

Nineteenth Annual Dixie Roundup

West's Outstanding Night Rodeo

Sponsored by St. George Lions Club

Dixie Sun Bowl—St. George, Utah

September 17, 18 and 19, 1953



"Rodeo Queen 1953"

Miss Fawn Gubler

25c

Your Souvenir Rodeo Book

25c



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

St. George Lions Club Presents:

THE MAJESTY of vermillion cliffs towering above shimmering sands; the bounty of rich beet harvests, giant trucks loaded with fruits and vegetables; well-shafts piercing the heart of a desert, pumping life into death to bring forth green and potatoes to the table of millions of Americans; grazing dairy cattle, bawling steers, turkeys, hayfields, orchards, sports, recreation all the year round beneath a benevolent sun; thriving industries out of red rock and gypsum, a future seen in the shifting sands, and around it all, in the heart of it all, the spirit of the Dixie Pioneer.

+ + + +

With appreciation for the cooperation of businessmen throughout this area; in gratitude to generations of pioneers and builders; in remembrance of another milestone in Dixie history, the St. George Lions Club presents this Souvenir Book of the Nineteenth Annual Dixie Roundup, the West's outstanding night rodeo.



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.

R. M. REBER

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

JOSEPH T. ATKIN

Mayor

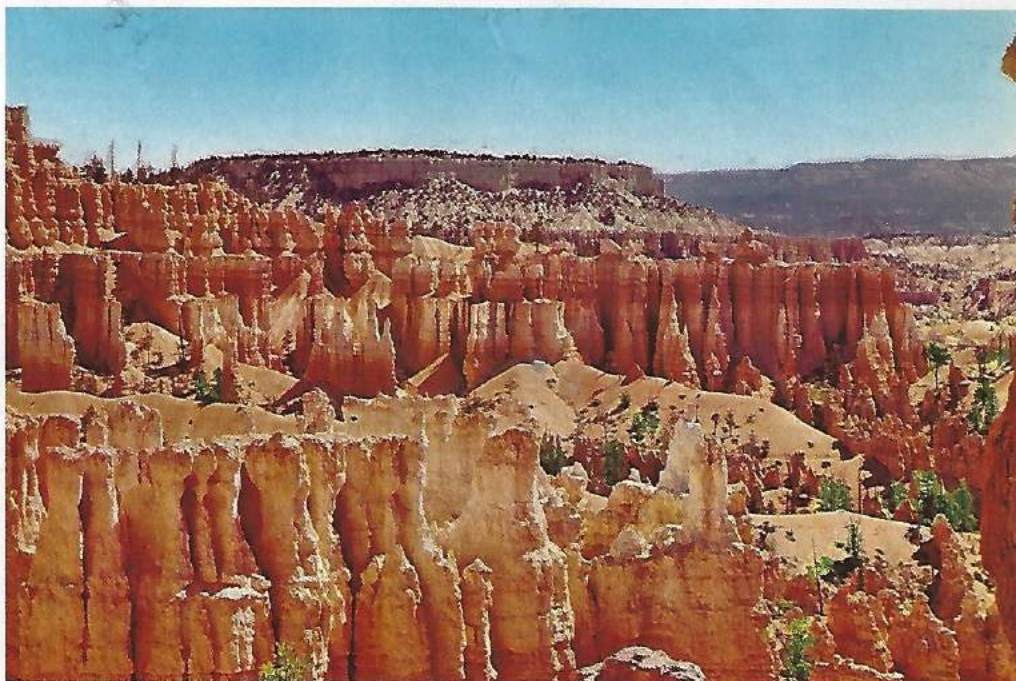




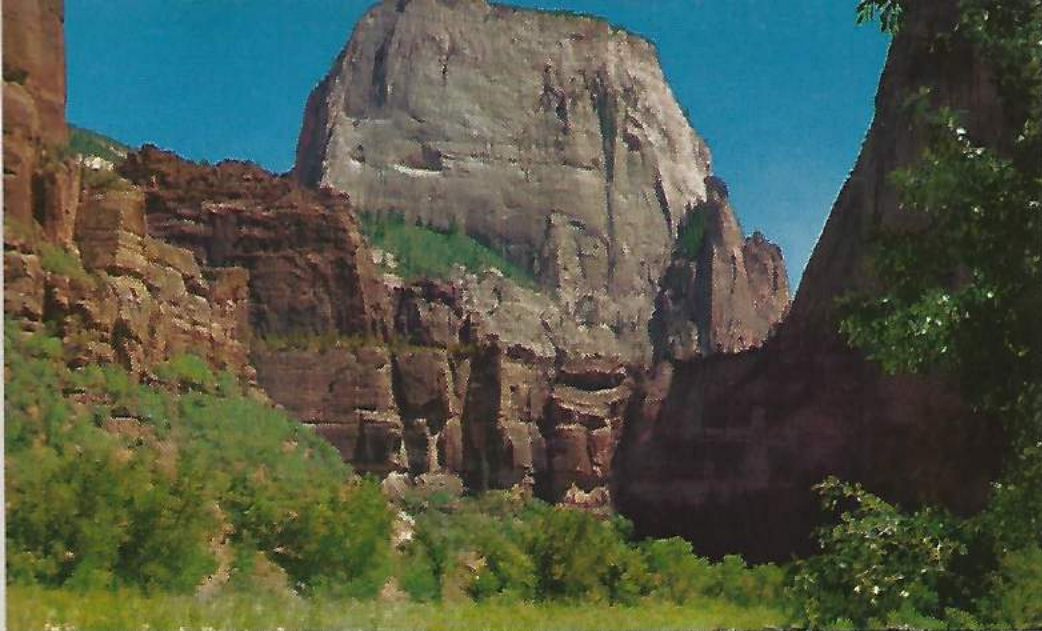
Sponsored by—
Washington County News
Milne Jewelry

▲ **TEMPLE OF SINEWAVA, ZION NATIONAL PARK** In the foreground toward the left extend the red spires of the Temple of Sinewava, in the center background looms the Great White Throne, and to the right rises Angel's Landing. 40 minutes from St. George.

Sponsored by—
St. George Poultry
Liberty Hotel

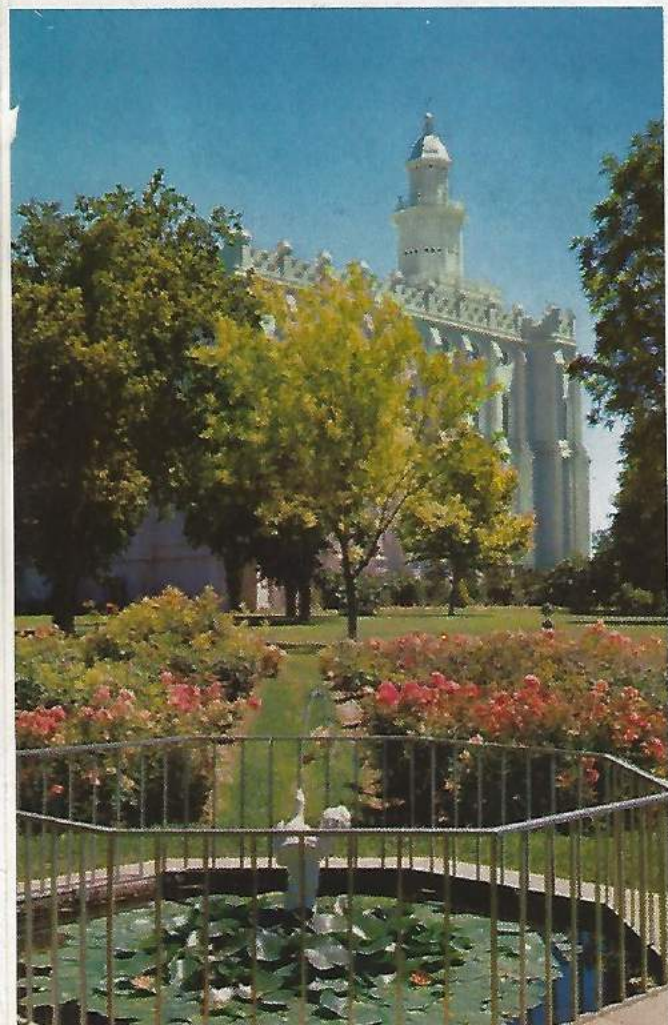


▲ **VIEW FROM COMANCHE TRAIL, BRYCE CANYON NATIONAL PARK** The Table Cliffs rise in the background of this scene, eroded from the Pink Cliffs formation into the most colorful canyon in the world. Utah. 130 minutes from St. George.



GREAT WHITE THRONE AND THE VIRGIN RIVER Carved out by the north fork of this comparatively small river, Zion National Park offers such spectacular sandstone formations as this one, 2394 feet above the valley floor in southern Utah. 40 minutes from St. George.

ST. GEORGE TEMPLE One of Utah's four Mormon Temples, wherein baptisms, marriages, and other sacred ordinances are performed. Construction of this sacred edifice was commenced almost immediately after the impoverished Latter-Day Saints settled in this territory. This represents only one of the many temples the Mormons have built and planned throughout the world.



Sponsored by—

Andy Holt, Distributor Utah Oil Products

Renouf & Thompson Garage

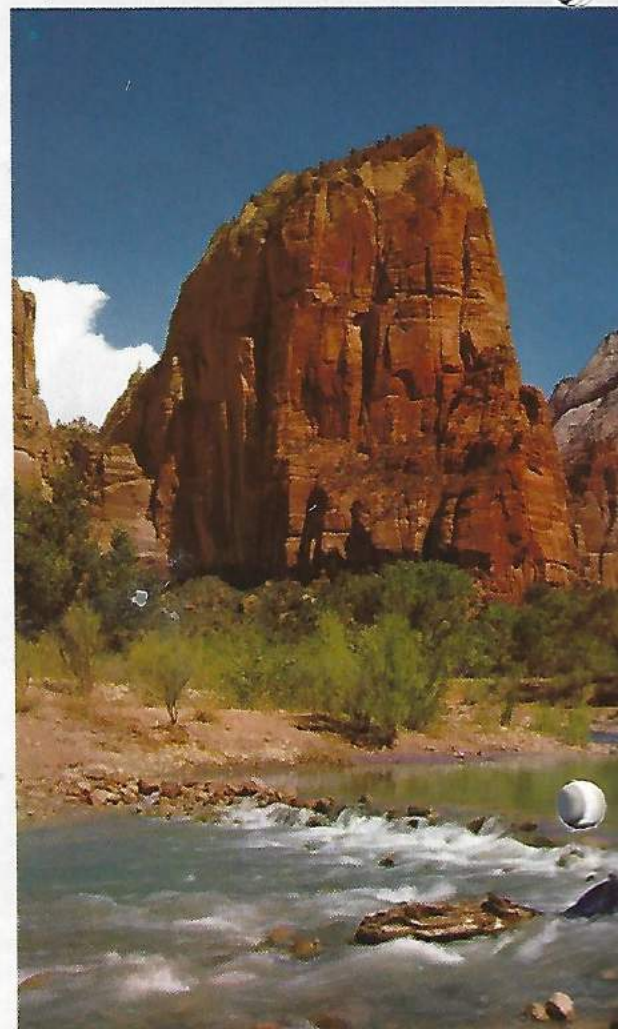
O. K. Market I. G. A.

St. George Finance Co.

Church's Drive-in Cafe

Sugar Loaf Cafe

ANGEL'S LANDING AND THE VIRGIN RIVER, ZION NATIONAL PARK This massive red sandstone formation standing alone, whose only apparent access to its summit is from the sky, is appropriately named Angel's Landing. 40 minutes from St. George.





First Place Winner of Junior Parade (Couples), 1952

"Grandmother's Workbasket"

Cathie Lundin and Kent Seegmiller

++++

Sponsored by—

Dixie Service Utah Oil Station

Leany Shoes

Premium Oil Company

Blake's Coal Company

Hafen & Nelson

Knell's Barber Shop

Bleak Cleaners

Rueckert's Dixie Laundry & Cleaners

Art Crosby, Conoco Station

Nordbloom Cleaners

Lee Adams Barber Shop

Tri-State Office & Music Supply



First Place Winner of Junior Parade (Singles), 1952

"Powder Puff Girl"

Connie McArthur

♦ ♦ ♦ ♦

Sponsored by—

Dixie Drug Company

Dick's Cafe

Mathis Market

Dairy Queen and Sandwich Bar



First Place Winner of Junior Parade (Groups), 1952

"Cinderella"

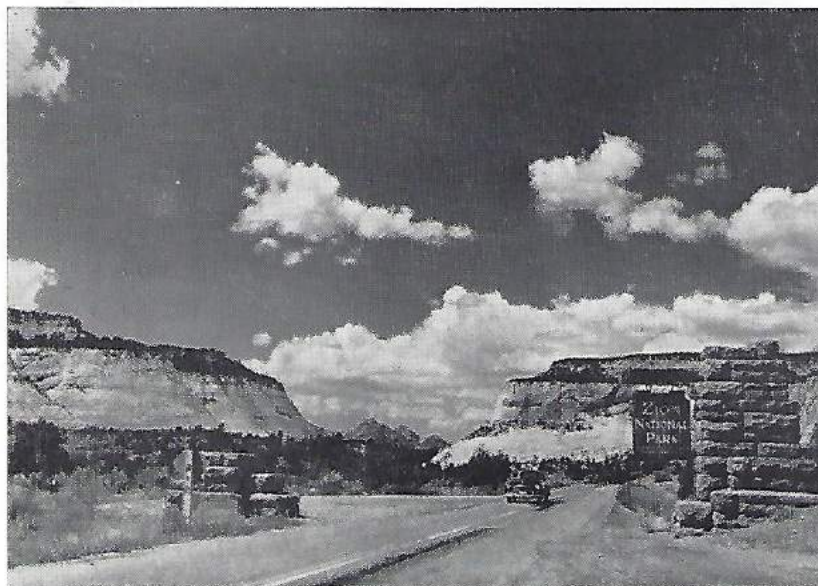
Stephanie, Kip and Nick Esplin

++++

Sponsored by—

Economy Shoe Store
St. George Ice Co.
Judd Motor Co.
Fenton Pharmacy

Whipple Lumber Co.
St. George Gas Co.
Dixie Theatre Co.
R. M. Reber, Insurance and Finance



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

Sponsored by—

Emil Graff
Hurricane Motor
Graff's Mercantile

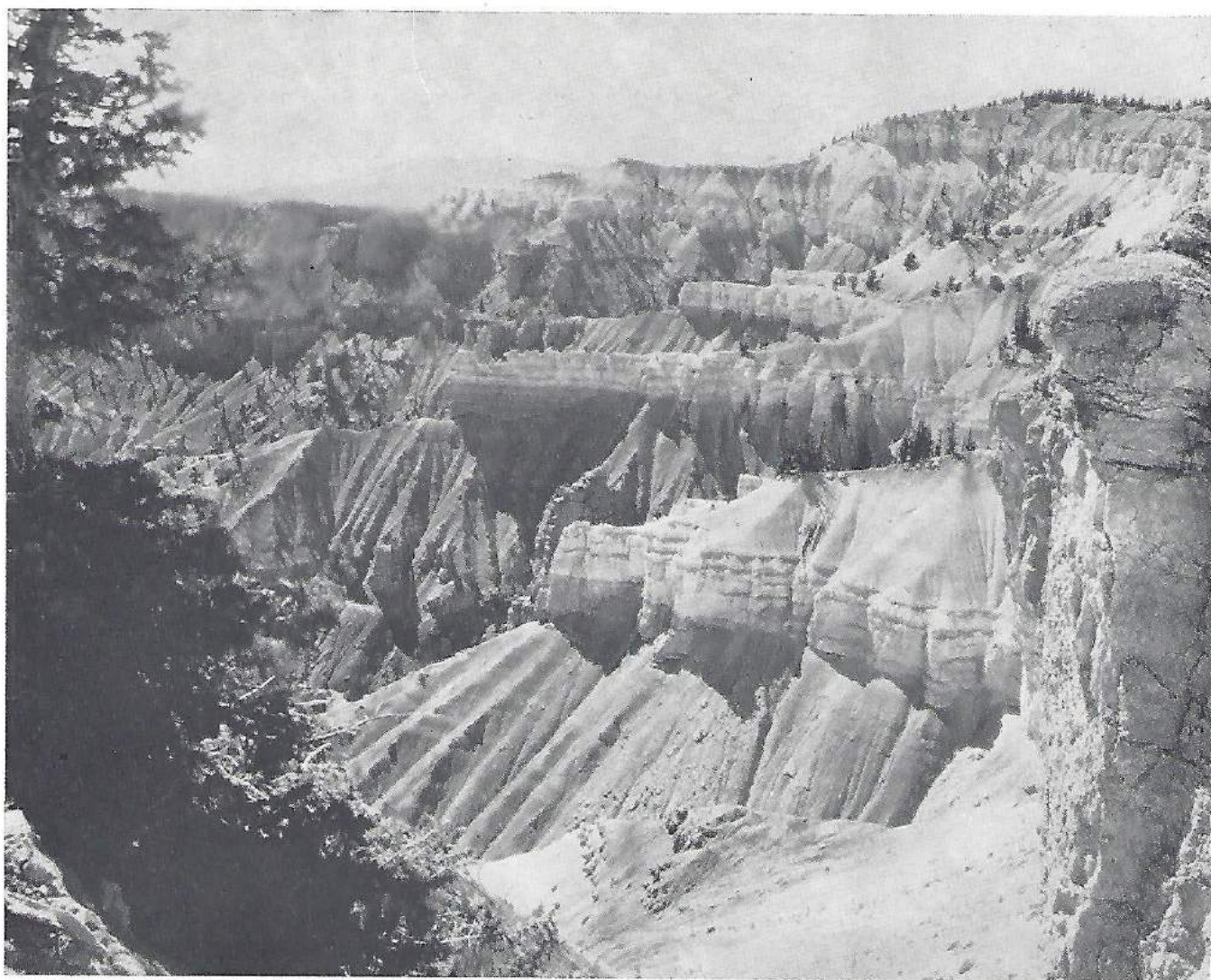
ZION CANYON

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—

Scholzen Products
Hurricane, 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—

W. F. Mullett, Jeweler
Cedar City, Utah

Jones-Crawford Motor Co.
Cedar City, Utah

Southwestern Distributing Co.
Cedar City and St. George, Utah

Southern Utah Livestock Show
Cedar City, Utah

El Rey Cafe
Cedar City, Utah

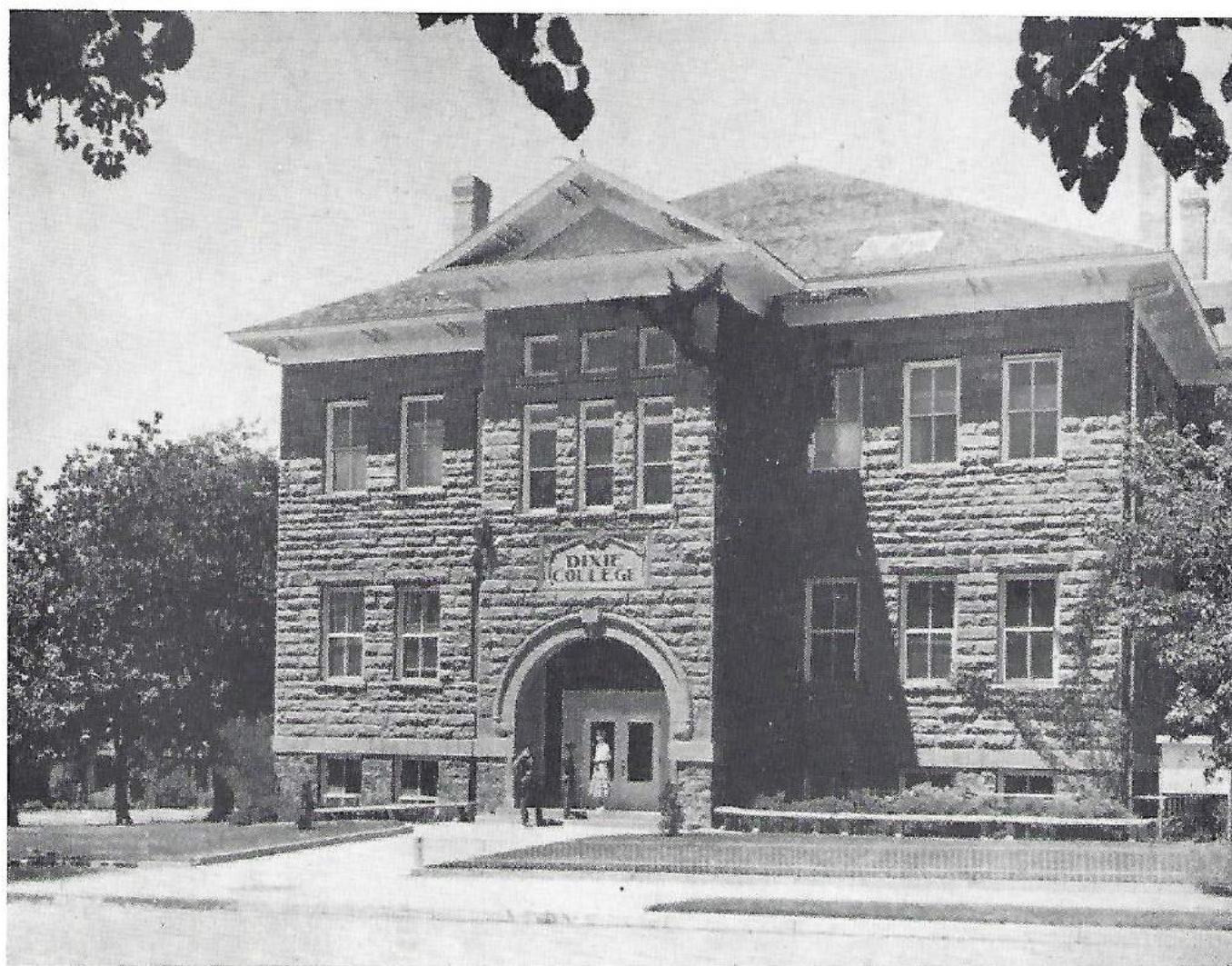
Arden Dairy
Cedar City, Utah



First Place Winner Beauty Parade, 1952
Entered by St. George Kiwanis Club
Miss Jane Wadsworth

♦ ♦ ♦ ♦

Sponsored by—
St. George Kiwanis Club



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—

J. C. Penney Company

Mendy's, St. George and Hurricane



Second Place Winner of Beauty Parade, 1952

Entered by Green Thumb Nursery

Miss Jennie Jessop

★ ★ ★ ★

Sponsored by—

Green Thumb Nursery, St. George, Utah

LaVerkin Feed & Hardware Co., LaVerkin, Utah

Clifton's Market, Hurricane, Utah

Nisson's Mercantile, Washington, Utah



Third Place Winner of Beauty Parade, 1952
Entered by Mountain States Telephone Company
Miss Winona Crosby

★ ★ ★ ★

Sponsored by—

Empey Electric

J. I. Ricketts, Texaco Distributor

Dairy Freez (West Side)

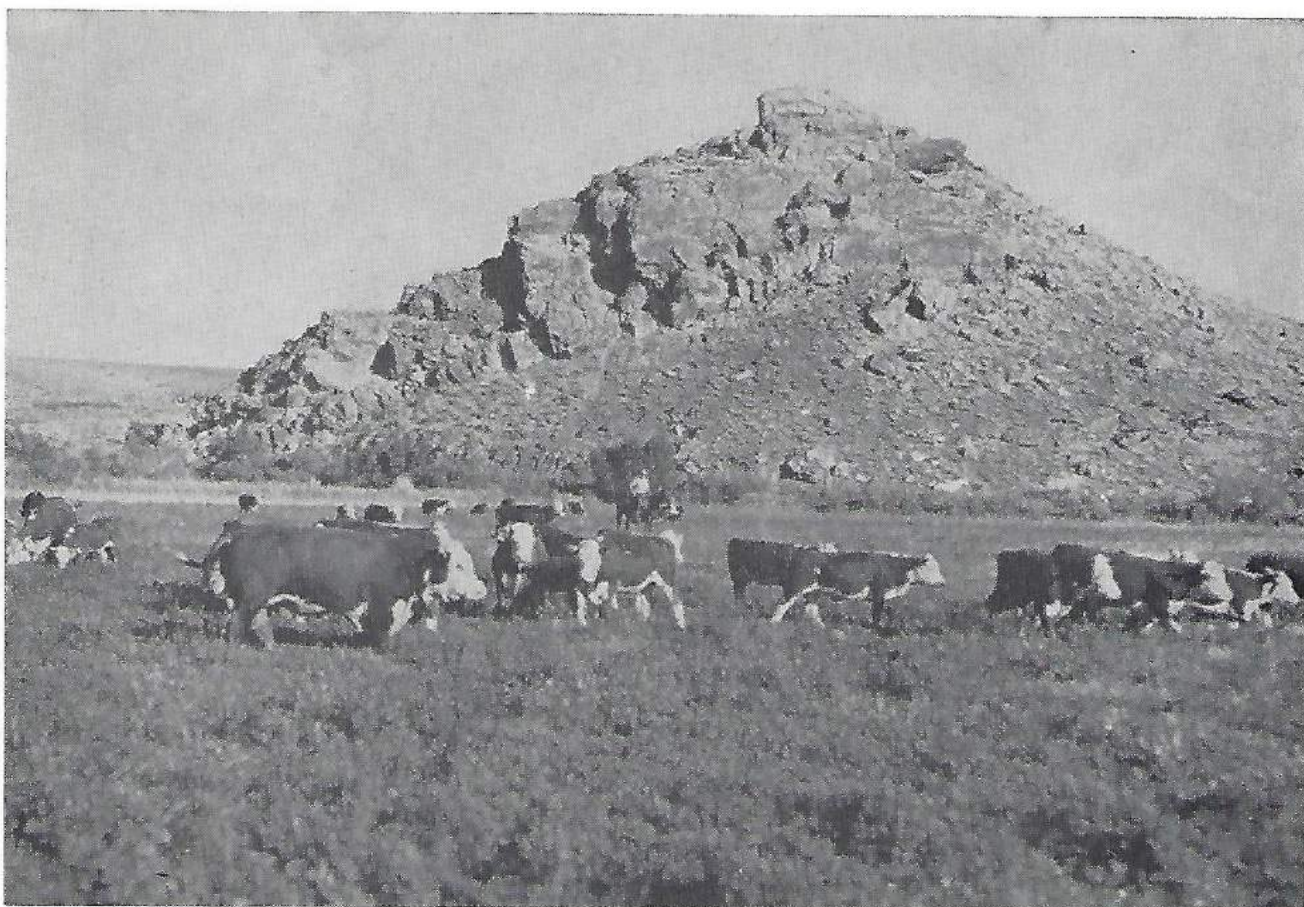
McArthur Quality Bakery

Eldon Spencer, Conoco Distributor

Hafen's

Shady Acres Motel

Nelson Supply



Soil and Moisture Conservation Maintains a Prosperous Agriculture Enterprise

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

- 1—315 farms and ranches with an active Conservation Program.
- 2—3,513 acres of land leveled.
- 3—39 miles of improved irrigation ditches.
- 4—5,312 acres of improved crop rotation.
- 5—4,276 acres of soil saving dykes.
- 6—55 irrigation storage reservoirs.
- 7—670 acres of improved water management.
- 8—30 per cent overall increase in farm production.

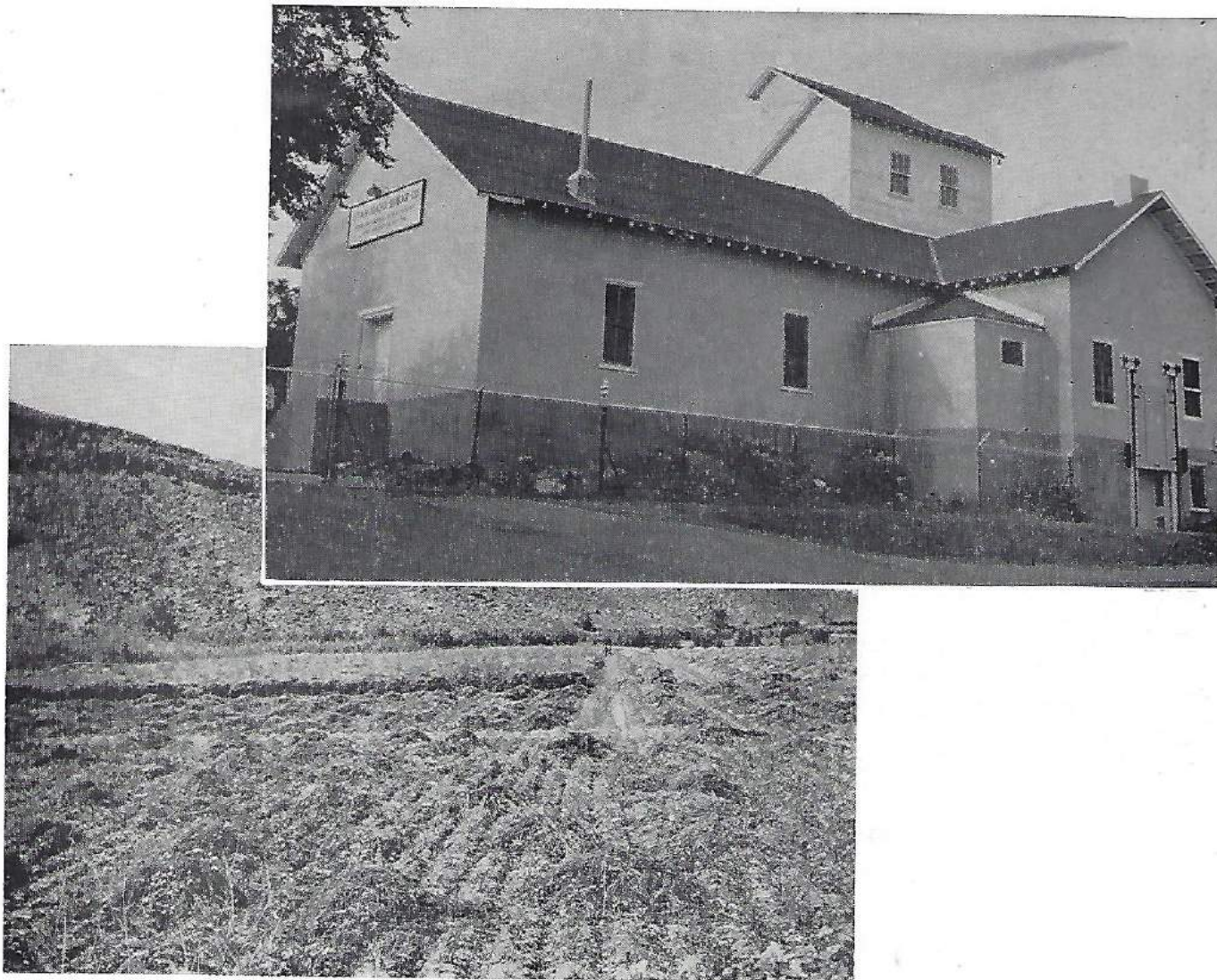
A Soil Conservation District is organized by the citizens of a watershed, county or community under State law.

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

Sponsored by—

DIXIE FEED COMPANY

**Lower Virgin-Santa Clara Soil Conservation District
Board of Supervisors**



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.

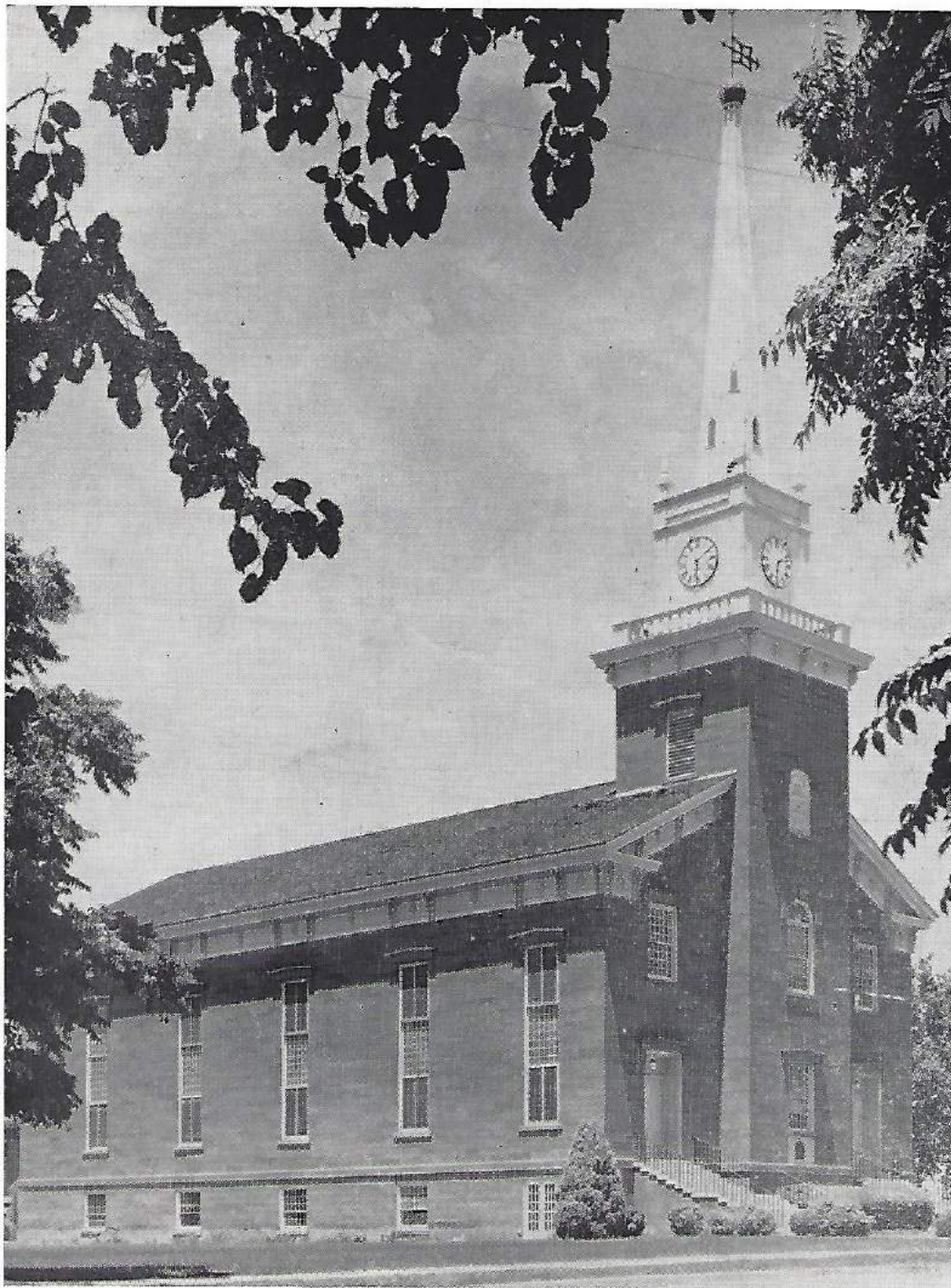
Sponsored by—

UTAH-IDAHO SUGAR CO.



First Place Winner of Western Parade, 1952
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



Second Place Winner of Western Parade, 1952
Entered by Clifton's Market, Hurricane, Utah

★ ★ ★ ★

Sponsored by—

State Bank of Hurricane



Third Place Winner of Western Parade, 1952
Entered by Mr. and Mrs. Ted Beacham

♦ ♦ ♦ ♦

Sponsored by—
St. George Chamber of Commerce
Washington County Fair

LIONS RODEO CHAIRMAN AND GENERAL COMMITTEE



ROY RENOUF
General Chairman, Nineteenth Annual
Dixie Roundup



Extends Welcome

In behalf of the St. George Lions Club, may I express thanks and appreciation to all who contributed in any way to make this nineteenth Dixie Rodeo a success. You are urged to attend each parade and night performance to enjoy the unusual entertainment.



General Committee

Brown Hail	Wes Nelson
Bill McMullin	Marion Bowler
J. I. Ricketts	Dick Hammer



Sponsored by—

Bill's Texaco Service

Pymm's Texaco Service

Bracken's Pioneer Service



Rodeo Committee Chairmen

First Row—Evan Whitehead, Bill Bringham, Police; Lorraine Cox, Al Truman, Dance; Ken Parkinson, Lighting.

Second Row—Andy Pace, Wayne Whitehead, Book; Clark Empey, Queen; Woodrow Stahel, Neil Lundberg, Concessions.

Third Row—Bill Powell, Spencer Snow, Grounds; Albert Stratton, Parades; A. W. McGregor, First Aid; Eldon Hafen, Decorations.

Fourth Row—Clayton Williams, Pillows; Bill Cotton, Travel; Marc Jacobson, Parking; Nat Ashby, Daily Program; Darrel Bracken, Rodeo Party.

Fifth Row—Ez McArthur, Western Dress, Clayton Atkin, Feed and Stables; M. O. Hutchings, Tickets.

ST. GEORGE LIONS CLUB ROSTER

R. N. Ashby
Clayton Atkin
Anthony Atkin
William Barlocker
Clark Blake
Milo Blake
Marion Bowler
Darrel Bracken
J. W. Bringham
Garth Belliston
William Cottam
Lorraine Cox
Clark Empey
Afton Ence
R. N. Fenton
Lindau Foremaster
Ray Garner
H. Val Hafen
Eldon Hafen
Leland Hafen
W. B. Hail
E. N. Hammer
Lester Holcomb
Andrew Holt
Karl J. Hutchings
Howard Judd
Thomas W. Judd
Marcel Jacobson
Ronald Knell
N. M. Lundberg
Loren Lundberg
Eldon Lang
Andrew Lytle
E. M. McArthur
Valentine McArthur

A. W. McGregor
W. G. McMullin
LeVon McQuaid
B. G. Milne
Irvin Milne
Dick Miles
Wesley A. Nelson
Milton R. Nelson
Floyd Noel
Wayne B. Nuttall
Andrew Pace
George W. Pace
K. J. Parkinson
Arthur Paxman
L. A. Porter
Shirl Pitchforth
W. P. Powell
Roger Pickett
Robert Pickett
R. M. Reber
Roy Renouf
Jack Ricketts
Lawrence Rosenbruch
Spencer Snow
W. W. Staheli
Albert Stratton
Doyle Sampson
Barnard Seegmiller
Phil Squire
Ray Whipple
Clayton Williams
Wayne Whitehead
Evan Whitehead
Clerin Zumwalt

Members-at-Large

Clawson Burgess
Charles Green
Reed Leigh
James Lundberg
Charles Pickett

Alma Truman
Lee Owens
Harold Sutton
Shirley Booth
Clarence Dahl

Rodeo Producer—
 Wilford Cline
 Lone Pine, California



Rodeo Clowns—
 Joaquin Sanchez
 Buddy Heatón

Rodeo Announcer—
 Chuck Parkinson

Specialty Acts—
 The Valkyries
 Buddy Heaton and His Horse
 "El Rocco."



PROGRAM

Thursday, September 17

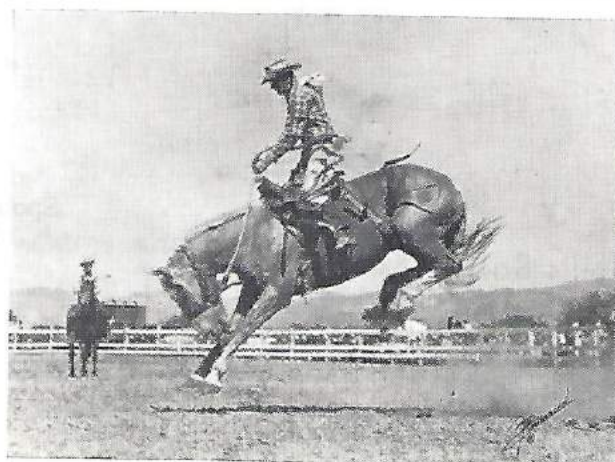
Western Parade	5:30	p. m.
Grand Entry	8:00	p. m.
Rodeo	8:15	p. m.
Dance	10:00	p. m.

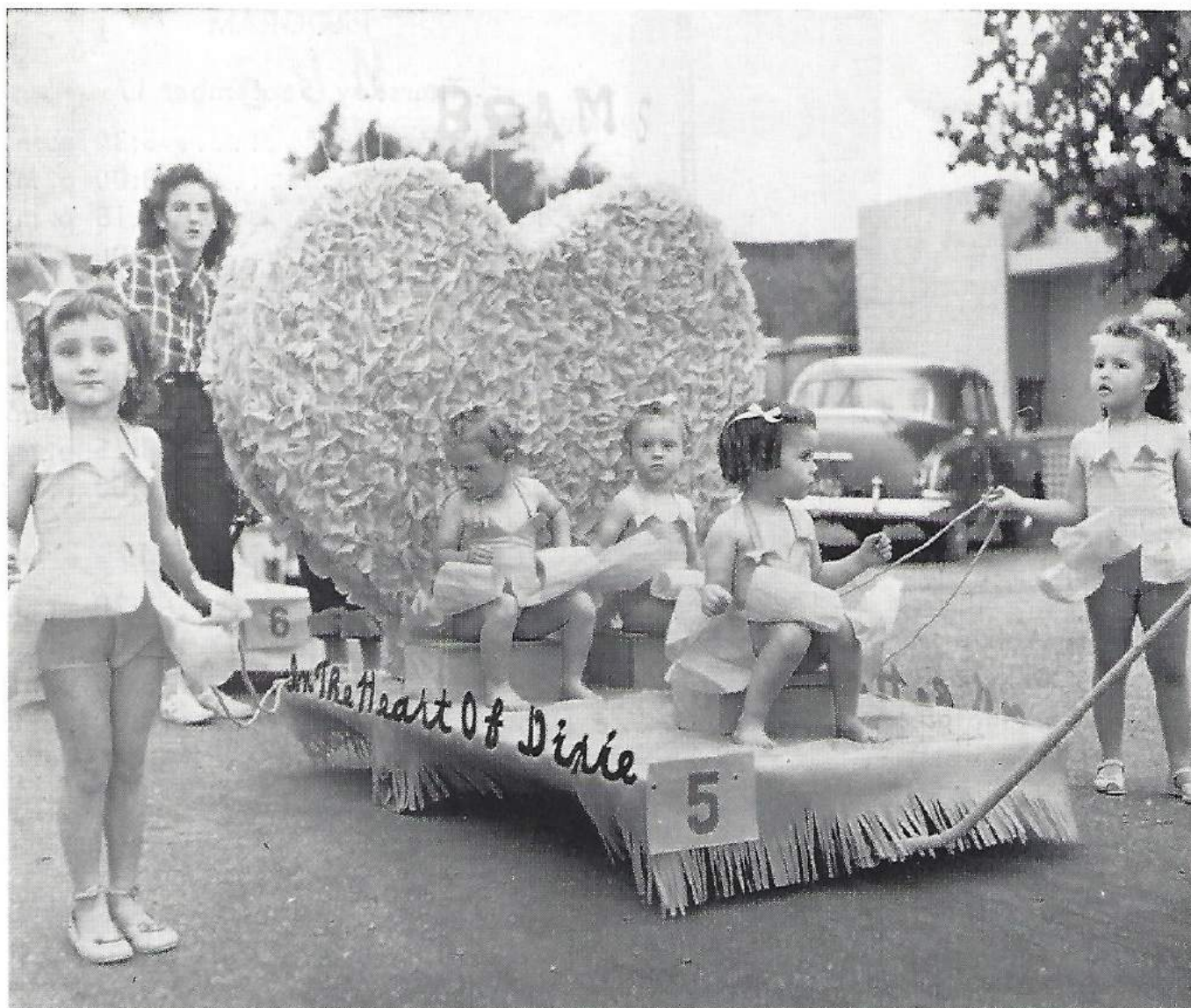
Friday, September 18

Junior Parade	5:00	p. m.
Grand Entry	8:00	p. m.
Rodeo	8:15	p. m.
Dance	10:00	p. m.

Saturday, September 19

Beauty Parade	5:30	p. m.
Grand Entry	8:00	p. m.
Rodeo	8:15	p. m.
Dance	10:00	p. m.





Second Place Winner of Junior Parade (Groups), 1952

"Sunbeams"

Sherlyn Milne, Linda Sevy, Joanna, Marilee and Marilyn Johnson

★ ★ ★ ★

Sponsored by—

Neil's Barber Shop
 Ez's Barber Shop
 Snow's Dress Shop
 Liberty Cafe
 Julian Hall Union Service

Bracken Hardware and Appliance
 Dixie Jewel Shop
 Snow's Modern Cleaners
 Rulon Snow Shell Service
 Endsley's Western Auto, Cedar City Utah



Second Place Winner of Junior Parade (Couples), 1952

"Dixie Pixies"

Julie McGregor and Toni Peterson

♦ ♦ ♦ ♦

Sponsored by—

Arrowhead Department Store
Graff Neighborhood Grocery
Cannon's Dixie Market
St. George Building Society

Adams and Pendleton
O. K. Rubber Welders
Dairy Freez (West St. George)
Conoco Oil Company,
Eldon Spencer, Distributor



Second Place Winner of Junior Parade (Singles), 1952

"Dixie Pampus Production"

Susan Holcomb

++++

Sponsored by—

Sprouse-Reitz Company
Dixie Bottling Company

St. George Service Company, Inc.
O. M. Porter, Wonder Bread, Hostess Cake



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—

Bank of Southern Utah, Cedar City, Utah
Bradshaw Chevrolet Co., Cedar City, Utah



DIXIE PIONEER MEMORIAL HOSPITAL

The Dixie Pioneer Memorial Hospital is an adventure in the Democratic process wherein the people, through their chosen representatives, cooperate 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.

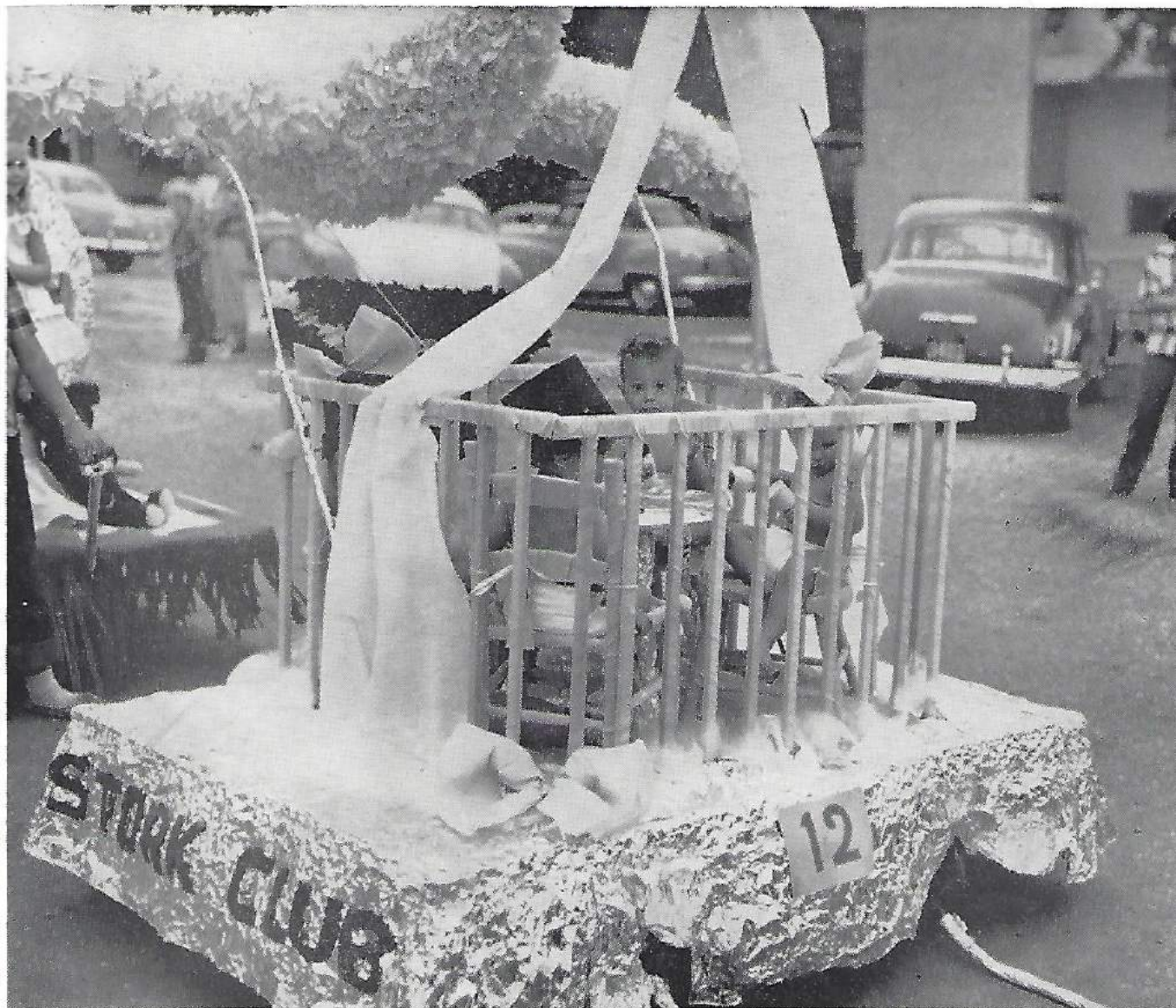
Modern to the last detail, its spacious, restful interior is inviting. At present it has a 32-bed capacity, with facilities for 18 new-born infants, and with the last word in modern equipment for every emergency.

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



Third Place Winner of Junior Parade (Groups), 1952

"Stork Club"

Richard McArthur, Nancy Jane McMullin, Kathryn Miles,
Ronald Lynn McArthur

Sponsored by—
St. George Lions Club



Third Place Winner of Junior Parade (Couples), 1952

"The Fairest Flowers of All"

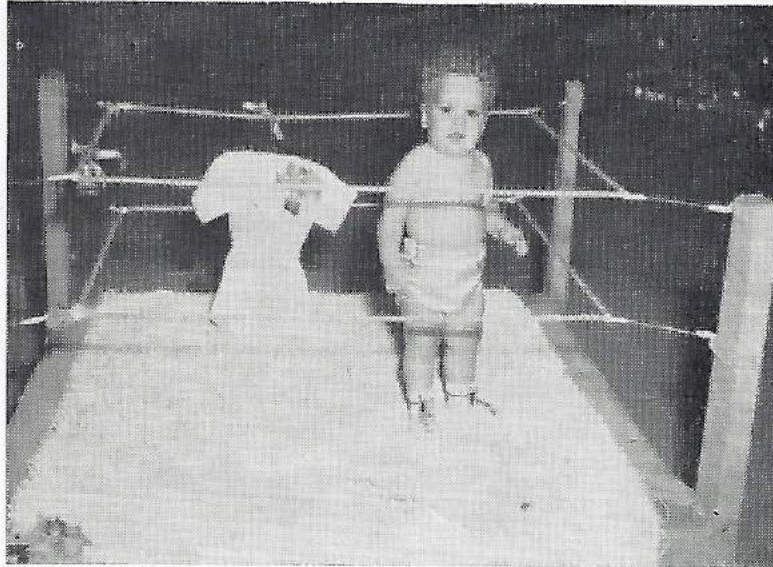
Sherri Lyn Pickett and Katy Brooks

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Sponsored by—

Karl Hutching's Store
College Cove

J. & J. Mill and Lumber Co.
Sun Bowl Club



Third Place Winner of Junior Parade (Singles), 1952

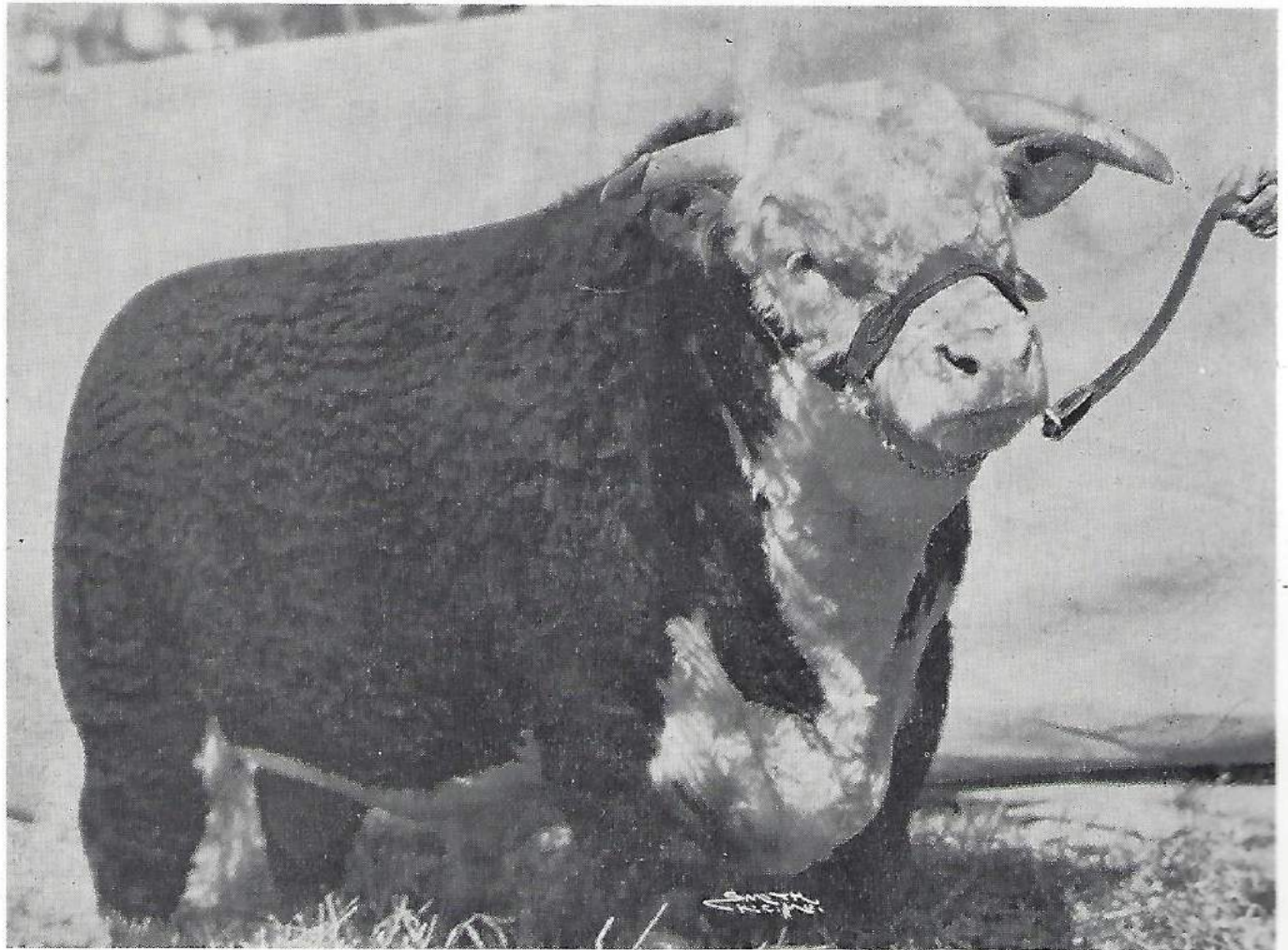
"Gorgeous George"

Michael Holcomb

Sponsored by—

Ace Plumbing and Heating
Lee Hirschi

Thompson Air Conditioning Co.
Carlyle Thompson



EAT BEEF AND KEEP SLIM

★★★★

The Business That Built the West



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.

Sponsored by—
BARLOCKER FARMS AND HATCHERY
St. George and Enterprise



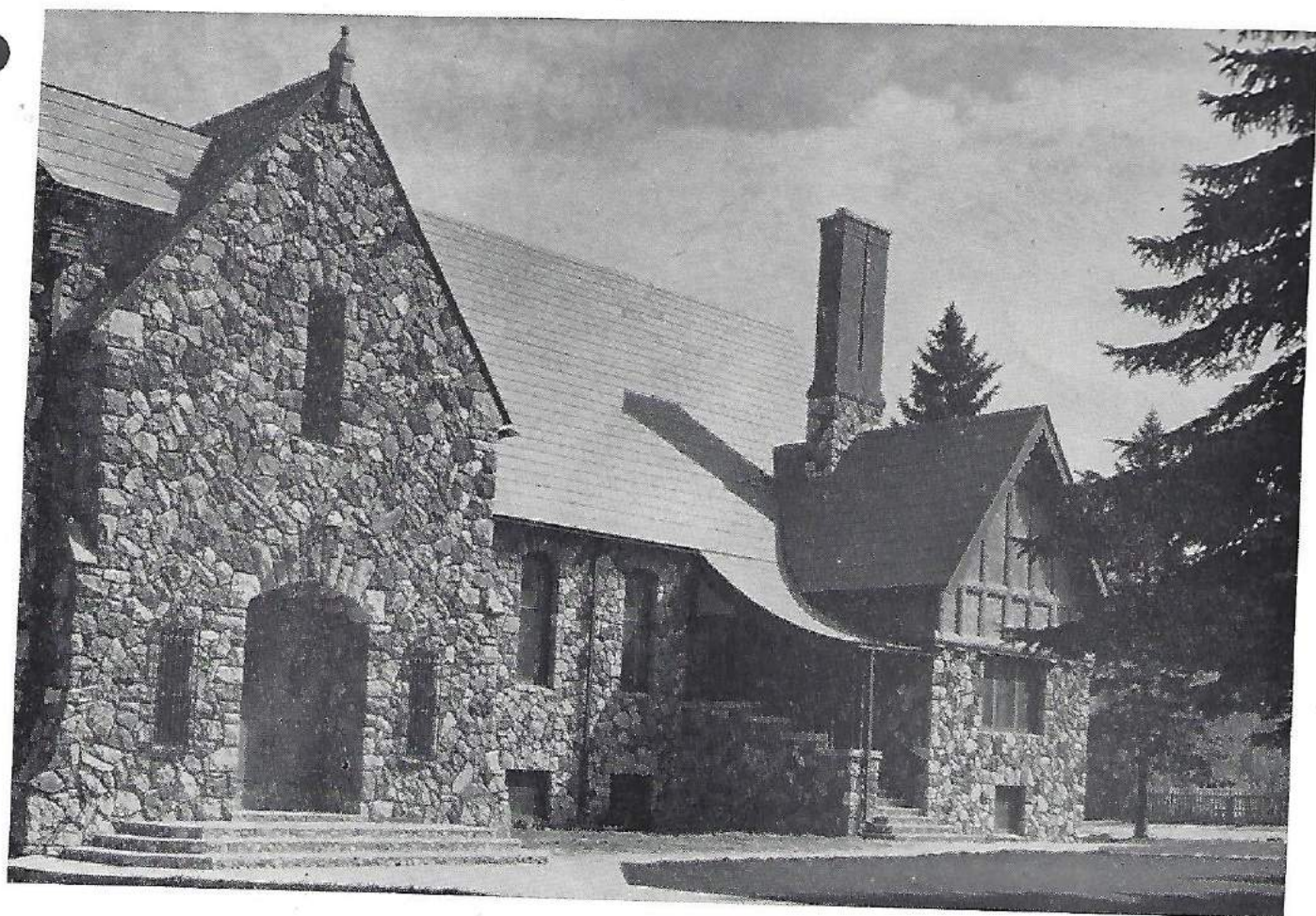
SEEING NATURE'S HANDIWORK IN GRAND CANYON

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



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 Co., Cedar City, Utah
I. E. Riddle & Sons Co., Cedar City, Utah

Anderson's Dairy of Las Vegas, Nevada, Congratulates
St. George on Its Fine Rodeo



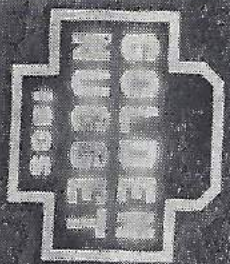
We of Anderson Dairy know that the finest of dairy herds are in St. George because we use all of your pure, delicious milk.

Anderson Dairy is pleased to ship back to you real ice cream in 16 wonderful flavors. Try Anderson's sweet cream ice cream today—it's delicious.

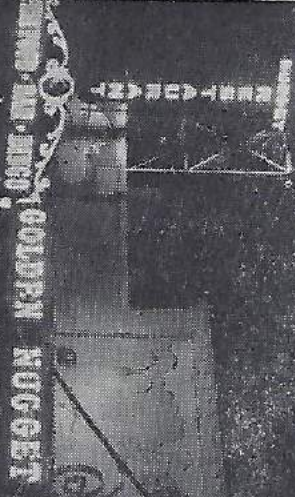


GOLDEN NUGGET

GAMBLING HALL



GAMBLING HALL GOLDEN NUGGET GAMBLING HALL / BINGO - SALOON





FREMONT STREET, DOWNTOWN LAS VEGAS, NEVADA

World's Most Brilliantly Lighted Street

♦ ♦ ♦ ♦

Sponsored by—

Boulder Club

The Horseshoe

Rex Bell's

Ronzones



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
F. W. Woolworth
Sills Drive-in
Sears Roebuck & Co.

Sal Sagev Saddle Shop
Old West Motel (Swimming Pool)
801 South Fifth, Las Vegas, Nevada
Wittwer Motel (Swimming Pool)
700 North Main, Las Vegas, Nevada



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—

Pickett Lumber Company, St. George and Kanab
KSUB, Cedar City and St. George

**NAVAJO LAKE
DIXIE NATIONAL FOREST**

The clear blue waters of the Navajo Lake with evergreen trees at the water's edge make a beauty spot of the Dixie National Forest. 70 minutes from St. George.

Sponsored by—

Lunt Motor Co., Cedar City
Leigh Furniture & Carpet Co.
Cedar City, Utah



A LAS VEGAS NIGHT SCENE

A Las Vegas night scene along Fremont Street, commonly known as "Glitter Gulch." The busiest street in the world where the doors never close. 140 minutes from St. George.

Sponsored by—

Big Hand Cafe
Thorley Motor Co., Cedar City

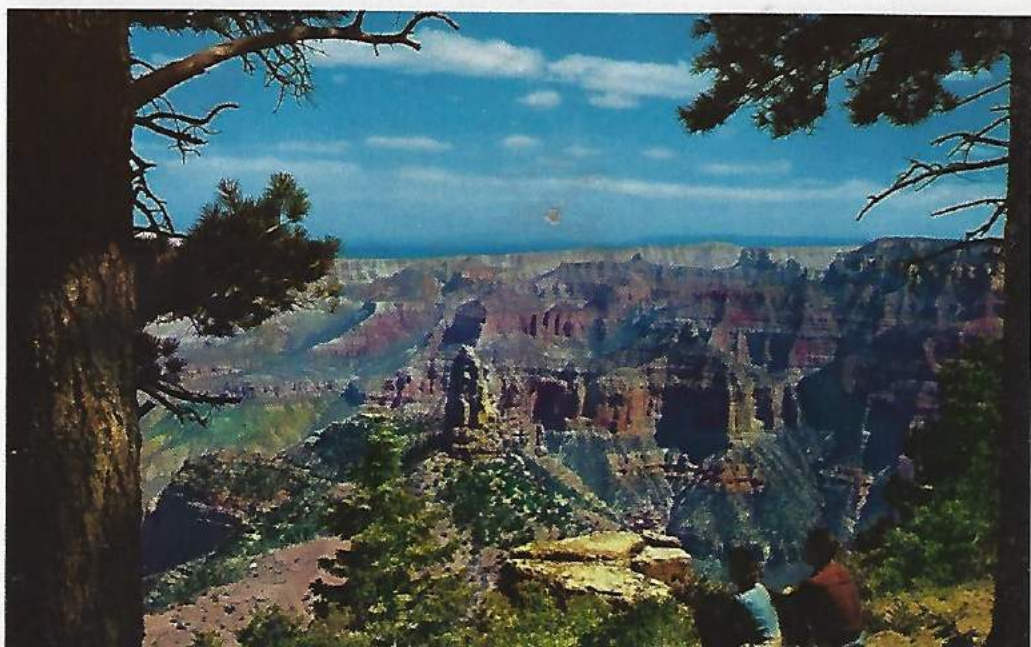


**NORTH RIM OF GRAND CANYON
OF THE COLORADO**

This beautiful view is taken from the north side of the Canyon which can be crossed only by airplane, on muleback or on foot. By road it is 215 miles from rim to rim. 170 minutes from St. George.

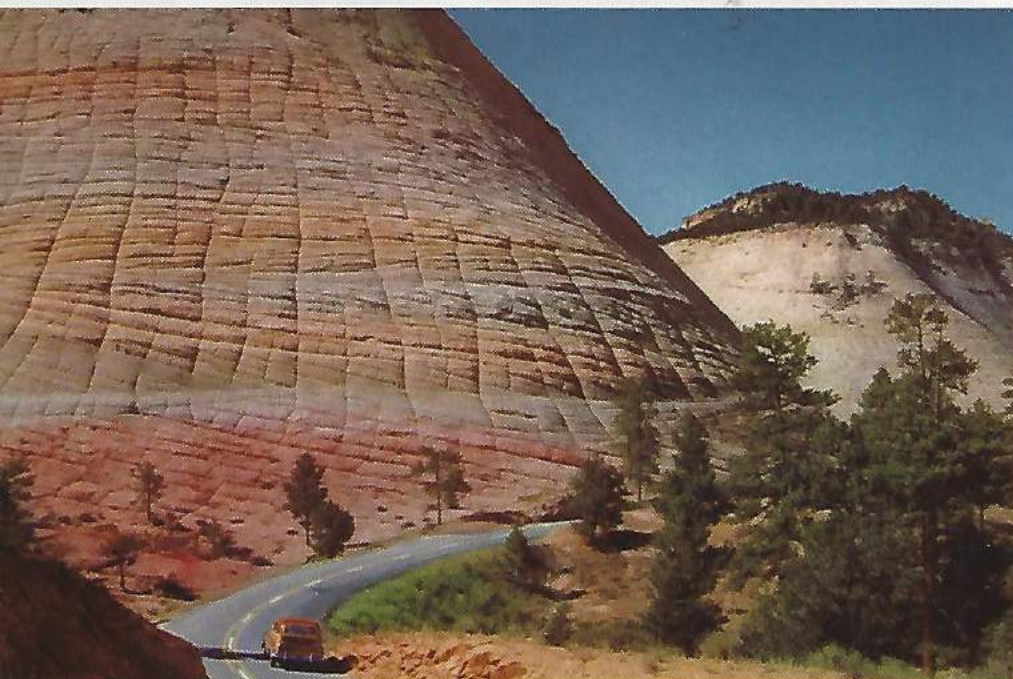
Sponsored by—

Dixie Hot Springs
St. George, Utah
E. Penn and Louie H. Smith
McCoard Service





THE QUEEN'S CASTLE, BRYCE NATIONAL PARK Rising in all its majesty and splendor to silhouette itself against the sky is the Queen's Castle with its towers and turrets, guards, knights, ladies-in-waiting. 130 minutes from St. George.



CHECKERBOARD MESA This unique and imposing all-rock formation is seen along Mount Carmel Highway near the entrance to Zion National Park. 40 minutes from St. George.

Sponsored by—

Bennett Auto Court
 Big D Motel
 Big Hand Rugged West Motel
 Carolina Pines Motel
 Conoco Motel
 El Pace'O Lodge
 Hail's Motel
 Lee Motel
 MiMe Motor Court
 Motel St. George
 Red Bluff Motel
 Southern Motel and Trailer Park
 Sunset Motel
 Stardust Motel
 Twin Oaks Motel



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
1953	Salt Lake City	St. George	Overnight	Truck
1953	Los Angeles	St. George	Overnight	Truck

DAILY SERVICE FROM ALL POINTS

Sponsored by—

Rocky Mountain Service

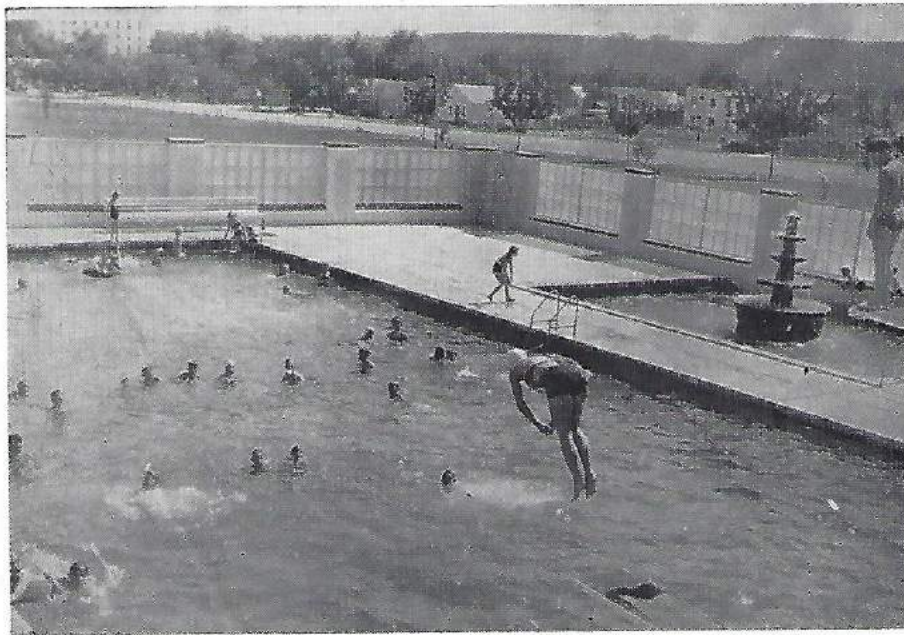
Milne Truck Line

there's nothing like it in Las Vegas
...the famous **PIRATES DEN!**

Top Entertainment Nightly
Show Time: 10, 1 and 3
No Cover or Minimum Charge



EL *Cortez* **HOTEL**
DOWNTOWN · PHONE 15 00



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"



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—

Auto Parts Co.
O. P. Skaggs
Woodbury Lumber Co.

Dixie Appliance and Radio Co.
E. B. Snow Furniture Co.
Polar Bear Shop