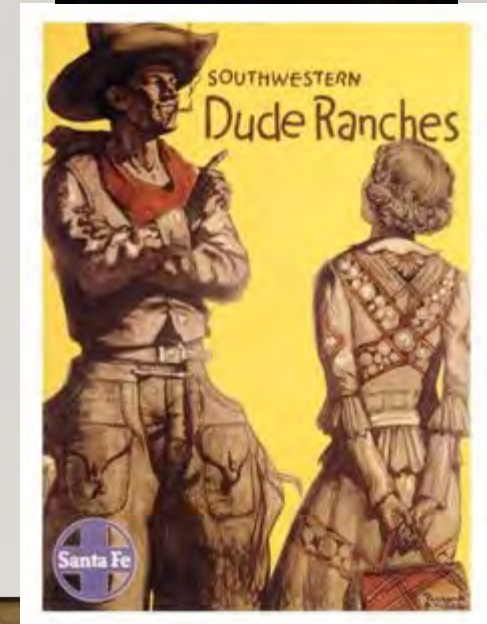
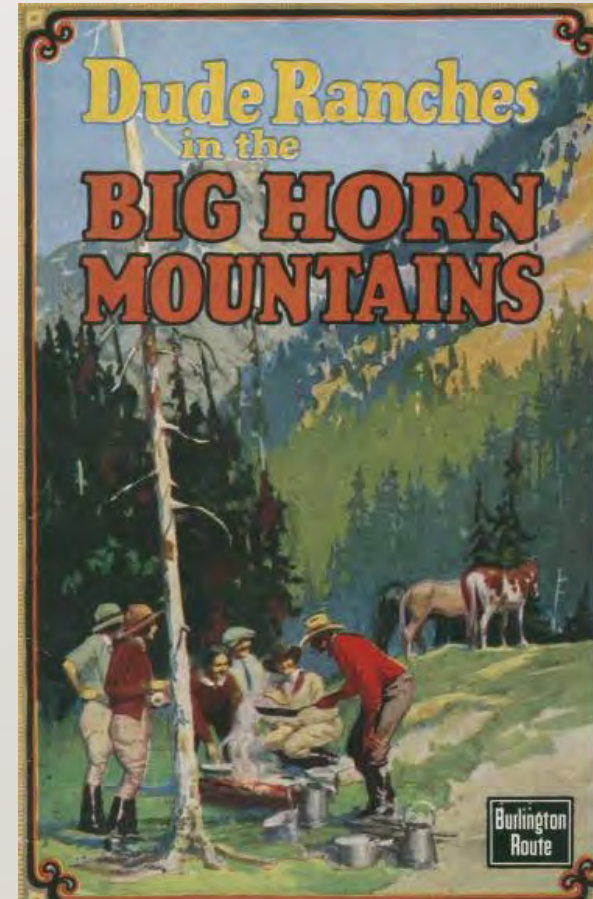
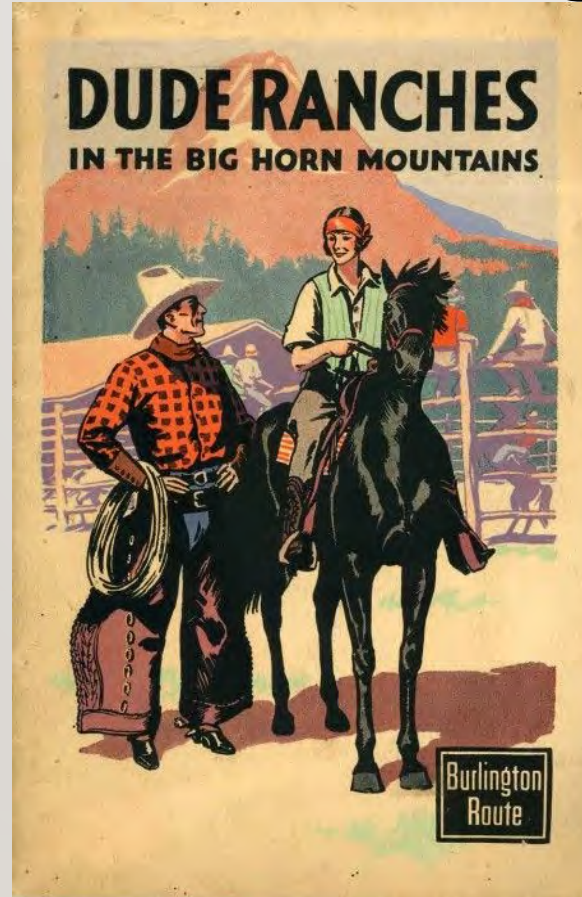
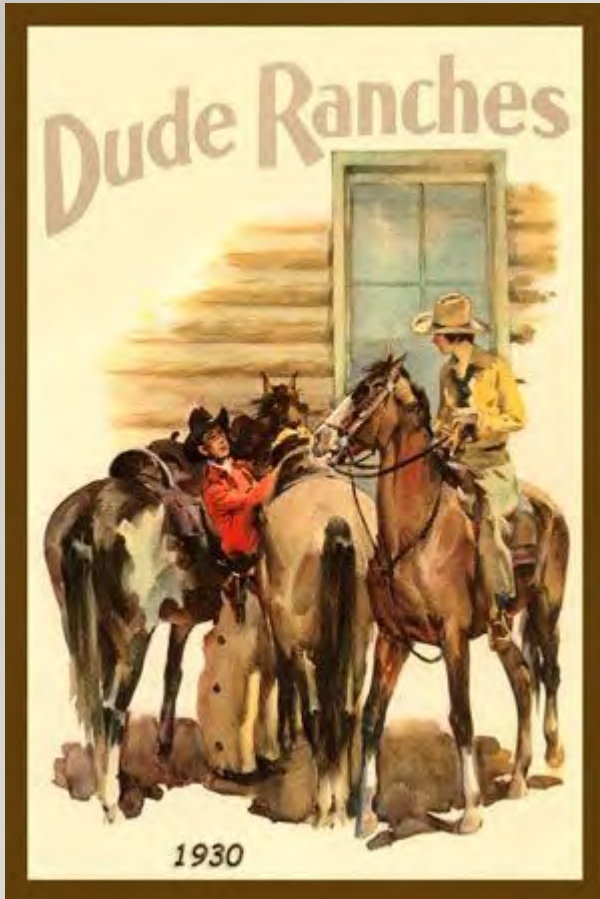


In the Beginning



Railroads promoting the Dude Ranches

First DRA Meeting September 26, 1926 – Bozeman Montana – Organized by Northern Pacific Railroad

“Dude Ranching as a business has grown from a boarding house proposition with an occasional summer visitor into an industry that has brought revenue of One Million Dollars to Montana”.

Railroad Executives and Resort owners from Idaho, Montana and Wyoming attended about 100 men and women.

Purpose of Meeting:

- To establish co-operation and acquaintance with railroads and resort owners (Dude Ranches)
- How to get guest and take care of them.
- Establish a publicity and advertising plans for the association
- To standardize practices – Pricing and Cancellations.
- To form an efficient sales organization.





At the first DRA meeting it was discussed that “Dude Ranching” and the term “Dudes” was undignified and that another name for the association should be chosen.

Richard Randall from the OTO Ranch told the gathering that the name “Dude” originated in the Yellowstone National Park back in 1886, when he drove stage for the visitors in the Park. Because people were now educated to the familiar term Dude Ranching, and it is a trademark of inestimable value to the industry and that people liked it. So instead of Guest Resorts Association the group voted unanimously to keep it as Dude Ranchers Association.

- “Dude” –Men who came from the east.
- “Dudine” - Women who came from the east.
- “Dudettes” - The children.

Founding Fathers 1926 (Ranches in red DRA members still operating in 2023)

Valley Ranch, Wyoming
Bones Brothers, Montana
E Bar L, Montana
Camp Senia, Montana

Bar BC, Wyoming
Diamond J, Montana
Dot Lazy S Dot, Montana

Lazy Bar K, Montana
Sunlight Ranch, WY
TO Bar, Montana

Elkhorn Ranch, Montana
Eatons' Ranch, Wyoming

CM Ranch, Wyoming
Dewey Riddle Ranch (7D)

OTO Ranch, Montana

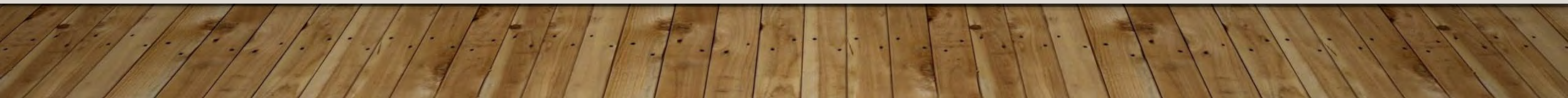
Holm Lodge, Wyoming (Crossed Sabres)

OX Yoke, Montana (Mountain Sky)

Trappers Lodge, Wyoming (The Hideout Lodge)

The plans outlined at the closing session of the first DRA meeting:

- Classification of ranches according to accommodations and rates.
- Active Support of work for the protection of game and fish.
- Ways to promote travel to ranch resorts via the railroads. Create an aggressive advertising plan.





First Executive Board of the DRA

- President – Larry Larom, Valley Ranch –
1926- 1945 - Took pack trips into Yellowstone park
the largest trip in 1923 had 79 girls and 56 boys. Had an
office in New York at the Brooks Brothers clothing store.
- Vice President - A.H Croonquist, Camp
Sena – Later become Executive Director of
the DRA.
- Secretary/Treasurer - Ernest Miller,
Elkhorn Ranch – World War One Vet, Big
Game Hunter and Marksman as well as an
Olympian.



Ernie Miller of the Elkhorn.

41 DRA Presidents
Wyoming – 17
Montana – 11
Colorado – 7
Arizona - 2
Oregon – 1
Idaho – 1

First Directors of the DRA

- W.A Binko – Montana
- Richard Randall, OTO Ranch – Montana
- Mrs. Walter Shaw, Shaw Camp – Montana
- Paul Van Cleve, Lazy Bar K – Montana
- Ed Wyman, Trapper Lodge – Wyoming
- Willis Eaton, Eatons' Ranch – Wyoming
- Dr. Horace Carncross , Bar B.C Ranch - Wyoming

13 Executive Directors

- T. Joe Cahill 1927-1932
First Executive Director
- A.H Conquist – 1932-1936 Started the Dude Rancher Magazine
- Walter C. Nye 1937– 1958 The longest serving (Depression, World War II)



Ernest Miller Larry Laron Joe T. Cahill
PAST DRA PRESIDENTS DISCUSSING FIRM POLICY THAT LED THE ASSOCIATION TO ITS 50TH ANNIVERSARY

DRA Membership

- Charter Members – List of 14 members in original papers – 4 still operating – 7D, Ox Yoke, Eatons' and Elkhorn, North
- The highest number of members was in 2003 with 117
- The Lowest was in 1979 with 53 members – Colorado lost 10 ranches as did Montana
- Over 100 members from 1992 to 2018
- Current membership 91

In the Early days there were well over 400 Associate members in the DRA – Mainly dude ranch guests and local business.

Wyoming highest membership number 1942 – 54 ranches. Lowest 1979 – 21 member ranches

Montana highest membership number 1939 – 45 ranches. Lowest 1979 – 16 member ranches

Colorado highest membership number 2001 – 31 ranches. Lowest 1979 – 7 members ranches

High Ranch Numbers for other states

Arizona – 11

California – 6

Canada – 5

Idaho – 6

Oregon – 3

New Mexico – 3

Nebraska – 2

Nevada – 1

South Dakota – 2

Texas – 1

Utah – 2

WA - 7

DRA Conventions:

There was only one time that the DRA did not have an actual in person convention and that was the 95th because of COVID. They did have a couple in the same year as they changed the dates from January to November.

- 33 in Montana
- 32 in Wyoming
- 14 in Arizona
- 6 in Colorado
- 5 in California
- 4 in Idaho

Other states to host at least 1 convention New Mexico, Texas and Nevada.

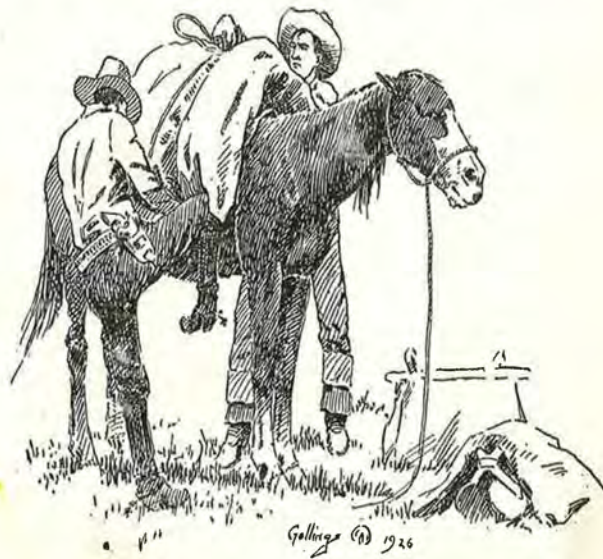


Paul Christensen – Tom Ferguson – Big Bones Anderson

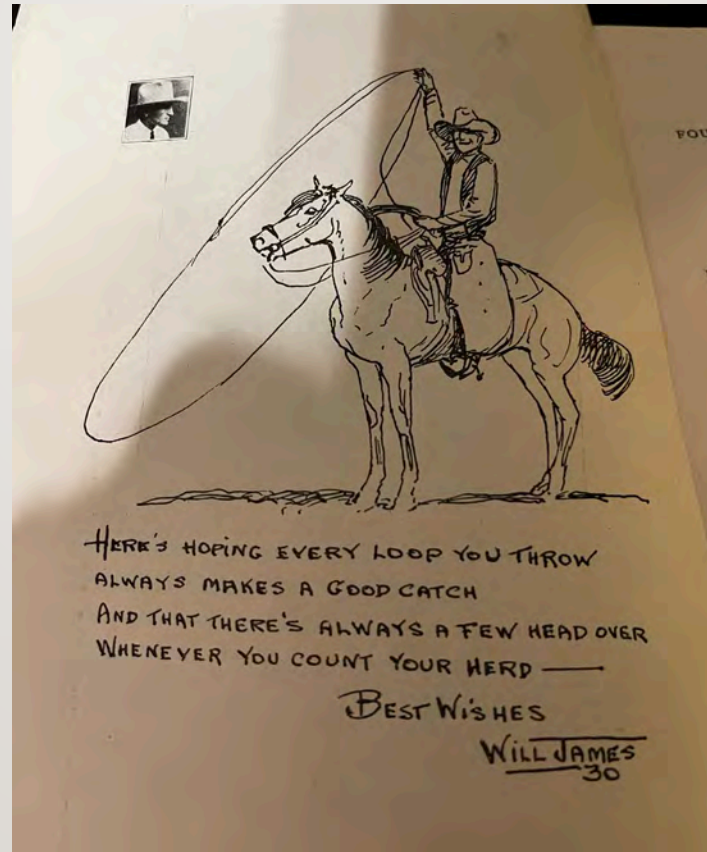
Moose Milk: Served at every past presidents breakfast for years.

- Milk
- Eggs
- Sugar
- Whiskey

Third Annual Banquet
Dude Ranchers' Association



Given by
Sheridan Commercial Club
Sheridan Inn, Friday, November 16th, 1928
Sheridan, Wyoming

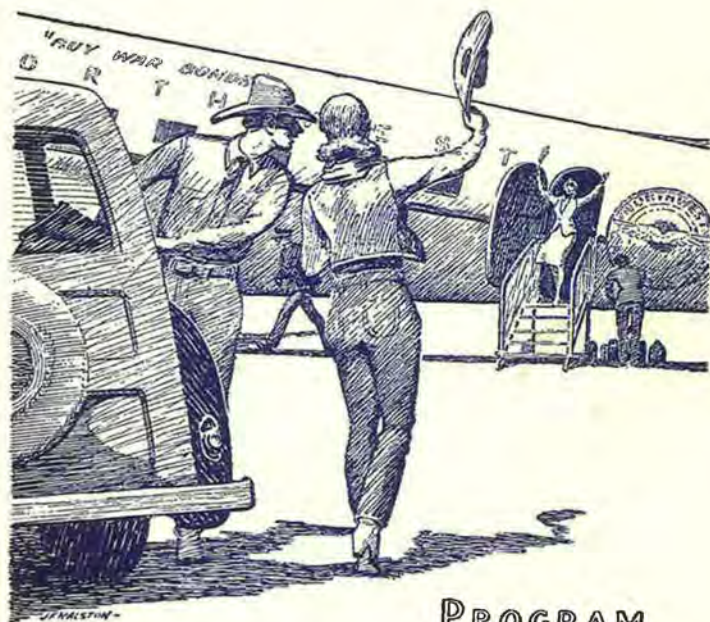


3rd and 16th convention program

Best wishes from Will James



18th ANNUAL MEETING
**DUDE RANCHERS
 ASSOCIATION**
 BILLINGS, MONTANA
 NOVEMBER 5-6, 1943



PROGRAM
 "KEEP 'EM FLYING"

The
Dude Rancher

TWENTY-FIRST ANNUAL CONVENTION

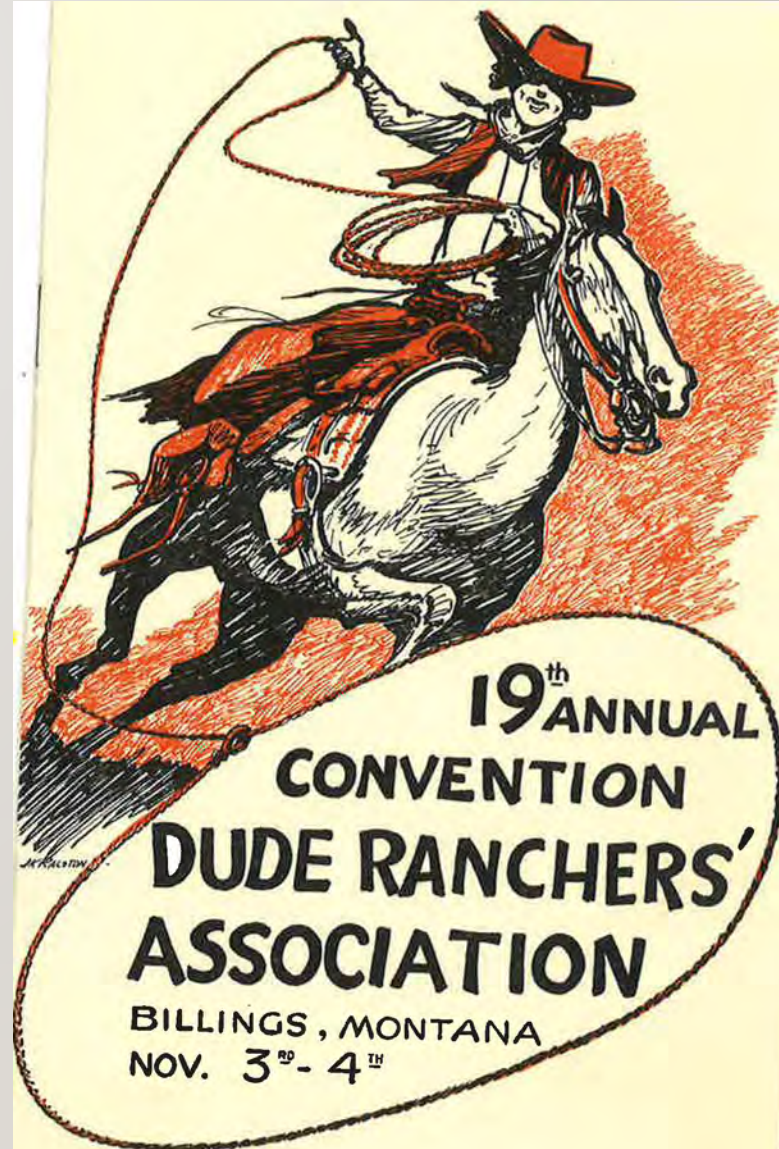


Dude Ranchers' Association

CONVENTION
 PROGRAM

Townsend Hotel . . . Casper, Wyoming

OCTOBER 27, 28, 29, 30, 1946



19th ANNUAL
 CONVENTION
**DUDE RANCHERS'
 ASSOCIATION**

BILLINGS, MONTANA
 NOV. 3RD - 4TH

18th, 19th, and 21st Convention Programs

- **The Dude Ranchers Magazine Printed Quarterly from 1932 to 1996 - 40 to 60 pages**

Article from the President

National Parks

BLM/land Use Articles

The House management section/ later called the Women's Page

List of all Member Ranches

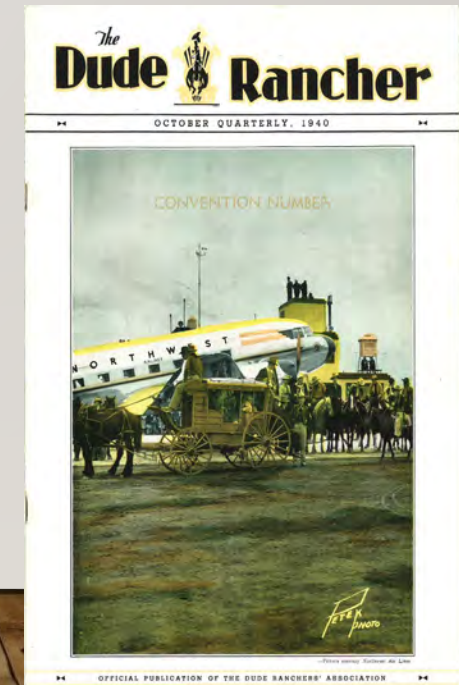
Fish and Game

Articles about Dude Ranch / Convention

Conservation articles

List of all Associate Members

Many advertisers – Justin Boots, Levi, Pendleton, Cowboy hats, Saddle makers etc.



The DRA Then and Now

Dude Ranch Categories: In early Dude Ranch Magazine

- **Working Ranch** - Riding is primarily emphasized
- **Dude Ranch** – Riding is emphasized
- **Resort Ranch** – Riding is available

Today's Descriptions on the DRA website:

•Working Cattle Ranch

These are true working cattle operations. Your horseback riding adventures will be determined by the ranch's livestock and the work related to them. Working ranches provide an atmosphere that allows guests to live the way the cowboys do, but don't worry, they still offer great meals, comfortable, rustic accommodations, and the friendliest service in the West!

•Traditional Dude Ranch

Horseback riding is central to these ranches. You will experience Western riding and a variety of outdoor activities. Known for their family-friendly atmosphere and home-like feel, these ranches are perfect for all types of travelers: multigenerational family reunions, couples, solo travelers, and even corporate events. There is something for everyone!

•Luxury Dude Ranch

Horseback riding is featured along with an array of diverse activities and onsite facilities. These are apt to be the larger ranches with added luxuries like spa services, massages, high-end accommodations, and gourmet food. The perfect mix of Western flair and luxury comfort!



The Dude Ranchers Educational Trust Foundation and Dude Ranch Museum

DRF Mission - To preserve the history and expand the knowledge of America's dude ranching industry through the Foundation's Heritage Museum, research archives, educational programs, conservation, support for workforce development.

A few of the things the DRF Dude Ranch Museum holds in its Archives

- Most all minutes of the DRA convention and board meetings since 1926
- Copy of all the Dude Ranchers Magazine and DRA brochures
- Copies of all the convention programs
- Hundreds of copies of dude ranch magazine articles and ads
- Original letters and papers from founding fathers and dude ranch pioneers
- Hundreds of dude ranch pictures
- Hundreds of dude ranch brochures
- Many dude ranch videos
- A quilt that was created by ranchers for the 50th anniversary
- 2 letters from 2 different Presidents. Bush and Reagan

