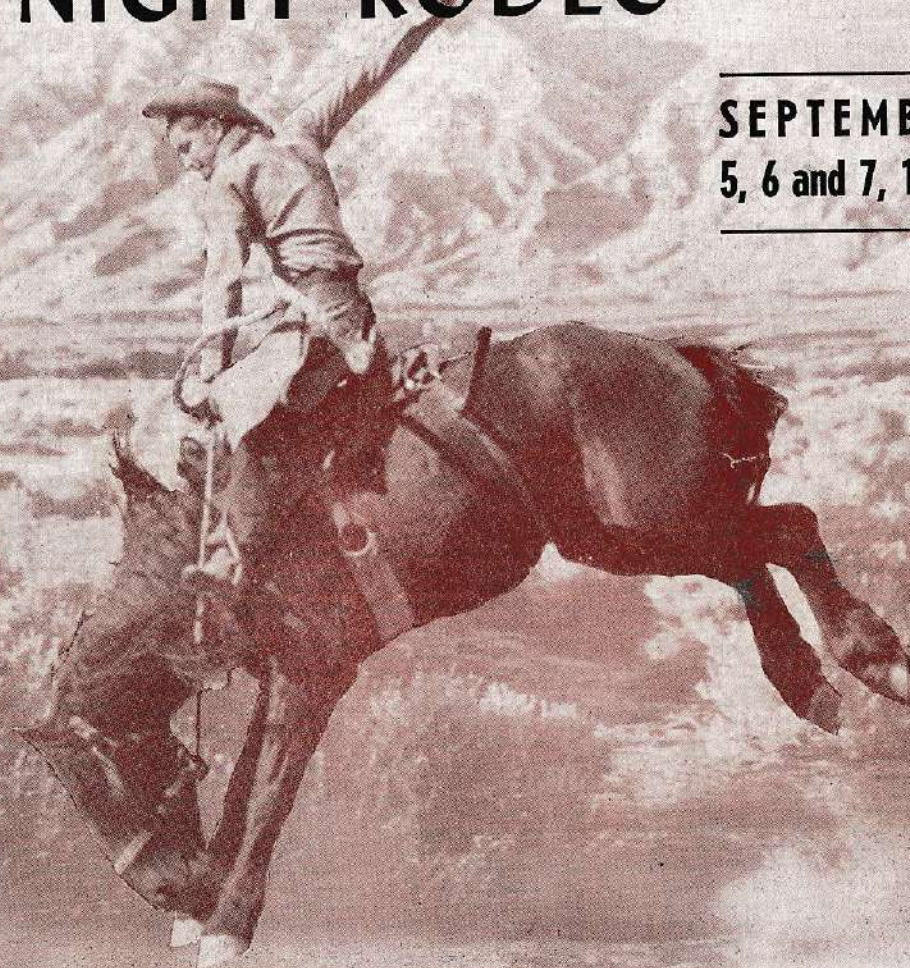


SOUVENIR PROGRAM

NIGHT RODEO

**SEPTEMBER
5, 6 and 7, 1946**



Twelfth Annual
Dixie Round-Up
ST. GEORGE, UTAH

Sponsored by the St. George Lions Club

We Bid You

Welcome

VISITORS AND CONTESTANTS OF THE

"DIXIE ROUND UP"

Make Your Stay Comfortable By

Headquartering at the

Air Conditioned

LIBERTY HOTEL



CLEAN

MODERN

24 HOUR SERVICE

CLARK and MILO BLAKE, Owners



Members of the St. George Lions Club

... Chairman's Message

GREETINGS EVERYONE:

HERE we are, all set for our 12th Annual St. George Lions Dixie Round Up, which should be the best of the entire dozen, with so many of our servicemen back home to stay. In their honor we are making this a genuine Dixie Home Coming.

We know you are all with us in extending welcome to the boys of Dixie and of all the United States, whose courage, endurance, and understanding of the principles of Freedom brought us through, and are helping this Old World carry on.

My thanks to every committee member, to local business houses, the Texas Wranglers for their dance music, and to townspeople and friends whose cooperation and participation brings success to our efforts.

LINDAU FOREMASTER,
General Round Up Chairman



LINDAU FOREMASTER

**CLIFF'S PEP "88"
STATION**

CLIFFORD M. LEACH, Mgr.

24 Hour Service
PHONE 216

**DIXIE SERVICE
STATION**

E. H. SPENCER Mgr.

Headquarters for
Tires and Repairs

Pep "88" Gasoline

**Vico and Quaker State
Motor Oils**

EXPERT WASHING AND LUBRICATION

Welcome . . .



MAYOR E. ERIC SNOW

THE results already attained are amazing to us, and I believe the 12th Annual Lions Rodeo will be bigger and better than ever.

Congratulations Lions on your fine efforts.

MAYOR E. ERIC SNOW

. . . Good Luck, Lions

WRITERS have named three cities in the United States as having individuality and charm: New York, San Francisco, New Orleans. As for towns, I would put St. George—as it used to be—first on my list. St. George's people had a leisurely friendly, gracious air that was as unforgettable as its summer fragrances, its roses and its pretty girls. I hope the Lions may do much to keep that delightful combination of ruggedness and good living from being lost in the shuffle of commercialism. There ought to be one town in America that is different. St. George could be it.

JONREED LAURITZEN

HELLO! COWBOYS!

We Welcome You to

DICK'S CAFE

10 Years Under the Same Owner and Manager

Has Proven This to Be

ST. GEORGE'S MOST FAMOUS EATING PLACE

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EVERYTHING FOR THE POULTRYMAN

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LaVerkin, Utah

Calf Roping . . .

Roping calves right, is an art of the range and a test of time against skill. The horse is as important as the roper and must be trained to do his part. Time starts for the roper when the calf crosses the starting line. It is then up to the rider and horse to rope the calf and tie it in the shortest possible time.

RULES AND REGULATIONS

All calves to be penned and any objectionable calves cut out. Calves will be given a deadline start in accordance with arena conditions and when calf crosses deadline, he is roper's calf, regardless of what happens. Ten seconds' fine will be added if roper's horse is over foul line at the start. Rope must pass over calf's head, no snare catches

allowed; roper must prevent his horse from busting calf. Roper must dismount and throw calf by hand. If calf should be down, he must be put on his feet and thrown by hand and the roper tie any three feet so as to hold calf until passed by judge. The calf will be rolled over and if he gets up there will be no time. Under no condition shall the roper's horse drag the calf. The roper may use two loops and if he should fail with both loops or fail to make an honest effort with both loops he will be disqualified.



ASHBY and McQUAID

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Painting

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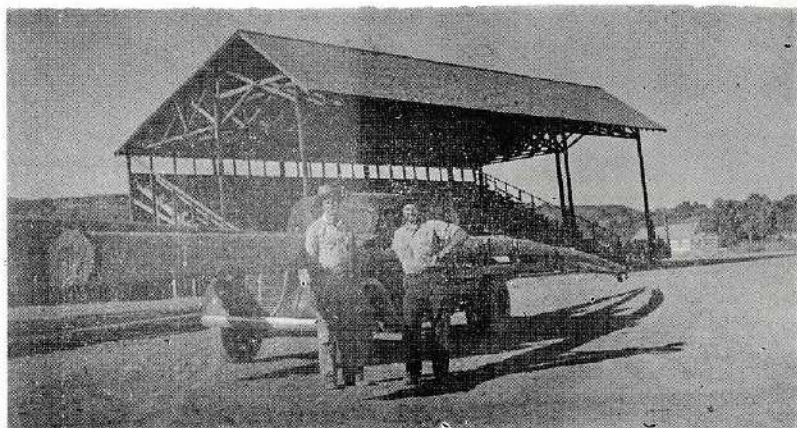
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76 FT. POLES FROM CEDAR MOUNTAIN FOR USE ON THE NIGHT BALL PARK AND RODEO GROUNDS. A ST. GEORGE LIONS CLUB PROJECT.

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CEDAR CITY, UTAH

PHONE 46

DESOTO—PLYMOUTH

Southern Utah Headquarters

for Used Cars

We Buy, Sell, Trade

Brahma Steer Riding . . .

There was a time when steer riding was just steer riding. As if that wasn't tough enough, somebody brought in the Brahmas. Those big, mean fellows with the hump on their shoulders that don't like anything on two legs, and especially bow legs. When the rider gets off or is thrown it is time for the rodeo clown in his most valuable role to the cowboy. By detracting the attention of the steer he gives the rider a chance to get out of the way and gives the spectators some real entertainment. Nobody knows what a Brahma or rodeo clown will do next.



RULES AND REGULATIONS

This is a one-hand contest. Riders must ride with one hand on rope and other hand in the air. Riding to be done with loose rope and bell and no freak hand-holds, no knot or hitches will be permitted which might prevent rope from dropping off steer after rider leaves animal. Eight seconds required to complete ride.

Pickett Lumber Co.

"If It Goes in a Building We Sell It"

St. George, Utah

WHEN YOU NEED IT

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Lumber Hardware Furniture Electric Appliances

EVERYTHING AVAILABLE FOR THE SPORTSMAN

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Fine Leather Goods

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FOR THE WESTERN MAN

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And
BUILDING STONE

Navajo Rugs

And
NOVELTIES

COME IN AND SEE US

St. George, Utah

Phone 278-W

Bronco Riding . . .



Bronc busting is like a keg of dynamite that keeps on exploding. And broncs are not just ordinary wild horses. They are trained to pitch and kick and twist and fight.

RULES AND REGULATIONS

Riders to draw for mounts and ride as often as judges may require. There will be no substitutions allowed. Committee saddles will be used and each Rider will be required to cinch his own saddle. Rider shall be disqualified for cheating horse in any manner. When it is plain to the judges that rider has purposely cheated the horse to keep him from doing his best, he will be disqualified. Rider must leave starting place with feet in stirrups and spurs against shoulders and hit the horse with both spurs twice in first three jumps. Scratch both ways, must have one hand free, ride is complete at sound of gong, ten seconds. R. A. A. rules and regulations will be followed in this event.

To The

St. George Lions Club

We appreciate your sincere interest
and efforts in the public welfare

Bank of St. George

Here's Wishing the Lions a Mighty Successful Rodeo—

FROM

PIONEER MOTORS

Genuine Ford parts. New and Used Cars
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Come in and see our new building.

JULIO PAOLASSO, Mgr.

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Books, Radios, Records, Appliances, Sporting Goods

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We're Going Strong

RALPH J. LAUPER, Mgr.

FROM

PIONEER HOME & AUTO SUPPLY

HURRICANE, UTAH

Firestone Tires, Home and Auto Supplies

TEXACO GAS AND OIL

We Are Proud of Our New Store and Station

COME AND LOOK US OVER

DON WORTHEN, Mgr.

Bareback Riding Rules . . .

Riding a bucking horse with a saddle is one thing and riding a jumping, twisting bronc without a saddle is a very different thing.

One of rodeos' most colorful and exciting events, is the Cowboys' Bareback Bronc Riding Contests.

RULES AND REGULATIONS

Horse to be surcingled in chute. Rider to ride with one hand and the other high in the air. Must leave chute with both spurs high on the shoulders. Rider must be ready to ride in his turn or be disqualified. Judges to pass on equipment. Ride is completed at sound of the gong, ten seconds required to complete ride.



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ST. GEORGE, UTAH

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Finest Dude Ranch in the West

HOTEL—ROOMS WITH BATH

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BEAUTIFUL SWIMMING POOL AND TERRACE

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COLD DRINKS

COLD MELONS

FRESH FRUIT

Everything for a Quick Lunch—Special Service With a Smile

FRESH MEATS AND GROCERIES

Steer Bulldogging . . .

Steer bulldogging is a wrestling contest between a cowboy weighing 150 or 200 pounds and an animal weighing a half a ton or better. Strong men alone may risk competing in this nerve-ringing contest in which the skillfully-applied strength of man is pitted against the cunning and brawn of a full-grown steer. But strength is only the first qualification. To that must be added complete control of every movement and thorough knowledge of how best to bring muscular power into play to outwit the untamed animals from the range. Rules for contest, too, are strict.

RULES AND REGULATIONS

Wrestlers and hazers will be allowed to leave the chute with the steer, and wrestlers' mount and steer may be lap and tap when crossing deadline, but wrestler must not have hand on steer or leap before crossing deadline. Penalty will be ten seconds fine. Steer must be thrown by hand and when thrown, signal judges with one hand for time. Time limit of two minutes will be given and if steer is not caught in that time, wrestler will be required to retire from arena. Minimum of six entries.

Any contestant drinking or using profanity on the rodeo grounds while waiting for or participating in any contest, will have his money refunded and be ejected from the rodeo grounds.

BY ORDER OF THE RODEO COMMITTEE



Can You
Say As Much
To Your Wife?

If your answer is "No" we suggest you contact a Beneficial Representative. He can tell you of a plan where your loved ones will possess a debt-free home if anything should happen to you. A Beneficial Representative is also qualified to advise you on such important matters as creating a retirement fund, a school fund for your children or an income for your wife.

A visit with a Beneficial Representative does not obligate you in any way.

**BENEFICIAL LIFE
INSURANCE COMPANY**

George Albert Smith, Pres.

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Agent
Hurricane, Utah

Salt Lake City, Utah

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Phone 155



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DIXIE DRUG COMPANY

D. C. WATSON, Ph.D.

ST. GEORGE

UTAH

Compliments to the

ST. GEORGE LIONS CLUB

J. I. RICKETTS, CONSIGNEE



THE TEXAS COMPANY

Parades . . .

This year the first parade will be a typical Western parade, Sept. 5 at 6:30 P. M. Beginning at Woodward School corner, the parade will go east two blocks, north one block, west two blocks and will terminate at College corner.

The Junior parade Sept. 6 at 6:30 P. M. will start at Tabernacle corner and will go east one block, north one block, west one block and back to Tabernacle.

The Bathing Beauty Parade Sept. 7 at 6 o'clock P. M., will commence at Woodward school corner and go east two blocks, north one block, west two blocks and terminate at College corner.

At 7:15 P. M. final judging will take place at board walk in front of Grandstand stage on arena grounds.

Girls will be judged on personal beauty.

MAKE OUR STORE

Your Rodeo Headquarters

DURING THE SHOW



FENTON'S PHARMACY

The Friendly Drug Store

TRY OUR FOUNTAIN SERVICE AND STAY COOL

St. George's Finest



BIG HAND CAFE

ANTHONY W. ATKINS,
Manager

Overland Greyhound Depot

St. George

Utah



Program . . .

Thursday, September 5th . . .

6:30 P. M.—Main Parade.

8:30 P. M.—Grand Entry at Rodeo Grounds.

Rodeo Events . . .

Calf Roping

Brahma Steer Riding

Bronco Riding

Bareback Riding

Stock furnished by Jacobs Ranch and St. George Lions Club.



JOS. J. MILNE TRUCK LINE

Salt Lake City

Beaver

Cedar City

St. George

DAILY HIGHWAY FREIGHT SERVICE

Lundberg Radio and Electrical Appliance Shop

JACK LUNDBERG, Proprietor

Phone 164



St. George

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THE FOOD OF QUALITY

The Only Place in St. George That You Can Get
COON FRIED CHICKEN

FARMER BROTHERS COFFEE

Make Our Modern Cafe Headquarters for Meeting Your Friends

Courteous Service and Reasonable Prices

(WES) LARSON, (DOC) DOCKSTADER
Owners

Congratulations to St. George Lions . . .

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Cedar City

Utah

Compliments of

WELL'S
SHELL SERVICE

Compliments of

RULON A. SNOW

Shell Station



PHONE 236

St. George

Utah

Program . . .

Friday, September 6th . . .

6:30 P. M.—Junior Parade.
8:15 P. M.—Grand Entry.
8:30 P. M.—Rodeo.

Rodeo Events . . .

Calf Roping
Brahma Steer Riding

Bronco Riding
Bareback Riding

Stock furnished by Jacobs Ranch and St. George Lions Club



AUTO PARTS COMPANY

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PARTS FOR ALL CARS

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ERROL W. WOODBURY, Mgr.



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75 North Main

Program . . .

Saturday, September 7th . . .

6:00 P. M.—Beauty Parade

7:30 P. M.—Judging Girls

8:30 P. M.—Rodeo

Rodeo Events . . .

CALF ROPING

BRAHMA STEER RIDING

BRONCO RIDING

BAREBACK RIDING

Stock furnished by Jacobs Ranch and St. George Lions Club



**NOT A WORD
TO ANYONE**

Our business transactions with customers are a "top secret" which we keep strictly confidential.

That's why farmers who bank or borrow here can always talk freely to us about all money matters they care to discuss.

STATE BANK OF HURRICANE

HURRICANE, UTAH

BANK CREDIT IS THE BEST FARM CREDIT

DEPOSITS INSURED UP TO \$5000.00

Resources \$1,200,000.00



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The Only Place in St. George That You Can Get
COON FRIED CHICKEN

FARMER BROTHERS COFFEE

Make Our Modern Cafe Headquarters for Meeting Your Friends

Courteous Service and Reasonable Prices

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Owners

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Cedar City

Utah

Compliments of

WELL'S

SHELL SERVICE

Compliments of

RULON A. SNOW

Shell Station



PHONE 236

St. George

Utah

Program . . .

Friday, September 6th . . .

6:30 P. M.—Junior Parade.

8:15 P. M.—Grand Entry.

8:30 P. M.—Rodeo.

Rodeo Events . . .

Calf Roping
Brahma Steer Riding

Bronco Riding
Bareback Riding

Stock furnished by Jacobs Ranch and St. George Lions Club



AUTO PARTS COMPANY

Cedar City, Utah

St. George, Utah

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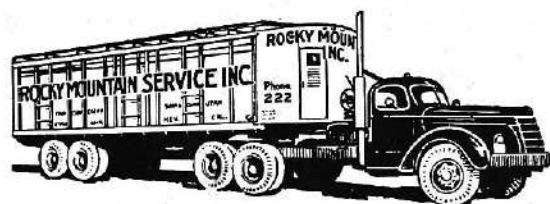
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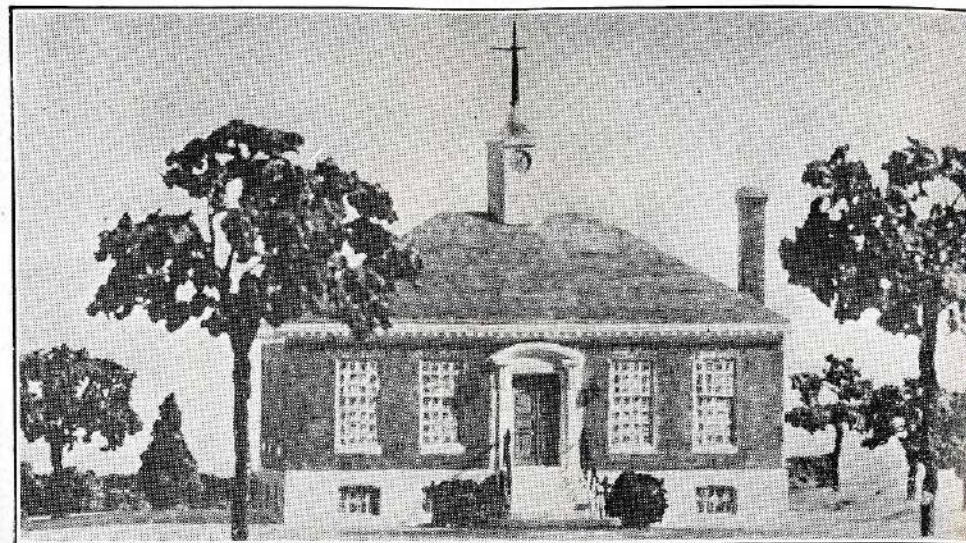
HOME OFFICE
Santa Clara, Utah
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WESTOVER FEED STORE

PURINA FEEDS AND CHOWS

Ralph Westover, Owner



The McQuarrie Memorial Hall

Just one door north of the County Court House, St. George is the McQuarrie Memorial, housing a fantastic array of relics of Dixie pioneering in Utah's Dixie, Cotton Mission of the LDS Church, 1861-forward.

Liberal bequest of Hortense McQuarrie Odum, New York, native St. George woman, and descendent of the Gardners and McQuarries, staunch pioneer families, this building cost \$17,500, and was dedicated June 17, 1938. It is owned and upkept by the local camps of Daughters of Utah Pioneers who also supply the hostess service daily, except Sunday, from 5 to 8 p. m.

Included in the exhibit are numerous evidences of the cotton and silk industries, building tools, pottery furniture, household appliances, hand loom work, century old dishes, women's handcraft in quilting, knitting, crocheting, pastry arts, and many other intriguing items. Not least of these is the Orchestrone, quaint paper record reed organ which still furnishes good music, and a massive Hallet-Davis piano, both relics of the hey-days of Silver Reef mining camp in the 1880's.

Many tourists are visiting each week and are intrigued with the size of the exhibit and the stories that go with them.

MABEL JARVIS

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Discs and Front End Leaders for Any Type Tractor

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St. George Utah

ST. GEORGE OWNS AND OPERATES ITS OWN ELECTRIC SYSTEM

St. George Municipal Power Plant was completed in 1942, and the first home was served with electricity from it on April 7 of that year. The diesel plant is located in the city park. In it there are two Worthington engines and General Electric Company auxiliary equipment with a total generating capacity of 800 KW. The hydro plant located on the city's culinary water pipe line has a capacity of 400 KW when the flow of water is at its peak. The city has invested more than \$320,000.00 in these two generating plants and distribution system. The third diesel generating unit, with a capacity of 1200 KW, has been ordered and delivery promised in February, 1947. When this unit is installed St. George will have electric generating capacity to serve the city for a number of years.

The benefits accruing to the city from owning and operating its electric utility are numerous. Each year there has been paid into the city funds from the electric revenues an amount equal to a 2 mill tax as a license fee. The total net profits, after allowing the bond interest and depreciation of the plant have amounted to more than \$20,000.00 per year.

In addition to these benefits the heat from the diesel engines warms the water for the modern new swimming pool to the desired temperature and makes it possible to enjoy year round swimming in one of the finest pools in the state.

The electric utility is managed by a commission of three members appointed by the mayor with the approval by the city council. Thus the possibility of making this a political "football" has been removed.

Municipal Growth Through Municipal Ownership

WATER

ELECTRICITY

Utility Assets Exceed Two-Thirds of a Million Dollars

ST. GEORGE CITY UTILITY COMMISSION

Welcome to

TWELFTH ANNUAL DIXIE ROUND-UP



FRED GLEESON POULTRY PLANT

Phone 334

St. George

"BOB'S" GARAGE

West Side of St. George

FAST COURTEOUS SERVICE

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Sky Chief

Marfax Lubrication

Tire Headquarters

LEE COX, Prop.

Fire Chief

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St. George, Utah

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ST. GEORGE LIONS CLUB



1946

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Willard Bleak

Marion Bowler

Melbourne Cottam

Lorraine Cox

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PHIL SPENCER AND SHIRLEY BOOTH

Experts in

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Modern Cleaners

Best in Dry Cleaning
One Day Service

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Congratulations Lions

Mullet Jewelry

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CLARK EMPEY, Owner

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A Good Place to Sleep
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West Side of St. George
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Marion Snow

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GRAFF MERCANTILE CO.

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FIRST GRADE VEGETABLES AND FRUIT

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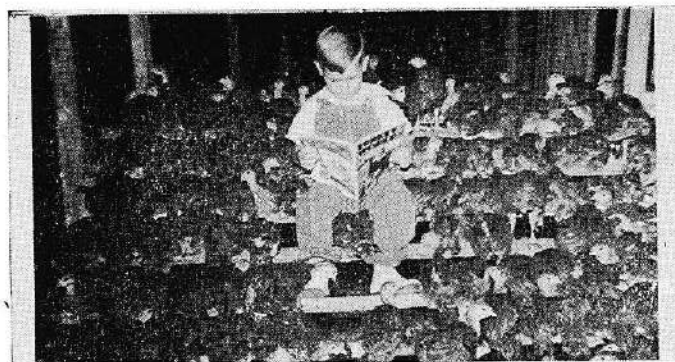
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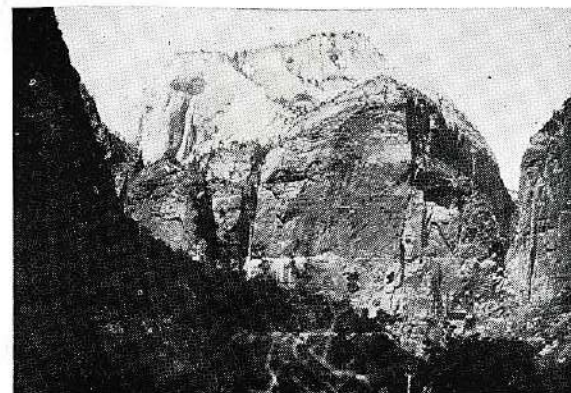


MORONI SANDERS

ERVIL SANDERS

Phone 2542

LaVerkin, Utah



TO ZION CANYON

It's very good for souls to stand
Within this bright, enchanted land;
Where morning gems the grass with dew
And skys are domed with misty blue.

This land of majesty that calls,
Of rainbow-colored canyon walls;
Where every splendid tree and vine
And mountain speaks of the Divine.

This holy city of the Lord,
Where rugged crags are flower-starred;
Where nature wears a regal crown
And one looks up instead of down.

E. C. MILES SADDLERY AND SHOE REPAIRING



INVISIBLE HALF SOLING
Done With Modern Equipment

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St. George, Utah

That was a
Close Shave—
COWBOY



But You Can Get
A Closer One At
EZ'S BARBER SHOP

O.P. SKAGGS
Efficient Service
FOOD - System - STORES

OPERATED BY

J. C. Snow

St. George

Utah

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St. George Lions Club

ON THEIR
TWELFTH ANNUAL

Lions Rodeo

A High Class Entertainment

We Salute St. George Lions International

J. C. PENNEY CO.

Attractive and Exclusive Styles in
LADIES' READY-TO-WEAR

SNOW'S DRESS SHOP

ALTHEA S. NELSON Mgr.

PHONE 107

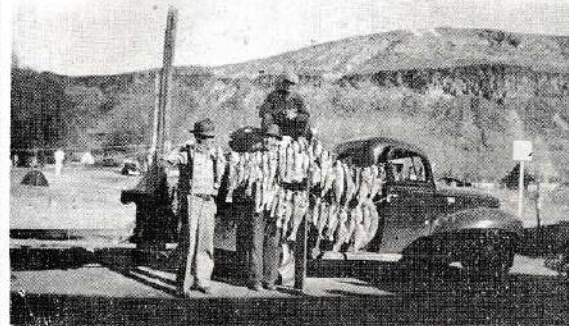
ST. GEORGE, UTAH

E. B. SNOW FURNITURE

HARDWARE AND PAINT

PHONE 45

ST. GEORGE, UTAH



Compliments
Ph. 2421, Hurricane, Utah

STEVENS MACHINE SHOP

GEORGE STEVENS,
Owner



ASSOCIATED SERVICE and MOTEL

AIR-COOLED DE LUXE COTTAGES

Gas—Accessories—Oil

Popularly Priced

PREMIUM OIL CO., WEST ST. GEORGE

PHONE 285

ST. GEORGE

Compliments of . . .

McCOARD'S

Service Station



TO ST. GEORGE LIONS CLUB

Lorraine Cox, Mgr.

Compliments of . . .

DR. A. J. HUTCHINGS

DENTIST



WELCOME . . . RODEO VISITORS . . .

O. K. RUBBER WELDERS

"IF ITS AN O.K. JOB, IT'S OKEH"

Harold J. Hafen, Manager

St. George, Utah

Compliments of . . .

WASHINGTON GARAGE

EXPERT AUTO REPAIRS

Gas

Oil

Lubrication

CLAUDE ALBRIGHT, Owner-Operator

Washington

Utah

Air Conditioned

Steam Heated

CONOCO AUTO COURT AND SERVICE STATION

Corner 2nd East on Highway 91

B. L. COVINGTON and PETE MILNE,
Proprietors

St. George

Utah

Congratulations and Good Luck Lions

On Your 12th Rodeo Anniversary

SANDWICHES—BEER

CALIFORNIA INN

JOE SIMMONS, Prop.

St. George

Utah

Congratulations to the

St. George Lions Club

FOR A GOOD SHOW

MATHIS MARKET

St. George

Utah

DIXIE JEWEL SHOP

"HOME OF GUARANTEED GIFTS"

Expert Watch and Jewelry Repairing

LLOYD S. BLEAK, Proprietor

Greetings to St. George Lions . . .

WHITEHEAD'S TOGGERY

AND

WHITEWAY MALT SHOP

JUDD MOTOR

CHEVROLET

Sales and Service



Genuine Chevrolet Parts
and Accessories

KERRIK STEAM CLEANING

Conoco Products

HOWARD JUDD,
Prop.

QUALITY BAKERY

BREAD LIKE MOTHER

TRIED TO MAKE

Cowboys, Here Is the Place
For Better Than Sourdough
Biscuits.

Compliments of

LYN MOR MOTEL

420 East—100 North
MODERN GUEST ROOMS

Phone 6-M

St. George, Utah

Congratulations . . .

JOHN J. PHOENIX, JR.

Wholesale Dealer
STANDARD OIL PRODUCTS

Congratulations to

THE LIONS CLUB

From

SPROUSE-REITZ, CO.

L. J. LEONARDI, Mgr.

WILSON BROTHERS

WHOLESALE AND RETAIL FRUIT DEALERS
Buyers and Sellers

PHONE 2533 OR 2545



LAVERKIN, UTAH

Congratulations

BENNETT'S AUTO COURT

ST. GEORGE, UTAH

Compliments of the

LIBERTY DRUG COMPANY

WALTER S. JENSON, Proprietor

ARROWHEAD APPLIANCE COMPANY

COMPLETE HOUSEHOLD FURNISHINGS

JOHN DEERE EQUIPMENT

Melvin Cox, Manager

The Salt Lake Tribune

Always in tune with the spirit
and growth of the
mighty West

Carl Condie

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MILNE BROTHERS

Painting and Decorating
Phone 23-R—137-J, St. George

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Cedar City



HOUSE HEATING-
REFRIGERATION-
COOKING
WATER HEATING-



Are You Cooking

With Gas

IT'S QUICK

IT'S CLEAN

IT'S MODERN

ST. GEORGE GAS CO.

Congratulations to the

ST. GEORGE LIONS

ON THEIR 12TH ANNUAL

DIXIE ROUND-UP

TED'S BAR

CEDAR CITY, UTAH



Milne Motor Court

100% Modern

Air-Conditioned

Steam Heated

Clean

Quiet

Comfortable



Mr. and Mrs. B. G. Milne, Managers

PHONE 22

ST. GEORGE UTAH

We Bid You

WELCOME!

COME AND ENJOY YOURSELF

AT THE 12TH ANNUAL

Dixie Round Up

SEPTEMBER 5, 6, 7, 1946

7-Up Bottling Co.

ST. GEORGE

MANUFACTURERS OF

Hire's Root Beer

7-Up

Pepsi-Cola

Mission Orange