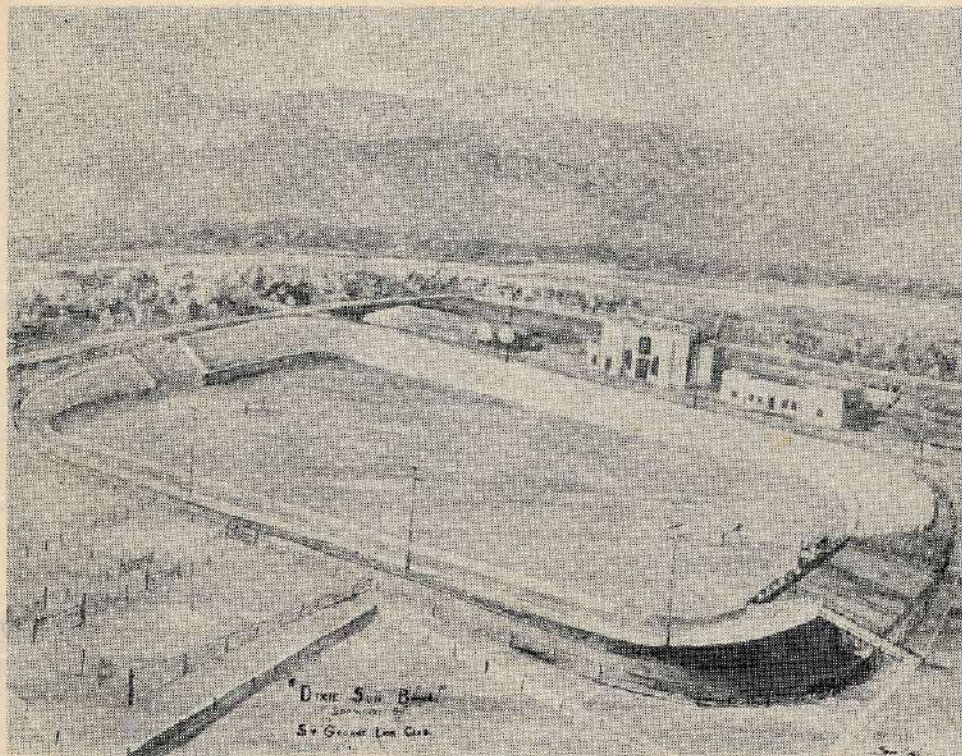


Valentine McArthur
THIRTEENTH ANNUAL

Dixie Round-Up Night Rodeo

September 18, 19, 20, 1947



TO BE HELD IN THE
DIXIE SUN BOWL

ST. GEORGE, UTAH

Sponsored By the St. George Lions Club



Milne Motor Court

100% Modern

Air-Conditioned

Steam Heated

Clean

Quiet

Comfortable



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

PHONE 22

ST. GEORGE, UTAH

ROSTER

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R. N. Ashby
Anthony Atkin
Clark Blake
Milo Blake
Marion Bowler
Walter Bills
Loraine Cox
Clarence Dahl
Clark Empey
R. N. Fenton
Lindau Foremaster
H. Val Hafen
E. N. Hammer
Bert Hall
W. B. Hail
Karl Hutchings
Dr. M. O. Hutchings
Lester Holcomb
Howard Judd
Arthur Kemp
Jack Law
Reed Leigh
L. J. Leonardi
N. M. Lundberg
E. M. McArthur

Val McArthur
Dr. A. W. McGregor
Dr. L. W. McGregor
W. G. McMullin
Bert Milne
Irvin Milne
Wesley A. Nelson
Darrel Nisson
Andrew Pace
George Pace
K. J. Parkinson
Arthur Paxman
L. A. Porter
W. P. Powell
R. M. Reber
Jack Ricketts
Joe Simmons
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W. W. Staheli
Bert Truman
Archie D. Wallis
A. J. Webber
Ray Whipple
Clayton Williams

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Utah Oil Refining Co.

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**For Dependable Automobile
Service**

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

Guaranteed Lube Jobs

**Pep "88" Gasoline
Vico and Quaker State
Motor Oils**

EXPERT WASHING AND LUBRICATION

Welcome Rodeo Visitors

SPROUSE-REITZ CO., INC.

St. George's Finest Variety Store



L. J. Leonardi, Mgr.

St. George, Utah

Compliments of the . . .

WHIPPLE LUMBER COMPANY



LUMBER HARDWARE PAINT FENCING

MILL WORK CABINET WORK

Phone 250-J

St. George, Utah

EMPEY ELECTRIC

G. E. AUTHORIZED DEALER



House Wiring
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CLARK EMPEY, Owner

CHAIRMAN'S MESSAGE



We the St. George Lions
sincerely thank all of the people
who have so generously
contributed to the building of
our Dixie Sun Bowl.

Signed

WALTER (Brown) HAIL
Chairman

HAIL'S MOTEL



NEWEST AND FINEST



TELEPHONE 315



W. BROWN HAIL, Proprietor

ST. GEORGE,

UTAH

Congratulations to the Lions Club for such
a fine project . . .

RULON A. SNOW

Selling agent for

SHELL OIL CO., INC.

Donald H. Leavitt and Ernest P. Wells your

Shell Dealers in Prem Gasolines, Oils,

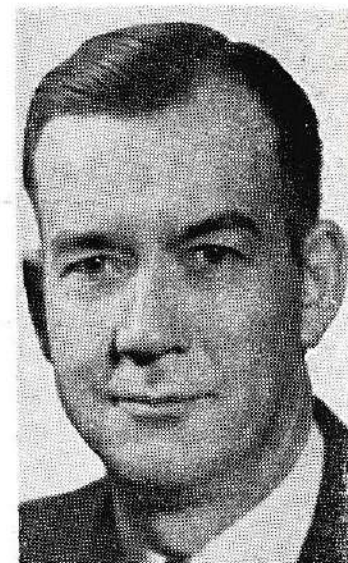
Specialties and First Class Service



MAYOR'S CONGRATULATIONS

It is with pride and pleasure that I, in behalf of the people of St. George, extend congratulations and best wishes to the St. George Lions Club on the completion of the Dixie Sun Bowl, a colorful place to hold the Thirteenth Annual Rodeo.

E. ERIC SNOW, Mayor



TO THE

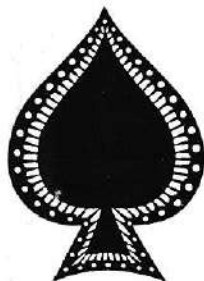
St. George Lions Club

KEEP UP THE GOOD WORK

Bank of St. George

ACE CAB COMPANY

24 HOUR SERVICE



Cab Stand At Big Hand Cafe

PHONE 128

YOU CALL, WE HAUL

Odegard's

PORTRAITS—PHOTO SUPPLIES

Cox Building

Phone 585 — St. George, Utah

JACOBS BRAHMA RANCH

Breeding Bulls,
Roping Calves

Box 155 Bunkerville, Nev.

CONGRATULATIONS
TO ST. GEORGE LIONS

W. O. BENTLEY

Insurance Real Estate

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 the 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 ropers' calf, regardless of what happens. Ten seconds' fine will be added if roper's horse is over foul line at 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. R. C. A. Rules.

DICK'S CAFE

Welcomes You

Utah's Most Famous Eating Place

COME AS U R

Visitors and Contestants Make This Famous
Place Your Headquarters

E. N. (Dick) HAMMER, Owner



That was a Close Shave—COWBOY

But You Can Get A Closer One At

EZ'S BARBER SHOP

Welcome to

THIRTEENTH ANNUAL DIXIE ROUND-UP



FRED GLEESON POULTRY PLANT

Phone 334

St. George, Utah

LUNT'S HOTEL

Cedar City's New, Modern

HOTEL AND DINING ROOM

Fine Foods—Excellent Steak and Chicken Dinners

Comfortable Rooms

CEDAR CITY

UTAH

Compliments of . . .

MULLETT JEWELRY

Cedar City

Utah

Heralding the events, growth
and spirit of the great West
for the past 76 years

THE SALT LAKE TRIBUNE

CARL CONDIE, Agent

BRONCO RIDING



Bronc busting is like riding 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. C. A. rules and regulations will be followed in this event.

Welcome Rodeo Contestants and Fans

May Our Show Hold Many Pleasures For You

HOTEL (AAA) LIBERTY

CLARK AND MILO BLAKE, Owners

CLARK BLAKE, Mgr.



Make Your Visit Pleasant
By Headquartering Here

"BE SATISFIED"

Try The

CHEVROLET SERVICE

AND GENUINE PARTS

AND ACCESSORIES

AT

BRADSHAW CHEVROLET CO.

Cedar City

--

--

Utah

YOUR DIXIE SUN BOWL

BY B. G. MILNE

Many still continue to speak of this project as the Lion Dixie Sun Bowl. True the Club sponsored it but the people of Dixie through their willingness and unselfishness played the major part in its becoming a reality, by their cash contributions.

For this reason we should speak of it as your Dixie Sun Bowl.

The people of Dixie for future years to come will look upon the Bowl and be proud of its sports and recreation activities, and its value as a great asset in our Community. Many of us now are beaming with pride as we watch its growth, and see its final completion.

What a wonderful feeling of satisfaction, pride, and delight we the people of Dixie must surely feel in our hearts in realization of a job accomplished through unselfish civic service and cooperation. These everlasting bonds of constructive cooperative spirit are not new in the hearts of the people of Dixie. This same proud, whole hearted spirit, and cooperative development is traditional and symbolic of the spirit which prevailed in the hearts of those sturdy pioneers who gave us our Dixieland. One must now stop and for a few humble moments think back and realize the satisfaction, pride, and dignity in the hearts of those pioneers when they gazed at their accomplishments—and realized a great white temple had become a reality in our community.

So we the St. George Lions Club say thanks for the traditional spirit which continues to prevail among us. Thanks again for the cooperation and financial aid given to us in our efforts to build a Dixie Sun Bowl.

Finance Committee

L. W. MCGREGOR

CLARK BLAKE, Secretary

GEO. PACE

B. G. MILNE

St. George's Finest



BIG HAND CAFE

ANTHONY W. ATKIN,

Manager

OVERLAND GREYHOUND DEPOT

24 HOUR TAXI SERVICE

ST. GEORGE

UTAH

Ashby and McQuaid



Auto Repairing

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GOODYEAR TIRES

Chrysler and Plymouth Sales and Service
International Motor Trucks-Farmall Tractors
McCormick Deering Farm Implements

PHONE 64

ST. GEORGE, UTAH

GIVAN'S

Packard Cars—GMC Trucks

SERVICE ALL MAKES OF CARS
COMPLETE LINE OF HOME APPLIANCES
ELECTRIC PLANTS
GOODRICH STORE
CEDAR CITY, UTAH

140 NORTH MAIN

PHONE 330

Sugar Loaf Cafe

St. George, Utah

Here's Wishing the Lions a Mighty Successful Rodeo—

FROM

PIONEER MOTORS

Genuine Ford parts. New and Used Cars
BODY REPAIRING, PAINTING, WRECKER SERVICE, WELDING
Come in and see our new building.

JULIO PAOLASSO, Mgr.
"THERE'S A FORD IN YOUR FUTURE"

FROM

KARL HUTCHINGS' STORE

Books, Radios, Records, Appliances, Sporting Goods
Your Firestone Home and Auto Supply Headquarters

KARL HUTCHINGS, Mgr.



FROM

PIONEER SERVICE

Firestone Tires and Batteries
TEXACO GAS AND OIL
Come in and see our new lubrication equipment
We're Going Strong

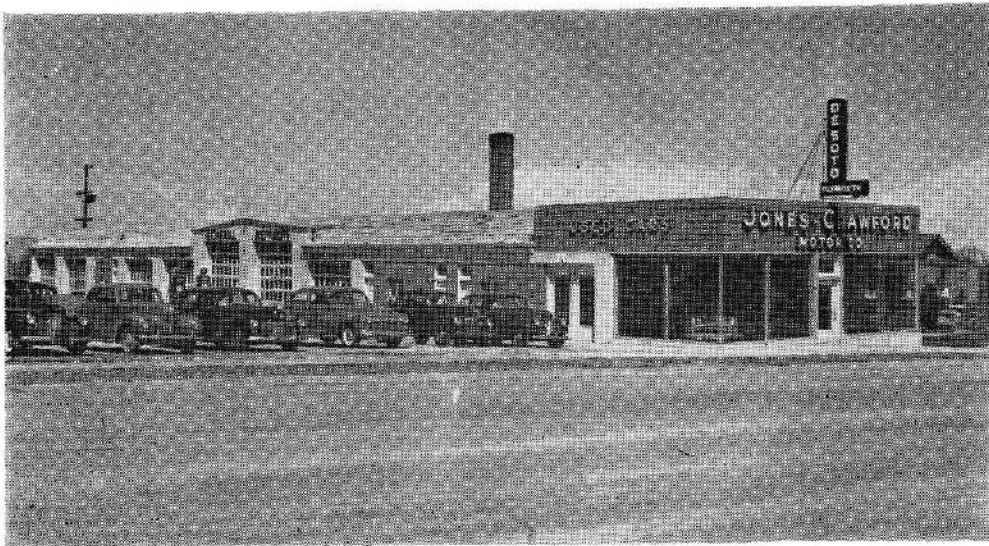
RALPH J. LAUPER, Mgr.

FROM

PIONEER HOME & AUTO SUPPLY

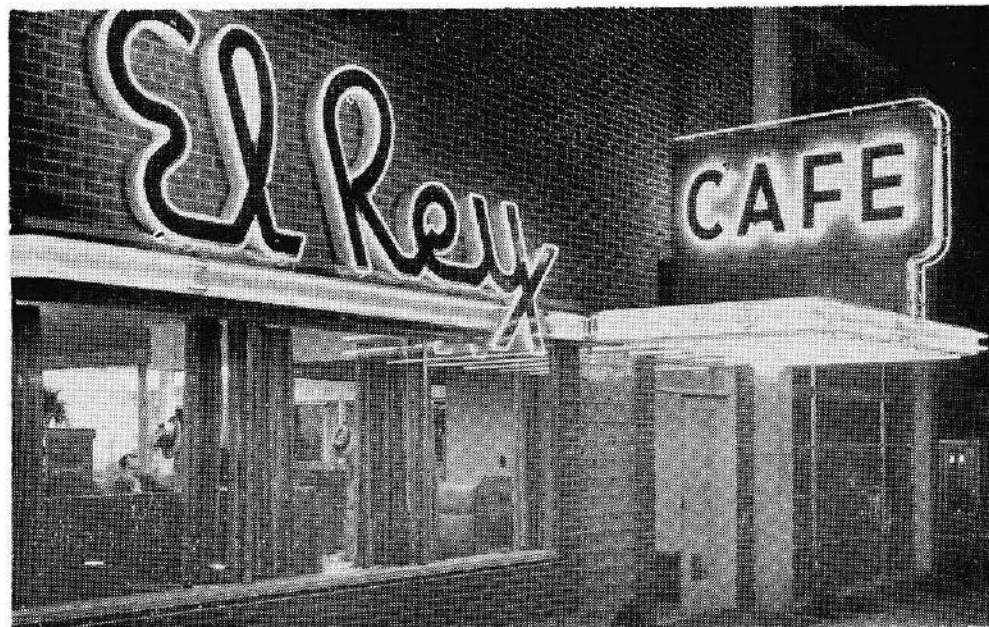
HURRICANE, UTAH

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.



JONES-CRAWFORD MOTOR CO.

Cedar City, Utah Phone 47 De Soto—Plymouth Dealers



EL RAY CAFE—Utah's Finest Cafe

ERROL S. WOODBURY, Owner and Manager

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-tling 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.

CONGRATULATIONS TO THE . . .

ST. GEORGE LIONS CLUB

ON THEIR

THIRTEENTH ANNUAL

LIONS RODEO

A High Class Entertainment

We Salute St. George Lions International

J. C. Penney Co.

Washington County News



**Giving Complete Cooperation
In Every Enterprise That
Benefits Washington County**



FIRST IN NEWS

FIRST IN SERVICE

FIRST IN ADVERTISING



St. George



Utah

PROGRAM

WEDNESDAY, SEPTEMBER 17th

9:30 P. M.—

Cowboy Dance at Recreation Hall

The St. George Lions Club invites you to "Go Western" for the Thirteenth Annual Dixie Round-Up. Don your boots, spurs, your broad-brimmed sombrero! Join us in Western regalia and Western spirit as we again pay tribute to the Old West in our annual Lions Rodeo.



**ROCKY
MOUNTAIN
SERVICE**

Ship by Truck

Daily Service Between Southern Utah and Los Angeles
YOU RAISE THE PRODUCT—LET US BUY IT OR DELIVER IT

Insured Carriers

Wholesale Produce

LOS ANGELES OFFICE

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Santa Clara, Utah

Phone RI 2973

Phone 222-W

Success to St. George Lions

E. O. MUIR & CO. INC.

Salt Lake City, Utah



Car Lot Shipper and Distributors



Buyers of Dixie's Fruits and Vegetables

PROGRAM

THURSDAY, SEPTEMBER 18



Grand Parade 5:00 O'clock

Grand Entry 8:00 O'clock

Rodeo 8:15 O'clock

Dance 10:00 O'clock

Compliments of

DIXIE VEGETABLE GROWER'S COOP.

GROWERS AND SHIPPERS

of

CHOICE VEGETABLES

Production of Select San Joaquin Onion Seed—A Specialty

Headquarters, Washington, Utah

"DEPENDABILITY"

A WORD COINED BY

DODGE

"DEPENDABILITY"

A TRADITION WITH

LUNT MOTOR COMPANY

Southern Utah's Distributor For

DODGE CARS PLYMOUTH CARS

DODGE JOB RATED TRUCKS

ONE STOP SERVICE FOR ALL CARS

Phone 77

Cedar City, Utah

Congratulations St. George Lions

We Aren't Getting Chryslers—But we will Some Day

Until We Do Let Us Keep Your Present Car Running

SOUTH UTAH AUTO CO.

CHRYSLER -- PLYMOUTH -- DIAMOND T TRUCKS

U. S. ROYAL AND DIAMOND TIRES

PHONE 155

CEDAR CITY, UTAH

PROGRAM

FRIDAY, SEPTEMBER 19



Junior Parade 4:00 O'clock

Grand Entry 8:00 O'clock

Rodeo 8:15 O'clock

Dance 10:00 O'clock

Congratulations to the

ST. GEORGE LIONS

ON THEIR 13TH ANNUAL

DIXIE ROUND-UP

TED'S BAR

ST. GEORGE,

UTAH

DIXIE DRUG COMPANY

D. C. WATSON, Ph.D.

ST. GEORGE

UTAH

THOMPSON MOTOR CO.

"GARAGE & MACHINE SHOP"

PHONE 223

ST. GEORGE, UTAH

HUDSON SALES & SERVICE

Congratulations to

The St. George Lions Club

CANNON FUNERAL HOME

WILFORD W. CANNON, Jr.

ST. GEORGE, UTAH

PHONE 240

Compliments to Lions
Club on your Thirteenth
Annual Round-Up

Big Hand Auto Court

Compliments of . . .

JESS & JANE'S CAFE

Deluxe Hamburgers

R. M. Reber Insurance Agency

Insure in Sure Insurance

7 North Main—Telephone 20

ST. GEORGE, 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

KAISER FRAZER CARS

Rototillers — Dishwashers

BRACKEN SALES CO.

J. I. Case Farm Machinery, Parts & Service

RAY SQUIERS ELECTRICAL SERVICE

Lighting Fixtures :-: Wiring Supplies

Let us give you an estimate on your next electrical
job, at no obligation

Cox and Squiers Bldg.

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BLEAK CLEANERS

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ST. GEORGE,

UTAH

Compliments of the . . .

CENTER CLOTHING CO.

The Store of Quality

1 North Main

St. George, Utah

MOTEL ST. GEORGE

The Comfort of Waldorf Astoria in our Beds. Temperature
You Like in our Rooms Summer and Winter. Garages
that Keep Sun Check off your Car in Summer, and
Melts the Frost out of its Gears in Winter

WELCOME TO MOTEL ST. GEORGE

ON HIGHWAY 91

ST. GEORGE, UTAH

DIX TIRE SHOP

SPECIALTY TRUCK TIRES

Recapping — Vulcanizing
New Tires and Tubes

Cedar City,

Utah

Compliments to . . .

The St. George Lions Club

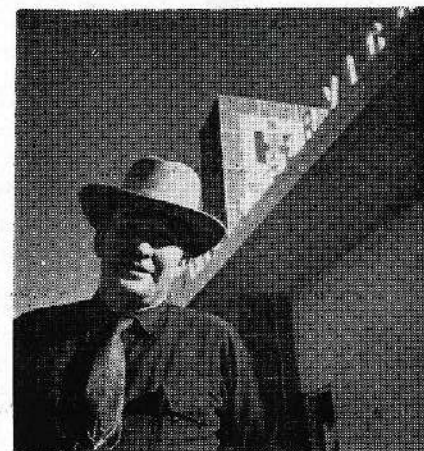
On Their 13th Annual

DIXIE ROUND-UP

GLEN PRISBREY

Congratulations to St. George Lions . . .
On Their Thirteenth Annual Dixie Round-Up

FINLEY M. JUDD



FINLEY M. JUDD
International Trucks and Tractors

Welcome to . . .

LIONS CLUB RODEO

FROM

J & J PLANING MILL

INTERIOR TRIM

CABINET WORK

THE FINEST IN SOUTHERN UTAH

Compliments . . .

SAM DAUGHERTY

BEER—SANDWICHES

Mesquite,

Nevada

Congratulations to . . .

St. George Lions On
Thirteenth Annual Round-up

DEAN CLARK

DRUGS

HURRICANE,

UTAH

WITH COMPLIMENTS FROM

BANK OF SOUTHERN UTAH

Cedar City, Utah



Member of
FEDERAL RESERVE SYSTEM



Member of
FEDERAL DEPOSIT INSURANCE CORP.



RESOURCES

\$4,500,000

Congratulations to

ST. GEORGE LIONS

On Their Annual Dixie Round-Up

CLARK SHOWALTER

Distributor for—Miller's, Fisher's and Coor's Beers



QUICK SERVICE



Cedar City,

Utah

Compliments to St. George Lions

On Their Thirteenth Annual Rodeo

STATE BANK OF HURRICANE



If You Need Banking Service,

We Offer It



HURRICANE, UTAH

WATCH FOR OUR

REOPENING UNDER NEW MANAGEMENT

EL RANCHO ARIVADA

Finest Dude Ranch in the West

HOTEL—ROOMS WITH BATH FINE CUISINE
BEAUTIFUL SWIMMING POOL AND TERRACE
COCKTAIL LOUNGE

Morton Freedland and Col. Robert E. Hines, Owners

Compliments to St. George Lions Club

LAST FRONTIER CLUB

LAS VEGAS, NEVADA

Member AAA

Member United Motor Courts

BIG "D" MOTEL

100% Modern

Air-Conditioned

J. D. SMART, Mgr.

St. George, Utah

Compliments from

ANDERSON DAIRY

LAS VEGAS, NEVADA

ICE CREAM, ALL FLAVORS

Congratulations to St. George Lions . . .

On Their New

DIXIE SUN BOWL

JIM CASHMAN GARAGE

LAS VEGAS, NEVADA

PROGRAM

SATURDAY, SEPTEMBER 20



Beauty Parade 5:30 O'clock

Grand Entry 8:00 O'clock

Rodeo 8:15 O'clock

Dance 10:00 O'clock

3 GAME SERIES

Between Hurricane and St. George

For Championship of Southern Utah League

Game Begins at 1 P. M.

September 18, 19, 20

FLORA GREENHOUSE

Always Welcomes You

FRESH FLOWERS FOR ALL OCCASIONS

134 East 1st South, FLORA M. BROOKS, Mgr.

Compliments on Your 13th Annual Dixie Round-Up . . .

76 STATION

For The Best Service in Town

Washing and Simonizing

TRY US OUT

GORDON BRACKEN, Mgr.

GRAFF'S NEIGHBORHOOD STORE

180 South Main, Phone 239-W

A Good Place To Shop For Foods

COURTESY—CLEANLINESS—ECONOMY

WM. H. GRAFF, Prop.

BRADSHAW

Home and Auto
Supply Company

REED BRADSHAW, Mgr.
Tires FIRESTONE Batteries
Automobile Supplies

Cedar City, Utah
46 North Main Phone 262

BURASCANO'S

Indian and Curio Store

121 North Main
Phone 99 Cedar City, Utah

PARADES—1947 DIXIE ROUND-UP

It is our desire to present to the people of this and neighboring communities more colorful and interesting parades each year of our Dixie Round-Up, and we hope this year will offer much of interest to all.

Our festivities will start with our Grand Parade which will commence at 5 P. M. September 18. The theme of this parade will be in keeping with our Centennial Year and depict the progress of Dixie from 1861 to 1947. The basis of judgment will be originality, effectiveness and punctuality; to the adjudged winners awards will be given. In addition there will be trophies presented by Dick's Cafe to the best out-of-town Mounted Group, also the Outstanding Ladies Mounted Group.

September 19, at 4 P. M. under the sponsorship and direction of the St. George Lady Lions the Junior Parade will be held. The theme of this parade is "In Story Book Land". Boys and girls under eight years of age are eligible. Contestants will be judged on effectiveness, originality, and punctuality. Prizes will be awarded the winners for floats, groups and individuals.

September 20, at 5:30 P. M. we present you with some of the most beautiful girls of Dixie in our Beauty Parade. These girls will be over sixteen years of age, dressed to show physical beauty, poise and stature to catch the eyes of all. The sponsors of each beauty contestant will be advertised. To the winners awards will be given.

We solicit your cooperation and hope each community will participate that our celebration will be a tremendous success.

ST. GEORGE LIONS CLUB
A. W. MCGREGOR, M. D.,
Chairman Parade Committee

PICKETT LUMBER CO.

"If It Goes in a Building We Sell It"

ST. GEORGE, UTAH

EVERYTHING AVAILABLE FOR THE SPORTSMAN

Lumber - Hardware - Furniture - Electrical Appliances

Compliments of St. George Floral . . .

The McAllisters

SAY IT WITH FLOWERS

Compliments to

LYN MOR MOTEL

420 East—100 North
MODERN GUEST ROOMS

Phone 6-M

St. George, Utah

"BOB'S" GARAGE

West Side of St. George
FAST COURTEOUS SERVICE
Acetylene and Arc Welding
"BOB" COX, Prop.

Congratulations To . . .

ST. GEORGE LIONS CLUB

From

DIXIE LAUNDRY



JACK OAKEY, ANNOUNCER

MITCHELL'S

Vera Mitchell, Mgr.

Ladies' Ready - to - Wear
High Quality Merchandise

ST. GEORGE,

UTAH

COMPLIMENTS

A FRIEND

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 three Worthington engines and General Electric Company auxiliary equipment with a total generating capacity of 2000 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 \$450,000.00 in these two generating plants and distribution system.

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 \$30,000.00 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 around 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

BAREBACK RIDING RULES

Horses to be surcingled in chute. Rider to ride with and riding a jumping, twisting bronc without a saddle is a very different thing.

One of rodeo's most colorful and exciting events, is the Cowboys' Bareback, Bronc Riding Contest.

RULES AND REGULATIONS

Horses to be sursingled 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. R C A Rules.

QUALITY BAKERY

Bread Like Mother Tried to Make
Cowboys, Here is the Place for Better Than Sourdough
Biscuits

ANDREW McARTHUR, Mgr.

MILNE BROTHERS

Painting and Decorating

Phone 23-R—137-J, St. George

Phone 551-W—185-M

Cedar City



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Lindau Foremaster & Sons

Licensed Stock Dealer and Producer

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ST. GEORGE,

UTAH

LARKIN COMPANY

PLUMBING — HEATING — AIR CONDITIONING

APPLIANCES

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SPORTING GOODS



Telephone 365

St. George, Utah

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

OPERATED BY

J. C. SNOW

ST. GEORGE

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UTAH

Compliments of . . .

E. C. MILES

Saddlery and
Modern Shoe Repairing

MODERN CLEANERS

Best in Dry Cleaning

One Day Service

Phone 115

St. George

Lions Club Rodeo Queen and Her Attendants



MISS RAMONA McMULLIN
Queen



MISS YVONNE FREI
Attendant



MISS CHYRREL HEATON
Attendant

Happy Birthday To The

DIXIE SUN BOWL

Congratulations to

THE LIONS CLUB

O. K. RUBBER WELDERS

Complete Tire Service

HAROLD J. HAFEN

Agents For Arrowhead Freight Line, Ltd.

6 Trucks Daily

Congratulations to the St. George Lions . . .

On Their New

DIXIE SUN BOWL

From

OVERLAND BAR and SAL SAGEV

LAS VEGAS, NEVADA

SID MARTIN, Owner

ST. GEORGE, UTAH

The Home of Blight Resistant Beet Seed

Utah's Newest Agricultural Cash Crop

The Industry Started a Few Years Ago With
Planting of Five Acres and Grew to an
Eight Hundred Acre Production

Approximately 17,000,000 lbs. Sugar Beet Seed has been
Produced at a value of over Two Million Dollars

Sugar Beet Seed Grown on Utah Farms
Planted by Utah Sugar Beet Producers for the Manufacturing
of Fine White Granulated Sugar. A Utah Product

COMPLIMENTS TO THE

ST. GEORGE LIONS CLUB

J. I. RICKETTS, CONSIGNEE



THE TEXAS COMPANY

WELCOME

TO THE

ST. GEORGE RODEO

Compliments of

TURKEY DRIVE INN



TURKEY DINNERS OUR SPECIALTY



ST. GEORGE,

UTAH

DICK GRIFFETH, Trick Rider

As if it weren't enough to have already mastered 137 ways of riding a horse, exclusive of just sitting quietly in the saddle, Dick Griffeth, of Scottsdale, Ariz., has now perfected a new one that makes the rest of them seem tame. In this he uses two horses instead of one, riding them Roman style; that is, standing up with a foot on the back of each horse. When the horses have reached a full gallop, he jumps them over the top of a nice, shiny new automobile—really clears it. Dick spent seven months perfecting the trick, in addition to \$27,000 on new equipment, such as automobiles, horse trailers, etc.

A rodeo spill left him totally paralyzed for 60 days at one time, but within six weeks after he got out of bed, he rode another Brahma bull in a rodeo. "You can't keep a good man down."

Dick became national champion trick rider when he was 11 years old, won the bull riding event four years out of six in New York, and, in all, has been in about 750 rodeos.

In 1923, President Harding attended a rodeo in which 10-year-old Dick was appearing. Dick repaid the courtesy by riding his pony into the White House.

If you think you're a good rider, try riding a calf, a cow, or a steer. You'll quickly lose all your ego while you're pulling yourself together again. Dick Griffeth can really show you how it's done.

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BRAHMA BULL 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 bull, 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 bull after rider leaves animal. Eight seconds required to complete ride. R C A Rules.



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Dixie Round Up

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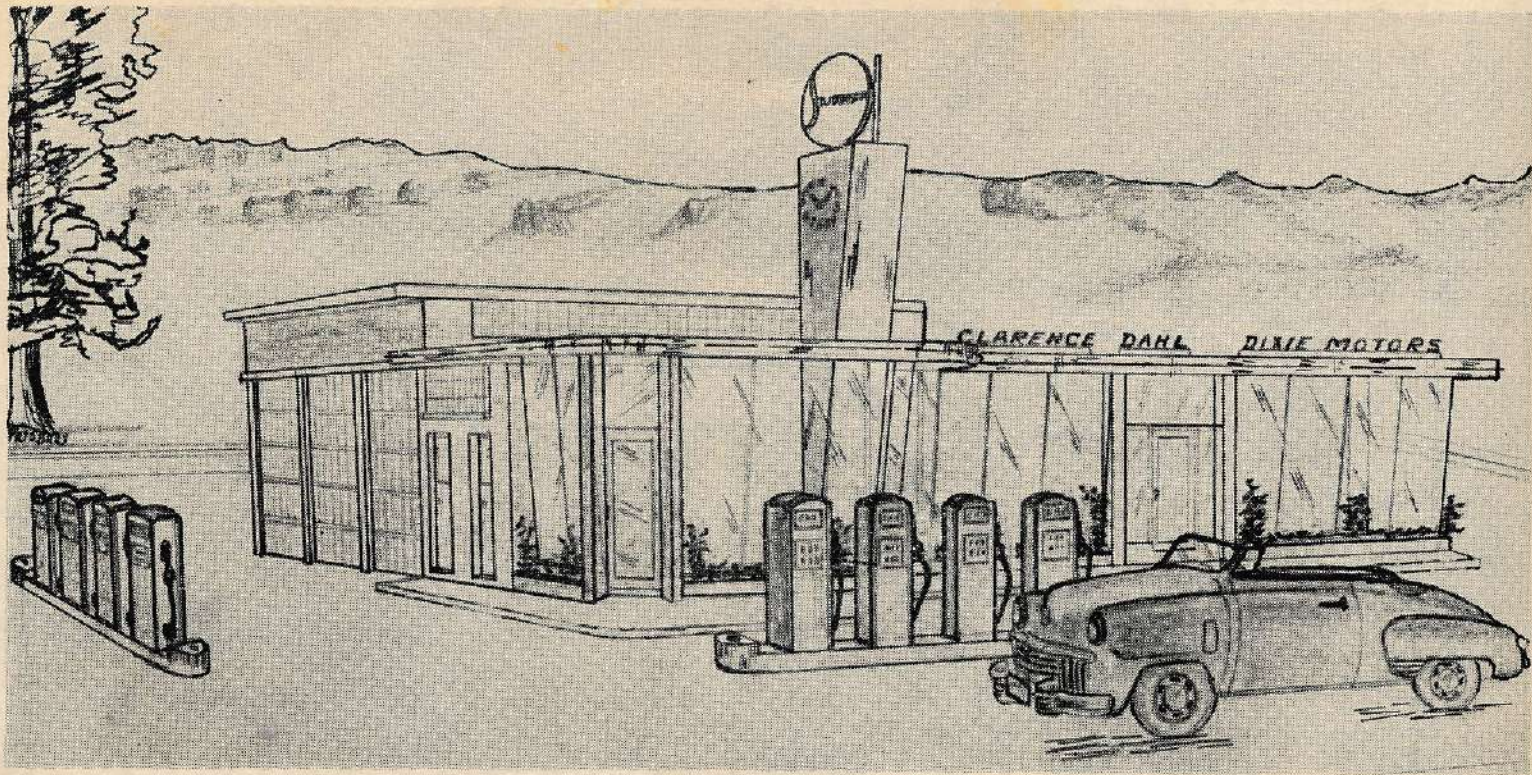
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