

Pony Express, Inc.

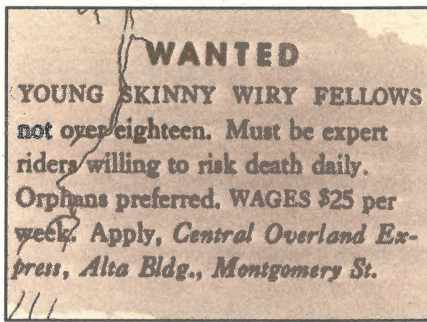
A National Memorial



Preserving the Past ...

For the Future!

CASE STATEMENT



This advertisement appeared in San Francisco newspapers in March 1860.



This heroic size statue in downtown St. Joseph memorializes the Pony Express rider. Photo from the St. Joseph Museum archives.



D.A.R. monument (1912) marking start of Pony Express, left to right, Pony Express riders: "Cyclone" Thompson, Charles H. Cliff and Buffalo Bill Cody. Photo from the St. Joseph Museum archives.

THE ROMANCE OF THE PONY EXPRESS HAS INTERNATIONAL APPEAL

Millions of visitors have been drawn to the Pony Express Museum by the daring, dramatic mystique of the Pony Express venture. The majority of visitors, whether local, regional, national or international, are astounded to learn that the Pony Express lasted for only 18 months and was bankrupt at its demise. These facts intrigue the visitors. Why have they heard for most of their lives about a business venture that lasted only one and one half years and ended in bankruptcy? Was the advertisement authentic that read: ***"Wanted: Young, skinny, wiry fellows not over eighteen. Must be expert riders, willing to risk death daily. Orphans preferred."***

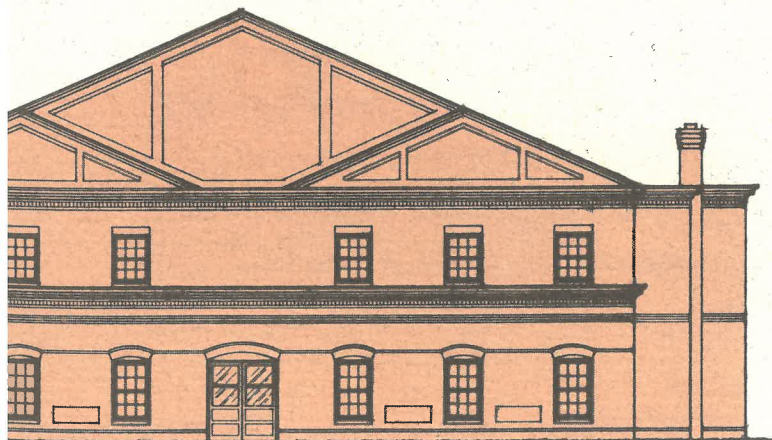
THE LEGEND OF THE PONY EXPRESS IS A CHAPTER IN AMERICAN FOLKLORE

What is there about the Pony Express that has caught and held the imagination of the world for 130 years? Is it the image of one young man, alone against many odds? Is it the admiration for the rider's willingness to risk all to meet a national need, whatever the cost? Is it the appreciation for the conviction and courage displayed by this bold venture? It is all of the above and much more. The legend of the Pony Express has become a part of the American folklore. **It exemplifies the spirit, determination and freedom upon which these United States were founded.** The starting place monument in front of the Pony Express Museum and the atmosphere that prevails there remind us that we are walking on historic ground. **The legend of the Pony Express is experienced here.**

MUSEUM EXPANSION ENHANCES INDIVIDUAL AWARENESS AND PRESERVES HISTORY

The second phase of the long range plan is to expand to the west of the stables, adding 13,000 square feet of additional space for exhibits, visitor facilities and staff offices. **The expansion will enhance and enrich learning on the part of the individual and the educational system.** Many new and innovative exhibit techniques will be used to illustrate the historic events surrounding the Pony Express. Material never before exhibited will be drawn from the archives and displayed. This material includes many photographs, documents and supportive artifacts. Dioramas will convey the tremendous variance of the terrain along this 2,000 mile trail, and living history exhibits will provide a more meaningful experience for the visitor.

All spaces will be user friendly, convenient, inviting and handicap accessible.



MUSEUM EXPANSION WILL INCREASE NATIONAL PRIDE

The Pony Express had a tremendous impact on this country's history during the mid 1800s. It fulfilled a very important need, and its inter-relationship with other major means of communication and transportation of the time was significant. The Pony Express story is not a story of a simple business venture. The intrigue and misfortunes faced by entrepreneurs Russell, Majors and Waddell, founders of the Pony Express, will be detailed to tell why the Pony Express went bankrupt, and why, in spite of financial failure, the Pony Express legend prevails in the public's mind. The Pony Express rider personifies youthful courage, endurance and loyalty to task. **Those daring, resourceful, "young, skinny, wiry fellows" can be role models for modern youth.**

ST. JOSEPH AS THE "GATEWAY TO THE WEST"

By 1849 St. Joseph was being described as the "Gateway to the West." The single largest emigration within this country passed through St. Joseph. During the years 1849, 50 & 51 thousands of pioneers outfitted and departed to obtain California gold or Oregon land. St. Joseph was a leader, and the resulting merchandising center that was established here continued to serve the west for many years. This expansion will enable us to lead in interpreting this history and that of the Pony Express.



The Pony Express rider as depicted by Herman Hansen. *Detail of a print exhibited at the Pony Express Museum.*

"Here he comes! Away across the endless dead level of the prairie a black speck appears against the sky...sweeping toward us nearer and nearer...a whoop and a hurrah...a wave of the rider's hand...and man and horse burst past our excited faces, and go winging away like a belated fragment of a storm!"

- Mark Twain



"Look-out Pass", by Benton Clark. *Detail from the original oil painting on display at the Pony Express Museum.*

PRESERVING THE PAST ... FOR THE FUTURE!

The saga of the Pony Express is a national treasure that must be kept alive. The Pony Express Museum is on the threshold of an opportunity to expand upon this internationally known event. We possess the cultural material, the professional expertise and the research facilities to meet the needs of this expansion.

NOW IS THE TIME TO ACT... WHILE PUBLIC INTEREST IS HIGH. KEEP THE LEGEND ALIVE!

The nation as a whole is absorbed in the quality of learning, and a very real part of this quality is a sense of knowing who we are in the evolution of our country's history.

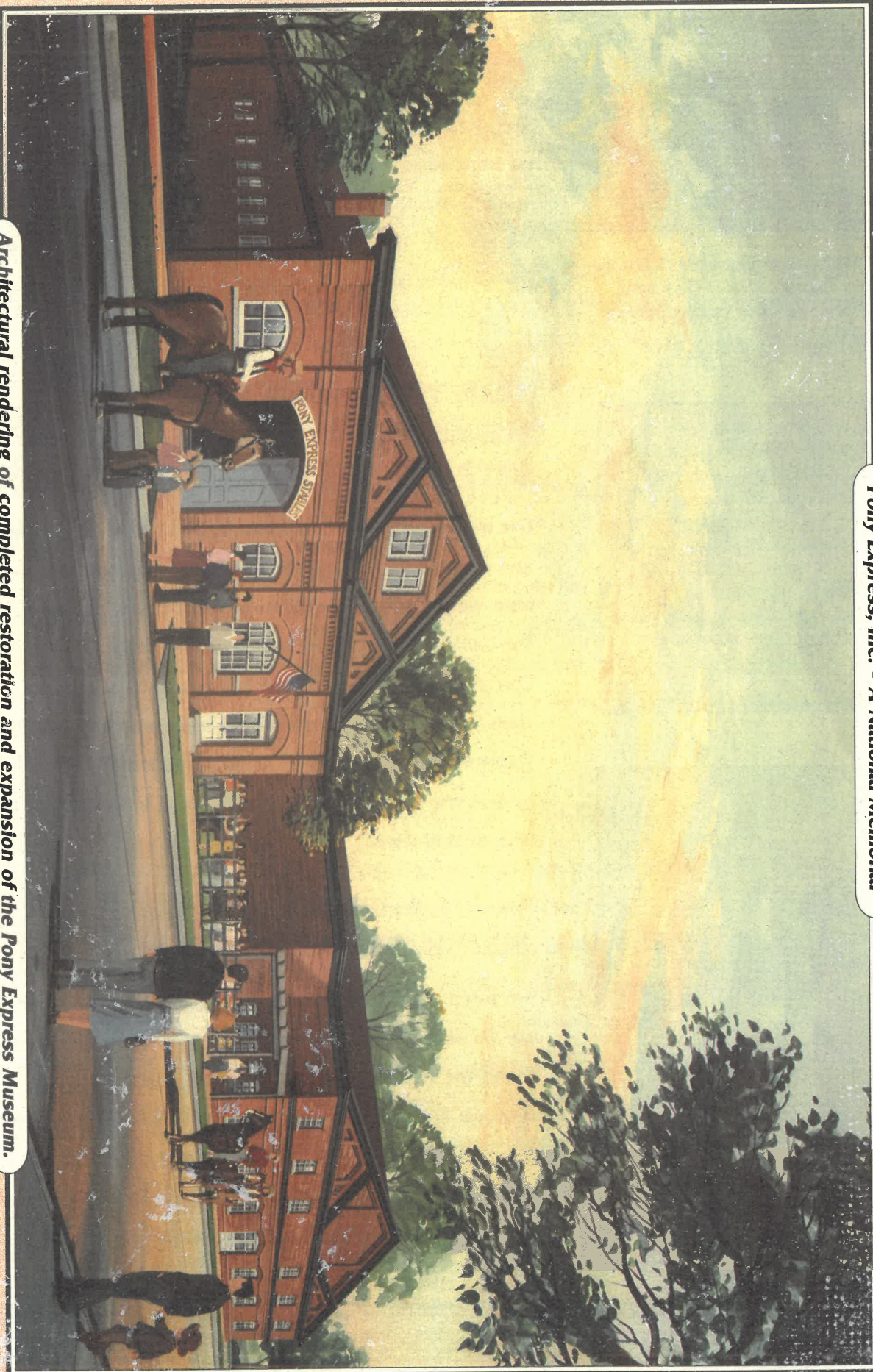
The California-Pony Express Trails bill, which is presently before Congress, will make the Pony Express Trail a part of the National Trails System. The successful television program on ABC, "The Young Riders," has sparked the imagination of young and old. **Now is the time to act. Public interest in the Pony Express is high at this time.**

HELP MAKE THIS VENTURE A REALITY!

We need your help and assistance to preserve and expand our facilities. We need your help and assistance to enable us to tell the full story of that dramatic and daring American venture: *The Pony Express!* Support our efforts to preserve the past for the future. Saddle up and ride with us into the 21st century as we continue to serve as a leading educational and recreational resource. Be a part of this vision.

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Architectural rendering of completed restoration and expansion of the Pony Express Museum.