

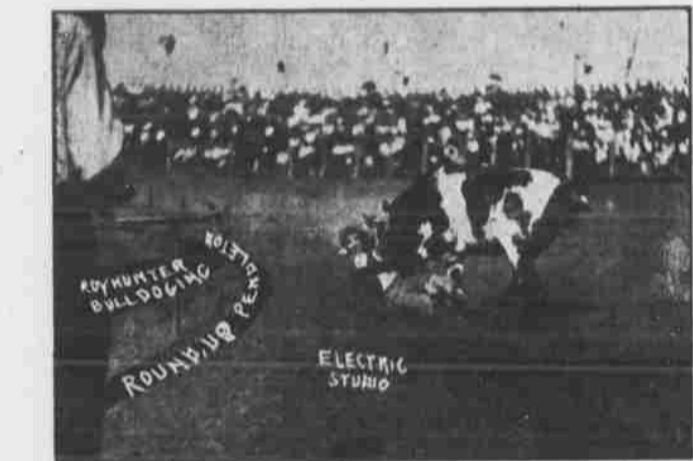
Round-Up Gives Visitor Glimpse of the West in "Real Action"

(By Merle R. Chessman.)
Some one many years ago spoke of the "wild west" and ever since that time the two words have attained such an affinity that in the popular mind they are rarely dissociated. It has become axiomatic that the west is wild, and the tourist from the east expects to find it so. If he doesn't he returns home disappointed and with a cherished conception of the Pacific slope sadly shattered. Time was, and not so long ago, that the west, all of it, was wild enough to suit the fancy of any tenderfoot. The principal citizens were the Indian, the cowboy, the miner and the gambler, and singly or collectively they managed pretty well to keep the taint of tameness from their habitat. However, the processes of civilization cannot be denied. They have largely claimed the great western frontier as their own. The boundless sweep of range and plain has been bisected and checkered with the fences of homestead and farm. Cities have sprung up like mushrooms in a bog, have rapidly grown out of their swaddling clothes and, connected so closely with their eastern sisters by rail and wire, have so developed that there is not much to differentiate them to the seeker after change. The Indians, the newer generations of whom are beginning to assimilate the ideas and customs of their white brothers, have been confined to reservations, the ranks of the cowboy have been decimated and the bold, adventurous type of miner, known to the days of '49, has given way to the unidealized workman as common in the east as in the west. And so, unless he knows where to look, the sightseer from the east finds on his western trip very little that

somewhat of a king and where the seeker for the wild west will find that which will delight his soul and store his mind with memories that will make sweet the age of reminiscence. These spots where the old west still retains its hold are few, scattered and not always easy to reach. Nor, when reached, do they furnish on demand all that the tourist might wish to see. A continuous residence

faceless range for unnumbered hours is now under cultivation, there are still thousands of acres back of Pendleton devoted entirely to stockraising.

Thus the bow-legged, sombreroed, picturesque cowboy has always been and still is a familiar figure on the streets of Pendleton. And just as familiar, or more so, is the sight of blanketed Indians for, at the very edge of Pendleton is the Umatilla res-



fits in with his preconceived idea. Beautiful scenery he can find to delight his soul, the "tribesman" wagon will take him to interesting buildings, monuments and parks just as in the east, but the wild, rough romance and glamor that history and tradition have taught him lies west of the Rockies, he cannot encounter by an undirected tour along the main avenues of traffic. But, even, though the west is no longer the west of buffalo bill, it is not yet so reclaimed, reformed and regenerated that it contains no trade or vestige of its glorified past. It still has its uncurried spots. There are communities where the vaccine of civilization has not taken or taken but mildly, where the cowboy still is

cannot but commend itself. Certainly there is no other institution in the world that can so completely and so truly present an epitome of the western frontier that all but belongs to another day.

Real Action of West
The Round-Up is not a wild west show, though it is a show of the wild west. It bears hardly any more relation to the routine performance of the traveling troupe of cowboys and Indians than does the fearful carnage at Verdun to a bloodless battle of the movies. This one is as real as the other is artificial.

Pendleton, the home of the Round-Up, has been the center of a great cow country since its infancy. Though much of the land that was once a

of several weeks in these remote places might satisfy his craving, but few tourists have the time or patience for such. To those who, in a limited time, wish to see the most interesting, the most picturesque, the most entertaining and withal the wildest side of the west that is passing, the Pendleton Round-Up, properly understood

ervation, where live the descendants of the knightly tribes of the northwest, the Umatillas, Cayuses and Walla Wallas. With the cow camp and the reservation at her back door, Pendleton does not have to import the participants for her great frontier festival, does not have to rely upon professional performers to furnish entertainment for the thousands who gather each year in her mammoth stadium. Indeed, were it not so, those thousands would not be gathering there each year.

The Round-Up is in reality the play of the cowboy, cowgirl and Indian, and yet it reflects, too, much of their natural life. While in the bucking contest buckaroo vies with buckaroo in an effort to ride the meanest buck in the truest form for a handsome purse and trophies, yet many a time during the year, in a corral on a lonely range and with only one or two of his kind for an audience, does he ride just as hard and just as spectacularly. In the steer-roping contest he strives to rope, throw and tie his steer in the shortest time possible and he does the same thing month in and month out in the course of his duties.

Early West in Review.
No phase of the early west is overlooked by the programmers of the Round-Up in their efforts to present, in a limited space and within a short time, a glimpse and more than a glimpse of pioneer life with all of its dash and danger, its excitement, hazards and typical recklessness.

The pony express, the fast mail of frontier days! the lumbering old stage coach, forerunner of the passenger train, find a place in the rapid sequence of thrilling spectacles; there are races of all varieties, cowpony, maverick, Indian pony, squaw, relay, cowgirl and novelty races, and all are typical of the western frontier. Color, or a barbaric riot of it, is added by the Indians who, clad in their savage, brilliant trappings, pass by in a stately parade or dance the war and love dances that are traditions of their tribes.

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We are one of a chain of One Hundred Twenty-Five Busy Golden Rule Stores who make all their purchases together, paying spot cash for all goods.

You will find at any one of our stores that there is an unvarying element of economy attached to the purchase of any article at a low price or at a high price or at a price anywhere between. It is the element of real worth at each price—the fullest measure of value in fabric and workmanship and service.

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Our method is "BUY FOR CASH, SELL FOR CASH and ELIMINATE ALL UNNECESSARY OVERHEAD EXPENSE." We have no Dead Accounts, No Collectors, No Delivery, No Bookkeepers, and we stay out of the High Rent district. All these things mean a saving and this saving is given to you—our patron.

All Good Things are Imitated

The Round-Up, The J. C. Penny Company's Golden Rule Stores—but there is only one real genuine Round-Up—The Pendleton—and there is only one real genuine Golden Rule—The J. C. Penny Company's.

There is a store near you, we cover the entire Northwest.

Here is the list of stores located in Oregon, Washington and Idaho, and it will pay you to become acquainted with the one nearest you.

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Pendleton
Dallas
Roseburg
Athena
Albany
Baker
The Dalles
La Grande
Marshfield
Milton
Eugene
Astoria

WASHINGTON

Walla Walla
Dayton
Wenatchee
Leavenworth
Centralia

Chehalis
Colville
Columbia
Pomeroy
Sedro Woolley

Everett
Ritzville
Montesano
Pullman
Waitsburg

IDaho

St. Anthony
Shoshone
Rexburg
Mackay
Moscow
Rigby
Kellogg
Wallace
Downey
Coeur d'Alene
Preston
Shelley
Lawiston
Jerome
Malad
Sand Point

The Golden Rule
J.C. Penney Co. Inc.
125 BUSY STORES

fame, of the Round-Up has grown so great that remote indeed are the communities to which some echoes of it have not spread.

Greatest Outdoor Show.

It is no idle boast that the Round-Up is the greatest outdoor entertainment in the world today. Few who have seen it will admit of having seen anything to compare with it in the elements of the thrilling, and the spectacular.

The Round-Up never has been and never will be staged any place but in Pendleton. Efforts have been made to imitate it, but sooner or later they have ended in failure. Attempts have been made to lure it away by promises of rich reward, but these efforts have only provoked smiles from those who understand. The Round-Up cannot be transplanted. The horses, the riders, the Indians, the very directors themselves, might be taken to some other place but the setting, the spirit, the heart, the soul of the Round-Up is immovable. The Round-Up belongs to Pendleton and Pendleton belongs to the Round-Up. They can never be divorced.

And so Pendleton, "the biggest little city in the world," offers to the tourist something that none other can offer. Her Round-Up is her fame

Article 2.—Whoever burns a dwelling house shall be hung.

Article 3.—Whoever burns an outbuilding shall be imprisoned six months, receive fifty lashes and pay all damages.

Article 4.—Whoever carelessly burns a house or any property shall pay all damages.

Article 5.—If anyone enter a dwelling without the permission of the oc-

cupants, the chiefs shall punish him as they think proper. Public rooms are excepted.

Article 6.—If anyone steal he shall pay back two-fold; and if it be of the value of a beaverskin or less, he shall receive twenty-five lashes; and if the value is over a beaverskin, he shall pay back two-fold and receive fifty lashes.

Article 7.—If anyone take a horse

and ride it without permission, or take any article and use it, without liberty, he shall pay for the use of it and shall receive from twenty to fifty lashes as the chiefs may direct.

Article 8.—If anyone enter a field and injure the crops, or throw down the fence so that cattle and horses go in and out and do damage, he shall

* Continued on page ten.

Speaking of Plumbing

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MILLER WILL FIX IT!

WE are Pendleton's only exclusive plumbers.

We use the best materials and employ the most competent plumbers. When we install plumbing it is installed to render you service and not to bring you grief.

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No job too large nor too small for us to handle and handle satisfactorily. Following are a few of the larger jobs where we were awarded the contracts because we gave better work for less money. Lack of space prohibits us listing the other hundreds of patrons who have received efficient plants with MILLER service.

- Pendleton Natatorium
- O. W. R. & N. Pendleton Depot.
- O. W. R. & N. Baker Depot.
- Pendleton High School.
- Quelle Restaurant & Rooming House.
- G. M. Rice Residence.

A large and up-to-date line of fixtures always on hand. Let me figure with you.

CHAS. P. MILLER
Successor to Beddow & Miller.
Court and Garden Streets. Phone 202.



THE 1915 BUCKING CHAMPIONS



Left to right—Lee Caldwell, first; Ya kima Canutt, second; Jackson Sundown, third.

The men who stage the Round-Up know the life they are trying to reproduce, for they are the sons of pioneers. The completeness of their organization, the thoroughness of their preparation, and the rapidity with which they stage their exhibition have been a large factor in the success of the Round-Up. The total absence of commercialism from the conception, purpose and conduct of the show has given them but a single end for which to strive, the presentation of a festival that will attract thousands of visitors to their city, and, while there, entertain them so well that each will leave to become a living advertisement of Pendleton and her great show. How well they have succeeded is evidenced by the fact that within a space of six years, the

and her fame is her guarantee that whosoever comes to see the one shall go forth to swell the other.

Laws of Nez Perce

In 1842 Elijah White, sub-agent to the northwest, visited the Nez Perce Indians and held a council with them for the purpose of allaying the distrust which had begun to develop and which eventually led to the Whitman massacre. At that time the following "Laws of the Nez Perces" was drawn up and agreed to:

Article 1.—Whoever wilfully takes life shall be hung.

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