

Eighteenth Annual Dixie Roundup

West's Outstanding Night Rodeo

Sponsored by St. George Lions Club

Dixie Sun Bowl—St. George Utah

September 18, 19 and 20, 1952



Rodeo Queen Miss Jean Craig

25 cents

Sponsored by St. George Motor Court Association

25 cents

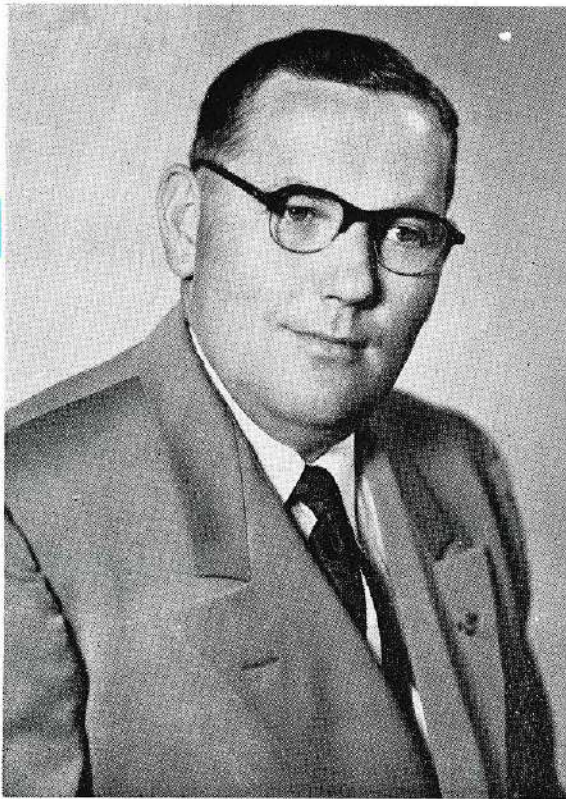


The first Mormon Temple erected in the west, this building looks new, although it was completed in 1877. Its stone walls, twelve feet thick at the base, slope to three feet at the top of the parapet. Erected under pioneer conditions, of local materials and hand labor, it represents the united efforts of a people few in number and, by any standards, poor. The stone was quarried locally; the lumber freighted by ox team from Mt. Trumbull, eighty desert miles away.

Sponsored by—

Dixie Photo, W. Rollins, Owner

Center Clothing Co., St. George, Utah



President's Message

THE St. George Lions Club of this glorious Dixieland of ours extend to you our hospitality and hope you will share with us this grand and traditional sport of the West.

We are at your service to make your stay an outstanding memory. May you look forward to being with us next year, and in the years to come, at the West's most beautiful sports arena, the Dixie Sun Bowl.

MARION BOWLER
President, St. George Lions Club

Mayor's Message

IT IS my pleasure, as mayor of the city of St. George, to offer congratulations to the St. George Lions on their successful rodeo in the beautiful Dixie Sun Bowl.

Inspired by the accomplishment of this huge Sun Bowl project, their annual performances now rank with the top rodeos of the nation.

JOSEPH T. ATKIN
Mayor





First Place Winner of Western Parade, 1951

Entered by Mendy's Dress Shop

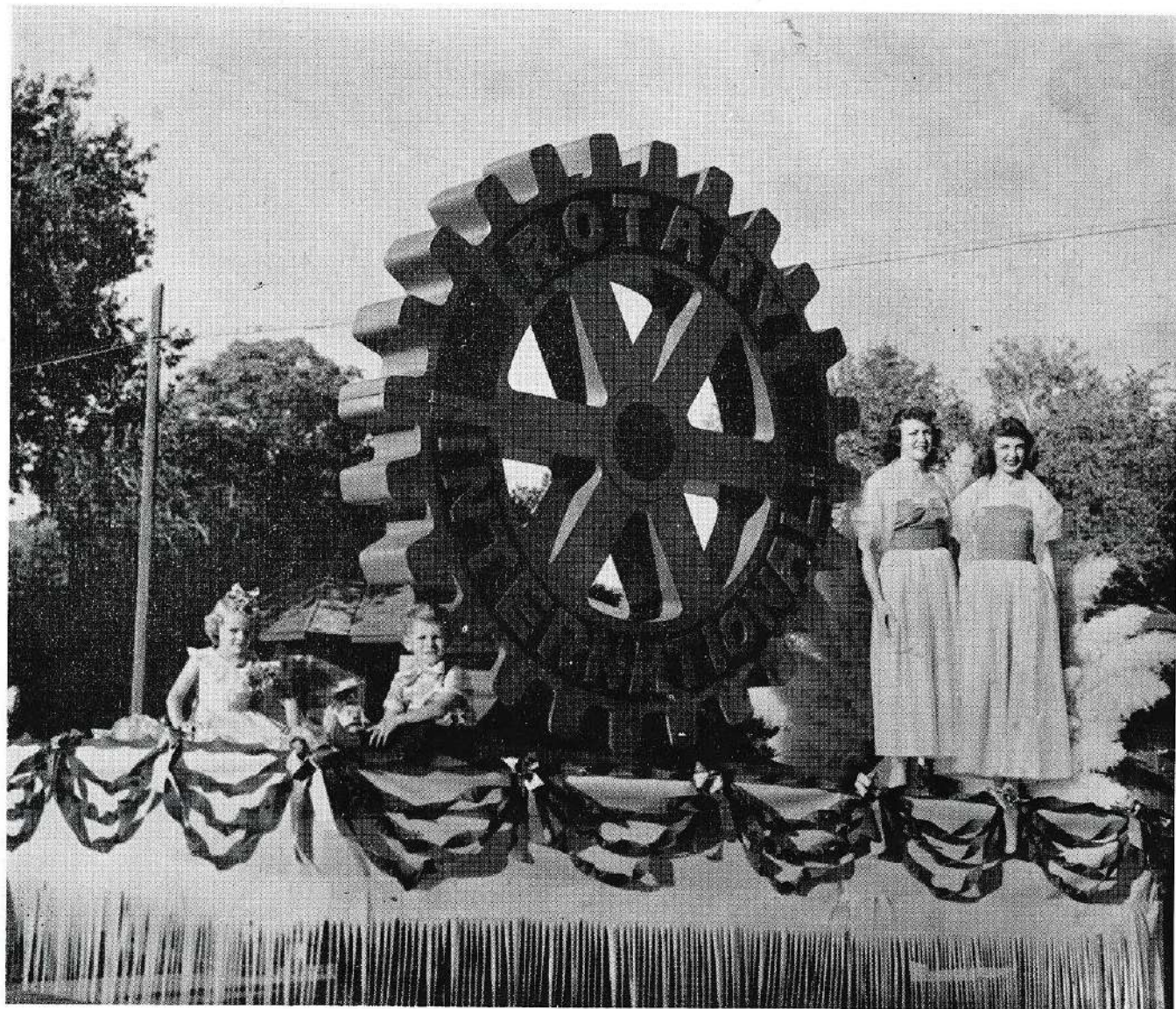
St. George and Hurricane



Sponsored by—

Mendy's, St. George and Hurricane

Washington County News, St. George

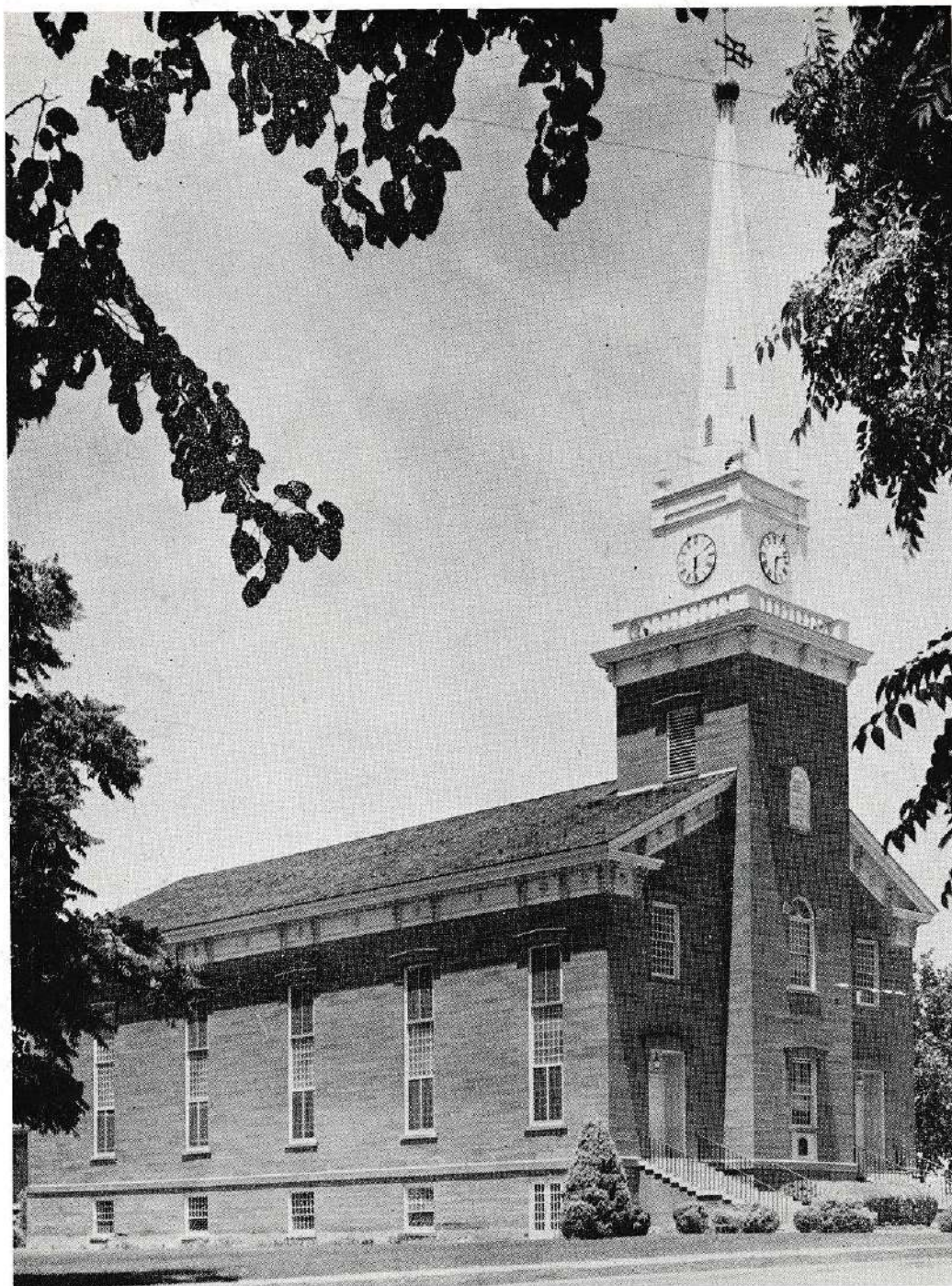


Second Place Winner of Western Parade, 1951

Entered by St. George Rotary Club

Sponsored by—

ST. GEORGE ROTARY CLUB



THE ST. GEORGE TABERNACLE

A Classic in New England Architecture

This building is so perfectly proportioned that it has been called one of the most beautiful churches west of the Mississippi River. Begun before there was a single permanent home in all the valley, it was erected by donation and contribution. The decorative designs, both outside and in, were created and executed locally. Only the glass in the windows and the clock in the tower were imported, the latter from London.

Sponsored by—

BANK OF ST. GEORGE



First Place Winner of Junior Parade (Singles), 1951

Miss Arizona Strip—Miss Sharon Empey

Sponsored by—

Sprouse-Reitz Co.
St. George, Utah

Dixie Feed
Joe Bennett, Mgr.



Second Place Winner of Junior Parade (Singles), 1951

Our Most Precious Jewels—Entered by Milne Jewelry

Miss Sherlynn Milne



Sponsored by—

Judd Motor Co.

Milne Jewelry

Dixie Appliance

St. George Service Co., Inc.



Third Place Winner Junior Parade (Singles), 1951

Jinriksha

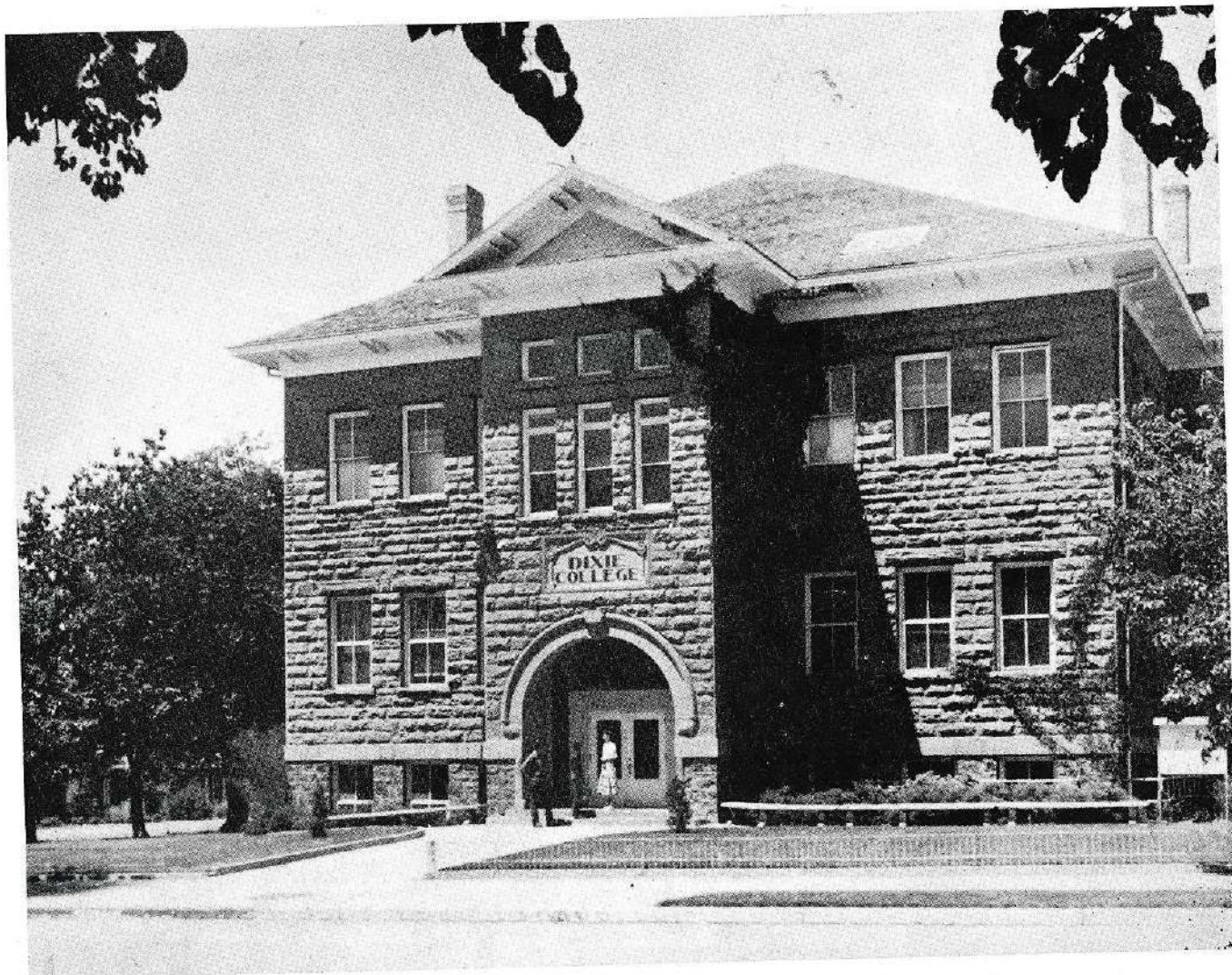
Beverly Whitehead and Dick Whitehead



Sponsored by—

Odegard's Photo Shop
The Economy Shoe Store
Dan's Union Service
Dixie Dairy Queen

Farmer Brothers Coffee
J. I. Ricketts Texaco Service
O. K. Rubber Welders
Dixie and Gaiety Theaters
Dixie Drive-in Cafe



DIXIE JUNIOR COLLEGE

Where Every Student Has His Chance

At Dixie emphasis is on individual development. Each student may cultivate his own particular talent; each may participate in school activities. The aim of the school is to serve the community by helping each student to achieve a well rounded personality, social adjustment, cultural appreciation, and useful skills.

Because Dixie Junior College is fully accredited by the Northwest Association of Junior Colleges, its graduates are assured acceptance in institutions of higher learning.

"By their fruits ye shall know them." Dixie College proudly offers the achievements of its graduates as evidence of the value of its offering.

Sponsored by—

College Cove
E. B. Snow Furniture Co.
R. M. Reber Insurance and Finance Co.

Leany Shoes
O. P. Skaggs
Southern and Red Bluff Motels



First Place Winner of Junior Parade (Couples), 1951

Hiwatha and Minnehaha

Randy and Toni Peterson



Sponsored by—

T. M. Peterson, Real Estate and Insurance
Pioneer Investment Co.
Church's, Bryan F. Church, Proprietor
Mathis Market and Supply Company
Dixie Gas Company



Second Place Winner of Junior Parade (Couples), 1951

Little Dutch Mill

Karen Barton and Marsha Lynn Blake

Sponsored by—

St. George Poultry Plant
 Neal's Barber Shop
 Snow's Modern Cleaners
 Lee Adams Barber Shop
 Renouf & Thompson
 Homer Englestead (Beneficial Life)
 Liberty Cafe

Ez's Barber Shop
 Dixie Laundry and Dry Cleaners
 Knell's Barber Shop
 Premium Oil Co.
 Snow's Dress Shop
 Bleak's Cleaners
 California Inn



Third Place Winner Junior Parade (Couples), 1951

Cruising Down the River

Mary Ann Reber and John Hafen



Sponsored by—

St. George Gas Co.
Adams & Pendleton Body Shop
McArthur Jewelers
Fenton Pharmacy

California Western Shell Service
Seegmiller Plumbing Co.
Jack's Chevron Service
Dixie Jewel Shop



BRYCE CANYON NATIONAL PARK

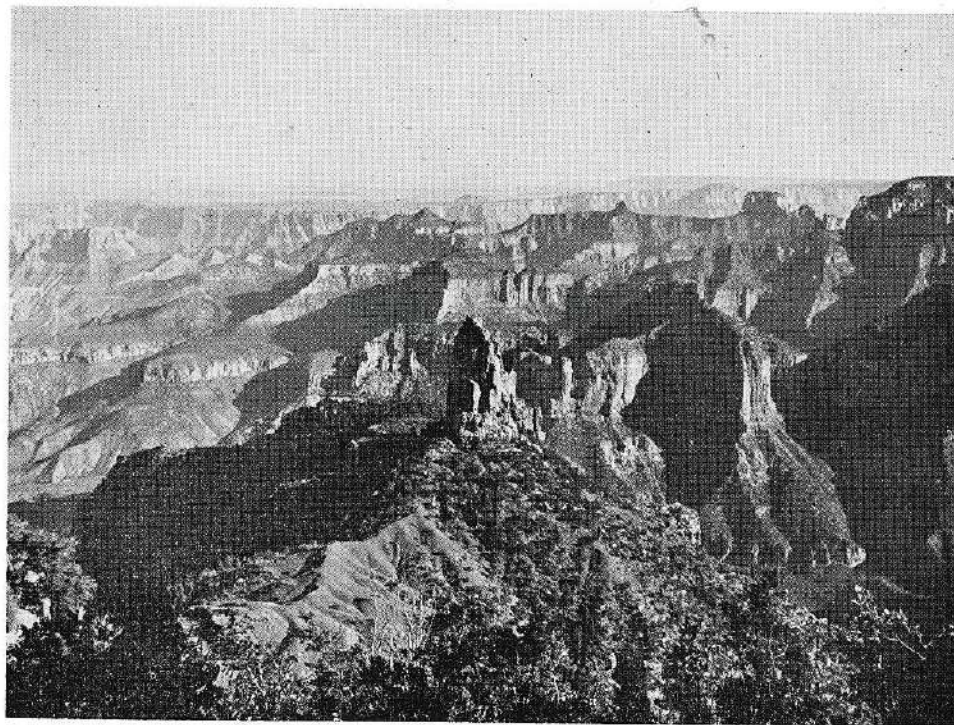
Two and One-Half Hour Drive From St. George, Utah

The very unusual formations of Bryce Canyon are unsurpassed. Nowhere else in the world can one see such an array of fantastic beauty and color. Bryce Canyon has been characterized as effeminate because of the dainty, refined, cultural display of beauty.

Sponsored by—

Lunt Motor Company
Cedar City and St. George

Showalter Distributing Co.
Cedar City



SEEING NATURE'S HANDIWORK IN GRAND CANYON

Grand Canyon is a colossal chasm, 280 miles long, a constantly shifting kaleidoscope of color. The north rim is about 165 miles from St. George. It stands alone, in a class by itself; gigantic, awe inspiring, and almost overpowering. As the visitor stands on the brink of the Grand Canyon he not only looks at a scene of unsurpassed beauty and grandeur, but he looks back through the eons of geologic time during which the great river has been carving the mile-deep chasm.



Sponsored by—

UTAH PARKS COMPANY

Thursday, September 18

Western Parade	5:30 P. M.
Grand Entry	8:00 P. M.
Rodeo	8:15 P. M.
Dance	10:00 P. M.

Friday, September 19

Junior Parade	5:00 P. M.
Grand Entry	8:00 P. M.
Rodeo	8:15 P. M.
Dance	10:00 P. M.

Saturday, September 20

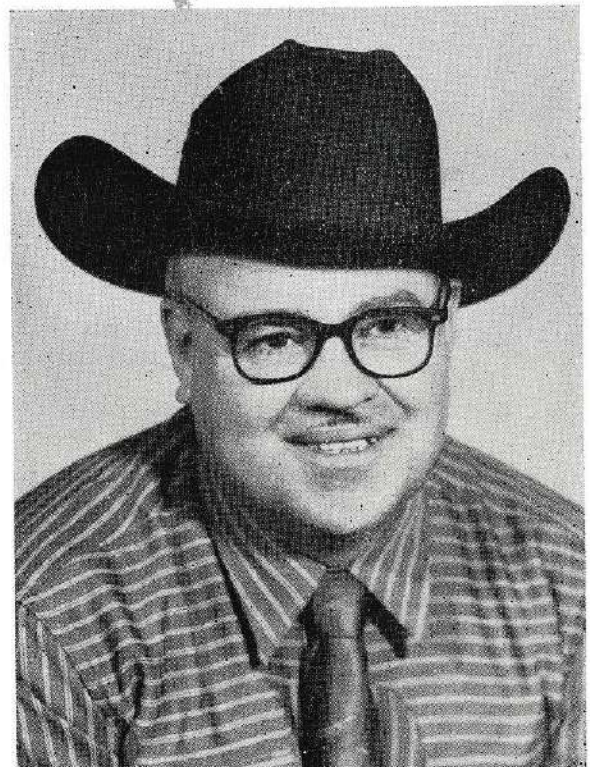
Beauty Parade	5:30 P. M.
Grand Entry	8:00 P. M.
Rodeo	8:15 P. M.
Dance	10:00 P. M.



Ray Skinner, Rodeo Producer

Sponsored by—

Pexton Candy
Empey Electric
Burgess Optical
Nordblom Cleaners and Dyers
O. K. Market
Sheriff's Mounted Posse, Las Vegas



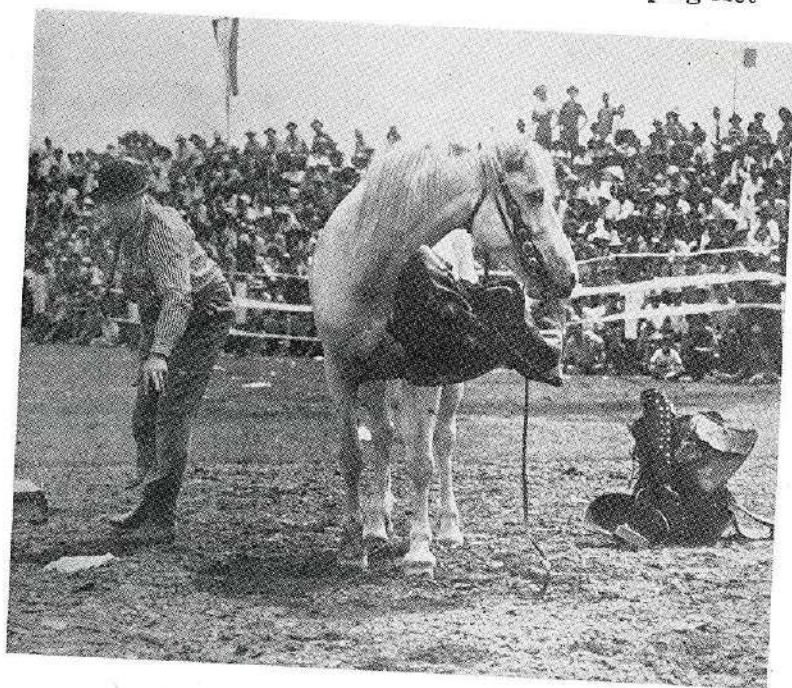
Jack Oakey, World-Famous Announcer



Pauline Pickard in Her Famous Roman Jumping Act



Ken Bowen and His Old Gray Mare Act

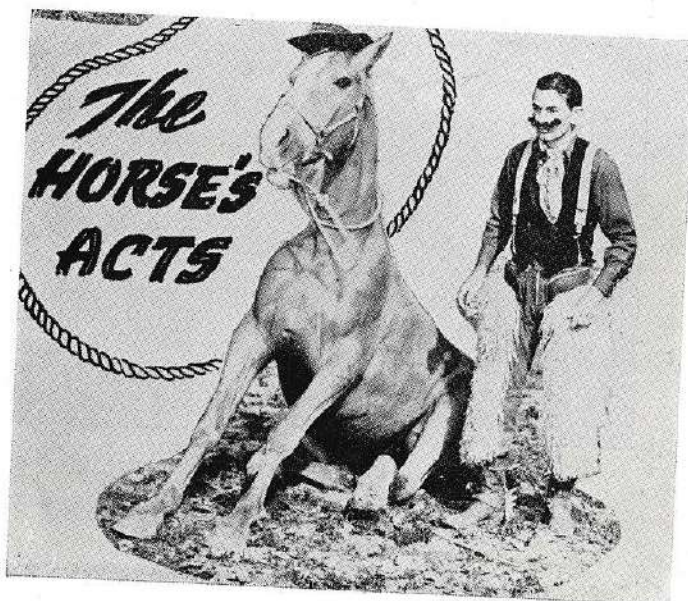


← Wilbur Plaughter, Kids' Favorite, Will Again Be Here for the Fourth Consecutive Year.

Dick Pickard, Trick Roping
and Riding →

Sponsored by—

Arrowhead Appliance
Dick's Cafe
Dixie Bottling Co.
Big Hand Cafe

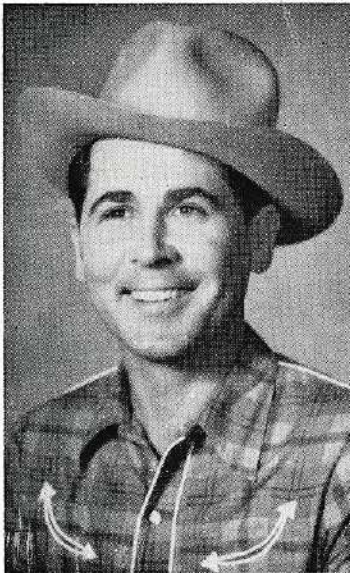


ST. GEORGE RODEO CHAIRMAN EXTENDS WELCOME

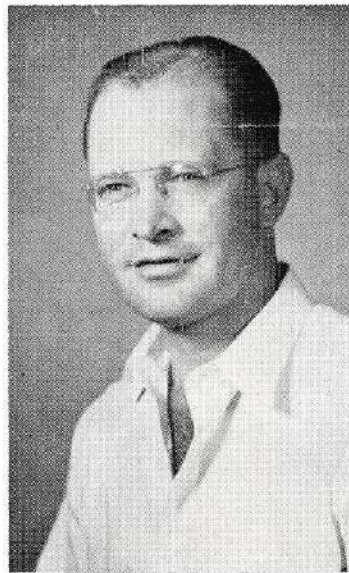
GENERAL CHAIRMAN of the Lions committees for the eighteenth Dixie Round-up, which will be held in the Sun Bowl, September 18, 19 and 20, is Anthony W. Atkin. Under his direction committees are arranging the parades, Sun Bowl activities, beauty queen contestants, and other phases of the Lions' annual Dixie Rodeo. Lion Atkin extends a special welcome to all former residents, friends and tourists to join in this celebration, portraying the typical spirit of the West.



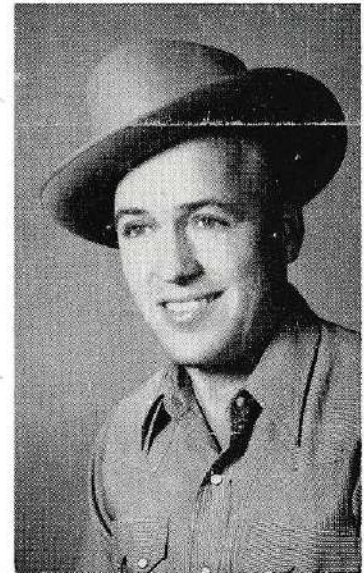
ANTHONY W. ATKIN
General Chairman, Committees



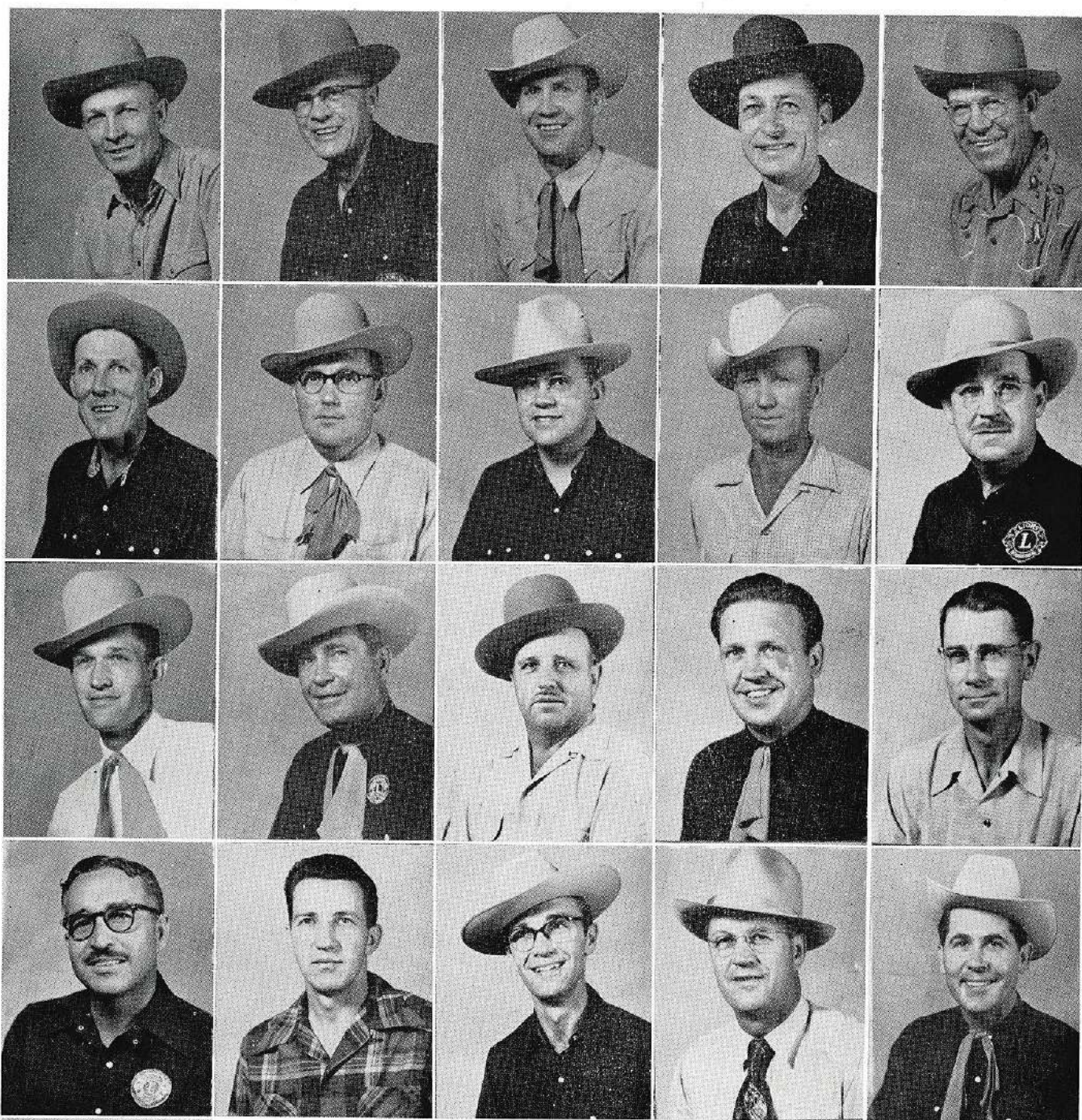
ANDREW B. PACE
Co-chairman, General Committee



CHARLES M. PICKETT
Secretary, General Committee



KARL HUTCHINGS
Co-chairman, General Committee



RODEO COMMITTEE

First Row, left to right, Loraine Cox, Parking; A. W. McGregor, Safety; Wayne Whitehead, Book; Albert Stratton, Parade; K. J. Parkinson, Lighting.
 Second row, Evan Whitehead, Police; Marion Bowler, Book; Shirl Pitchforth, Daily Program; Bill Cottam, Feed; Roy Renouf, Queens.
 Third row, Roger Pickett, Decorations; George Pace, Party; Les Holcomb, Publicity; Doyle Sampson, Press; Ray Whipple, Parades.
 Fourth row, R. M. Reber, Finance; Garth Belliston, Concessions; Dick Miles, Dances; Howard Judd, Grounds; Andrew Pace, Book.
 Fourth row, M. O. Hutchings, Tickets.

Sponsored by—

Bracken's Pioneer Service

Pymm's Texaco Service

Bringhurst Texaco Service

ST. GEORGE LIONS CLUB ROSTER

R. N. Ashby
Anthony Atkin
William Barlocker
Clarke Blake
Marion Bowler
Darrel Bracken
Clawson Burgess
J. W. Bringhurst
John Bradshaw
Garth Belliston
Milo Blake
William Cottam
Loraine Cox
Mack Crandall
Clark Empey
Afton Ence
R. N. Fenton
Lindau Foremaster
Charles L. Green
H. Val Hafen
W. B. Hail
E. N. Hammer
Lester Holcomb
Karl J. Hutchings
Howard Judd
Thomas W. Judd
Ronald Knell
Jack Law
Reed Leigh
N. M. Lundberg
Loren Lundberg
Eldon Lang

E. M. McArthur
Valentine McArthur
A. W. McGregor
W. G. McMullin
Levon McQuaid
B. G. Milne
Irvin Milne
Wesley A. Nelson
Milton R. Nelson
Floyd Noel
Andrew B. Pace
George W. Pace
K. J. Parkinson
Arthur Paxman
L. A. Porter
Shirl Pitchforth
R. M. Reber
Roy Renouf
Lawrence Rosenbruch
Spencer Snow
W. W. Staheli
Albert Stratton
Doyle Sampson
Alma Truman
Ray Whipple
Clayton Williams
Wayne Whitehead
Evan Whitehead
Dick Miles
J. I. Ricketts
Roger Pickett
M. O. Hutchings

MEMBERS AT LARGE

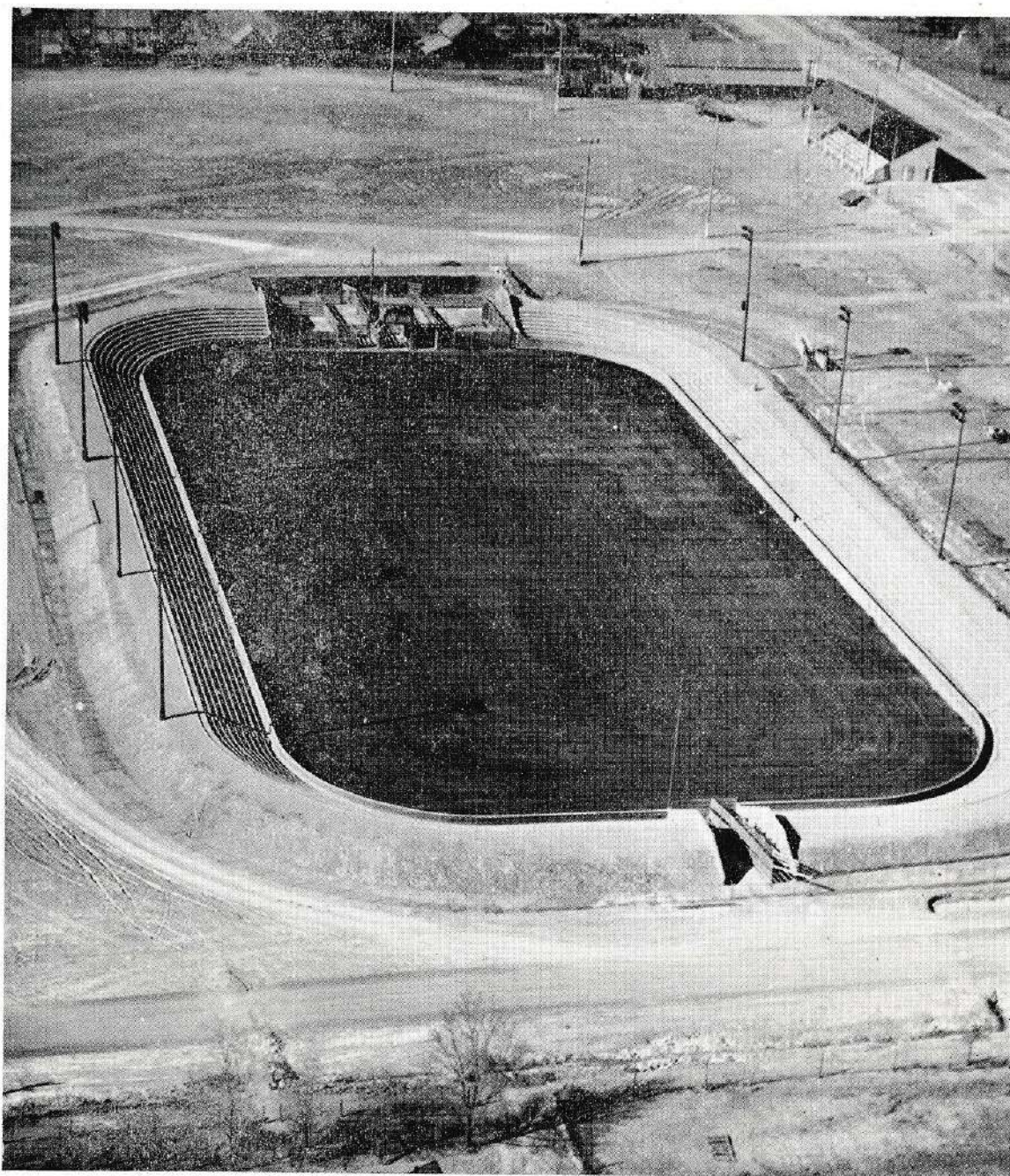
W. P. Powell
Lee Owens
Harold Sutton

Shirley Booth
C. M. Pickett
Clarence Dahl

Sponsored by—

Arden Dairy
Whipple Lumber
E. C. Miles Saddlery and Shoe Shop
Dixie Market

Green Thumb Nursery
Arrowhead Freight Lines
Cedar Laundry
George, the Music Man



THE DIXIE SUN BOWL

Lions Club Contribution Serves Community

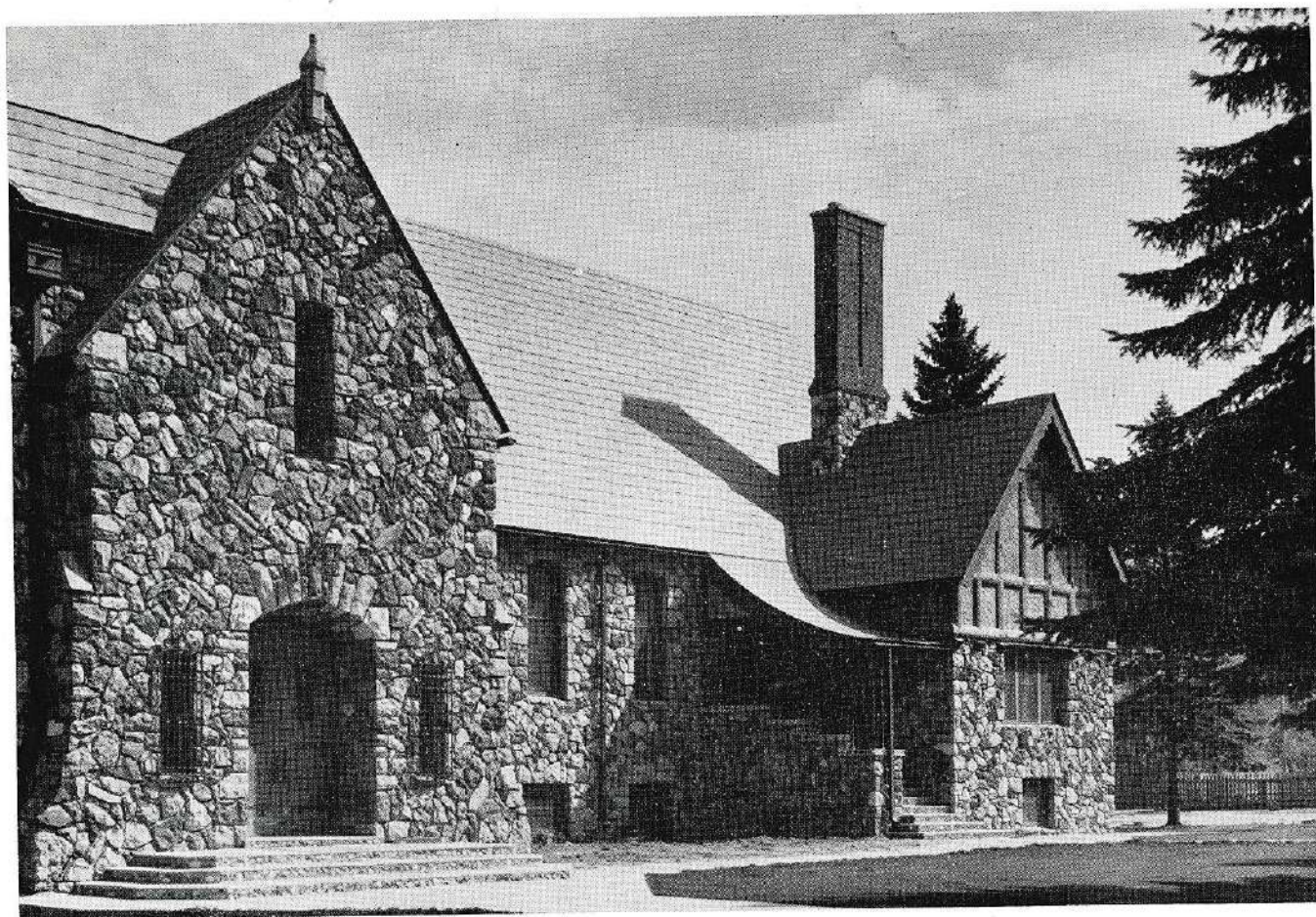
This beautiful amphitheater, with a seating capacity of 8,000, is the scene of many community activities. Among them are the Dixie College football games and graduation exercises, and the M.I.A. Regional Dance Festival, which features groups from many wards in eight stakes.

Most important of all, THE LIONS ANNUAL RODEO thrills a capacity audience for three successive nights, bringing in spectators from near and far.

Sponsored by—

Liberty Hotel
J & J Mill and Lumber Co.
Woodbury Lumber Company

Karl Hutchings Firestone Store
Polar Bear
Nelson Supply Company



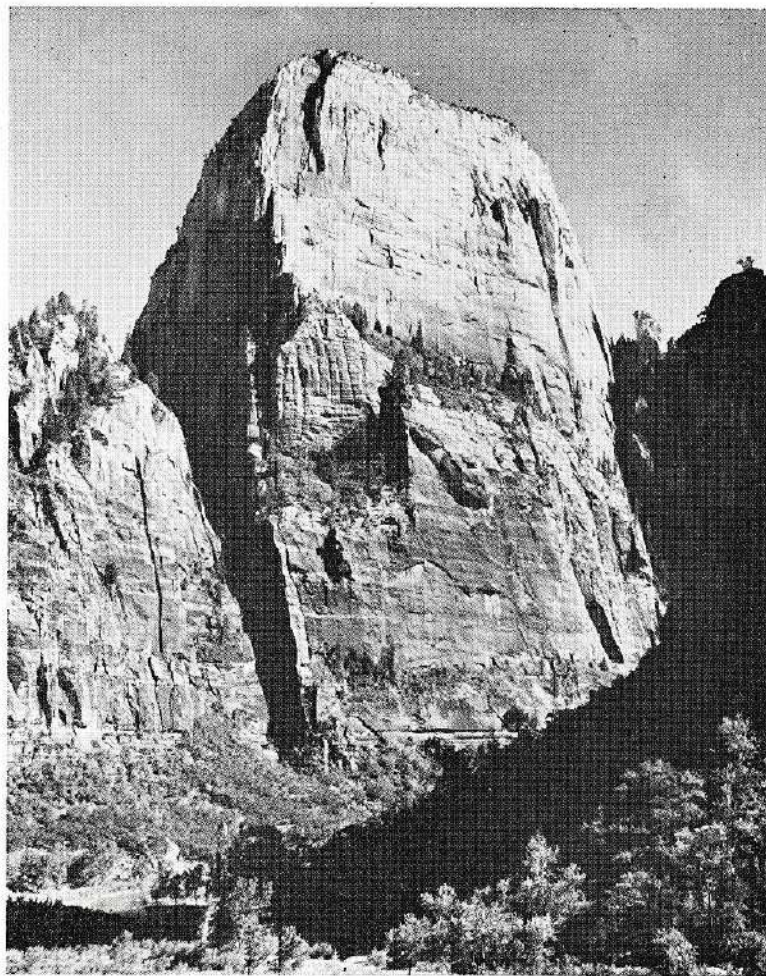
CEDAR CITY FIRST-FIFTH L.D.S. WARD CHAPEL

This beautiful building was erected in 1931 by the membership of this Mormon ward. It is constructed of stones of many colors gathered in and around Cedar City. These colored stones are typical of the colorful surroundings in which the church is built. The interior woodwork, including the pews, is of native cedar, cut and milled locally. The beautiful carpet floor coverings are all homemade of wool raised and woven in the community. This church is one of the tourist attractions of Southern Utah. Thousands visit this chapel each year.



Sponsored by—

SOUTHERN UTAH POWER COMPANY



THE GREAT WHITE THRONE

Zion National Park

Forty-five Minute Drive From St. George, Utah

Rising 2447 feet, almost perpendicular, above the floor of the Canyon, the Great White Throne stands as one of the greatest monoliths of the world. Zion Canyon, the central figure being the Throne, has always impressed the visitor with an attitude of reverence. Its tremendous stern rock walls of majesty climb skyward as though to offer their beauty and power to the Almighty as His throne on earth.

Sponsored by—

Conoco Motel, B. L. Covington

Conoco Service Station, Lawrence Rosenbruch

Continental Oil Company, Eldon Spencer, Distributor



DIXIE PIONEER MEMORIAL HOSPITAL

The Dixie Pioneer Memorial Hospital is an adventure in the Democratic process wherein the people, through their chosen representatives, co-operate to protect the health of their citizens. From 1947 to 1952 it took to realize the fruition of this dream.

The location of the building is a happy one, for from its elevation there is a perfect view of the whole panorama of this colorful land.

Modern to the last detail, its spacious, restful interior is inviting. At present it has a 32-bed capacity, with facilities for 18 new-born infants, and with the last word in modern equipment for every emergency.

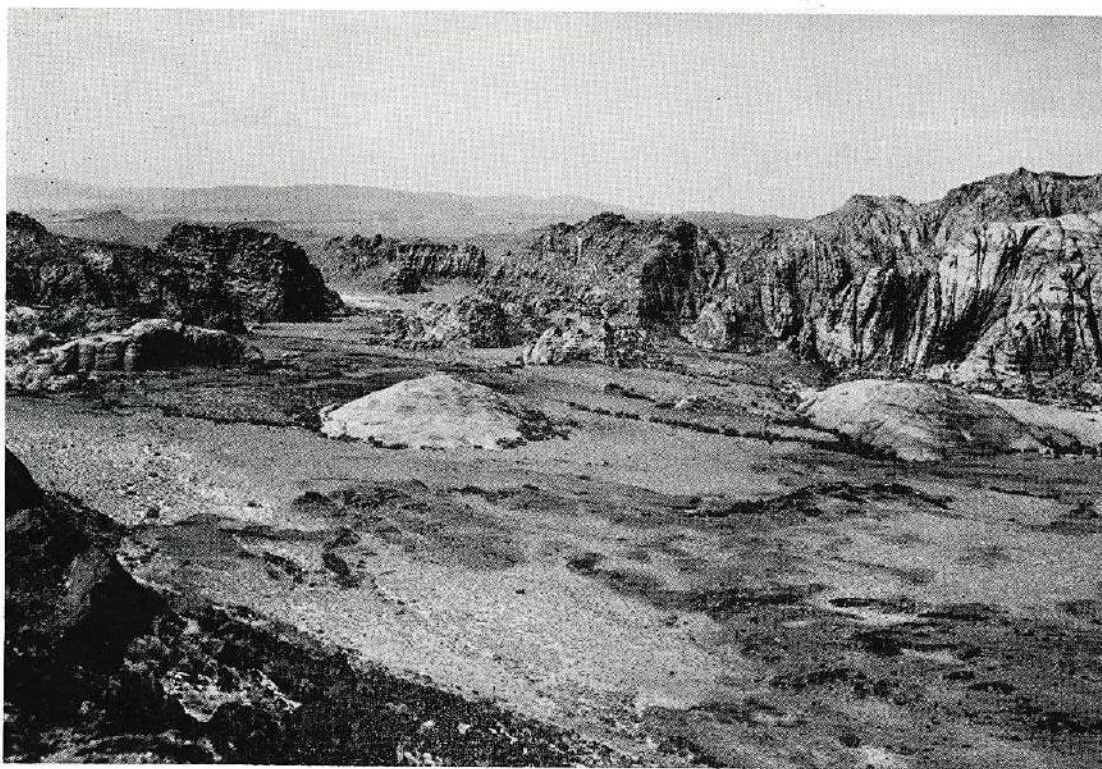
If being in a hospital can ever be a pleasure, this one would seem to offer that pleasure.



Sponsored by—

Bateman Pharmacy, Idella Bateman, Proprietor

Dixie Oil Company, Paul Eardley, Owner



SNOW'S CANYON

SNOW'S CANYON, an undeveloped area of beauty, is only 20 minutes drive from St. George. Here, in past ages, the flood waters have carved a gorge in the colorful sandstone. After carving of the canyon comparatively recent volcanic eruptions took place in Dameron Valley (12 miles north of St. George) and sent a flow of frothy lava down the valley of Snow Canyon, covering the floor of the gorge with a deep layer of porous lava.

Snow's Canyon is one of the most scenic spots in the St. George area, being located about equidistant between this city and the Dameron Valley volcanoes. In the early days, the pioneers went by wagon through Snow's Canyon to haul their wood or to reach Enterprise with merchandise. It was named "Snow's Canyon" in honor of Erastus Snow.

❧ ❧ ❧

Sponsored by—

ST. GEORGE FINANCE COMPANY



First Place Winner Beauty Parade, 1951

Entered by Milne Motor Court

Miss Jean Craig



Sponsored by—

McArthur Quality Bakery
Hafen & Nelson, Attorneys at Law
Milne Motor Court
D. W. Corry Distributing Co.

Ace Plumbing and Heating
McCoards Service
Hafen's
Bracken Hardware and Appliance



Second Place Winner Beauty Parade, 1951

Entered by Snow Dress Shop

Miss Lorna Rue Frei



Sponsored by—

Watson's Dixie Drug
Ashby & McQuaid

Stowell Office Supply Co.
Sugar Loaf Cafe



Third Place Winner Beauty Parade, 1951

Entered by Pickett Lumber Company

Miss Winona Crosby



Sponsored by—

J. C. Penney Co.
St. George, Utah

John J. Phoenix, Jr.
Standard Oil Products



A \$30,000,000 INDUSTRY

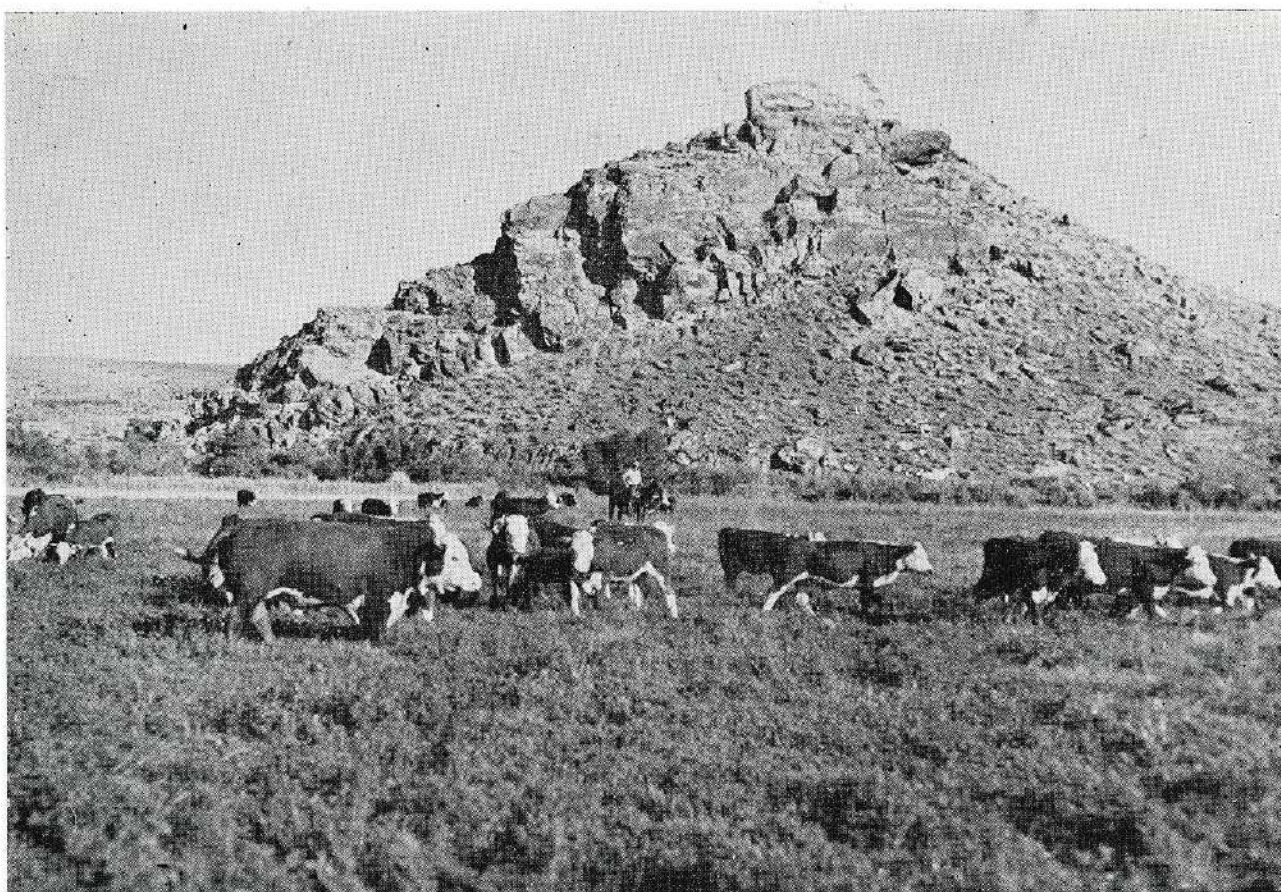
The poultry business brings more money to Utah than any other single agriculture product. Two and one-half million turkeys are grown in Utah every year and over 25 per cent of these are hatched in Washington County.

The Annual Utah State Turkey Show will be held in St. George, Utah, December 18, 19, 20, 1952, for the second consecutive year.

Sponsored by—

BARLOCKER FARMS AND HATCHERY

St. George and Enterprise



Soil and Moisture Conservation Maintains a Prosperous Agriculture Enterprise

Some accomplishments of the Lower Virgin-Santa Clara Soil Conservation District:

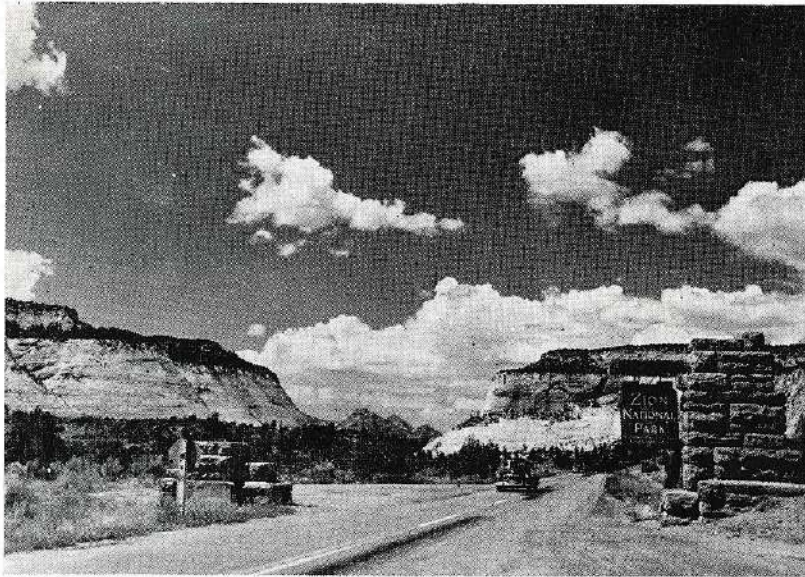
- 1—285 farms and ranches with an active Conservation Program.
- 2—3,133 acres of land leveled.
- 3—200,000 feet of improved irrigation ditches.
- 4—5,000 acres of improved crop rotation.
- 5—120,00 linear feet of soil saving dykes.
- 6—4,000 acres of improved water management.
- 7—50 irrigation storage reservoirs.
- 8—30 per cent overall increase in farm production.

A Soil Conservation District is organized by the citizens of a watershed, county or community under State law.

A Soil Conservation District is directed only by the farmers and ranchers of the District. The Soil Conservation District is American self-government.

Compliments of—

Lower Virgin-Santa Clara District Board of Supervisors. Dean Gardner, Chairman; Henry Bowler, Vice-Chairman; Wallace Iverson, Equipment Manager; Ray Schmutz, Secretary-Treasurer; Edward Frei, Member.



Photo, Courtesy of
A. H. Bruhn, Author of
"Your Guide to Southern Utah,
Land of Color"

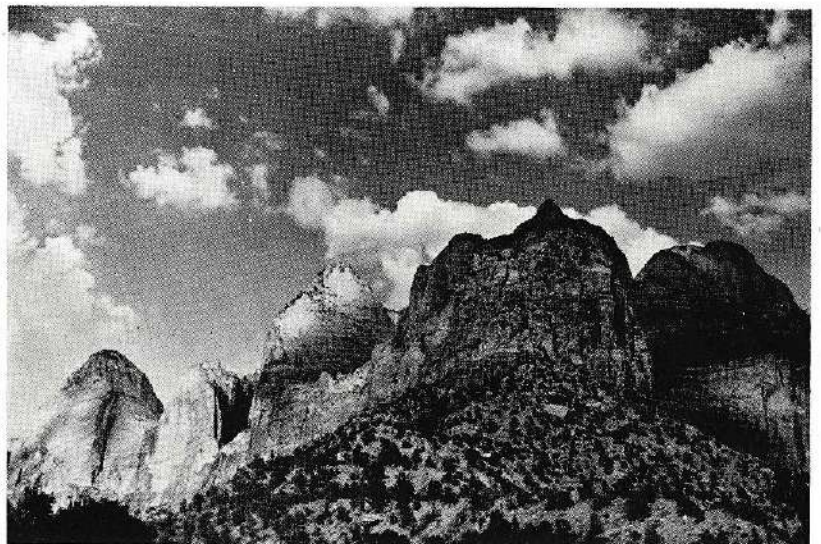
Sponsored by—
PICKETT LUMBER CO.

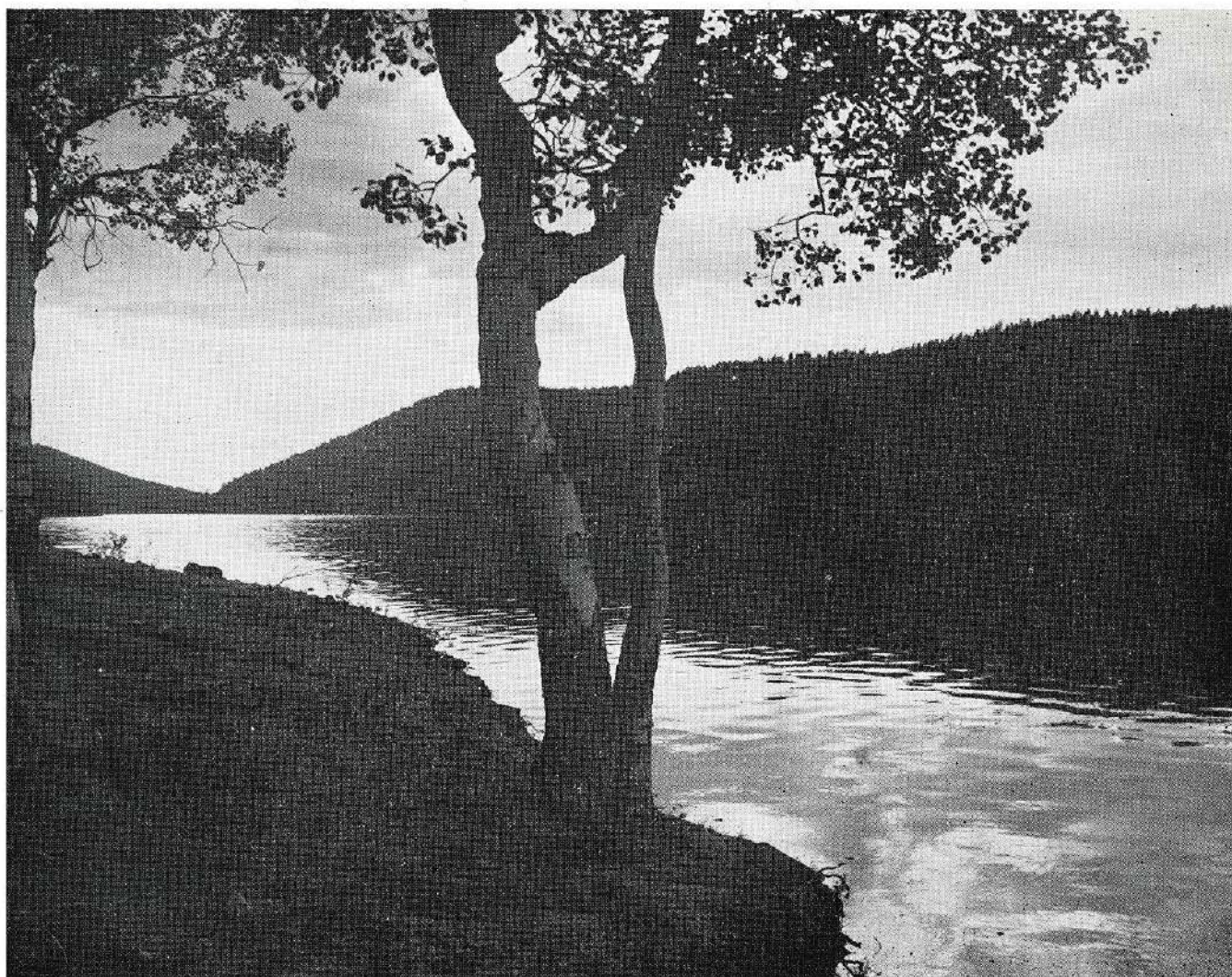
ZION CANYON

Zion National Park is located in the heart of the spectacular desert and canyon country of Southern Utah. The chief feature of the Park is the great multi-colored gorge, Zion Canyon. The sandstone cliffs, rising sheer to form the canyon walls and encircle the valley, are awesome; but it is the vivid coloring which most amazes. The deep red of the Vermillion Cliffs is the prevailing tint. Two-thirds of the way up these marvelous walls and temples are painted various shades of red; then, above the red, they rise in startling white, sometimes surmounted by a cap of brilliant red. Zion National Park is 45 minutes drive from St. George, Utah.

Sponsored by—

K S U B





Navajo Lake, at an altitude of 9,500 feet, is the Angler's Paradise, just 28 miles east of Cedar City, via road to Cedar Breaks National Monument; surrounded by some of the most breath-taking mountain scenery in the nation. Here you will find rest and relaxation in cool, bracing, pine-scented lake conditioned air. The campground lies on the South Shore of the Lake. There are thirty-eight individual camps besides the customary community camp. Cold mountain water piped conveniently to the camps, sanitary facilities and plenty of wood for campfires. Also modern Lodge and Cabins. Excellent fishing, boating and hunting in season. Summer homesites available upon application to Dixie National Forest, Cedar City, Utah.

Sponsored by—

Zionville Cafe, Service Station and
Motel, Zion Canyon

Paul J. Cox and Union Stations
Southern Utah

Cox Motor Company
Cedar City, Utah

Cedar Crest Motel
Cedar City, Utah



IRON MINING

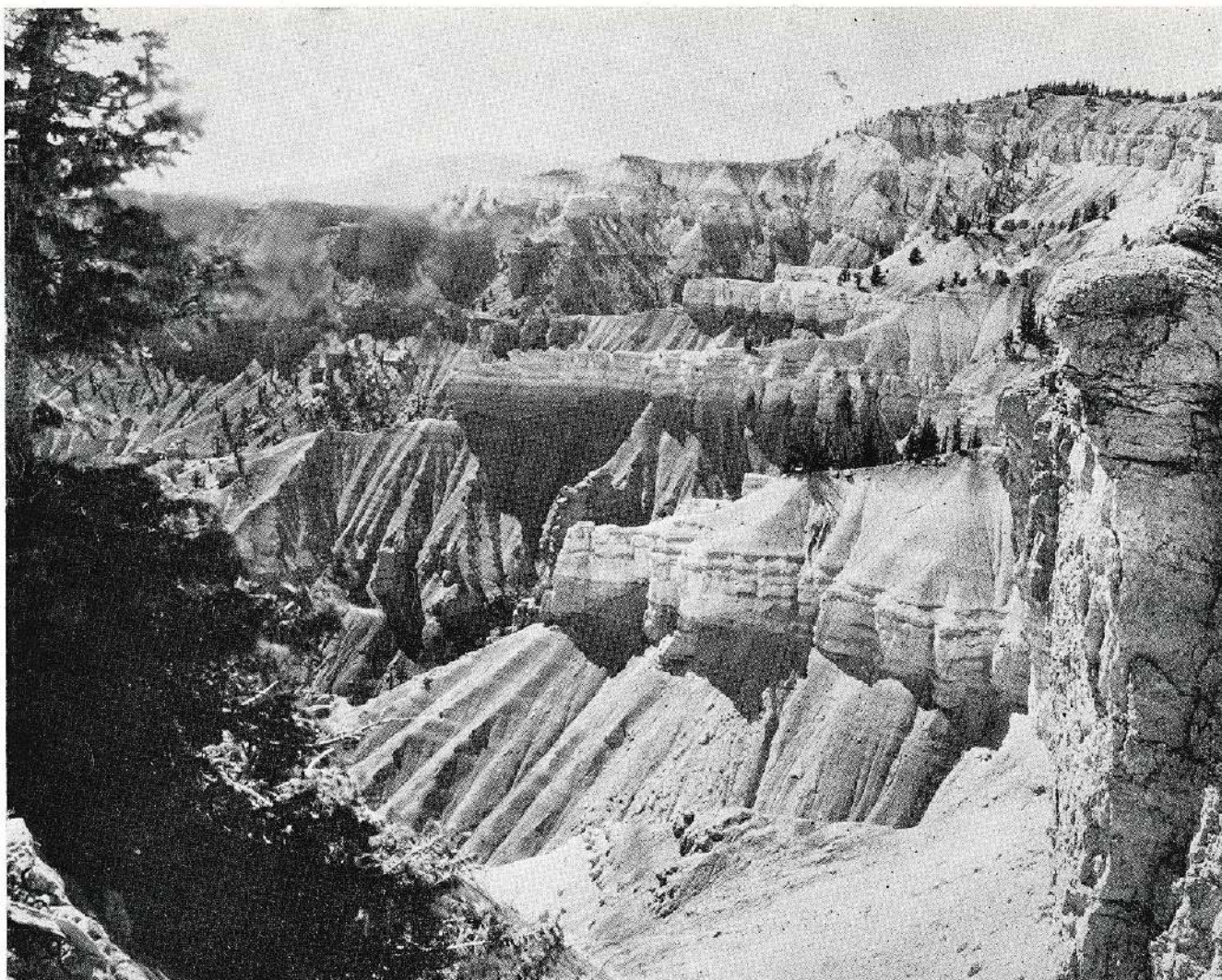
The iron ore of Iron County will continue to be a significant factor in the industrial development of Western America. Twenty miles west of Cedar City, approximately 3,000,000 tons of ore per year are being mined. In addition to supplying all the ore for the huge Geneva and Columbia plants of Utah, ore is shipped to the Kaiser Mill at Fontana, California, and the Colorado Fuel and Iron Company plant at Pueblo, Colorado. More than 500 persons are employed in mining.



Sponsored by—

Bradshaw Chevrolet Co.
Cedar City, Utah

Bank of Southern Utah
Cedar City, Utah



CEDAR BREAKS NATIONAL MONUMENT

Many travelers in passing through Cedar City, Utah, are not fully aware that they are at the gateway to what has been described as "The most colorful place in the world." Yet, only a short scenic drive of 23 miles on new hard-surfaced road, east of Cedar City, and within the boundaries of the beautiful and productive Dixie National Forest, will bring one into a land of unsurpassed color at Cedar Breaks Monument, an area of 60 square miles. You climb to a height of 10,300 feet above sea level where you first view it at Point Supreme, gazing down on a vast panorama of brilliantly colored formation, an amphitheater over a half mile deep, and two miles wide. Orange is the dominating color, but there are 47 recognized hues, making it the most colorful and diversified scenery you ever witnessed. Excellent lodging and eating accommodations.

Sponsored by—

Roberts Furniture Co.

Cedar City

W. F. Mullett, Jeweler

Cedar City

El Rey Cafe

Cedar City

Jones-Crawford Motor Co.

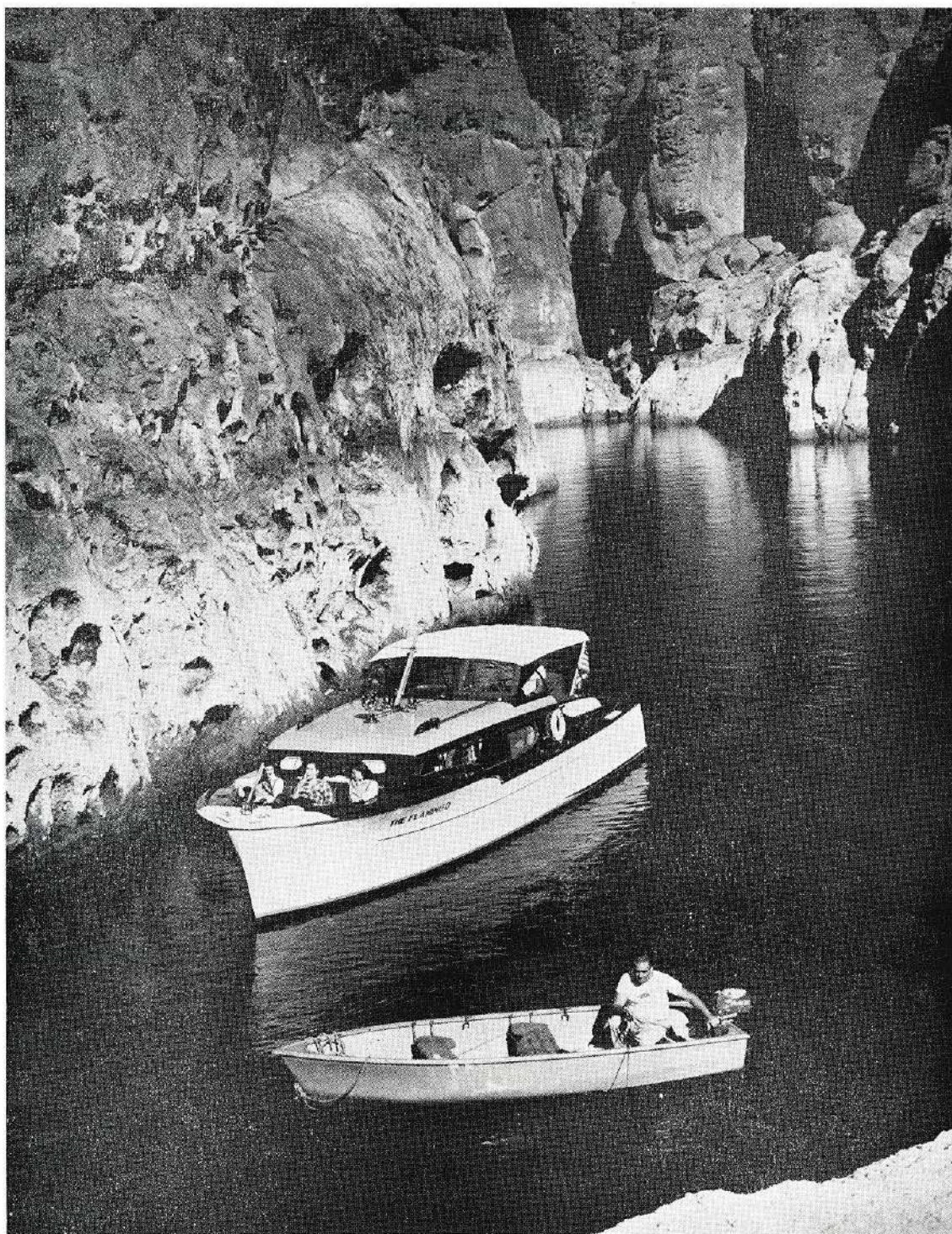
Cedar City

Leigh Furniture and Carpet Co.

Cedar City

Southwestern Distributing Co.

Cedar City and St. George



Beautiful Lake Mead, biggest man-made lake in the world. Prominent for boating and fishing. Three-hour drive from St. George and one-half hour from Las Vegas.

Sponsored by—

James Cashman Co.
Steels Jewelry
Sills Drive-in Restaurant
Old West Motel

Hitching Post Motel
Wittwer Motel
La Siesta Motel
Sal Sagev Saddle Shop

LAS VEGAS, NEVADA



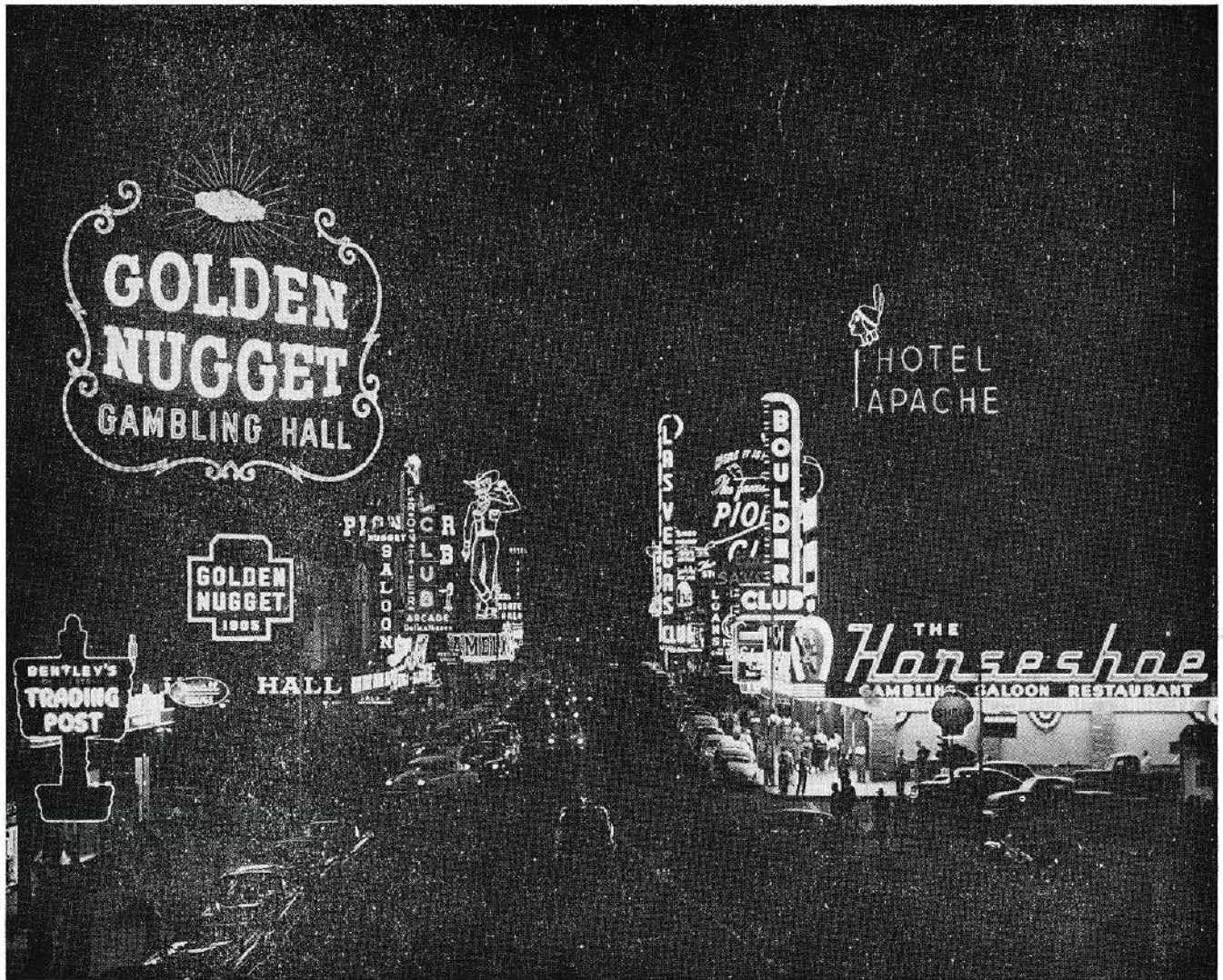
Dairy Farming is one of St. George's major industries. Milk from the St.
George area is shipped to Las Vegas where it is made into
ANDERSON'S SWEET CREAM ICE CREAM



Sponsored by—

ANDERSON DAIRY

Las Vegas, Nevada



FREEMONT STREET, DOWNTOWN LAS VEGAS, NEVADA

World's Most Brilliantly Lighted Street



Sponsored by—

The Friendly Irishman, Inc.

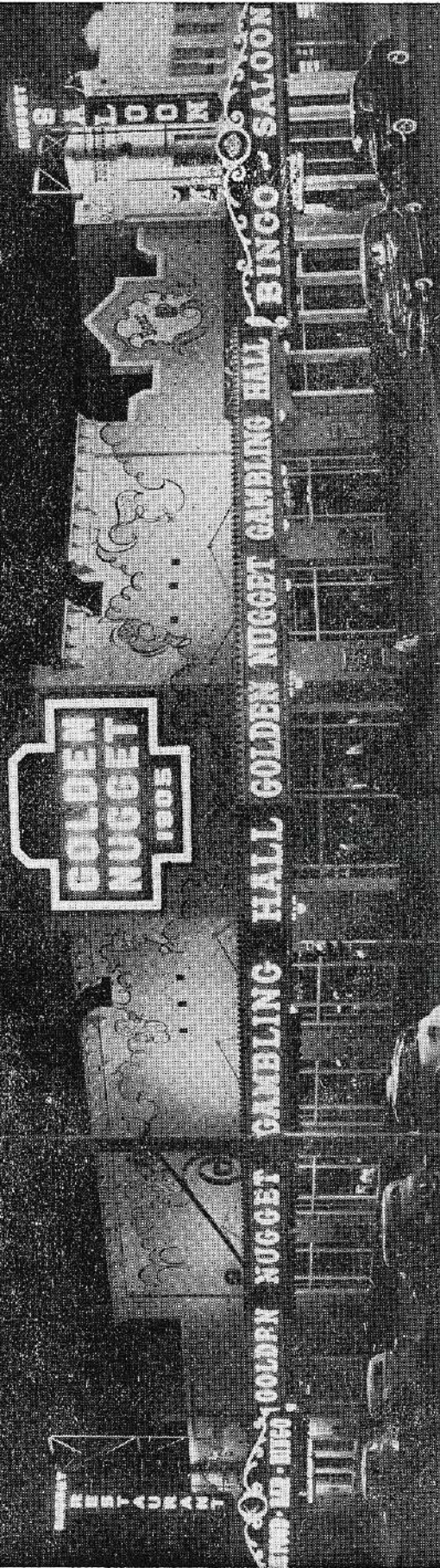
Monte Carlo Club

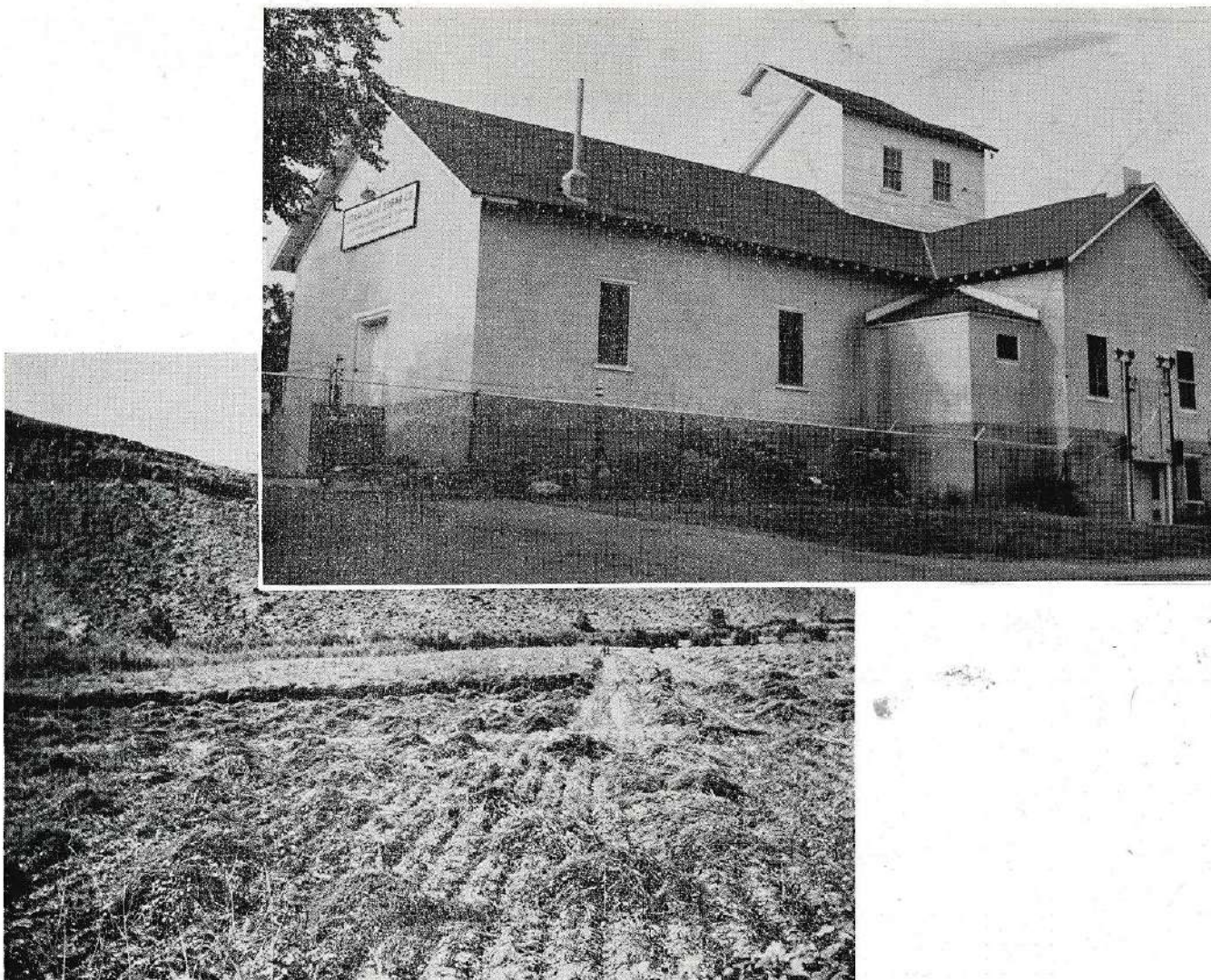
Rex Bell's

General Auto Parts

**GOLDEN
NUGGET**
GAMBLING HALL

**GOLDEN
NUGGET**
1905





Washington County's Interest in the Sugar Beet Industry

For 20 years—since Utah-Idaho Sugar Company started the sugar beet seed industry in St. George—beet growers from many states of the West have been planting seed that comes from the fertile fields of Washington County. Favorable climate makes this one of the best sugar beet seed producing areas of the nation.

Adds Wealth to the County

During the 20-year period the Utah-Idaho Sugar Company has paid between $2\frac{1}{2}$ to 3 million dollars to Washington County farmers for beet seed grown on their farms. Also, the seed processing plant at St. George has created local employment. This is another case where local industry brings in wealth to the county.

Sponsored by—

UTAH-IDAHO SUGAR CO.



Transportation Facts and History Into St. George

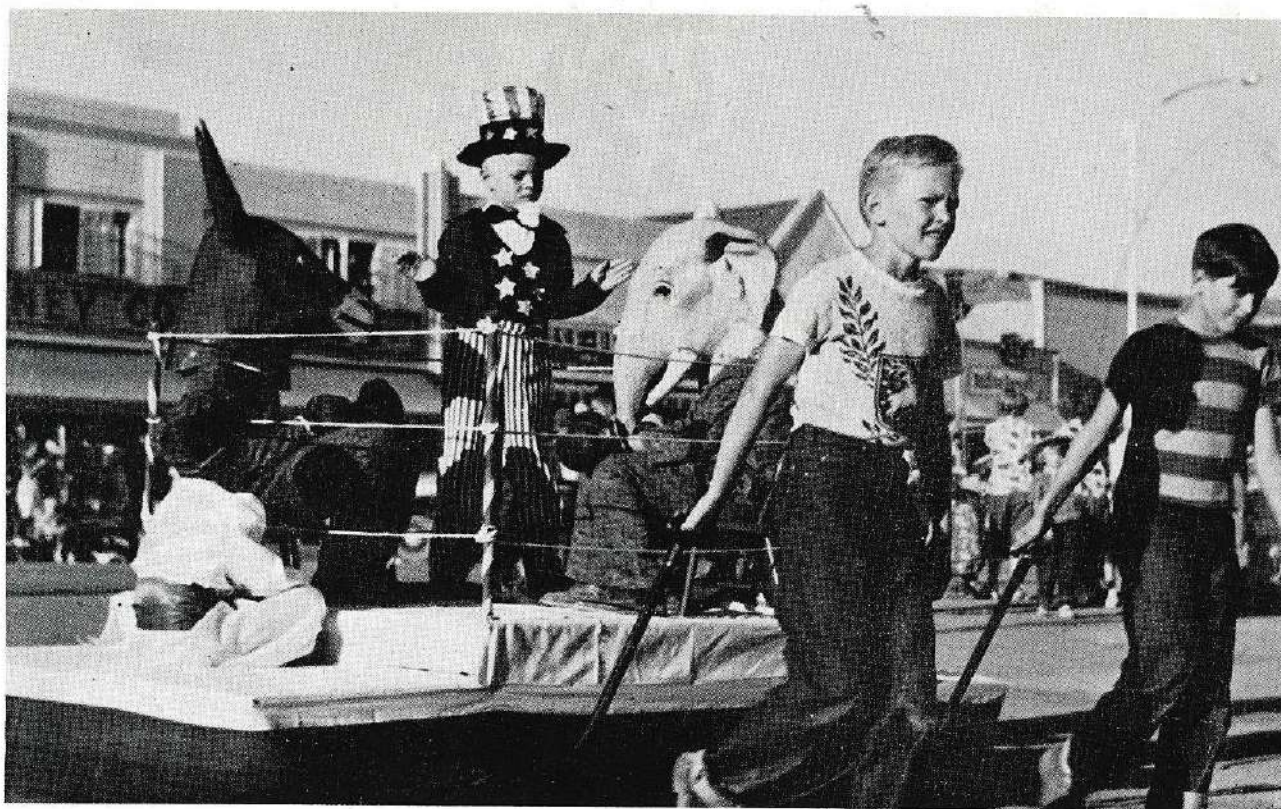
Year	From	To	Round Trip Delivery	Type Transportation
1869	Salt Lake City	St. George	30 days	Team and Wagon
1880	Milford	St. George	14 days	Team and Wagon
1891	Lund and Modena	St. George	10 days	Team and Wagon
1916	Lund and Modena	St. George	7 days	Truck
1930	Salt Lake City	St. George	3 days	Truck
1933	Los Angeles	St. George	3 days	Truck
1952	Salt Lake City	St. George	Overnight	Truck
1952	Los Angeles	St. George	Overnight	Truck

DAILY SERVICE FROM ALL POINTS

Sponsored by—

Rocky Mountain Service

Milne Truck Line



First Place Winner of Junior Parade (Groups) 1951

Entered by Elks Lodge, St. George, Utah

"Keep It Clean, Boys"



Sponsored by—

Utah Oil Service Station, Cal Cottam
Andy Holt, Distributor Utah Oil Products

St. George Ice Company
Lee Motel

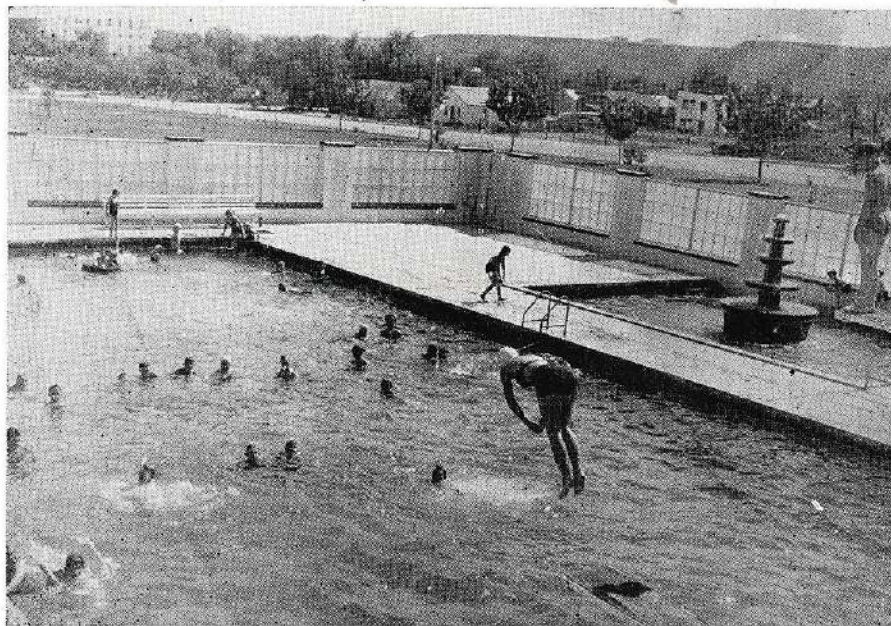


The above picture is the float entered in the V.F.W. National Convention Parade, featuring Colleen Kay Hutchins, Utah's Miss America of 1952, who represented Dixie's Sun Goddess. The St. George Chamber of Commerce, in cooperation with the V.F.W., Rotary, B.P.O.E., B.P.W., American Legion, Lions, and Kiwanis organizations, Washington County, and the City of St. George, sponsored this float which was entered in the V.F.W. Parade in Los Angeles, August 5, 1952.



Sponsored by—

El Pace'O Lodge and Rugged West Motel
St. George Chamber of Commerce



For a cool summer treat, take a plunge into the beautiful Municipal Swimming Pool at the St. George City Park. The water is "temperated to perfection" by the operation of the Municipal Power Plant nearby. The park tennis court, barbecue pit, fireplace with grills and other recreational equipment make this the most attractive municipal play area in Southern Utah.



CITY OF ST. GEORGE

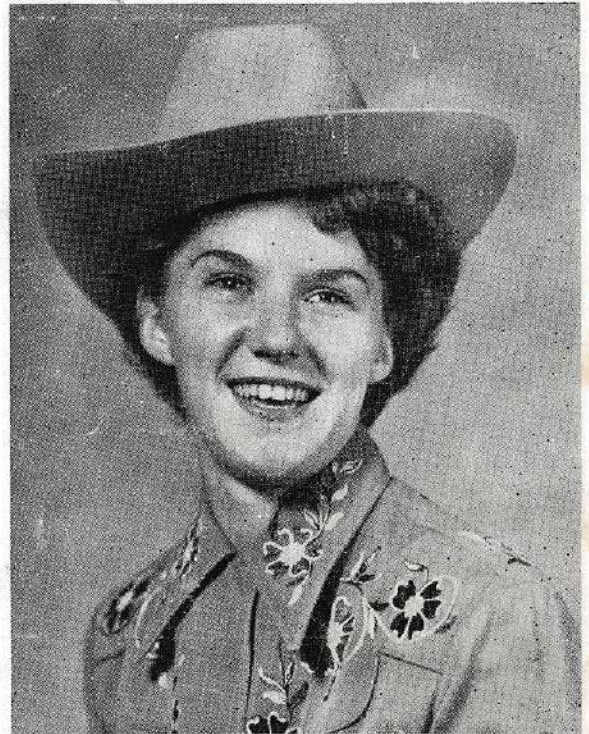
"Where the Summer Sun Spends the Winter"

RODEO QUEEN'S ATTENDANTS



LADAWN PORTER

Sponsored by O. M. Porter, Distributor
Wonder Bread and Hostess Cakes



IONE HALL

Sponsored by Washington Town



GAY CHRISTENSEN

Sponsored by McArthur Jewelers