

28th
Annual

TOPPENISH POW WOW

Souvenir
PROGRAM
25c

**3 Big Nights
Under Lights
July 2-3-4**

**Six World
Championship
Rodeo Events**

Presented by
Toppenish Rodeo
and Livestock Assn.
Toppenish, Wash.



Photo by Pacific Aerial Surveys

This is TOPPENISH, Trading Center of the great Central Valley of the Yakima river watershed. Radiating highways from here tap more than 200,000 acres of rich irrigated farm lands . . . these farms send to Toppenish a year 'round flow of vegetable, forage, fruit and livestock crops for processing, truck and rail shipments.

TOPPENISH is the state of Washington's SUGAR BOWL . . . home of the BIG BAKED POTATO . . . the POW WOW CITY . . . founder of Central Washington's ANNUAL JUNIOR LIVESTOCK SHOW, held first in May, 1950. Life is interesting . . . and worth while, at TOPPENISH!

This page sponsored by TOPPENISH CHAMBER OF COMMERCE and COLIN BLEILER, Signal Oil Co.



This page sponsored by LIBERTY AND PIX THEATRES, and HOP GROWERS SUPPLY, Toppenish

This is Toppenish at Pow Wow time, before the big show starts. Horses and cars are barred, so the Pow Wow crowd can relax a while, visit with old friends from near and far, savor the still remaining relics of the cow country and the pioneers whose roping and throwing were strictly part of the day's work. Here you meet your friends and get acquainted with a town unique because it's old and new all at once.

Photo by Fern Studio



28th Annual Toppenish Pow Wow

Schedule of Rodeo Events

STARTING TIME

7:30 P.M., Sunday, July 2

FEATURE ATTRACTIONS

Orville (Stillwell Shorty) Mann and his white trick mule, plus Bill Markley, famous rodeo clowns.

ANNOUNCER MEL LAMBERT, Salem, Ore. Sponsored by Kraff's Men's Wear and Ralph Bowles, Shell Oil Distributor.

GRAND ENTRY

EVENT 1—CHARIOT RACE—\$500.00 Stake in this race. Belt Buckle donated by L. D. McClain of Crescent Pool Hall

- | | |
|-------------------|-------------------|
| 3. Allen Shockley | 4. Mell Beard |
| 2. Les Tayler | 5. Cal Courtright |
| 3. Tilen Shockley | |

EVENT 2—CALF ROPING—\$1,000.00 Purse. Belt Buckle donated by Jack Passenger of Jacks Garage.

- | | |
|---------------------|-------------------|
| 2. Jim Snively | 16. Jim Haley |
| 57. Curtis Tarwater | 12. J. B. McMeans |
| 74. Pat Jensen | 101. Ned Dick |
| 77. Oren Fore | 4. Cecil Bedford |
| 90. Buck Abbot | 102. Don Wallace |
| 40. Demase Bergivan | 72. Max Nogle |

EVENT 3—SADDLE BRONC—\$1,000.00 Purse. Belt Buckle donated by Francis B. Callihan of the Ace of Clubs.

- | Contestant | Horse |
|-------------------|------------------|
| 39. Tuffy Federer | Monkey Wrench |
| 7. Sam Cronenwett | Freckles |
| 30. Earl Phillips | Grey Ghost |
| 107. Dick Plumlee | Easy Money |
| 42. John Cobb | Challenger |
| 26. Bud Linderman | Snake |
| 56. Buck Boyce | Black Powder |
| 33. Laurel Ives | Indian Territory |

EVENT 4—PONY EXPRESS—\$400.00 Purse. Buckle donated by R. W. Williams of Puyallup, Washington.

- | | |
|------------------|-----------------|
| 1. James L. Rush | 3. Jerry Boyd |
| 2. Emerson Boze | 4. Frank Gamble |

EVENT 5—STEER WRESTLING — \$1,000.00 Purse. Buckle donated by Don Hascall and Ken Workman of El Adobe Inn.

- | | |
|-----------------------|-------------------|
| 59. Bruce Wordworth | 10. Art Merritt |
| 75. Wick Palmer | 14. Dwight Maddox |
| 56. Buck Boyce | 53. Bill Kunkle |
| 20. T. A. Harris, Jr. | 60. Eddie Taylor |

EVENT 6—SADDLE BRONC (Second Section)

- | Contestant | Horse |
|--------------------|--------------|
| 28. Eddie Ackridge | Hell Diver |
| 44. Dick Howard | Broken Box |
| 53. Bill Kunkle | Black Hawk |
| 46. Buster Ivory | Wee Spider |
| 4. Cecil Bedford | Snafu |
| 89. Lawsen Fore | Northwestern |
| 86. Bill Kennedy | Done Gone |
| 63. Talbot Taylor | Bald Hornet |

EVENT 7—TRICK ROPING—BUCK ABBOT

EVENT 8—COW MILKING—\$1,000.00 Purse. Buckle Donated by A. H. Haugan of Haugans Dept. Stores

- | | |
|--------------------|---------------------|
| 7. Joe Stensen | 84. Vernon Laurence |
| 47. Bill Hartman | 90. Buck Abbot |
| 48. Eddie Ackridge | 86. Lawsen Fore |
| 74. Pat Jensen | |

EVENT 9—BAREBACK RIDING—\$1,000.00 Purse. Buckle donated by V. C. Sliger of City Tire Shop.

- | Contestant | Horse |
|---------------------|-----------------|
| 8. Bun Anderson | Deuce of Spades |
| 28. Eddie Ackridge | Hoochy Koochy |
| 37. Darrell Mesplie | Half Way |
| 38. Bill Herrera | Sunday School |
| 67. Al Allen | Jack Rabbit |
| 65. Toby Lugviel | Copper Mountain |
| 27. Walt Sullens | Sharkey |
| 47. Bill Hartman | Pretty Boy |
| 29. Dave Elford | Baldy Sox |

EVENT 10—CALF SCRAMBLE—By FFA and 4-H Boys

EVENT 11—BAREBACK RIDING (Second Section)

- | Contestant | Horse |
|---------------------|-----------------|
| 70. Jim Shoulders | Pavement Ends |
| 78. Gus Moody | Ricky |
| 88. Lawson Fore | Angle |
| 33. Laurel Ives | Hood River |
| 26. Bud Linderman | Cloudy Weather |
| 56. Buck Boyce | Little Dynamite |
| 90. Buck Abbot | Pinto Pete |
| 69. Harvey Tompkins | Oachco |
| 53. Bill Kunkle | Snip |

EVENT 12—COW MILKING (Second Section)

- | | |
|-----------------|------------------|
| 76. Don Lowe | 89. Roy Watlamet |
| 15. Carl Dossey | 50. Dave Stout |
| 75. Wick Palmer | 10. Art Merritt |

EVENT 13—BULL RIDING—1st Section—\$1,000 Purse. Buckle donated by Rowberry's Recreation—George & Bud Rowberry

- | Contestant | Bull |
|-------------------|----------------|
| 39. Tuffy Federer | Domino |
| 81. Fidel Garcia | Weasel |
| 105. Orval Mann | Yellow Fever |
| 82. Dave Mason | Red Head |
| 27. Walt Sullens | Iodine |
| 97. Swede Carl | Bull Durham |
| 95. Loyd Senator | Hoofs and Horn |

EVENT 14—TRICK RIDING

- | | |
|-------------------|-----------------|
| Bernice Dossey | Buck Abbot |
| Barbara Hunington | Dick Duerstatie |

EVENT 15—BULL RIDING (Second Section)

- | Contestant | Bull |
|----------------------|--------------|
| 103. Larry Cleveland | Shakey |
| 99. Dale Petty | Number 4 |
| 28. Eddie Ackridge | Muley |
| 86. Bill Kennedy | Hair Pin |
| 21. Ed Saluskin | Bar 2 |
| 29. Dave Elford | Red Number 2 |
| 91. Victor Jim | 30 Below |

All extra ropers and wrestlers and re-rides will take place directly after the closing of this show.

Pow Wow Rodeo Contestants

CONTESTANTS

ADDRESS

1. Dee Burke	Camanche, Okla.
2. Jim Snively	Pawhuska, Okla.
3. Jim Whaley	Duncan, Okla.
4. Cecil Bedford	Walla Walla, Wn.
5. Chuck Erwin	Walla Walla, Wn.
6. Pud Adair	Wickenburg, Ariz.
7. Sam Cronenwett	Outlook, Wn.
8. Bun Andersen	Sisters, Ore.
9. Joe Stensen	Yakima, Wn.
10. Art Merritt	Toppenish, Wn.
11. Eddie Hoyt	Toppenish, Wn.
12. J. B. McMeans	Toppenish, Wn.
13. George Richmond	Camp Verde, Ariz.
14. Dwight Maddox	Weiser, Idaho
15. Carl Dossey	Chandler, Ariz.
16. Jim Haley	Chandler, Ariz.
17. Joe Harry	Malott, Wn.
18. Armond Boyd	Ferndale, Wn.
19. Jerry Boyd	Ferndale, Wn.
20. T. A. Harris, Jr.	
21. Ed Saluskin	Pendleton, Ore.
22. Bounce Sam	White Swan, Wash.
23. Wimpy Jones	Tulsa, Okla.
24. Cal Courtright	Yakima, Wn.
25. Bill Landis	Toppenish, Wn.
26. Bud Linderman	Red Lodge, Mont.
27. Walt Sullens	Calif.
28. Eddie Ackridge	Beaver, Okla.
29. Dave Elford	Twin Bridges, Mont.
30. Earl Phillips	Tampico, Wn.
31. Andy Bak	Tampico, Wn.
32. Deb Copenhaver	Wilbur, Wn.
33. Laurel Ives	
34. Jack Shattuck	Toppenish, Wn.
35. Tony Phillips	Tampico, Wn.
36. Loyd Brummett	
37. Darrell Mesplie	Toppenish, Wn.
38. Bill Heriera	Billings, Mont.
39. Tuffy Federer	Cheyenne, Wyo.
40. Demase Bergivan	Walla Walla, Wn.
41. Ed Burlingame	Walla Walla, Wn.
42. John Cobb	Vineta, Okla.
43. Tex George	White Swan, Wn.
44. Dick Howard	White Swan, Wn.
45. Jim Whitside	Yakima, Wn.
46. Buster Ivory	Odesta, Calif.
47. Bill Hartman	Seattle, Wn.
48. Gene Pruitt	Yakima, Wn.
49. Sonny Turman	John Day, Ore.
50. Dave Stout	Tucson, Ariz.
51. Curtis Tarwater	Walla Walla, Wn.
52. Jim Hoolihan	Walla Walla, Wn.
53. Bill Kunkle	Portland, Ore.
54. Seymour Senator	Tampico, Wn.

CONTESTANTS

ADDRESS

55. Don Mock	Kennewick, Wn.
56. Buck Boyce	Havre, Mont.
57. Larry Frazier	Walla Walla, Wn.
58. Wally Yallup	Toppenish, Wn.
59. Bruce Wardworth	Kamloops, Canada
60. Eddie Taylor	Kamloops, Canada
61. Les Taylor	Kamloops, Canada
62. Allen Shockley	Yakima, Wn.
63. Talbot Taylor	Yakima, Wn.
64. James L. Rusk	Mabton, Wn.
65. Toby Lugviel	Portland, Ore.
66. Bobbie Cole	Yakima, Wn.
67. All Allen	Yakima, Wn.
68. Cecil Taylor	Yakima, Wn.
69. Harry Thompkins	Tulsa, Okla.
70. Jim Shoulders	Tulsa, Okla.
(World's All Around Cowboy)	
71. Fred White, Jr.	Hays, Mont.
72. Max Nogle	Klickitat, Wn.
73. Mark Kayser	Centerville, Wn.
74. Pat Jensen	Toppenish, Wn.
75. Wick Palmer	Centerville, Wn.
76. Don Lowe	Condon, Ore.
77. Oren Fore	Walla Walla, Wn.
78. Gus Moody	
79. Mel Beard	Toppenish, Wn.
80. Emmerson Boze	Sunnyside, Wn.
81. Fidel Garcia	
82. Dave Mason	
83. Cecil Stanger	Hermiston, Ore.
84. Vernon Lawrence	Toppenish, Wn.
85. Lawson Fore	
86. Bill Kennedy	Toppenish, Wn.
87. Pete Mayber	Yakima, Wn.
88. Linden Litten	
89. Roy Watlamet	Toppenish, Wn.
90. Buck Abbot	Apple Valley, Calif.
91. Victor Jim	Malott, Wn.
92. Andy Phillips	White Swan, Wn.
93. Clyde Powers	Toppenish, Wn.
94. Orval Patnode	Klickitat, Wn.
95. Loyd Senator	Tampico, Wn.
96. Joe Cary	Madras, Ore.
97. Swede Carl	White Swan, Wn.
98. Melvin Lawrence	Toppenish, Wn.
99. Dale Petty	Toppenish, Wn.
100. Ralph Stanton	Missoula, Mont.
101. Ned Dick	Harrah, Wn.
102. Don Wallace	Outlook, Wn.
103. Larry Cleveland	Wapato, Wn.
104. Jack Adams	White Swan, Wn.
105. Orville Mann	Stillwell, Okla.
106. Frank Gamble	Toppenish, Wn.
107. Dick Plumlee	White Swan, Wn.
108. Paul Brisbois	White Swan, Wn.

The following firms and individuals are sponsoring calves being used in the nightly calf scramble for 4-H and Future Farm-

ers of America boys. Ten calves will be turned out each night.

Benz Bros. and Company
Columbia Feed Mills
El Adobe Inn
Fairview Feed Co., Yakima
Graham-Leming Co.
John Golob, Sunnyside
Hall-Harmon Equipment Co.
Ideal Feed & Supply
V. F. (Fred) Jensen
James Henry Packing Co., Seattle

Martel Drug Store
Peck's Meat Market
Patterson Hardware Co.
Pacific Power & Light Co.
John H. Reiter, Brownstown
Reservation Feed Mills, Wapato
J. D. Rathbun
Galen F. Ramsay Insurance Agency
Randel Stovall
Seattle First National Bank

Toppenish Rotary Club
Toppenish Sales Yard
Toppenish Motor Co.
Toppenish Review
Toppenish Auto Supply
Utah-Idaho Sugar Co.
Valley Hay & Impl. Co., Sunnyside
Western Store
Webb Tractor & Equipment Co.
Yakima Golding Farm



This page sponsored by **THE BUNGALO, T. J. Richards and
EL ADOBE INN, Don Hascall and Ken Workman**

Best all 'round cowboy at Toppenish is big time in any league. Bill Hancock won the Toppenish title in 1949, and with it, first leg of the Regimbal Cup, to be won three times for permanent possession. Real professionals, these men, and proud of their skill. They meet the strict qualifications of the big shows such as Pendleton, Toppenish, Cheyenne, Ellensburg and others. At Toppenish you see the "Top" riders!

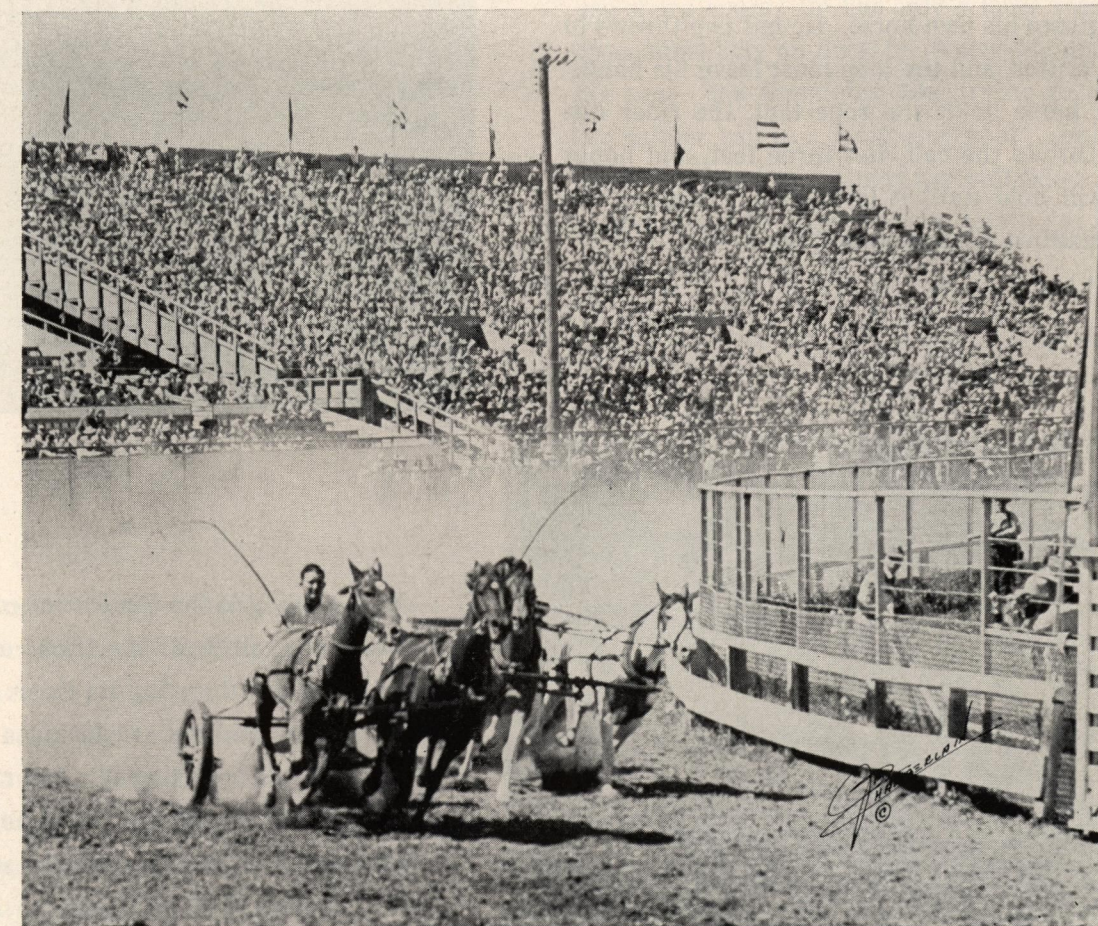
Photo by Jim Chamberlain



This page sponsored by **VALLEY LAUNDRY & DRY CLEANERS**

This was a close one . . . and you are just as likely to see four or five teams and chariots in a tangle of wheels and horses and drivers in a photo finish in the annual CHARIOT RACE at the POW WOW. It gets the customers up off their seats just as it did in Ben Hur's day centuries ago . . . now they have rubber-tired chariots . . . but the thrill of dare-devil drivers, pounding hooves and straining horses is just as gripping as it was in the Roman arenas . . . don't miss it!

Photo by Jim Chamberlain



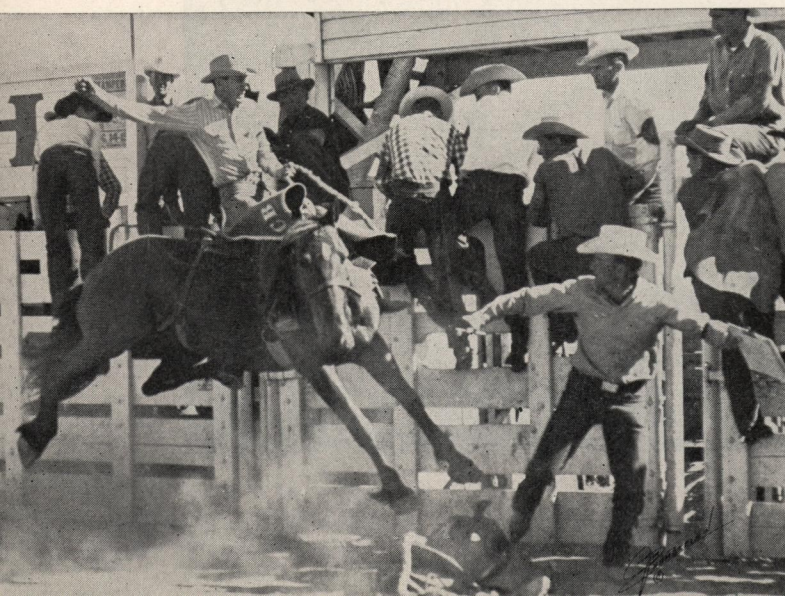
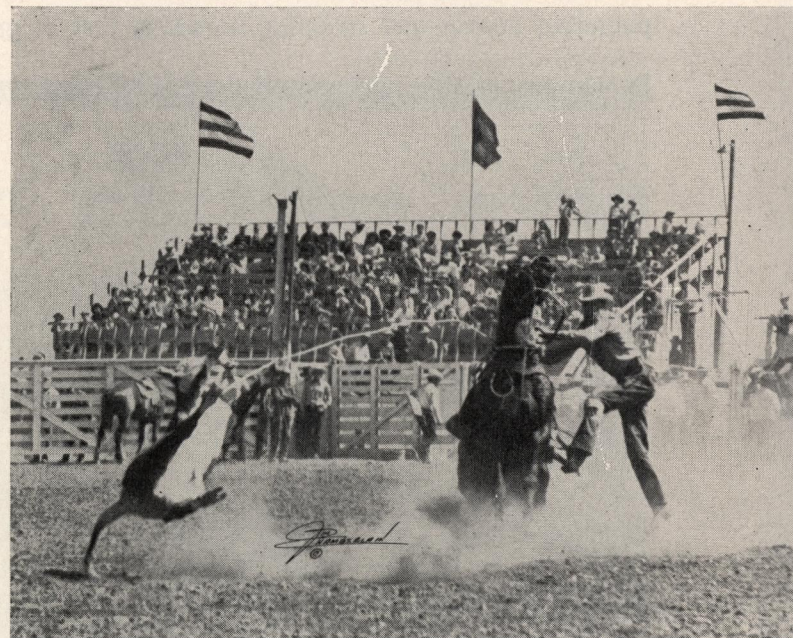


Photos by Jim Chamberlain

This page sponsored by
TOPPENISH SALES YARD and
MOREFIELD DRUG

In bareback riding a horse is assigned by lot to the rider. He has a single reign to hang onto, must not touch the horse with his other hand. He must spur the horse at the first jump from the chute. He has eight seconds to prove he can ride a smart horse that way. The horse generally proves he can't.

Calf roping is exactly what range riders do at branding time . . . only here the branding is omitted. The rider uses his own horse. He has two throws to rope the critter, and the loop must leave his hands. Then his horse holds the rope taut, the rider dismounts, throws the calf, ties three feet, and hopes the tie will hold until it is judged. Dragging the calf disqualifies. Precision and speed win.



Bronc riding is the top test of cowboy skill and endurance against all the tricks a very smart horse learns about throwing its rider. Horses are drawn by lot. A saddle is used, and a halter with single rope, to be held through the ride with the same hand. Rider must spur the horse from the first jump, stay on deck for 8 to 10 seconds. It's harder on the man than on the horse . . . there are rodeo horses as much as 24 years old still going strong!

This page sponsored by
TOPPENISH MOTOR CO. and
GALEN F. RAMSAY INSURANCE AGENCY

The steer wrestler uses his own horse. He is allowed a "hazer", who rides opposite, helps guide the steer until the wrestler can get hold the steer's horns. The wrestler leaves his horse, and tries to persuade the steer to lie down on his side with all four feet sticking straight out. Sometimes it takes a lot of persuading . . . and you needn't be sorry for the steer!

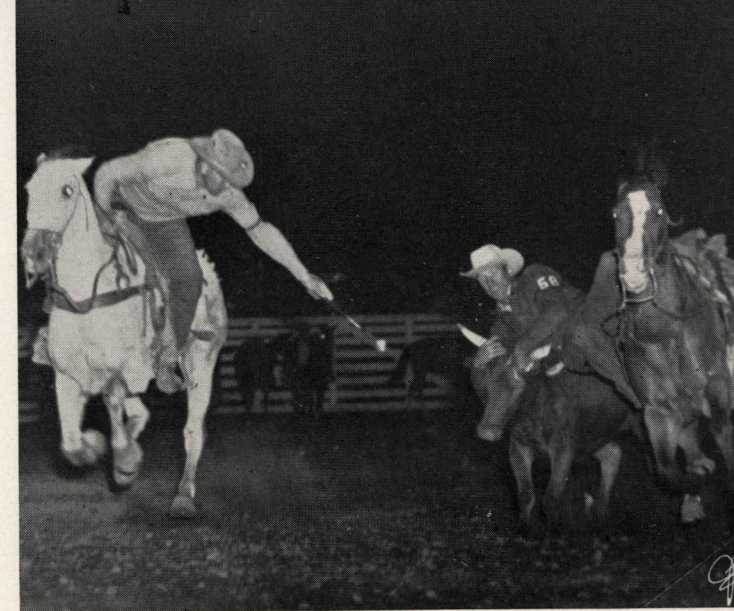
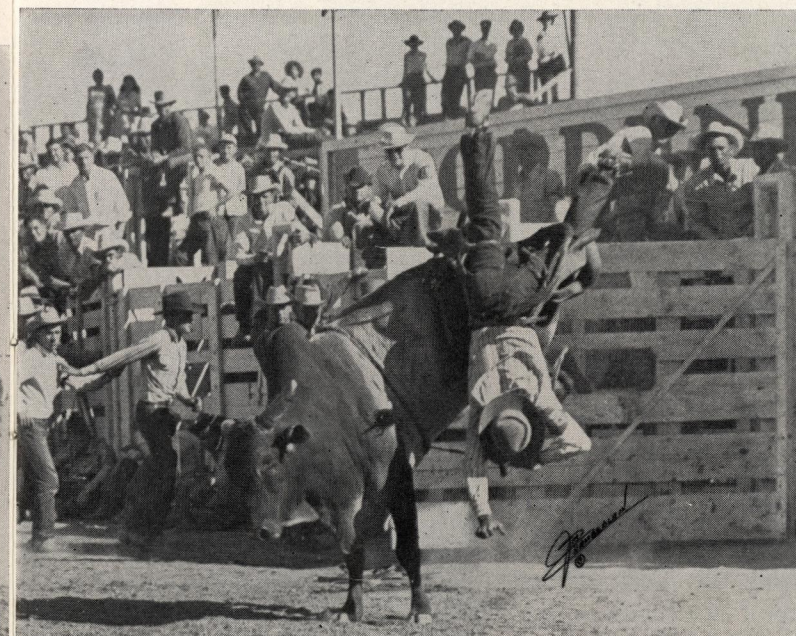


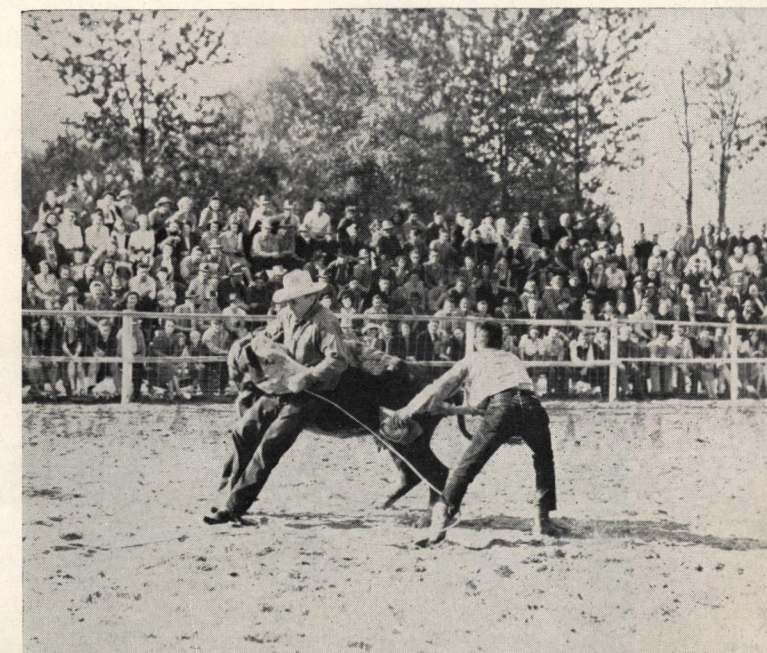
Photo by Jim Chamberlain



Bull riding photo by Jim Chamberlain

Riding a bull with a bell under his belly is another barnyard sport, now improved by importing wilder bulls. The bull is assigned to the rider, who cannot use sharp spurs. He has only a loose rope to hang onto, must stay on deck for 8 seconds and not lose his rope. It's something like trying to straddle a big rubber ball in a swimming pool . . . only the fall is harder! And sometimes the bull takes it personal and wants to argue face to face!

In wild cow milking the milker ropes the cow as soon as he can after leaving the barrier. After making the catch his helper, or mugger, tries for a firm hold on the cow's head. Milker leaves his horse and attempts to get enough milk to prove to the judge he did a job of milking. While the milker is making a foot race to judge the mugger must remove the rope from the cow's head.





Rodeo riding is rugged, but it has its lighter moments, like those when Slim Pickens, famous Rodeo Clown, plays the Toreador during the bull riding session. Sometimes it isn't so funny, either, and Slim's waving cape has more than once saved a fallen rider from goring by an angry bull. Some of Slim's bull fight antics are shown here, and a group of the boys whose riding thrills the crowds around the big-time circuit.

This page sponsored by FERN STUDIO, Don M. Miller and LAMB DRUG CO., B. L. Crabtree.



Fourteen tribes of the Yakima Nation, through their Tribal Council, maintain their farming, hunting and timber rights on the vast Yakima Indian Reservation. Prime beef cattle come from their mountain ranges and valley feed lots; in the irrigated lands they are adopting modern methods and equipment, raising a high percentage of the staple crops grown on the reservation.

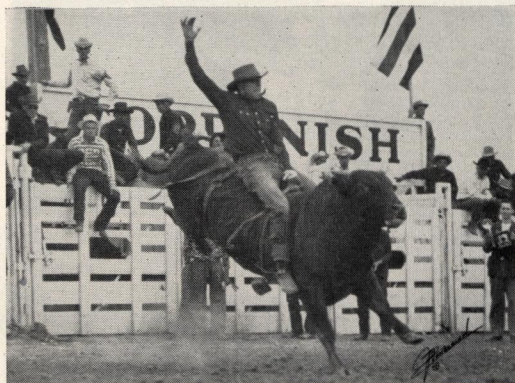
Yet the Yakimas have kept alive old tribal ceremonials, ancient crafts and modes of living, and each year display them in the Indian Village at the Toppenish Pow Wow. Leader in this tribal participation during the entire 28 years of the Pow Wow has been Chief Jobe Charley (right) who with Chief Jim Looney (left) manages the Indian Village for 1950.

Indian Village Queen (center, above) is Arlene Wesley, granddaughter of Chief Charley Wesley, an early Yakima chieftain; princesses are Anita Sampson (left) great-granddaughter of Chief Elit Palma, one of the signers of the Treaty of 1855; Viola McJoe (right) sixth generation descendant of famous Chief Kamiakin.

**This page sponsored by
J. C. PENNEY COMPANY, Toppenish**

Top photo, Curtis Jackson; others, Fern Studio





Once upon a time cowboys spent Sunday afternoons doing rodeo stunts just for fun. They still do . . but nowadays they may have fun, travel, fame and cash . . if they're good . . by making the rodeo circuits . . and Toppenish Pow Wow, now 28 years old, rates with the big shows of the west. Pictures here give you a sample of the opening parade, with Indians in tribal regalia, floats, bands, HORSES! Sunday afternoon, July 2nd, that evening and two more nights under the lights come the fast action, the thrills and spills suggested in other views of previous Pow Wows. You may see bigger, but you won't see better than you'll see at Toppenish.

Photos, top right, Fern Studio, others by Jim Chamberlain

This page sponsored by
COURTESY DRY CLEANERS and
THE CROSSROADS CAFE



SIX CHAMPIONSHIPS are at stake in the Pow Wow arena . . for riders who make the big shows win top honors on points gained as they travel through the season. Winning any of these six means more fame, more travel, and more cash! So don't ever think these boys don't TRY . . every minute. They're contests of skill, of experience bought with bumps and broken bones, of horses bred and trained to throw the rider, or to help the rider rope a calf or spring to a wild bull's horns . . horses doggoned near as smart as the riders . . some say more so! The Pow Wow has all kinds, both riders and horses, and some of the country's best.

Photos, top left, De Vere Helfrich, Klamath Falls; top right, Tropple, Seattle; next below unknown; others by Jim Chamberlain.

This page sponsored by SMITH & STANTON,
TOPPENISH AUTO SUPPLY, and
PACIFIC POWER & LIGHT CO.



The 28th Annual Toppenish POW WOW

JULY 2-3-4, 1950 — THREE NIGHTS UNDER LIGHTS

SPONSORED BY TOPPENISH RODEO AND LIVESTOCK ASSOCIATION

Excitement -- Thrills -- Spills -- Clowning

Rodeo Announcer—Mel Lambert, Salem, Oregon

PRINCESS of the Pow Wow is Miss Suzanne Willard, 18, daughter of Mr. and Mrs. Floyd Willard, Wiley City. In the competition she represented the Tampico Riding Club. Photo by Fern Studio.

PARADE, SUNDAY, JULY 2ND.—Starting at 4 p. m., a typical parade of the old West, featuring hundreds of mounted riders, with some of the west's finest saddle horses, Indians from many tribes in full regalia, beautiful horse-drawn floats, with accompanying bands, drill teams and sheriff's posses.

RODEO CHAMPIONSHIPS—Six championship events during the three days, each one with a purse of \$1,000; Bareback Riding; Calf Roping; Bronc Riding; Steer Wrestling; Bull Riding; Wild Cow Milking. In addition to the purses, silver buckles will be presented to outstanding cowboys of the three day show and to winners of the chariot race and pony express.

ARENA DIRECTORS for the rodeo events are Lew Shattuck and Bob Williams, and for the grand entry and other specialty events, Wilfred Hall.

THE COVER PICTURE—Miss Connie Courtright, entered as candidate of the Appleland Cowgirls, was chosen Queen of the 1950 Pow Wow. She is 17, is the daughter of Mr. and Mrs. Clarence Courtright, of Yakima. Photo is by Fern Studio.

ACKNOWLEDGEMENT

THE BOARD OF DIRECTORS of the Toppenish Rodeo & Livestock Association wishes to express its sincere appreciation for the untiring efforts of all the organizations and individuals who have given generously of their time to make the 1950 Pow Wow an outstanding example of community cooperation. Especial thanks are due to the business firms, which by their sponsorship, have made possible this Souvenir Program.

LAURENT REGIMBAL, President.
Toppenish Rodeo & Livestock Association

This page sponsored by
CONRAD'S, Toppenish

Left, Jeanne Godshall, trick rider
from the C Bar G Ranch,
Victorville, Calif.
Photo by Moody Studio, Victorville.
Right, Barbara Huntington, trick
and fancy riding.
Photo by Miller's, Eugene, Ore.

GRAND ENTRY—Introduction of Queen Connie and her Princesses. In the grand entry, led by Wilfred Hall, will be association directors, Posses and Riding Clubs, Cowboys, Indians, Trick Riders.

CHARIOT RACE—\$500 Purse.

CALF ROPING—

PONY EXPRESS—\$400 Purse. Horses and riders matched against skill and time.

TRICK-FANCY ROPING—Jeanne Godshall and Buck Abbott.

BRONC RIDING—

WILD COW MILKING—

CALF SCRAMBLE—For 4-H club and F.F.A. boys to stimulate interest in the Annual Central Washington Junior Livestock Show. Calves caught during this scramble must be shown at the 1951 Junior Show to be held on these grounds.

TRICKRIDING—Barbara Huntington, Eugene, Oregon; Jeanne Godshall and Buck Abbott, Victorville, California.

BAREBACK RIDING—

STEER WRESTLING—

BULL RIDING—

RODEO CLOWNS—Orville Mann and Bill Markley.

RODEO STOCK—Furnished by the famous Christensen's Brothers, Eugene, Oregon.

This page sponsored by WILLIAMS
HARDWARE AND FURNITURE COMPANY,
Toppenish

Right, Buck Abbott, trick riding
and roping, C Bar G Ranch.
Photo by Moody Studio, Victorville.



Photos by Fern Studio

Because the Toppenish POW WOW is a show of horsemanship, it was agreed this year that the Queen and Princesses of the Pow Wow should be chosen from membership of Central Washington's Riding Clubs. Attractiveness and personality rated 25%, horsemanship 50%, other qualifications 25%. Horsemanship was scored separately at the finals of the queen's contest held early in the spring at the Pow Wow rodeo grounds. The pictures above show groups representing ten of the many riding clubs in Yakima

Valley. At their regular horse shows the club members take part in a variety of contests and races, visit and talk . . . naturally . . . about HORSES! Clubs shown above include the Klickitat County Sheriff's Posse, Goldendale; Appleland Cowgirls; Tampico Saddle Club; Swanettes, White Swan; Grandview Riding Club; Yakima Riding Club; Moxee Riders; Toppenish Outlaws; Yakima Sheriff's Posse; Toppenish Sheriff's Posse.

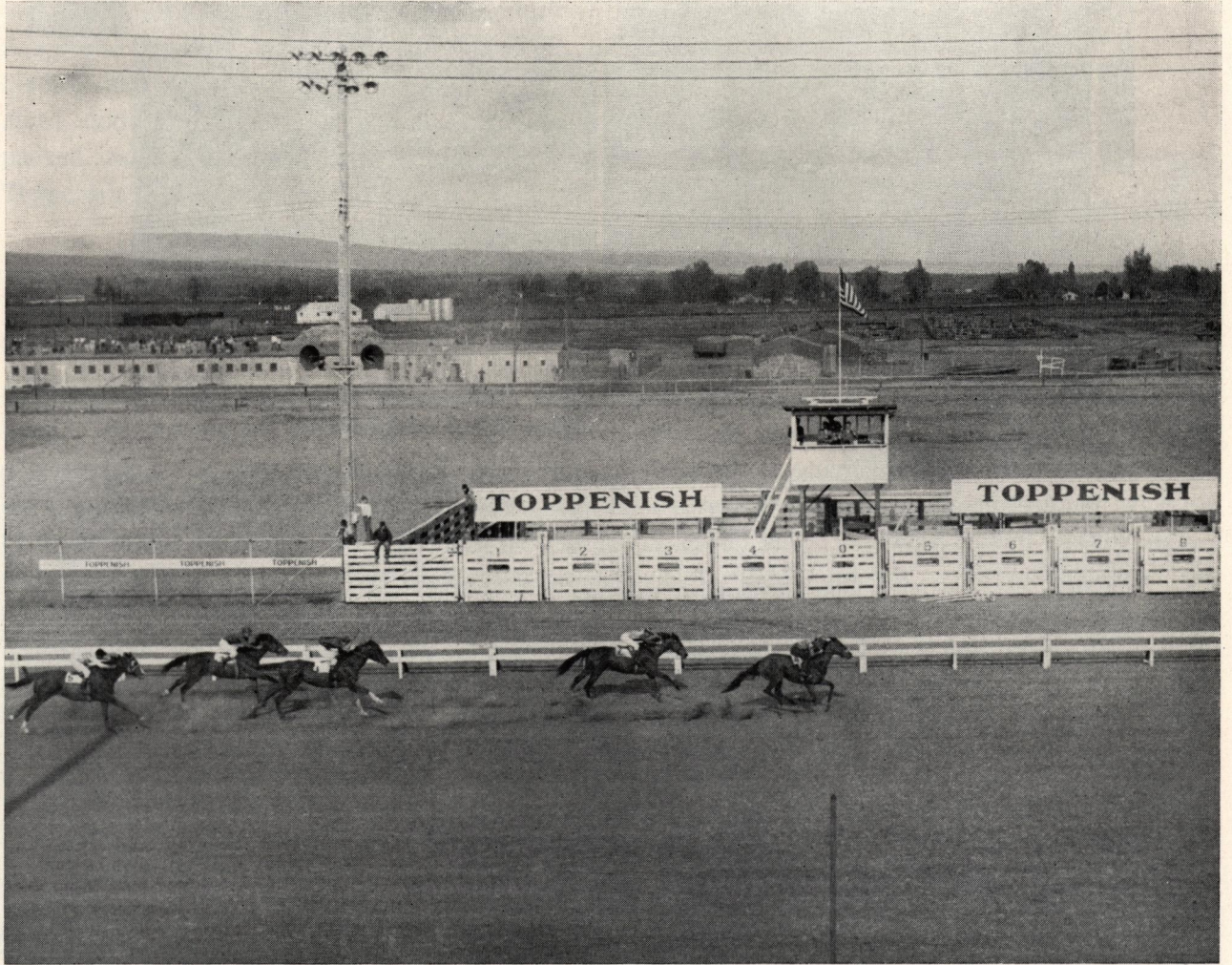
This page sponsored by HALL-HARMON EQUIPMENT COMPANY, Toppenish



This page sponsored by CENTRAL CHAIN AND TRANSMISSION COMPANY, Yakima

Thoroughbred racing came to Central Washington on May 6 and 7, 1950, when Toppenish Rodeo and Livestock Association sponsored a two day meet on the Pow Wow track. So successful was the event that plans are making for a possible two or three day meet this fall, and thereafter two each year. Owners and officials who attended this meeting declared the Pow Wow barns and facilities ideal for racing, and the Pow Wow track one of the finest half mile courses in the Northwest. Regular meetings, it is believed, will attract owners wishing to try out their horses, stimulate breeding and training of thoroughbreds and quarter horses, and help toward maintenance of the Pow Wow plant and track.

Photo by Fern Studio





Photos: Fern Studio, Rolfe Whitnall

The Toppenish POW WOW relives the frontier and cow country . . while Toppenish, the city, builds permanently, for good living in the modern way. Pictures above suggest recent progress . . the Yakima Indian Agency . . new blocks in the business district . . several of the many churches . . a typical grade school . . recreation for the new generation.

Toppenish people like to do things for themselves, and work together to do them . . on April

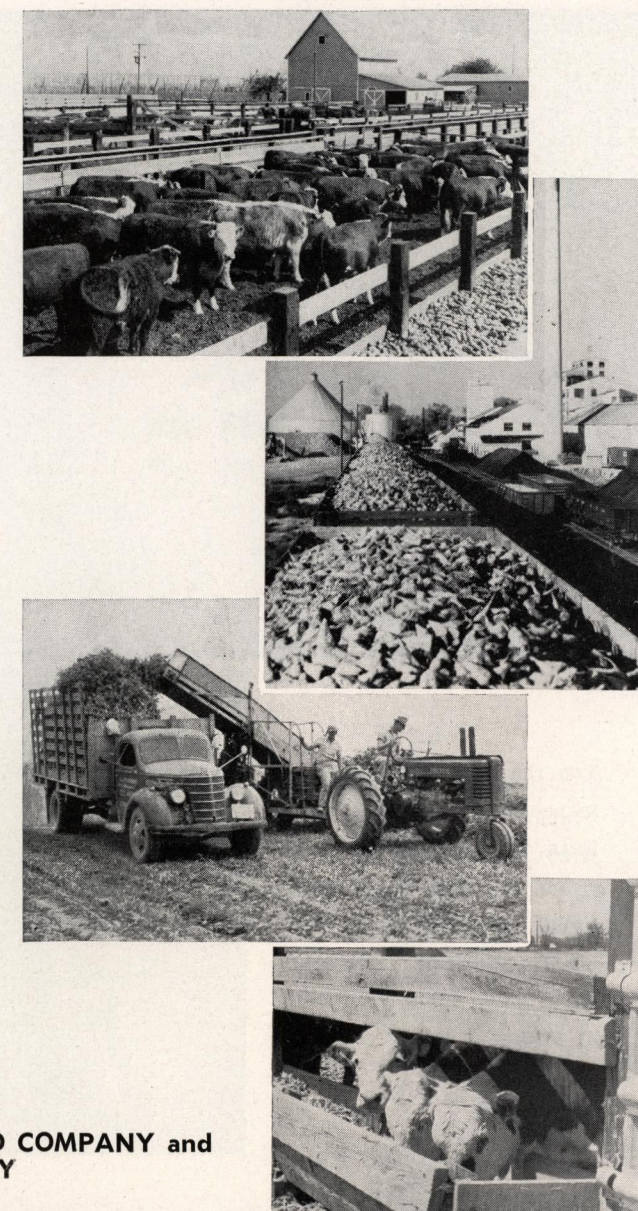
29th, 1950 began construction of Central Memorial Hospital, financed by the community. Opening of new tracts of land west of the city promises needed extension of both business and residential building. The Toppenish roster of clubs includes almost every kind of religious, civic, fraternal, school and sports activities . . includes the Toppenish Chamber of Commerce which gladly answers inquiries about farm or business prospects.

This page sponsored by IDEAL FEED & SUPPLY, Toppenish



AGRICULTURE surrounds Toppenish in fascinating diversity . . grows crops of incredible yield and quality. Note the typical onion harvest below. This is the land of the "Big Baked Potato" . . of sugar beets averaging over 20 tons per acre . . of integrated growing and processing in which beet tops and dried beet pulp fatten cattle, peas are canned or frozen, the vines make hay or ensilage. Beets, potatoes, hops are among the multi-million dollar crops of the Toppenish farming area which extends from the mountain meadows of the Cascade foothills where livestock graze in summer, across lush valleys producing meat and dairy products, hay, grain and vegetables, into the soft fruit orchards of the Sunnyside irrigation system and the rich new lands on the higher benches of the Roza canal. More than 40 different crops are grown, packed, many processed, and shipped from Toppenish to help feed the nation.

Left top photo Fern Studio, right Rolfe Whitnall, below, W. H. McCullough

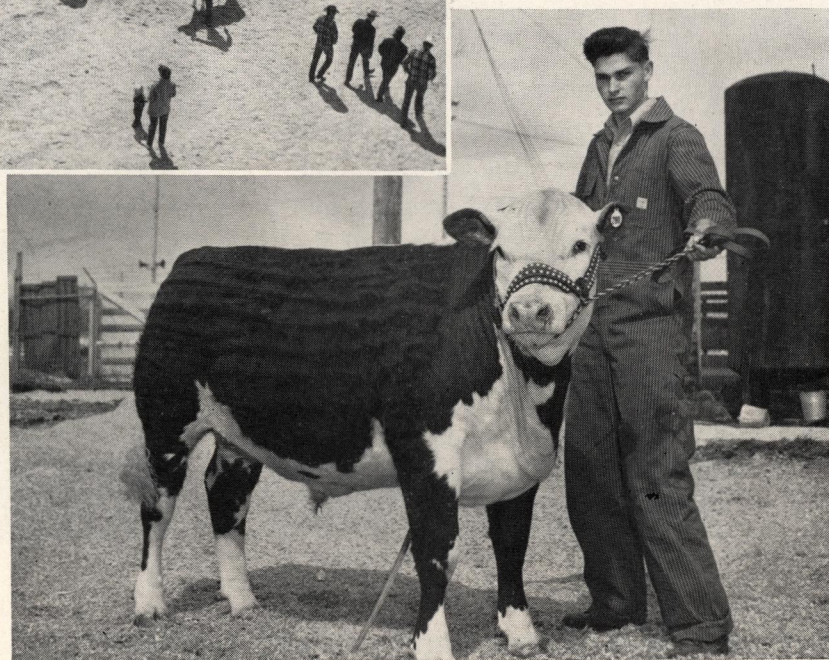


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Top, the show ring for showmanship and judging contests of FFA and 4-H Club exhibitors; bottom, Richard Golob, Sunnyside, with FFA grand champion Hereford steer which topped the sale at \$1.20 per pound.



Yakima Morning Herald Photos by Carl Fry

Central Washington's first annual Junior Livestock Show for 4-H clubs and Future Farmers was held at the Toppenish Pow Wow grounds May 4 and 5, followed on May 6 by an outstanding sale, at which 143 top-graded animals averaged \$38.33 per hundred-weight. Joint sponsors of the show are the Toppenish Chamber of Commerce, Joseph Murphy, president, and the Toppenish Rodeo & Livestock Association, Laurent Regimbal, president. Their eight division show organization included practically every business and farm interest in the community, and resulted in a show so successful the sponsors are already planning for 1951.

This page sponsored by Toppenish Branch, SEATTLE-FIRST NATIONAL BANK, Toppenish



Roy Thomas, FFA, Wapato, and instructor Dwight Henley, with Roy's Southdown grand champion lamb; lower, Glen Wulff, FFA, Kennewick, and Berkshire hogs which won grand champion in the swine division.



Yakima Morning Herald photos, top by Dean Spuler, bottom by Willard Hatch

A Junior Livestock Show was a natural in Toppenish, center of a great livestock region . . . so successful was the first annual show that the co-sponsors are already studying problems of more space and facilities for the 1951 show. Show Chairman I. C. Benz and Superintendent Frank Riches were praised for their handling of the show, in turn thanked the business and farm community for their co-operation and the buyers who made the stock sale outstanding.

This page sponsored by MID-STATE PACKING COMPANY, INC., Toppenish



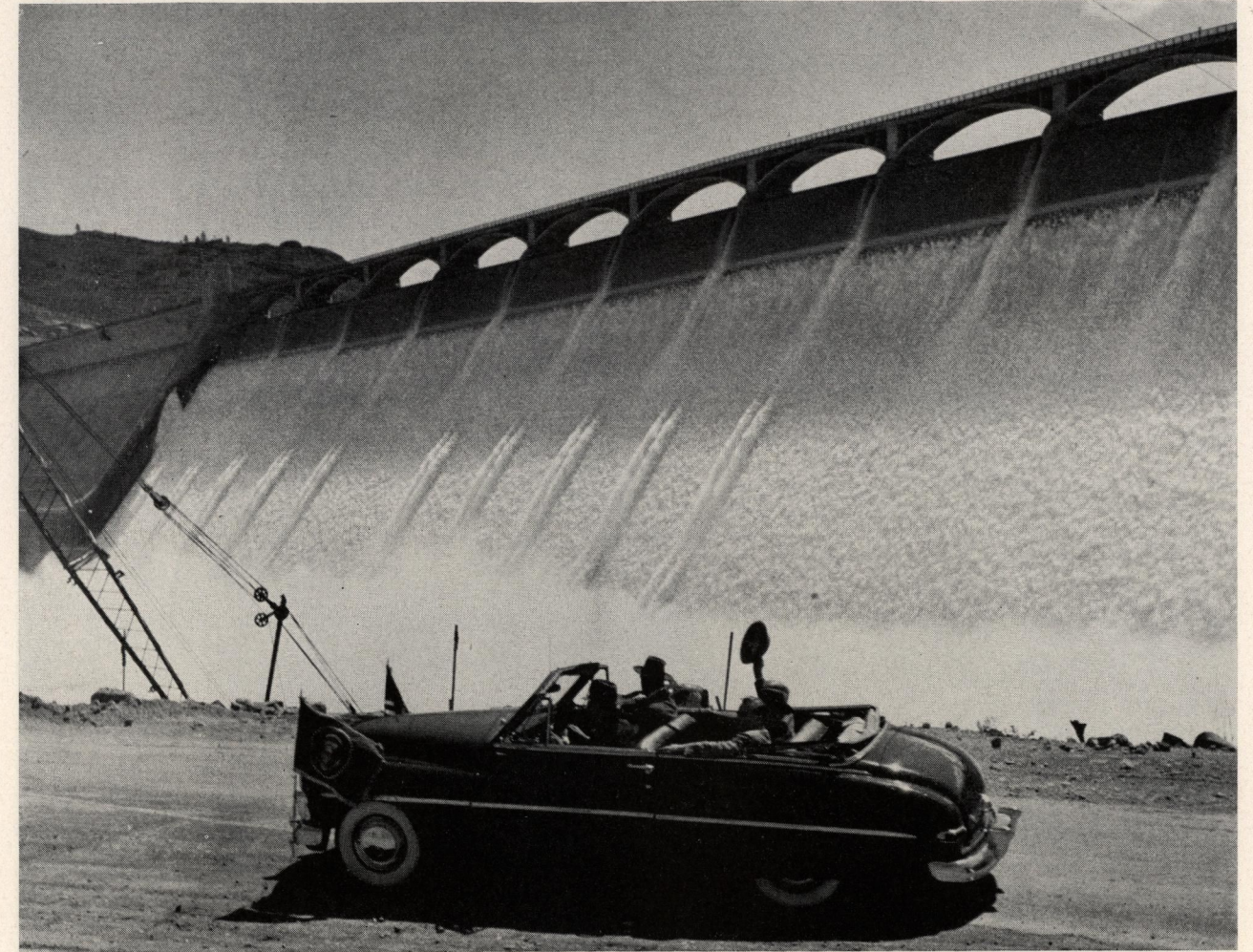


Left and top, Sunnyside canal; left lower, pumping plant in the Wapato canal; middle right, new pumping plant to water Roza lands; lower right, construction on new Satus project.

Photo lower right, Curtis Jackson, others by Rolfe Whitnall.

Toppenish is nearer than any other city to more of Central Washington's richest irrigated farm lands. Almost a third of the Yakima watershed's irrigated lands are within easy reach . . . are watered by four irrigation systems. The great Wapato canal serves nearly 125,000 acres in the Yakima Indian Reservation. Northeast lies the soft fruit belt watered by the Sunnyside canal. Above that are the new lands watered by gravity flow irrigation from the Roza canal, and this year nearly half of the 28,000 acres under the pumping system of the Roza district. To the southwest new acreage comes in steadily under the Satus unit. Toppenish serves and grows with an agricultural empire.

This page sponsored by S. S. STEINER, INC., Yakima.



Yakima Herald Photo by Willard Hatch

President Truman salutes Grand Coulee dam on May 11, 1950 . . with him Governor Arthur B. Langlie of Washington and Senator Warren Magnuson. Here begins the 150 mile lake from which water will soon flow to irrigate a million new acres of Columbia Basin lands . . . here the huge generators turn the wheels of new northwest industries using the raw materials of farms and mines, and electrify both farms and homes of the growing tide of new population in this favored land.

This page sponsored by JOHN I. HAAS, INC., owners and operators of Yakima Golding Farms.





Photo by Stan Livingston

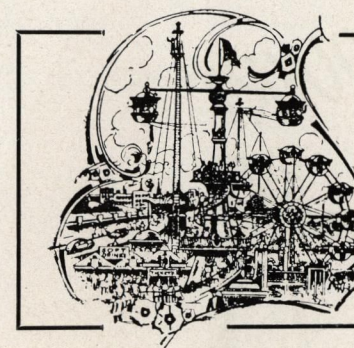
Sentinel of the great Central Valley, of which Toppenish is the outpost, is majestic Mount Adams. One of the west's spent volcanoes, Mount Adams, 12,307 feet, is third in height in the coast states, second in Washington. From its perpetual ice cap, glaciers fan out among ice caves, sulphur pockets, cliffs and canyons. Streams roar down, harbor fighting trout, water amazing crops on arid farm lands. Washington's largest un-cut stand of ponderosa pine timber covers the eastern foothills, is now being opened for sustained yield logging by the U. S. Indian service. The lush mountain meadows furnish summer grazing for thousands of cattle and sheep.

This page sponsored by UTAH-IDAHO SUGAR COMPANY, Toppenish



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E. O. DOUGLAS
General Manager

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