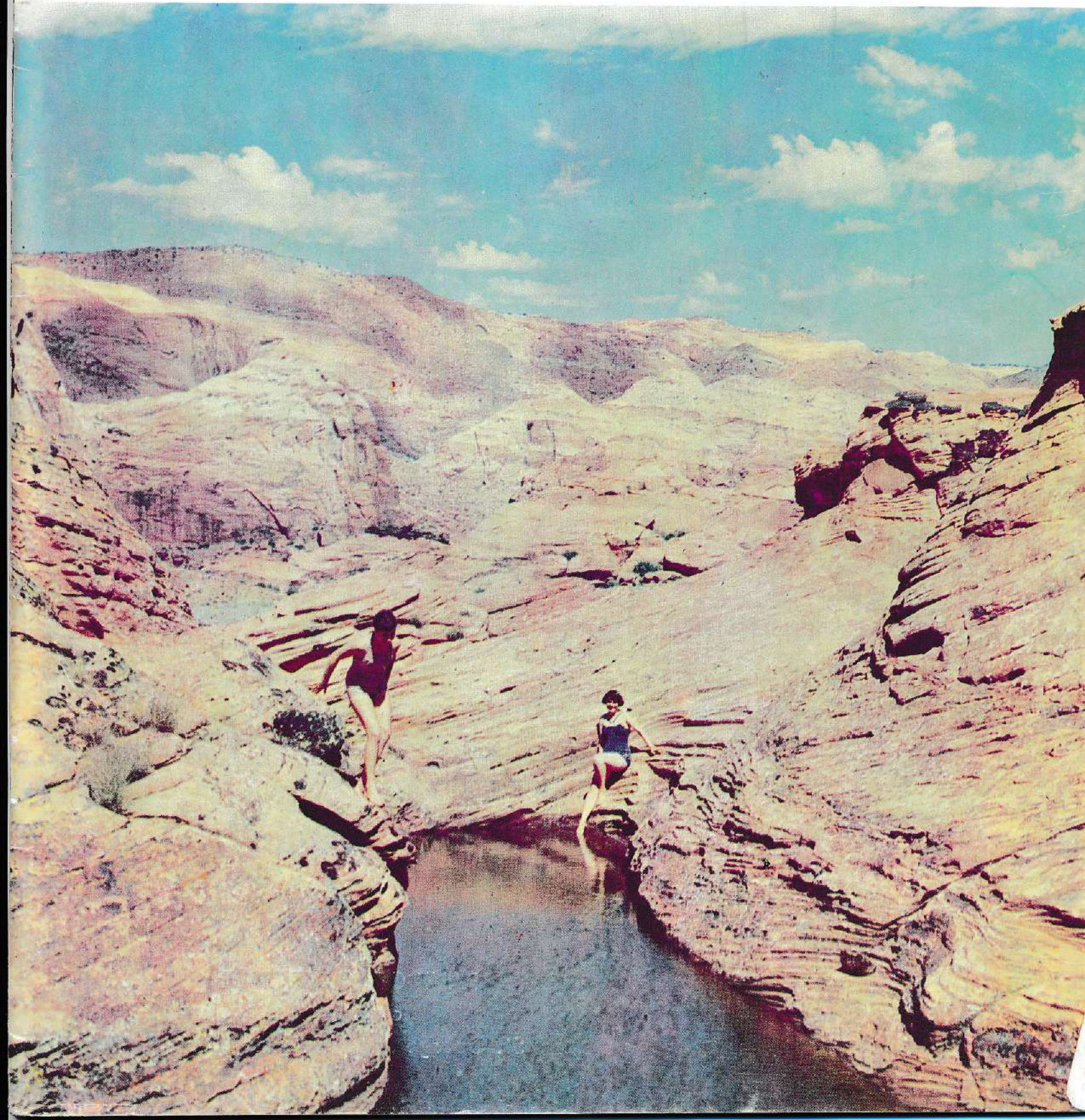
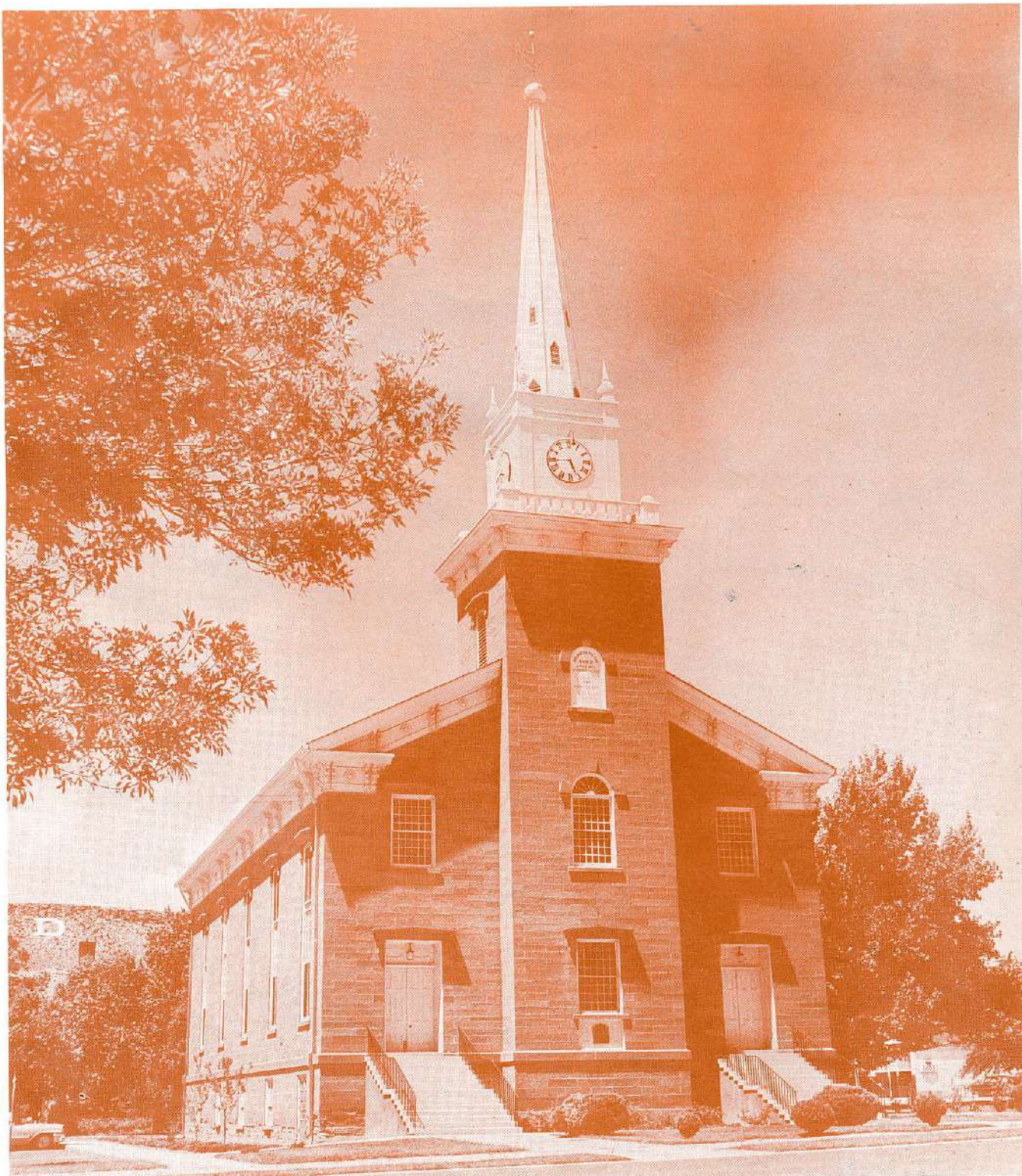


Lions Twenty-Fourth Annual

Dixie Roundup

September 18, 19, 20, 1958 --- St. George, Utah





St. George Tabernacle

Constructed of red sandstone. Patterned after the historic Kirtland Temple of the Church of Jesus Christ

of Latter-Day Saints—Kirtland, Ohio. One of the first church buildings completed in Southern Utah. Took eight years to build. Dedicated in 1875.



Cover... Snow's Canyon
New Dixie State Park

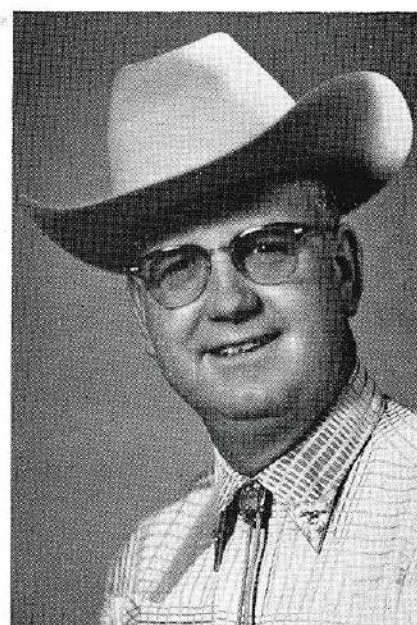
BANK OF ST. GEORGE
offices at
St. George and Hurricane, Utah



Dean Gardner



Clayton Atkin
Chairman



Bernard Seegmiller

ST. GEORGE LIONS' DIXIE ROUNDUP QUEEN

1958

Blonde, blue-eyed, Penny Hafen, daughter of Mr. and Mrs. Preston Hafen of Santa Clara, Utah, is a senior at Dixie High School in St. George. She is an extremely hard working girl with a wonderful personality. Among her many accomplishments are: student body president at Woodward High; Homecoming Queen; Chapter Sweetheart for the F.F.A.; Cheer Leader; one of the representatives to Girls State; she takes an active part in M. I. A. of the L.D.S. church; she has spent the past 7 years in 4-H work. Penny's hobbies include all sports and dramatics, she is quite a good ball player, swimmer, and horsewoman; in dramatics she has played in "CARROUSEL" and some school assemblies, and is a very ardent student of Tap and Ballet dancing. Miss HAFEN has the intention of going to Utah State University in Logan, Utah, to further her studies toward the very admirable ambition of being a nurse. Miss Hafen has represented the St. George Lions Club at Cedar City, Utah; Enterprise, Utah; Parowan, Utah; Panguitch, Utah; Deseret, Utah; Hurricane, Utah; and Las Vegas, Nevada. In her travels about the Tri-State area, Penny has become a very staunch rodeo enthusiast, and a credit to the St. George Lions Club.



MISS PENNY HAFEN



Judd Motor
Bill's Service
Ez's Barber Shop

Twin Oaks Motel
Sullivan's Union Service
Reuchert's Dixie Laundry
St. George, Utah

Westside Market
Kelly's Cafe
Jim's Mobile Market

President's Message

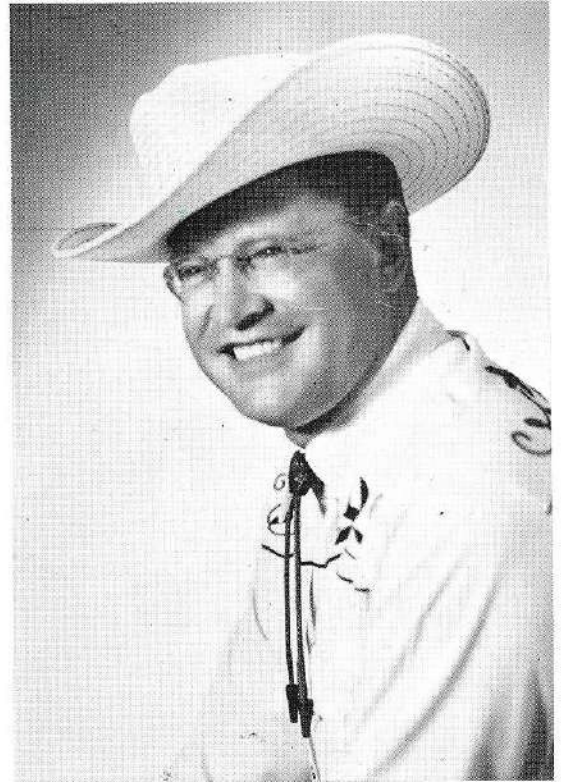
As President of the St. George Lions Club, it is my pleasure to welcome the citizens of this area to the finest rodeo staged anywhere in the West.

Members of the Lions Club, Lady Lions, Businessmen and citizens of this area spend thousands of hours in preparation in order to present the finest show possible.

All of the net proceeds of the show are used to build new community projects such as the Little League Baseball Park; Maintain community facilities previously built by the Lions Club, such as the Dixie Sun Bowl, or participate in organized charities such as the Lions Sight Conservation program.

None of this would be possible without the full cooperation of the majority of the people of this area who always wholeheartedly support our show.

Charles M. Pickett, Pres.



Mayor's Message

It is indeed a pleasure to welcome all of you to one of the finest cities in the world for our Lion's Annual Dixie Round-up and acquaint you with the world's finest people. If there is anything any of us can do for any of you to make your stay more pleasant, please free to call on us.

Sincerely

William A. Barlocker, Mayor

ANNOUNCER

Bud Townsend is a veteran rodeo announcer, starting out at the age of 16. He began his rodeo profession as a bull rider, but his brother, Dr. Bill Townsend, was so strongly opposed to him riding bulls that he had to quit. One day, Bud attended a small rodeo in Ringgold, Texas, and the announcer failed to show up, so Bud decided to try his hand at announcing, and he has been at it ever since.

Bud has attended school at Decatur Baptist College and Midwestern University.

Each season, Bud announces rodeos from coast to coast. His itinerary has included such rodeos as Chief Joseph Days in Joseph, Oregon; The Black Hills Roundup in Belle Fourche, South Dakota; The Arkansas Livestock Exposition and Stock Show, Little Rock, Arkansas; The Louisiana State University Livestock Exposition and Stock Show, Baton Rouge, Louisiana; Texarkana, U. S. A.; Alexandria, Louisiana; and Waycross, Georgia.

Bud served as 1957 contract spokesman for the R.C.A. He will serve as your rodeo announcer this year.



RODEO RULES

Condensation of Rules for Audience

Saddle Bronc Riding

Riding to be done with plain halter, ONE rein and saddle. Riding rein and hand must be on same side. Every horse must be spurred first jump out of starting place high in the shoulders and rider must continue to spur throughout the ride.

Rider is to be given credit for spurring over point of shoulders. One arm must be free at all times. Riding will be timed for eight (8) seconds.

Any of the following offenses will disqualify a rider: Not spurring horse as required above, cheating in any manner, being bucked off, changing hands on rein, wrapping rein around hand, pulling leather, losing stirrup, not being ready to ride when called, touching animal or saddle with free hand, failing to spur throughout ride to the satisfaction of judges, riding otherwise than straight in rein from halter ring to rider, riding with locked rowels, or rowels that will lock on spurs.

Bareback Bronc Riding

One hand rigging to be used. Otherwise, rules are similar to those for saddle bronc riding. Eight seconds will be allowed for ride before signal (for end of ride) is given by timer. Time to start when horse leaves chute.

Any of the following offenses will disqualify a rider: Cheating in many manner, being bucked off, touching animal with free hand.

Calf Roping

Two throws will be permitted and should the contestant miss with both loops, he must retire and no time will be allowed. Contestant must adjust rope and reins in a manner that will prevent horse from dragging calf. If

horse drags calf, field judge may stop horse and assess penalty. Contestant must dismount, go down rope and throw calf with hands and tie any three feet. If calf is down when the roper reaches it the calf must be let up and thrown by hand. The tie must hold until passed on by tie judge and roper must not touch calf after giving finish signal. If tie comes loose or calf gets to its feet before the tie has been ruled a fair tie, the roper will be marked no time. Ten second penalty for contestant breaking or beating barrier.

Steer Wrestling

After catching steer, wrestler must bring it to a stop and twist it down. If steer is accidentally knocked down or thrown before being brought to a stop or is thrown by wrestler putting animal's horns into ground, it must be let up on all four feet and then thrown. Steer will be considered down only when it is lying flat on its side, all four feet out and head straight. Helper must retire from field as soon as wrestler catches his steer and must not render any assistance. Ten seconds penalty for contestant breaking or beating the barrier.

Brahma Bull Riding

Riding to be done with one hand loose rope, with or without handhold, or rigging and one hand. No knots or hitches to prevent rope from falling off bull. Rope must have bell. Eight seconds will be allowed for ride before signal is given by timer. Time to start when bull leaves chute.

Any of the following offenses will disqualify a rider: Cheating in any manner, being bucked off, touching animal with free hand or hat, using sharp spurs.

Thompson's Air Conditioning

Ace Plumbing & Heating Co.

St. George, Utah



The Proposed Bridge at Glen Canyon Dam



Aiken Lodge
Bonham's Clothing
Kanab Motor Co.
Trading Post
Kanab Cleaners & Laundry
Pugh Motor Co.

Trader "Ted's" Sporting Goods
"Peaches" Trails End Restaurant
Modern Cash Store
Cottam's Jewelry
Kanab Drug
Perry Lodge

Kanab, Utah



Congratulations to the Lions Club for a Wonderful Rodeo

Western Gold and Uranium, Inc., owns and operates eight mines in Utah and Arizona, including the fabulous Orphan Uranium Mine on the South Rim of the Grand Canyon.

In Washington County, Utah, the Company has Silver and Uranium Mines and a Flotation Mill at Silver Reef.

Also located in the Silver Reef Mine office building at Leeds, Utah is a Museum established by the Company for the interest of visitors to that area. In this old Wells Fargo Building built in 1876 is set up a truly authentic museum of interesting replicas from this famous Wild Western town.

Through its subsidiary, Grand Canyon Inn Corporation, it operates the Grand Canyon Inn on the South Rim of Grand Canyon National Park, where there is every accomodation for the tourist.

Western Gold and Uranium, Inc.

and Subsidiaries

St. George, Utah

Lion Dick Wyman, General Manager

Grand Canyon Inn Corporation

South Rim

Grand Canyon, Arizona

Lion Andy Pace, General Manager



Joaquin Sanchez, Bakersfield, California, one of the outstanding clowns in the rodeo profession, will perform throughout this show.

St. George Ice Co.
 Hurst Variety
 Mathis Market
 Dixie Jewel Shop
 St. George Savings & Loan

Arden Meadow Gold Dairy
 Arrowhead Department Store
 Dixie Sun Bowl Club
 Dixie Drug Co.
 Tri-State Office & Supply

St. George, Utah



"Maximum Progress Through Most Modern Equipment"



MILNE TRUCK LINE
Working to Render the
Best Transportation Service to Washington Count
Both North and South

THE MORGAN HORSE

Oldest and Most Highly Esteemed of American Horses

The Horse That Outran the Thoroughbreds—Out-Pulled the
Draft Horses—The Horse That Has Been Foundation Breeding
Progenitor of Four of Our Present Breeds of American Horses



"UPWEY BEN DON"
World Champion Morgan Stallion

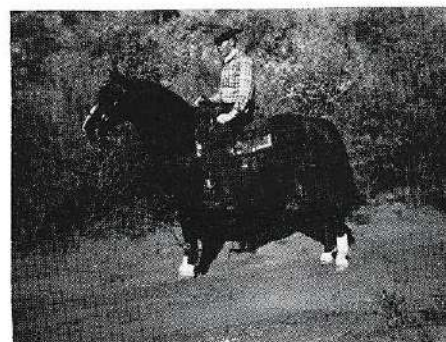
The saddle horse that excells at rounding up the mustangs on Utah-Nevada ranges, where the going is really tough, is the Morgan stallion, Little Fly, owned by Ern Pedler, Big Cottonwood Canyon, Utah. Here is a horse that can run like the wind in the roughest going and hold anything you can get a rope on.



"LITTLE FLY"
On Western Range

MORGAN HORSES are owned the nation over and used in every kind of service where good saddle horses are a must. Each year finds many new owners of Morgans—each owner a great booster who wonders why he didn't get wise to the best all-purpose saddle horse sooner.

The wonderful characteristics of Justin Morgan have been continued in his descendants for over 160 years. The fame of the Morgan Horse remains unchallenged. The Morgan is a joy to ride, a joy to own. Since Colonial days Morgans have been the "useful" breed.



Escalanta—Morgan Stallion

Escalanta, the outstanding Morgan stallion owned in St. George, Utah, is a useful stock horse. A horse that can really travel, smooth in his gaits, smart and alert; a horse that can go into the herd and bring out a cow and put it where you want it without fuss or loss of time. As a sire he is excellent and his breeding is the very best. This is the horse you need to breed to that your saddle stock may be improved as you would like it.

MORGANS have been America's most useful breed of horse for over 160 years. The choice of the particular horseman.

TIME TO BUY A MORGAN

There Are Many Morgan Owners in Every State in the Nation

Sunswept Acres

JOSEPH E. OLSEN
RESIDENTIAL SUBDIVISIONS • INVESTMENTS

ST. GEORGE, UTAH

Frank King Said

High Bred Horses Okay—But Not For Workin' Range Cattle!

By Frank M. King

Reprint from Western Livestock Journal

March 29, 1938

Excerpts

"A heap of fellers are writing their views about which sort of equine makes the best cow hoss, an' there ain't any two of them that agree on which is the best for cow work.

"Some of them writers are not cowhands an' of course they can't know what sort of animal would do the work best, an' some of the writers are real cowmen and know a cow hoss when they see one work.

"A few of them writers make the statement that the Thoroughbred hoss makes the best cow hoss. They refer to the running Thoroughbred. Any cowboy can tell you all that them hot-blooded, rattle brain Thoroughbreds just ain't fit to work cattle with. They know that only the cool headed, quiet hoss can be taught to do proper and efficient cattle range work. Fellers, I have had experience with every kind of cow horse ever invented and the worst I ever straddled was a Thoroughbred.

"**BEST OF THEM.** There are a heap of well bred hosses that make good cow hosses, but the Thoroughbred runnin' hoss ain't one of 'em. The best of all that I ever rode or saw in action among high bred stock were the Steel Dust and the Morgan and, as far as I can dig up history, the Steel Dust is Morgan. The record shows that a Morgan stallion was registered in the American Stud Book under the name "Steel Dust" back in 1848, and it stated that he was sorta rapid movin' for a quarter of a mile. That may have been the beginning of what is now called Steel Dust Stock.

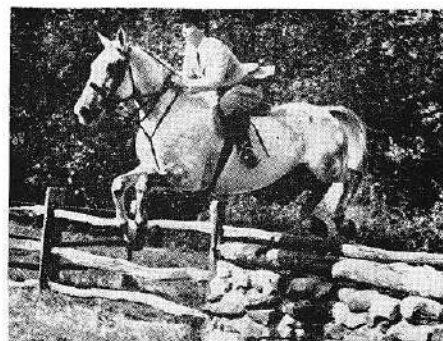
"You all know that there is various strains in every known breed of hosses, cattle or any other animals. In order to develop a strain of hosses that will do cow work, you must get the strain that has been long used on cattle range work. The Morgan was first developed as a dual purpose animal. Then there were strains developed for light driving and saddle purposes. Then the Morgan was brought to south Texas in the early 1850's, when Philip Buck went to Vermont and bought all the Black Hawk Morgan stallions the owner would sell him. Buck had on his range at

that time over 15,000 of them Texas-Spanish mares. This cross produced a heap of the finest cow hosses in the range country and many Quarter Hosses came from the Buck stock.

"**MORGAN OUTFIT.** Later the Sugs outfit on the San Saba River attracted attention all over the west on account of his Morgans was developed for cow work. After the death of Sugs a few years ago, the herd was dispersed and cattlemen all over the west got a few head of them for breeding up their remudas. I know that my old friend Jack C. Kinney has some and I believe that wonderful bunch of Morgan cow hosses owned by Rowland Hill up at Chowchilla, California, came from there.

"Roland knows cow hosses, on account he has been riding 'em ever since he jumped outa the cradle. He had a fine article in the January 25, 1938, issue of the Western Livestock Journal.

"I am one of the old cowhands of the '70 and '80s who is still ramblin' around. I wouldn't go back to the old days, but I sho got a soft spot in my heart for them old cow hosses we used to have with us."



A Morgan Horse on Cross-Country Race

Morgan horses are might fine horses—Smooth in their gaits, very good travelers, perfect dispositions and you should own one.

Then if you would spend your winters in St. George, Utah, where you could ride your Morgan horse every day, free from snow and ice, you would think you were in Heaven.

Sunswept Acres

JOSEPH E. OLSEN

RESIDENTIAL SUBDIVISIONS • INVESTMENTS

ST. GEORGE, UTAH

HISTORY OF QUEENS

The first annual rodeo of the St. George Lions Club was held on Armistice day 1935. A similar Rodeo Activity was sponsored during the years of 1936 and 1937. The first Night Rodeo was sponsored in September of 1940. After much "pushing and pulling" the Dixie Sun Bowl was near enough completed to be used and the first Dixie Roundup presented in the Dixie Sun Bowl occurred in September of 1947.

During the years of rodeo much color and activity were woven around the Rodeo Queen and her attendants. The first queen was selected in 1938 and, with the exception of the years 1943 and 1944, during the war years, each rodeo has been reigned over by a queen. Following is a list of the rodeo queens with accompanying attendants.

- 1937 Helen Seegmiller, queen.
- 1938 Addie Hammer, queen, with Mrs. S. T. Nelson and Mrs. Mickie Wallace attendants.
- 1939 Addie Hammer, queen.
- 1940 Noma Andrus, queen, with Addie Hammer and Lou Slade, attendants.
- 1941 Laura Lytle, queen, with Jewel Gubler and Edna Rae Gardner attendants.
- 1942 Maxine Bowler, queen, with Edna Rae Gardner and Ruby Seegmiller attendants.
- 1945 Barbara McMullin, queen, with Corrine Esplin and Lola Pymm attendants.
- 1946 Phyllis Foremaster, queen, with Iris Woodbury and Dora Jean Leavitt attendants.
- 1947 Romona McMullin, queen, with Yvonne Frei and Chyrrel Heaton attendants.
- 1948 Edna Gubler, queen, with Mrs. Bill Hunt and Georgia Lou Heaton attendants.
- 1949 Edna Gubler, queen, with Winona Crosby and Mary Ellen Larson attendants.
- 1950 Betty Jo Burgess, queen, with Edna Lou Jennings and Beverly Larson attendants.
- 1951 Margie Emnett, queen, with Maurine Hunt and Gwen Snow attendants.
- 1952 Jean Craig, queen, with LaDawn Porter, Ione Hall and Gay Christenson attendants.
- 1953 Fawn Gubler, queen.
- 1954 LaVell Bundy, queen.
- 1955 Mary Esther Gardner, queen.
- 1956 Anna Laura Heaton, queen.
- 1957 Caroline Dickerson, queen.
- 1958 Penny Hafen, queen.



Pickett Lumber Co.

A. James Lundberg

Farmers Insurance Group

Hail's Motel

O. P. Skaggs System

Motel St. George

St. George, Utah



First Place Winner of Junior Parade (Double), 1957

"The King and I," Deborah Holland, Tyler Esplin



St. George Service

El Peso Lodge

Adams & Pendleton

Motter Electric Co.

Branham's Livestock & Lumber Co.

Utah Poultry

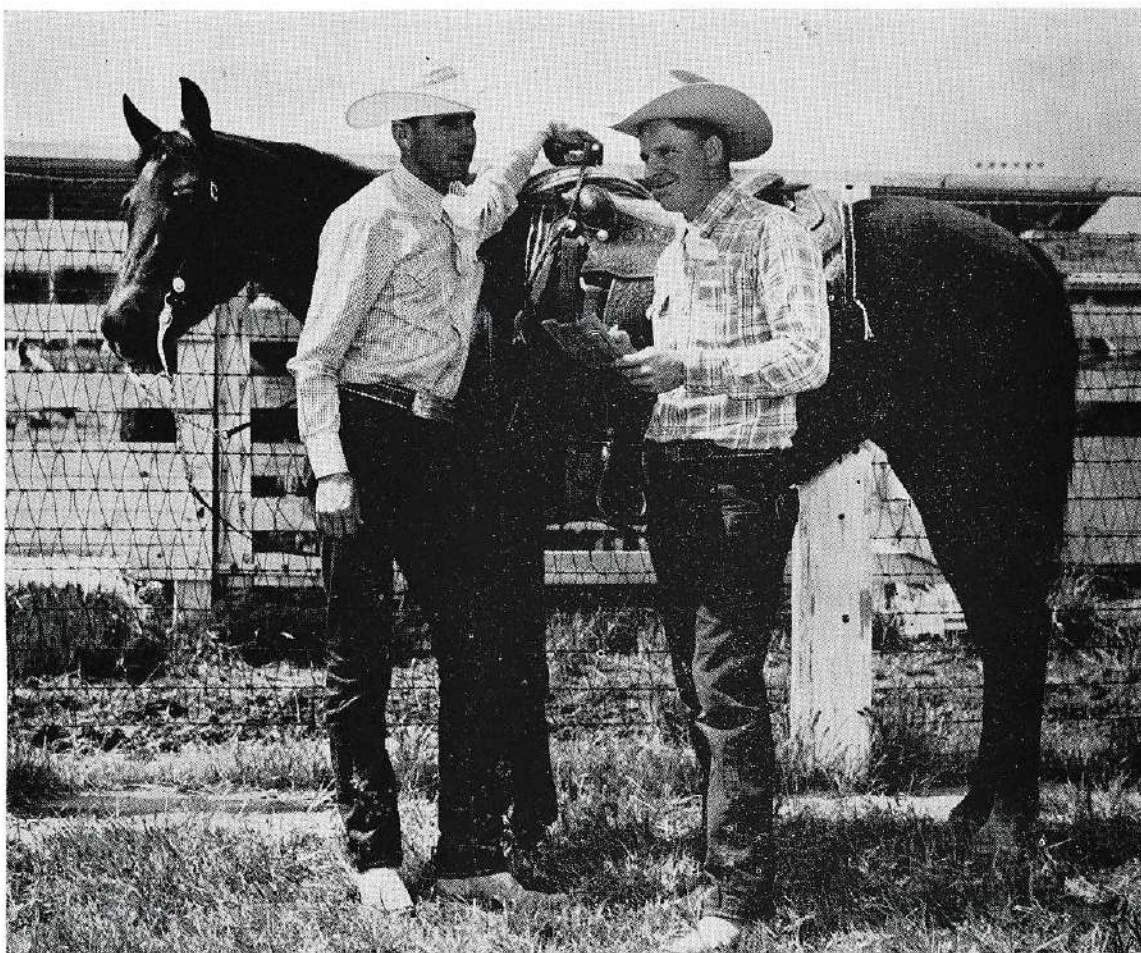
Bostwick Texaco Service

Whiting Brothers Service

Premium Oil Co.

Farmer Bros. Coffee

St. George, Utah



PRODUCERS:

Cotton Rosser of Marysville, California. Started rodeoing when 15, active contestant every since—won 29 trophy buckles and 6 saddles.

Dick Pascoe was born and raised on a ranch near Kernville, California. He started riding and roping when he was about ten years of age. He was in the Air Force during World War Two in which he flew with the 8th Air Force as a tail gunner in a B 17 for three years in England.

When the war was over, he continued with his rodeo career which started when he was nineteen. He contested professionally in two events, saddle bronc riding and bull riding, and occasionally he team roped. His best event was the bull riding, and in 1953 he stood in third place in the nation for the bull riding championship.

With his rodeo winnings he purchased a ranch in Woody, California, early in 1954. In 1956 he purchased another ranch in Fallon, Nevada.

Having contested together with Cotton Rosser at all the major rodeos for many years, it was only natural for them to go into the rodeo business.

Roadside Grocery
McCoard Service
O.K. Rubber Welders
Woody's Texaco
McArthur's Phillips 66

Talbot Conoco Service
Calor Gas Service
Standard Market
E. H. Spencer
Conoco Distributor

Southern Motel & Trailer Court
St. George, Utah



First Place Winner of Beauty Parade, 1957

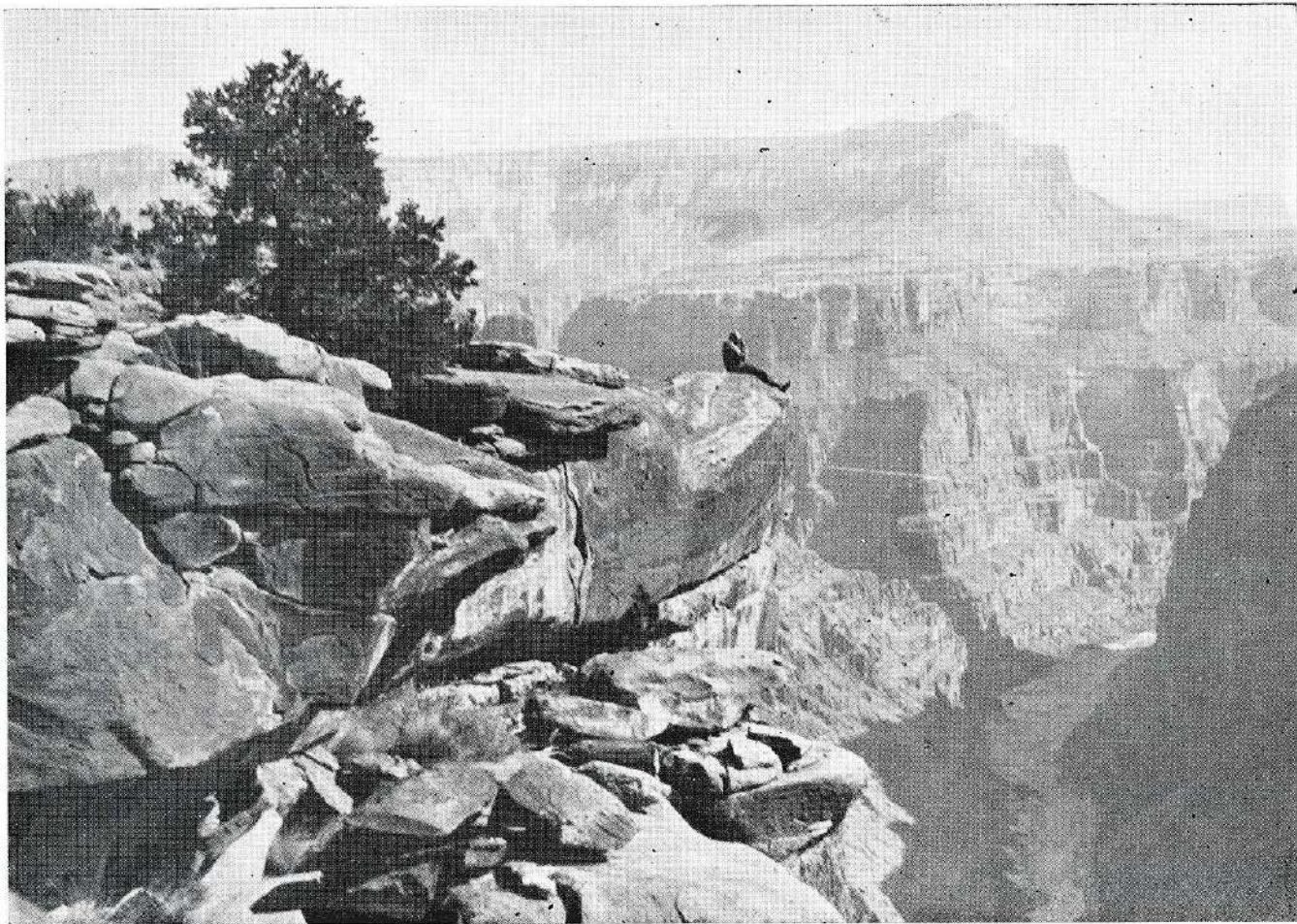
D'On Andrus sponsored by Jim's Mobil Market



Dr. Sheldon Johnson
The Frontier Shop
St. George Gas Co.
Wilkinson Electric
Dixie Glass Co.

Pioneer Texaco Station
Dan's Conoco Station
Snow's Modern Cleaners
Dixie T. V.
Whipple Lumber Co.

St. George, Utah



SEEING NATURE'S HANDIWORK IN GRAND CANYON

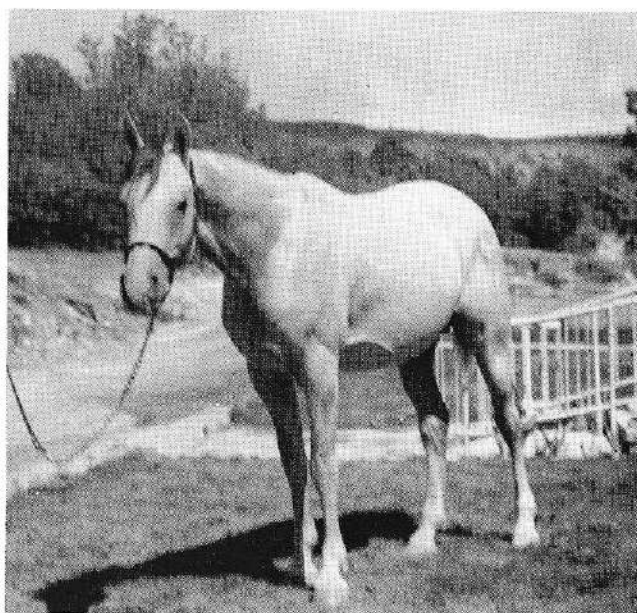
Grand Canyon is a colossal chasm 280 miles long, a constantly shifting kaleidoscope of color. The north rim is about 165 miles from St. George. It stands alone, in a class by itself; gigantic, awe inspiring, and almost overpowering. As the visitor stands on the brink of the Grand Canyon, he not only 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

Dick and Hazel Moore's
Diamond Valley
ARABIAN RANCH



Maarout AHC 9645

Stud Fees \$25.00

Purebred Arabs

Half Arabs

15 Miles
North of
St. George, Utah



First Place Winner of Western Parade, 1957

Carolyn Naegle

"South of the Border, Down Mexico Way"



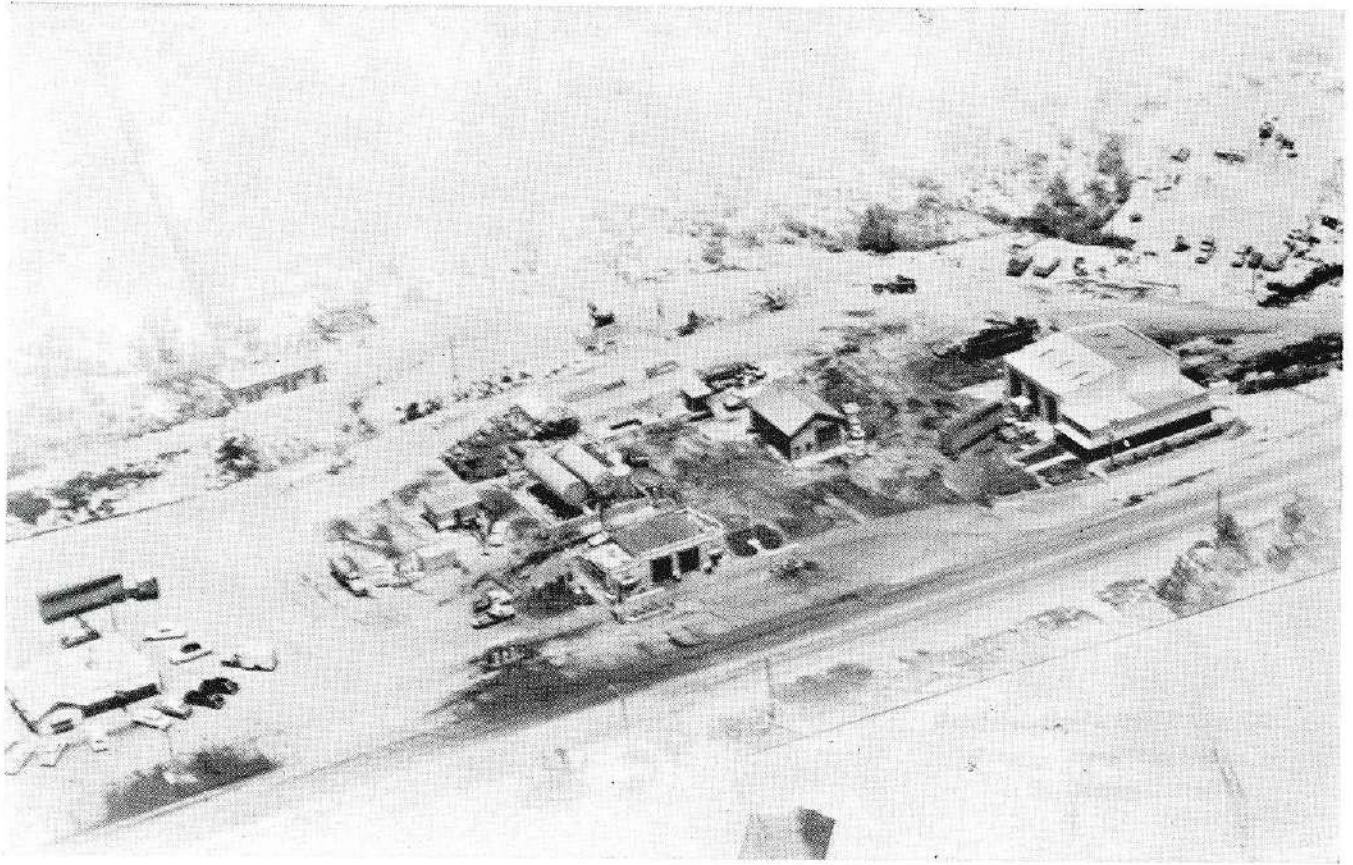
Sponsored by

Clifton's Market
Hurricane, Utah

LaVerkin Feed &
Hardware Co.

Scholzen Products
Hurricane, Utah

Graff Mercantile
Hurricane, Utah



PAUL EARDLEY'S DIXIE OIL CO.



Sponsored by

Stock's Auto Repair

Dixie Diesel

Dixie Cafe

Dixie Oil Co.

St. George, Utah

ST. GEORGE LIONS CLUB

Roster 1958-59

Sarkis Arslanian	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
Marion Bowler	LeVon McQuaid
Darrell Bracken	Dick Miles
E. J. Branham	B. G. Milne
J. W. Bringhurst	Irvin Milne
Clawson Burgess	Milton R. Nelson
Wilford Cannon	Wesley A. Nelson
William Cottam	Harlan D. Moore
Loraine Cox	Wayne B. Nuttall
Clark Empey	George W. Pace
Afton Ence	K. J. Parkinson
Kenneth Ence	Arthur A. Paxman
Ray Englestead	W. Owen Pendleton
Jim Erberich	Ben Picklesimer
R. N. Fenton	Charles Pickett
Lindau Foremaster	Roger Pickett
Dean Gardner	Robert Pickett
Ray D. Garner	Shirl Pitchforth
Eldon Hafen	L. A. Porter
H. Val Hafen	R. M. Reber
E. N. Hammer	Roy Renouf
Kay Heaton	Joel Richards
Andrew Holt	Lawrence Rosenbruch
Ralph Holding	Doyle Sampson
Karl J. Hutchings	Kenneth Schiefer
M. O. Hutchings	Barnard Seegmiller
M. C. Jacobsen	Spencer Snow
Howard Judd	W. W. Staheli
Thomas W. Judd	Albert Stratton
Ronald Knell	Phil Squire
Eldon Lang	Alma Truman
Robert Kahle	Ray Whipple
James Lundberg	Evan Whitehead
Loren Lundberg	Wayne Whitehead
N. M. Lundberg	Richard Wyman
Andrew Lytle	

Members At Large

Shirley Booth	Reed Leigh	Carlson Terry
Clarence Dahl	Lee Owens	Joseph Thompson
Leland Hafen	Andrew Pace	Clarín Zumwalt

Honorary Member

Earl J. Bleak



TYPICAL SCENE IN PINE VALLEY RECREATION AREA . . . 30-minute drive from St. George

J & J Mill & Lumber Co.

Covey's Motel Laundry

Colonial Motel

Dairy Queen & Sandwich Bar

Dixie Bottling Co.

Dairy Freeze

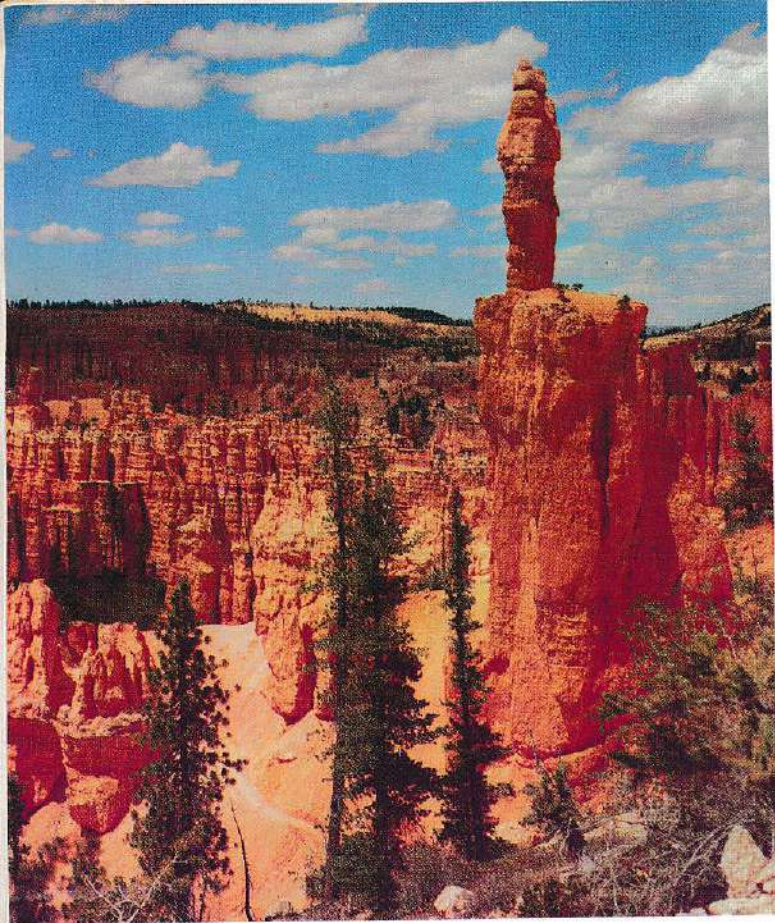
Dixie Auto Parts

Pymm's Texaco Service

Liberty Cafe

Liberty Hotel

St. George, Utah



Bryce National Park

Thompson's Office Machines
 W. F. Mullett Jeweler
 Iron County Record
 Southwestern Dist. Co.
 Cedar City, Utah

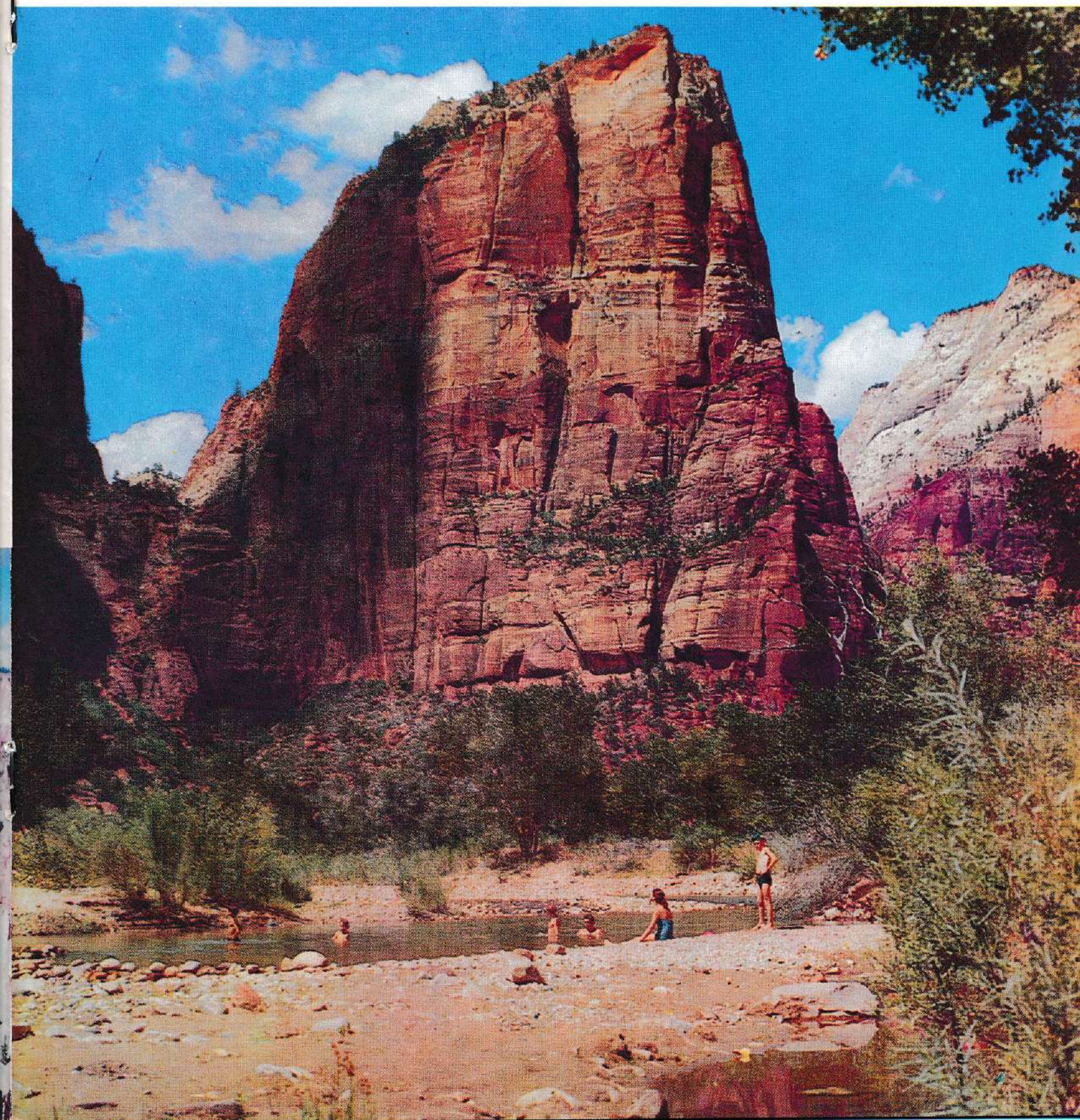
Cedar Breaks Cedar Break National Park

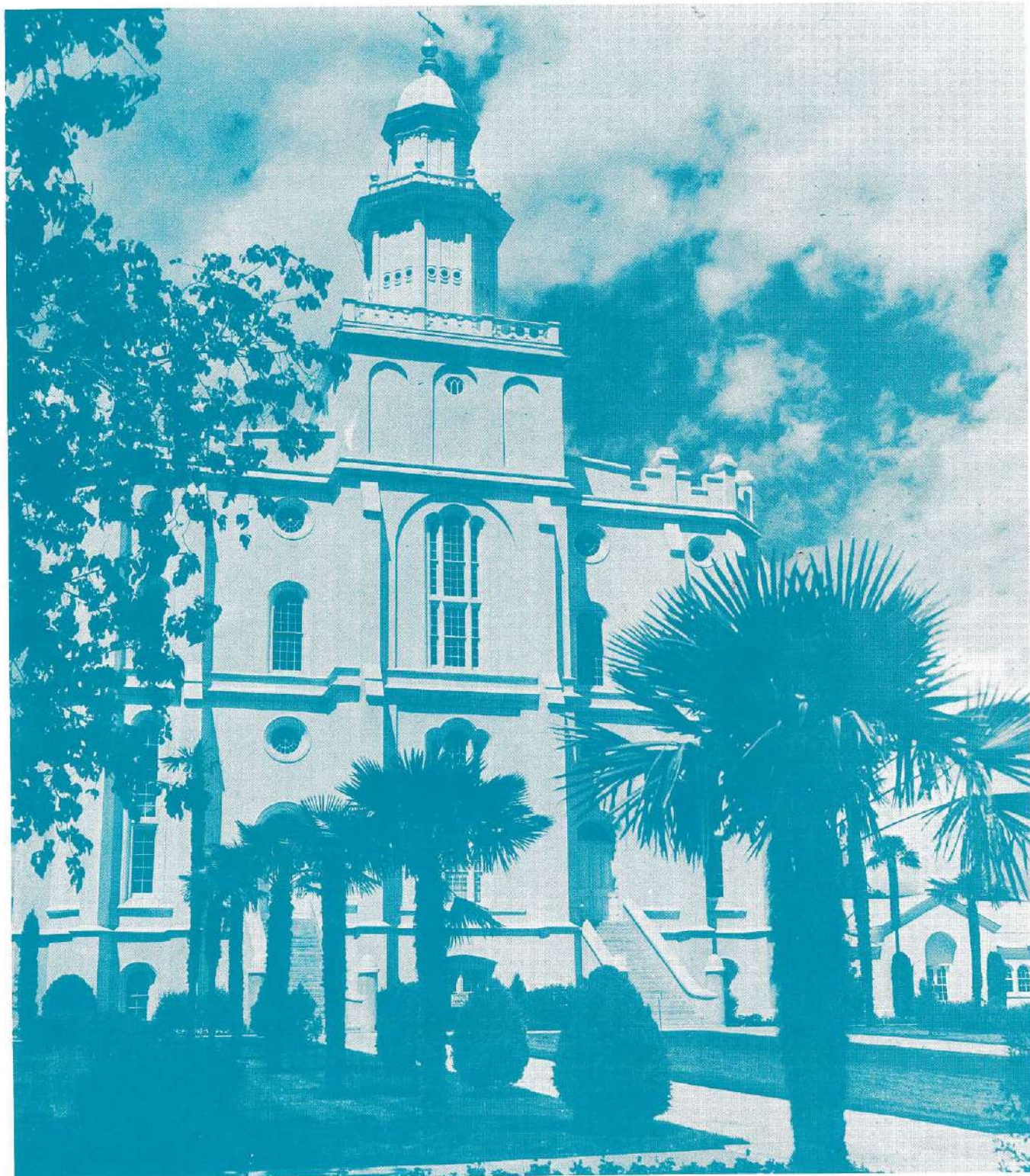
Reed Bradshaw
 Stevens & Co.
 Crawford Motor Sales
 Floyd Eyman, Texaco Distributor
 Cedar City, Utah



Driftwood Lodge
Zionville Cafe & Motel
Zion Rest Motel
Canyon Cafe
Springdale, Utah

Cedar Crest Lodge
Silver Leaf Cafe
Lynn's Union Service
Sullivan's El Rey Cafe
Cedar City, Utah

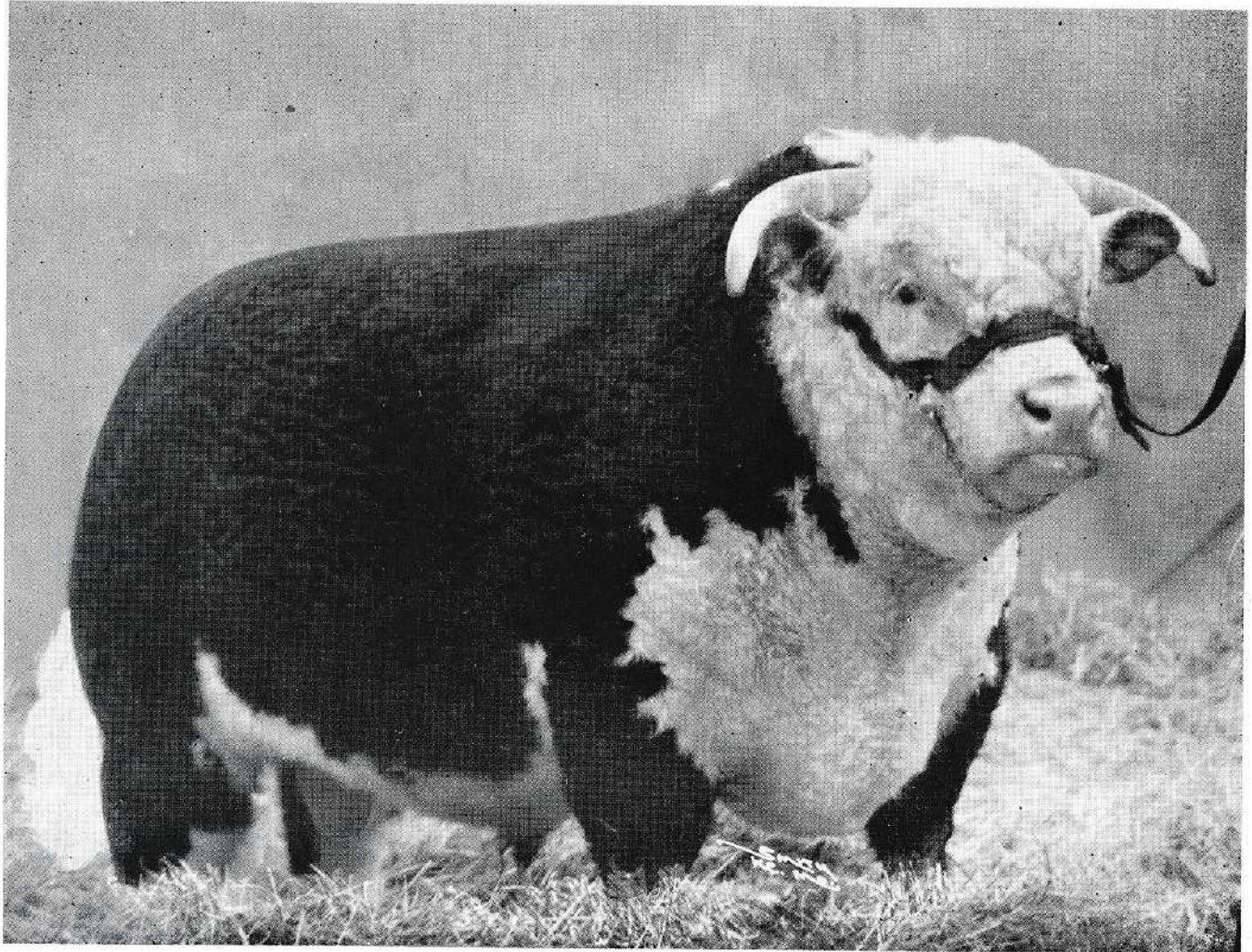




St. George Temple

One of Utah's four Mormon Temples, wherein baptisms, marriages, and other sacred ordinances are performed. Construction of this sacred edifice was com-

menced 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.



EAT BEEF

Eat Better --- Feel Better



Lee Esplin

Evan J. Woodbury

Joe Atkin

E. S. and Dean Gardner

Lindau Foremaster, (Stardust Motel)

St. George, Utah



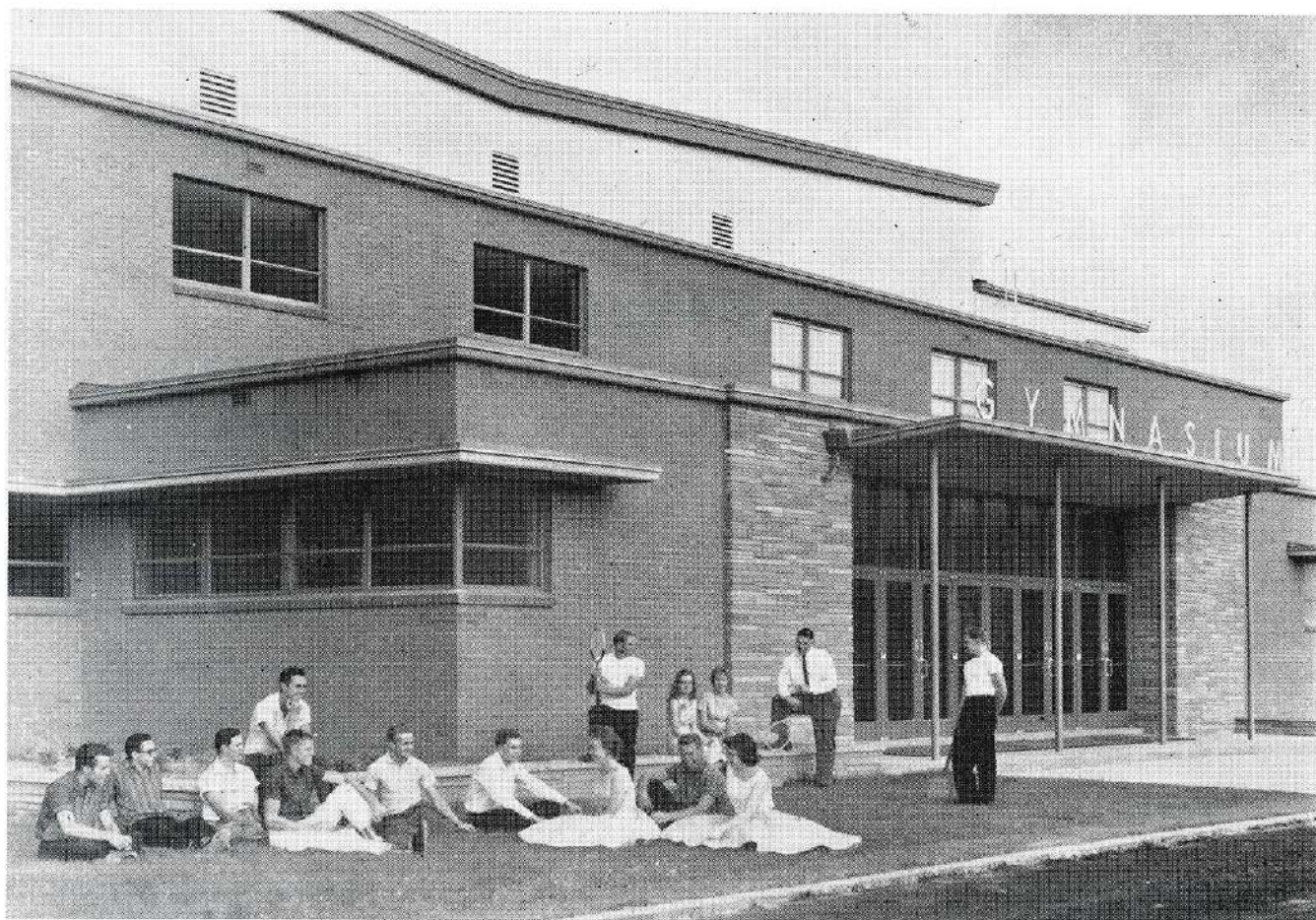
Anderson's Dairy is proud to be a part of the St. George area by using milk graded by Washington County dairymen for manufacture of "Anderson's Sweet Cream Ice Cream—Dessert of the Desert."



ANDERSON'S DAIRY

Phone DU-40777

Las Vegas, Nevada



DIXIE COLLEGE LOOKS AHEAD

The new Dixie College gymnasium typifies the progressive steps Dixie College has made, and is making, to meet the challenge of education in the atomic age. Recognizing the positive virtues of a small school, both from the standpoint of local students and of those who come from afar, the community has given wholehearted support to the institution as it lays its plans for future development. Using their own resources, the citizens have provided excellent housing for young ladies, and most of the land on which the new campus is to be built.

The positive values of a small school are recognized. Not only can these values be proved statistically, but students who have had the experience of attending a small school will provide personal testimony of their worth. Consequently, it is not anticipated that Dixie College will ever get so large that the individual, personal identity of each student is obscured. It is necessary that a size be maintained that is consistent with the costs involved. The new campus plan, as it is being developed, has two objectives: to keep the cost per student within reasonable limits, and to keep education on a personal basis that each student might develop his own particular talents to their utmost.

In the meantime, as we move from the old to the new, students can continue to enjoy the wonderful Dixie climate, the fine southern Utah hospitality, and partake of that intangible, but real part of their school life—the Dixie Spirit.

E. B. Snow Furniture Co.
Karl Hutchings' Firestone Store
McArthur's Quality Bakery
Dixie Market
K D X U

Hafen & Nelson
Pioneer Investment Co.
J. I. Ricketts
Texaco Distributor
Sands Motel

St. George, Utah



THE UTE RANGERS, WHO WILL PERFORM DURING THIS SHOW



Bulloch's Drug Store and Cafe

7-Up Bottling Co.

Bradshaw Chevrolet Co.

Leigh Furniture Co.

Lunt Motor Co.

Cedar City and St. George

Cedar City, Utah

a dream of a vacation

a completely carefree Holiday
with all the CHARM
of Western Hospitality

The vacation spot you've dreamed about for years — where the romance and traditions of the pioneer west subtly combine with modern magic to provide a new and wonderful world of relaxation and play. Every amusement — every comfort — for the most discriminating taste is yours in luxurious abundance at The Thunderbird.

THE GREATEST STARS ARE SEEN AND HEARD
EVERY NIGHT AT THE....**THUNDERBIRD**

SHOWTIMES

8:15 • 12: Midnight

NO COVER — NO MINIMUM

YOU'LL HEAR IT AGAIN AND AGAIN
"THE BEST FOOD IN TOWN IS AT....."

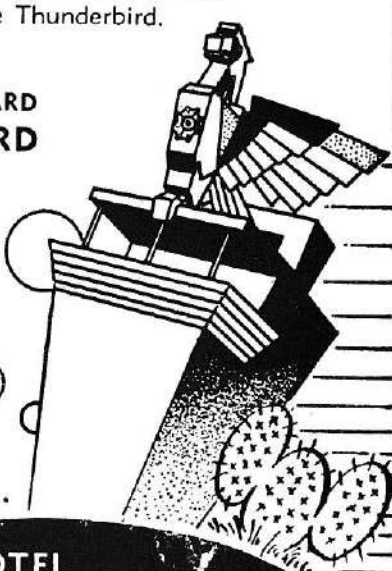
FOR
RESERVATIONS
PHONE
DU 2-5100

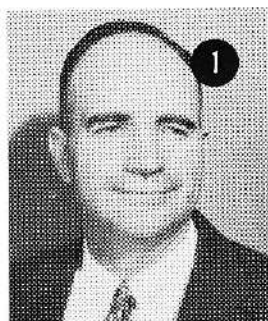
HOTEL

Thunderbird

A MARION B. HICKS ENTERPRISE

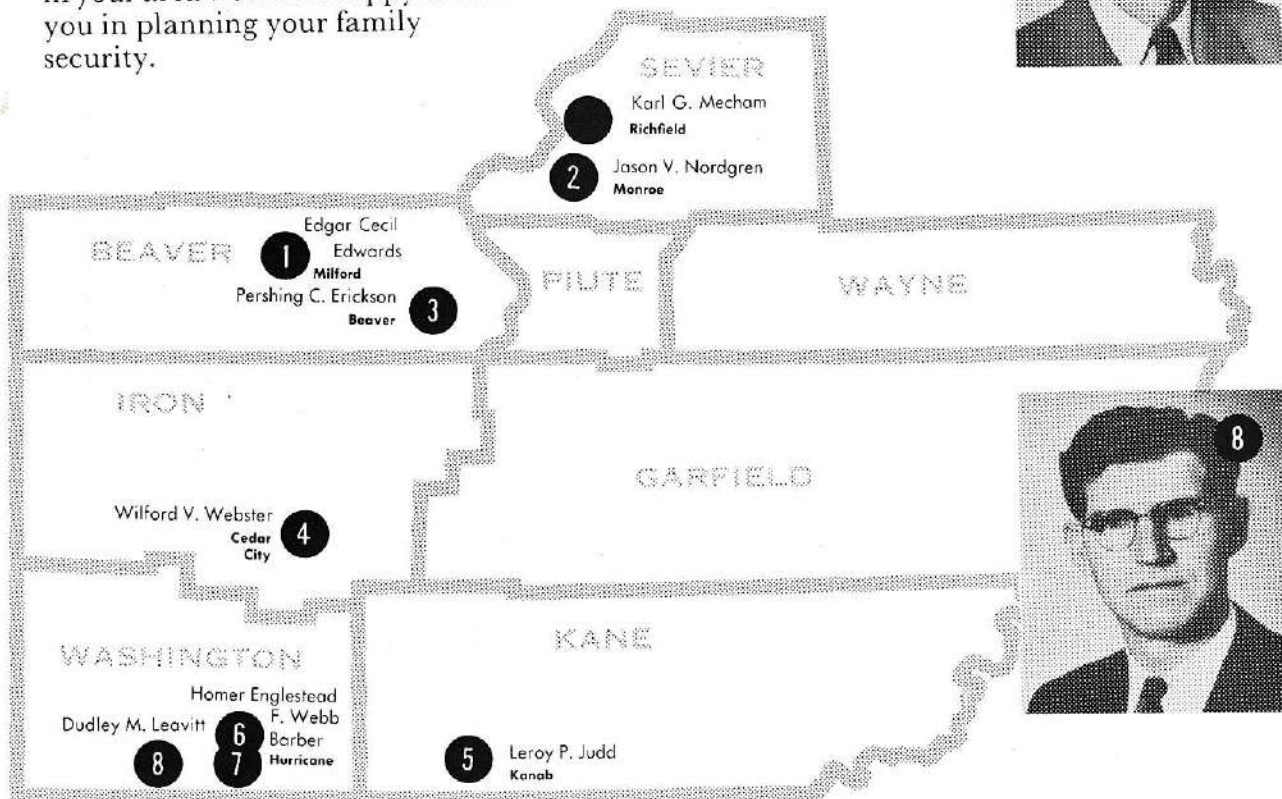
LAS VEGAS, NEVADA





Meet the Beneficial Man in your community

... he is a good man to know—he represents Utah's oldest and largest Life Insurance company. The Beneficial Life men in the Dudley M. Leavitt Agency in Southern Utah have arranged benefits for solving the financial problems of their clients so far this year amounting to nearly \$1,500,000.00. Mr. Beneficial in your area would be happy to assist you in planning your family security.



BENEFICIAL LIFE

Insurance  *Company*

Virgil H. Smith, Pres.

Salt Lake City, Utah

\$10,000.00 IN PRIZES DEER HUNTERS CONTEST of 1958

GOLDEN NUGGET



GAMBLING HALL

DOWNTOWN LAS VEGAS, NEVADA

ORIGINAL DEER HUNTERS CONTEST

WIDEST SPREAD

- FIRST PRIZE \$2,500 Value - New Jeep.
SECOND PRIZE \$600.00 Value - Kerr's Custom Model 70 Rifle Variable Scope 2 1/2 to 8 Power, Cal. 300 Magnum.
THIRD PRIZE \$340.00 Value - Weatherby Rifle, Imperial Scope, Cal. 270.
FOURTH PRIZE \$110.00 Value - Grizzly Down Sleeping Bag.
FIFTH PRIZE Case of Liquor.

LONGEST HORN

- FIRST PRIZE \$1,000.00 Value - Seattle Metal House Trailer, 14' in length, Butane Equipment.
SECOND PRIZE \$340.00 Value - Weatherby Rifle, Imperial Scope, Cal. 30.06.
THIRD PRIZE \$225.00 Value - Remington Model 725 Rifle, Four Power Scope, Cal. 280.
FOURTH PRIZE \$95.00 Value - Calibrian Tent, 9' x 12'.
FIFTH PRIZE Case of Liquor.

ADDITIONAL DAILY PRIZES: General Utah Season - October 18 thru 28 (11 Days) Commencing Each Day at Midnight

MOST POINTS

- FIRST PRIZE \$750.00 Value - Weatherby Rifle, Imperial Scope, Mesquite Stock, Cal. 300 Magnum.
SECOND PRIZE \$270.00 Value - Browning Over and Under 12 Gauge Shotgun.
THIRD PRIZE \$225.00 Value - Remington Automatic Rifle, Four Power Scope, Cal. 30.06.
FOURTH PRIZE \$75.00 Value - Supermatic Tournament Hi Standard Pistol, Cal. 22.
FIFTH PRIZE Case of Liquor.

SHORTEST FORKED HORNS

- FIRST PRIZE \$600.00 Value - Weatherby Rifle and Four Power Scope, Cal. 244 Remington.
SECOND PRIZE \$225.00 Value - Winchester Model 70 Rifle, Imperial Scope, Cal. 300 H and H Magnum.
THIRD PRIZE \$125.00 Value - Winchester Model 70 Featherweight Rifle, Cal. 257 Roberts.
FOURTH PRIZE \$75.00 Value - Browning Automatic Rifle, Cal. 22.
FIFTH PRIZE Case of Liquor.

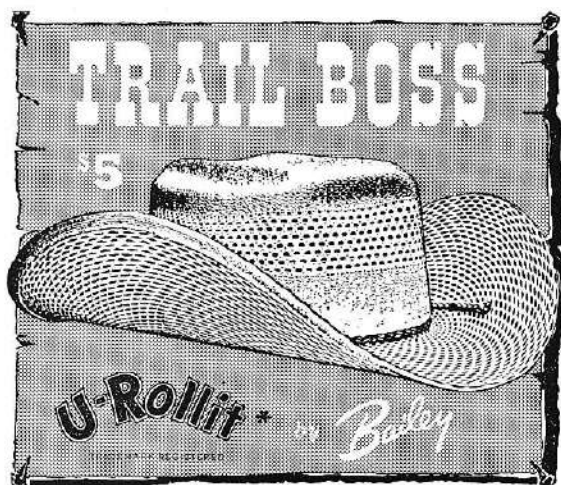
WIDEST SPREAD REGISTERED EACH 24 HOURS \$50.00
LONGEST HORN REGISTERED EACH 24 HOURS \$50.00
MOST POINTS REGISTERED EACH 24 HOURS \$50.00
SHORTEST FORKED HORN REGISTERED EACH 24 HOURS \$50.00

Registration starts August 29, 1958.

Contest closes midnight, December 1, 1958.

Minors and Golden Nugget employees are not eligible.

Contestants must register in person at Golden Nugget prior to date deer is killed as shown on deer tag.



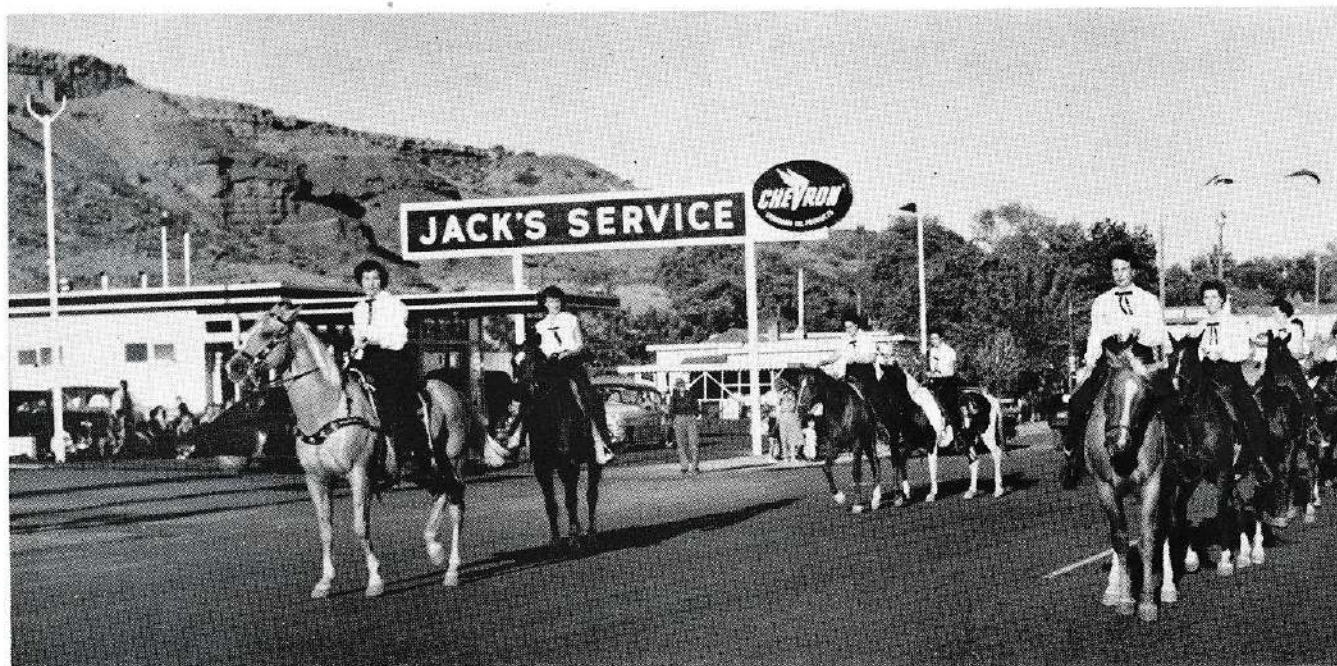
Finest hat your five bucks can buy! Durable "rawhide" brim construction. Waterproof, soil resistant. Plus these two *new* Bailey FIRSTS:

Cushion Ride featherlight foam liner under sweatband for easy ridin' comfort;

BRANDIN' IRON handy kit for marking your name or brand on sweatband.

Colors: *Arabian White, Buckskin Tan*

McMULLIN'S MENS WEAR, ST. GEORGE, UTAH



JACK'S CHEVRON SERVICE, 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, co-operate to protect the health of their citizens. It took from 1947 to 1952 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

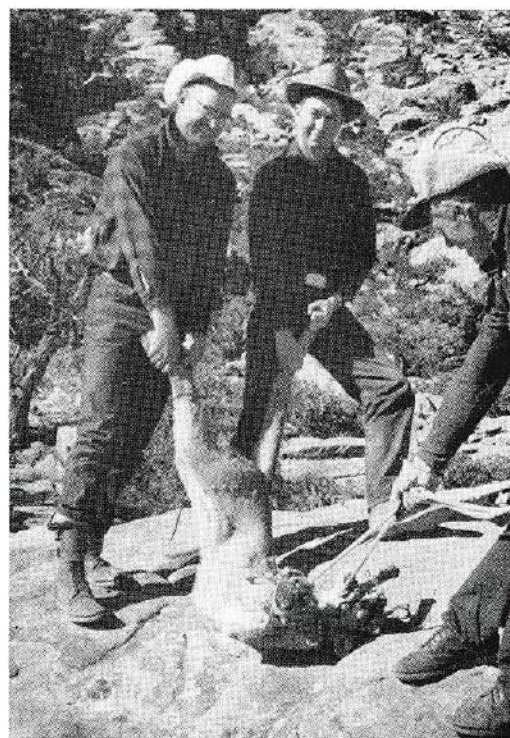
WASHINGTON COUNTY



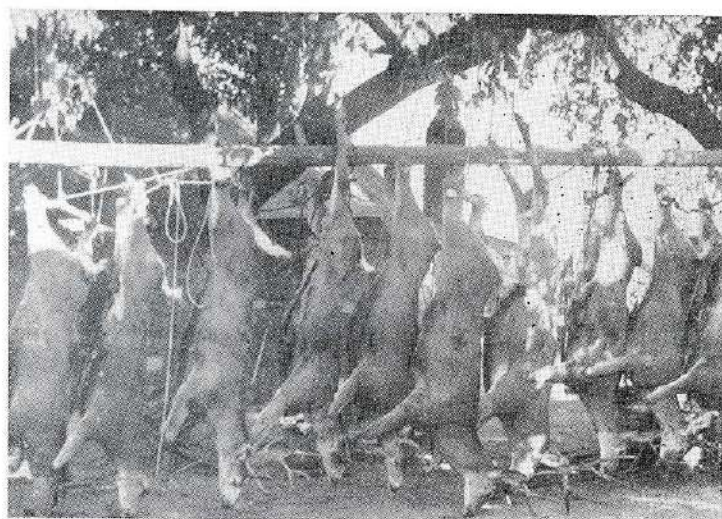
INTRODUCING St. George's newest development, which, when completed will be a half block of new businesses, including one of the finest bowling alleys in the world. All this will help to make the City of St. George Southern Utah's greatest shopping center.



Milt Brings Them Back Alive

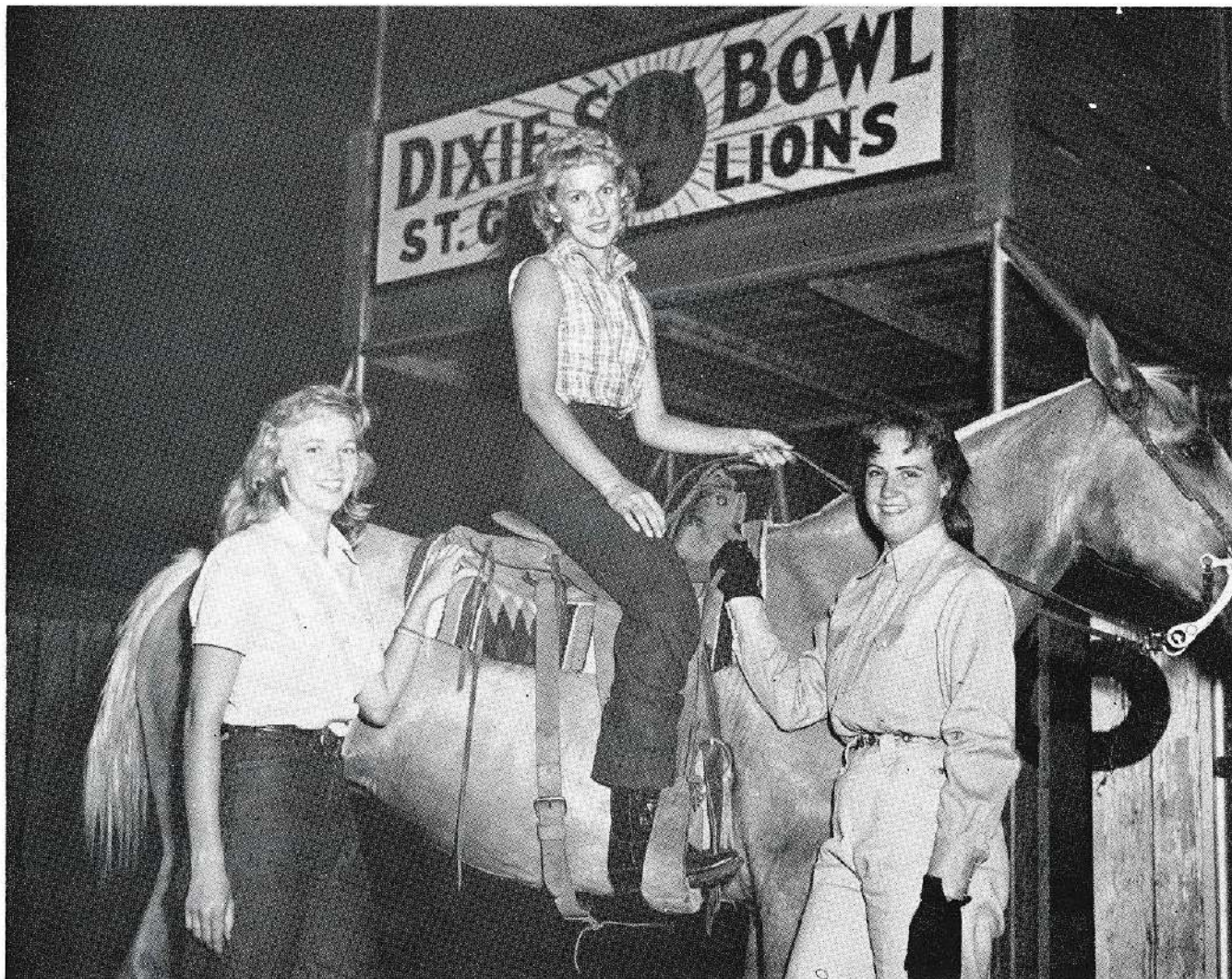


A Live One
Ready For The Zoo



Largest Deer Herd in
United States

MILT HOLT
Gunlock, Utah
Guide Service—Deer Camp
Lion Hunting



Miss Penny Hafen, Queen; Miss Pat Cook and Miss Dixie Moore, attendants

1958 RODEO QUEEN CONTESTANTS



Sponsored By

A.G. STORES

Clifton's Market

Santa Clara Mercantile

OK Market and Market Basket

Washington Mercantile



Beryl Slack, First Place Winner of Beauty Parade, 1956

Sponsored By Barlocker Hatchery, St. George, Utah

Val Garner Service
Andy Holt Distributor
St. George



Dick's Utoco Service
Rodney Carpenter Dist.
Kanab



Get the
BIG BONUS
in
**ULTRA-
POWER**
Gasoline





**SUGAR
LOAF
CAFE**

Top Quality Food—
The Best Parking
in Town.

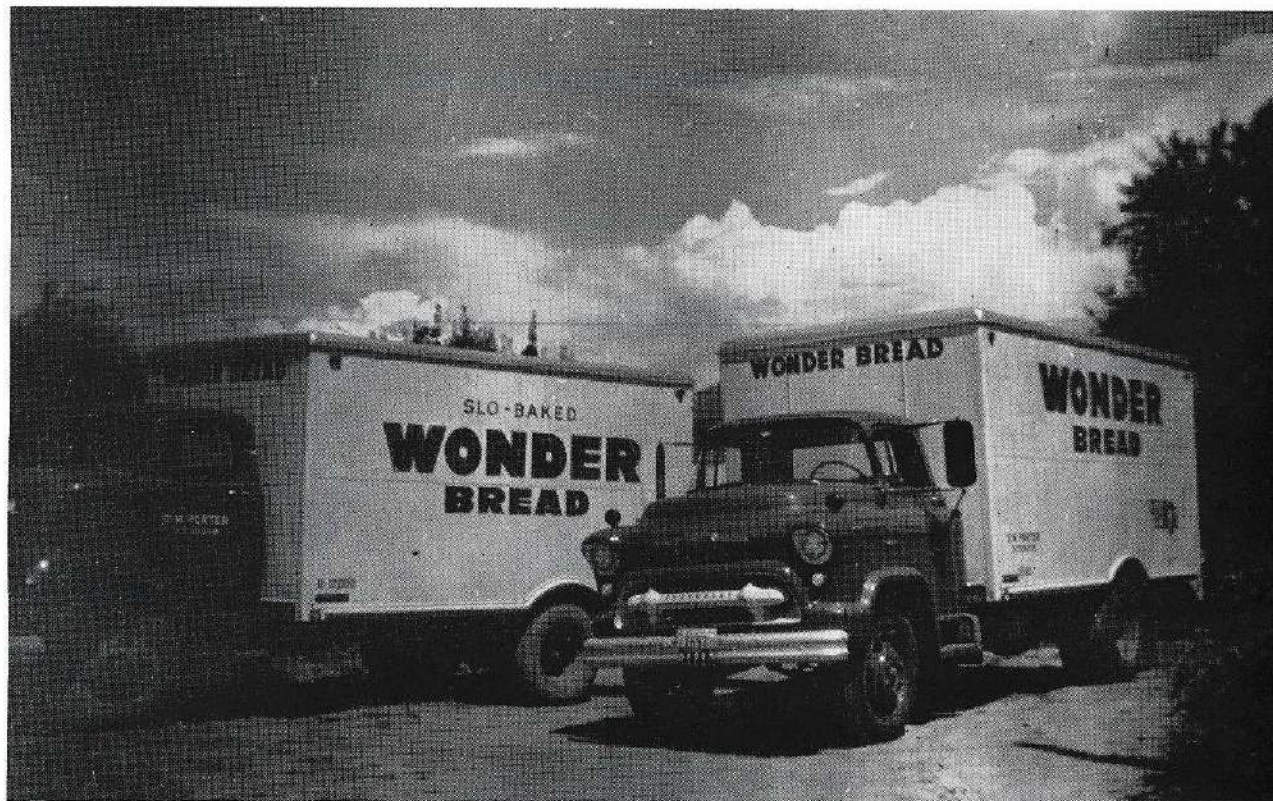
Owned by Rudger, Clayton and Sidney Atkin
Sidney Atkin, Mgr.

**We Raise Both Top Quality Commercial
and Registered Hereford Cattle**

Owned by Anthony and Rudger Atkin
Raphael Leavitt, Mgr.

**BIG
HAND
CAFE**





O. M. Porter and Wayne Nuttall, St. George, Utah



Flash!

*Live Better
Electrically*

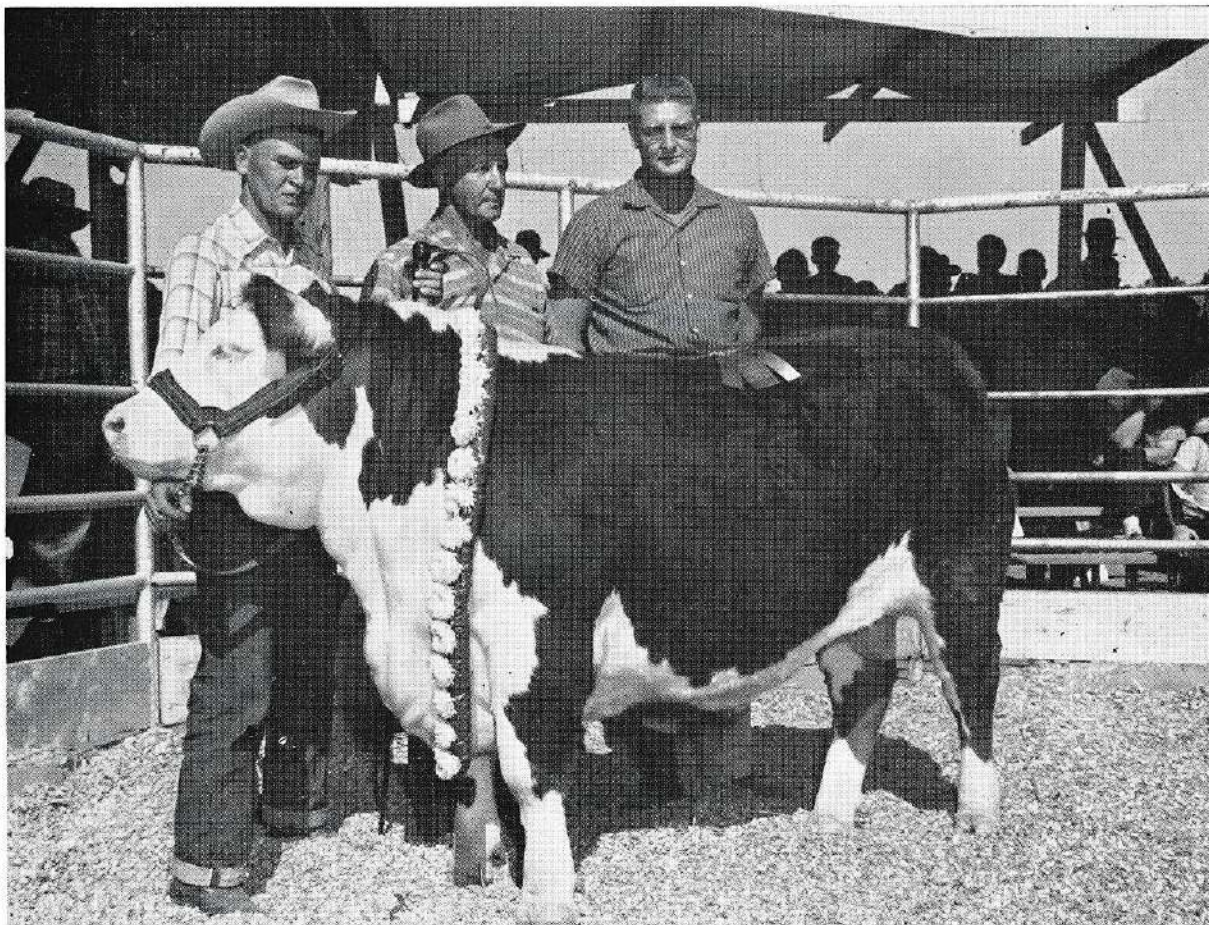


**CALIFORNIA-PACIFIC
UTILITIES COMPANY**

YOUR PARTNER IN WESTERN PROGRESS

Cedar City, Utah

Utah Lions, Cedar City, Utah, Invites You to the State Lions
Convention to be Held in Cedar City, Utah, in 1959.



Grand Champion Steer of Southern Utah Livestock Show. Purchased by Bank of St. George for \$1350.

Plan Now to Attend the 18th Annual SOUTHERN UTAH LIVESTOCK SALE

And Sales, Cedar City, Utah, Sept. 4-5-6, 1958
A Show Expressly Featuring FFA and 4-H Club Projects

Schedule of Events

Thursday, Sept. 4—Judging All Livestock

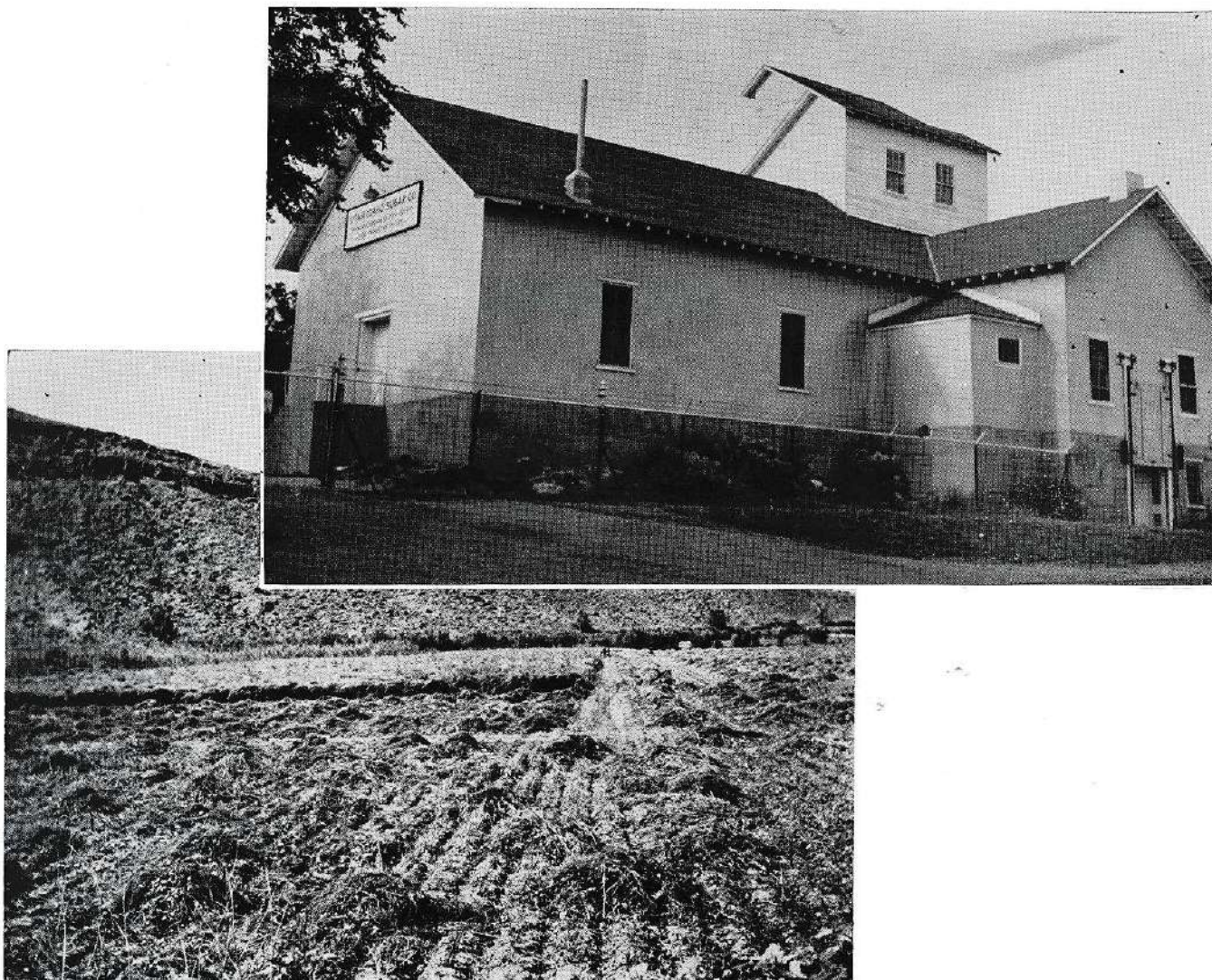
Friday, Sept. 5—Breeding Stock Sale, Beef and Sheep
Breeding Sheep Sale: Selling

SUFFOLK—COLUMBIAS HAMPSHIRE—RAMBOUILLETS

Saturday, Sept. 6—Auction Sale of all Fat Stock
Don't Miss Southern Utah's Greatest Livestock Event

SOUTHERN UTAH LIVESTOCK SHOW ASSOCIATION

Box 650, Cedar City, Utah
Cliff Ewing, Mgr. Eldon Schmutz, Pres.



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.

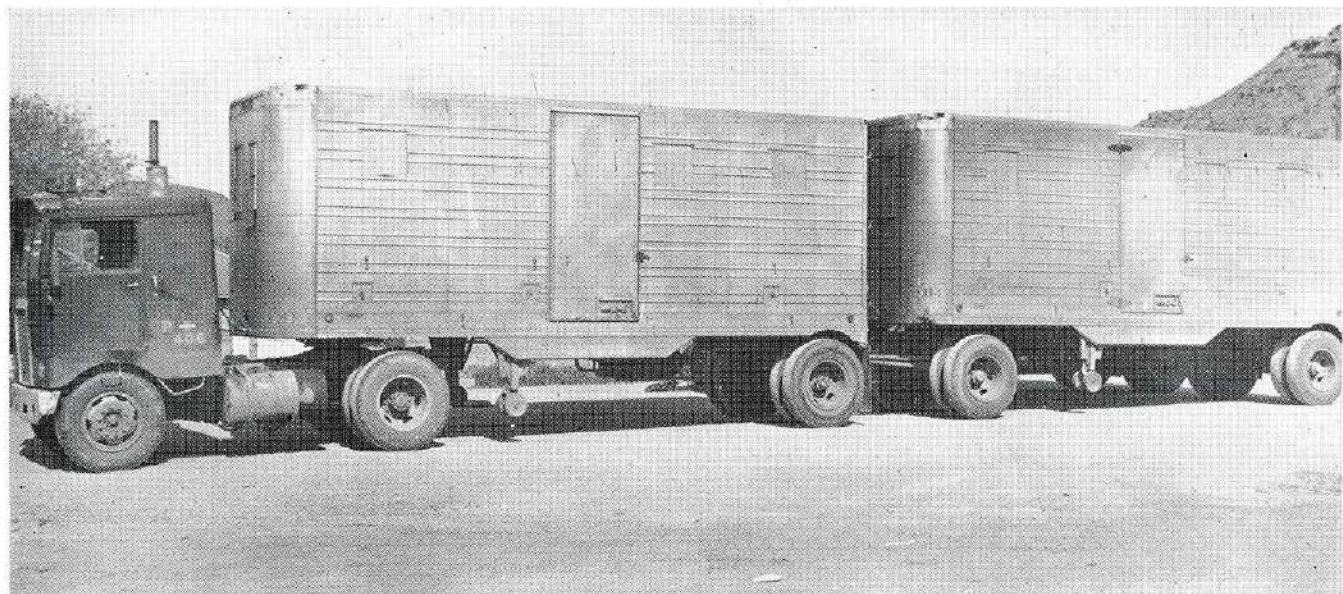
Adds Wealth to the County

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 in St. George has created local employment. This is another case where local industry brings in wealth to the county.

UTAH-IDAHO SUGAR CO.



Morris Ford-Mercury is the Best Place in Southern Utah to buy a New or Used Car. They also have Factory Trained Automotive Technicians and equipment to completely care for your car.



Congratulations to St. George Lions
 ROCKY MOUNTAIN PRODUCE
 Serving the tri-state area of
 Utah, Nevada, and Arizona

St. George, Utah

St. George was settled in December 1861 by a group of 300 families "called" to raise cotton, sugar cane, and other semi-tropical crops.

When the founders laid out the town, they reserved three areas, one for the Temple, the symbol of their religious devotion; one for the Court House which would identify them first of all as American citizens; and a public square which was the center of educational and civic activity.

Today the town retains these basic values, but has expanded its recreational areas to include the Sun Bowl, the base ball park, the public swimming pool and picnic areas near it. Dixie College is also fast moving to a large new campus to the east of town.

St. George is a good place to live, a city of fine homes. It is a good place to stay, whether

for a day or a number of months. Its advantages can be expressed in four "C's":

1. An ideal *Climate* of mild winters with no snow and a long growing season.
2. *Color* in the hills around and in the fantastic formation, hues that deepen the bloom in the evening light in unbelievable brilliance.
3. It is *Close* to many areas of interest and beauty—Snow's Canyon just a stone's throw away, Pine Valley Mountain with its tall timbers, its fishing and hunting, and Zion National Park of world renown.
4. Accommodations that have *Class*, and that fit every need.

With its Centennial fast approaching, the City Fathers of St. George are already launching long-range plans for a fitting celebration in 1961 culminating in December.

Wittwer Motor Lodge

Carolina Pines Motel

Shady Acres Motel

Rugged West Motel

Bracken Mobile Service

Snow's Dress Shop

Nelson Supply

Milne Jewelry

Reber Investment Co.

Cannon Funeral Home

Bob's Garage

McArthur Jewelers

Dixie Appliance

Nordblom's Cleaners

Washington County News

Center Department Store

Conoco Motel

J. C. Penney Co.

St. George, Utah

St. George, Utah



