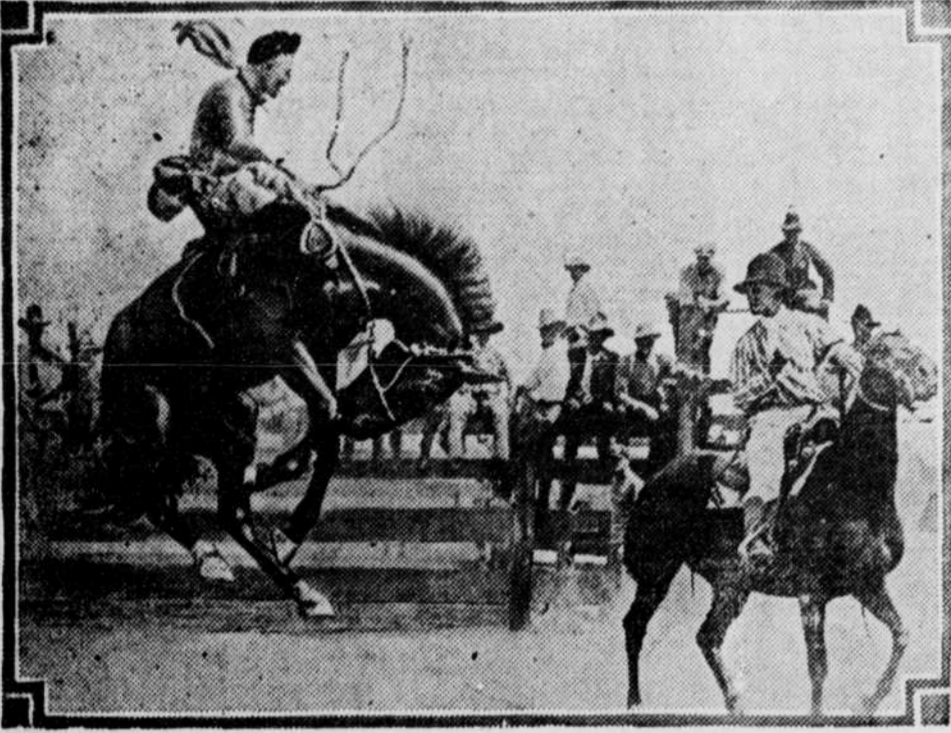


RIDE 'EM, COWBOY



(Copyright by R. R. Doubleday.)

An animated tornado on four legs, 1,200 pounds of living dynamite—such is the "outlaw" bronco, scores of which will provide the chief thrills of the White River Roundup and World's Championship Rodeo to be held for three days, beginning August 12. Wiry and daring, coolest when facing almost certain injury—such is the buckaroo, standard type of the men who will fight it out with the "bad" horses in the contests.

Broncho busting calls for all the courage that is traditional on the western ranges and a great part of the prizes appropriated by the Association will go to the men who will fight to stay for a few seconds on the hurricane decks of the "sunfishing," "skyscraping," squealing, fighting cayuses. When the courage of the buckaroo clashes with the lawless spirit of the broncho, the ride is always a sensational finish.

Frontier Days Program, August 12, 13, 14, 1925

INDIAN WARRIORS' ATTACK ON TOWN AT SUNRISE

To have 500 Indians in full war costume and war paint come upon the town at daybreak with their wild shrieks and war whoops, and shooting recklessly and furiously, is thrilling, and even though someone has assured you that the Indians "won't hurt anybody," you begin to question the statement. Be here the first morning to see this great opening. This event officially opens the Great Show.

FREE BAND CONCERT AT 10:00 ON STREET

Each morning a crack band will give a free concert on the streets of White River.



The spirit of the west is not artificially put into our show. Our show is given as the WEST IS, and is given in the WEST. Here is where the WEST ENDS.

INDIAN TRIBAL DANCES IN NATIVE COSTUME

These dances are put on "down town" by the Sioux people. This event is free to everybody, and always draws large crowds. To people who have not seen it before, it is worth the entire trip to White River to see. This feature is put on each morning.

PARADE-COWBOYS AND INDIANS (From Town to Frontier Park)

To see the parade in review before the grandstand often is worth the price of admittance. Here are cowboys, cowgirls, and Indians. The Indians are in full dress. The squaws are in the height of their glory, as they march to the time of the band, often doing the jig dance, or other interesting features.

POTATO RACE

Everybody knows what an old-fashioned potato race is. This, however, is a cowboys' potato race. The race will be carried on on horseback, each cowboy using a long stick to pick up the potatoes and deliver them to their destination. This event is daily.

WORLD'S CHAMPIONSHIP BUCKING CONTEST

Three-day elimination contest. White River Frontier Days always draws the big riders and champion performers, and therefore puts on a fast and exciting show. This is the home of the OUTLAW horses, so the cowboys must be good to do qualified riding. After the first day only qualified riders are in the contest. The finals are ridden off the third day.

COWBOY'S RELAY RACE (1 1/2 Miles)

This is a very interesting and exciting race. Each cowboy goes around the half-mile track three times, changing his saddle to a fresh horse each half mile. It is not so much the speed of the horses that counts in this race, but it is up to the riders who can make the saddle changes in the least time. This race every day.

WORLD'S CHAMPIONSHIP BAREBACK CONTEST

How would you like to get on a wild horse without a saddle or bridle, which is turned loose in the arena, running at top speed, bucking and pitching his best? The rider has surcingle, but no stirrups.

COWBOY FREE-FOR-ALL HALF MILE RACE

This is a real horse race. Plenty of thrill for everybody.

STEER RIDING CONTEST

Did you ever try to ride a cow or steer? There apparently is not much room to sit nor hold. The cowboys ride with a loose rope, and they can't all do it. It is amusing to see them alight from the steers.

BULLDOGGING CONTEST

The bulldogging probably is the most dangerous and thrilling sport of the entire show. Steer is let out of the chute, man on horse, riding at break neck speed alongside the wild steer, jumps from his mount upon steer's head, grabbing hold of the steer's horns and stops him, throwing him to the ground.

WILD COW MILKING CONTEST

Everybody has milked a cow that had a frozen or wire cut teat. It isn't easy. Nor is it easy to put a pint of milk into a pop bottle from a wild cow that has never been milked. It takes two men, and sometimes they can not do it. Yes, there is a prize, and the boys work for it.

WHITE RIVER FRONTIER DAYS

In the spring of 1913 a movement was set forth among the business men of White River to set aside each year several days for a celebration and reunion of the old cattle men of Western South Dakota. After much discussion this event was to be called the White River Frontier Days, and the affair was of such success that today we have to offer you our program of the thirteenth annual Frontier Day celebration. The rapid growth of this affair is phenomenal in all respects, and today we place before you for your inspection the greatest and only original frontier show in South Dakota and Nebraska.

Each year has exceeded the year before and the fact stands foremost that we have and are giving the best show that money will produce. The Frontier Days Association is incorporated and a permanent organization, owns a quarter section of land and is putting on permanent improvements. We give you the opportunity to see the great champions of the west compete for their respective prizes. Your opportunity to see the Sioux Indians in their native costumes and dances is well worth your time and money.

The Frontier Days Association extends to you an invitation to be with us August 12, 13 and 14, 1925.

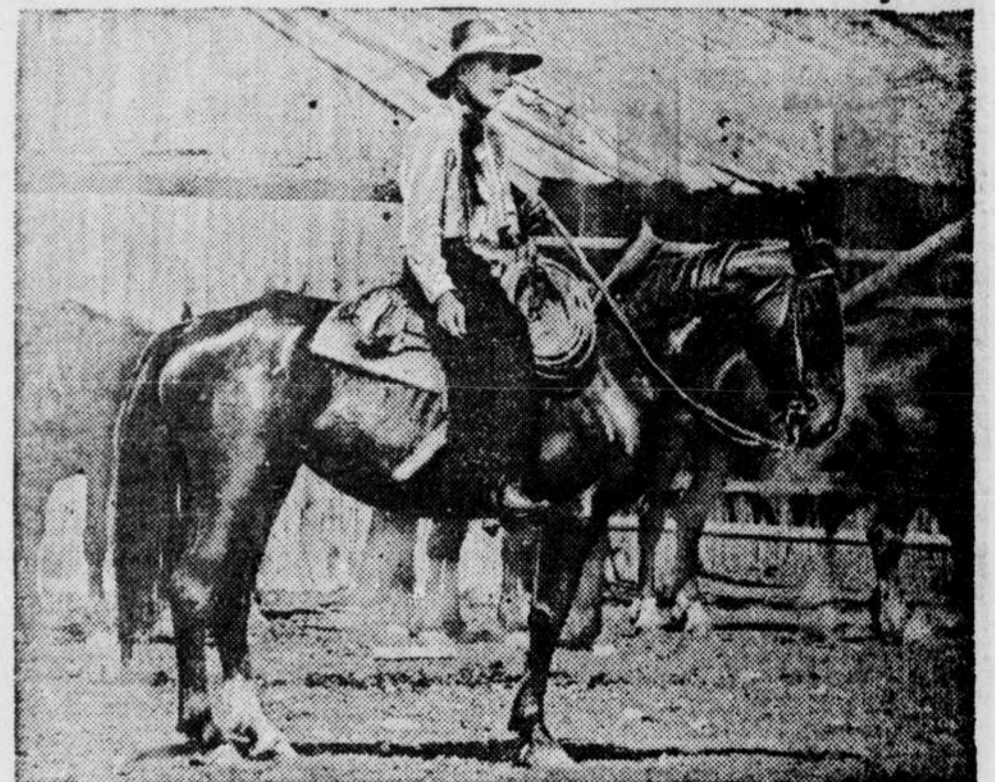
We haven't the space to tell you how proud we are of our new municipal hydro-electric power plant, and how much we enjoy the fine lake.

Bring your tents, bathing suits and fishing tackle, and make it a real vacation. You will enjoy our fine stream and lake, and large shade trees, which alone would be worth the trip to White River.

MANY SIDE ATTRACTIONS—MERRY-GO-ROUND—FERRIS WHEEL—CLOWNS—THOUSANDS OF SIOUX INDIANS—DANCING EVERY EVENING—HUNDREDS OF INDIANS DANCING IN NATIVE COSTUMES—PRIDE OF THE ROSEBUD BANDS WILL GIVE FREE CONCERTS DAILY—FREE CAMP GROUNDS—FREE BATHING—GOOD FISHING—GOOD SOFT DRINKING WATER—ROOMS IN HOMES \$1.00 PER DAY—GOOD MEALS 50c—NO HOLD UP ANYWHERE.

ADMISSION TO GROUNDS \$1.00 PLUS TAX—AUTOS FREE—SEATS IN COVERED GRAND STAND 50c—SEASON TICKETS, SINGLE, \$1.75 FAMILY TICKETS, \$5.00, TAX PAID

SECRETARY LIKES THE RODEO



In the West he's "Bill." But in official Washington he's William Marion Jardine, Secretary of Agriculture, a member of President Coolidge's official "family." Back in Idaho they like to tell how the Secretary of Agriculture busted bronchos and threw a rope.

The roundup and rodeo will solve your vacation problems so tell Mother and Sister and the Kid Brother to quit fretting over the summer's plans and get ready for the thrills of their lives.

HO! FOR THE LIFE OF A COWBOY



(From a drawing by N. C. Wyeth in Scribner's Magazine.)

Ever eat beans ("Mexican strawberries") dished up from a chuck wagon? Ever sleep out with a saddle for a pillow? It's a great life—if you like it, say the cowboys.

Thousands of Americans, who want to see how real western cowhands live and play, are planning to attend the White River Frontier Days, beginning August 12. Cowboys from every part of the West will be on hand for this great western spectacle. For three days White River will look like a scene from the "Covered Wagon" days, as scores of expert bronco riders, lariat throwers and steer wrestlers show their stuff while competing for prize money and world championship titles.

Frontier Days Program, August 12, 13, 14, 1925

CALF ROPING CONTEST

This is one of the most difficult events for the cowboys. In days past, full grown steers were used, but roping steers often results in maiming or killing the animals, and has been discontinued. Calves are given a fifty foot start, and are lassoed from horses, but are difficult to catch, as they are fleet, and can turn quickly. This contest is entered only by the best of the ropers. This contest continues through the three days.

REP RACE

Riders must have complete cowboy outfits—two saddle horses, one pack horse, and roundup bed to consist of tarp, soogan, and bed straps. Horses must be unsaddled, bed spread on ground under the wire, and at word "go," horses are saddled, bed rolled packed and strapped to back of pack horse. Two riders and pack horse make up the team, and must finish half mile together.

WILD HORSE RACE

The wild horse race is a rather unorganized affair. Two cowboys bring a wild horse in the arena, led with a rope round the neck. The horse must be blindfolded to be saddled, as wild horses are not easy to saddle. Rider mounts the wild horse, horse is turned loose, without rope or bridle. The rider who can bring his horse past the quarter mile post and under the wire, wins. How would you like that?

NOVELTY RACE (1 1/2 Miles)

This race is put on by the cowboys with their own saddle horses. It is what the title implies, a novelty. The horses walk the first half-mile, trot the second half mile, and run the final half mile. While this race is in progress, other events will be on, so there is plenty doing.

WAGON RACE (Half Mile)

This is one of the interesting events. The contestants usually are local people. An outfit consists of a farm wagon, a team of horses, and two men. The horses stand unharnessed at the wagon. The Race begins with harnessing the team, hitching them to the wagon, and ends when the trip is made around the half mile track.

STAKE RACE

Here is rather an unusual race, one which is seldom seen anymore. The riders run 200 yards, turn stake, and return. The riders will draw for place.

INDIAN FEATURES

This event is changed daily. This is the home of the Rosebud Sioux Indians, so our Indian features are the best and most exclusive in the world. Thousands of Sioux come to our show every year. They may be seen here in their native habitat.

SQUAW RACE

How would you like to make a race of setting up your home. The Squaw race is interesting and at times exciting. The Indian women harness and hitch a team, run around the half mile track, and set up a pole tepee each. The first one thru wins.

COWBOYS' 300 YARD DASH

It is not the speed of the horses that counts so much here, as it is who get off "on the right foot."

COWBOYS' FOOT RACE

Imagine, if you can, a man running a 100 yards with boots, chaps and spurs on. You'll laugh at this.

INDIAN CHIEF RACE

The Indian chiefs run a foot race in full regalia. Often the chiefs are quite old men and you will have a laugh.



OUR INDIANS

Our Indian features are the largest and best in the world, beyond all doubt. We have over 10,000 Indians living within 75 miles of White River, many of whom come to this show. They have complete charge of their part of the program and their features are always interesting. It is their delight to put on their old time stunts, and depict the days of the past. Frequently they put considerable thrill into their performances. Everybody always enjoys our Indian features.

THIS IS ONLY A PARTIAL PROGRAM OF WHAT WILL BE GIVEN DURING OUR SHOW. THERE WILL BE MANY NEW AND NOVEL STUNTS BY CLOWNS, ROPERS AND RIDERS AS WELL AS OTHER FEATURES OF INTEREST.



ALL HIGHWAYS AND BYWAYS LEAD ENTICINGLY TO WHITE RIVER

Every year it is very forcibly exemplified that all highways and byways lead to the White River Frontier Days, and this year will be no exception.

Thousands of people plan their Black Hills and Yellowstone trips so that they will be at White River during the great show and rodeo. We are located on the Crossroads of South Dakota, so to speak, and have one of the finest systems of highways in the north-west.

We are located on the Omaha-Black Hills Short-cut, and have the shortest and most direct route to the Black Hills from all points east and southeast.

The Custer Battlefield Hiway is twenty-seven miles north of us, at Murdo, coming from the east, and forty miles from us at Belvidere coming from the west.

We are fifty-four miles northwest of Winner, and fifty miles north of Valentine.

Three Big Days---August 12-13-14, '25

THE ROSEBUD COUNTRY

"The Rosebud Country" of South Dakota has become famous throughout the nation as one of the best farming territories of the Union. There is a soil formation here that is found in few places of the entire country and only a few places where alfalfa crops can be successfully grown as here. There is a different type of soil in this country than is found south of the Niobrara River or north of the Cheyenne or east of the Missouri River. Here is a land that is an "Empire" within itself. It is here that the very finest alfalfa is produced and while the yields are good, the really important thing is its feeding quality. This is also alfalfa seed country. Often times twice the value of the land has been taken off in one seed crop. It is here that the best of dent corn is raised and, for several years, Iowa, Nebraska, Illinois and Kansas seed men have stationed regular seed corn buyers in this great Empire. This seed is better. It does outyield other corns just as does our alfalfa seed, generally known as Dakota Hardy and Dakota No. 12, which have become standard names in the seed world. It is in this section where one crop of flax has paid for many a farm the last few years. It is here that actually exists the farthest north winter wheat belt, and not only does this section grow winter wheat, and of the finest high-protein varieties, but it is extensively sold for seed throughout the southern winter wheat countries. To men who have struggled along on unproductive lands of some of the older corn belt sections, here is a country that would mean a new inspiration and a new lease on farming life. Here is a land that will and does outyield three-fifths of the better known corn belt country, and where climatic conditions are better and where the prices of lands are one-half to two-thirds less. You should see this country. You should study this soil, and then you can intelligently decide for yourself whether or not this is your "kind of land." The country included in this great Empire of Opportunity contains many good live towns, which are good trading points, both wholesale and retail. The towns go a long way towards making the country a pleasant place in which to reside.



Riding a wild steer is anything but a "pink tea" sport, and if you don't believe it, ask any of the many cowboys who will try to stay on these living chunks of dynamite.



Bulldogging is exciting. No event carries with it the thrill and daring of bulldogging. Horse at full speed, man empty handed, the steer straining every muscle and mad. You will long remember this event.

A REAL WESTERN ROMANCE

The story of the roundup and the rodeo is the story of romance of the real West. Into the days of this event will be packed more daring feats and dynamic action than is the privilege of many to witness in a lifetime. Cowboys, cowgirls and bulldoggers, champion all, and bronchos and longhorn steers which have scorned mastery, will fight out the battle royal for supremacy.

From the "brush" of the Southwest to the ranges of Canada, the challenge has passed among the bronchos who have fought out old rivalries at the famous cowboy events in Cheyenne and Pendleton. Not only seeking the glory of victory, they also will compete for the cash prizes. "Outlaw" horses, called the worst on the ranges, are already under contract. They can't be ridden, is the promise of their owners. Carloads of steers, conditioned through the summer into their greatest strength, will defy the wits of the "bulldoggers."

Champions, past and present, have written that they will be on hand to compete for the awards and the world's championship title. A steer or calf in action makes remarkable speed and to send the loop of the lariat whipping through the air and to have it land unerringly around horns or neck is one of the most difficult of cowboy feats. To do this and then throw and tie the animal must be the work of only a few seconds. The experts are bringing their own roping ponies, so intelligent and highly trained that some are almost priceless.

Many are the tricks resorted to by the "outlaw" horse to throw his rider. Pitching, bucking every second of the time he is in the arena, the broncho struggles fiercely to win the decision. No buckaroo must "show daylight" between himself or his saddle, or he is disqualified. The sport of sports is the real cowboy contest, and titles for the leadership in riding, "bulldogging" and roping will go to the buckaroos and cowgirls who compete in White River Frontier Days.