

The Round-Up Has Had Many Imitators

Flattering Efforts Made to Duplicate Show Have Uniformly Failed of Success.

If imitation is the sincerest form of flattery then is the Pendleton Round-Up steeped in the very essence of flattery.

Since the Round-Up was born and became such a triumph of municipal celebration there have been hundreds of attempts to emulate it, and the Round-Up is only six years old.

It was in September, 1910, that the first Round-Up was staged. Its success was so phenomenal that echoes of it went far and wide. The second exhibition a year later had hardly been closed before other cities and towns began to discuss plans for competing with Pendleton in her entertainment idea.

In 1912 more than a dozen places over the northwest were advertising "wild west shows," "frontier shows," "round-ups" and "stampedes." In the next year this number doubled and trebled. All over the west, north into Canada, south as far as the Mexican line and even into the middle west the "wild west bug" began to germinate.

Impressed Local Fairs. Many towns that were putting on a district fair began to add cowboy attractions. In some places fairs and race meets were allowed to die in order that a show to rival the Round-Up might be built up. Some communities got behind the attempt, in others groups of individuals, purely self-

ish in their motives, were responsible. At any rate, within the past five years there have been more than 100 imitators of the Round-Up at one time or another.

Where are they now? Practically all of them have died beyond the hope of resurrection. Others are slowly expiring, but will gasp along for another year or so. Others, born just this year, will have their hour and then fade away. And, above them all so high as to be the only one visible from any distance, towers the Pendleton Round-Up, growing each year greater and more renowned in spite of what may be supposed to be a swelling opposition.

Survival of Fittest. And why this transcendence, in the wild west show, do you ask? The answer is simple. It lies in the old, old story of the survival of the fittest. As undoubtedly fittest as it was first, the Round-Up has not even had to struggle to maintain her position.

It is fittest because of its origin. It did not "just happen" to be born. Its birth was directed. It was conceived in the brains of Pendleton citizens who felt the need for their city of an annual festival that would be distinctive, significant and commemorative. Located in the heart of a cow country at a time when the old order of the west was rapidly passing it was but natural that Pendleton

should stage a Round-Up rather than a rose show, a cherry fair or a mardi gras. How many of her imitators can claim such a natural birth?

Spirit Makes It Endure. The Round-Up is fittest because of the spirit that gives it life. It has an entire community behind it. It is purely a municipal affair; its directors serve without pay. Its stockholders receive no dividends. Instead they have deeded their park to the city and turn their profits into the making of a better show and into the assisting of other civic enterprises. It is forever and always non-commercial and entertainment and accommodation of the spectators is always put above the gate receipts. Can any of its imitators thus boast?

The Round-Up is the fittest because it has the best organization. Its directors are men who know the life they are trying to depict. They are men who understand the people with whom they make their show. They have perfected an orderly system of staging the mammoth exhibition, delegating to various heads various departments of the work and correlating them all under capable executive management. The result is that proper attention is given to every detail of the show and there are no waits, no delays, no hitches, no bobbles, but every event following event in rapid order. Can imitators boast of such an organization?

Pendleton Center of "West." The Round-Up is fittest because of the natural location of Pendleton. With cow camps and range land all about her and three tribes of Indians and a few miles distant, her frontier show draws performers who are real and who enter for the love of the game rather than from the hope of reward. And they are accorded treatment that sends them away satisfied and brings them back the following year with their friends.

The Round-Up is fittest because it is fittest. Having been first into its field of entertainment it made the most of its opportunity, developing itself in every part so that there might be no room for improvement whereby some other city might steal what it had discovered but could not develop. Keeping her motives clear of taint, taking no selfish advantage of her growing fame but ever striving to make each succeeding show better, the Round-Up prospered. Publicity was given it without the asking and without a price. The crowds came. They paid their admission fees and were given a fair return. The gate receipts were so large that the increasing cost of the show was met year by year, there was a surplus with which to build a park and stadium worthy of the show.

No Profits Allowed. No profits were allowed to accumulate. They were turned back into the show, and from the first Pendleton has put on an exhibition the expense of which in itself formed a formidable barrier for successful competition. Nothing succeeds like success and so it has been that, while other and smaller frontier shows have perished on the desert of bankruptcy, the Round-Up, the largest of all, has out of the strength of its own healthy body, provided meat for its sustenance.

The Round-Up fears no rivals imitative or otherwise. Time was when the springing up of small frontier shows made Pendleton anxious lest her jealously guarded flocks of cowland would lose some of its popularity. But that time is past. The superiority of the Pendleton show has been demonstrated so often and so completely that its fame has broadened each year while imitators have gained nothing more than a local reputation.

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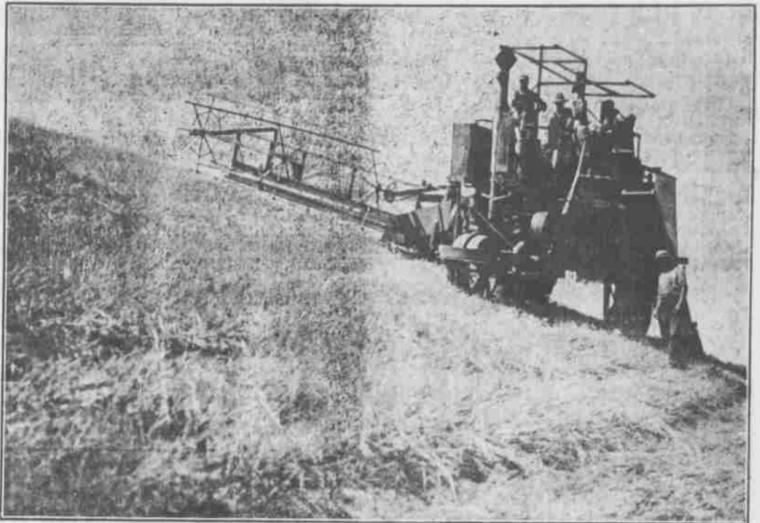
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PENDLETON, OREGON

JASON STANLEY'S DRUNKEN RIDE



Among the Cowboys

Dell and Bertha Blancett, popular Round-Up stars, cleaned up some money on the events at the Union Stock Show early in the year.

"Skeeter Bill" Robbins is a versatile and takes much pleasure in setting his adventures on the back of a bucking broncho to rhyme.

Sammy Garrett and Tex McLeod, popular ropers and riders, were with the Barnum & Bailey circus last year.

Frank Carter won a bucking contest at Omaha recently and also one at Pinedale, Wyo.

Bill Switzer of Umatilla furnished Charley Irwin with his wild horses for eastern shows. Switzer acted as one of the judges of a show in Omaha.

The Dying Cowboy

As I was a-walking the streets of Laredo, A-walking the streets of Laredo, one day,

I saw a young cowboy dressed up in white linen, Dressed up in white linen, but cold as clay.

"I see by your trappings that you are a cowboy," He said unto me as I was going by, "Come sit down beside me and list to my story—

I'm shot in the breast and I know I must die. Write the sad news to my dear aged mother gently to her and my sister so dear;

But never a word of this place even mention, Should they gather 'round you this story to hear.

There is yet another more dear than a sister, Who'll weep bitterly when she hears I am gone;

But someone more worthy will win her affection Than I, the young cowboy, who strayed and went wrong.

"Once in the saddle I used to look dashing, Once in the saddle I used to look fly;

Then I took to gambling and next took to drinking, Now I'm fatally shot—I know I must die.

Then gather around you a crowd of young cowboys; Tell them my story and my awful fate;

Tell them to listen and by me take warning, And quit their wild roamings before 'tis too late."

"Blow the fife slowly, beat the drum lowly, Play the dead march and bear me along;

Bear me to the graveyard, place the sod o'er me, O, father, forgive me, for I have done wrong.

"Kindly hasten and bring me a cup of cold water To bathe my flushed temples," the last word he said;

I hastened away on my errand of mercy, But when I returned, the poor—A bit of O' emfw vcmhfwpetao cowboy was dead.

—An Old Bit of Verse.

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