

Pendleton Has Fine Photo-Play Theaters

All Modern in Equipment and Popular With the Theatre Going Public. Programs Are High-Class

THE ALTA THEATRE.

Pendleton's new theatre has been named the Alta on account of its location across from the city hall on Alta street. Pendletonians can be justly proud of the city's new place of amusement. The building proper makes an epic of adornment in being designed for the purpose it will be used for. A proper shape, ventilation system, toilets, dressing rooms, stage, stage-loft and lighting system incorporated in the building leaves nothing to be desired.

The equipment consists of the most comfortable and roomy opera chairs, the very best of machinery, stage equipment, etc., that money can buy. Manager Oliphant states that he believes the time has come to put just as much honesty and integrity behind the show business as the public expect from other lines of mercantile business, consequently the policy of the house will be to deliver the money's worth of clean goods at all times. Nothing will be offered to the public that has not had his personal criticism.

THE PASTIME THEATRE.

The Pastime theatre is the pioneer moving picture house in the city, having embarked in business March 22, 1906. Its policy has been and always will be to show the best pictures made by the licensed companies. The patronage of women and children is solicited. No picture will be shown that will offend the most fastidious. The ventilating system is of the best. A suction fan 20 inches in diameter completely changes the air every 10 minutes. The pictures are projected from two Edison machines of late model, insuring absolutely no flicker, eye strain or long waits between pictures. The Edison machines are recognized the world over as the best moving picture machine made. The curtain is of a secret manufacture, and the only one in Pendleton. The Pastime is run as a moving picture show at all times, and the price of admission is 10 cents for adults and five cents for children.

THE COSY THEATRE.

"The house of features." The most popular, comfortable and up-to-date show house in Pendleton. The house is cooled by an exhaust fan system in summer; steam heaters in winter; comfortable opera chairs on an inclined floor; the highest priced moving picture machines and musical instruments on the market. We show

good, clean vaudeville, the best of independent pictures, and have an orchestra that "plays the pictures." The best of everything regardless of cost is the policy that has made the Cosy popular.

"There's nothing too good for our patrons."

THE ORPHEUM THEATRE.

The Orpheum theatre always has and always will cater to the patronage and good will of the ladies and children.

It has been this popular picture-play house's policy from the beginning to secure only the best of clean, educational and pleasing films. Nothing will be shown on our curtains that might offend the taste of the most keeplish.

There you will witness first the latest picture dramas as soon as they are released by the film exchanges, flashed on our curtain by the best machines of today.

This theatre is well ventilated, the seats are comfortable, and the music is in a class by itself. Every attention is given towards the comfort and entertainment of our patrons.

MEN RISK LIVES IN DEATH VALLEY

The sun rises and sets hot, with a night sky full of strange lights, like the flaming of fire flies, the phosphoric phenomena of a wild spooky waste. The night brings some relief, but the new day dawns hotter. It seems that the day before. The water in your canteen is nauseating, as it almost sizzles under the glare of the merciless sun. The air pressure, hot from above and hot from below, almost staggers you, while your thick tongue, swelling rapidly from thirst all but strangles you.

The sand dunes, marked only by mesquite, swallow you without affording refuge from the heat; the wind blows as if from out a fiery furnace; the sand shifts with the wind and the trail is lost; the burros may stampede and the last of your grub may be hopelessly scattered. Many have suffered horrible deaths in that far away and lonely place; gone mad from thirst and hunger, thrown away canteens, grub and clothing, and wandered aimlessly only to lie down and die, the prey of the coyotes and the grief of loved ones to whom their resting place is unknown. Some days, perhaps, a

more fortunate pilgrim has found a skeleton and dug a grave, with an occasional find of jewelry or papers by which the remains could be identified, but in the years in which the writer was familiar with the stories of the lost in Death Valley but few missing ones were located. The valley had swallowed them up as the sea.

And during this month of July, 1913, another victim has answered the summons of the Death Valley call; a pioneer of a desert mining camp who had braved the terrors of the valley many times with a string of burros astride a mule, or on foot. This time he went into the valley with an automobile, the machine stuck in the deep sand, and with that the story was soon over. Death Valley had not changed. The noonday sun overtook the automobilist as if mocking him for his audacity in venturing yonder where the sure-footed burro has hard work to travel.

The desire for gold is unabated; it took men across Death Valley in '49; it lured many a prospector there since that historic day when Funeral range was named; and today it is calling, with sure and certain toll of human life.

Death Valley in summer is the hottest and driest place in the world. Its likeness by the fact that these streets after eight years of heavy traffic are apparently just as good as when first laid, and have not required the expenditure of a single dollar in maintenance. Last year, forty additional blocks of this pavement were laid and at least fifty more will have been laid or contracted for this year.

The adherence to Bitulithic was not accomplished without considerable opposition from within and without and although several different types of pavement reported to be "just as good but cheaper" fought desperately for an entrance, the Pendleton spirit, in the light of their knowledge of Bitulithic, and its apparent superiority, refused to experiment.

With the increasing popularity and realization of the advantage accruing from this type of pavement, Pendleton will soon be in the first rank of cities having well paved streets. The impetus to real estate values since the adoption of this pavement on residence streets has even exceeded the highest expectations. In one instance in particular can be shown of a lot on West Court street, which could not be sold for \$500.00 before this street was paved, which sold for \$100.00 after the pavement was completed and the buyer assumed the cost of the pavement besides. This represents practically a triple increase in value, most of which is undoubtedly due to the pavement. The record of real estate transactions in Pendleton in the last two years will show that fully 90 per cent of the property that changed hands was on paved streets and at a considerably increased value.

While in Pendleton take advantage of the opportunity to drive over the streets and see for yourself this modern type of street improvement that has been such an important factor in Pendleton's progress.

(Advertisement.)

Have Your House Wired For Electricity

It's cheaper, safer, far more pleasing and save much unnecessary eye-strain.

By using the new wire-type MAZDA lamp you get three times more light than from the ordinary lamp—and your light is as bright and clear as daylight. This new MAZDA can be used on ordinary drops and cords without reaking.

SAVE YOUR EYES. SAVE YOUR HOUSE. SAVE MONEY. BE COMFORTABLE.

Electric and gas supplies, electric light wiring, bell wiring, gas piping, motors and dynamos.

SEE J. L. Vaughan 831 Main St. Phone 139

"I would like to rent two beds to sleep in during the Round-up," wrote one man to Director Dean Tatum. A man of such size ought to be a good attraction at a side-show.

"I felt myself slipping," said the buckaroo in telling how it happened. "and I reached for the horn but all I grabbed was a handful of dirt."

"Stay a long time, cowboy," is the stock yell of the buckaroos to the one who is chapping himself preparatory to mounting a buck.

Sharkey the bucking Belgrade bull with a national fame was ridden 28 times in four days recently at Oakland California, and the longest any rider stayed in the saddle was 3 4-5 seconds. Is it any wonder that the Round-up offers a liberal reward to any cowboy who will stick with him for ten seconds.

Bert Kelley, winner of the broncho busting championships in 1910 and winner of second money in the same event last year, is one buckaroo who has never felt the sensation of leaving his saddle. There are few cowboys who can make this same claim and Kelley is not boasting that he never will be tumbled from the back of a buck. He does swear, however, that he never has yet hit the dust and his brother Ray Kelley, who has him out in the statement, Kelley is not the showiest rider that has appeared at the Round-up he may mean but he is one of the best. Long Tom and Lightfoot both tried to shake him loose from the saddle and neither was able to bud him. Kelley will not be able to ride this year on account of an illness which necessitated an operation.

PENDLETON'S PROGRESSIVE SPIRIT

Shown in Selection of Modern Type of Street Improvements

Type of Street Improvement.

Pendleton through the intelligence and business acumen of its citizens, has unquestionably become the biggest and most progressive city of its size in the country.

In no single instance has this progressive spirit been better demonstrated than in the selection and adherence to the type of pavement laid here. The same spirit that made the Round-up of national prominence, exerted itself against all opposition and after a thorough investigation decided that the best was the cheapest and none too good for the town. As a result Bitulithic was selected and first laid eight years ago on Main street and East Court street and the wisdom and advantage of this selection is best shown by the fact that these streets after eight years of heavy traffic are apparently just as good as when first laid, and have not required the expenditure of a single dollar in maintenance. Last year, forty additional blocks of this pavement were laid and at least fifty more will have been laid or contracted for this year.

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The Cosy Theatre

"The Best of Everything Regardless of Cost" is the Motto of this House. This applies to our

Vaudeville, Motion Pictures, Music and Equipment in General!

Anything and Everything That Will Add to the Pleasure and Comfort of our Patrons—That's What We Believe In—That's Why

THE COSY IS POPULAR



THE ALTA THEATRE

PENDLETON'S NEW SHOW HOUSE



Dedicated to the perfect screening of high class photoplays and the proper staging of worth while vaudeville.

The management claims to have the finest theatre for the above purposes in Oregon outside of Portland. Come and judge for yourself.

During "Round-Up" and on Thursday, Friday and Saturday of each week the regular picture program will be augmented with two special regular circuit vaudeville teams which must satisfy a critical manager before being shown to our patrons.



The Let'er Buck City's Leading Picture Theatre

The Orpheum

High-class, Up-to-date Motion Pictures for Men, Women and Children

THE LATEST AND THE BEST

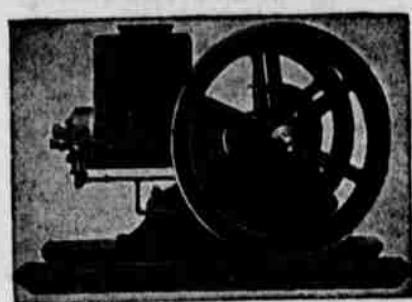
J. P. MEDERNACH, Prop.

Adults 10c Children 5c



THE PASTIME THEATRE

"The Home of Good Pictures" Showing the latest and best in Licensed Pictures. A good clean moving picture show properly conducted. We earnestly solicit the patronage of women and children. The admission price is adults ten cents, children five cents.



STOVER GASOLINE ENGINES

TIME — TRIED AND PROVEN

Simple, Reliable, Durable and Powerful—Known as Stover's Good Engine

We ship them by the car load direct from the factory

Clark's Double Action Cut Away Disc

Death to Weeds. Thoroughly pulverizes the soil and makes a perfect seed bed. The value of this tool is best known to those who have used it. Be one of those.

Mitchell Wagons

For 79 years this wagon has been built to meet the demand for THE BEST. It's impossible to build better at any price.



KUPERS AND MCCOOK, Agents, Pendleton, Oregon