

How the Round-Up Grew From Modest Beginning to Show of World Proportions

Originated in 1910 by Local Young Men; First Performance Staged Under Difficulties; Beautiful Park will be Round-Up's Legacy to Pendleton

The Round-up is hardly more than an infant in age, but so healthy and robust is it, that it has long since cast off its swaddling clothes. Like Hercules of old, it was born with strength and vigor in its sinews and never required nursing. Endowed with such elements from the start, it has grown at an alarming rate and now, only four years old, has attained almost colossal proportions.

The initial exhibition of the Round-up was staged in September, 1910, after but two months of preparation,

acquaintance among stockmen fitted him. Roy Bishop had a personal acquaintance with the Indians through his business as manufacturer of the Pendleton Indian blanket and he was assigned the duty of inducing the Umatillas, Cayuses and Walla Wallas to participate. The arrangement of the competitive events was parceled out to Frederick Steiner while Charles Ferguson was relied upon to get a few feature performers. Ben Hill made it his business to secure music for the occasion and Lawrence Fra-

time to recuperate from the strenuous efforts before commencing preparations for the bigger show which they saw must be forthcoming. A good track and stadium was the first essential and to construct this a whirlwind campaign was made among the business men to secure funds. The result was \$12,000 and, so, by the time the next September rolled around, the association had a commodious grandstand with long rows of bleacher seats on either side, a splendid quarter-mile track and barns and paddocks for the stock. With all of these additional seats, there were not enough to accommodate the increased crowd and again the carpenters were put to work.

Park Decided to City.
The second Round-up was another great success and netted the association enough to pay off the \$5000 indebtedness on the park grounds and to meet all bills, besides leaving a neat little sum in the treasury. The first action of the association was to deed the park, free from all encumbrances, to the city of Pendleton.

Before the third exhibition had arrived, the grandstand had been extended at either end and the bleachers had been run higher into the air and new ones built. And yet the final day of the Round-up found a thousand or more people standing and others turned from the gate. With the remembrance of this in their minds, the directors have this year constructed several thousand more bleacher seats until the park can now seat more than three times the population of the city, a boast that few cities in the world can make.

The Round-up as an entertainment has improved year by year until now it is unquestionably the peer of all outdoor entertainments in the world. It has taken more than performers to give it this distinction for there are other similar shows that can secure as many and more performers. But they lack the two things which have made the Round-up such an unrivaled success, the organization and the spirit that is behind the organization.

By its organization, the Round-up is made a clean, wholesome exposition of frontier life and by the organization too, the show is put on without any delays or hitches to mar the entertainment of the spectators. Such an organization is possible because there is a community spirit behind it. The Round-up is really a municipal institution, for, while the stock is owned by private individuals, it is non-dividend bearing and no man or set of men can profit financially from the revenues of the exhibitions. There is not a paid officer or director in connection with the institution and this policy of unselfishness is carried to the extent that the directors are required to pay for the seats which their

zies was instructed to get the grounds in shape, a monumental job, for there was then only an excuse for a grandstand, no bleachers and no track at the little enclosure in the western part of the city where the ball team had been playing. To Lee Drake was assigned the task of letting the public know of the show and the crowd that assembled for the initial exhibition testified to his ability as a publicity agent. Harry Gray's business was to negotiate with the railroad companies for transportation accommodations for visitors and livestock. To Paul Sperry was parceled out the job of putting on the big Westward Ho parade which, from the first, has been a spectacular part of the three day show. Roy Rittner was made treasurer of the association and W. E. Brock director of finance, and between the two the money problems of the show were well taken care of. Will Ingram was made business manager and it became his duty to attend to everything that nobody else did. And when all of these men had performed the tasks assigned to them, had prepared grounds, attracted a crowd and assembled horses, steers, riders and Indians, Mark Moorhouse was told to put the show on.

It was phenomenal the way the Round-up spirit had traveled. The little grandstand would not hold more than 250 or 300 people and the bleachers, which had been built in advance, would furnish seats for just about that many more. But so great was the crowd which came into the city that a force of carpenters was kept at work night and day during the progress of the show building more seats. Even then hundreds had to stand at each of the three exhibitions.

When the first Round-up was a matter of history and its success and permanency had been assured, the directors hardly allowed themselves

paid into the treasury. It takes many thousands to put on a show of the size and character of the Round-up. The total cost of the show each year would be amazing to the average person and this cost results despite a practice of rigid economy. But for an improved show, the directors figure they must pay the price and are quite willing to do so.

Heritage of the Round-up.
Such surplus as is left is put back into the park, for the ultimate and final purpose behind the Round-up, the one for which the directors are so willing to sacrifice time and money and contribute hard labor, is the making of a city park for Pendleton, the like of which no city of 10,000 inhabitants in the United States can boast. This will be the heritage of the Round-up to Pendleton when, as an institution of entertainment, it ceases to exist.

The park as it now stands has cost the association in rough figures \$40,000 and only a beginning has been made. Each year the association will set aside all of the surplus from the last show, not necessary for the next annual production, as a park improvement fund. A landscape artist has already been retained and the plans for the ultimate park made. Each year an installment of this work will be done and when completed, the city will own a park that would do credit to a city many times her size. An irrigation system has already been installed and this will

be used to grow lawns, trees and shrubbery. Cinder foot paths and driveways will wind in and about the grounds; an artificial lake constructed in the open area between the back stretch of the track and the grove of trees and a large swimming pool will also be made. Connecting the lake and the pool will be a little rivulet which will be spanned by rustic bridges. All of the low, rocky places will be filled with loam and will eventually develop into swards of green. This, in a general way, is what the Round-up will bequeath to Pendleton.

It Will Endure.
How long the Round-up will endure is a matter of conjecture only. Some, who contributed the initial success of the exhibition to its novelty, predicted that two or three years would see it commence to wane. How far these guesses were wrong is shown by the thousands of new people who come each year and the thousands of others who have seen previous Round-ups but to whom the thrilling sights never grow old.

The Round-up has an almost universal appeal. It seems to fill a want here in the northwest and it is safe to prophesy that so long as the association continues to be governed by its present policy and so long as the western range continues to develop bad horses and daring riders, just so long will the Round-up of Pendleton continue as an attraction to pleasure lovers.

Tales From the Round-up Corral

"I'm the original hard luck kid," said Art Acord, champion bulldogger after he had been sent to the hospital with a sprained ankle secured when Snake fell with him during a tryout buck. "In Salt Lake, I was horned by a steer and laid up for a few weeks and here I am down again just as I was getting on my feet. But I came here last year in worse shape than I am now and managed to get away with about \$400 so I still have a chance if I can get by the 1913 hoodoo."

"Beer always did go to my feet," said Lawrence G. Frazier, director of grounds, after some playful Elks had filled his new pair of cowboy boots with hop juice.

Earl Simpson is a pretty hard buckaroo to shake from the saddle and he might have landed first money at a recent bucking contest held at Winnipeg had the judges not been admiring his riding in the finals so thoroughly that they forgot to tell the pick-up men to "take him up." They let his mount buck with him so long that his wind and endurance would not hold out and thereby was he disqualified. "That horse just plumb bucked me out," said Simpson in speaking of the incident a few days prior to the show.

I was riding in a good style but I tired out first. It seemed to me he kept bucking for an hour and that the judges never would stop him. I lost the halter at the first jump and was riding him with both hands in the air but finally I had to double rein him and that counted me out of the running. One of the judges told me afterwards that he was mighty sorry that he didn't give the word to pick me up sooner but he said I was riding the brute so well that he thought he would let me go to the finish."

Lee Caldwell, Pendleton's well known boy buckaroo who can ride with the best of them, had the temerity to appear at the park during one of the tryouts in a new dicer. One of the cowboys tossed it into the air and Art Acord speared it with one of his crutches from the back of the horse. The crutch knocked a hole in the top of the sky-piece. Acord returned it to Caldwell with the remark that it was a "pretty bum lid." Caldwell only grinned but next time he came on to the field he looked less like a city dude and more like a real citizen of the cow camp.

Song of Sullivan.
S U Double L I V A N, spells Sullivan,
Proud of every buckaroo I've tumbled,
Many's the one whose spirit I have humbled,
S U Double L I V A N, you see
I'm a bear in the air, so take care
If you straddle me,
Sullivan, that's me.



J. Roy Raley, First President of The Round-Up

but from the time that the first organization was made, the goddess of success has smiled upon it and crowned the work of the little bunch of directors with gratifying results.

To J. Roy Raley, a young attorney and a native of Pendleton, goes the credit of the inception of the Round-up idea. Impressed with the fact that the city of his birth had no distinctive celebration such as many cities had, he broached the suggestion of a frontier show to a number of friends and they were prompt to encourage him and co-operate with him in giving the idea its primal impetus. Soon fifteen of the younger business and professional men of the city had perfected an organization and announced their intention. It was received with enthusiasm from the outset. Every man, woman and child became a booster and that in itself was enough to insure success.

The First Round-up.
It was in July that the organization of the association was formed and thus the men in charge had but a couple of months in which to prepare for the exhibition. Their first move was to raise enough money to begin operation and the manner in which it was raised indicates the support which the citizenship of the town and county stood ready to give. Stock was sold at \$10 a share and no one man was permitted to purchase more than a single share. In the course of a week, several thousand dollars had been secured and the directors forthwith began their work, each on a different department.



James H. Gwinn
First Round-Up Secretary

families occupy in the grandstand. Their only privilege is a choice of seats, but for them they must deposit a cash value.

Where, then, does all the surplus income go? Is a question often asked. In the first place, the Round-up is not a mint as many seem to believe. While many thousands of dollars are

HARDWARE

WHOLESALE AND RETAIL

We carry everything in the hardware line that is carried by any other store in the city or country. An immense general line of shelf and heavy hardware. Sole agents for **American Field Fence, Howard Heaters and the Great Majestic Range.** Iron, Coal and all kinds of blacksmiths' supplies

Pumps, Pipes, Plumbers' Fittings, Belting, Builders' Hardware, Tools, Cutlery, Aluminum Kitchen Ware, Tin and Granite Utensils. If you can't find it at any other hardware store, come here.



"Every part is just perfection. Tried and tested past correction!"

"It cooks your food To suit your mood"

Don't you think it's worth while to have a range that will cook and bake your food just right—one that will give you good, honest service every day in the year.

THE GREAT MAJESTIC MALLEABLE AND CHARCOAL IRON RANGE

will do everything you could ask of a range; do it perfectly, not only for a day or a week or a year, but every day in the year for years to come. This Majestic is made right and of the right kind of material—all parts are riveted together like an engine boiler; it's practically air-tight; holds the heat; uses very little fuel; heats plenty of water quickly and hot; bakes just right, and, properly handled,

LASTS A LIFETIME

Yes, and we can convince you if you will call at our store and see the Majestic. We will show you many features about the Majestic you will not find on any other range.

We Are Agents

"The Great Majestic is our pride. Its fame has traveled far and wide."

W. J. Clarke & Co., PENDLETON, OREGON

"MATTHEWS' FOODS Gives Them Ginger"



The Round-up City's Big Feed Store

Carries an Enormous Stock of HAY and GRAIN
Stock and Poultry Foods, Tonics and Remedies of All Kinds
Don't think of sending elsewhere for your stock and poultry supplies when you can save time and freight by buying in Pendleton, the central distributing point east of the Cascades. We carry the famous Lee's, Conkey's, International, Lilley & Co., and other best lines

No order too large for us to fill. Wholesale and Retail.
A. T. Matthews Company

129 E. ALTA STREET OPPOSITE CITY HALL PHONE 134

CONKEY'S POULTRY REMEDIES

MATTHEWS Poultry Supplies
make your hens healthy robust and lay more EGGS