## **EPHEMERA**

## Ron McCoy

The nonpermanent nature of ephemera makes such items especially interesting to those of us drawn to the history and lore of days gone by. The sample offered here is a printed handout measuring about seven-inches in height and six-inches in width. This leaflet served as an advertisement for Cheyenne, Wyoming's 24<sup>th</sup> Annual Frontier Days celebration.



## Twenty-fourth Annual FRONTIER DAYS

Cheyenne, Wyoming

See Wild Men Fight Wild Horses for the BRONCHO BUSTING CHAMPIONSHIP OF THE WORLD

See the World's Championships in STEER ROPING BULLDOGGING TRICK RIDING TRICK ROPING

See the Indians. Watch the Cowpony Races. Run with Alkali Pete when the days of the Old Frontier come to life.

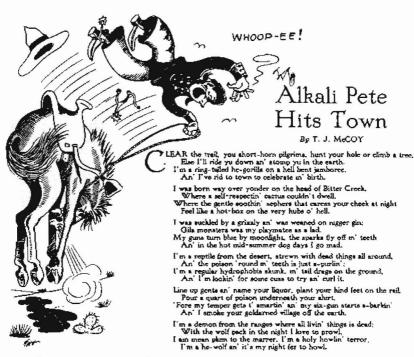
If you haven't seen Frontier Days, you haven't seen America!





The front cover features a whoop-it-up fictional character called Alkalai Pete, whose exploits are celebrated by the poem inside: Alkali Pete Hits Town. The poet in this instance was T.J. McCoy, better known as Tim McCoy, a Wyoming cowboy who between the late 1920s and World War II performed as the hero in over a hundred Hollywood Westerns. (In an effort to avoid questions about nepotism, let me say here that the connection between him and your author is one of father and son.)

Frontier Days remains a vibrant feature of Cheyenne's civic life, and this year marks its 102<sup>nd</sup> incarnation. Held every year during the last week of July, this madeap collection of parades, chuckwagon races, pancake breakfasts, art exhibitions, bands and singers, and pull-out-all-the-stops rodeo is, for good reason, known as the Daddy of 'Em All.



-An' I'll sure be a-howlin' at
CHEYENNE FRONTIER DAYS . . . JULY 27-28-29-30