

# SOME FACTS ABOUT ROUND-UP HISTORY

By W. E. Fruit.

In the press chronicled files of the Round-Up is a check composed of nothing but scraps from newspapers of the northwest and other sections of the United States dealing with the marvelous success of the Round-Up and commenting on "The Pendleton spirit."

Now to persons who have lived in Pendleton nearly all their lives and during all the years of the Round-Up they seem to be to reason on earth why any other community couldn't do just as great things as Pendleton does and has done. There is nothing secret or mysterious about putting on the Round-Up or keeping up the Pendleton spirit.

Back of it all we know just exactly how it is done and what is essential, therefore we laugh to ourselves when other communities attempt to stage a Round-Up or anything of the kind, for we can see right at the outset where they are going at it in the wrong way. Yet, the Round-Up is continually being asked for advice concerning the achievement of its success, giving it freely and never having it followed.

**Spirit May Be Cause.**

It may be that there is a spirit about it. It may be that this spirit pervades the entire community and territory as thoroughly as it does Bon Colvin, a big cattleman, of the Middle Fork of the John Day. Mr. Colvin had lots of cattle and lots of troublesome, quarrelsome enemies. One day this spring one of his riders came in and reported that 20 head of the top steers had been shot in one herd. Colvin has suffered many such depredations on his herd, but never so many in one bunch. He was silent for a moment.

"Well, he drawed nonchalantly, 'let 'er buck.'"

So that is what the people of Pendleton say when things go wrong, and it helps a lot. And to let you in on the secret of what makes the Round-Up and the Pendleton spirit, here is the inside history.

In 1910, in the early spring, Roy Haley, first president of the Round-Up, proposed that Pendleton get together and stage a dramatic presentation of the passing of the west. He planned to get some soldiers from the Vancouver Barracks, some stage-coaches, some drivers, cowboys and Indians and put on a sort of play dealing with pioneer days. He proposed this to several of the younger citizens and it met with their approval. A meeting was called and it received the indorsement of the meeting. It was decided to organize a corporation and sell \$3000 worth of stock, the money being used to pay expenses.

William McMurray, general passenger agent of the O-W. R. & N., was asked to come up and meet with the committee. He did so, and gave the scheme his approval, and promised to get his road to back it with all its influence.

**Real Fight Wanted by Indians.**

The corporation was formed with a capitalization of \$5000 and \$2200 worth of stock was sold. Plans for the show began maturing and the first

stage encountered was the inability to get the soldiers from Vancouver. The second was the Indians refused to come in and be shot at, even with blank shells. However, some of them agreed to come in if they were allowed to do the shooting, regardless of the kind of shells used. This necessitated a change in the program.

The final upshot of it was that races, horse riding and bulldozing were substituted for the epic drama part. Oh, yes, the name of the corporation that was formed was the Northwest Frontier Exhibition Association. And that is the official name of the corporation today, but it is a name only. Of course at that time, there were a great many suggestions as to what the show itself should be called and what the slogan should be. Out of the mass of material submitted it was decided to call it "The Round-Up" and the slogan was "Let 'er Buck."

**First Show Profitable.**

The first Round-Up was staged the last of September and the first two days of October, 1910, and the gate receipts were approximately \$5000 with a total expense of \$5000, leaving \$3000 net profit for the stockholders.

But right here is where fate gave first manifestation of her presence and activity. There was something peculiarly appealing about the little show. What it was no one seems able to say, but it had a fascinating grip on all spectators and they could not yell "Let 'er buck" loud enough. In other words, it had the pep and was the goods. A big crowd was certain in 1911. More gate receipts and bigger profits.

Over night almost the wise ones began buying up stock. The price of single shares went from the original \$10, to \$15, then to \$25 and when a New York theatrical syndicate telegraphed that it would buy the controlling interest at \$50 a share, the people of Pendleton began to sit up and take notice.

If there is any stage in the history of the Round-Up where it can be said that right here the "Pendleton spirit" was born or first manifested itself, it is at this point.

**Civic Pride Wins.**

Here was a big money-making proposition, at least it looked like it. Outsiders were willing to pay the local stockholders \$7500 for stock that originally cost them only \$1500 and the other half of the stock would have the same if not higher value.

The people began to think about it. They began to say: "Here, if this is such a big thing that it is worth more to us than it is to a bunch of New Yorkers, who will probably take it away from Pendleton in a year or two, we need something to put us on the map, so let's keep the Round-Up." A stockholders' meeting was called and the proposition put to them as a matter of civic pride. They were asked to give up their stock, practically throw away the \$10 they had put up for each share, throw away the opportunity to sell that share for \$50, give their show to the city of Pendleton and in addition, dig down into their pockets for an amount equal to the amount of the stock to build new grounds.

To make this dramatic, perhaps here should be detailed a paragraph or two as to show how this person, having a full and effulgent glow of civic pride on his brow begged and pleaded with the boys to set in line, or how that old recluse and miser who had been hated all his life for his stinginess came to the rescue and bought all the stock at \$100 a share and gave it to the city.

But there was absolutely nothing of the kind. When it was proposed that the stockholders give up their stock they give it up without paying anything but "Let 'er buck." And they said the same thing as they dug down in their pockets for an additional \$10,000 with which to buy the present Round-Up grounds, build the track, grandstand and bleachers.

**Many Want Share.**

This property was taken in the name of the City of Pendleton and the Northwest Frontier Exhibition Association pays the City of Pendleton \$1 a year for the use of it. This same Northwest Frontier Exhibition Association is a corporation in name only. The stock still has a nominal value of \$10 per share, but its only real value is the fact that it has voting power. The stockholders still elect the directors, who put on the Round-Up, and for that purpose alone this stock has sold as high as \$20 a share. A newcomer feels that it is not right down on a level with the people of Pendleton unless he owns a share of this stock. Hence he is willing to pay any price for it. A certain young man, who was but a mere boy when the first Round-Up

was staged, wants to be a director. He must own a share of this stock. He goes out and gets it.

The directors who put on the Round-Up do so at their own expense, that is, it costs each one of them considerable money to be a director in addition to the time and labor he gives. Each one must give the biggest part of his individual time from his business, for from one to four months of each year. His compensation comes to him in being a director of the Round-Up, there is absolutely nothing else in it.

However, they voted themselves one favor. On the night before the tickets go on sale, numbers from 1 to 11 are put on pieces of paper and shaken up in a hat. Each director draws a number. That represents his place in the scale for choice of seats or boxes. If he is number four he gets fourth choice, provided he pays out of his own pocket for his box or seats. But not only must he pay for this box or seats for his family, but he has special friends who expect him as a director to fix them up. This costs him another \$30 for a box, or whatever it is.

**No Official Is Paid.**

There is not a paid official connected with the Round-Up; there is not a chance in the world for anyone making money out of it, yet no man in any private business gives more time, honest endeavor or makes greater sacrifices to insure success than do the individual directors of the Round-Up.

So great has become the people's confidence in the directorate that it

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is really a burden to the individual members. The people of Pendleton have not one single fear as to the success of the show. They know the directors will put it over and the public goes about its business, leaving the directors to work out their own salvation. And should one fall in his particular line, he is forever disgraced, but as long as he is successful he is almost a tin god with the people of Pendleton, and that is really the pay he gets.

**Board Work Harmonious.**

The board works harmoniously and that there is never a slip is shown by the records of the past shows. They are always right on time. Event follows event with clocklike regularity. Each man exerts himself to the utmost to have his particular part ready right on the dot, and that is what makes the Round-Up spirit; that is what makes the show.

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For example, not a multi-cylinder car in Boston will enter into a competitive demonstration with the Hupmobile on Corey Hill.

The reason is that on the hardest grade of this double hill, the Hupmobile goes from a standing start to 35 miles an hour at the top—all the way on high gear.

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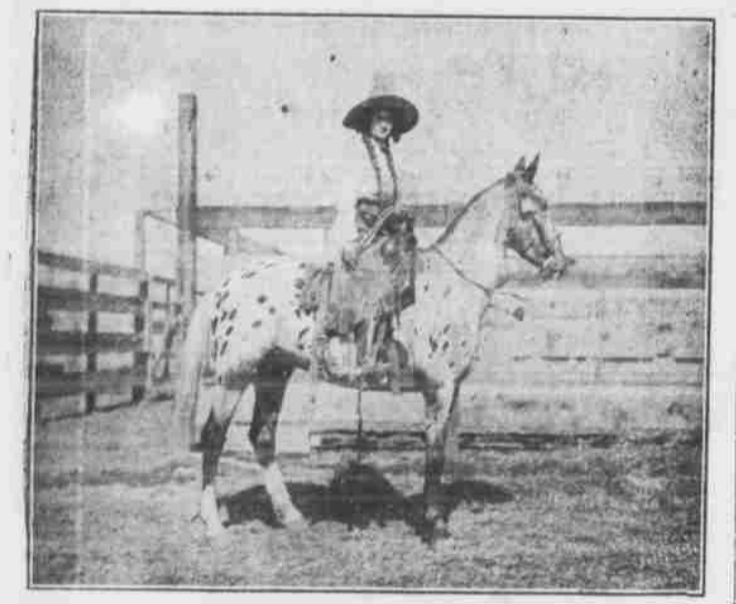


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### Stars of the Baseball World Enjoyed a Special Round-Up

"Every man to his own sport and I'll stay with baseball!"

The remark came from the mouth of Big Jack Coombs, big league pitcher of world's series fame, when he saw Frank Cable building a long-burned steel Coombs with some 20 or more other stars of the big leagues composed the most interested part of an audience at a miniature Round-Up held in Round-Up Park on November 13 last on the occasion of their visit here during their western tour.

As soon as the arrangements were made for the All-Stars to play a game in Pendleton, the Commercial Casino stables named a coach (use to entertain them while here). The entertainment took the form of a "Baby" Round-Up and through it was a rather tame exhibition of frontier sport to those people who have attended the real Round-Ups it scored a home-run with the eastern baseball boys.

Before the game the Commercial association staged a little bucking, a little bulldozing, a little roping and a few other cowboy stunts. Buffalo Vernon, John Spain, Smiley Corbett, Frank Cable and a few other well-known Round-Up performers were on hand to contribute their services.

The baseball stars refused to warm up or think about baseball until the exhibition was over. Every one of them was armed with a kodak and they snapped the exciting scenes as fast as they could. When it was over they reluctantly took the field and pulled off their scheduled game.

The Nationals won the game, 7 to 1. Big Jim Vaughan, southpaw of the Chicago Cubs pitched for them, and his opponent was Harry Harper, Washington sidewheeler.

The following was the line-up for the game:

Nationals—Carey, Pittsburgh, 1c; Evers, Boston, 2b; Daulton, Brooklyn, 3b; Moore, Boston, cf; Groh, Cincinnati, 3b; Fisher, Chicago, ss; Kilbuck, Cincinnati, cf; Miller, Brooklyn, 1, and Vaughan, Chicago, p.

Americans—Rhone, Philadelphia, 2b; Strunk, Philadelphia, cf; Roth, Cleveland, rf; Walker, St. Louis, lf; Papp, N. Y., 1b; Mallen, N. Y., 2b; Shanks, Wash., ss; Henry, Wash., cf; and Harper, Washington, p.