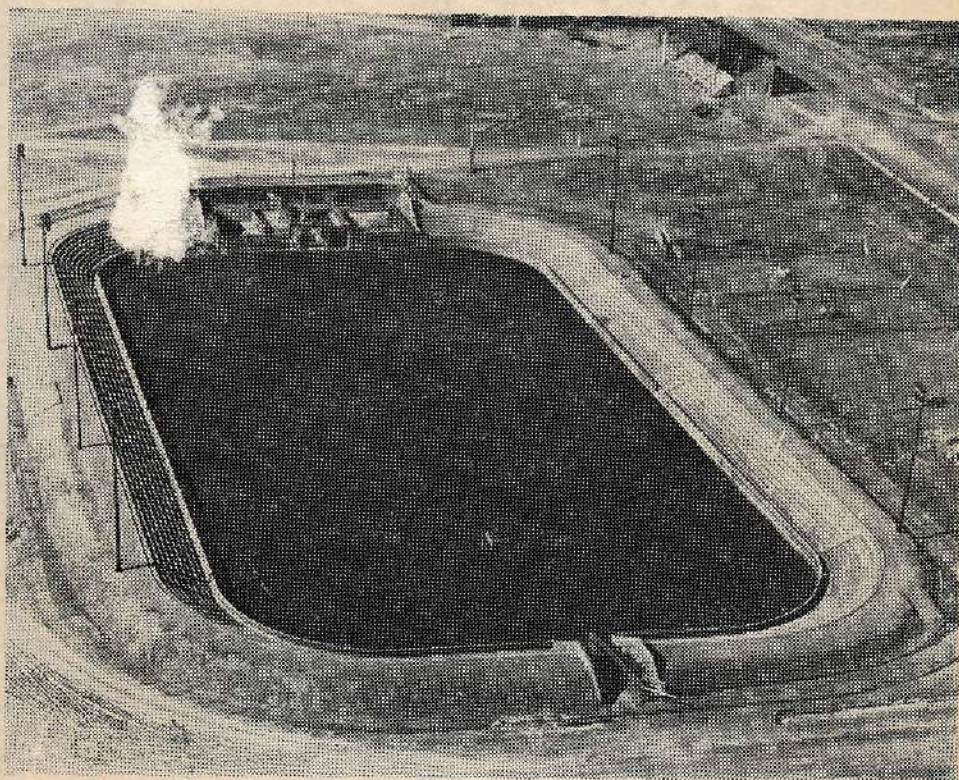


FOURTEENTH ANNUAL

Dixie Round-Up Night Rodeo

September 16, 17, 18, 1948



TO BE HELD IN THE

DIXIE SUN BOWL

ST. GEORGE, UTAH

Sponsored By the St. George Lions Club

ST. GEORGE LIONS CLUB

**You Are Doing a
Swell Job**



**We Are Glad to
Support You**

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Welcome, Rodeo Visitors

SPROUSE-REITZ CO., INC.

St. George's Finest Variety Store



L. J. Leonardi, Mgr.

St. George, Utah

During the Dixie Roundup

NEW ARROWHEAD HOTEL

"For the REST of Your Life"

AIR COOLED

JIM NESBITT, Mgr.

Compliments to the
ST. GEORGE LIONS CLUB

On Their Fourteenth
Annual Dixie Roundup

Prisbrey's Barber Shop

NORDBLOM'S CLEANERS & DYERS

Be Wise: Nordize

A Complete Plant for Cleaning
and Dyeing—Everything

CHAIRMAN'S MESSAGE

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

Signed

WALTER (Brown) HAIL
Chairman



HAIL'S MOTEL

NEWEST AND FINEST

TELEPHONE 315

W. (Brown) HAIL, Proprietor

AAA



St. George, Utah

R. M. Reber Insurance Agency

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MILL WORK CABINET WORK

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PICKUP AND DELIVERY

Visit Our New Plant

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UTAH

Snow's Dress Shop

Distinctive

Women's Wear

Althea S. Nelson, Manager

The Lions Rodeo Is a Social
and Entertaining Event of
Which We are Proud—

Wadsworth Fountain

MAYOR'S MESSAGE

As mayor of St. George,
one of the most progressive
cities of the United States,
I take pleasure in congrat-
ulating the St. George Lions
on the first anniversary of
the Dixie Sun Bowl, one of
the most ambitious and suc-
cessful projects that a civic
club has ever accomplished.



JOSEPH T. ATKIN.

MILNE MOTOR COURT

100% MODERN

Air Conditioned—Steam Heated

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Welcomes You

Utah's Most Famous Eating Place

COME AS U R

For Thirteen Years Contestants Have Made This
Famous Place Their Headquarters

E. N. (Dick) HAMMER, Owner



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 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.

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Jewelry and Novelties a Specialty

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St. George Lions on Their
Fourteenth Annual Rodeo

F. D. HOLLAND

BEST WISHES
to
ST. GEORGE LIONS

E. J. PICKETT

**JACOBS BRAHMA
RANCH**

Breeding Bulls
Roping Calves

Box 155 Bunkerville, Nev.

Compliments of
Westover Feed Co.

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Chows

Ralph Westover, Owner

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THE ST. GEORGE LIONS
on the First Anniversary
of the Dixie Sun Bowl

NIC-NAC

CONGRATULATIONS
TO ST. GEORGE LIONS

W. O. BENTLEY

Insurance Real Estate

CONGRATULATIONS TO THE ST. GEORGE LIONS

ST. GEORGE BUILDING SOCIETY

Congratulations to

St. George Lions on Their Sun Bowl Anniversary

LOOK FORWARD TO OUR
HURRICANCE PEACH DAY
OF 1949

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I. E. RIDDLE CO.

**WHOLESALE GROCERY
DISTRIBUTORS FOR SOUTHERN UTAH
AND NEVADA**

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Mesquite, Nevada

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The Finest in Cowboy Boots

Leather Goods of All Kinds

GIFTS



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Compliments



Compliments

DEAN CLARK and
DE OROSALANO

Champion 5-Gaited Palimino
at Los Angeles Horse Show
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Compliments of

E. C. MILES



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JOHN DEERE EQUIPMENT



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East of Wasatch Station on Highway 91

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Fender Work, Simonizing and Polishing

Estimates Furnished Free

St. George, Utah

Welcome to

FOURTEENTH ANNUAL DIXIE ROUNDUP

ST. GEORGE POULTRY PLANT

CLAYTON WILLIAMS, Manager

Phone 334



St. George, Utah

Congratulations to the St. George Lions on Their
Fourteenth Annual Rodeo

DIXIE HATCHERY, INC.

BERT TRUMAN, Hatcheryman



Welcome, Rodeo Contestants and Fans
May Our Show Hold Many Pleasures For You

HOTEL (AAA) LIBERTY

CLARK AND MILO BLAKE, Owners



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.



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St. George

Utah



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Serving the
Best
Trying Our
Best

Lions, We Appreciate Your
Patronage



Law's Standard Service

Your Neighborhood
Chevron Gas Station



Compliments of



McCORD'S
Service Station

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Lorraine Cox, Mgr.

Lee's Texaco Service

Guaranteed Lubrication
Gas, Oil, Tires, Tubes and
Accessories

Phone 332 St. George, Utah

Phone 244-W

Red Bluff Motel

Modern—Air-Conditioned

S. B. SHEETS, Owner

West Side of St. George, Utah

CONGRATULATIONS

to the

ST. GEORGE LIONS

For a Successful Rodeo

LeROY H. COX

Telephone 377-W AAA

Steam Heated—Air-Conditioned

Colonial Motor Court

St. George, Utah

East Side of Town on Highway 91

Compliments of

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St. George, Utah

Congratulations, Lions, on Your

1948 Rodeo

Trenching, Excavating

Crane Work

Evan G. Whitehead

Phone 488-W for

JIM'S TAXI SERVICE

24-Hour Service

Now serving St. George and
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When Having Car Troubles
Near Mesquite

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French Fried Chicken
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ST. GEORGE, UTAH

HUDSON SALES AND SERVICE

Greetings to

THE ST. GEORGE LIONS

**St. George Electronic
Service**

R. E. Jones, Proprietor

EZ's BARBER SHOP

Liberty Hotel Building

St. George, Utah



Congratulations to

THE ST. GEORGE LIONS

on the

First Anniversary of the
Dixie Sun Bowl

La Ron's Style Shop

Success to the

ST. GEORGE LIONS

CHURCH'S

Bryan and Frank

LARKIN COMPANY

PLUMBING—HEATING—AIR CONDITIONING

APPLIANCES

HARDWARE

SPORTING GOODS

Phone 365

St. George, Utah

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 to best 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

FOURTEENTH ANNUAL

LIONS RODEO

A High Class Entertainment

We Salute St. George Lions International

J. C. PENNEY CO.

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Dairy Products and Ice

Greetings to the

ST. GEORGE LIONS

SYPHUS GARAGE

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St. George, Utah

Welcome, Rodeo Visitors
to

Shady Acres Motel

Julio Paolasso, Prop.

Phone 343-R

St. George, Utah

Congratulations to the St. George Lions on the First Year

Anniversary of the Dixie Sun Bowl

EARL MILNE

YOUR CONOCO AGENT

SOUTHERN NEVADA MEAT CO.

Home of

VEGAS BRAND

MEAT PRODUCTS

U. S. Est. 526



A. I. STONER

LAS VEGAS, NEVADA

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BRACKEN'S UNION STATION

St. George, Utah



Paul J. Cox, Distributor

Cedar City, Utah

Compliments of

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Cedar City

Air Conditioned Free Parking Lot

Walt Lunt, Prop.



Compliments of

MULLETT JEWELRY

Cedar City

Utah

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 15

Cowboy Dance, 10 P. M.

The St. George Lions Club Invites you to "Go Western" for the Fourteenth Annual Dixie Roundup. 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.

EL PACE'O LODGE

A Modern Ranch Motel

St. George, Utah



SAL SAGEV HOTEL

RESTAURANT

JUST GOOD FOOD

Gertrude and Louis DuBois

Main and Fremont

Las Vegas, Nevada

When in Las Vegas Visit

LAS VEGAS CLUB AND BAR

21 Fremont Street

LAS VEGAS, NEVADA

COMPLIMENTS FROM

B. P. O. ELKS

NO. 1468

Las Vegas, Nevada

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GAS RANGES

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WATER HEATERS



PROPANE (Bottled Gas)

"The Economical Fuel for Every Purpose"

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Congratulations to the

ST. GEORGE LIONS

ON THEIR FOURTEENTH ANNUAL

DIXIE ROUND-UP

TED'S BAR

ST. GEORGE

UTAH

PROGRAM

THURSDAY, SEPTEMBER 16

Western Parade 5:30 P. M.

Grand Entry 8:00 P. M.

Rodeo 8:15 P. M.

Dance 10:00 P. M.

ST. GEORGE, UTAH

HOME OF UTAH-IDAHO SUGAR COMPANY'S

BLIGHT RESISTANT SUGAR BEET SEED

The Industry Has Grown From Less Than Five Acres

Harvested in 1931 to Almost 800 Acres

Harvested in 1948

Seed Grown by Washington County, Utah and Western
Nevada Farmers and Processed in St. George

Planted by Sugar Beet Producers Throughout Utah and the
Northwest for the Manufacturing of Fine White Granulated
Sugar for the Housewife's Table

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ST. GEORGE LIONS CLUB

from

CLARK COUNTY SHERIFF'S MOUNTED POSSEE

LAS VEGAS, NEVADA



Headed by

SHERIFF GLEN JONES

and his Officers:

C. D. STUART, Captain

ART HARRIS, First Lieutenant

CLIFF LEONARD, Second Lieutenant

JERRY CROW, Quartermaster

VERNON BUNKER, Secretary-Treasurer

and the entire membership.

FIRST FRONTIER CAFE

Cold Beer and
Sandwiches

W. D. Embey, Owner

Mesquite, Nevada

J. L. BOWLER DEPARTMENT STORE

G. E. Appliances
Groceries, Hardware
Mesquite, Nevada



Star Brand Shoes
Clothing
Phone 80

D'S MARKET

General Merchandise
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Compliments From
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PHILLIPS 66 STATION
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Repairs on All Makes of Cars
Harley Leavitt



Compliments From

Bennetts Mobile Service

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Las Vegas, Nevada

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AND

ASSOCIATED MOTEL



ST. GEORGE

UTAH

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CENTER CLOTHING CO.

We Sell Just the Best Lines

LEVI STRAUSS JEANS AND SHIRTS

ACME COWBOY BOOTS FOR ALL THE FAMILY

CURLEE SUITS FOR MEN

CAMPUS SPORTSWEAR

PORTIS HATS

Peters Weatherbird Shoes for All the Family

Your One Stop Shopping Center

CENTER CLOTHING CO.

Phone 312

No. 1 North Main

PROGRAM

FRIDAY, SEPTEMBER 17

Junior Parade 4:30 P. M.

Grand Entry 8.00 P. M.

Rodeo 8:15 P. M.

Dance 10:00 P. M.

WELCOME, RODEO VISITORS

Call and See Us at the

O. K. MARKET

Refresh Yourself

COLD DRINKS

COLD MELONS

FRESH FRUIT

Everything for a Quick Lunch—Special Service With a Smile

FRESH MEAT AND GROCERIES

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M. J. CHRISTENSEN, Jeweler

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Diamonds—Watches—Silverware

Registered Jeweler A. G. S.

SMITH & CHANDLER

STETSON HATS—JUSTIN BOOTS

PENDLETON SHIRTS AND PANTS

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WATCH REPAIRING

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Diamonds and Jewelry

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We Buy Old Gold—Make Loans

Congratulations to St. George Lions

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AND

HAROLD DRIVE-IN CAFE

700 North Main

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COLD DRINKS

GOOD FOOD

AIR CONDITIONED

FREEZER CAFE



HIGHWAY 91

Mesquite, Nevada

COMPLIMENTS FROM

ANDERSON DAIRY

LAS VEGAS, NEVADA

ICE CREAM, ALL FLAVORS

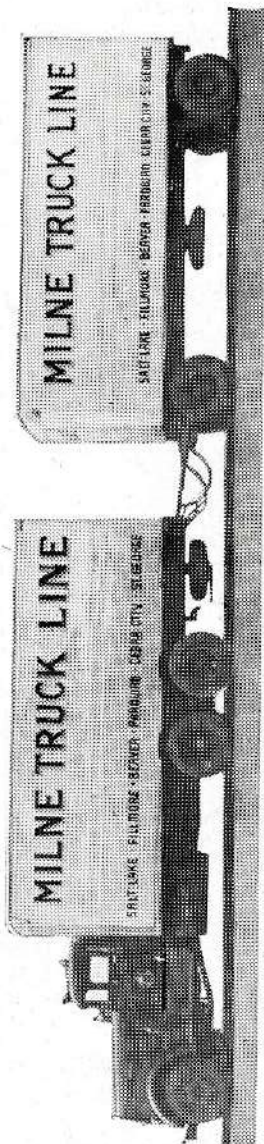
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Frontier Stylings and Sportswear for Men and Women
Riding Equipment and Gift Wear



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General Auto Repairs

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Compliments to the

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Moderne Beauty Salon

Hall Bros. Feed Co.

Dealers in

MANAMAR

FEEDS

Phone 560-W

ST. GEORGE, UTAH

PROGRAM

SATURDAY, SEPTEMBER 18

Beauty Parade 5:30 P. M.

Grand Entry 8:00 P. M.

Rodeo 8:15 P. M.

Dance 10:00 P. M.

Congratulations to St. George Lions on

FIRST ANNIVERSARY OF DIXIE SUN BOWL

DIXIE MOTORS

ST. GEORGE, UTAH



STUDEBAKER CARS

MOBILGAS — COMPLETE AUTOMOTIVE SERVICE

WHEEL ALIGNING — MOTOR TUNE-UP

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Your Best Bargain for a
Good Night's Sleep

Air Cooled and Automatic Heat
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"Everytime we sell a car we make
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Used Cars and Trailers
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Jack Wagner

BEAVER DAM COFFEE SHOP

Littlefield, Arizona—38 Miles From St. George

Specializing in Seafood Banquets and Parties

Walter H. Broussard, Manager

Congratulations to St. George Lions

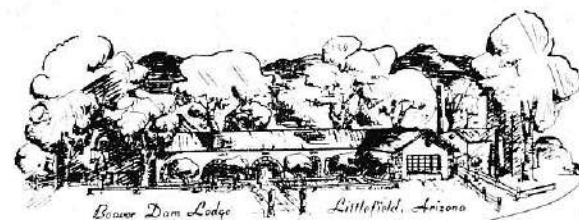
On Their New

1948 ROUND-UP AND RODEO

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ONLY 30 MINUTES TO



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SWIMMING POOL

Cocktail Lounge—Fine Food

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"DEPENDABILITY"

A TRADITION WITH

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Southern Utah's Distributor For

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Cedar City, Utah

WITH COMPLIMENTS FROM

BANK OF SOUTHERN UTAH

Cedar City, Utah



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Why Wait
for work your
car needs

Come in . . . for a complete motor
check by our factory trained mechanics.
—Give your car the **FIRST CLASS SERVICE**
that puts economy and dependability into
your driving.

EXPERT REPAIR SAVES TIME AND MONEY



We recommend what your car
really needs—**NOTHING MORE.**

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Complete Service on All Cars We Buy and Sell Used Cars
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Books, Radios, Records, Appliances, Sporting Goods
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Come in and See Our New Lubrication Equipment
We're Going Strong

RALPH J. LAUPER, Manager

FROM

TED PETERSON

PIONEER INVESTMENT COMPANY

Real Estate and Insurance

51 North Main—Phone 105-J

If It's Insurance We Write It

PARADES

THURSDAY, SEPTEMBER 16

Theme—Utah's Dixie—5:30 P. M.

FIRST, SECOND, AND THIRD PRIZES

FRIDAY, SEPTEMBER 17

Junior Parade—5:00 P. M.

THREE PRIZES

BEST GROUP BEST SINGLE BEST COUPLE
Age Limit—Cradle to 8 years Inclusive

SATURDAY, SEPTEMBER 18

Bathing Beauty Parade—5:30 P. M.

FIRST, SECOND, THIRD PRIZES

25 Per Cent on Float—75 Per Cent on Bathing Beauty
Minimum Age Limit, 16 Years
Must Be in Bathing Suit Only

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"If It Goes in a Building We Sell It"

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Lumber - Hardware - Furniture - Electrical Appliances

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Utah Oil Refining Co.

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**For Dependable Automobile
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CLIFF'S PEP "88" STATION

CLIFFORD M. LEACH, Mgr.
24 Hour Service
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DIXIE SERVICE STATION

BEVIN NAZER, Mgr.
Headquarters for
Tires and Repairs

Guaranteed Lube Jobs

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

EXPERT WASHING AND LUBRICATION

AUTO PARTS COMPANY

Cedar City, Utah

St. George, Utah

PARTS FOR ALL CARS

Hastings Piston Rings

Hobbs Batteries

Plomb Tools

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Dayton Fan Belts

Complete Line of Accessories

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Tony Reynolds, Local Manager

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"HOME OF GUARANTEED GIFTS"

Expert Watch and Jewelry Repairing

LLOYD S. BLEAK, Proprietor

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79 NORTH MAIN

DIXIE DRUG COMPANY

D. C. WATSON, Ph.D.

ST. GEORGE

UTAH

Success to St. George Lions

E. O. MUIR & CO., INC.

Salt Lake City, Utah



Car Lot Shipper and Distributor



Buyers of Dixie's Fruits and Vegetables



JACK OAKEY, ANNOUNCER

COLLEGE COVE CANDY KITCHEN

Fountain Service

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WE ARE THE KINGS

—OF—

**ELECTRIC AND NEON SIGN CREATIONS
BUILDING AND SERVICE**

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LAS VEGAS 2881

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ELECTRIC SIGN CO.**

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CLUB BINGO



ENJOY YOUR FAVORITE GAMES
IN AN ATMOSPHERE OF
REFINEMENT AND COMFORT



Highway 91

Phone 2456

Las Vegas, Nevada

Compliments to the St. George Lions

SHELL SERVICE STATION

R. A. Snow, Proprietor



Congratulations to the St. George Lions
On Their Fourteenth Annual Rodeo

LYN MOR MOTEL

Phone 672-W

St. George, Utah



Greetings and Sincere Best Wishes

on

First Anniversary of
DIXIE SUN BOWL ROUNDUP

—St. George Rotary Club

THE CITY OF ST. GEORGE

"The Friendly City"

**Welcomes You to the
Lions Fourteenth Annual Rodeo**

WE ARE GROWING, TOO

**Some of the Developments
Since the Last Rodeo**

\$90,000 addition to the Water
System, including a new one
million gallon storage tank

10,500 feet of new sewer lines

\$15,000 Fire Station

\$10,000 Fire Truck

\$4,800 garbage disposal Truck

65 new Homes

23 Homes remodeled

32 new commercial buildings

WE HOPE YOU ENJOY THE SHOW

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

RULES AND REGULATIONS

Horses to be surcungled 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 gong, ten seconds required to complete
ride. R. C. A. Rules.

McArthur's

QUALITY BAKERY

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

ANDREW McARTHUR, Manager

WESLEY A. NELSON

AUTHORIZED DEALER

WESTERN AUTO SUPPLY CO.

ST. GEORGE

UTAH



**Authorized G. E.
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SALES—SERVICE

Air Conditioning Oil Burners
Water Heaters and Coolers
Automatic Heating Equipment

**THOMPSON AIR
CONDITIONING CO.**

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Compliments to the St. George
Lions Club

Motel St. George

Phone 335-J
St. George, Utah

Congratulations to
the St. George Lions

Rose Garden Nursery

Santa Clara, Utah

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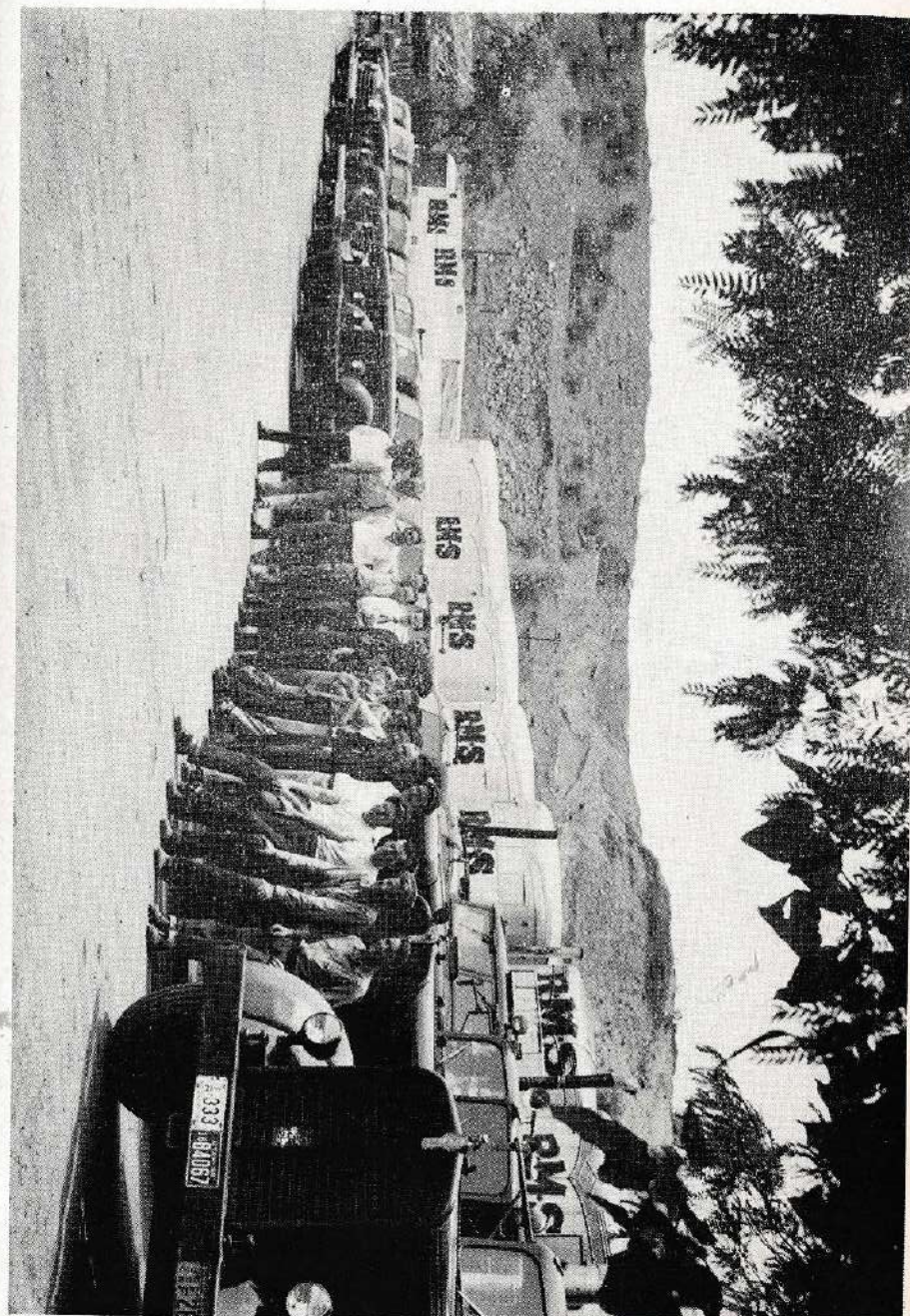


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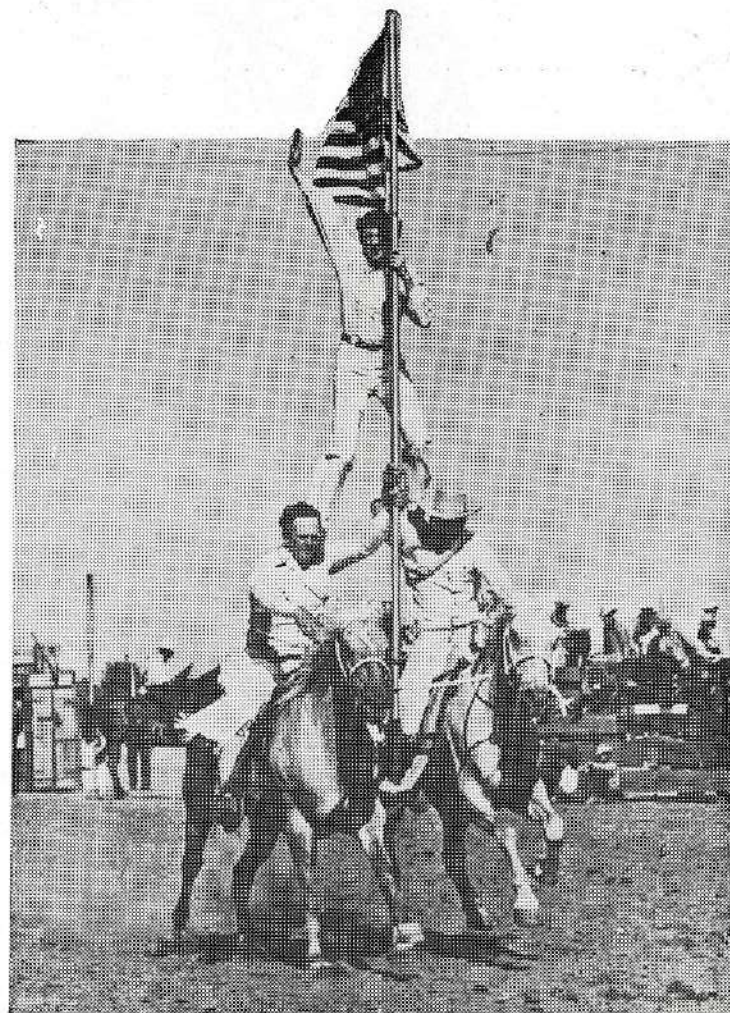
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Blondie Porter

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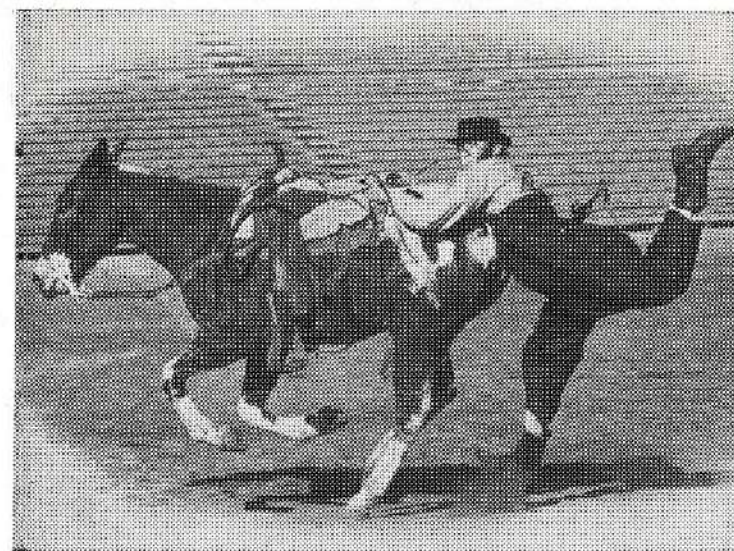
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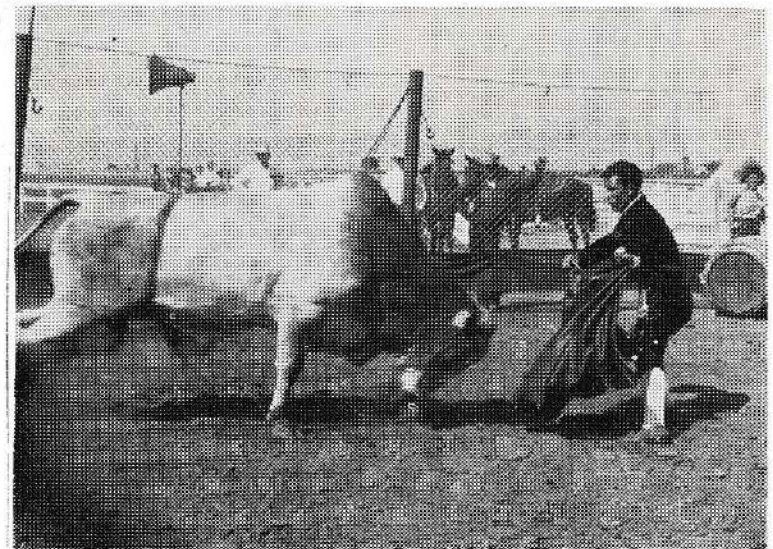
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