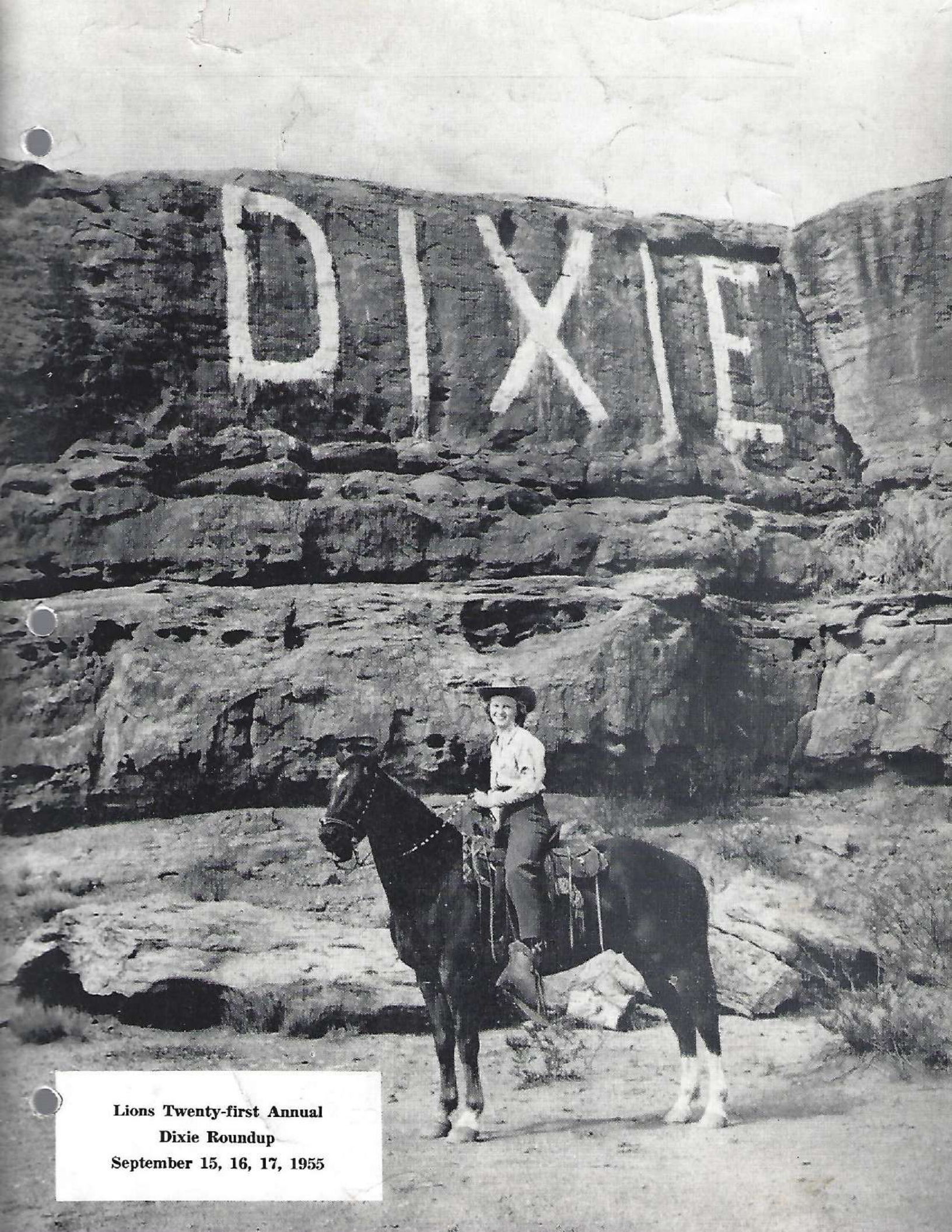




**Lions Twenty-first Annual
Dixie Roundup
September 15, 16, 17, 1955**



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

BANK OF ST. GEORGE

Queen of the 1955 Lions Rodeo and Roundup



Pictured above is the 1955 Queen of the Lions Dixie Roundup, Miss Mary Esther Gardner, daughter of Mr. and Mrs. Rex Gardner of St. George. Miss Gardner was sponsored by Andy Holt, Utah Oil Distributor.

♦ ♦ ♦ ♦

Sponsored By

J. C. Penney Company
Pickett Lumber Company
St. George, Utah

President's Message

THE ST. George Lions Club cordially extend a welcome hand to all who attend our Twenty-First Annual Dixie Round-Up.

It gives me great pleasure as president of the St. George Lions club to thank all the Lions club members, merchants, business men and people of the surrounding community who have made our great show possible.

I hope you will be well paid for the wonderful time we have outlined for you.

V. LORAIN COX

President, St. George Lions Club



Mayor's Message

MAY I call the attention of all St. George citizens and all rodeo fans to the generosity of the Lions Club in giving the profit from the rodeo this year to the Dixie College Girls Dormitory Fund.

For their wholehearted support of this most worthy project and for furnishing us with the three outstanding days of entertainment, I wish to extend thanks and express appreciation from the City of St. George to the St. George Lions Club.

J. C. SNOW

Mayor



First Place Winner of Western Parade, 1954

Entered by Washington County Fair Association

Queen Ila Dawn Sullivan

Dorothy Rencher — Mary Esther Gardner

++++

Sponsored By

Thompson Plumbing and Heating Company

Ace Plumbing and Heating Company

ST. GEORGE LIONS CLUB

Roster 1955-56

Dr. J. M. Alexander	Andrew Lytle
David Anderson	E. M. McArthur
R. N. Ashby	Ronald McArthur
Anthony Atkin	Rudger McArthur
Clayton Atkin	Valentine McArthur
William Barlocker	Dr. A. W. McGregor
Clark Blake	W. G. McMullin
Milo Blake	LeVon McQuaid
Marion Bowler	Dick Miles
Darrel Bracken	B. G. Milne
J. W. Bringhurst	Irvin Milne
Clawson Burgess	Milton R. Nelson
Wilford Cannon	Wesley A. Nelson
William Cottam	Floyd Noel
Loraine Cox	Wayne B. Nuttal
Clark Empey	Andrew Pace
Afton Ence	George W. Pace
Kenneth Ence	K. J. Parkinson
R. N. Fenton	Arthur Paxman
Lindau Foremaster	Owen Pendleton
Dean Gardner	Charles Pickett
Ray Garner	Robert Pickett
Eldon Hafen	Roger Pickett
H. Val Hafen	Shirl Pitchforth
Leland Hafen	L. A. Porter
W. B. Hail	R. M. Reber
E. N. Hammer	Roy Renouf
Kay Heaton	Joel Richards
Lester Holcomb	J. I. Ricketts
Andrew Holt	Lawrence Rosenbruch
Karl J. Hutchings	Doyle Sampson
M. O. Hutchings	Barnard Seegmiller
M. C. Jacobson	Spencer Snow
Howard Judd	W. W. Staheli
Thomas W. Judd	Albert Stratton
Reynolds Johnson	Phil Squire
Ronald Knell	Alma Truman
Eldon Lang	Ray Whipple
James Lundberg	Evan Whitehead
Loren Lundberg	Wayne Whitehead
N. M. Lundberg	Clerin Zumwalt

MEMBERS AT LARGE

Shirley Booth	Lee Owens
Clarence Dahl	William Powell
Reed Leigh	Harold A. Sutton

HONORARY MEMBERS

Earl J. Bleak

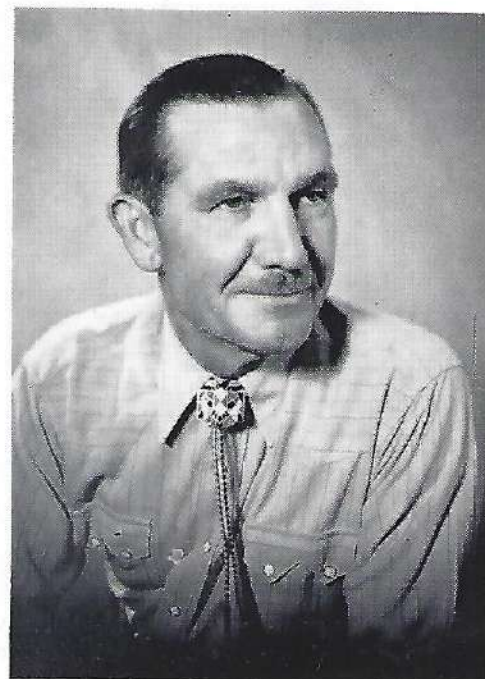
LIONS RODEO CHAIRMAN AND GENERAL COMMITTEE



↑
W. A. Barlocker
Chairman

← Clayton Atkin

R. N. Ashby →



Sponsored By

Quality Bakery
Fred Booth Garage
E. B. Snow Furniture Company

J & J Mill and Lumber Company
McArthur Jewelers
Arden Meadow Gold Dairy



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 of the tower were imported, the latter from London.

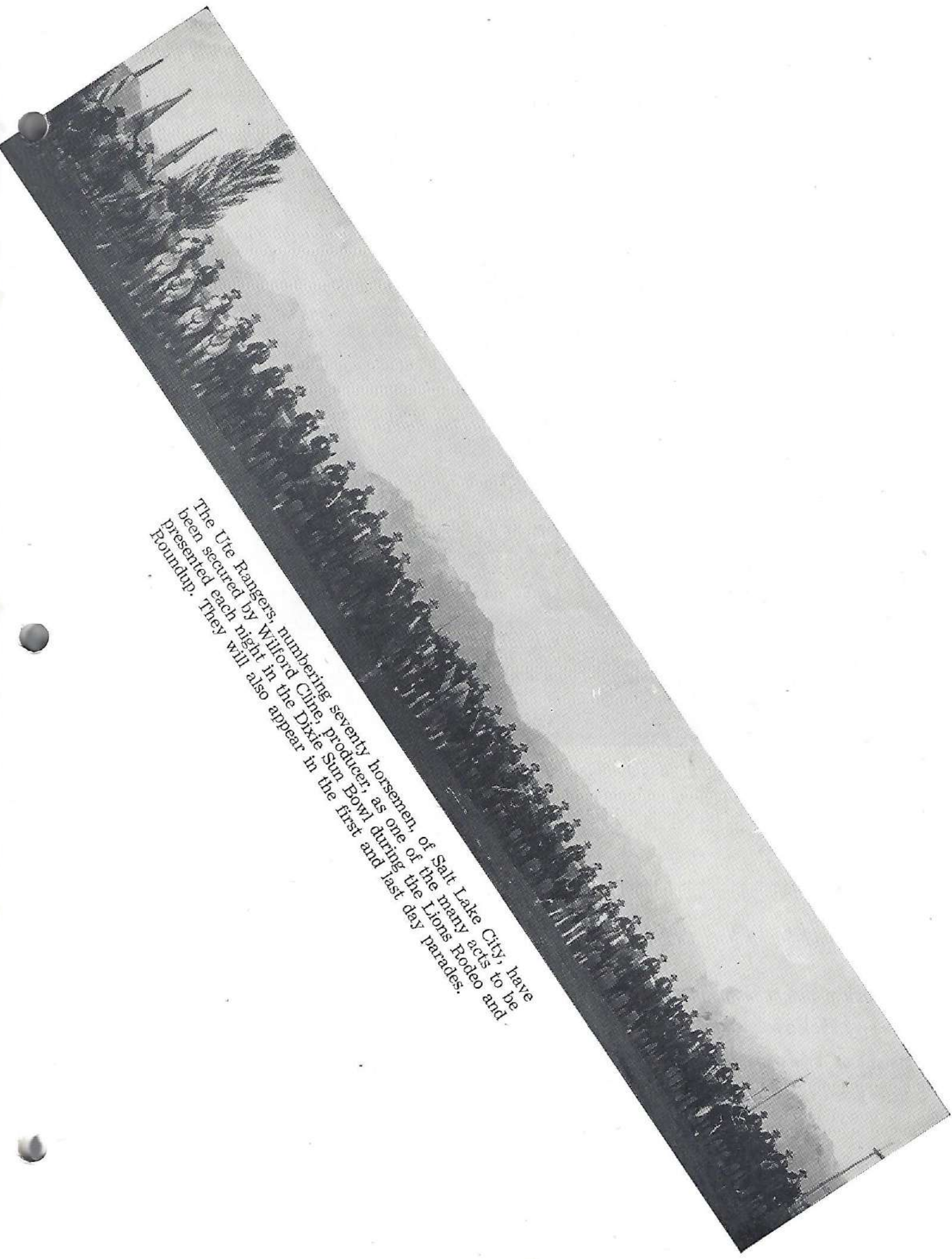
Sponsored By

Nordbloom Cleaners

Dixie Drug

St. George Gas Company

O. M. Porter "Wonder Bread"



The Ute Rangers, numbering seventy horsemen, of Salt Lake City, have been secured by Wilford Cline, producer, as one of the many acts to be presented each night in the Dixie Sun Bowl during the Lions Rodeo and Roundup. They will also appear in the first and last day parades.



LIONS COLOR GUARD

++++

Sponsored By

LaVerkin Feed Company

Sleepy Hollow Motel

Bracken's Mobile Gasoline Station

Bob's Garage and Farm Machinery

Jimmie's Dixie Cafe, Jimmie Sammons, Mgr.

St. George Building Society

R. M. Reber Insurance

Dixie Appliance and Radio Company



Second Place Winner of Junior Parade (Single) 1954

Shirlee Esplin

How to Marry a Millionaire

++++

Sponsored By

Leigh Furniture Company
Marsden's Men Shop
Steven Clothing Store
Woods Toggery

Iron County Record
W. F. Mullett Jewelry
Christensen's Department Store
Lunt Motor Company

Cedar City, Utah



First Place Winner, Junior Parade (Walking), 1954

"Marie Antoinette"

Toni Peterson

Sponsored By

Scholzen Products, Hurricane, Utah
Jack's Chevron Station, St. George, Utah
Mendy's Dress Shop, St. George, Utah
Sun Bowl Club, St. George, Utah

PROGRAM

Thursday, September 15

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

Friday, September 16

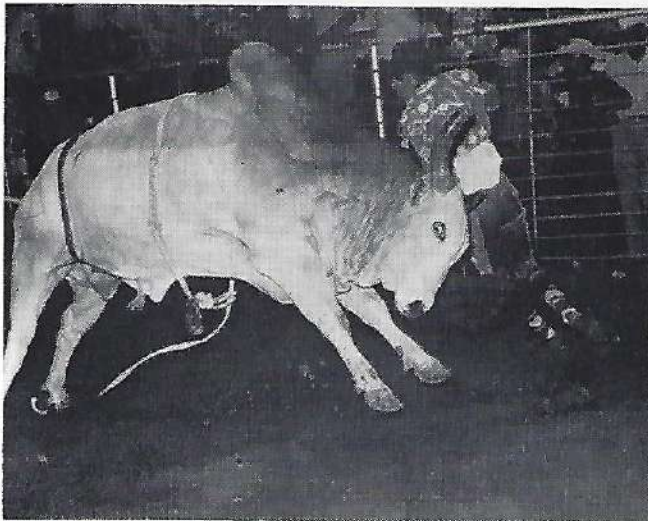
Junior Parade	5:00 p. m.
Grand Entry	8:00 p. m.
Rodeo	8:15 p. m.
Dance	10:00 p. m.

Saturday, September 17

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



Rodeo Producer—
Wilford Cline
Lone Pine, California

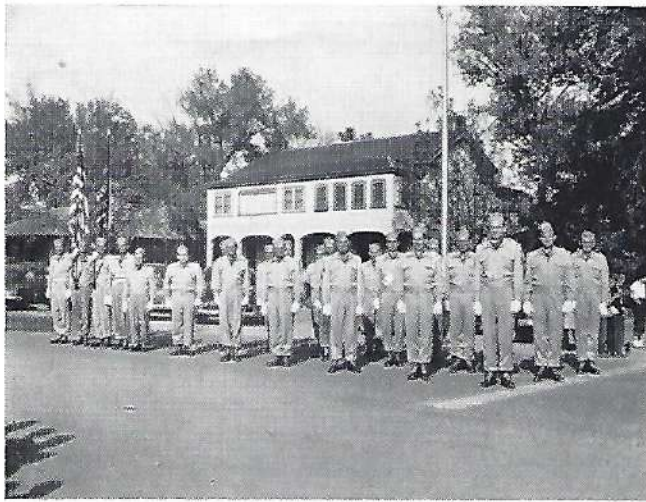


Dixie Feed Company
Dairy Freeze
O. K. Rubber Welders
Eldon Spencer (Conoco Wholesale)

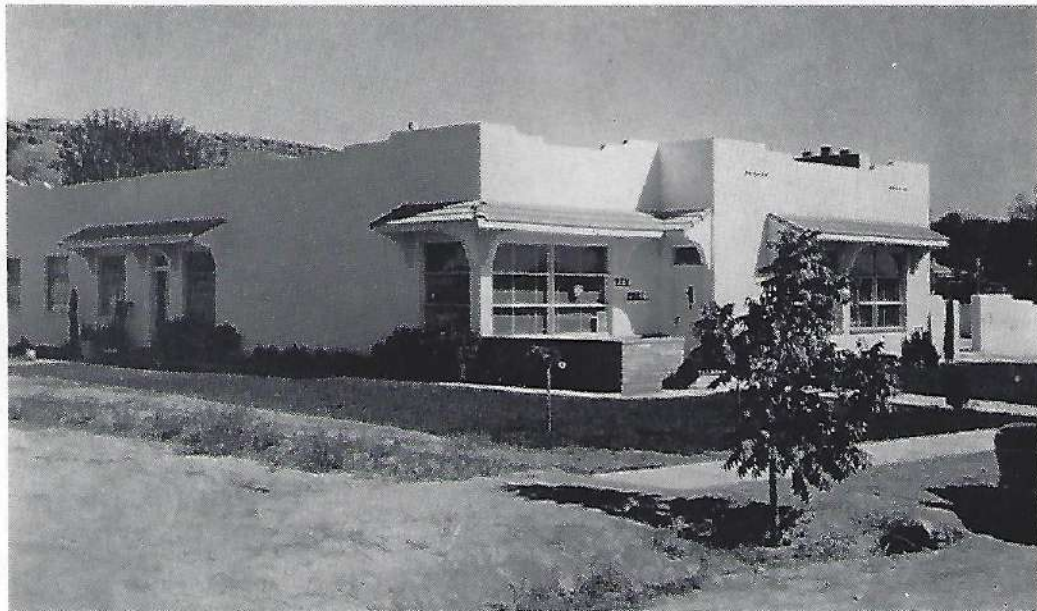


JACK OAKEY
Announcer for Rodeo

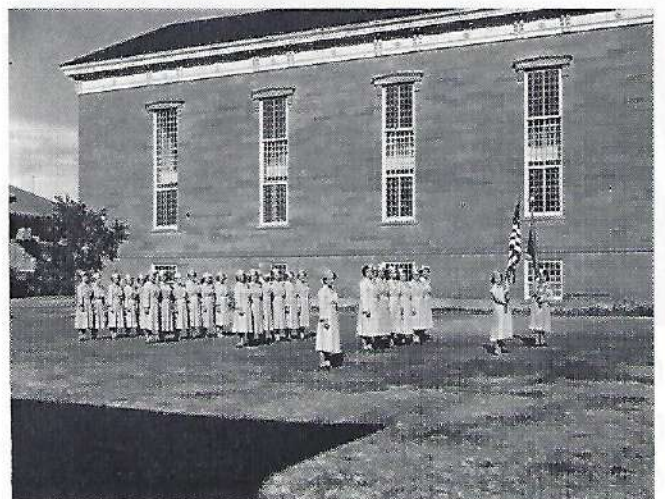
Thompson Motel
Motel St. George
Ernie's Garage and Auto Parts
Nelson Supply



Veterans of Foreign Wars Drill Team



Veterans of Foreign Wars, Cottam-Hafen Post 2628, Home



Veterans of Foreign Wars Auxiliary Drill Team



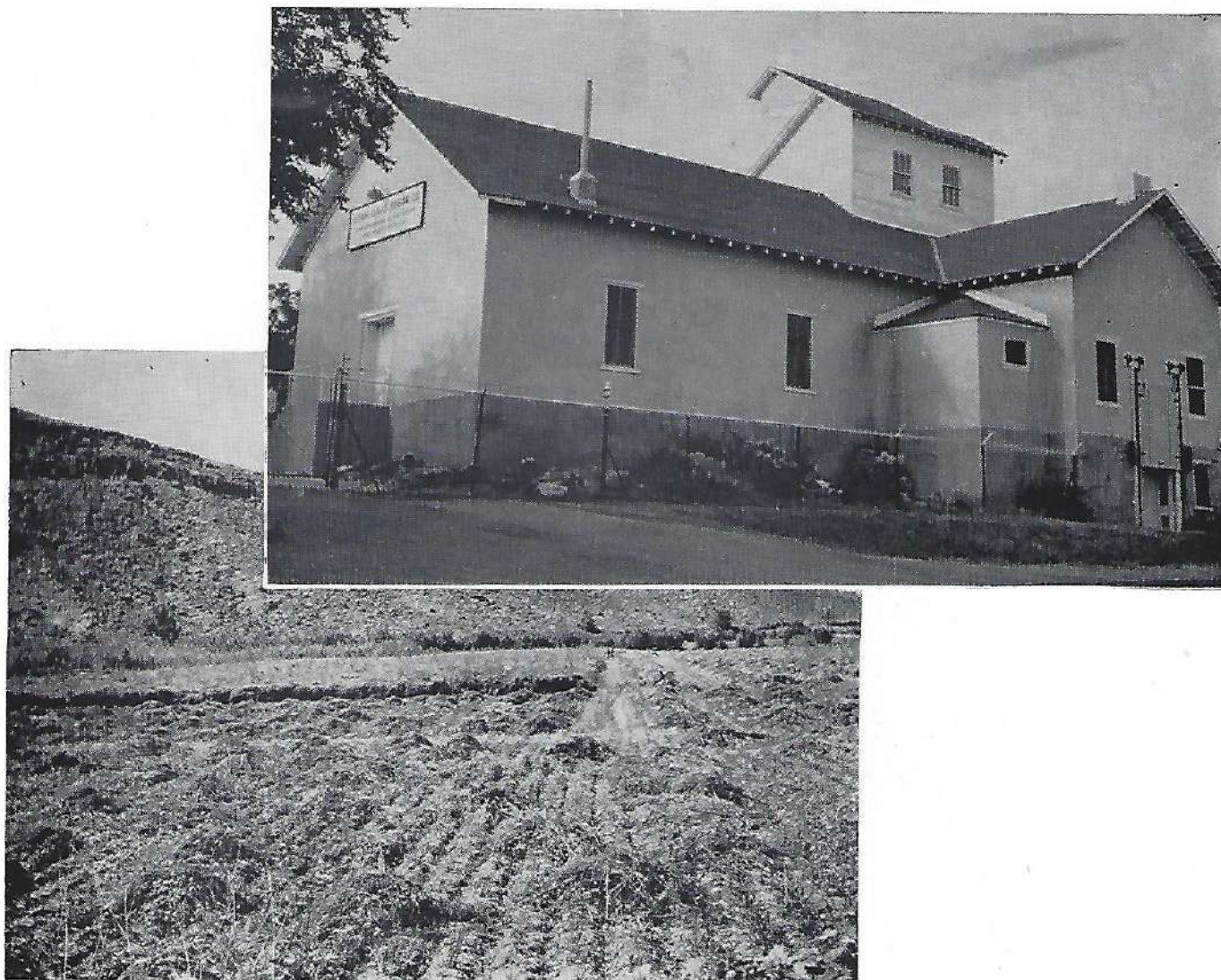
ROCKET LAUNCHING SITE

♦ ♦ ♦ ♦

Sponsored By

State Bank of Hurricane

Hurricane, Utah



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.

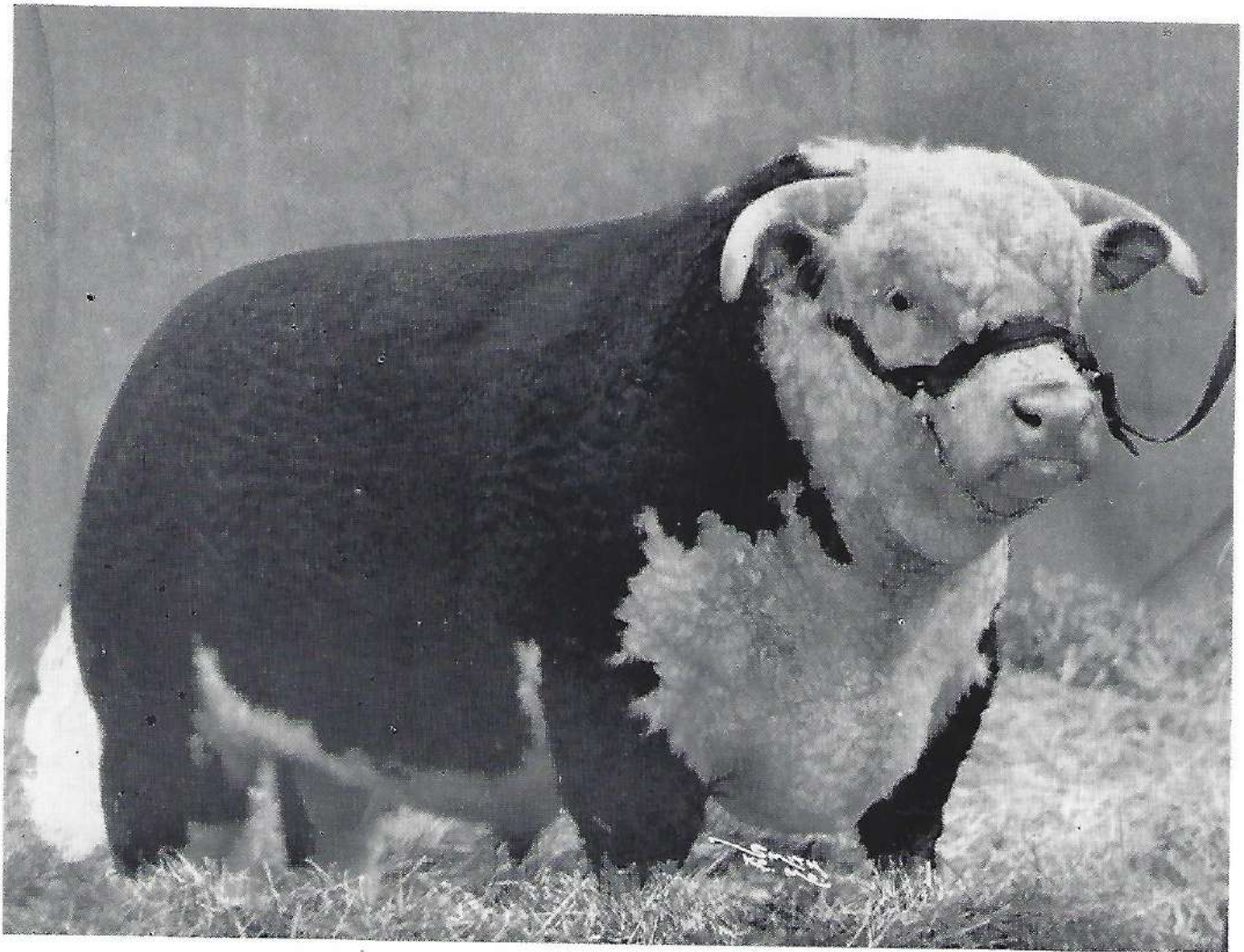
These activities include the development of new high-yielding hybrid strains of beets and the development and production of mono-germ beet seeds.

Sponsored By

UTAH-IDAHO SUGAR COMPANY

Beet Seed Division: St. George

Home Office: Salt Lake City



EAT BEEF

Eat Better --- Feel Better

++++

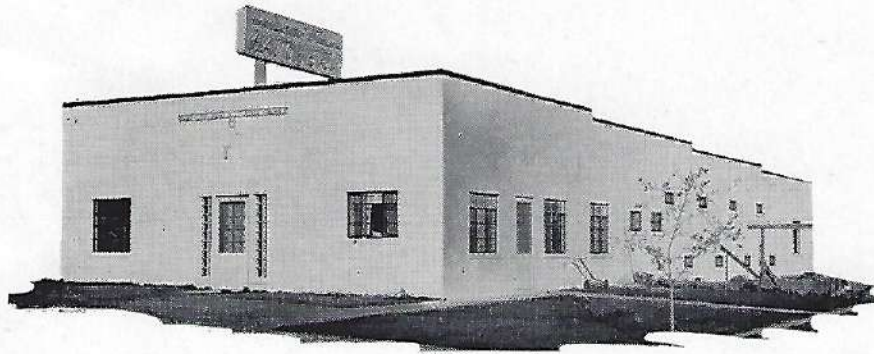
Lee Esplin

Anthony Atkin

Joe Atkin

Rudger C. Atkin Company

E. S. and Dean Gardner



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 Turkey Breeding Farm

Barlocker Farms

Barlocker Hatchery

Barlocker Seed Mill

Barlocker Processing Plant

William A. Barlocker

Owner



Second Place Winner, Western Parade, 1954

Rotary Wheel

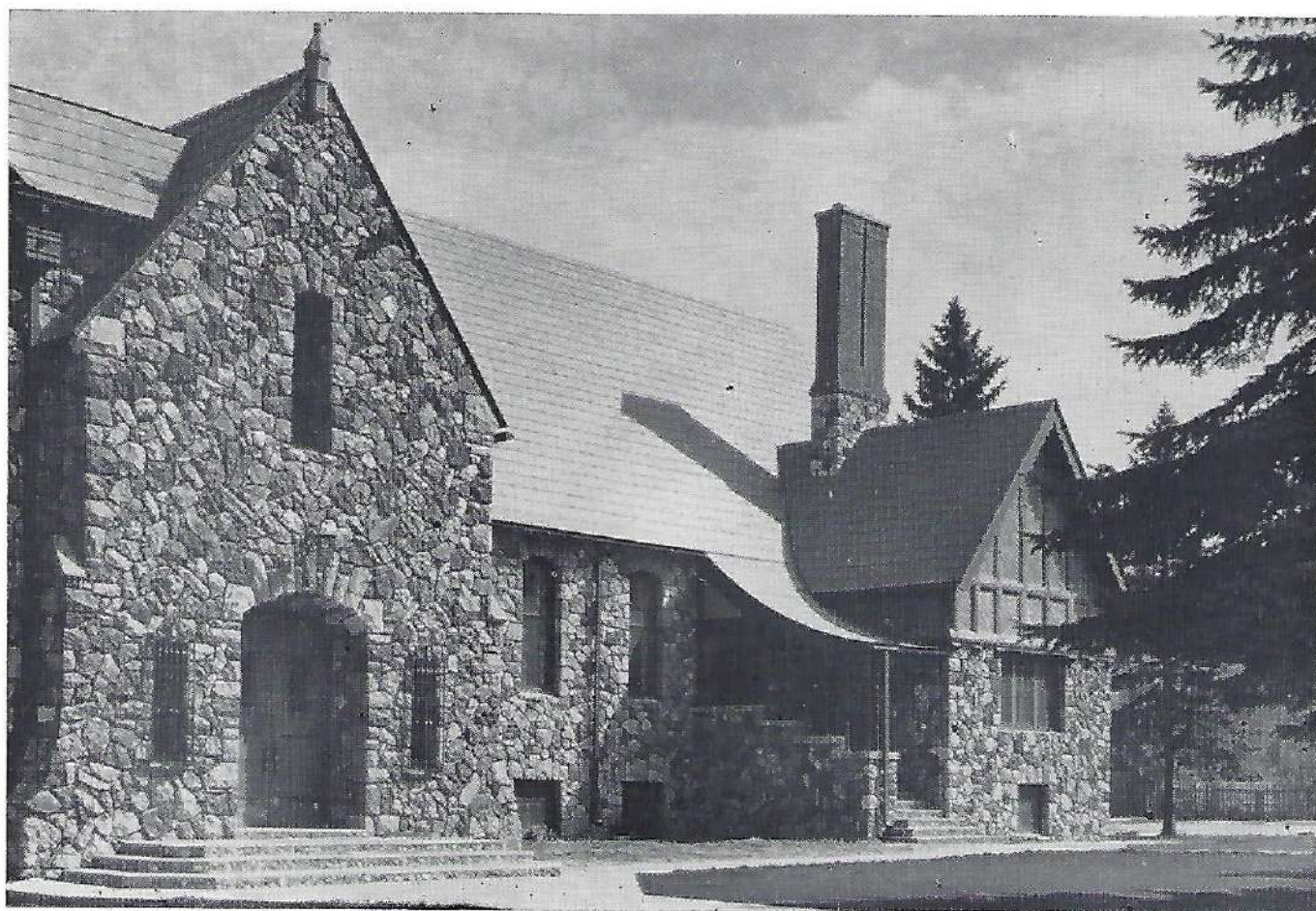
Entered by St. George Rotary Club

♦ ♦ ♦ ♦

Sponsored By

Adams and Pendleton Body Shop
Dixie Motel
J. I. Ricketts Texaco

McCoard Oil Company
Judd Motor Company
Sprouse-Reitz Company



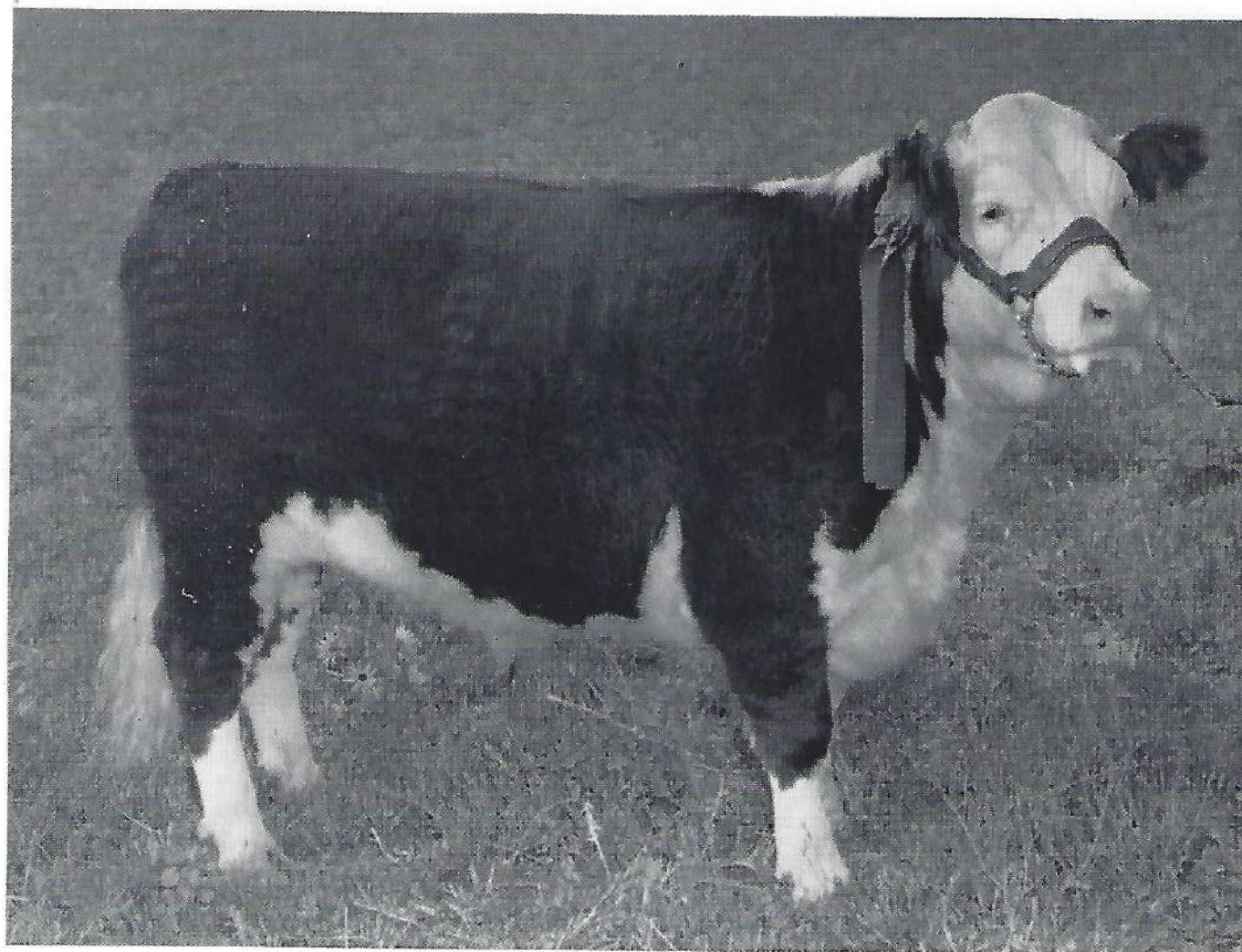
CEDAR CITY FIRST-FIFTH L.D.S. WARD CHAPEL

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 in Southern Utah. Thousands visit this chapel each year.

♦ ♦ ♦ ♦

Sponsored By

BANK OF SOUTHERN UTAH, CEDAR CITY
SOUTHERN UTAH POWER COMPANY, Cedar City



Congratulations, St. George Lions, on Your Fine Show

SOUTHERN UTAH LIVESTOCK SHOW
ASSOCIATION

Show Dates For 1955 at Cedar City, Utah
September 8-9-10



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
1955	Salt Lake City	St. George	Overnight	Truck
1955	Los Angeles	St. George	Overnight	Truck

DAILY SERVICE FROM ALL POINTS

★ ★ ★ ★

Sponsored By

Rocky Mountain Service

Milne Truck Line



Sponsored By

St. George Chamber of Commerce

St. George, Utah

"Where the Summer Sun Spends the Winter"



Uranium Prospector

Owen Sanders

Entered by Clifton's Market, Hurricane, Utah

♦ ♦ ♦ ♦

Sponsored By

Economy Shoe Store

Milne Court

Fenton Pharmacy

St. George Finance Company

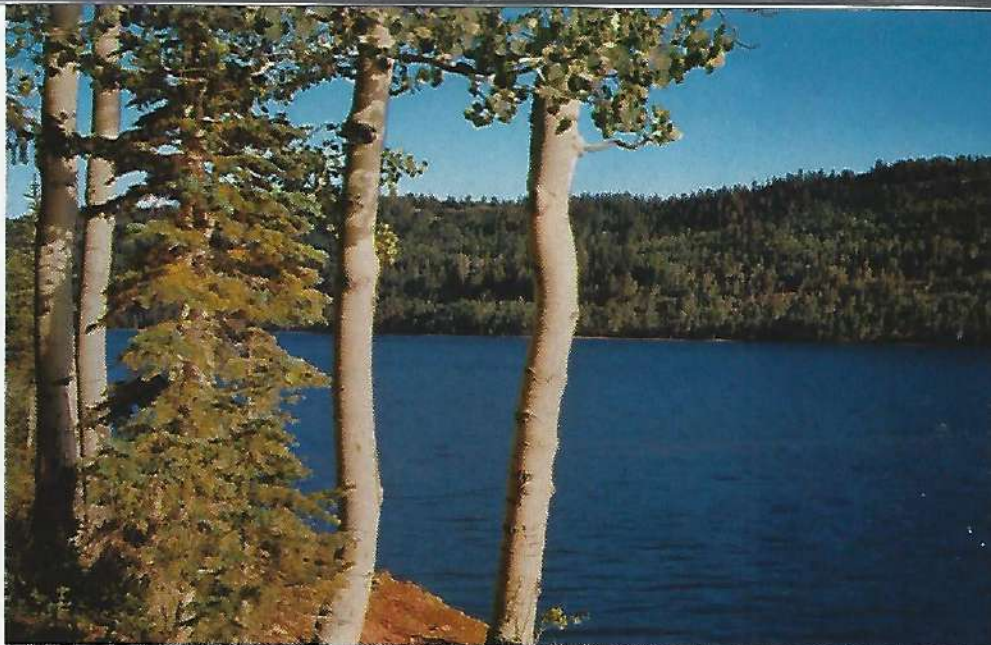
**NAVAJO LAKE
DIXIE NATIONAL FOREST**

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—

Wittwer Travel Lodge
St. George

Wittwer Motel
Las Vegas, Nevada



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—

Lucky Motel and
Franklin Motel

Young's Electric Sign Company
Las Vegas, Nevada

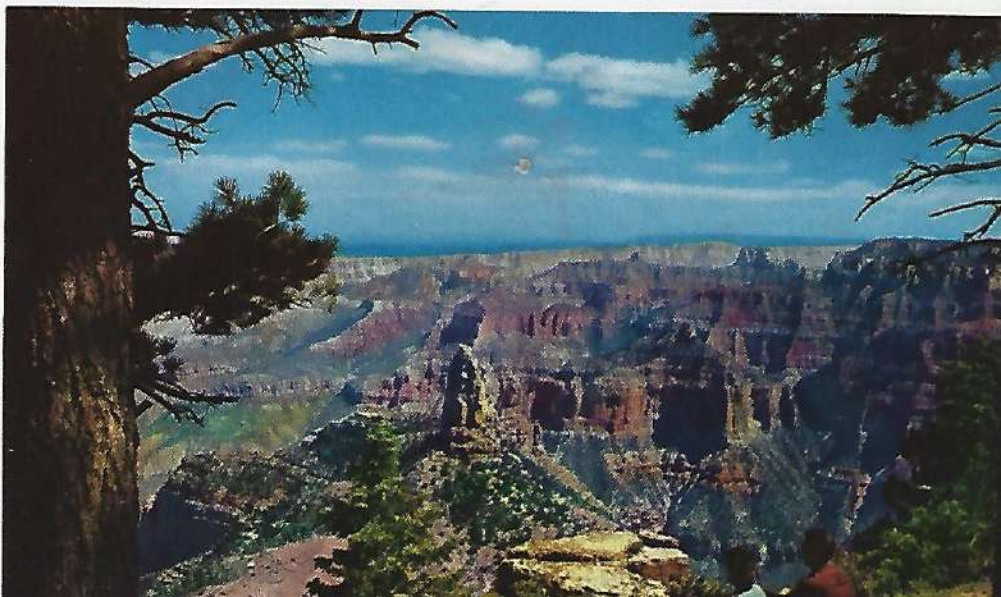


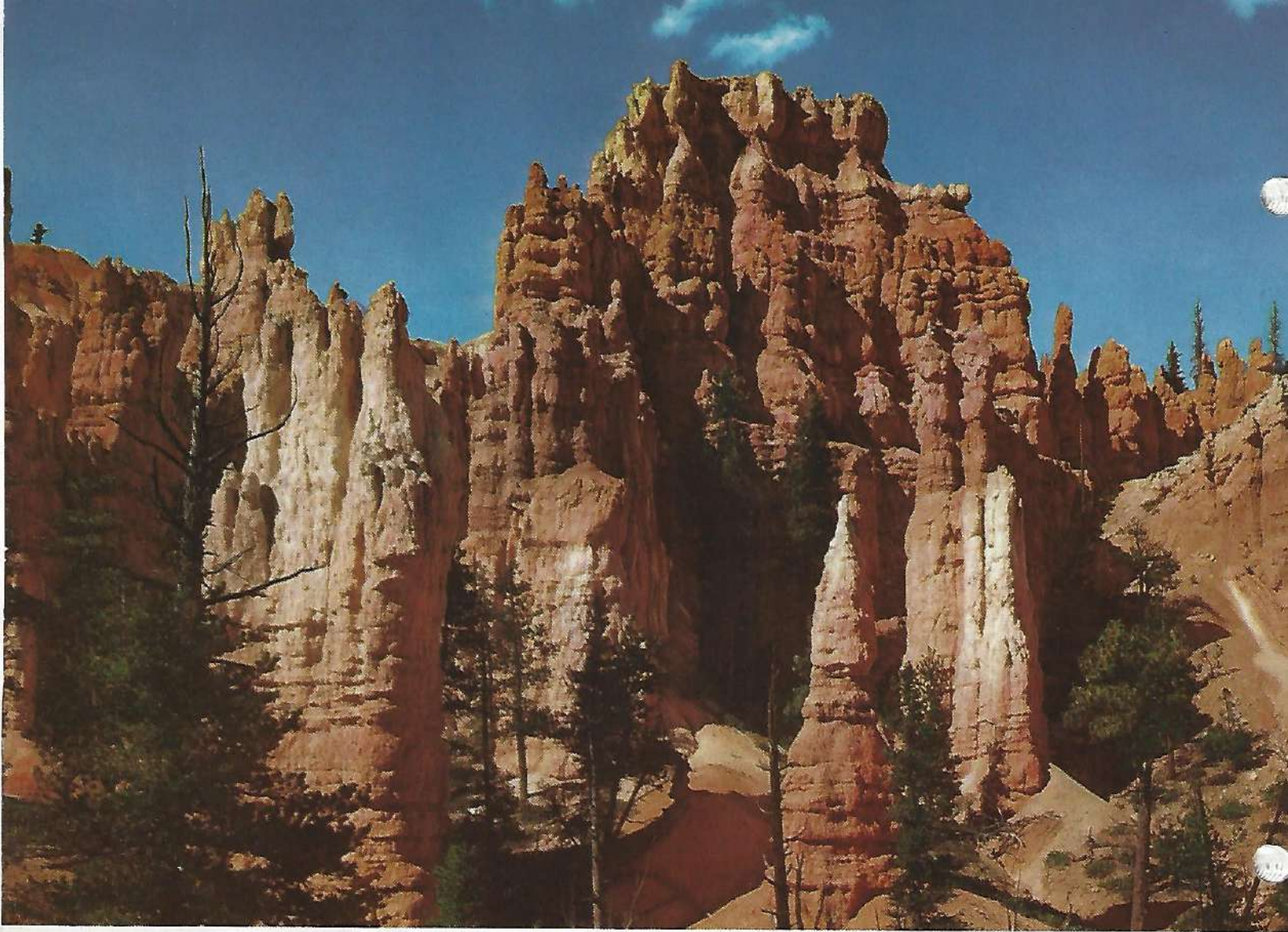
**NORTH RIM OF GRAND CANYON
OF THE COLORADO**

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—

Big D Motel, St. George
Sunset Motel, St. George
Red Bluff Motel, St. George





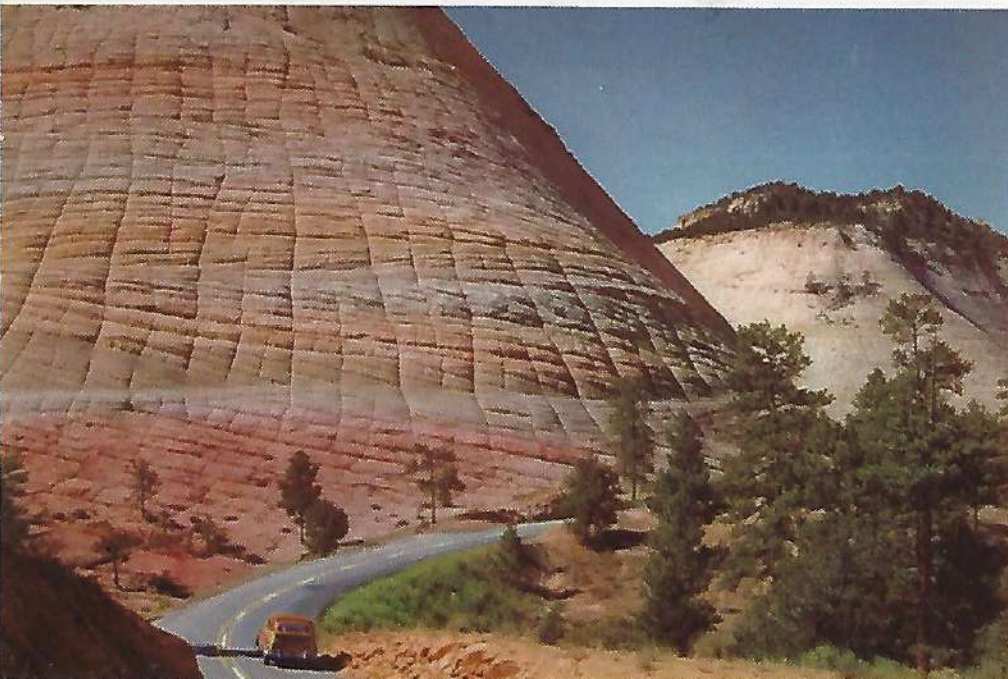
THE QUEEN'S CASTLE, BRYCE NATIONAL PARK Rising in all its majesty and splendor to silhouette itself against the sky is the Queen's Castle with its towers and turrets, guards, knights, ladies-in-waiting. 130 minutes from St. George.



Sponsored by—

Big Hand Cafe
St. George

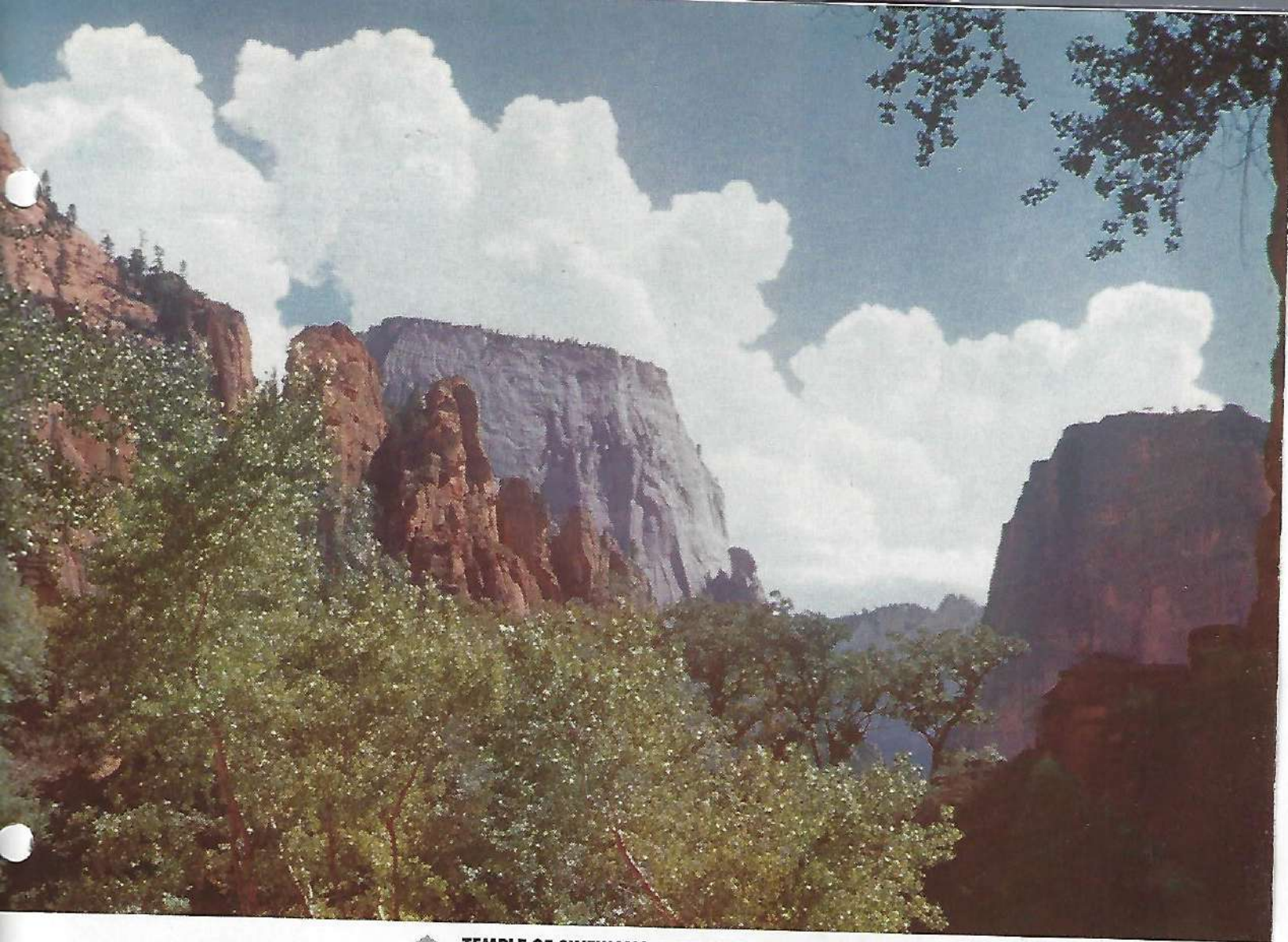
Center Clothing Company
St. George



Sponsored by—

Twin Oaks Motel
St. George

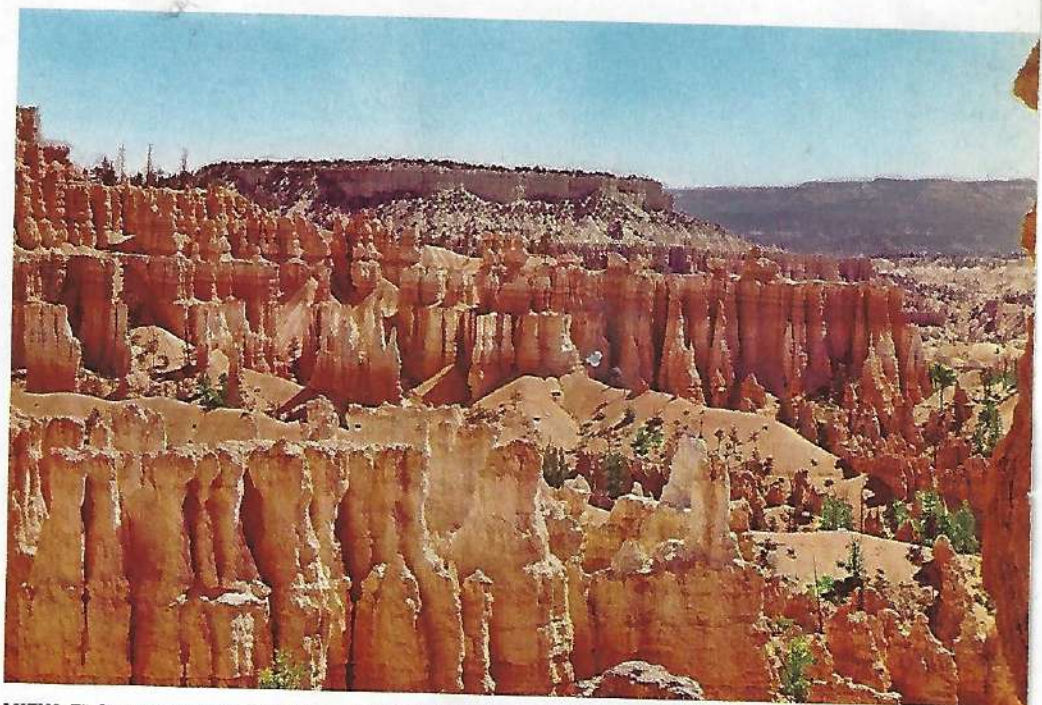
CHECKERBOARD MESA This unique and imposing all-rock formation is seen along Mount Carmel Highway near the entrance to Zion National Park. 40 minutes from St. George.



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—

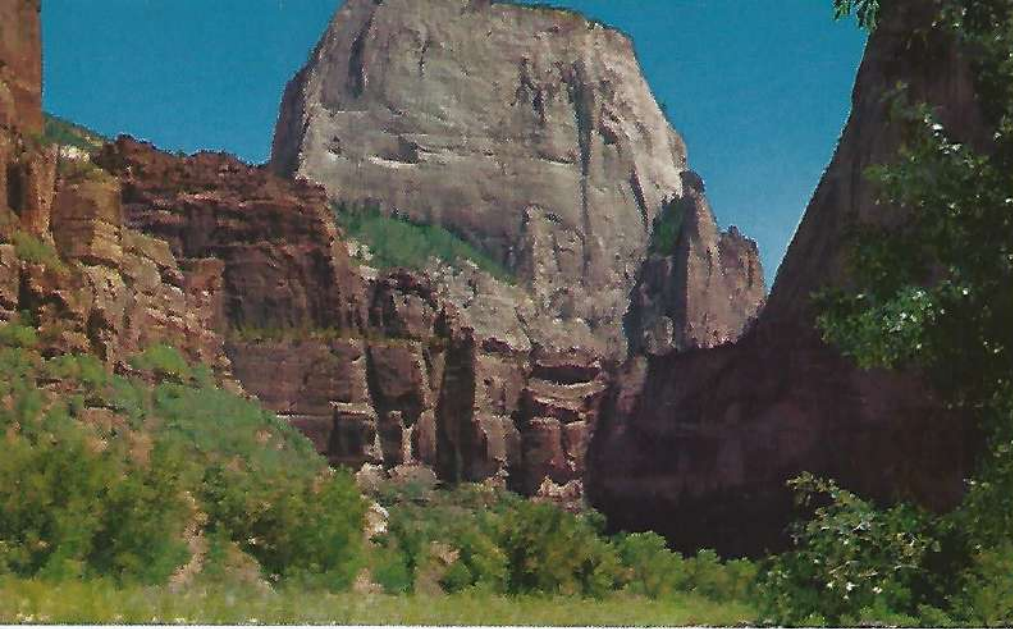
Johnson Clothing Store
Ronzone's Department Store
Allen Hansen Men's Wear
Rex Bell Western Wear
Las Vegas, Nevada



Sponsored by—

Bennett's Motel,
St. George
Hall's Motel
St. George

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
Dixie Gas Co.
—St. George

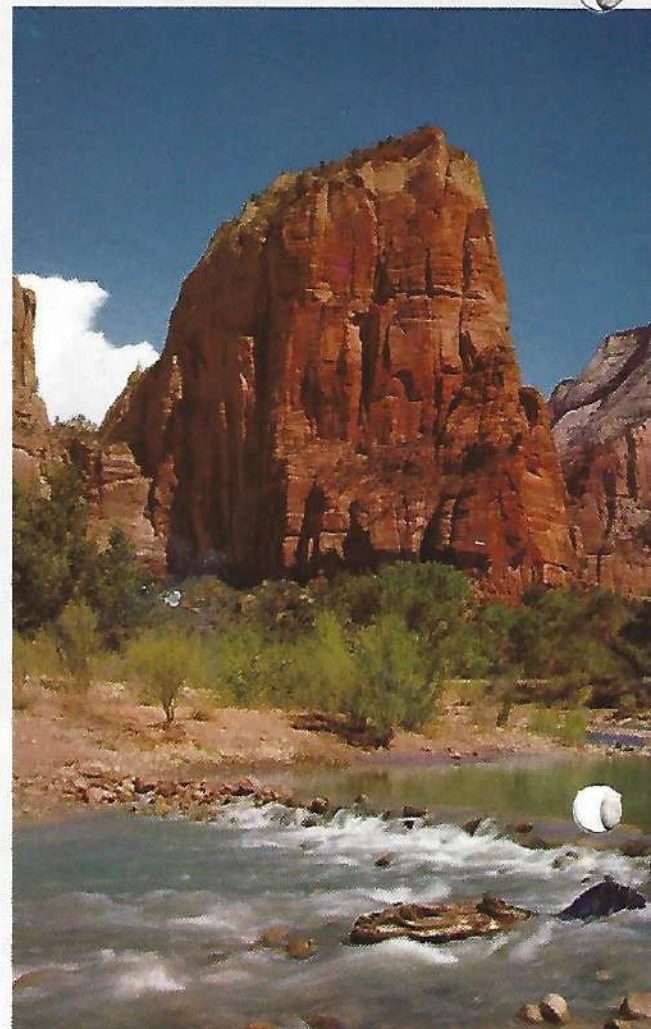


Congratulations on Your Wonderful Show

John C. McGarry
Colonization Department
Beryl, Utah



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.



Is Your Life Insurance **BENEFICIAL?**



Top Row—Wayne D. Campbell, Agent, Richfield, Utah; LeRoy P. Judd, Agent, Kanab, Utah; Homer Englestead, Agent, Hurricane, Utah.

Center Row—Wilford Webster, Agent, Cedar City, Utah; Hamblin J. Bracken, Agent, St. George, Utah; F. Webb Barber, Agent, Hurricane, Utah.

Bottom Row—Dudley M. Leavitt, General Agent, St. George, Utah; Jason V. Nordgren, Agent, Monroe, Utah.

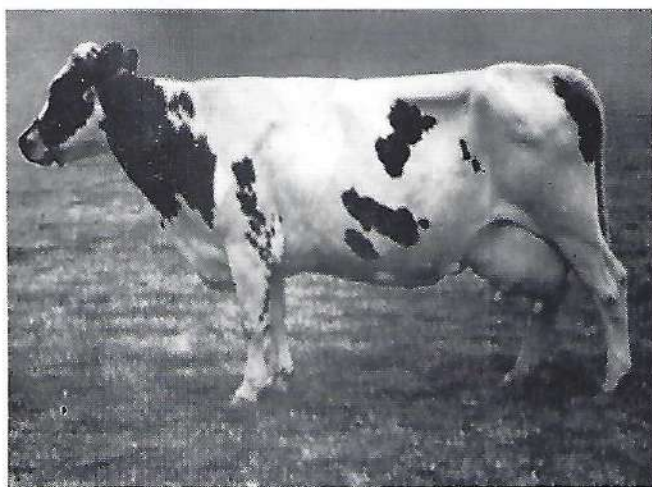


One-half million dollars of Grade A milk sold to Anderson's Dairy last year

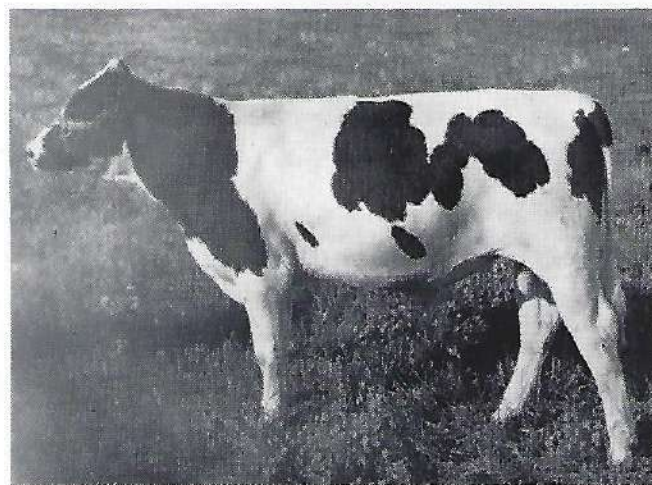
Last U. S. Public Health rating 96.95%

Washington County Dairy Association

Forty-three Members



20,540 pounds of milk, 728 pounds fat 305 days 2x at 11 years, 10 months old. Classified 84 at 11 years, 10 months. Average 600 pounds fat for last five years. Over 140,000 pounds of milk lifetime record.



Picture at 8 Months

Junior Champion at Washington County Spring Dairy Show.

Type and Production Found at

CLEAR VALLEY FARM

Murray Webb & Sons, Owners

Member of Washington County Dairy Association

St. George, 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.



Second Place Winner of Junior Parade (Group), 1954

"King Midas"

Rickie and Kathy Miles

Charles Pitchforth

Jane McMullin

♦ ♦ ♦ ♦

Sponsored By

Hafen and Nelson

Snow's Dress Shop

Modern Cleaners

Dixie Bottling Company

Arrowhead Department Store

Cannon Funeral Home

Rueckert's Dixie Laundry and Cleaners



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



Second Place Winner Junior Parade (Couple) 1954

Shirley Ann and Jamie Adams

Sponsored By

Liberty Cafe
Rugged West Motel
Carolina Pines Motel

George Birch Music Box
St. George Feed Company
Dixie Market

St. George, 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

Liberty Hotel

KSUB—St. George and Cedar City



"KANGAROO COURT IN SESSION"

++++

Sponsored By

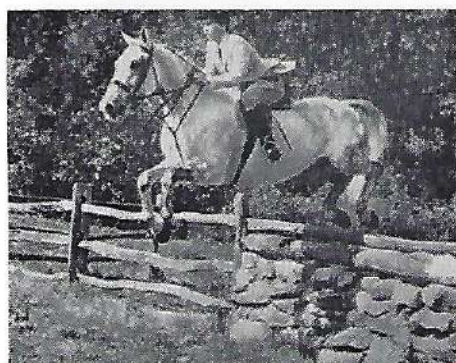
Beaver Dam Cafe

Jack's Beaver Dam Service

Bill — Bill — Suzy

THE MORGAN HORSE

OLDEST AND MOST HIGHLY ESTEEMED OF AMERICAN HORSES



A Morgan on Cross-Country
Race or Steeple Chase

Gentle —
never gets
panicky

Easy
riding



A Champion Morgan Stallion

Possesses
great endurance

Speed

Good Traveler



A Typical Morgan Mare

Survives on
scant feed
in roughest
going.



A Morgan on Western Range

Sensible —
quick to learn

The best for
all saddle
uses.



Revel—Morgan Stallion Colt

A top-quality Morgan stallion is now owned in St. George, Utah. He is stabled at the Joseph E. Olsen barn. For breeding service and fees contact Eldred Smith, 50 West 200 South, Telephone 257-M or Ed Schmutz, 594 East 500 South, St. George, Utah. Telephone 366-M.



Third Place Winner of Junior Parade (Group), 1954

"Color Nymphs"

Lauralee Rosenbruch, Melaine Schmutz
Christine Cannon

++++

Sponsored By

Freezer Cafe
Hughes Motel
Faye's Cafe

Desert Palms Motel
J. L. Bowler, General Merchandise
Rio Virgin Telephone Company



Third Place Winner of Junior Parade (Couple), 1954

"For Our Dad in Korea"

Sherise and Shirle Roundy

++++

Sponsored By

Corner Cafe

Hardy's De Luxe Motel

Harley's Garage

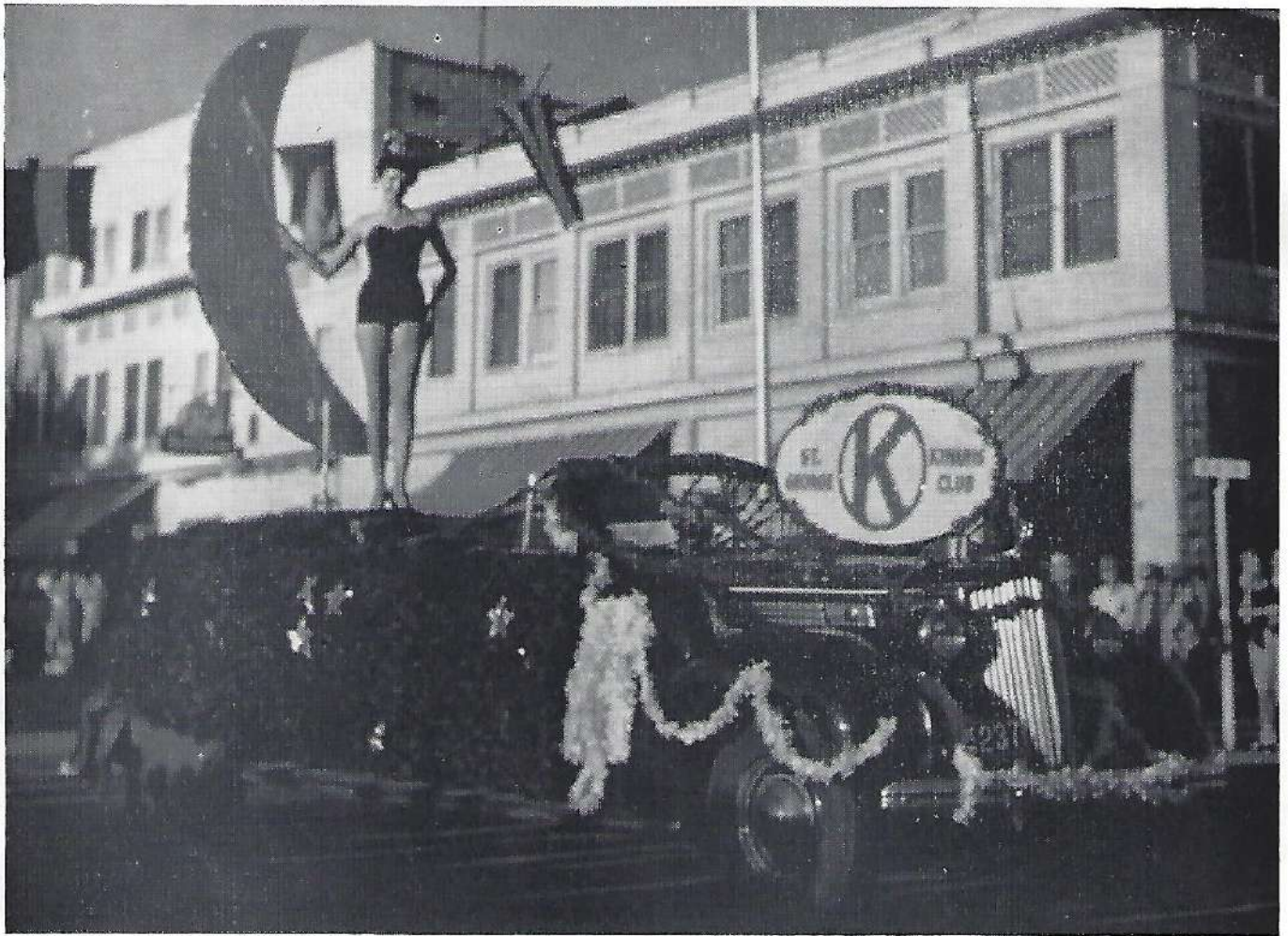
Rainbow Service

MESQUITE, NEVADA

Dairy — Mining — Farming — Tourist Facilities

Cheap Power — New Telephone System

Progress — Friendliness



Third Place Winner of Beauty Parade, 1954

Glenna Hatch

Entered by St. George Kiwanis Club

++++

Sponsored By

Church's Drive Inn
Westside Market
Knell's Barber Shop
Wayne Bostwick Texaco
Bill Bringham Associated Service

Premium Oil Company
Southern Motel and Trailer Court
Shell Service Station
Frank Holland Accountancy
Maiben Ashby
Deseret News and Salt Lake Tribune Distributor



First Place Winner of Junior Parade (Group), 1954

Land of Mother Goose

Margaret Hafen

Susan and Madeline McArthur

Johnie and Janice Gentry

Beva Lyn and Rhoda Talbot

♦ ♦ ♦ ♦

Sponsored By

Dan's Conoco Service
Givan's Oldsmobile Company

Wells Utah Oil Service
Woodbury Lumber Company



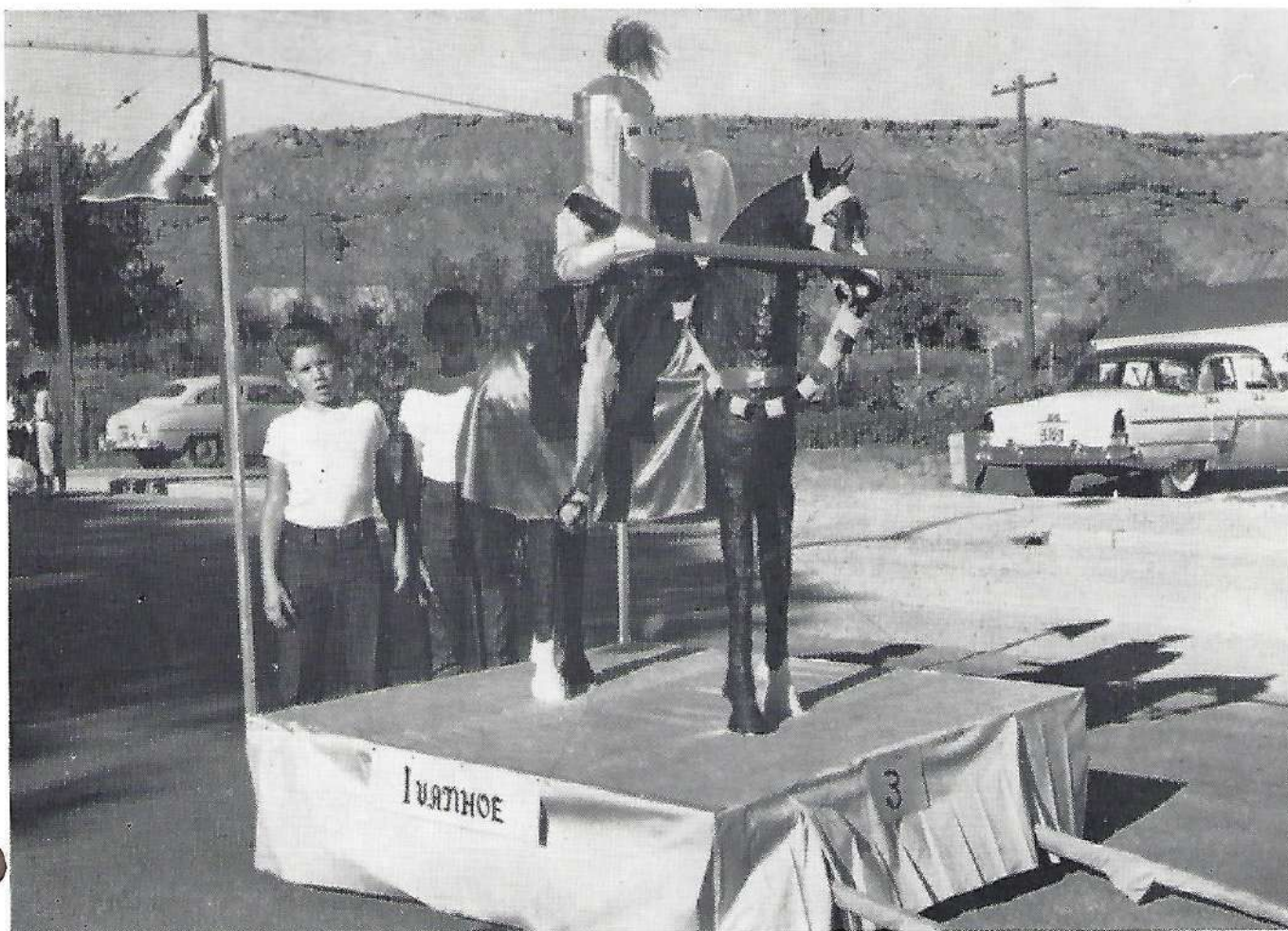
First Place Winner of Beauty Parade, 1954

Loretta Frei

Entered by St. George Elks Club

Sponsored By

Karl Hutchings Firestone Store
Covington Conoco Motel, B. L. Covington, Proprietor
Hafen Motor Company



First Place Winner of Junior Parade (Single), 1954

IVANHOE

Douglas Bracken

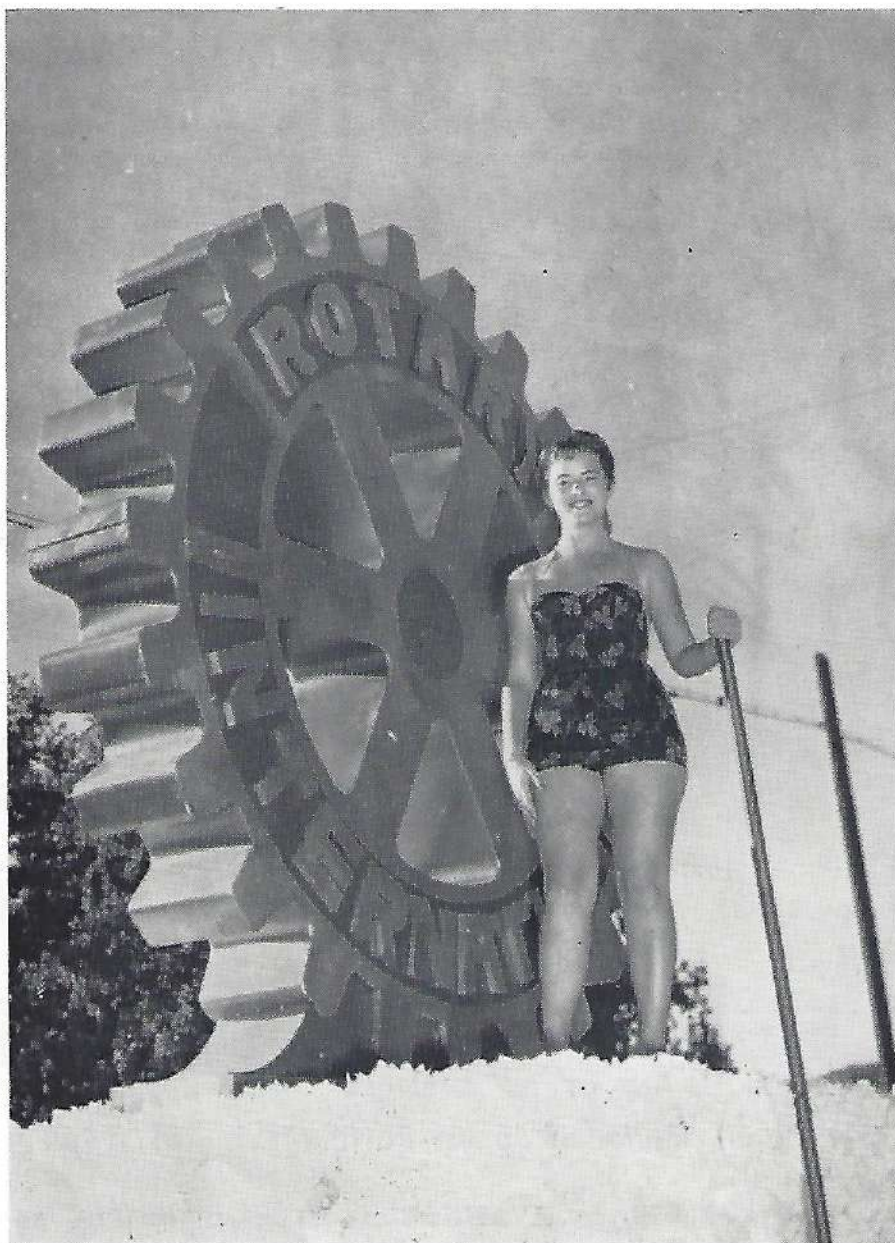
++++

Sponsored By

Dixie Oil Company, Paul Eardley, Proprietor

St. George Service, Ted Warthen, Proprietor

Veyo Swimming Pool and Deer Camp
Melbourne Cottam, Proprietor, Veyo, Utah



Second Place Winner of Beauty Parade, 1954

Entered by St. George Rotary Club

Joyce McAllister

★ ★ ★ ★

Sponsored By

Neeley's Westside Market
El Ray Cafe
Bullock Drug Company
I. E. Riddle Company

Sprouse-Reitz Store
Lee Milne Distributor Company
Bradshaw Chevrolet Company
Southwest Distribution Company

Cedar City, Utah



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

Horse Shoe Club

Boulder Club
Las Vegas, Nevada

James Cashman Company



First Place Winner of Junior Parade (Couple), 1954

Nick and Stephanie Esplin

Rhett Butler and Scarlet O'Hara

♦ ♦ ♦ ♦

Sponsored By

Milne Jewelry

Auto Parts Company

Zion Malt Shop

O. P. Skaggs



A MARBLE AND OLD MAHOGANY
PALACE RIGHT OUT OF THE

*GOLD RUSH
DAYS!*



Play your favorite game ...
ROULETTE CRAPS
FARO POKER
TWENTY-ONE BINGO
WHEEL OF FORTUNE
KENO SLOT MACHINES

Dine at the
**Nugget
Restaurant**



*WORLD FAMOUS
FOR FINE FOOD!*

All under one roof
at

*go where
the CROWDS GO
... where the
FUN never ends*





Third Place Winner of Junior Parade (Single), 1954

"Campbell Kid"

Kathleen Bentley

++++

Sponsored By

Shady Acres Motel
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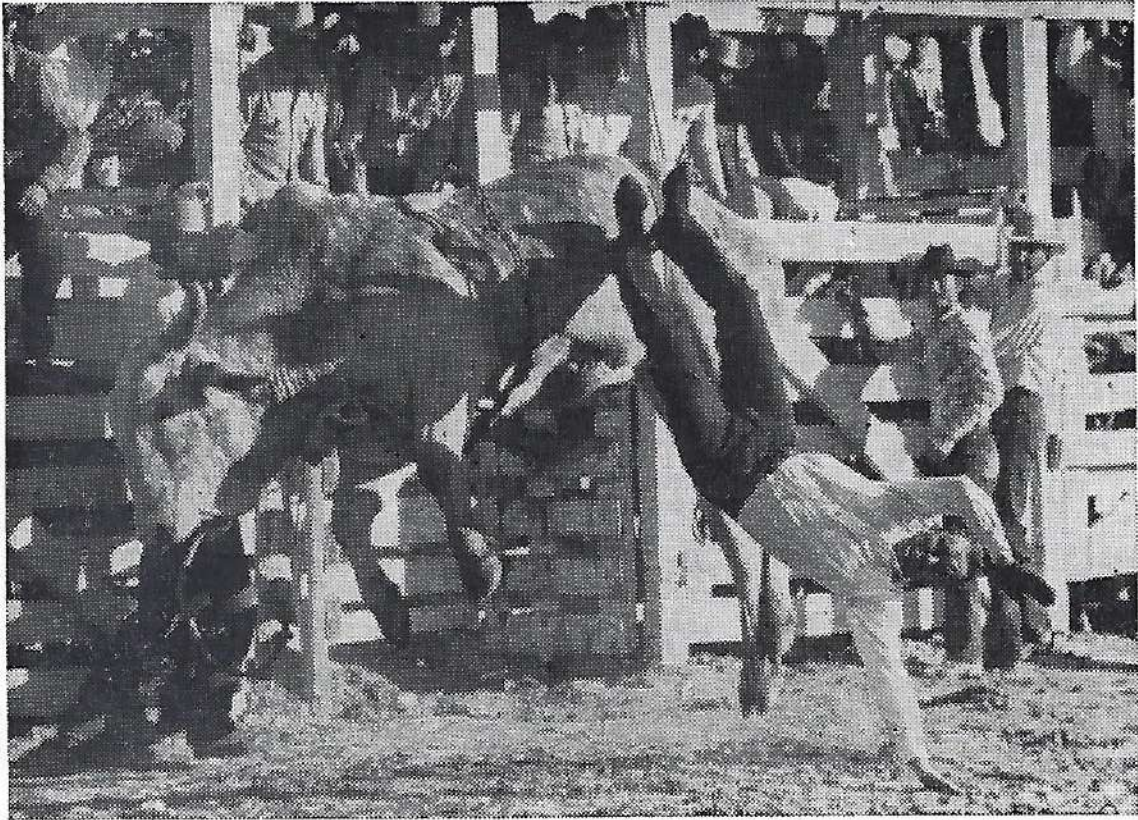
One of the typical saddle broncos from the Wilford Cline's stock to be used in the Lions Twenty-first Annual Rodeo and Roundup.

★ ★ ★ ★

Sponsored By

NEW FRONTIER HOTEL

Las Vegas, Nevada



In behalf of the St. George Lions Club, we wish to thank the people of this area for making this book possible. Your cooperation has been the best ever. Let's build a bigger and better tri-state area.

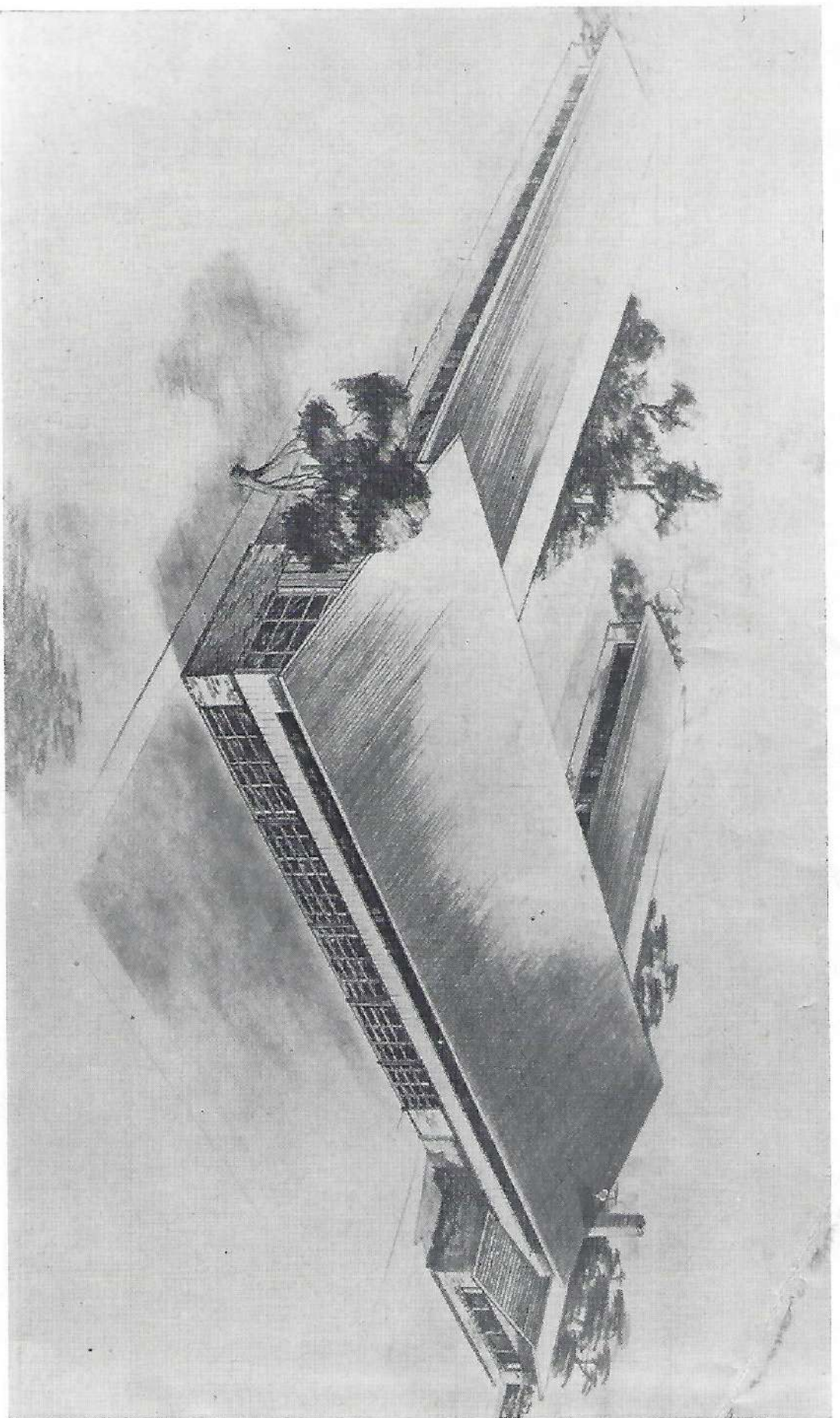
WILLIAM A. BARLOCKER

Chairman

Lions Dixie Roundup and Night Rodeo

Sponsored By

Washington County Commissioners



Artist's Sketch of the Dixie College Women's Residence Hall

By wise expenditure of appropriated funds, Dixie College is better equipped today to serve the needs of its young people than it has ever been. Appraisal of its modern laboratory facilities, its excellent reference library, and the faculty of competent instructors has resulted in its complete and full accreditation by the Northwest Association of Colleges. Dixie College credits can be transferred at a full value to any other college or university.

Despite the rapid and multiplying strides forward that have been made

during the past few years, the opportunities for further growth are limited—there are not sufficient housing facilities to care for all who wish to further their education at this fine school. Recognizing this, together with the fact that the problem can be solved only by the cooperative efforts of the people in the historic Dixie tradition, the St. George Lions Club is giving this project their full support by donating to it the net proceeds of this year's Dixie Roundup.



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St. George City