

Love of Primitive Strife Draws Crowds

Publicity Work for the Round-Up is Easy Because of the Shows Natural Appeal; W. C. E. Pruitt, Publicity Manager

Getting publicity for the Round-up is not all jam but there is a modicum of sweetness in it. To advertise a show and secure an attendance of sixty thousand people in three days without spending any money might be looked upon as a phenomenal publicity proposition but it is not so with the Round-up. There is nothing phenomenal about it excepting the good looks of the publicity man and the ability with which he can work a typewriter. Those two things are the principal assets in this game.

Of course, publicity to a certain extent is like chewing tobacco, except that you do not spit quite so much. It all depends upon how the public looks upon the Round-up. As a general thing the public understands what the Round-up is, what its purposes are and very naturally they are a strong friend of the institution. Anything they can do they will do gladly and without charge. To these people go all the glory for the fame of the Round-up.

When the show is over the first thing to see to is that all newspapers and magazines have a full and complete report of the big show together with pictures and illustrations of the same. This done, the advertiser has a little time in which to hunt jackrabbits and shoot grouse and rescue predators from the strenuous season just closed. And along about the first of November he begins again. This time he deals with the Round-up from an entirely different point of view. Throughout all the rest of the year he is getting publicity for the Round-up as the greatest frontier exhibition ever staged. He has no other thought in mind excepting what Ananias might have said had he been publicity man. But in November the special articles which are written for the Christmas and New Year's editions for the magazines deal with the Round-up as an industrial institution, as a commercial asset to Pendleton, Umatilla county and the state of Oregon and entire northwest at large and this is the real meat of the Round-up advertising. Through these articles the country, its resources and developments are elaborated and the influence of the Round-up upon the migrating homesteaders and settlers is demonstrated. Perhaps there never was an event in the world which had in it so strong an appeal to all classes of people as has the Round-up. The glamor and aroma of the annual festival seems to become a call to the homesteaders and the homeseekers. He comes to see the Round-up and he remains to become a part of the country and great northwest. This is its industrial and commercial value.

After the Christmas and New Year's stories are disposed of the publicity man must get busy on his literature for next Round-up. The copy for the folder must be written, the pictures selected, the advertising campaign for the year outlined, submitted to the board of directors and approved. The folders are printed in January and distributed in February to all eastern railroads, commercial clubs and tourist bureaus. This is just about as busy a time with the publicity man as in July when the literature is being distributed throughout the northwest, with the exception that he is not so busy fighting flies and complaining about the hot weather.

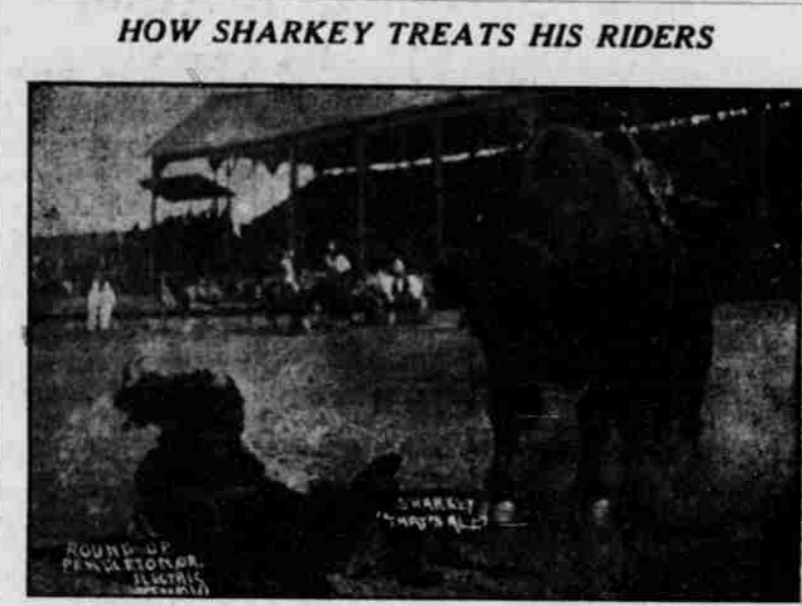
As soon as the eastern avenues for publicity are supplied, the work turns to the local field just about the time the fishing season opens. It is then one continual fight in the soul of the publicity man as to whether he shall give his time and attention to the Round-up or go fishing. If the call to duty prevails he begins to collect pictures for the summer advertising campaign. The cowboys and cowgirls which are to participate in the coming Round-up are scattered all over the world. Their pictures are absolutely necessary. Of course there are plenty of old pictures but the newspapers demand absolutely new pictures, hence his troubles begin again but he survives, at least he always has and probably



SOME VIEWS OF ROUND-UP BUCKERS

will until about the first of July when he takes off his coat and gets down to the real work from July until the Round-up it is one continuous mill. To all the northwest advertising literature must be mailed out within two or three weeks and this year the publicity department mailed out seventy-three thousand separate pieces of mail to the northwest. So taking it all together it is not all

jam but there are sweet tastes in it and it now and then when you can go fishing and hunting. The publicity man has to attend to all the office work the year around, keep track of the horses, the steers, the buckaroos and the buckresses, but thank heavens there is one thing he does not have to do and that is to ride Sharkey.



HOW SHARKEY TREATS HIS RIDERS



TWO FAMILIAR ROUND-UP FIGURES

T. D. Taylor, President of the Round-up, in the Rear. The Other Man is "Jinks" Taylor, Brother of the Sheriff.

THE ROUND-UP HAS MADE THE OUTLAW OF VALUE

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falling far over to one side, catching himself and whirling half around into the leap again. The rider is generally thrown in less than ten seconds. Whistling Annie has a movement which has never been classified, some calling it a tango dip, some a Nelson break-away and others various terms. Her movement is all from the shoulders. She will give about two jumps straight forward, dip her shoulders and head and literally spring from under the rider. The movement is so quick and unexpected that nine out of every ten men will fall for it. Tangle is just what his name implies. He gets his feet into so many innumerable and almost impossible shapes and conditions, that he gets all tangled up and his bucking is sometimes fierce under those circumstances for the horse himself doesn't know what he is going to do next and the rider can't guess it.

Teddy Roosevelt, the old original Teddy horse, is no longer. He was a great "hags" in his day but that class are getting old and cannot be counted upon to work every time, but they are outlaws, game to the last, giving all that is in their old, feeble bodies, resenting the saddling and still stepping out into the arena with the same old class, grace and beauty of movement, the same fire kindles in their dim old eyes, their nostrils expand, they snort, throw back their heads and defy the whole world of riders to mount and attack them, riding straight up, slick and scratching from shoulder to flank. They are fine, proud old demons, although their glory is that of Athens, their fame that of Rome and their spirit that of the undying Spartans.

The Round-up belongs to Pendleton. It is now a gala day of worldwide fame and its slogan of "Let 'er buck" has been heard in every land where the English language is spoken. To its annual staging thousands of people come from all parts of the United States, Mexico, Canada and the Islands, even from Australia and England. Pendleton, a town of less than six thousand people, entertains fifty thousand visitors for three days. It's grandstand and bleachers will seat 35,000 people and they are always filled to overflowing. It taxes the equipment of the O.-W. R. & N. and Northern Pacific's entire lines to move this throng in the latter part of September of each year. Fifty special Pullman trains, sleepers and diners, are parked in the local yards providing eating and sleeping accommodations for their passengers. The entire town is turned into a mammoth hotel, beds, cots and tents being placed in spare rooms, on porches, in yards, woodsheds, garages and even on the roofs of the business houses. A corps of trained young men handle every phase of the Round-up from the providing of quarters for visitors to the staging of the show.

Eleven directors handle this and they draw not one cent of pay. The Round-up pays no dividends because at one time speculators executed a coup and almost secured control of the stock. After that the lands and properties were deeded to the city of Pendleton and all proceeds over and above expenses go towards improving what is known as Round-up Park. And all these millions of dollars which have been spent because there was and is such a thing as an outlaw horse. Without the outlaw, without Long Tom, the sleek, prancing incarnation of wildness and freedom there would be no Round-up, there would be no journeyings from the uttermost parts of the earth to this little hamlet nesting in the sage brush, bunch grass plains of a desert country that the Mexicans almost forgot, there would be no hoarse vaunted cry of "Let 'er buck," there would be no reversion of the wild, stone age, a casting off of the whitewash of civilization and standing forth amidst 35,000 other wild men in our natural spiritual nakedness. Long Tom, An-



MUNISING UNION SUITS

PERFECTION IN MUNISINGWEAR

RIGHT NOW MUNISING IS THE TIME TO GET YOUR WINTER WEAR

Wisdom suggests immediate buying. Our assortments now are complete, selection is therefore easy, and prices are within reach of everyone. Why wait? Munisingwear is the best underwear investment we know of; its perfect fit, great durability, washability and moderate price make it so. Get yours early.

- Women's Munisingwear Vests, with high neck, long sleeves, half open front; shown in various weights, all sizes; also pants, with open gore, ankle length, in same weights and sizes; price **75c**
- Women's Munising Union Suits with half low neck, elbow sleeves, half open front, ankle length; choice of light and medium weights, all sizes; price **\$1.25 to \$2.25**
- Girls' Munisingwear Vests and Pants, vests high neck and long sleeves, pants with closed gore and ankle length; medium and heavy weights, sizes; prices **75c to \$2.00**
- Girls' Munising Union Suits with high neck, long sleeves, half open front, drop seat, ankle length; choice of several winter weights, all sizes; prices **65c to \$1.50**

MANY OTHER MUNISINGWEAR STYLES AND QUALITIES FOR WOMEN, MISSES' AND CHILDREN.

Alexander Departm't Store

Agency for Women's and Children's Munisingwear
PENELETON, OREGON

gel, Rambling Sam, Whistling Annie, Bear Cat, Hot Foot, Casey Jones, worth only a thousand dollars a piece! Bah, they cause people to spend millions.

SMALL COFFIN NEEDED.

The Indian is not a humorist by disposition but sometimes his ways are mirth provoking as is shown by the following tale of an incident that actually happened here.

A very large and very well known Indian of the Umatilla reservation had the misfortune one night, while carrying too much liquor aboard, to be struck by an O.-W. R. & N. train. The result was more disastrous to the Indian than to the train. In fact the old fellow was chopped to fragments.

The next day the mourning relatives of the deceased appeared at a local undertaking establishment to make the purchase of a coffin preparatory to the burial of the victim. After stating in a preliminary way what they sought the spokesman for the family said:

"Just little box; only few pieces."

Matthews' Stock Foods and Prices are Winners



Matthews Poultry Supplies make your hens healthy, robust, and lay more EGGS

THE Round-Up City's BIG FEED STORE

You Always Get What You're After Here.



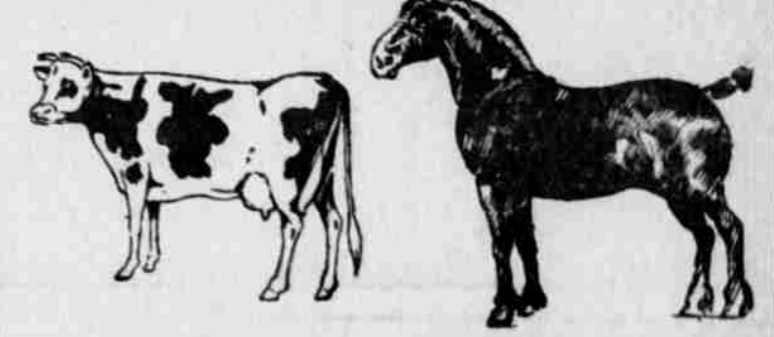
Carries an Enormous Stock of Hay, Grain, Poultry and Stock Foods

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. Get our figures on carload lots

"The Bank is not back of us, but we're back of the bank" - next to the Alta Theatre and opp. city hall



Stock and Poultry Foods, Tonics and Remedies of All Kinds

A. T. MATTHEWS COMPANY 129 E. Alta Street Phone 134