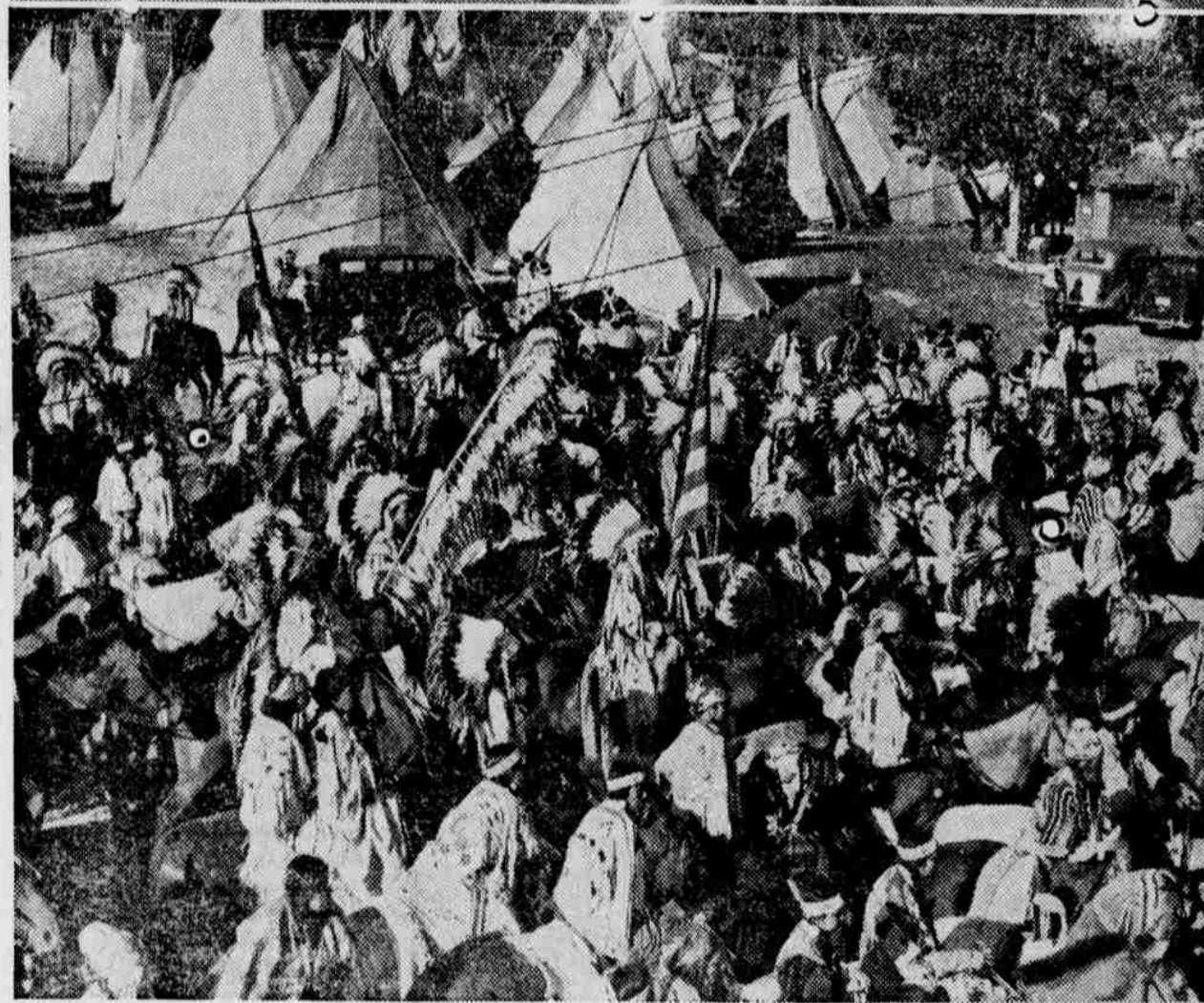


## Pendleton Ready to Let 'er Buck, Sept. 13-16



Pendleton's thirtieth annual Round-Up, Sept. 13, 14, 15, 16, will see a new president ride into the arena. He's Bill Switzler, (top), former pick-up man and many times judge at the internationally known western show. Below, some of the 2,000 Indians, gorgeously costumed, who appear in parades, and who camp at the Round-Up grounds during Round-Up week.

Pendleton, Aug. 23.—A whirlwind drama of riding, roping, and bulldogging, starring cowboys, cowgirls and Indians, and with bucking broncs, longhorn steers and bawling calves as co-actors, the Pendleton Round-Up will go into its thirtieth annual performance for four thrill-packed days, September 13, 14, 15, 16.

Now in its third decade and internationally known as the biggest community-owned, non-profit rodeo in existence, the Round-Up's competition is open to the world of top-hand performers, who will compete for \$9,365 prizes. Of this sum, \$4400 goes for events in which points are offered for the winner of the all-

round cowboy championship of the world who'll be given the crown at the close of the season's shows throughout the United States.

The four major events at the Round-Up are bucking, steer roping, steer bulldogging, and calf roping, and for the high point winner in these goes also the \$5000 sterling silver Sam Jackson trophy. New departure in the world championship bucking this year will be the use of chutes instead of the former method of saddling the mounts in the arena. The old system will be used for the northwest bucking. Thus the Round-Up will be the only rodeo in the country offering to spectators a

chance to compare the two methods.

Besides the daily parades at the Round-Up grounds, the Pendleton show offers its magnificent Westward Ho! parade, staged nowhere else in the world, which will wind through Pendleton streets on Friday, third day of the show, at 10 a. m. The parade was conceived as a tribute to the pioneer of Oregon, and its name came from his battle cry. Some 5,000 participate, including whites and Indians, and every entry is historically correct.

Original relics are used and exact replicas have been constructed to replace originals no longer in existence. Every pioneer vehicle known

is found in that long amazing procession, from the Indian travois (pronounced trav-wah), used by the redman to transport family goods from one camp to another, to the prairie schooner which creaked westward with the first migration. The Indians, 2,000 of them, bring a brilliant climax to the mighty cavalcade; chiefs, bucks, braves, squaws—aged grandmothers, Indian maidens and tiny papooses, drowsing in the beaded "tekashes" on their mothers' backs.

This year sees a new Round-Up president in the saddle; he's Bill Switzler, active in the show since its inception; a pick-up man in the arena for 17 years, and seven times judge.

For the evening hours, the vivid Happy Canyon pageant, a story of the old West, is offered, followed by dancing and games.

**EXPRESSES APPRECIATION**  
J. O. Kincaid, in the city Monday

from the west lone farm, in his position as dance chairman for Willows grange, expressed appreciation for the fine support from people of Heppner and the county generally given the recent Rodeo princess dance at Lone.

**Heppner City Council**  
Meets First Monday Each Month  
Citizens having matters for discussion, please bring before the Council.  
G. A. BLEAKMAN, Mayor.

**A. Q. Thomson**  
Representing  
**NEW YORK LIFE INS. CO.**  
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**CLABBOR GIRL** Bak. Powd. 2 Lb. Tin **20c**

**SUGAR** 10 lb. Bag 55c 25 lb. Bag **\$1.39**

**WHEATIES** Regular Package **11c**

**COFFEE** Airway 3 lbs. **35c** Edwards 2 lbs. **43c**

### Everyday Saving Prices

- SALMON**, Brookdale, tall pink, 3 tins 35c
- ORANGE JUICE**, Med. 12 oz. tins 2 for 15c
- SPINACH**, Emerald Bay, 2½ tins, 2 for 25c
- TOILET SOAP** Lux, P. O., Camay 3 bars 17c
- TEA**, Canterbury Black ..... 8 oz. pkg. 29c
- TOILET TISSUE** ..... 3 lge. rolls 25c  
M. D.—the best
- MARSHMALLOWS**, Fluffiest ..... lb. 10c
- PICKLES** ..... 25 oz. jar Col. Sweet 25c
- FLAVORADE** ..... 3 reg. pkgs. 10c
- CLAMS**, ½s F. A. B. .... 3 tins 35c
- PINEAPPLE**, lge. 15 oz. tins sliced 3 for 35c
- PEAS**, Highway No. 2 tins ..... 4 for 35c
- MILK**, tall tins Federal ..... 12 tins 79c
- ASPARAGUS** ..... 10½ oz. tin 14c  
Fancy Walla Walla
- PORK & BEANS**, Phillips No. 2½ tin 10c
- HONEY**, Sungold ..... 5 lb. tin 43c
- PEANUT BUTTER** real roast 2 lb. jar 25c
- FLOUR**, Kitchen Craft ..... Sack \$1.29

### From Our Refrigeration Case

- BACON**, Swift's fancy side ..... lb. 23c  
Whole or half
- LARD**, Armour's Star Lard, 8 lb. pail 83c
- BOLONGA**, sliced or by piece ..... lb. 19c
- PICNICS**, medium weight ..... lb. 18c

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- TOMATOES** ..... Per flat 39c
- WATERMELON**, cold ..... lb. 1½c
- BUNCH VEGETABLES** ..... 2 Bu. 5c
- PEACHES**, Hale's ..... Apple Box \$1.25
- POTATOES** ..... 50 lb. bags, each 59c