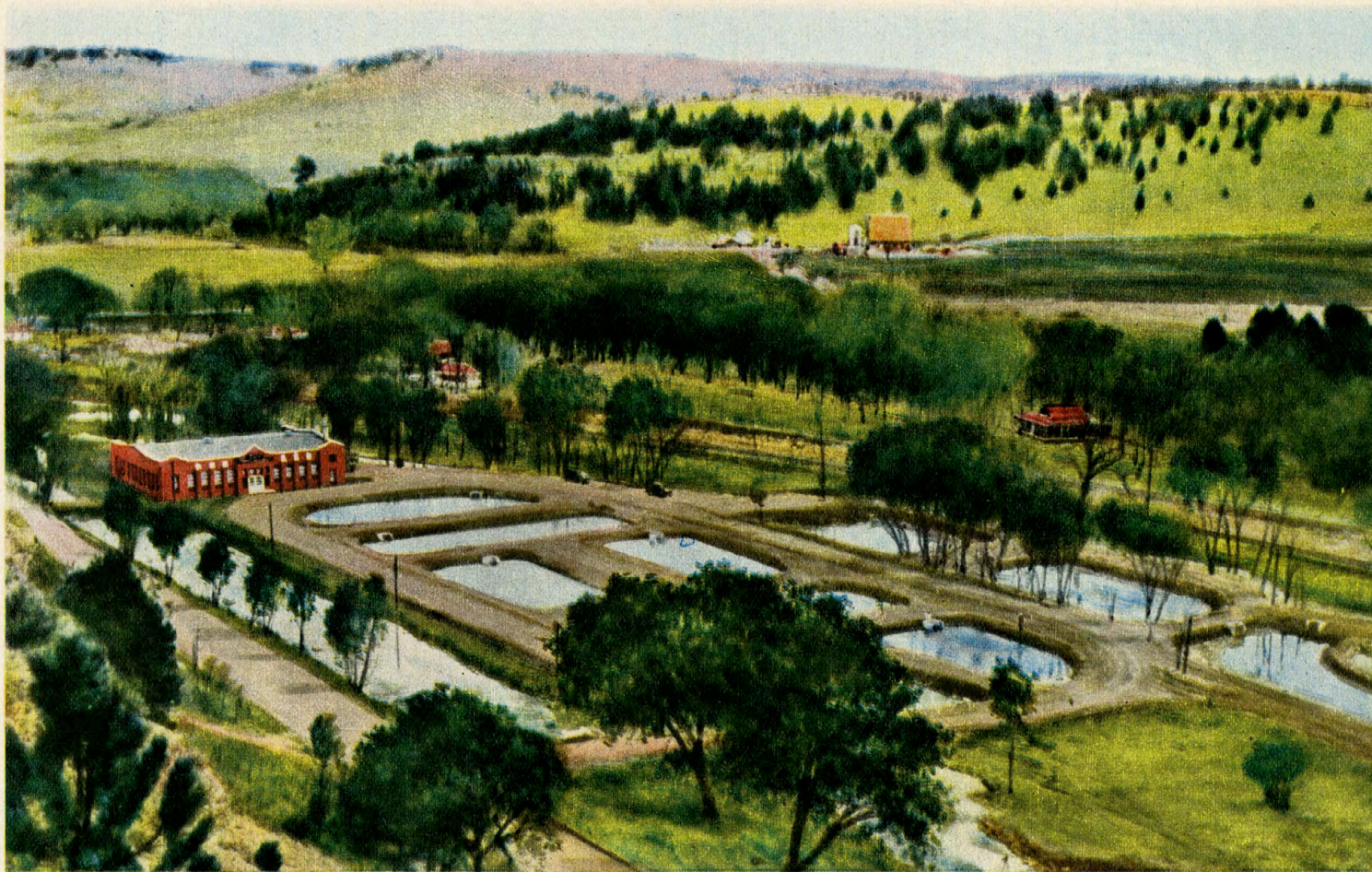
Rapid City, a metropolitan town of the middle west, accommodates 5,000 tourists daily. A modern, western city.



Rise Studio

One of many beauty spots in Custer State Park.

A MOUNTAIN VACATION LAND



Rise Studio

Cleghorn Fish Hatchery, a state institution, Rapid City, S.D., furnishes five million trout yearly to Black Hills streams.



B. F. Roy

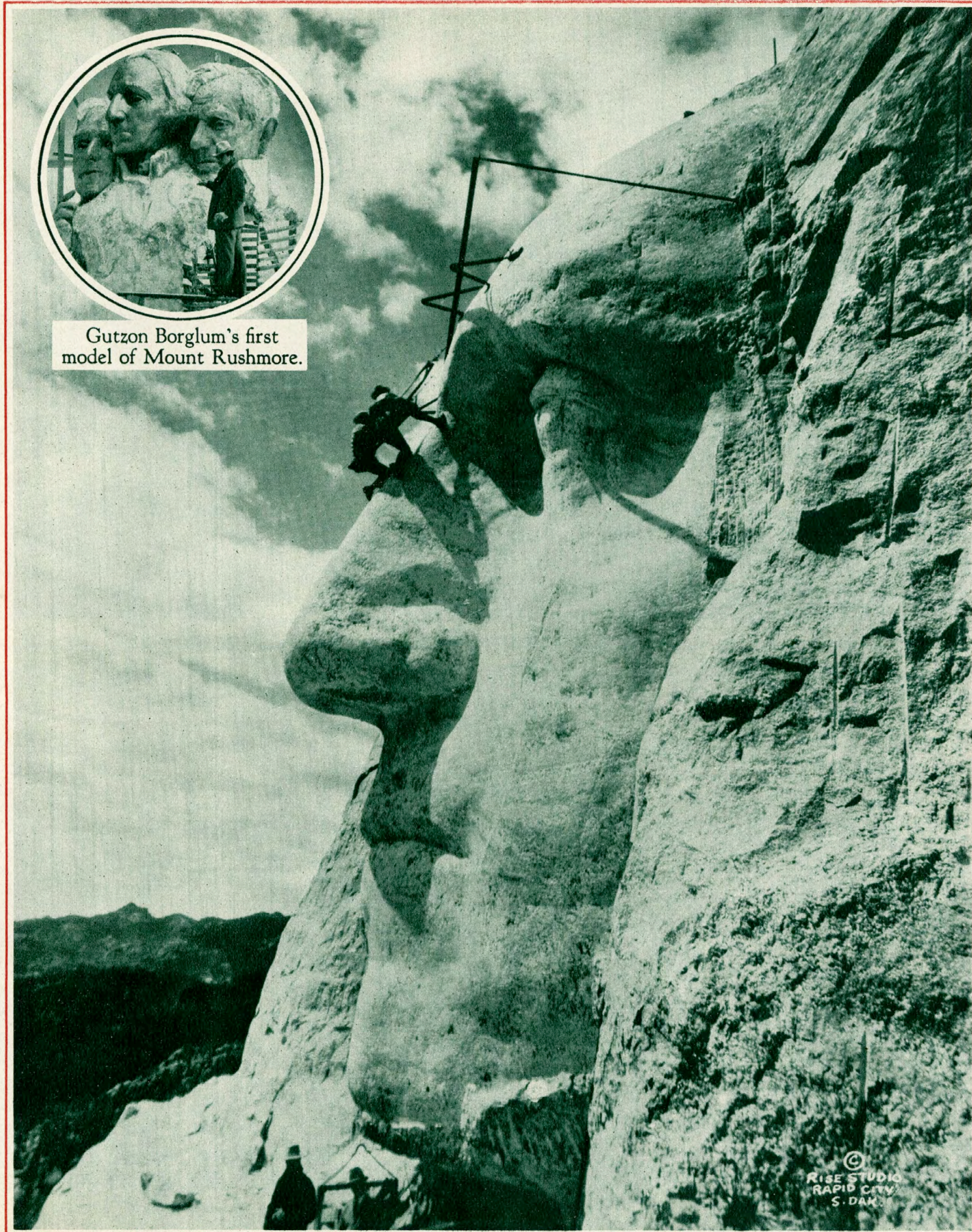
SEE THE BIG WAR DANCE

Sioux, Crow and Cheyenne Indian war dances are held each evening at 7:30 on the streets in front of the DUHAMEL Cowboy and Indian Trading Post, Rapid City. See the Indians at work weaving blankets, making moccasins and other Indian handiwork.

THE BLACK HILLS OF SOUTH DAKOTA



Gutzon Borglum's first model of Mount Rushmore.

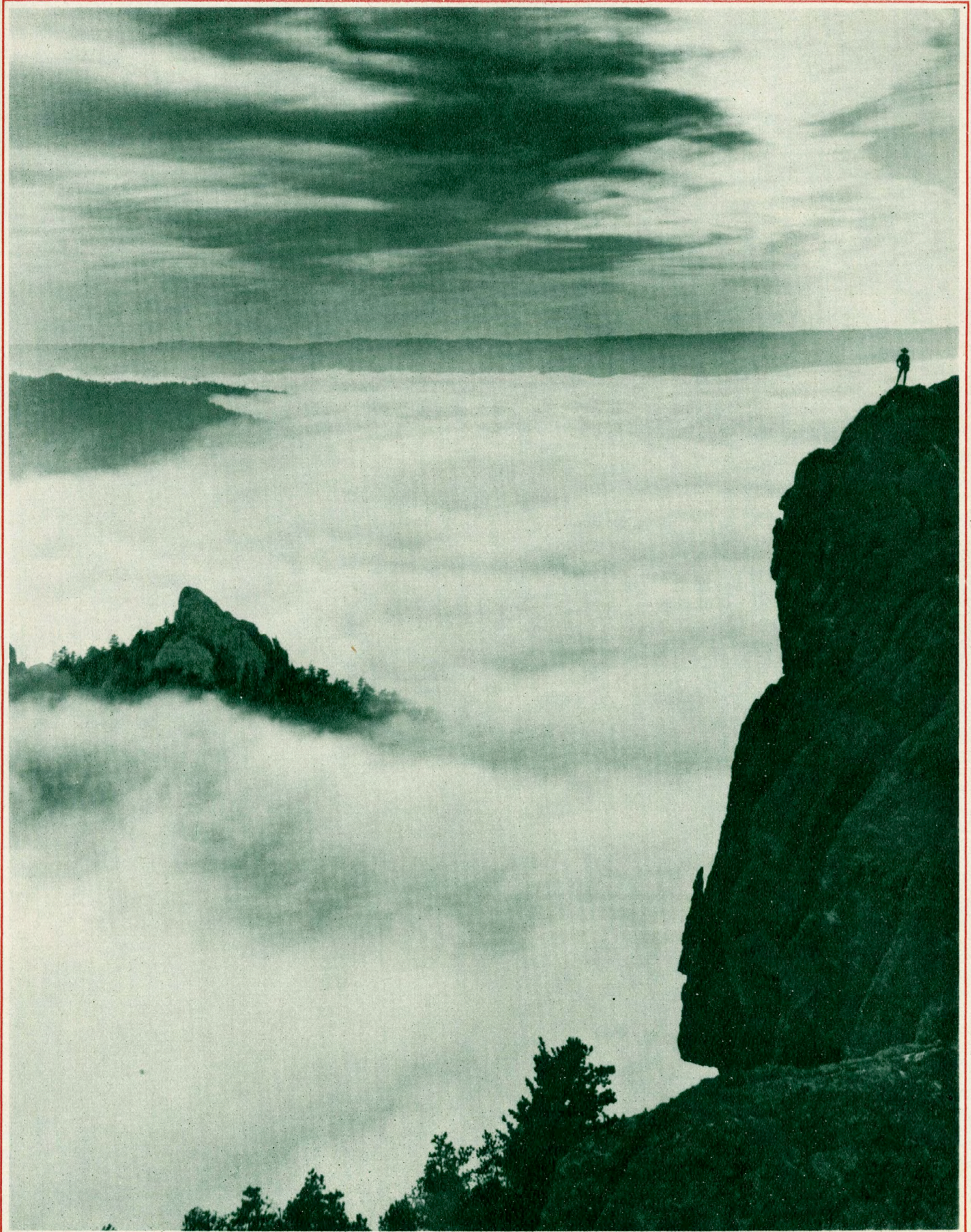


©
RISE STUDIO
RAPID CITY
S. DAK.

Rise Studio

The face of Washington emerges from the granite. Mount Rushmore National Memorial, now being carved under the supervision of Gutzon Borglum, the famous sculptor.

A MOUNTAIN VACATION LAND



Used by courtesy Publishers Photo Service

Looking from Rushmore Mountain to the surrounding peaks that shoulder their massive tops through the clouds.

An aerial photograph showing a winding road, the Needles Highway, through a rugged landscape. The road is light-colored and curves through a dense forest of green trees. The terrain is rocky and uneven, with patches of yellowish-brown soil or rock visible. The road starts in the upper left, curves right, then left, and continues to curve through the forest. The overall scene is a high-altitude, mountainous area.

An airplane view of a portion of the Needles Highway. This road is hewed through spires of solid granite and reaches an altitude of over 6,000 feet. It is known as the most beautiful ten mile drive in the West. This portion of the road was built at a cost of \$70,000.00 per mile.

Rise Studio

THE BLACK HILLS OF SOUTH DAKOTA



Rise Studio

ALEX JOHNSON HOTEL

"The Wonder Hotel of the West"

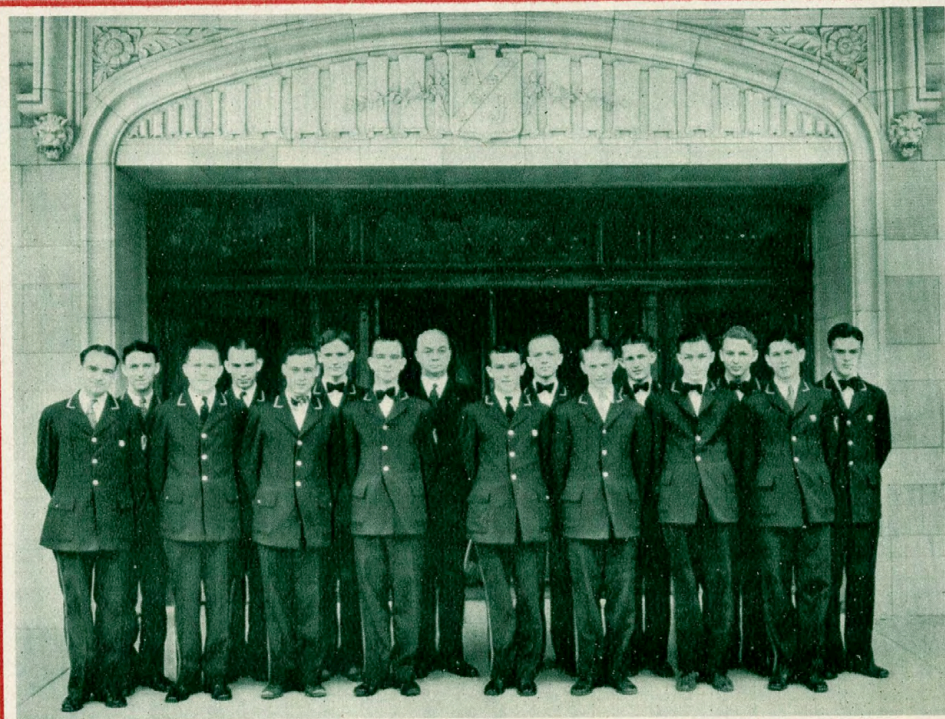
THIS is one of the most modern and up-to-date hostelrys between Chicago and the Pacific Coast and yet maintains moderately priced rooms ranging from \$1.50 up to luxurious 3-room suites with unsurpassed service. It maintains dining room and coffee shop service supervised by one of the best chefs that can be secured. The interiors of the lobby, ballroom and solarium are decorated in Indian designs and the visitor can spend a very profitable hour in a trip through the solarium where there are beautiful displays of all the minerals, rocks, grains and products of this country.

In the lobby of this hotel a fully equipped AAA office is maintained by the Association, also the Chamber of Commerce office furnishing detailed and last minute road information to Yellowstone Park and all points in the West to the Pacific Coast.

While this hotel is modern in every way, yet a real western atmosphere prevails and everybody, whether a guest or not, is welcome to visit it. Busses leave the Alex Johnson Hotel every morning for trips through the Black Hills and the Bad Lands.

Every modern facility is provided for guests.

A MOUNTAIN VACATION LAND



Bert F. Bell

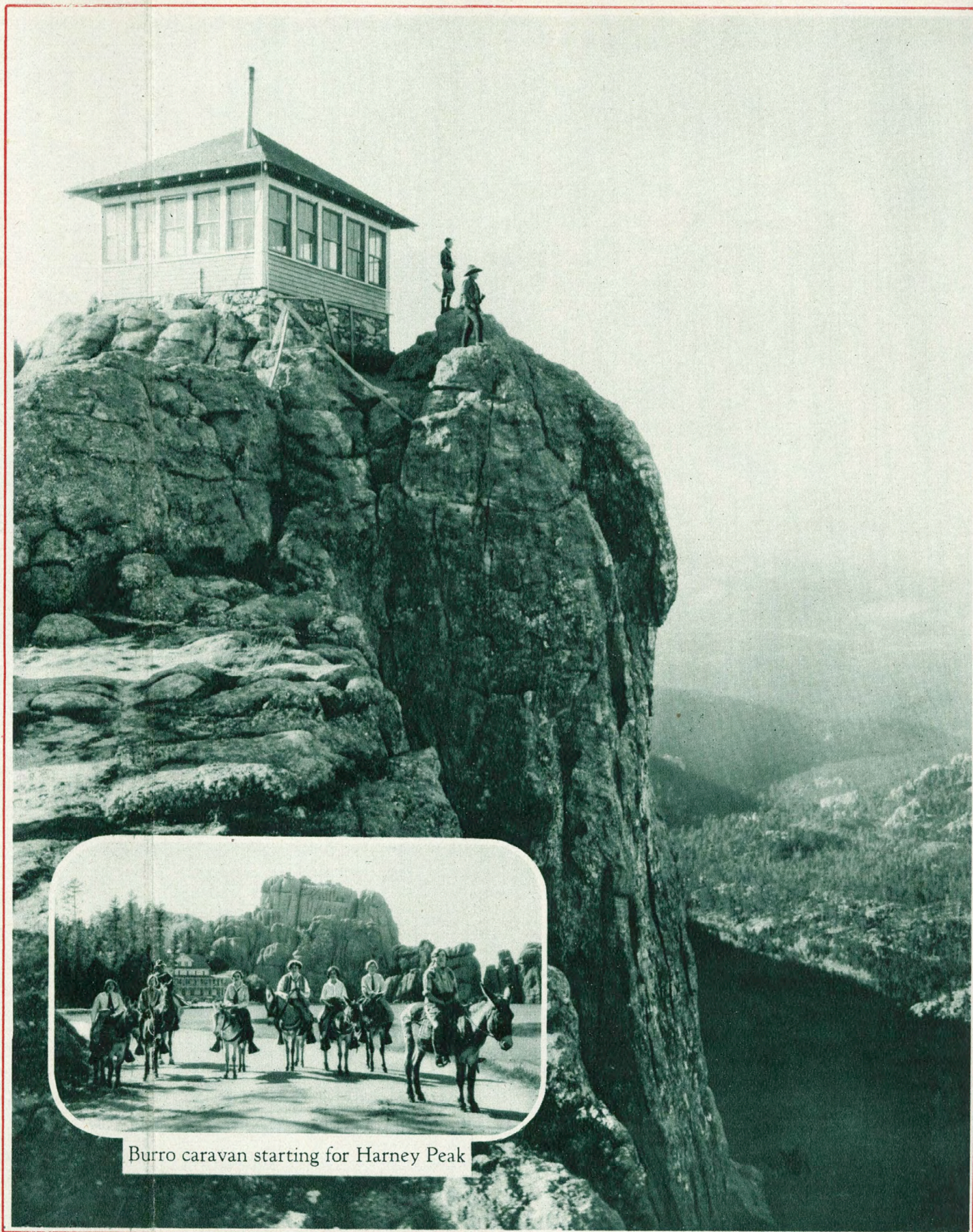
Views of Alex Johnson Hotel.



Sylvan Lake, a gem of the mountains, in a setting of rocks, spruce and pines, in the heart of the Black Hills. Sylvan Lake Hotel is noted for the beauty of its location and its excellent service.

Rise Sit 42

THE BLACK HILLS OF SOUTH DAKOTA



Burro caravan starting for Harney Peak

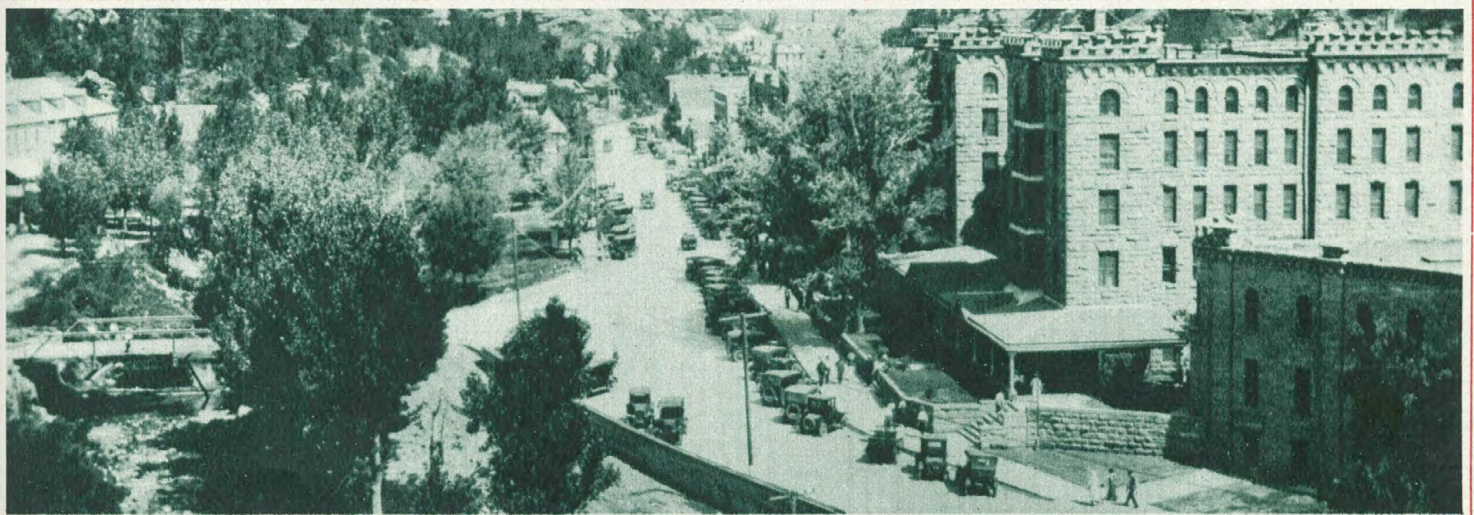
Used by courtesy Publishers Photo Service

National Forest Lookout Station on top of Harney Peak. The highest point between the Atlantic Ocean and the Rocky Mountains, where Uncle Sam's Rangers stand guard over the forests of the Black Hills.

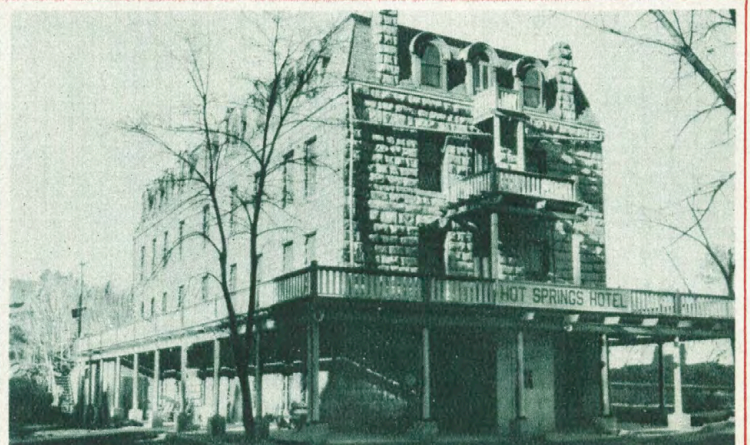
A MOUNTAIN VACATION LAND



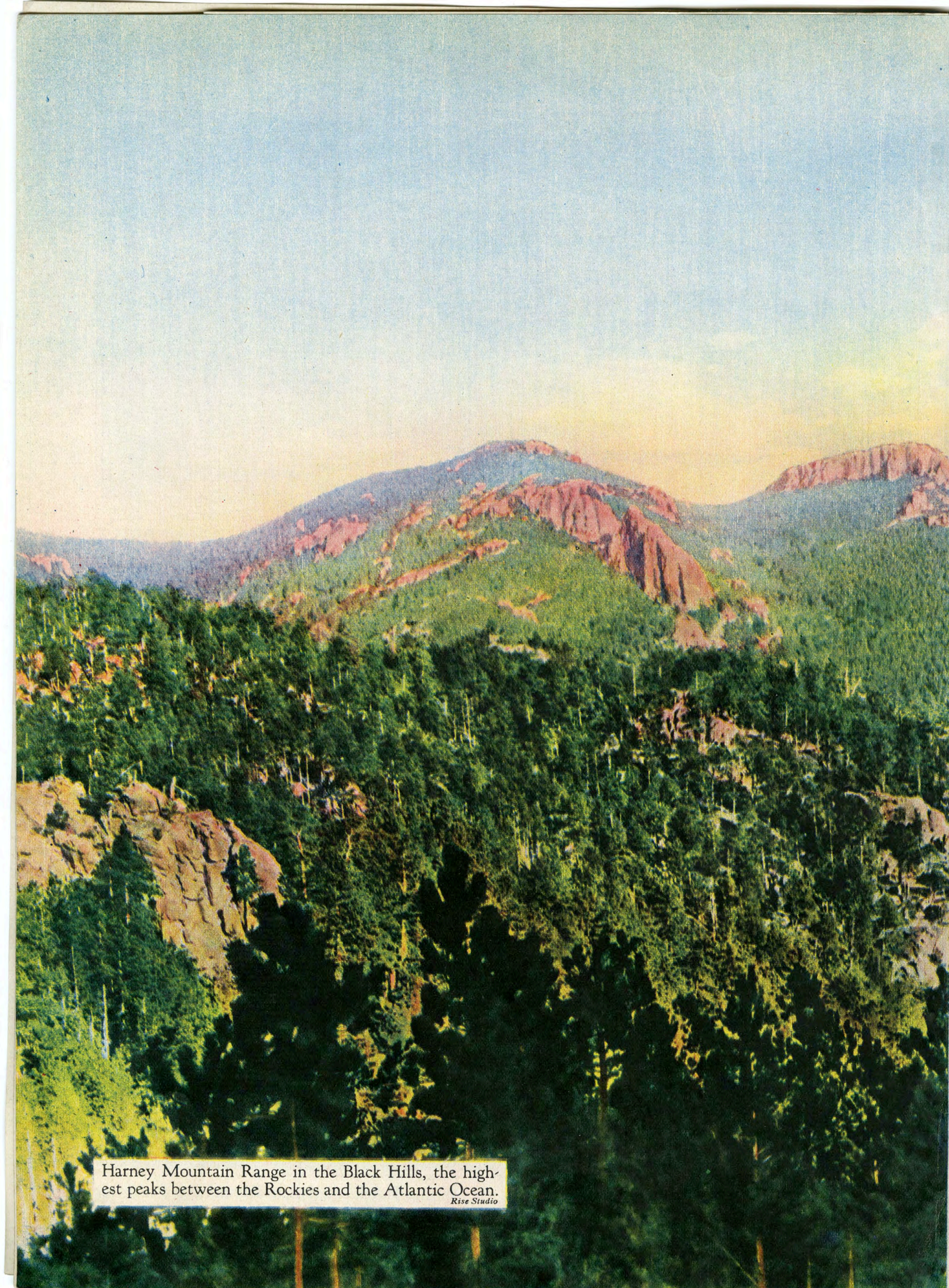
NEW HARNEY HOTEL—A modern hotel of 125 rooms—prices from \$1.25 up. This hostelry is located in the heart of Rapid City on U. S. Highways 16 and 14 and on State Highway 40. The Rapid City Chamber of Commerce office is located in the New Harney, also an AAA information branch and road information bureau. *Rise Studio*



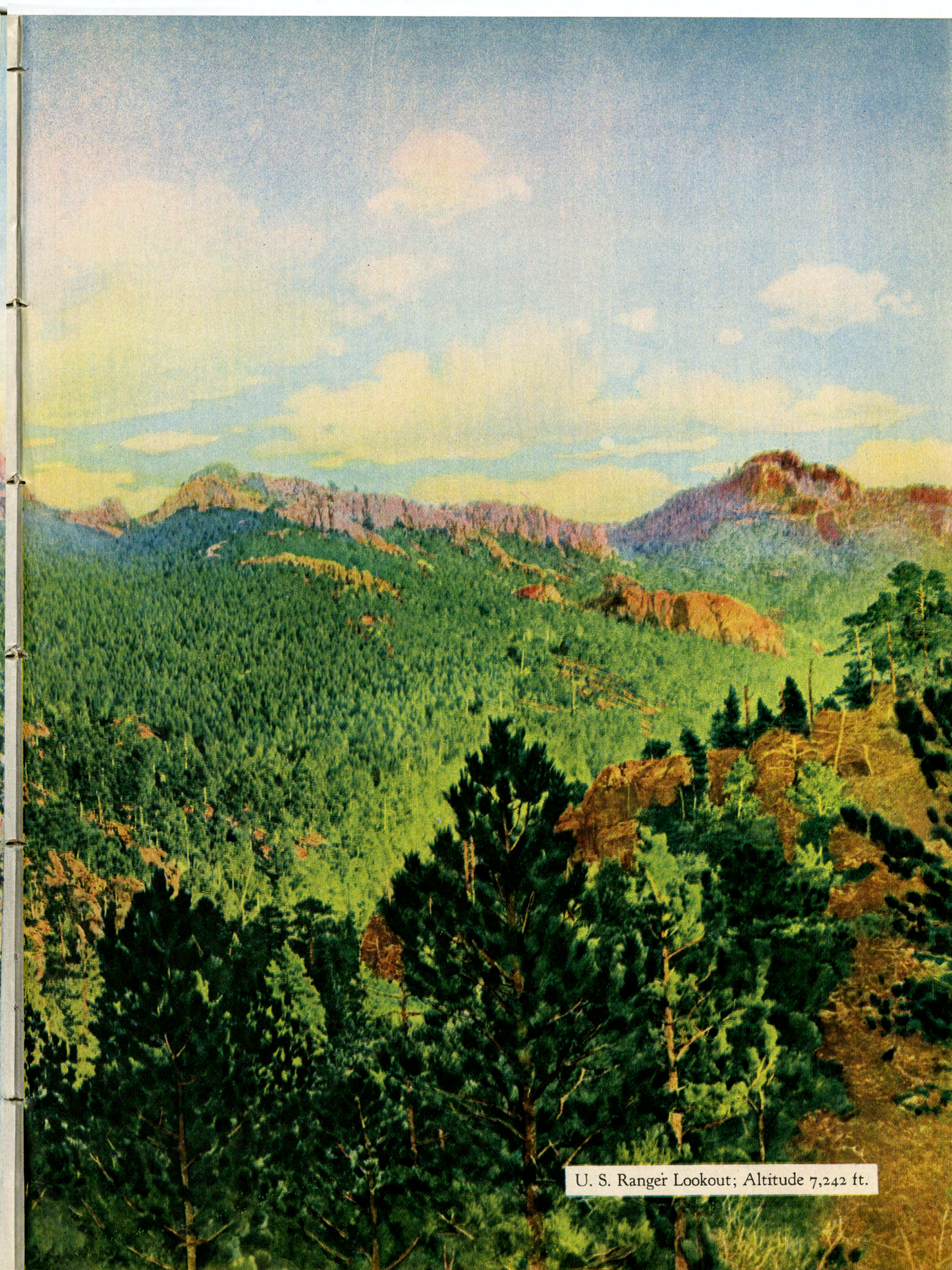
EVANS HOTEL, Hot Springs, S. D., southern entrance to the Black Hills, on U. S. Highway 18 and 85E and on State Highway 79. A modern hotel, located in the "Health City of the Black Hills." Good accommodations and service. *Stevens Photo*



Original Hot Water Medicinal Indian Springs and Plunge. **Hot Springs Hotel**, adjacent to Minnekahta Bathhouse



Harney Mountain Range in the Black Hills, the highest peaks between the Rockies and the Atlantic Ocean.
Rise Studio



U. S. Ranger Lookout; Altitude 7,242 ft.

THE BLACK HILLS OF SOUTH DAKOTA

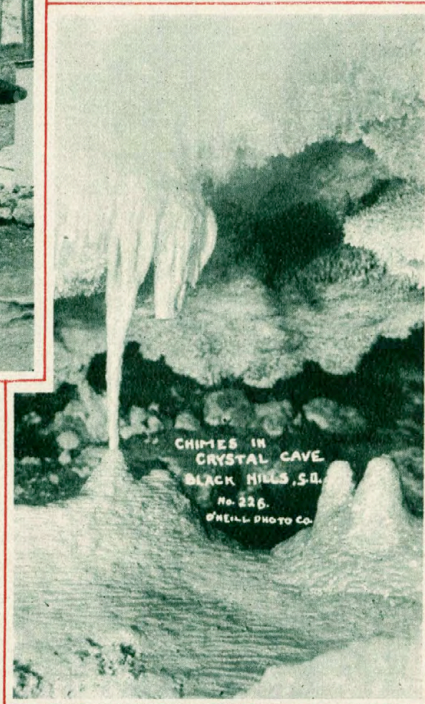
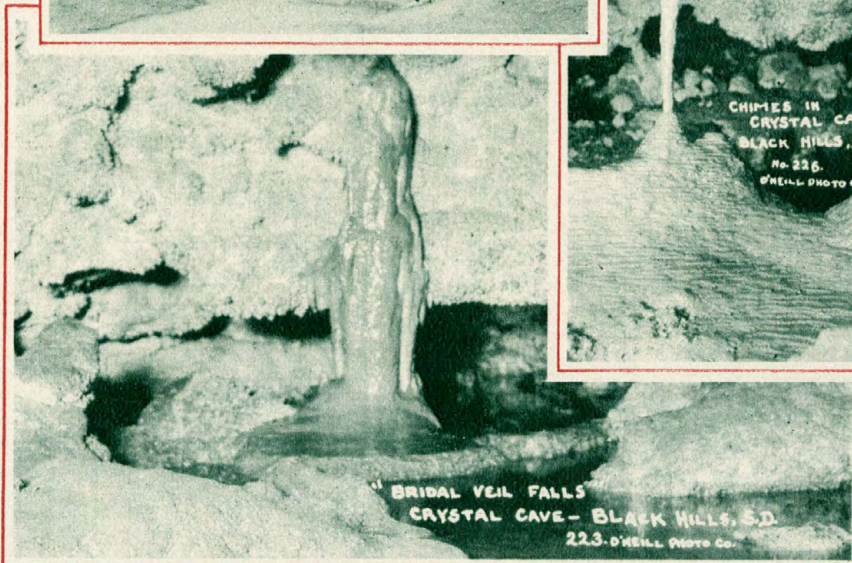
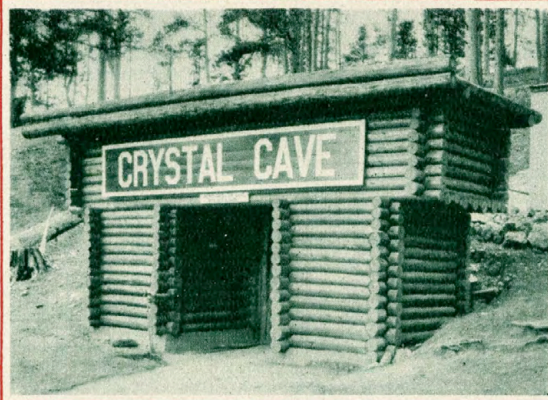
Crystal Cave

Up beautiful Elk Creek Canyon, off Highway 16, between Sturgis and Rapid City.

From its discovery the exploration of Crystal Cave has continued through the years, until now many miles of paths and about 1,500 rooms have been explored. Every conceivable formation of crystal beauty, myriad lakes and pools of limpid water, clear and cool and gleaming projections of calcite crystal show Nature's work of ages.

There are various routes to be traveled in the cave, each route differing in its wonderful formation of crystal. Some rooms are so beautifully crystal jewelled as to be fit palaces for ancient kings, and great chasms so dark and deep they might well be the abode of demons.

Competent guides will conduct you through, every day and every hour.



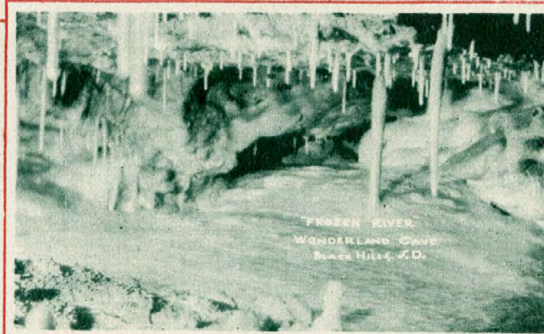
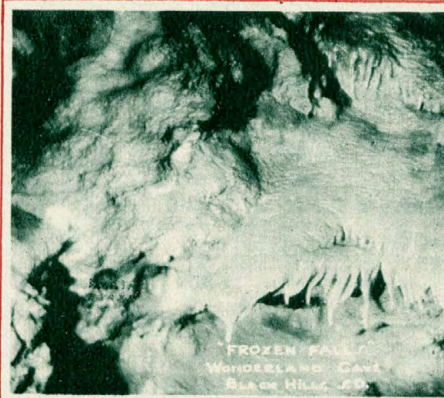
O'Neil Photo

Wonderland Cave

Half way between Rapid City and Sturgis on Highway 16, in the heart of beautiful Elk Creek Canyon.

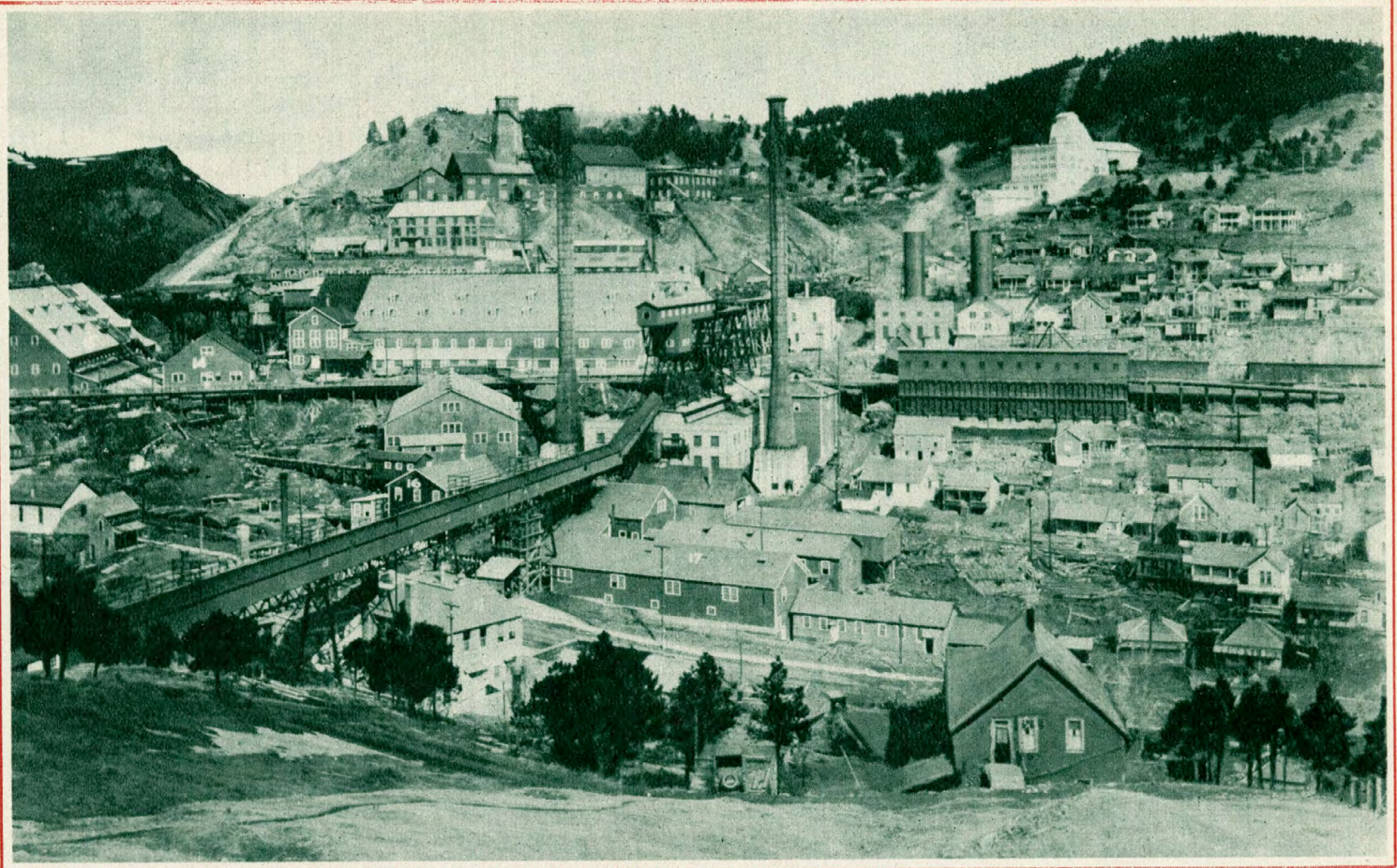
Upon entering the vestibule of the cave, and looking further we see an irregular shaped room 125 x 140 feet with the ceilings covered with decorative crystals.

Descending by way of substantially built stairways, the guide escorts us from one ornamental work of nature to another. Some formations in the various rooms have the appearance of flowing rivers and waterfalls, composed of calcium formations, others with stalactites and stalagmites, which have been forming for hundreds of years on the lower walls and ceilings of these cavities.



Tobias Photo

A MOUNTAIN VACATION LAND



The Homestake Mine at Lead, S. D.

HOMESTAKE, the greatest gold mine in the world, has been in constant operation, night and day, for the last fifty-four years. The present depth of the mine is 2,700 feet.

Over a million pounds of dynamite and six hundred miles of fuse are used yearly in the production of seven

million dollars in gold which is taken out of the ground annually.

More than two thousand men are employed in the production of this sum and the Homestake Mining Company is rated as one of the most progressive and philanthropic companies in the world.

No mosquitoes in the Black Hills.

Rapid City has 21 modern cabin tourist camps and over 425 cabins. See Chamber of Commerce for information.



South Dakota Alfalfa seed won first place at the International Exposition, Chicago.
Seed grown by Sam H. Bober of Newell, So. Dak.

THE BLACK HILLS OF SOUTH DAKOTA



RAPID CANYON, one of the most beautiful canyons in the Black Hills. A trip up Rapid Canyon on the R. C. B. H. & W. Ry. is a thrill you will long remember. This road is recognized as the crookedest railroad in the United States, crossing Rapid Creek 105 times in 26 miles. A gas car makes a 44 mile round trip each day and will drop passengers off anywhere on the route and pick them up on the return, allowing them ample time for fishing. Round trip fare \$1.05 to \$2.70. This makes an ideal day's outing at a very small cost.

A MOUNTAIN VACATION LAND



Among the spruce and waterfalls in Dark Canyon, where Victoria Creek joins Rapid Creek. Seven hundred miles of trout streams in the Black Hills, running through forests of spruce and pine. These mountain streams abound with trout.

THE BLACK HILLS OF SOUTH DAKOTA

Driving Distance from Rapid City to Points of Interest

	Miles
School of Mines Museum	¼
Trout Fish Hatchery	2½
U. S. Indian School	1½
Hidden City	7
Hisega Resort	12
Rapid Canyon	3
4-R Ranch Resort	10
Mount Rushmore	25
State Game Lodge	32
Camp Galena	33
Needles	40
Sylvan Lake Resort	36
Hill City	28
Black Hills Country Club	30
Custer	48
Jewel Cave	56
Gray Rocks Resort	50
Mount Coolidge	40
Blue Bell Lodge	42
Wind Cave	56
Hot Springs	68
Edgemont	96
Sheridan	20

	Miles
Pactola	32
Nemo	19
Petrified Forest	16
Crystal Cave	22
Wonderland Cave	22
Sturgis	28
Fort Meade	29
Deadwood	42
Lead	45
Ice Box Canyon	58
Latchstring Inn	63
Flying V Ranch, Wyoming	94
Newcastle, Wyoming	102
Whitewood	36
Spearfish	51
Belle Fourche	64
Newell	56
Orman Dam	66
Badlands	46
Sheep Mountain	51

Black Hills Altitudes

	Feet
Bear Butte Mountain	4422
Belle Fourche	3011
Buffalo Gap	3258
Camp Galena	4400

	Feet
Crystal Cave	4242
Custer	5301
Deadwood	4543
Devils Tower	5117
Edgemont	3449
Harney Peak	7242
Hill City	4976
Hot Springs	3443
Keystone	4340
Lead	5119
Mount Coolidge	6400
Mount Roosevelt	5500
Mount Rushmore	6040
Nemo	4616
Pactola	4459
Pringle	4879
Rapid City	3229
Savoy	4956
Silver City	4592
Spearfish	3637
State Game Lodge	4400
Sturgis	3452
Sylvan Lake	6250
Terry Peak	7070
Wind Cave	4100
Wonderland Cave	4242

CUT ALONG THIS LINE

Now for the details you will surely want:

Fill out and mail this blank or write a personal letter telling us exactly what you want to know.

Dept. of Agriculture, C. A. Russell, Sec'y.,
Pierre, So. Dakota.

Please furnish me complete information on the subjects checked:

BLACK HILLS TRAVEL—Send information about

Suggest an itinerary for adults and children.

Will spend days in the Black Hills. Coming by train bus auto

Quote rates Accommodations desired

Kind of recreations favored

Particularly want to visit

We will be en route to Yellowstone Park other Parks Pacific Coast

AGRICULTURE: Send agricultural booklet

Send information about livestock dairying poultry fruit

produce hay and cereals and

Interested in farms for sale or rent or farm land

Remarks

BLACK HILLS MINES AND MINERALS: Send information about

So. DAKOTA COMMUNITIES: I am interested in

MISCELLANEOUS: Send information about Winter Sports

Summer Schools (Give cities or sections)

College Courses in

My NAME

ADDRESS

(All inquiries will be treated in strict confidence, so do not hesitate to ask anything you wish to know. Every effort will be made to give absolutely accurate data and honest advice regarding South Dakota opportunities for you)

THE BLACK HILLS OF SOUTH DAKOTA



Rise Studio

Motoring on Needles Highway. Cathedral Spires in Custer State Park.

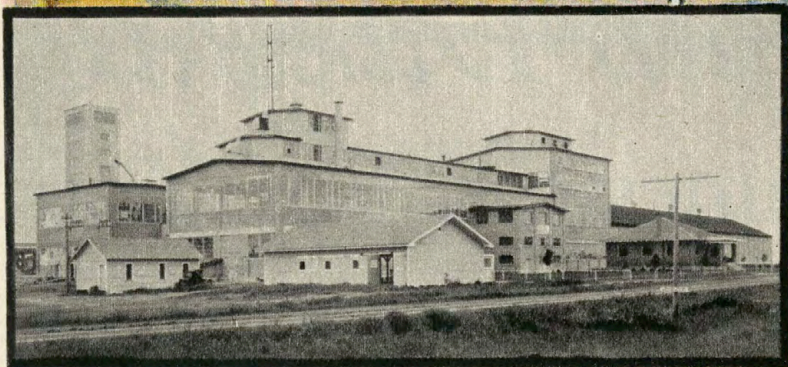
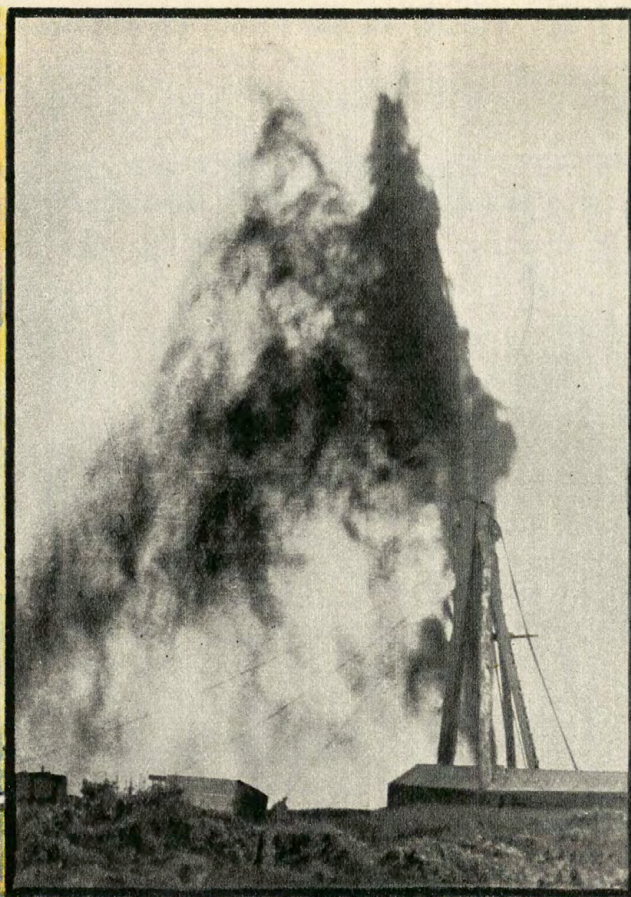
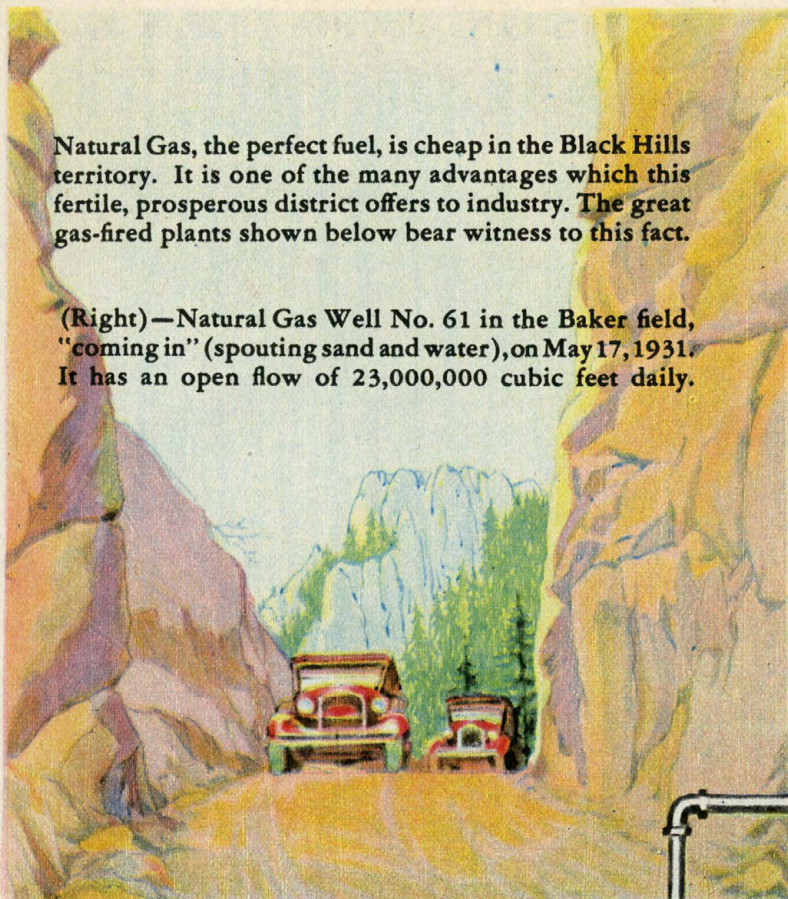


White Bus Co.

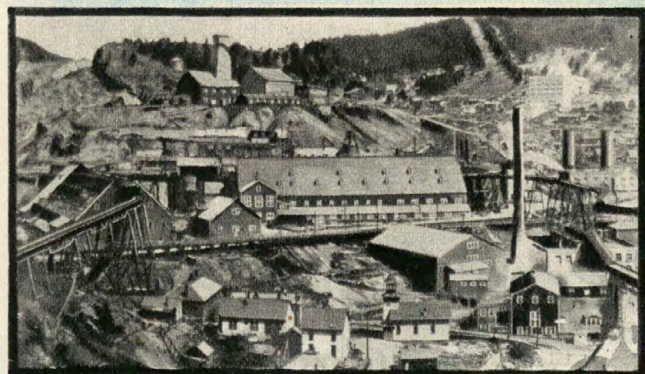
Perfect highways through spruce forests along Spearfish Creek. A fisherman's paradise.

Natural Gas, the perfect fuel, is cheap in the Black Hills territory. It is one of the many advantages which this fertile, prosperous district offers to industry. The great gas-fired plants shown below bear witness to this fact.

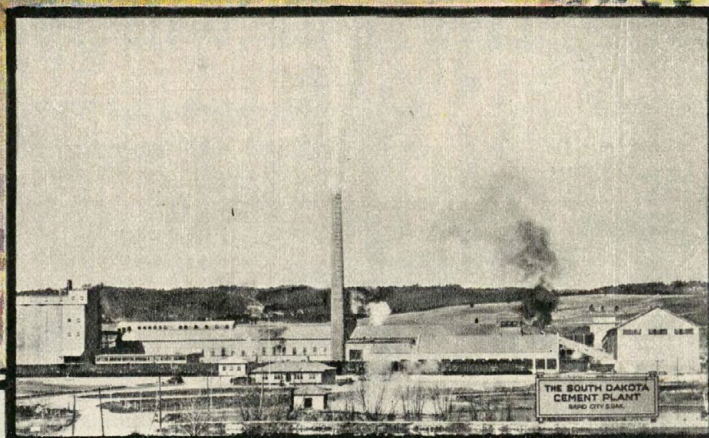
(Right)—Natural Gas Well No. 61 in the Baker field, "coming in" (spouting sand and water), on May 17, 1931. It has an open flow of 23,000,000 cubic feet daily.



Refinery of the Utah-Idaho Sugar Company, Belle Fourche, South Dakota, where Natural Gas is used exclusively for fuel.



The famous Homestake Gold Mine at Lead, South Dakota, largest in the United States, uses Natural Gas for many processes.

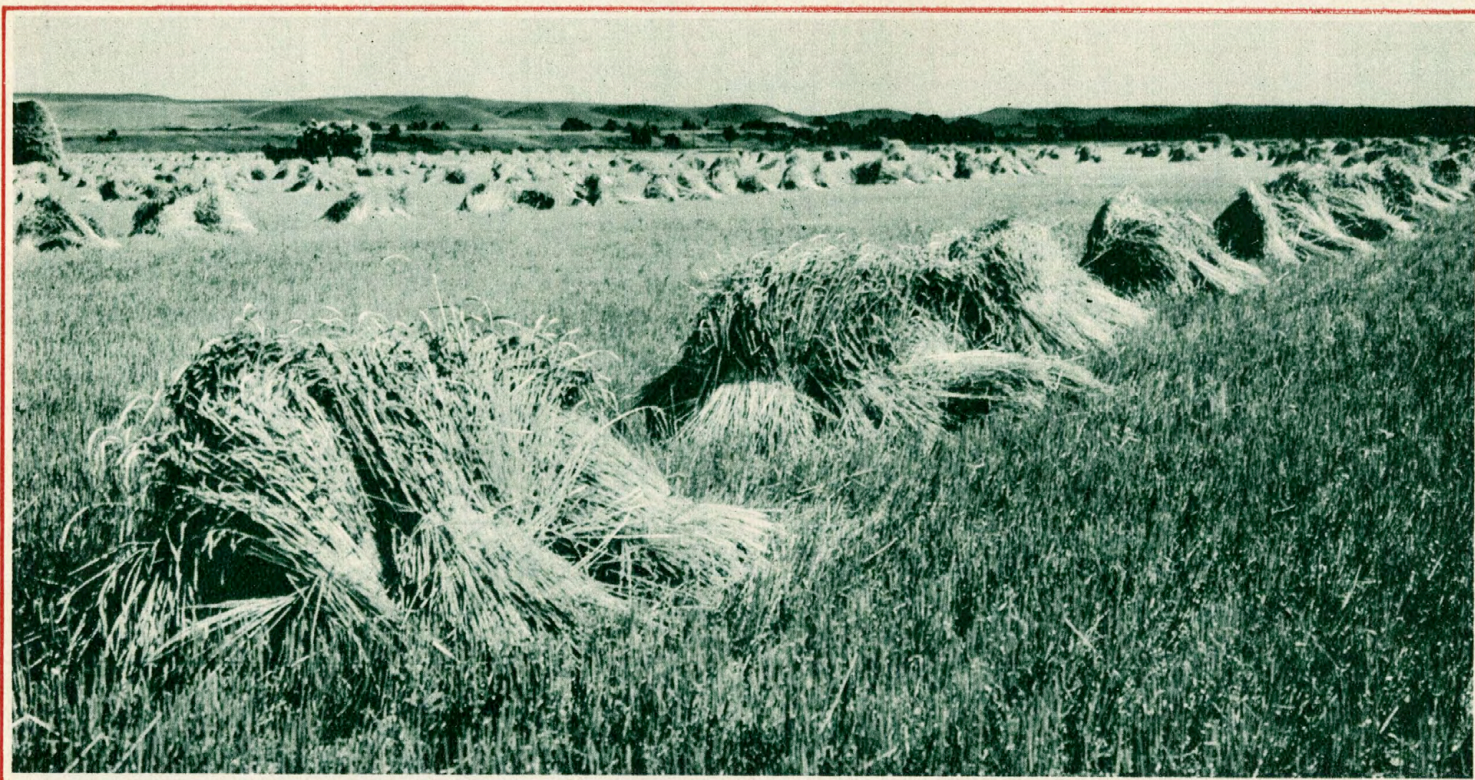


The State Cement Plant at Rapid City uses more than 4,000,000 cubic feet of Natural Gas daily.

MONTANA-DAKOTA POWER COMPANY

An Operating Company of the Minnesota Northern Power System—General Offices, Minneapolis, Minnesota.

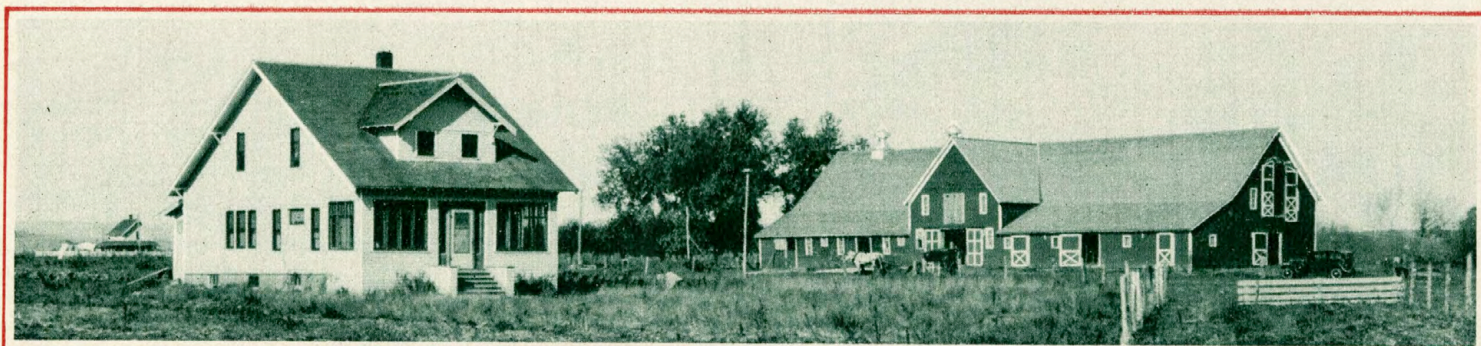
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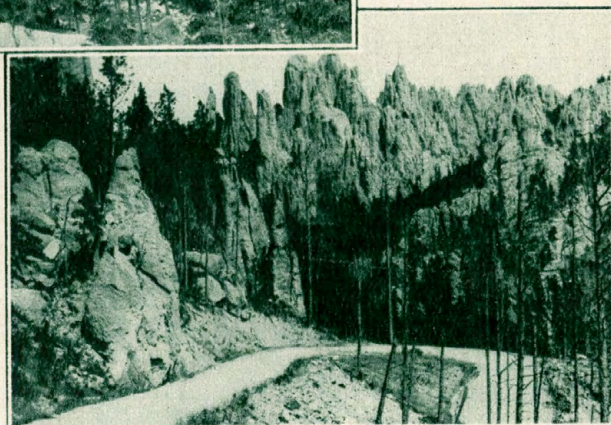
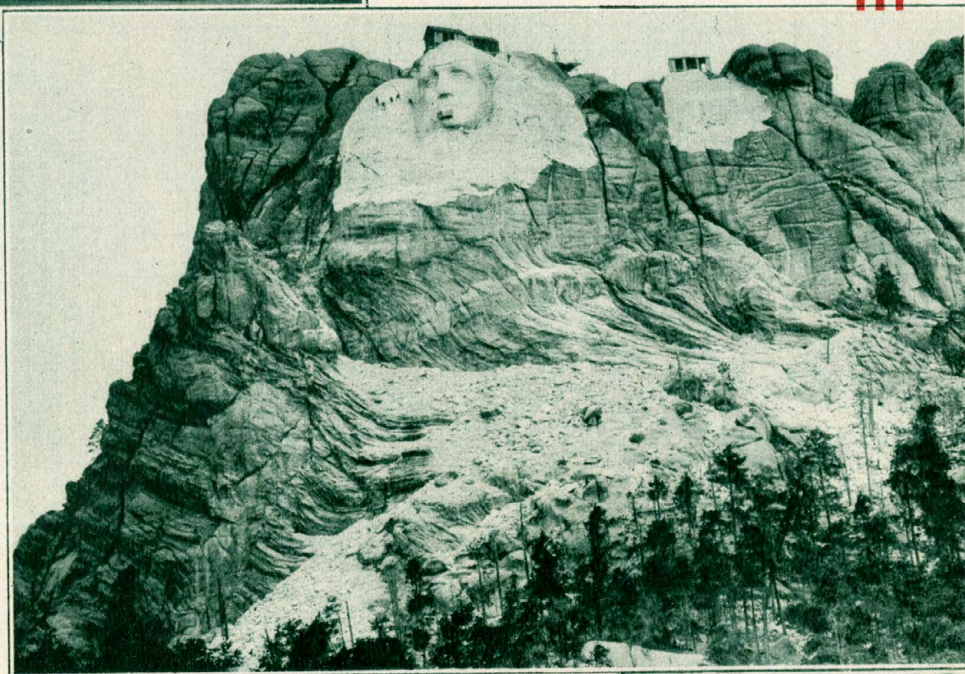
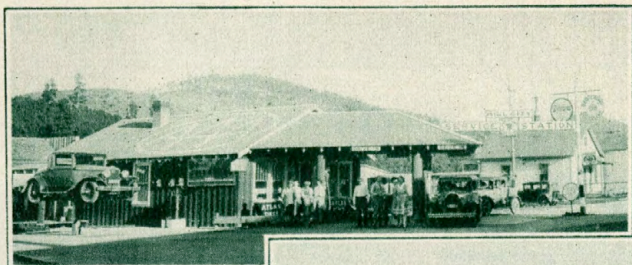
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*For Further Information Write C. A. Russell, Sec. of Agriculture
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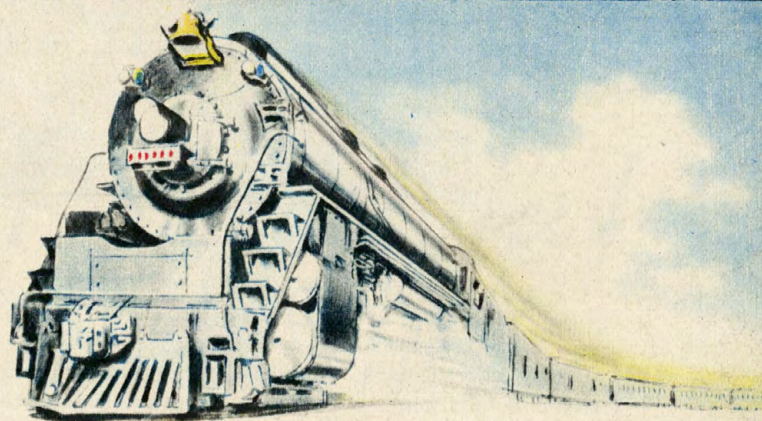
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