

PENDLETON ROUND-UP PUBLICITY

FOR IMMEDIATE RELEASE

PENDLETON--Indians from tribes throughout the Pacific Northwest, Idaho, Montana and Wyoming annually congregate in the Red Man's Village at the Pendleton Round-Up the second week of September. Round-Up Indian Director John Mulligan says the Indians will be moving into the Round-Up Indian village September 8, the Friday preceding the Round-Up Dress-Up parade which is scheduled for 7:00 p.m., Saturday, September 9. The Red Man's Village on the Round-Up Grounds will accommodate 250 tepees and most of the Indians moving onto the Village grounds signed up for tepee space at the annual Root Festival on the Umatilla Indian Reservation last spring.

Local Umatilla Indians are hosts to tribes from the Crow reservation, the Warm Springs, Colville, Yakima, Klamath and often as far away as Canada and the Dakotas. The Indians wear their tribal regalia for appearances in the arena during the afternoon Round-Ups and in the Happy Canyon night pageants. The Indians' Tribal Dancing is held in the arena Saturday morning. There is no admission charge and cameras are welcome.

Two Indian beauty contests are scheduled. The Junior contest is Thursday morning, September 14, in Roy Raley Memorial Park starting at 9:30 a.m. and the American Indian Beauty contest is at 9:00 a.m. Friday, September 15, on Main Street in downtown Pendleton. All Round-Up guests are invited to the contests which are free of charge. Lou Levy of Pendleton is in charge.

This year's Round-Up Co-chiefs are Clarence Burke of Cayuse, and Robert Elk of Mission. Chief Burke has been a familiar figure

to the rodeo classic for more than 40 years and has been named one of the best-dressed Indians of the Westward Ho! Parade, which is to be at 10:00 a.m., Friday, September 15, in downtown Pendleton. Burke is chief of the Umatilla tribe. The award for the Best-Dressed Indian is presented annually on S.W. 10th Street just prior to the Westward Ho! Parade.

More than 1,000 Indians gather for the Round-Up representing the Nez Perce, Walla Walla, Cayuse, Warm Springs, Yakima, Crow, Klamath, and Blackfoot tribes. A feature of the Indian village is that Round-Up spectators are invited to visit the Indians in their tepees.

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PENDLETON--A former rodeo cowboy, a saddlemaker by trade, and a rodeo announcer by profession, Robert Chambers of Pendleton, will be the official announcer for this year's Pendleton Round-Up, September 13-16. Known as Bob to his friends, among whom are most of the RCA contestants of the nation, Chambers is a member of the Rodeo Cowboy's Association, and this year has called rodeo events for twenty-five big shows in the United States and Canada.

Born in Portland, Oregon, Chambers began rodeoing in 1939 at Sedro-Wooley, Washington, when he entered the bull riding. While attending Montana State University at Bozeman, Montana, he helped organize the first Montana Intercollegiate Rodeo in 1947. After fourteen years of rodeoing, during which he was a bareback rider and calf roper, wild horse and wild cow milking contestant, and a bull rider, he found that time caught up with him and he was slowing down. The 43-year-old announcer decided talking rodeo was better than working rodeo, but he added, "not necessarily easier."

Rodeos he has announced this year include the big Manitoba Stampede at Morris, Manitoba, Canada; the Northwest Round-Up at Swan River, Manitoba; the Pend O'Reille County Rodeo, Newport, Washington, the Crooked River Round-Up, Prineville; and the Jerome, Idaho rodeo. Just prior to the Round-Up he will announce the Frontier Days Rodeo at Walla Walla, and right after Round-Up, will go to LaCombe, Alberta, to announce the Coliseum Rodeo there. Two more Canadian rodeos fall in October. Chambers says he announces more Canadian than United States shows.

Chambers feels good about announcing the Pendleton Round-Up. "Working here at home in your own hometown is the greatest challenge in the field of announcing," Chambers said. He began his professional announcing career in 1953 and over the years has come to know most of the cowboys personally.

Chambers served three years in the Infantry as a member of the Merrill's Marauders in Burma. In 1946, he was married to Phyllis Lowman of St. Louis, Missouri, and they have three children, Jim, 19; Terri, 17 and Bob, 15. When not on the rodeo circuit, Chambers works as a saddlemaker at Hamley's in Pendleton, where he learned the trade under the famous old saddle foreman, the late Jim Ellison.

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Barbeque in Round-Up Arena

This year's third annual "Family Day" at the Pendleton Round-September 16 promises to be bigger and better than ever. The event was started three years ago to give a family a full day at the Round-Up and Happy Canyon, plus a big Beef Barbeque at a nominal price of \$12.50 for the entire family. The event has grown each year.

The service clubs of Pendleton stage the entire event in the Round-Up arena as soon as the last event--the wild horse race--is finished.

Last year they set up and fed some 4000 people in one hour's time. This year they hope to feed 5000 in the same time. This calls for the preparation of 2500 pounds of choice beef, plus beans, cole slaw, hot rolls and milk and coffee in gigantic amounts.

Pony rides, stage coach rides, and many events of entertainment are furnished to fill the gap of time between Round-Up end and the start of the big night show--Happy Canyon.

Round-Up President Verne Terjeson and Happy Canyon President Bob Fletcher, Sr. urge all persons interested in taking advantage of the big family day plan at \$12.50 to write Round-Up, Box 609, Pendleton. Send a check and give the number in the family. Reserved tickets for both Round-Up and Happy Canyon plus barbeque tickets will be mailed. No orders taken after September 12.

The PENDLETON ROUND-UP Assn.

P. O. Box 609
PENDLETON, OREGON 97801

"LET'ER
BUCK"

Annual September Event

"LET'ER BUCK"
September
16-17-18-19

Yakima Daily Republic
Yakima,
Wn.



Pendleton Round-Up Publicity

News Release Date: *Release at will*

PENDLETON--The Grand Marshal of the Westward Ho! parade of the 1968 Pendleton Round-Up is the well-known Round-Up Co-Chief, Clarence Burke, 79, of Cayuse. Chief Burke, whose Indian name means Son-Who-Sits-On-The-Mountain, is the eldest son of the last chief of the Walla Walla Tribe, Poker Jim and a descendent of the famous Indian, Peo Peo Mox Mox of the Walla Wallas.

Chief Burke is regal in appearance and wears his hair in the traditional long braids of the early day Indian. He is genial and has a wry sense of humor. He acts as drummer and singer during the Indian dances and nightly opens the Happy Canyon pageant of the Round-Up as he appears in silhouette and welcomes visitors "from the East and West, and from the North and South."

Jack Howard, director of the Westward Ho! parade, said the selection was made because of Chief Burke's appeal to Round-Up visitors and also to honor him as a patron of the Round-Up.

Chief Burke is a respected member of his race and succeeded his father as co-chief of the Round-Up in 1936. In 1962 he received the Roy T. Bishop award of a leather poke filled with fifty silver dollars as the outstanding Indian in the Westward Ho! parade.

When the Pendleton Woolen Mills held a promotional week last fall at Jordan Marsh department store in Boston, Mass., Chief Burke headed a group of six Indian War Dancers and staged four shows a day during the week. The show was given in an auditorium of the store before crowds of approximately 1,500 persons. Burke

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also directed a group of 30 Indians in 1959 who lived in tepees at the Portland Centennial Fair for 100 days and put on four dance shows a day during that period. The Indian show was one of the outstanding features of the Centennial.

Well-known among Western Indians for his attendance at Indian Ceremonial gatherings from New Mexico to Canada and from Oregon to the Atlantic Coast, Chief Burke travels some 50,000 miles a year to attend the festive events. Here in the Pendleton area, he is the owner of wheatland and keeps five horses at his home. He and his four brothers and one sister took the name of Burke.

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*ROUND-UP PUBLICITY
Pendleton, Oregon*

News Release Date: August 27, 1968 or thereafter

PENDLETON--The Yakima and the Klamath Indian tribes will be represented at the 1968 Pendleton Round-Up and Happy Canyon pageant which opens September 11 for a four-day run in the Round-Up stadium grounds. Two Indian maidens, Lillian Moses of the Yakima tribe and Carla Walker of the Klamath tribe, will represent the Happy Canyon night pageant as princesses. The two were named at the Lincoln's Day Celebration on the Umatilla Indian Reservation last February and since have been making public appearances in behalf of the Happy Canyon Association.

Princess Lillian, 17, is the daughter of Mrs. Delores Moses and will be a senior at Pendleton High School this fall. Princess Carla, 16, is the daughter of Mrs. Charlotte Williams and will be a junior at Pendleton High School this fall.

Happy Canyon Indian Director Bob Hawkins said the princesses both come from prominent descendents and that Princess Lillian won the 1966 Round-Up Indian beauty title and Princess Carla won the 1967 title. Both are lovely Indian maidens and will live in the Indian Village on the Round-Up grounds during Round-Up week. Some 2,000 Indians annually attend the Round-Up and dress for various events in the tribal regalia handed down to them through the years from their forebearers.

A particularly striking Indian scene of the silhouette of an Indian Chief is portrayed by Round-Up Co-Chief Clarence Burke at the opening of each of the four nightly Happy Canyon pageants. The first half of the pageant is the story of the passing of the Indian from the frontier West of the United States.

Visitors to the Round-Up are invited to visit the Indians in their tepee village on the Round-Up grounds and view tribal dancing on Saturday morning at 9:30 in the Round-Up arena. The settings provide opportunity for spectacular photography of the Indians in their natural setting.

Spectators to the Happy Canyon pageant are admitted on their show ticket to the Happy Canyon dance immediately following the pageant where Si Zentner and his 16-piece orchestra will furnish the music. Gambling in the frontier town will also be staged with spectators using Happy Canyon currency.

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