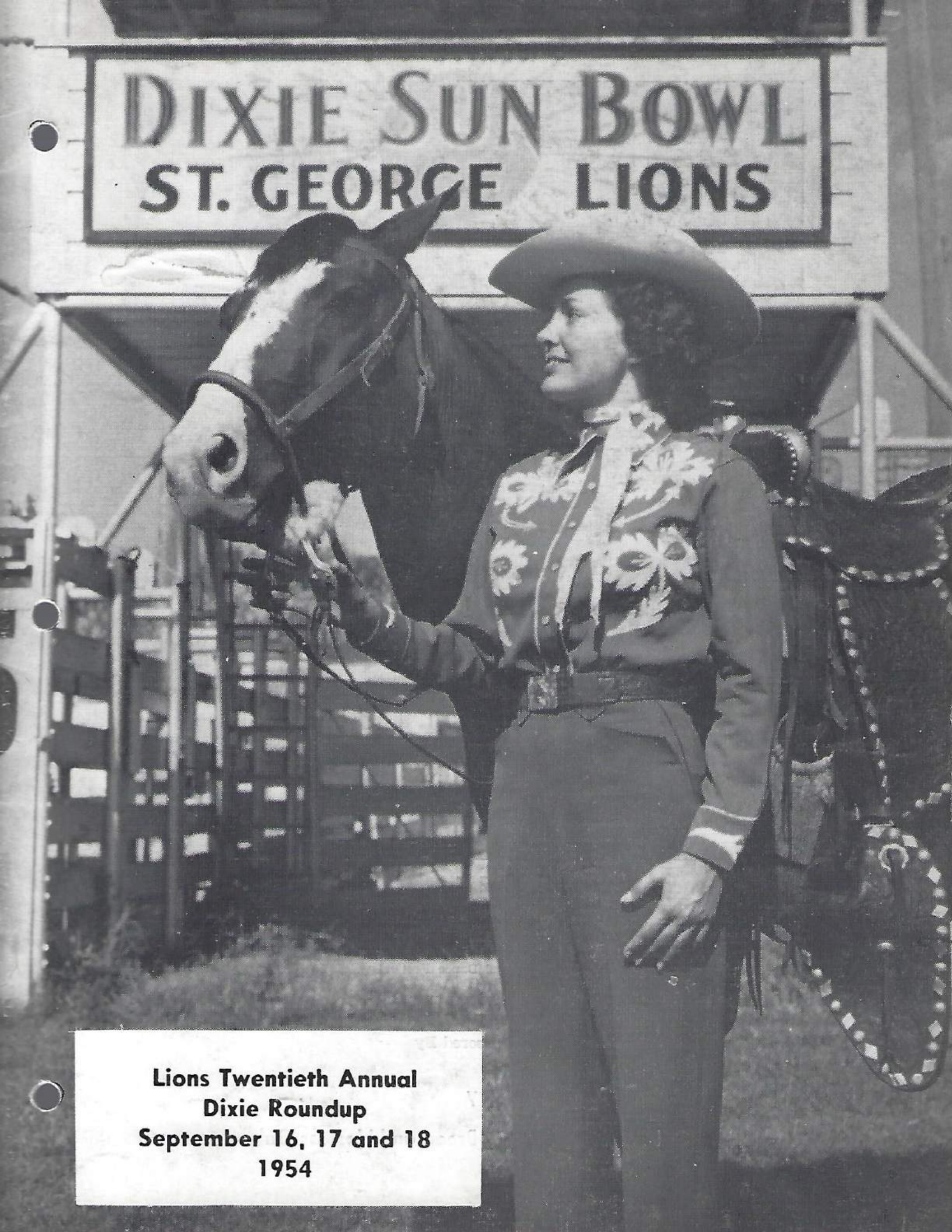
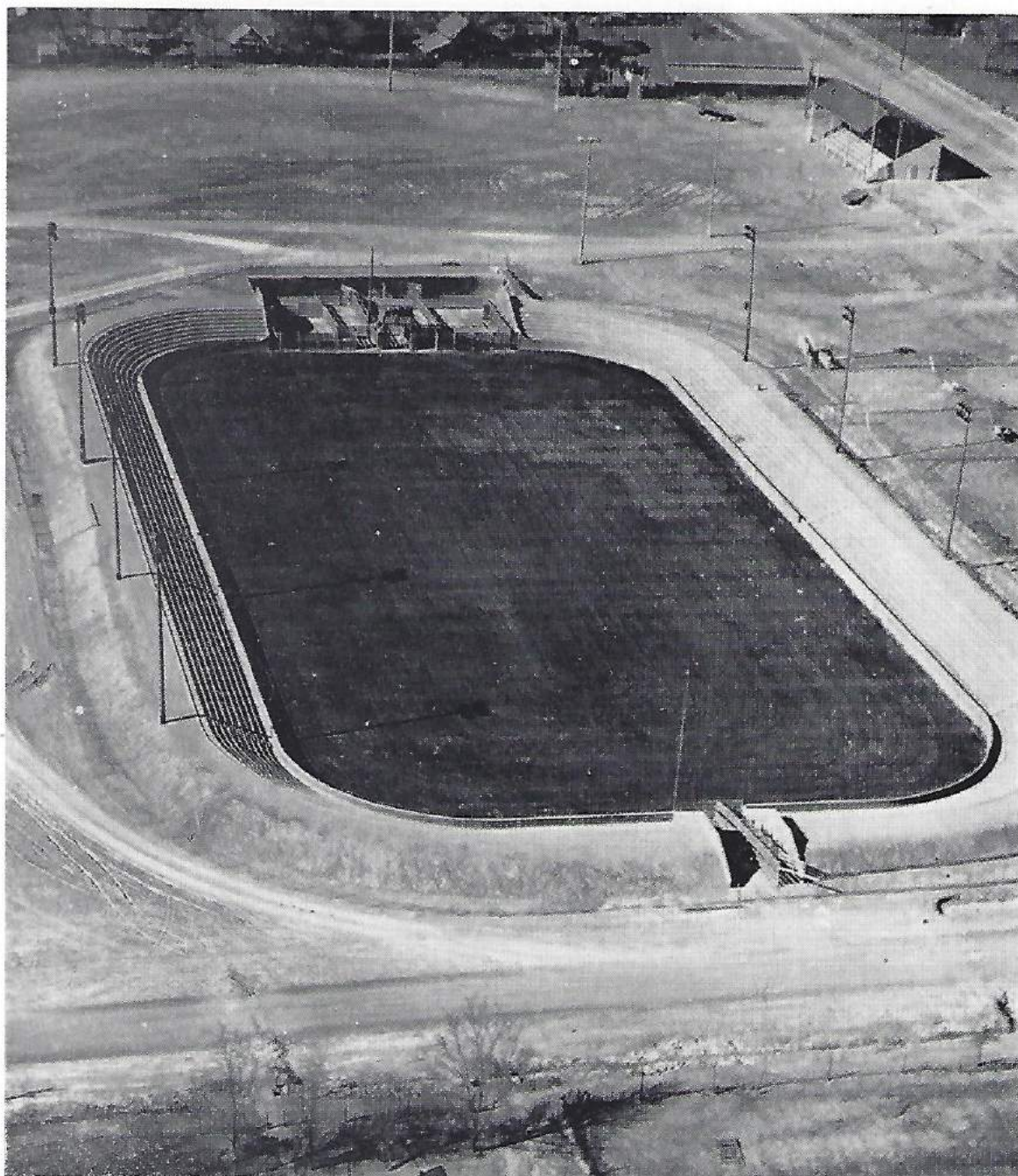


A black and white photograph of a woman in Western attire standing next to a horse. The woman is wearing a cowboy hat, a patterned vest over a long-sleeved shirt, and a large belt buckle. She is holding the lead rope of a dark horse with a white blaze on its face. In the background, a large sign reads "DIXIE SUN BOWL ST. GEORGE LIONS".

DIXIE SUN BOWL ST. GEORGE LIONS

**Lions Twentieth Annual
Dixie Roundup
September 16, 17 and 18
1954**



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

Karl Hutchings' Store
Dixie Bottling Company
Economy Shoe Store
O. M. Porter, Wonder Bread and Hostess Cake



St. George Lions Club Presents Your Rodeo Queen for 1954

Miss Lavell Bundy

Miss Bundy was selected by your Rodeo Chairman and General Committee because of her outstanding Horsemanship, Beauty and Personality.

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 Twentieth Annual Dixie Roundup, the West's outstanding night rodeo.

President's Message

IN BEHALF of the St. George Lions Club, I wish to extend a cordial welcome to all who attend our Twentieth Annual Dixie Round-Up.

I wish to express the Lions' appreciation to the Merchants, Business Men and to all the people of St. George and surrounding area who have helped to make this great show possible.

SPENCER F. SNOW

President, St. George Lions Club



Mayor's Message

ST. GEORGE is deeply appreciative of the efforts of the Lions Club in promoting the type of Recreation and Entertainment as represented by their annual Lions Rodeo.

It is a real pleasure for me to offer the thanks and congratulations from the City of St. George to the St. George Lions Club for their splendid contribution of the now Famous "Dixie Sun Bowl" and Lions Rodeo to our city.

J. C. SNOW

Mayor



First Place Winner of Western Parade, 1953

Entered by J & J Mill & Lumber Company

Dr. W. J. Reichmann

♦ ♦ ♦ ♦

Sponsored By

J & J Mill & Lumber Company
Judd Motor Company
Nelson Supply Company

Woodbury Lumber Company
J. I. Ricketts, Texaco Distributor
Liberty Cafe



First Place Winner of Junior Parade (Single), 1953

"Our Little A-Bomb"

Penny Adams

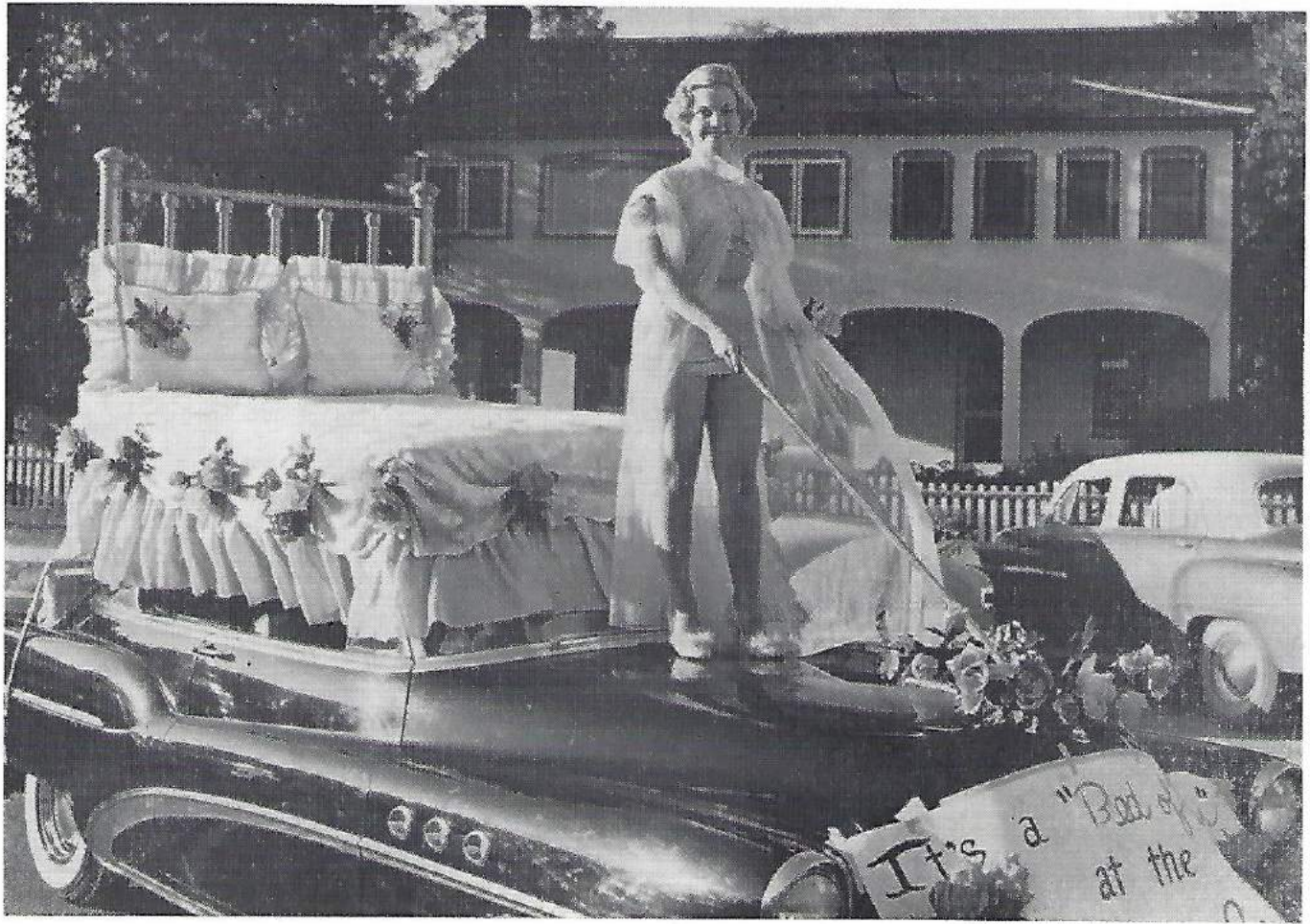
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Sponsored By

Adams & Pendleton

Sugar Loaf Cafe

V.F.W. Post Home



First Place Winner of Beauty Parade, 1953

Entered by Milne Auto Court

Miss Shirley Harris

♦ ♦ ♦ ♦

Sponsored By

J. C. Penny Company

Pickett Lumber Company



First Place Winner of Junior Parade (Couple), 1953

"Tweetie Pie and Sylvester"

George Whitehead and Jan Marie Peterson

Sponsored By

E. B. Snow Furniture Company
Arden Dairy
Nissons Market, Washington, Utah

Sun Bowl Club
Sprouse-Reitz
Clifton's Market, Hurricane, Utah



First Place Winner of Junior Parade (Groups), 1953

Merry-Go-Round

Ronnie McArthur—Clark McCune—Cathy Leavitt

Dianna Prince

++++

Sponsored By

O. P. Skaggs
Auto Parts Company

Mathis Market
St. George Finance



First Place Winner of Junior Parade (Walking), 1953

Chief Wahoo

Ricky McGregor

++++

Sponsored By

Arrowhead Department Store
Dairy Queen and Sandwich Bar
Dairy Freez
Jim's Market

McArthur Jewelers
George the Music Man
Dixie Cafe
LaVerkin Feed, Hurricane, Utah



THE ST. GEORGE TABERNACLE

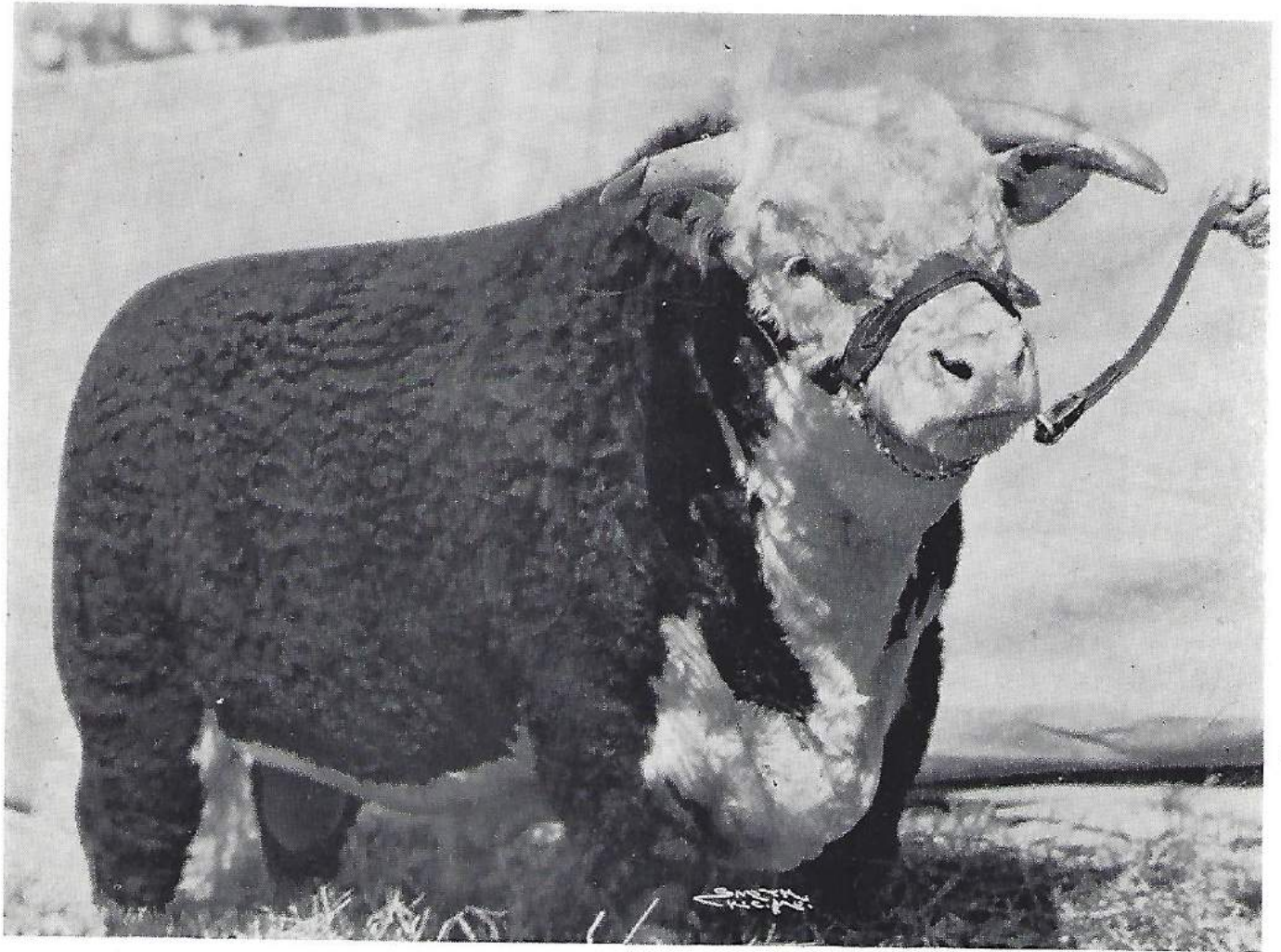
A Classic in New England Architecture

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



EAT BEEF AND KEEP SLIM

Sponsored By

Rudger Atkin

Lee Esplin

Anthony Atkin

Joseph T. Atkin, Jr.



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 Hatchery
Barlocker Turkey Breeding Farms
St. George, Utah

Barlocker Farms
Barlocker Feed Mill
Enterprise, Utah



Second Place Winner of Western Parade, 1953

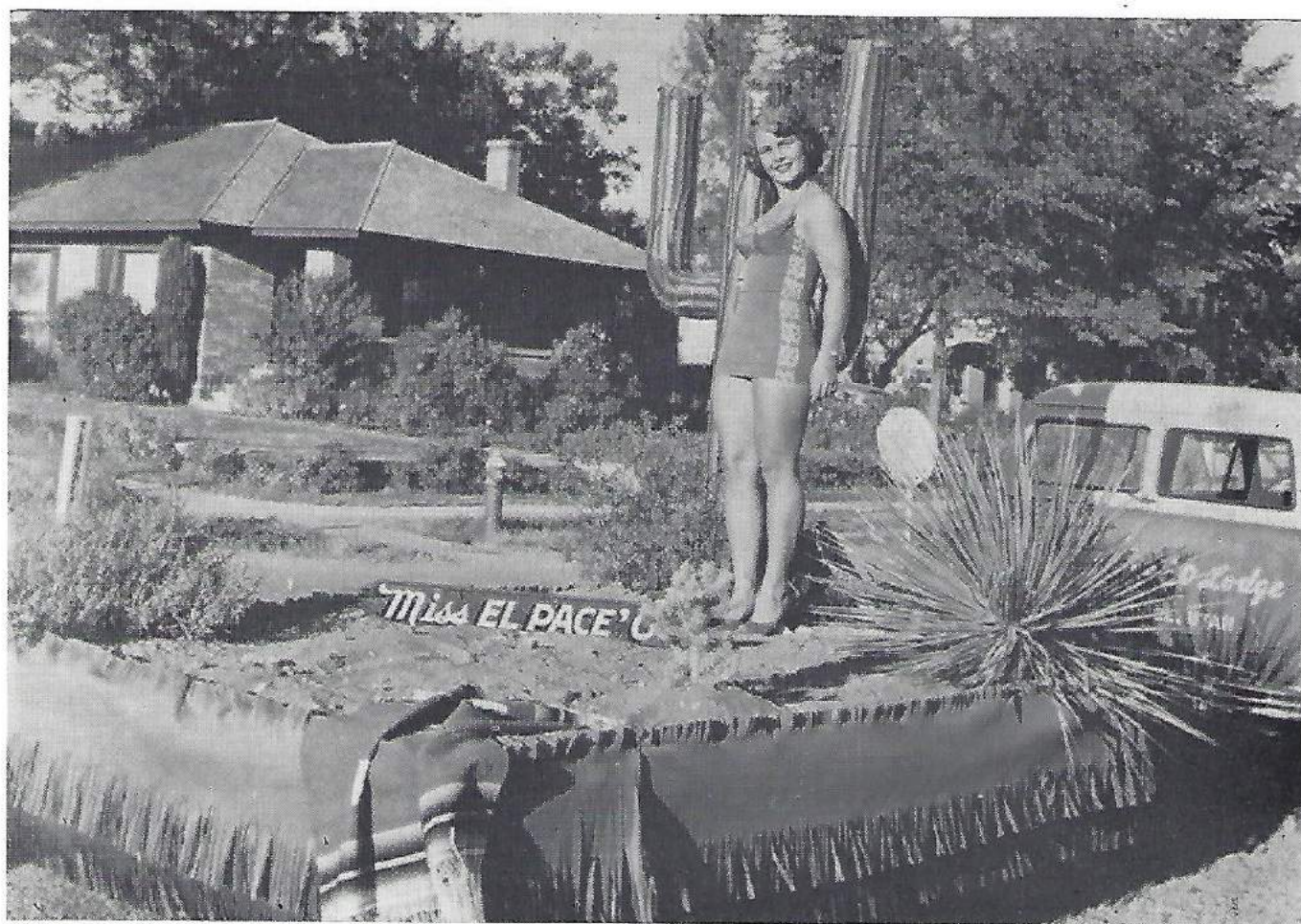
Miss Washington County

++++

Sponsored By

Ace Plumbing and Heating
Lee Hirschi

Thompson Air Conditioning Co.
Carlyle Thompson



Second Place Winner of Beauty Parade, 1953

Entered by El Pace'O Lodge

Mrs. Wood Sproul

+ + + +

Sponsored By

Dixie Photo, W. Rollins
Tri State Office & Music Supply
Conoco Station, Art Crosby
St. George Ice Company
Mr. and Mrs. LeGrande Spilsbury

Whipple Lumber Company
Rueckerts Dixie Laundry & Cleaners
Cannon's Dixie Market
Odegard's Photo & Gift Shop
Hafen's



Second Place Winner of Junior Parade (Single), 1953

Little Beaver

Douglas Bracken

♦ ♦ ♦ ♦

Sponsored By

Big Hand Cafe
Las Vegas Club



Second Place Winner of Junior Parade (Couple), 1953

Sweethearts of Yesterday

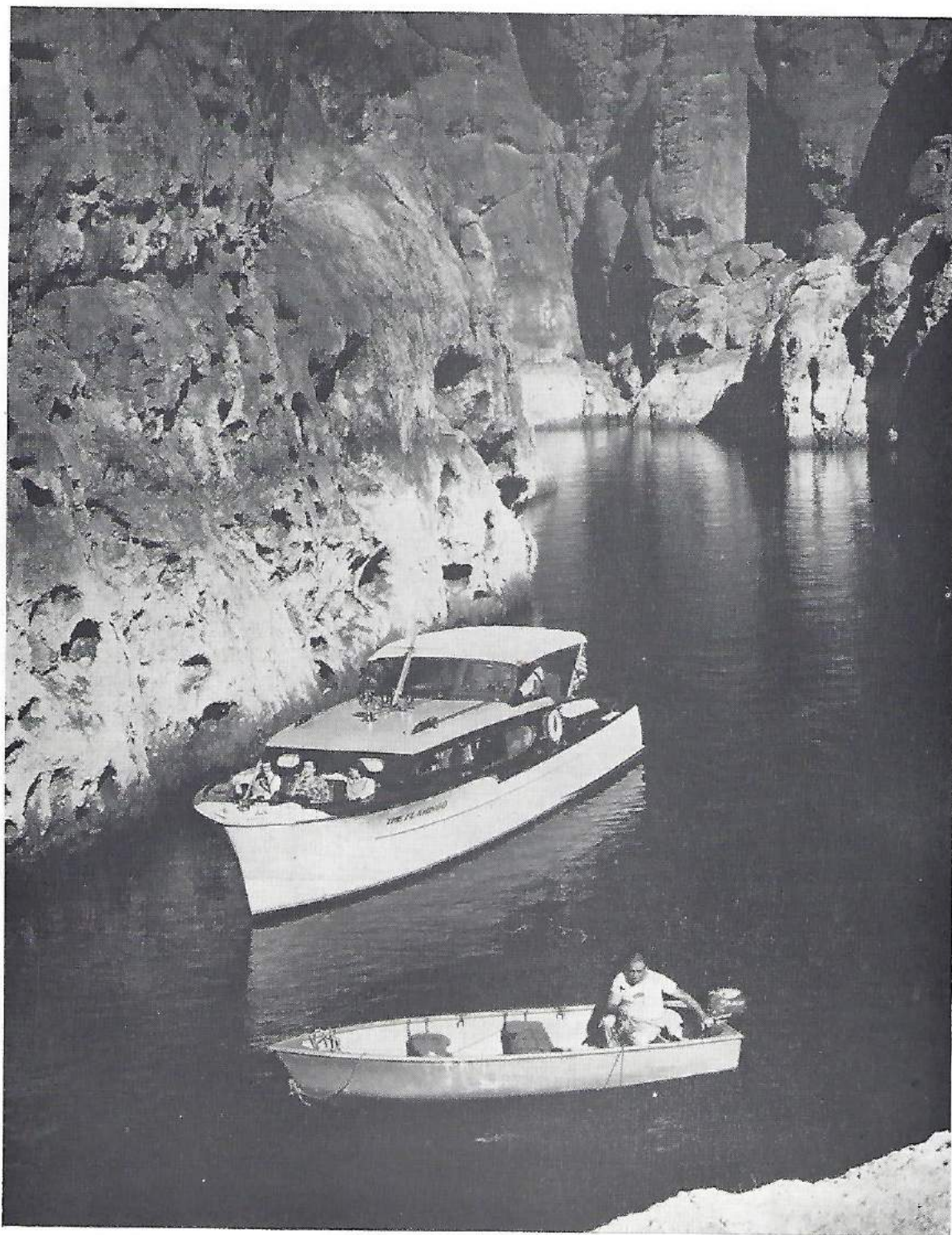
Susan Lundberg and Craig Foster

♦ ♦ ♦ ♦

Sponsored By

Riddle Malt Shop
Mendy's Dress Shop

Dixie Drug Company
St. George Service, Inc.



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.

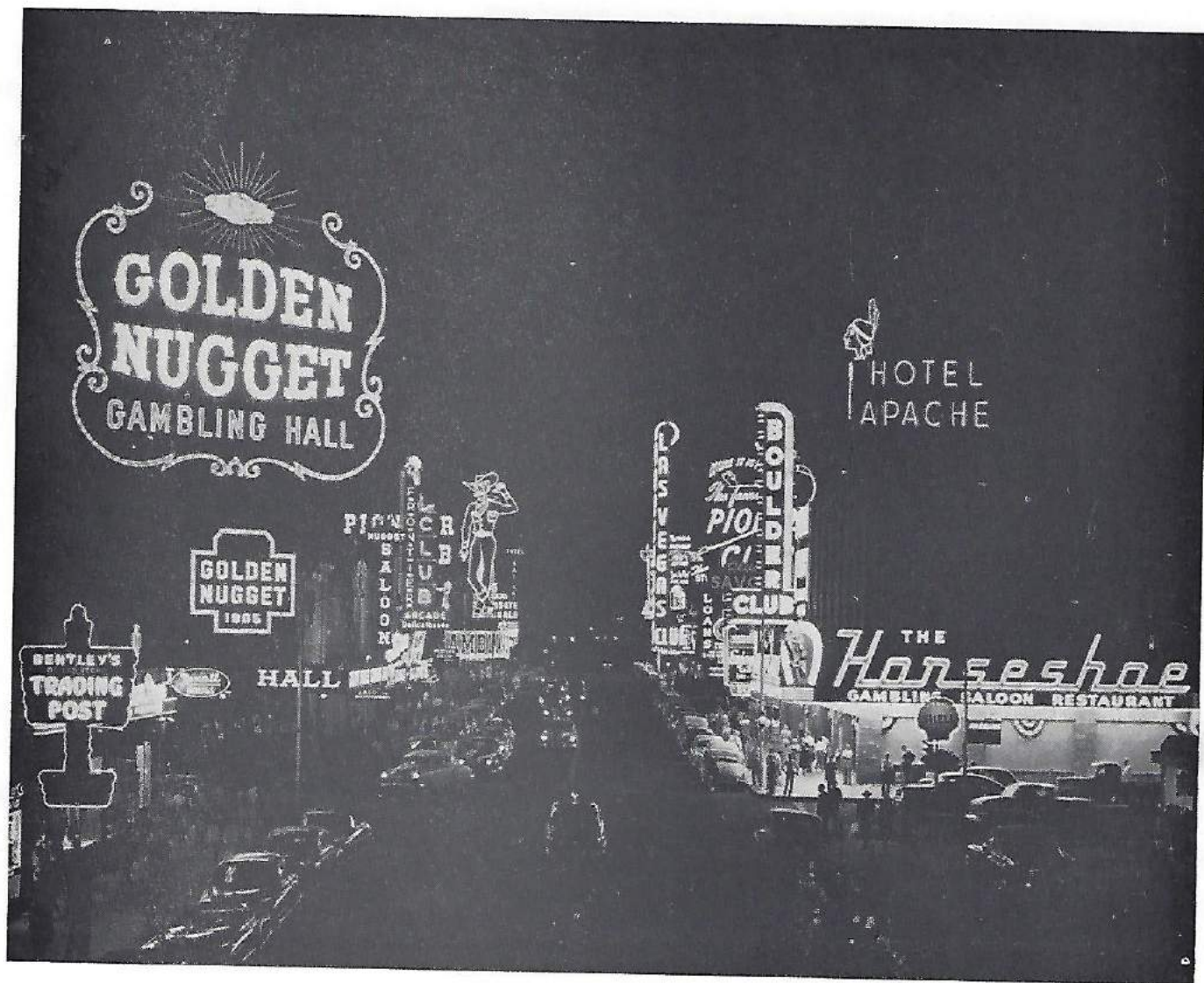
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Sponsored By

James Cashman
Las Vegas, Nevada

Beaver Dam Bill's
Littlefield, Arizona

Fay's Cafe
Mesquite, Nevada

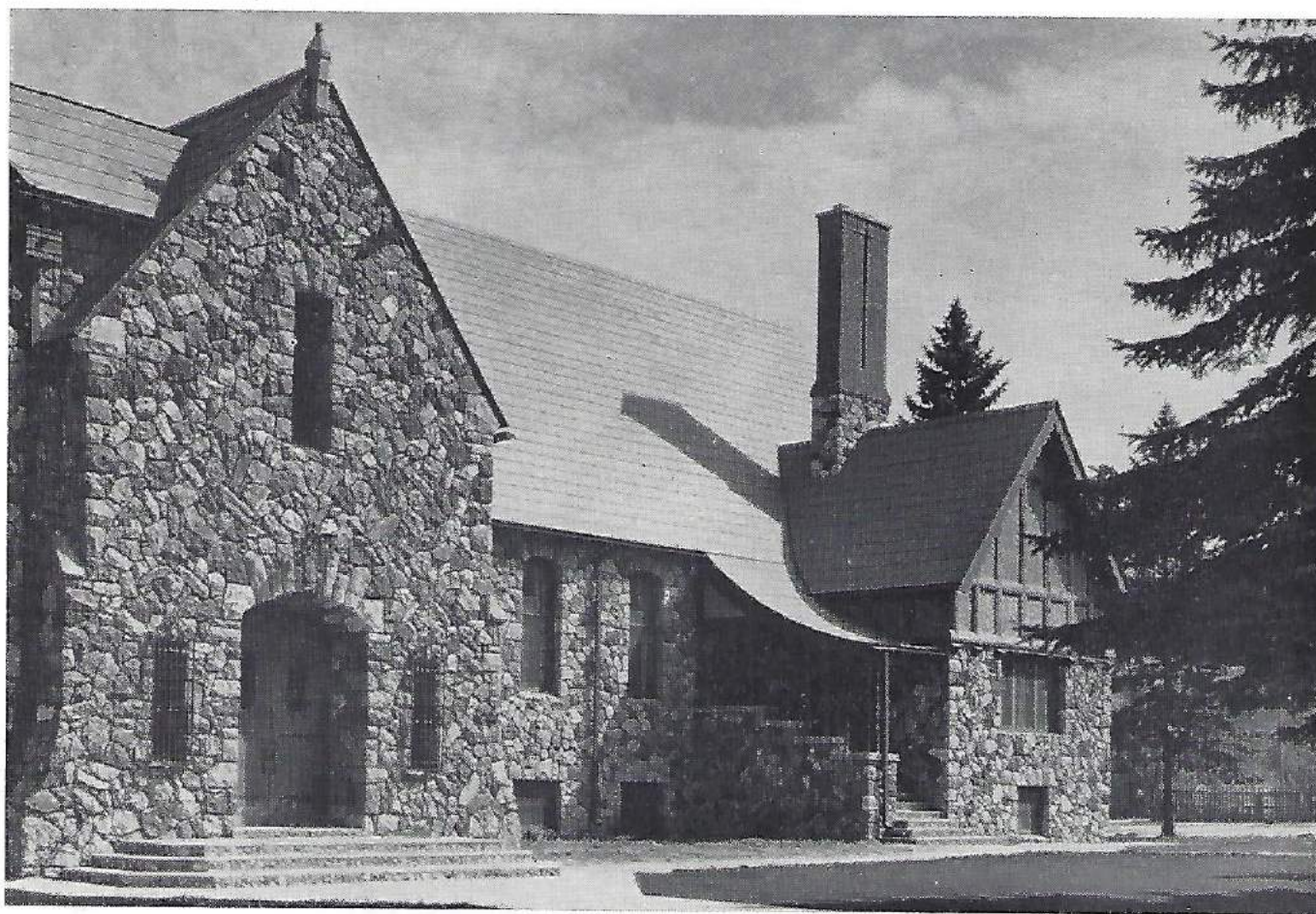


FREMONT STREET, DOWNTOWN LAS VEGAS, NEVADA

World's Most Brilliantly Lighted Street

Sponsored By

HORSESHOE CLUB
JOHNSON'S
SEARS, ROEBUCK & CO.
SILLS DRIVE-IN
RONZONES
REX BELL'S



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 in Southern Utah. Thousands visit this chapel each year.

♦ ♦ ♦ ♦

Sponsored By

BANK OF SOUTHERN UTAH, CEDAR CITY
SOUTHERN UTAH POWER COMPANY

NAVAJO LAKE DIXIE NATIONAL FOREST

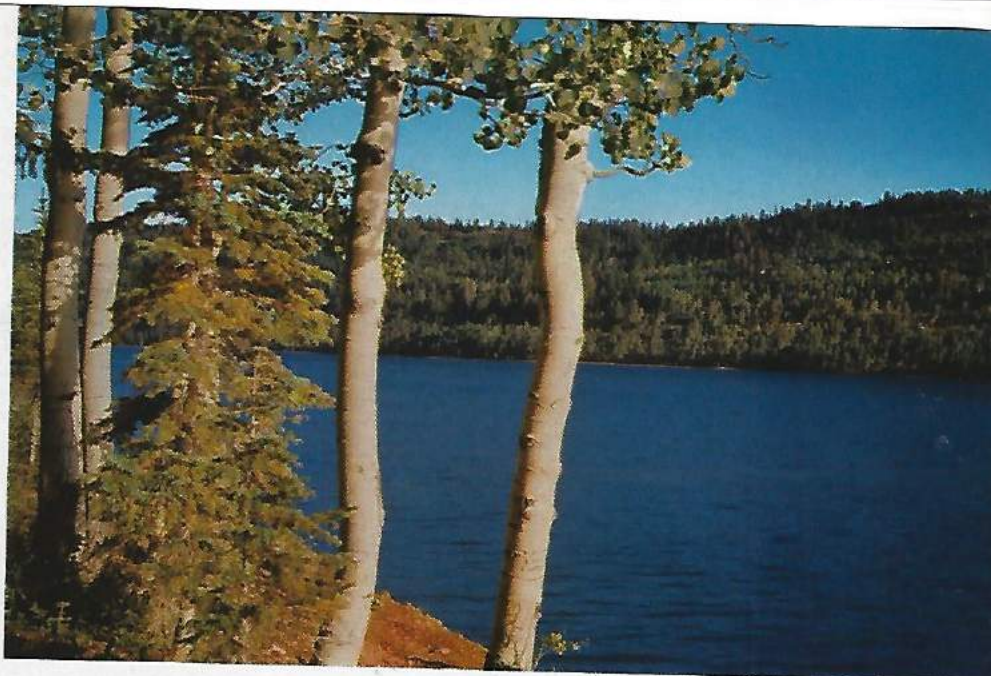
The clear blue waters of the Navajo Lake with evergreen trees at the water's edge make a beauty spot of the Dixie National Forest. 70 minutes from St. George.

Sponsored By—

Lunt Motor Company
Cedar City, Utah

I. E. Riddle and Sons Company
Cedar City, Utah

Bradshaw Chevrolet Company
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—

Wittwer Motel, 700 North Main
Las Vegas, Nevada

U-Vada Motel, 1940 North Main
Las Vegas, Nevada

Old West Motel, 801 South Fifth
Las Vegas, Nevada



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.

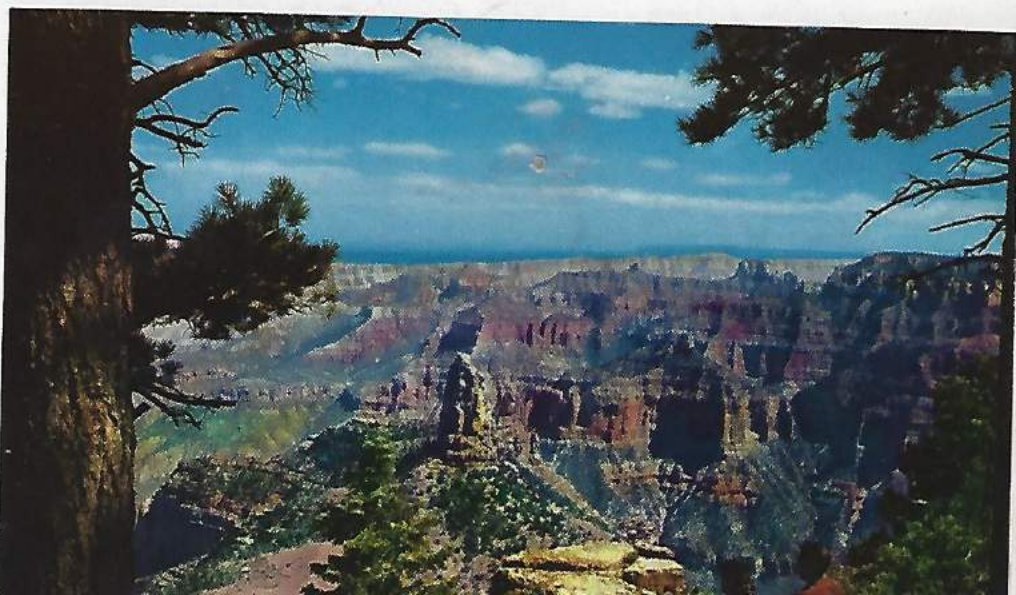
Sponsored By—

Southwestern Distributing Co.
Jones-Crawford Motor Co.

W. F. Mullett Jeweler

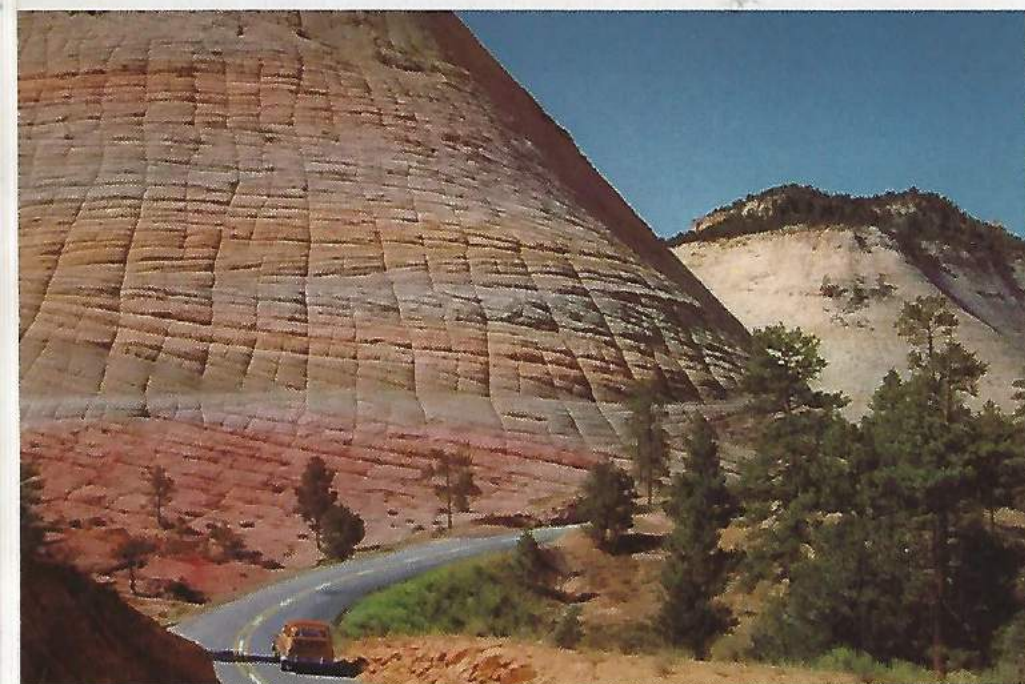
Leigh Furniture and Carpet Co.

—Cedar City, Utah





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.

St. George M

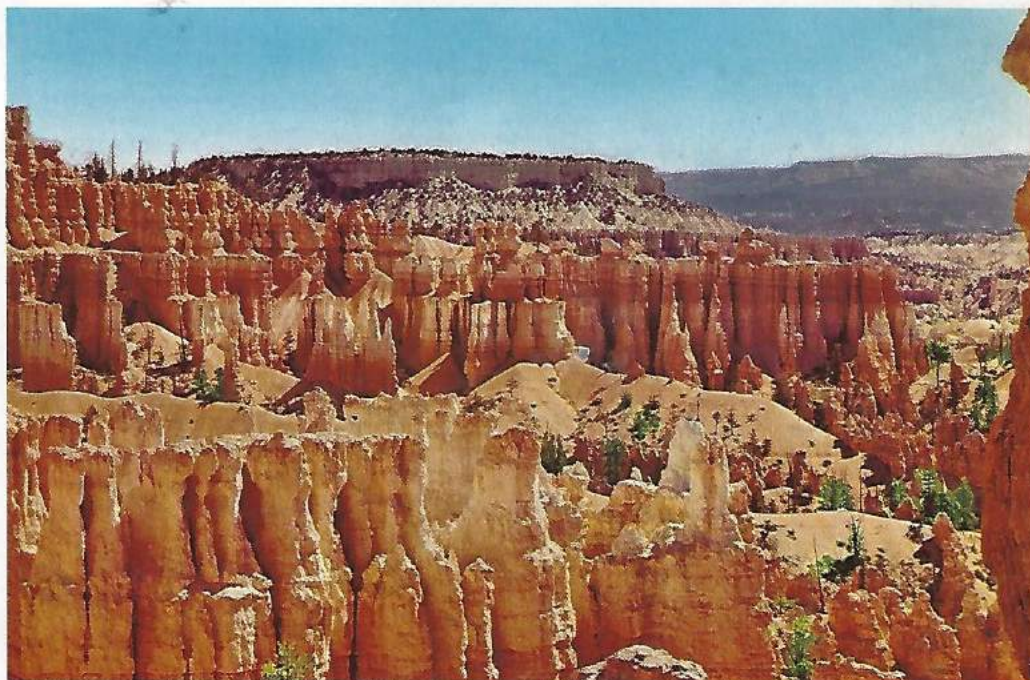
Bennett Auto Court
 Big "D" Motel
 Carolina Pines Motel
 Conoco Motel
 El Pace'O Lodge
 Hail's Motel
 Lee Motel
 Milne Motor Court



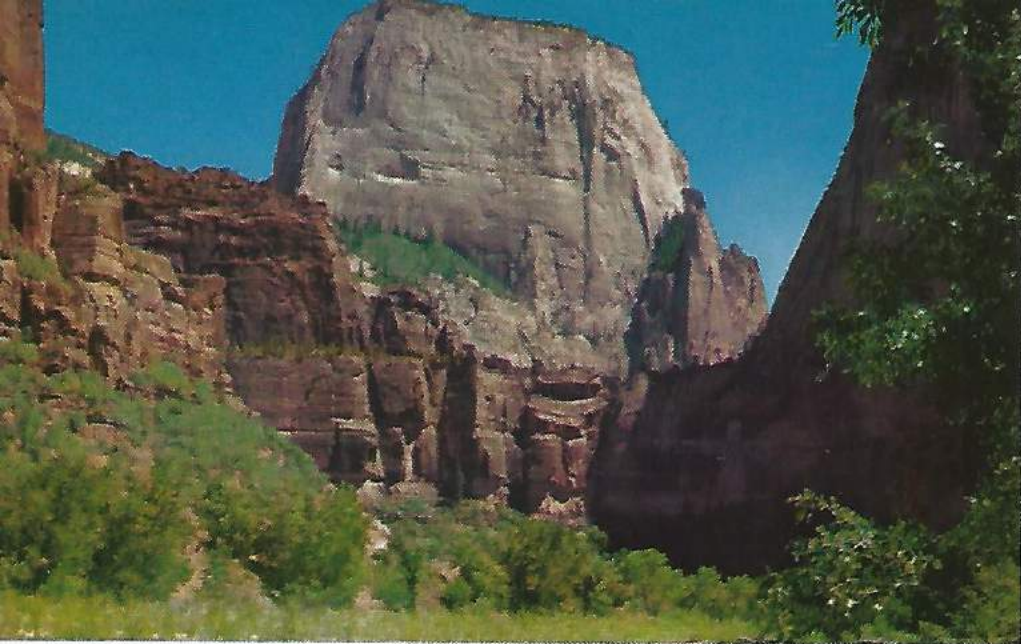
▲ **TEMPLE OF SINEWAVA, ZION NATIONAL PARK** In the foreground toward the left extend the red spires of the Temple of Sinewava, in the center background looms the Great White Throne, and to the right rises Angel's Landing. 40 minutes from St. George.

Association

Motel St. George
 Red Bluff Motel
 Rugged West Motel
 Sleepy Hollow Motel
 Southern Motel
 Sunset Motel
 Thompson's Cottages
 Twin Oaks Motel



▲ **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—
Washington County News



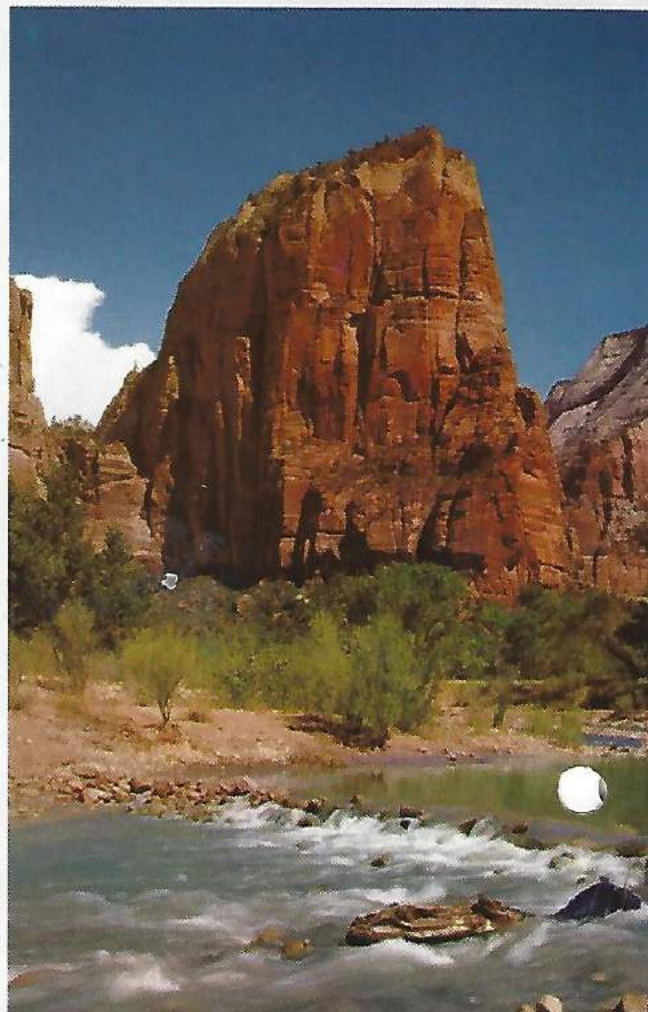
Sponsored By—
Liberty Hotel



Sponsored By—

Andy Holt, Distributor, Utah Oil
Products
Renouf & Thompson Garage
Dixie Service
Cal's UTOCO Service
Ernie's UTOCO Service

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.





St George is fast becoming a favorite location for Picture making industry. Above is an on location scene from R.K.O. Production, "The Conqueror," starring John Wayne and Susan Hayward.

This picture was made in the beautiful red ledges surrounding St. George and vicinity.

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Sponsored By

ST. GEORGE CHAMBER OF COMMERCE

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.

Friday, September 17

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

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.

Clowns—

Clark Schultz

Joaquin Sanchez



Announcer

Hobart Norman



Rodeo Producer—

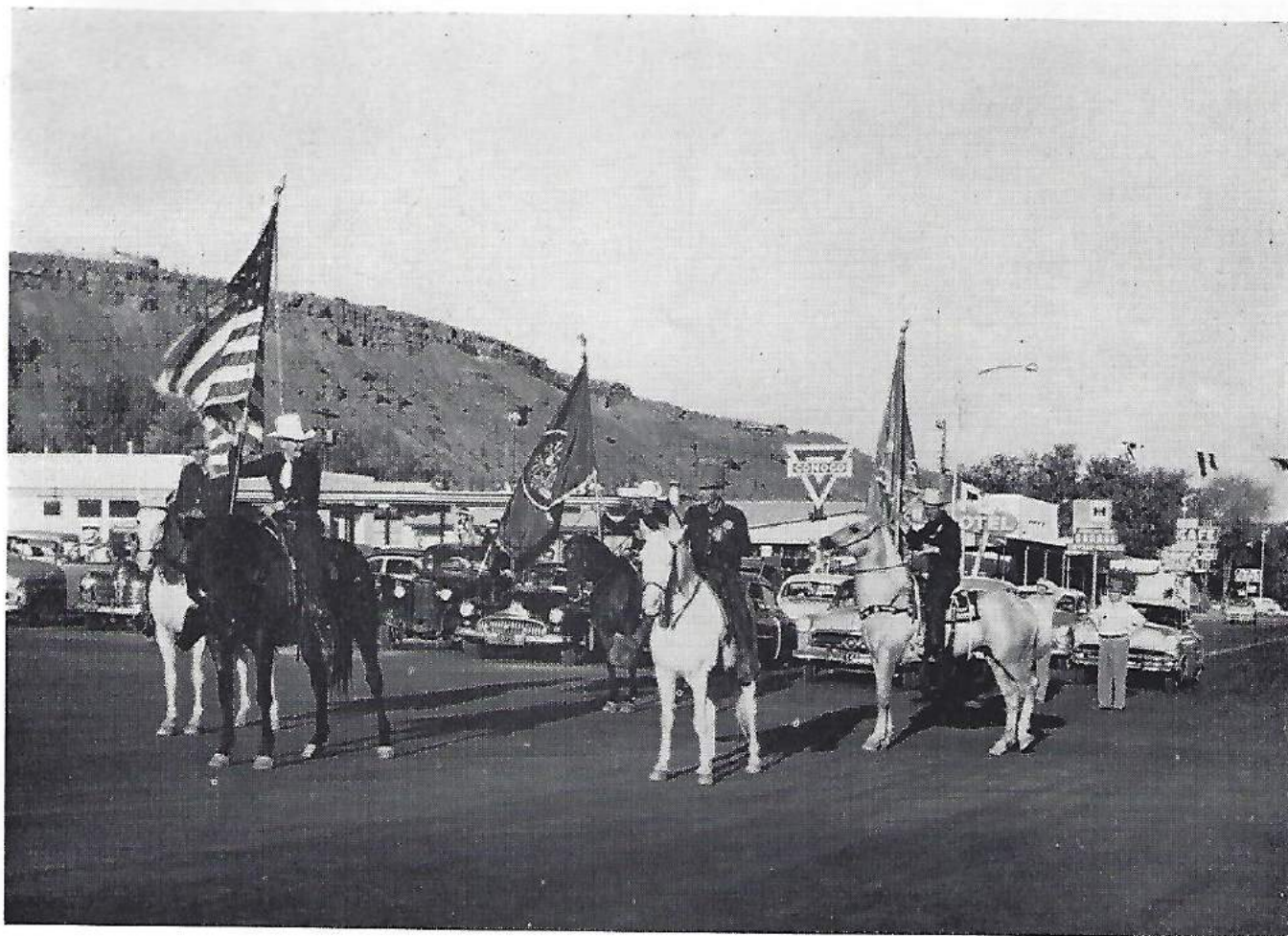
Wilford Cline

Lone Pine, California



Jay Sissler and
His Trained Dog Act

Sponsored By
DICK'S CAFE



Color Bearers and Color Guards
Heading 1953 Parades of the
Annual Dixie Round-up

♦ ♦ ♦ ♦

Sponsored By

STATE BANK OF HURRICANE



Third Place Winner of Western Parade, 1953

Washington County 4-H Clubs

++++

Sponsored By

Road Side Grocery
O.K. Rubber Welders
Givan Brothers
McArthur Bakery

R. M. Reber Insurance
Dixie Theatre
St. George Building Society
Eldon Spencer, Conoco Distributor



Third Place Winner of Beauty Parade, 1953

Entered by Kiwanis Club

Miss Marcia Crandall

++++

Sponsored By

Snow's Shell Service
 Premium Oil Company
 Julian Hall Union Service
 Glen Haren Flying Service
 Cedar Distributing Company

Homer Englestead (Insurance)
 Epsolon Company
 Graff Neighborhood Grocery
 Hafen & Nelson
 Green Thumb Nursery



Third Place Winner of Junior Parade (Single), 1953

"Doggie in the Window"

Sherlynn Milne

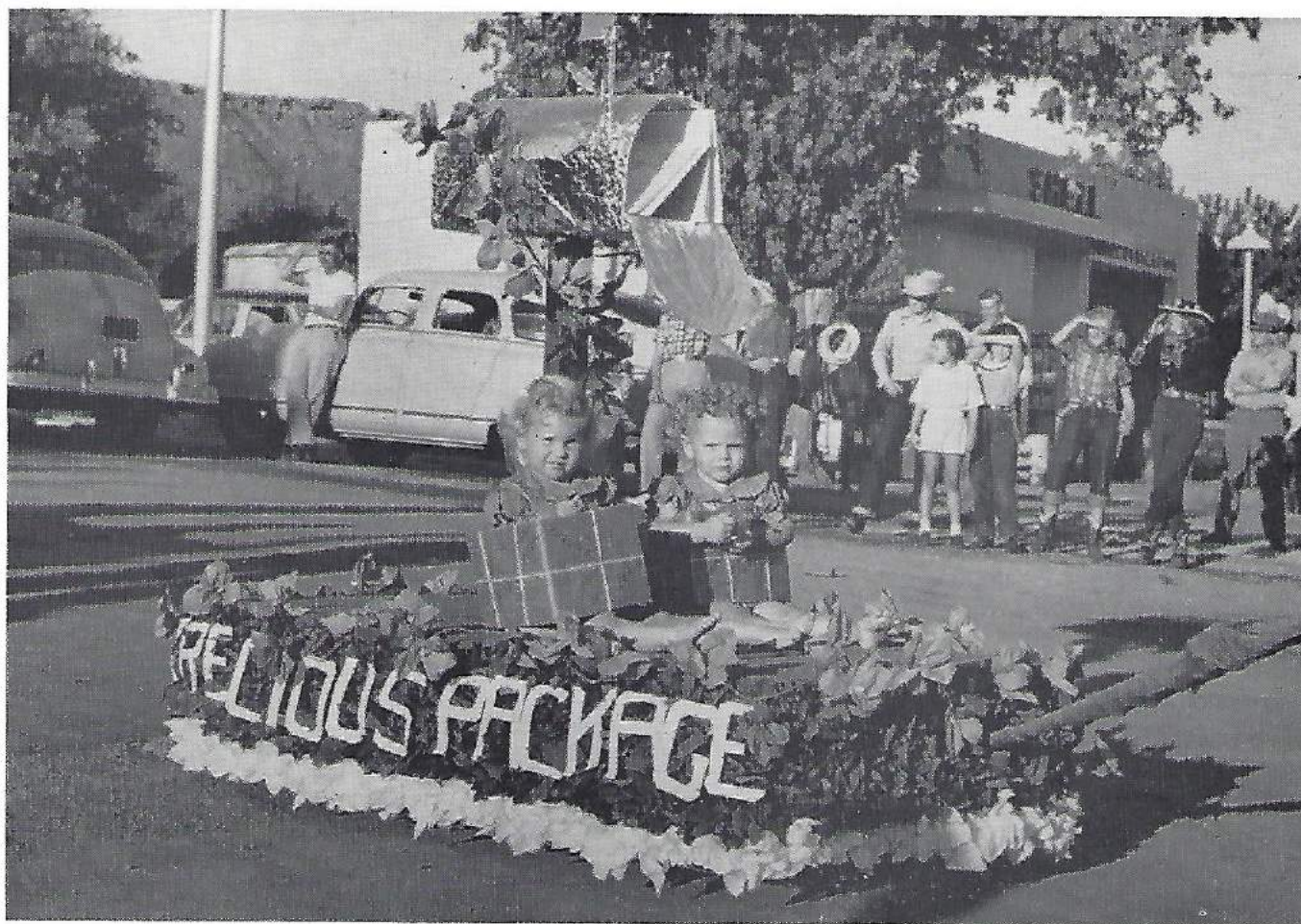
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Sponsored By

Milne Jewelry

Dixie Feed Company

Southern Utah Livestock Show



Third Place Winner of Junior Parade (Group), 1953

"Precious Package"

Christine Cannon and Melanie Schmutz

++++

Sponsored By

Bleak Cleaners
 Dixie Jewel Shop
 Snow's Dress Shop
 Gambles Western Auto Supply
 Hunt's House of Beauty

West Side Market
 McCoard's Service
 Lee Milne Distributing Company
 Finley M. Judd, Hurricane, Utah
 Allen Hansen, Las Vegas, Nevada



Third Place Winner of Junior Parade (Group), 1953

"Every Man's Dream"

Johnny Adams — Bruce Empey — Sherri Lynn Pickett

Katie Marie Brooks — Jackalyn Foster

♦ ♦ ♦ ♦

Sponsored By

St. George Rotary Club



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
Scholzen Products Co., Hurricane, Utah

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



CONGRATULATIONS

You, St. George Lions, on Another Fine Rodeo

Because of fine quality milk produced by St. George dairymen for ANDERSON DAIRY, you may enjoy that finer, more flavorful ice cream produced by ANDERSON DAIRY.



Transportation Facts and History Into St. George

Year	From	To	Round Trip Delivery	Type Transportation
1869	Sale 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
1954	Salt Lake City	St. George	Overnight	Truck
1954	Los Angeles	St. George	Overnight	Truck

DAILY SERVICE FROM ALL POINTS

♦ ♦ ♦ ♦

Sponsored By

Rocky Mountain Service

Milne Truck Line

**GOLDEN
NUGGET**
GAMBLING HALL

GOLDEN
NUGGET
1805





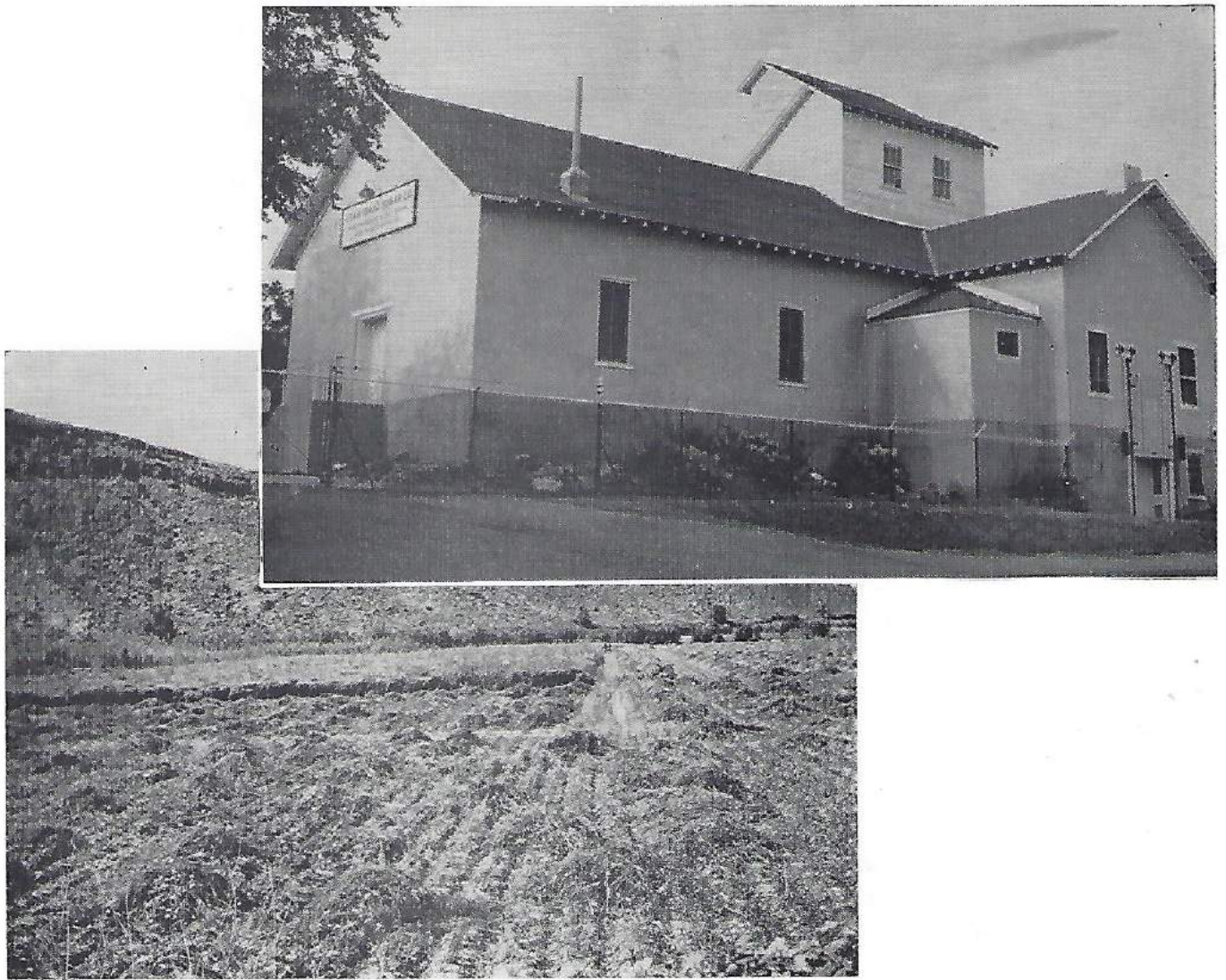
SEEING NATURE'S HANDIWORK IN GRAND CANYON

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



Washington County . . . Famous for Sugar Beet Seed

One of the important sugar beet seed breeding programs in the nation is being conducted in Washington County under the direction of this pioneer beet sugar company. Favorable climatic and soil conditions contribute to the success of this enterprise.

These activities include the development of new high-yielding hybrid strains of beets and the development and production of mono-germ beet seeds.

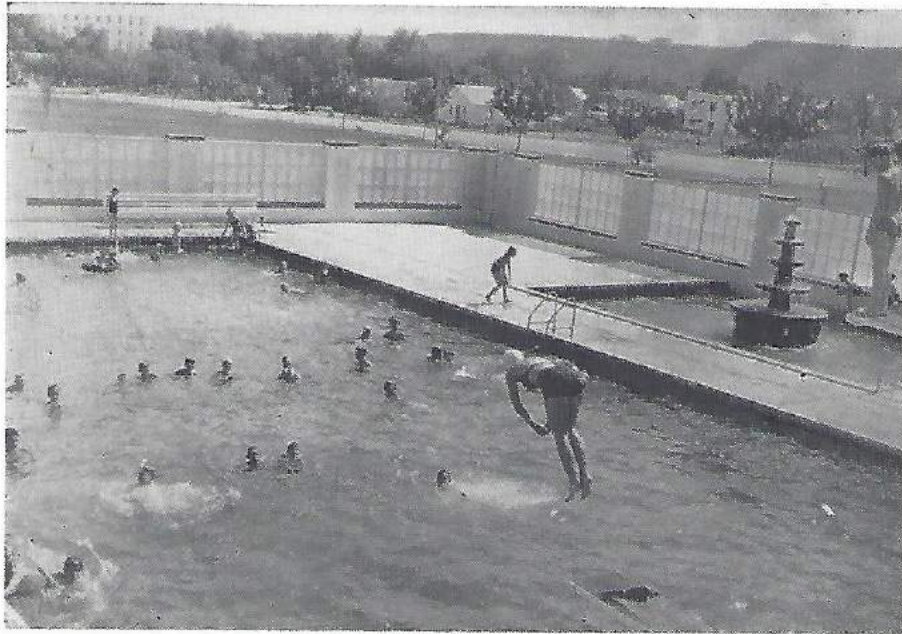
Weather conditions and other factors this year are responsible for the biggest Washington County beet seed acreage ever planted and a crop of unusually good quality and yield.

Sponsored By

UTAH-IDAHO SUGAR COMPANY

Beet Seed Division: St. George

Home Office: Salt Lake City

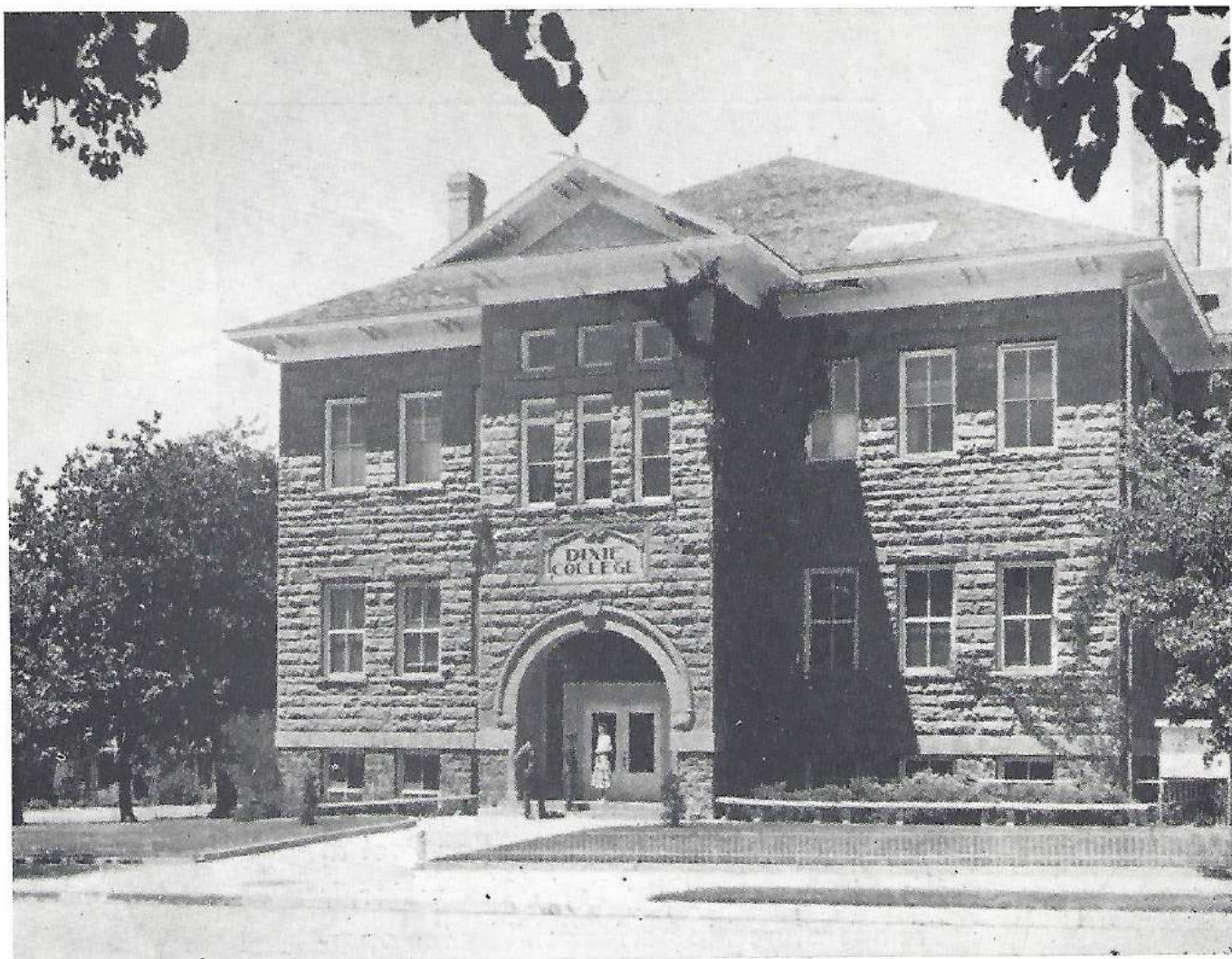


For a cool summer treat, take a plunge into the beautiful Municipal Swimming Pool at the St. George City Park. The water is "temperated to perfection" by the operation of the Municipal Power Plant nearby. The park tennis court, barbecue pit, fireplace with grills and other recreational equipment make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

♦ ♦ ♦ ♦

CITY OF ST. GEORGE

"Where the Summer Sun Spends the Winter"



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 adjusting, 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

Nordblom Cleaners
Modern Cleaners
St. George Gas Company

KSUB
St. George and Cedar City



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.

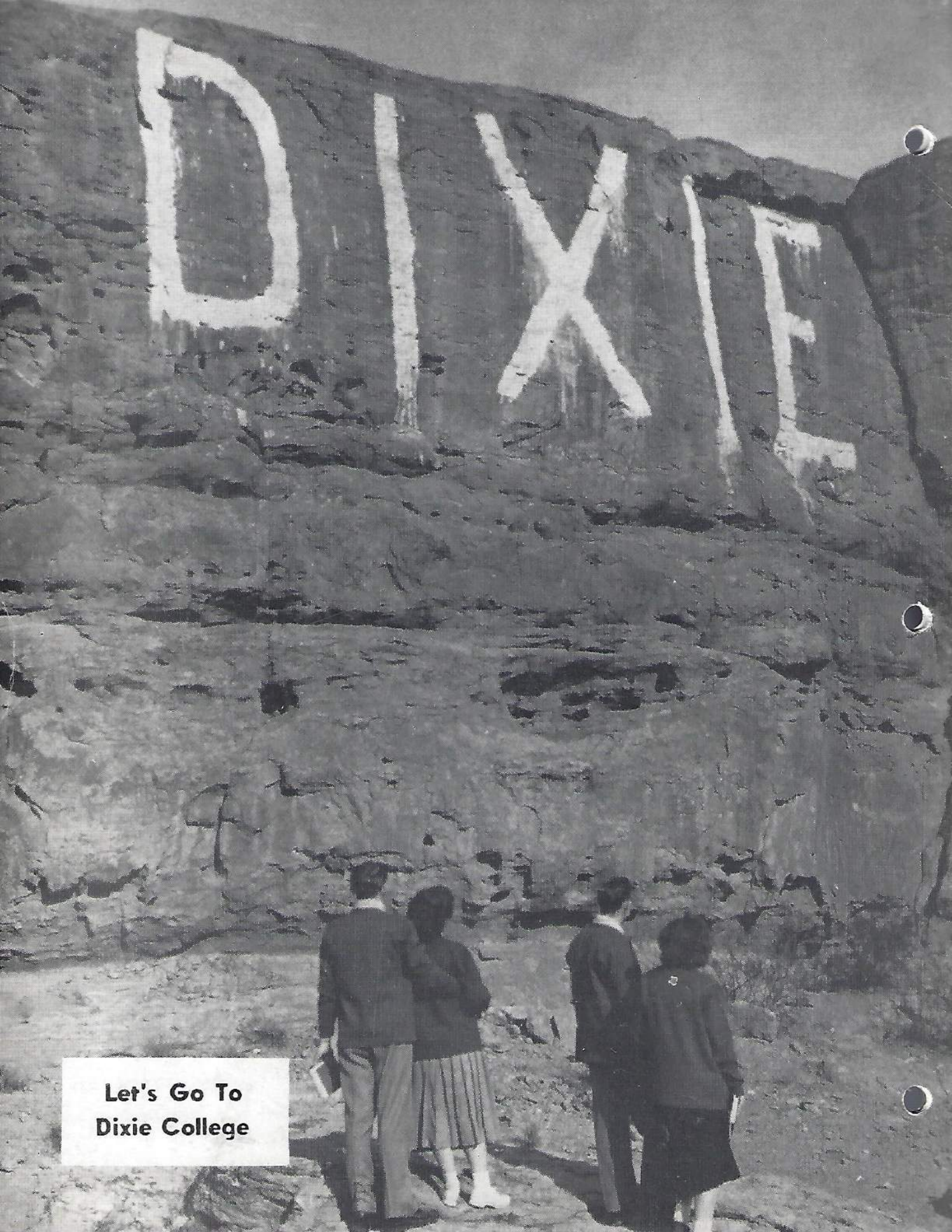
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Sponsored By

Center Clothing Company

I.G.A. Food Stores

St. George, Utah



**Let's Go To
Dixie College**