

29th  
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  
& Livestock Assn.  
Toppenish, Wash.



Photo by Fern Studio

Kneeling, Ed "Three-Star" Jarman, vice-pres.; Sitting, Laurent Regimbal, pres.; standing, left to right, Wilfred Hall, Fred Jensen, Bill Beaudry, Tom Herion, sec.-treas.; Henry Thalheimer, Lou Shattuck.



Bob Williams, left, hailing from Puyallup, is "Pow Wow" arena director, "Mister Rodeo", known throughout the West and Southwest . . . a director of the "Pow Wow" and Rodeo Chairman. John Rentschler, right, is not only a "Pow Wow" director but on the Finance and Planning Committee.

This page sponsored by  
**UNITED FARMERS  
CO-OP**  
Toppenish

## HORSES—MEN— POW WOW—RODEO!

Those five words tell the history of the Toppenish Pow Wow and Rodeo . . . the 29th show is set for July 2, 3 and 4, 1951.

It started more than 30 years ago (missed during the war) as a Fourth of July celebration and Rodeo. Because this was horse country for centuries, has been cow country since white men came, it has always been a show of fine horses, of the

native Indian tribes, the sports of the cow camp and round-up.

Above are directors of the Toppenish Rodeo & Livestock Association holding "Pow Wow" about this year's show . . . to make it the best ever!



Photo by Fern Studio

## SHE KEEPS THINGS MOVING! MRS. ART MERRITT— SECRETARY

For every big show there has to be one person who can do a thousand and one things that must be done to keep things moving . . . do them swiftly and expertly. At the Pow Wow that person is Mrs. Art Merritt. Toppenish is proud that she makes this her home between rodeos where she works all over the west. When the great rodeo riders begin to check in and unload their horses and enter for the show, Mrs. Merritt is on the job. She supervises the daily drawings of horses for the various rodeo events. She checks carefully all the contest results. And when the scores are all in, she pays off the prize money. Because she knows most of the top rodeo riders from all parts of the country and they know her, the Pow Wow events are run off with speed and precision and the show ends with everybody happy.

This page sponsored by **WEBB TRACTOR & EQUIPMENT COMPANY** and  
**COLUMBIA FEED MILLS, Toppenish**





## MONTE MONTANA (AND REX) BRINGS ROPE TO LIFE!

You've read about the men of India who make a rope stand straight up in the air . . . at the Pow Wow see Monte Montana, who makes a lariat loop stand up, lie down, and almost talk. And he does it while riding his famous horse, Rex, who enjoys the fun as much as Monte himself and all the kids and grownups who watch. Monte Montana and Rex are in the movies, and on television too. And between shows like the Pow Wow, Monte teaches school children how to ride at his school at North Ridge, California, in the San Fernando valley. Naturally, it's a lot better to see Monte and Rex right in the big arena and get the thrill of the crowd and color . . . see the REAL THING!

This page sponsored by  
**LIBERTY and PIX  
THEATRES**  
**POTLATCH YARDS, Inc.**  
Toppenish



## TOPPENISH HAILS TAILLON, MASTER OF THE "MIKE"

Everywhere he goes Cy Taillon rates rave stories for his superb mastery of his profession. And Cy Taillon goes, nowadays, where he pleases, which is to the great livestock shows, expositions, and rodeos.

Cy Taillon turned from 10 years of radio, to rodeo, now has 18 years of that and a national reputation. With phenomenal memory and dramatic touch he brings alive every item of the day's action, the programmed and the unexpected . . . names, records of riders, horses.

His travels take him 65,000 miles a year . . . from January to November. With him goes Mrs. Taillon. Once a year, for a few weeks, they are "at home", at Great Falls, Montana.

Just to hear Cy Taillon interpret what you're seeing, is worth more than the price of your ticket to the Pow Wow!



This page sponsored by  
**HOP GROWERS  
SUPPLY**  
Toppenish





## THEY MAKE IT LOOK FUNNY, ANYHOW!

The left and right pictures below show some typical stunts of Slim Pickens, famous rodeo clown. This is the part of Slim's repertoire, when he diverts the attention of an angry bull from the rider he has just thrown, which has saved many a cowboy from serious hurt. Assisting Slim Pickens at the Pow Wow this year will be Sammy Reynoso, another well known rodeo clown. Sammy is known as a "barrel" specialist . . . and might be seen, depending on what happens in the arena, inside a rolling barrel while the bull glares across it at the only two-legged victim in sight. The top picture is one of a group of Pow Wow performers at one of the previous year's shows.



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



## DWEE BURKE ROPED HIGH POINT HONOR IN 1950

High point man at the 1950 Toppenish Pow Wow was Dwee Burke of Oklahoma. Dwee Burke is typical of the rugged riders who had rather ride than eat, and who will follow the big time rodeos from coast to coast as long as he can

fork a horse. Dwee's specialties are roping and dogging, and winning a leg on the Regimbal Cup is sufficient proof that he is good at his stuff. Further, Dwee Burke is the sort of rider whom the other boys like and respect, and they have shown their confidence in him by electing him to the board of directors of the Rodeo Cowboys Association.

Photo by Fern Studio



This page sponsored by  
**CENTRAL CHAIN AND  
TRANSMISSION COMPANY**  
Yakima



## EVERYONE WANTS TO SEE THE "VILLAGE"



Toppenish is within the Yakima Indian Reservation and headquarters of the Indian Agency. There the Tribal Council, representing the fourteen tribes of the Yakima Nation, guard their historic rights in the farming, hunting and timber within the vast domain.

Ever since the first Toppenish Fourth of July Celebration and Round-Up, more than 30 years ago, the Indian leaders have helped by putting on their ancient regalia, riding in the parades, setting up the Indian Village to show their native ways of living and their craftsmanship in leather, basketry, bead work.

Again in 1951 leader of the tribal participation is Chief Jobe Charley (right) who with Chief Jim Looney (left) manages the Indian Village.



This page  
sponsored by  
**J. C. PENNEY  
CO.**  
Toppenish

Photos of Chiefs by Curtis Jackson



## GENUINE ROYALTY GREET'S YOU AT THE "VILLAGE"

Presiding over the Indian Village are Queen Arlene Wesley (center in picture), Princess Jeanette Wesley, (left) and Princess Eliza Lerock (right). They were chosen on Feb. 22, 1951, at the annual celebration at the Long House, by an Indian committee.

Eliza Lerock is a great-great-granddaughter of Chief Elit Palma, one of the Chiefs who signed the Treaty of 1855. Her father, Fred Jensen, was a charter member of the old Round-Up Association, is one of the directors shown on another page. He is a farmer, cattleman, plays polo, flies his own plane.

Jeanette and Arlene Wesley are great-granddaughters of Chief Jobe Charley (shown on another page) and daughters of Mr. and Mrs. Alex Wesley. Jeanette, 18, was Indian princess in 1948, won fame as the cover girl on a folder sent over the nation by the Yakima Chamber of Commerce, was awarded the Beauty Prize at the Pendleton Round-up.

This page  
sponsored by  
**GRAHAM-LEMING  
COMPANY  
DEPARTMENT STORE  
Toppenish**  
**HAUGAN'S  
DEPARTMENT STORES  
Toppenish and Zillah**

Photos, lower by Fern Studio,  
right by Rolfe Whitnall





## THEY COME OUT BUCKING!

It takes a top rider to stay on deck 8 seconds after he spurs a sly old rodeo horse out of the chute. He has a saddle, a halter and a single rope. He must spur the horse from the first jump, keep the same hand on the halter rope, the other in the air, and never reach for leather. Bronc riding is rated the top test of good riding. Every horse has his own particular tricks, including, occasionally, flopping completely upside down with the rider underneath! And no rider knows, until he enters the chute, just which horse he is to ride! Cheer the horse, too . . . there are rodeo horses up to 24 years old, still going strong.

This page sponsored by  
**PECK'S MARKET**  
**BATES FURNITURE STORE**  
**JUNE'S SPECIALTY SHOPPE**  
 Toppenish  
**HERRETT TRUCKING CO.**  
 Sunnyside

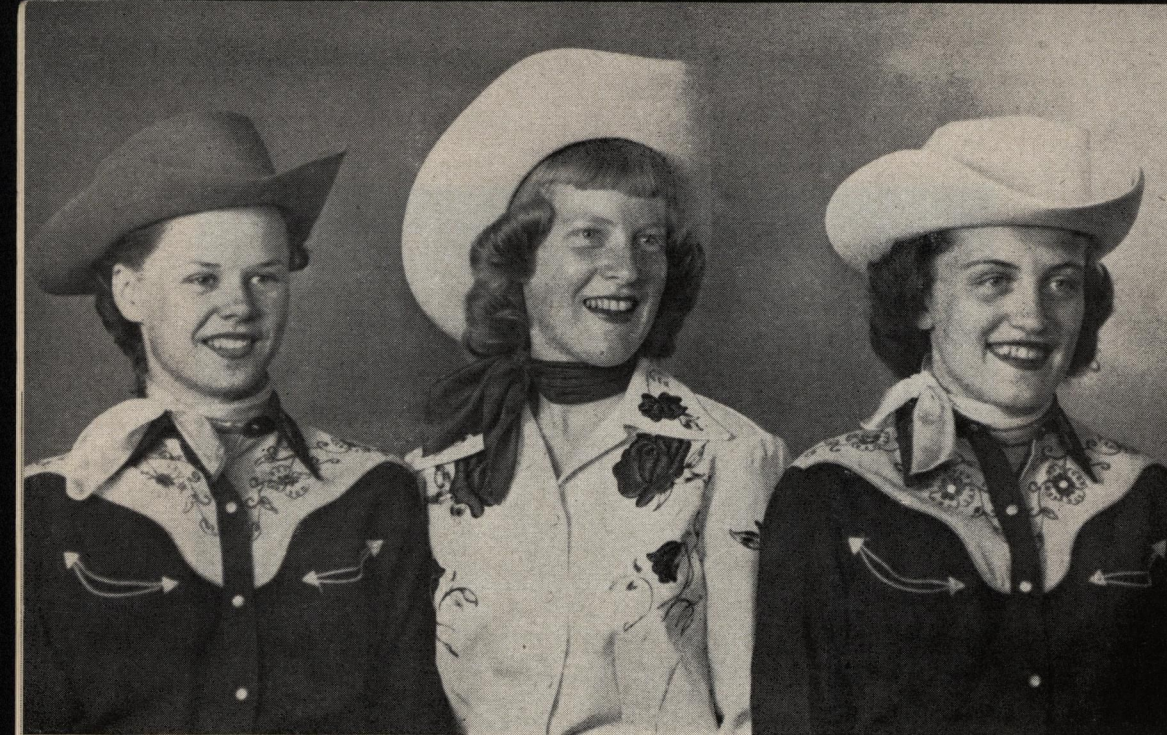


## REAL ROUGH RIDING!

Maybe a range rider had to catch and ride a wild horse . . . or maybe a bunch of cowboys just started it on some Sunday afternoon. Anyhow the bareback riding event is rugged, and the rider who can stay on the allotted eight seconds is rare. He has only a halter, a surcingle to hang onto with one hand, and a bucking strap. He must come out spurring high on the shoulders, keep it up . . . as long as he lasts! The way he rides, as well as the way the horse performs, may make points for the rider. As with the bronc riding, he draws for his horse, never knows what he's in for until he gets up off the ground.

This page sponsored by  
**THE BUNGALO**  
 T. J. Richards  
**PACIFIC POWER & LIGHT**  
 COMPANY  
 Toppenish





# The 29th Annual Toppenish POW WOW

JULY 2-3-4, 1951—THREE NIGHTS UNDER LIGHTS

SPONSORED BY TOPPENISH RODEO AND LIVESTOCK ASSOCIATION

*Excitement Thrills Spills Clowning*

Rodeo Announcer — Cy Taillon, Great Falls, Montana

## THE COVER PICTURE

Queen of the 1951 Toppenish Pow Wow and Rodeo is Miss Renee Jarman, shown on the cover, and in the picture above. She is the daughter of Mr. and Mrs. E. O. Jarman, a graduate of Toppenish high school. Queen Renee is the first to be honored by the Yakima Indians with an Indian name, Quamiswatis, "White Clouds".

The Pow Wow Queen was chosen early in 1951 by the directors of the Toppenish Rodeo and Livestock Association.

Above, with Queen Renee, are, left, Princess Lorraine (Sneezy) McGhee, who was chosen by the members of the Toppenish Outlaws, and (right) Miss Betty Hammermeister, Yakima, chosen by the Yakima Sheriff's Posse.

Photos by Fern Studio



**PARADE**—Three nights before the grandstand starting at 7 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 shows, each one with a purse of \$1000. 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 night shows and to winners of the Chariot Race, Pony Express and Cutting Horse Class.

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

## ACKNOWLEDGEMENT

THE BOARD OF DIRECTORS of the Toppenish Rodeo and 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 1951 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

Sammy Reynoso, doesn't need to throw 'em . . . he just pushes 'em around! If the bull gets too rough, Sammy just gets into his barrel which baffles the bull. Sammy's clowning is funny, often very handy for thrown riders, and an added big feature of the 1951 Pow Wow.

**GRAND ENTRY**—Introduction of Queen Renee and her Princesses. In the grand entry, led by Wilfred Hall, will be Association Directors, Posses and Riding Clubs, Cowboys, Indians, Trick Riders and Fancy Ropers.

**RODEO**—Six Championship Events.

- BRONC RIDING
- BAREBACK RIDING
- CALF ROPING
- STEER WRESTLING BEHIND BARRIER
- WILD COW MILKING
- BULL RIDING

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

The Laurent Regimbal Trophy will be presented to the high point all-around cowboy, who must win it three times for permanent possession.

**RODEO CLOWNS**—Slim Pickens and Sammy Reynoso. Greatest clowns now alive.

## SPECIAL EVENTS

**TRICK RIDING AND ROPING**—Monte Montana, guest star. Movie, radio and television celebrity.

**CHARIOT RACE** — **PONY EXPRESS** — **CUTTING HORSE CLASS**  
(\$500 Purses for Three Above Events)

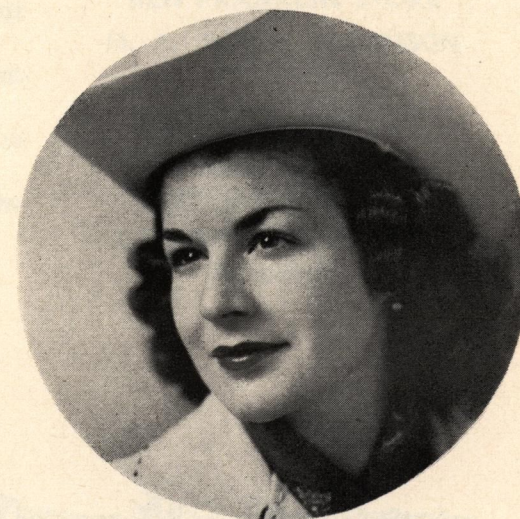
**CALF SCRAMBLE**—For 4-H and F.F.A. boys to stimulate interest in the annual Central Washington Junior Livestock Show. Calves caught during this scramble must be shown at the 1952 Junior Show to be held on the grounds.

Barbara Huntington's riding and roping captivated the fans at the 1950 Toppenish Rodeo and Pow Wow. Later in the year, at Pendleton, Barbara suffered a broken ankle, but she's back again for the 1951 Pow Wow, better than ever,



Queen Renee, "Quamiswatis", poses with Arlene Wesley, Queen of the Indian Village, who is also shown with her Indian Princesses on Page 9.

Photo by Fern Studio

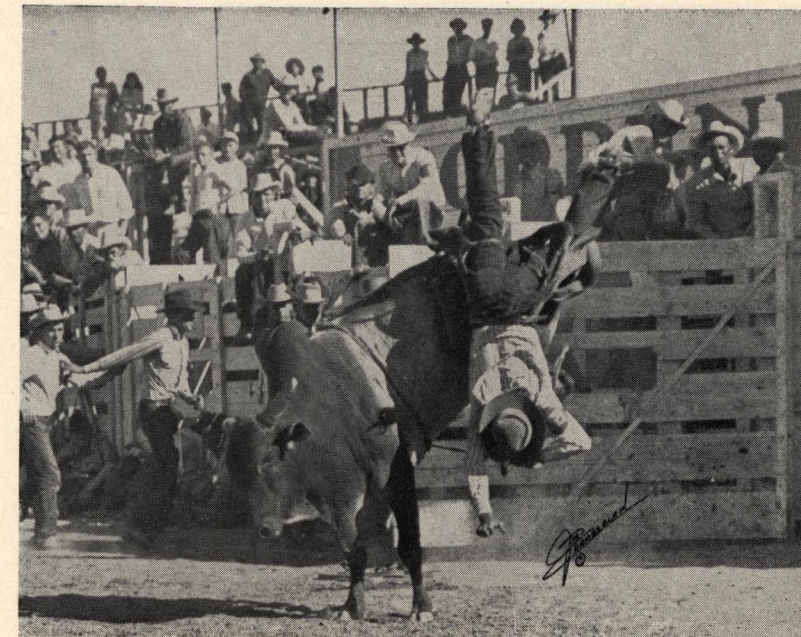




## COWBOY, TAKE A DIVE!

For split second timing, to catch a steer's horns and using them as handles try to lay the steer flat on his side with all four feet sticking out, is a test of both courage and strength. For the rider must keep alongside the steer until it's time to jump . . . assisted by another rider called a "hazer", who keeps the animal running in a straight line. Sticking the steer's horn into the ground to help hold him down until "time" is called is not allowed. And, sometimes, the hazer has his work cut out to keep the steer from working over his wrestling companion.

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

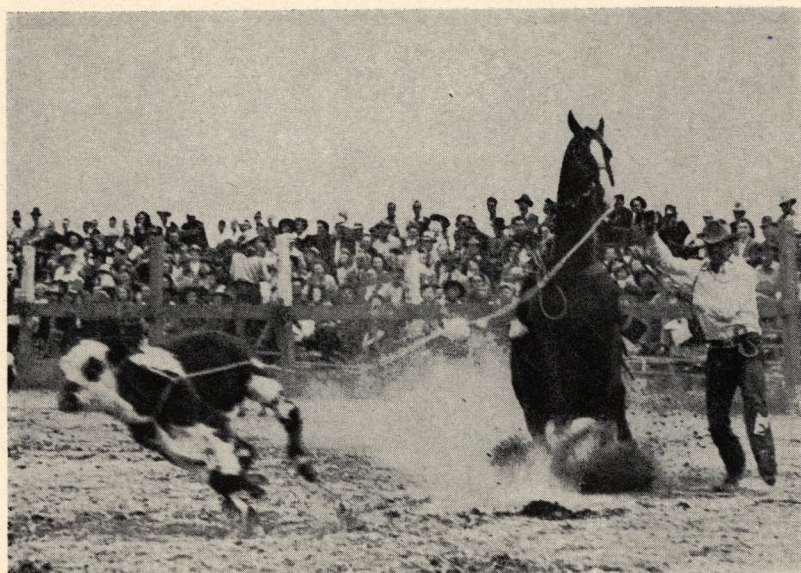


## BULL THROWS MAN!

Bulls don't like riders . . . they don't like bells under their bellies . . . and they especially don't like to be kicked in the ribs by the cowboy as they come out of the chute. There's only a loose rope to hang onto, which is likely to work back toward the bull's rump. The rider must stay on for eight seconds without losing his rope . . . if he can. Then, when he is dumped the bull is liable to try to push him into the ground . . . which is where the clowns like Slim Pickens and Sammy Reynoso step in to draw the bull away . . . which may be funny to everyone except the fellow on the ground.

This page sponsored by  
**BEN FRANKLIN STORE**  
**M. A. "MIKE" FERGUSON**  
**SADDLERY**  
**GAMBLE'S WESTERN**  
**AUTO SUPPLY**  
 Lloyd Wicks  
**VALLEY LAUNDRY**  
**& DRY CLEANERS**  
 Toppenish





## ORIGINAL ROUND-UP STUFF!

Roping a calf to lay on the brand is real old cow camp skill . . . and the Pow Wow performers show you what a trained team of rider and horse can do in amazingly short time. Here the rider has his own horse. He has two throws to get his rope on the critter. Then the horse's timing comes in—he must stop on a dime, not jerk hard enough to “bust” the calf . . . can't drag him. Meantime the rider has hit the dust, thrown the calf, tied three feet, hopes the tie will hold until it is judged.

This page sponsored by  
**IDEAL FEED AND SUPPLY**  
**E & H MOTORS**  
 Toppenish



## MILK SHAKE ON THE HOOF!

Used to be the boys on the roundup would rope the wild cow and milk into the Stetson. Now they've made it even harder and have to use a bottle. Anyhow, the main idea is to rope the cow as soon as possible after she leaves the barrier. Then the helper tries for a hold on the cow's head, the milker leaves his horse and tries to get enough milk to wet the bottle, run to the judges stand and prove it while the “mugger” takes the rope off the cow's head. What flavor, boys!

This page sponsored by  
**EL ADOBE INN**  
 Eleanor Olson  
**CITY TIRE SERVICE**  
 V. C. Sliger  
 Toppenish





Toppenish Review Photo by Don Luke

## JR. LIVESTOCK SHOW DRAWS 3,000

Some 3,000 persons attended the Central Washington Junior Livestock Show held at the Toppenish "Pow Wow" grounds on May 2 and 3. The two part show, including exhibits and judging contests by 4-H and Future Farmers of America members, followed by a livestock sale the second day, set new records for attendance, enthusiasm and sales results.

In team judging contests Walla Walla FFA scored highest with 1653.1, Wapato second, 1642.4, Ellensburg third, 1618.4.

Showmanship contests for both 4-H and FFA members were conducted for beef, hogs, and sheep, with keen rivalry for awards. Awards were made at a banquet sponsored by Centennial Mills with their D. E. Howell as toastmaster.

Purple ribbons for grand champion stock went to Clarence Harrell of Thorp, in two classes, his Hereford steer, and swine. Keith George, also of Thorp, won reserve grand champion in beef. Lon Møllergard, Ellensburg, won grand champion for his Angus steer in the FFA beef division, Carmon Hardy of Wapato, grand and reserve champion in 4-H sheep; Robert Mocke, Richland, grand champion in FFA swine; Louis Hackey, Kennewick, reserve grand champion swine.

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



Photo by Jim Chamberlain

## BEN HUR 1951 STYLE!

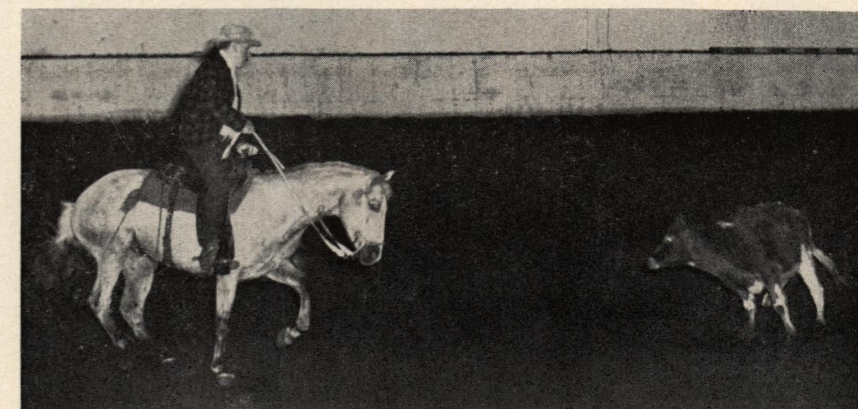
The chariots aren't as fancy as the old Romans used in the days of Ben Hur . . . but the hair-breadth driving . . . the reckless battle for the inside turn . . . the grand melee of eager horses and bouncing sulkies and sweating chariot-eers is just as tingling as it was 20 centuries ago! The chariot race is a Pow Wow favorite . . . the drivers and horses love it . . . and the prize is worth winning.

## PONY EXPRESS

They carried the mail this way before there were steam trains . . . pony express at the Pow Wow gives you a rip-roaring sample! Each contesting team consists of one rider, three horses stationed at fixed points around the track. The rider must stop his horse, dismount, run 20 feet, mount the next horse, right in front of the grandstand . . . repeat . . . best horses and rider win!

## SMART HORSES, THESE!

The picture here shows Tom Allen of Salem, Oregon on Sandy, rated one of the ten best cutting horses in the United States. Of all events, the cutting horse contest brings out the superlative intelligence of extraordinary horses . . . and Sandy, entered for the 1951 Pow Wow, is said to be the only horse in the world capable of doing a fancy cutting job without bridle, rope or rein . . . has won all major Northwest titles and pushed the country's best in national events. Sandy, once owned by Pat Thomas and Sons of Triangle T ranch, was raised at Toppenish . . . will be one of many good cutting horses at the Pow Wow.



This page  
sponsored by  
HALL - HARMON  
EQUIPMENT CO.  
Toppenish

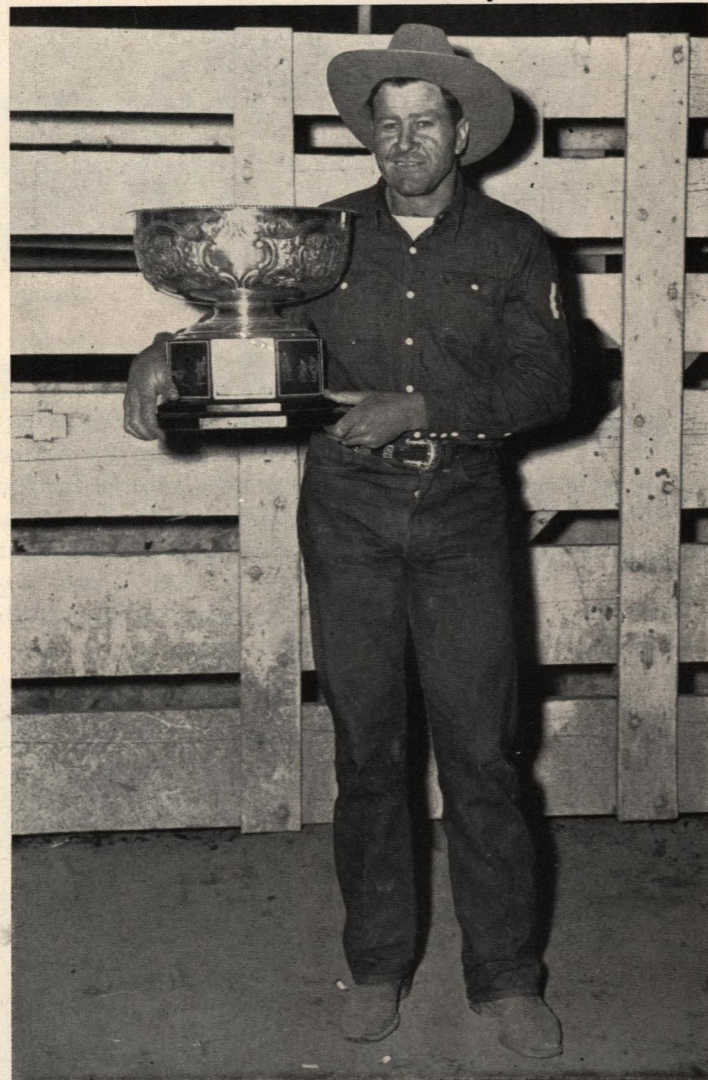




## BILL HANCOCK HIGH POINT COWBOY—1949

“Top” riders come to Toppenish . . . here is Bill Hancock, of Ozark, Ark., named best all 'round cowboy at the 1949 Toppenish Pow Wow and Rodeo. Along with the title Bill has his name on the Regimbal Cup, which he holds . . . and first leg on the contest to win it three times and have it for keeps! Bill is typical of the big time professionals who now have Toppenish on their travel maps. He gets around . . . you'll find his name, for instance, among the list of riders entered in the Madison Square Garden World Championships for 1950.

Photo by Jim Chamberlain

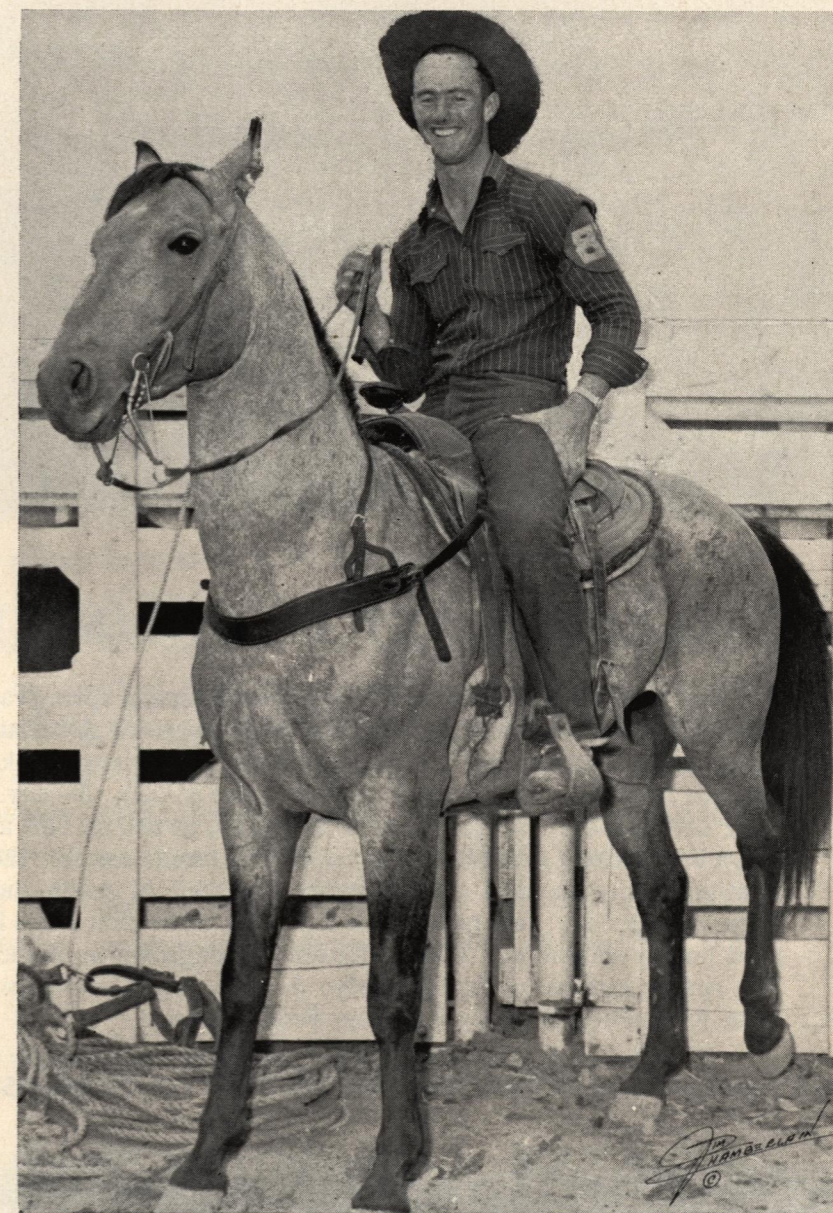


This page sponsored by  
**JOHN I. HAAS, INC.,**  
owners and operators of  
Yakima Golding Farms



## TOM HENDERSON RETIRES WITH RODEO HONORS

Tom Henderson, from Spokane, rode and dogged his way to high point position in the 1949 Toppenish Pow Wow events. Tom since that time decided it was time to quit the hazardous and wearing business of riding and steer wrestling, in which he excelled. So he is now in a less exciting occupation. But you can depend on it, Tom will never lose his love for good horses, and for the dramatic action of the big arena. Tom rates a page in our 1951 Pow Wow Book as another rider who has been a credit to the rodeo riders profession and earned his honors by being a little better and faster at the right time.



This page sponsored by  
**MOREFIELD DRUG**  
**CONRAD'S**  
Toppenish

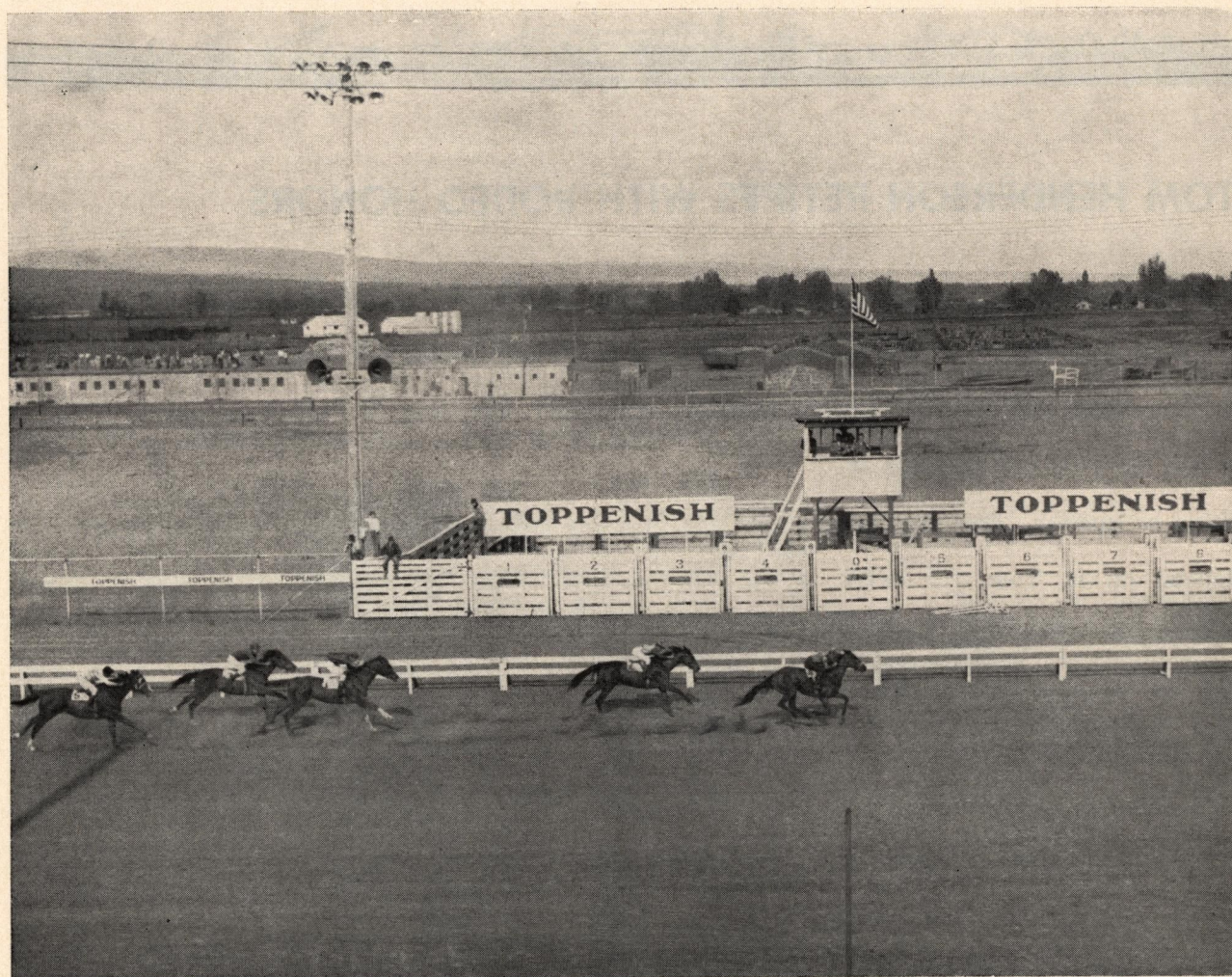


Photo by Fern Studio

## RECORDS SET AT SPRING RACE MEET

Two new records were set at the second annual spring racing meet on the "Pow Wow" track, sponsored by the Toppenish Rodeo & Livestock Association, on May 4 and 5. Dieppe, owned by Gouchnour and Ledingham, set a five furlong mark of 1:01.8, ridden by Jockey Freddie Bird and coming from behind in the stretch. Jockey Earl Baze, last year's leading rider at Longacres, booted home Dainty Sue, owned by Carl and Earl Baze, to take the four and a half furlong event Saturday in .56.4. Attendance for the two days was over 2,000, weather and track good. The program consisted of seven thoroughbred and two quarter horse events daily, two more each day than in the first races in 1950. About 150 thoroughbred horses showed up. Harry Hensen of Longacres announced, and matched the horses. The special committee of the Rodeo & Livestock Association for the racing consisted of John Rentschler, E. O. Jarman and Fred Jensen.

This page sponsored by CENTRAL MOTORS, INC., and TOPPENISH SALES YARD, INC.



Photo by Fern Studio

Seated, left to right, are Berl Wittkamper, Alex Bouchey, Senator E. J. Flanagan, Gordon Hansen, are other members John Rentschler, Wm. Beaudry, and J. A. Regimbal. Not shown in the picture standing, J. Ford Smith.

## THEY HELP "RAISE" THE POW WOW!

Ever since the days of the old Toppenish "Round-up", when "Spur 'em Up" was the call for action, a small group of men have been in the background. They've done the job that nobody wants, but which has to be done to build a big show like today's "Pow Wow". "Finance and Planning Committee" tells the story. The membership has changed over the years, but some of them have served in one way or another since the very first show.

Present chairman is Senator Ed Flanagan, known for years as "Potato King" of the valley. Not in this picture are John Rentschler and Wm. Beaudry, farmers, who are also on the "Pow Wow" board of directors. Other farmer members, all of course life-long lovers of good horse flesh, are Berl Wittkamper, Alex Bouchey, Gordon Hansen. Banker member is J. Ford Smith, manager of the Toppenish Branch, Seattle-First National Bank, and ex-officio member, Laurent Regimbal, hop grower and dealer, president of the "Pow Wow" Board and corporation.

This page sponsored by WILLIAMS HARDWARE & FURNITURE COMPANY, Toppenish



**WELCOME  
TO TOWN**



10 OZ. BOTTLE—JUST ENOUGH!

**MASON'S**  
**Old Fashioned**  
**ROOT BEER**

PIONEER BOTTLING WORKS, INC.  
TOPPENISH, WASHINGTON