

"Scotty's Castle"

3-fold flier

Amy Loveless

Death Valley National Park

Cover

Headline: Scotty's Castle

Visual: The visual is multiple images together. The main image will be of Scotty's Castle, and surrounding it are images of Walter Scott and the Borax Works. Both of the latter photos are from the early 20th century, but the photo of Scotty's Castle is a new photo.

Subhead: The story and home of the man who conned his way into history

Panel 2 (inside, right flap)

Subhead: Death Valley Scotty

Visual: The image is a black-and-white photograph of Walter Scott from the early 1900s. He is wearing a cowboy hat and his arms are folded. He has a small smirk on his face. This image is between the first two paragraphs of copy.

Copy: Walter Scott, better known as "Death Valley Scotty," was one of the men who shaped Death Valley into what it is today. Walter Scott was born in Cynthiana, Kentucky in 1872.

He first visited Death Valley in 1884 as part of a crew surveying the California-Nevada border. Once that job was done, he found work at Harmony Borax Works. When he was 16, he joined the Buffalo Bill Wild West Show.

When Scott wasn't working on the Wild West Show, he would do odd jobs in Death Valley, getting him the name, "Death Valley Scotty."

Panel 3 (fully opened, left side)

Subhead: The con job

Visual: The photo will be between the two paragraphs. This visual will be a black-and-white photograph from the early 1900s of a mine in Death Valley. The mine will appear abandoned and empty, and the sand and rocks around it will be overrunning the entrance a bit to show that it is not in production.

Copy: In 1902, Scott left the Wild West Show to try his hand at gold prospecting. He quickly failed to start his own gold mining operation. Instead, he began telling tales of a massive gold mining operation he had set up in Death Valley.

He convinced many investors to back his mine with promises he would split the profits of the mine with them. After no luck of gold mining, his investors left one by one and Scotty began lavish spending sprees with his new money in saloons and hotels all around the area.

Panel 4 (fully opened, center)

Subhead: The castle

Visual: The image will be between the second and third paragraph of copy. The image is of the Johnson family and Scott sitting in the living room of the home. The photo is in black and white and from the 1920s.

Copy: Scotty only had one investor left – Albert Mussey Johnson, an insurance magnate from Chicago. After multiple excuses by Scott, Johnson decided to see the mine for himself.

Scott tried to tire Johnson out on the horseback ride through Death Valley, hoping that Johnson wouldn't be able to handle the heat. However, Johnson quickly fell in love with the area. Although Johnson realized he had been conned, he and Scott developed an unlikely friendship.

In 1922, Johnson began construction on a vacation home called Death Valley Ranch. The home was so large that people started to believe Scott was telling the truth about the mine. Scott began spreading word that the castle was his, and it soon became known as "Scotty's Castle."

Johnson joined in on the charade, letting Scott live out his life in the castle. Johnson claimed the house was the result of the gold mine and that he was Scott's banker. The castle soon became a major tourist attraction as tourists and reporters flocked to see the home of one of the world's richest gold miners.

Panel 5 (fully opened, right side)

Subhead: See it for yourself

Visual: The photo will be at the top, below the subhead but before the copy. The visual is a photo of a park ranger in period clothing. She is wearing a black dress, a hat, and heels. She's standing in front of the Scotty's Castle. It's a sunny day and she is surrounded by the natural foliage that makes up the landscaping of the castle.

Copy: Today, Scotty's Castle stands tall as a look into history of the 1920s and 1930s, and a look into the strange friendship of two very different men.

Visitors to Death Valley can see the castle firsthand. Park Rangers give walking tours of Scotty's Castle while dressed in clothing from that time. Learn about the history of the area as they walk you through the massive estate.

Panel 6 (back panel)

Subhead: Dive into the past

Visual: The image will be below the copy and above the kicker. The image is of outside Scotty's Castle. A park ranger in period clothing is talking to a group of tourists. A family is walking along the side of the castle, the children pointing excitedly at parts of the castle.

Copy: Learning about the history of an area can make a trip feel so much more special. Knowing how people lived back in the roaring '20s and Depression era can connect each visitor to the landscape they're in. Each brick in the foundation meant something.

Help us keep history alive by learning.

Kicker: Plan your visit today.

Contact:

For more information, contact the Visitor Center:

Death Valley National Park Visitor Center
P.O. Box 579
Death Valley, CA 92328
(760)786-3200