

Lions Twenty-Ninth Annual

Dixie Roundup

September 12, 13, 14

Dixie Sunbowl

St. George, Utah





BIG HAND CAFE

Our Best Advertising Is Eaten Not Written

For A Cool, Clean Place, With Mouth Watering Food, Try Us.

Our Specialties—"Steaks," Beef and Home-grown Turkey

101 North Main—At The Main Stop Light



St. George's Newest

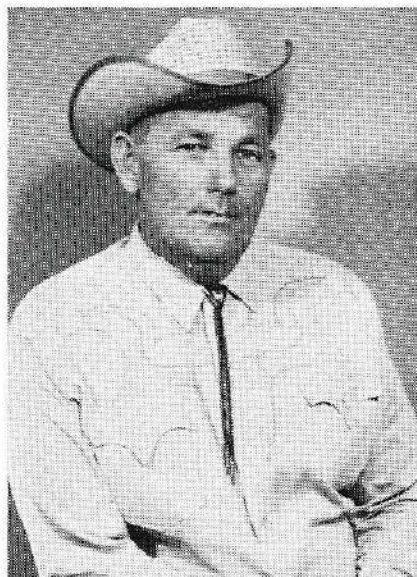
TRAFALGA RESTAURANT AND TRAVELODGE MOTEL

Restaurant Now Open

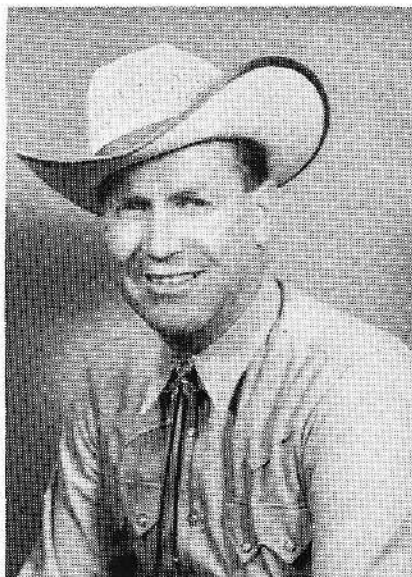
Featuring Charbroiled Steaks

Anthony W. Atkin, Fenton Terry,
Owners, Fenton W. Terry, Mgr.





MARION BOWLER
Chairman



WAYNE WHITEHEAD
Co-Chairman



ANDY HOLT
Co-Chairman

QUEEN OF THE RODEO

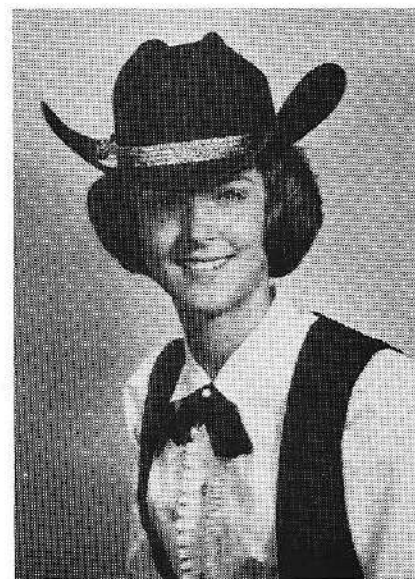


MISS JERI LYNN SNOW

Miss Jeri Lynn Snow, lovely young daughter of Mr. and Mrs. Chester Snow of St. George, was chosen as Queen of the 1963 version of the St. George Lions Club Dixie Roundup and night rodeo. Miss Snow will reign over the three days of activities of the big annual show.

Pretty 16-year-old Gai Reber, the daughter of Mr. and Mrs. Clare Reber of Santa Clara, was chosen as Princess from a group of 16 contestants and will participate in all activities of the rodeo.

RODEO PRINCESS



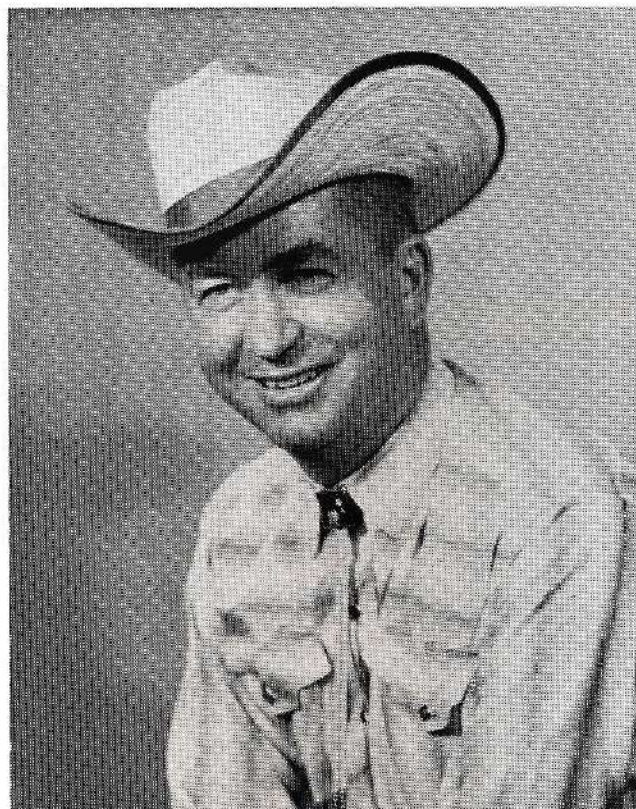
MISS GAI REBER

President's Message

As president of the St. George Lions Club I would like to thank you people from far and near for supporting our Dixie Round-up and Night Rodeo. Without the support and help from all of you it would be impossible to put over such a community project.

Its project carried on by your service clubs that help make this a better world, a better nation, and a better community in which to live. The St. George Lions Club has this as its aim.

J. Andrew Holt, Pres.
St. George Lions Club



Mayor's Message

It is indeed a pleasure to welcome all of you to one of the finest cities in the world for our Annual Lions Dixie Round-up and acquaint you with the world's finest people.

Today the city enjoys prosperity and is taking its rightful place in the world as being one of the most beautiful places to live and has a climate second to none.

If there is anything any of us can do for any of you to make your stay more pleasant, please feel free to call on us.

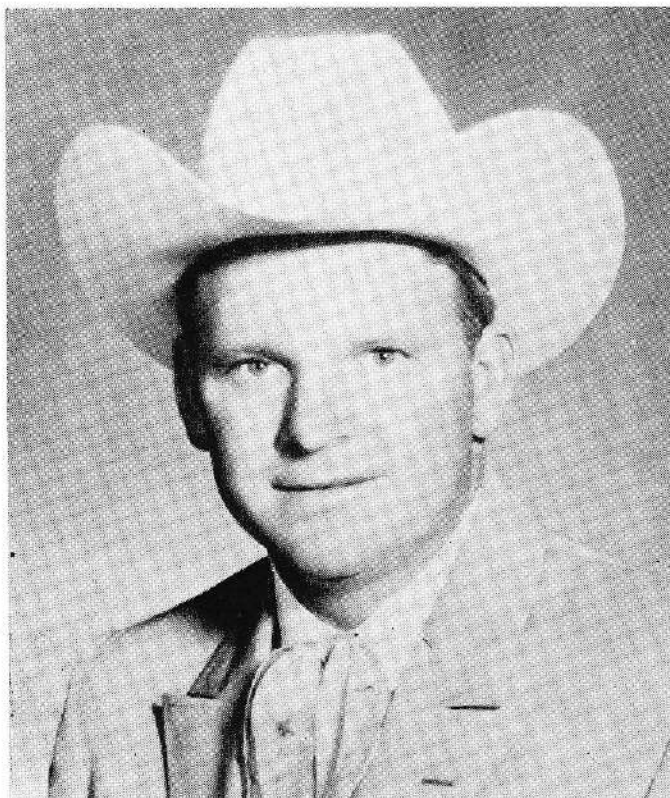
Sincerely,
William A. Barlocker, Mayor

Cotton Rosser, owner of the Flying U Rodeo Company of Marysville, Calif., will supply the stock, and is a stickler for all the color and pageantry which have made the sport of rodeo a popular event for young and old.

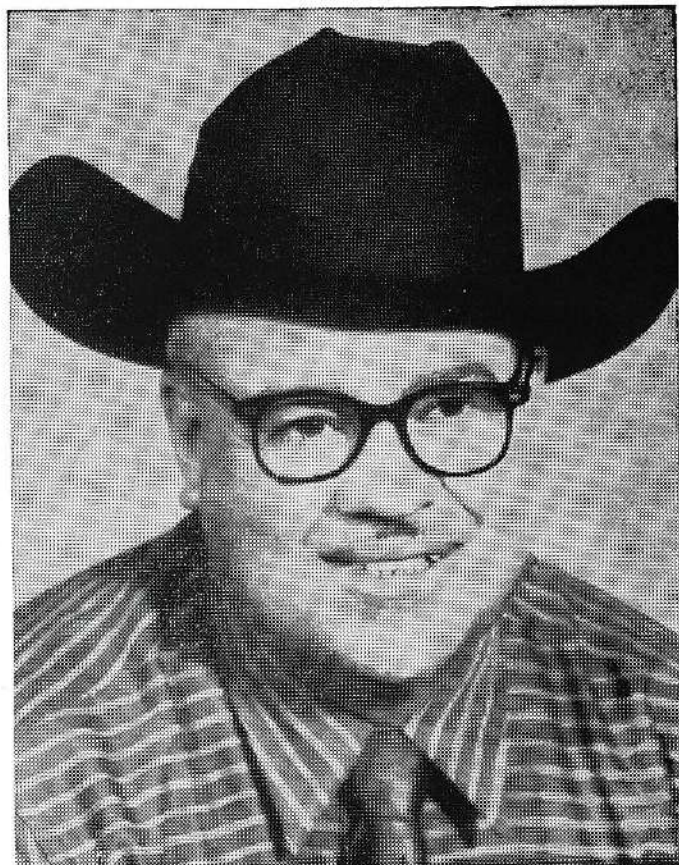
The U.S. flag, state flags, two Flying U banners, some 50 pennants girls dressed in rhinestone hats with colorful chaps and skirts, on matched horses with white and silver saddles, and lots of other gimmicks will be used during the grand entry, in which some of the greatest cowboys in the world will be presented to spectators.

Even the pickup men, who rescue cowboys after a ride, will add to the color. They will be astride matching white, black, palomino, or sorrel horses, all of which are Thoroughbreds or registered Quarter Horses. The "rescue squad" wears white cowboy hats, red or blue chaps, and flashy western shirts.

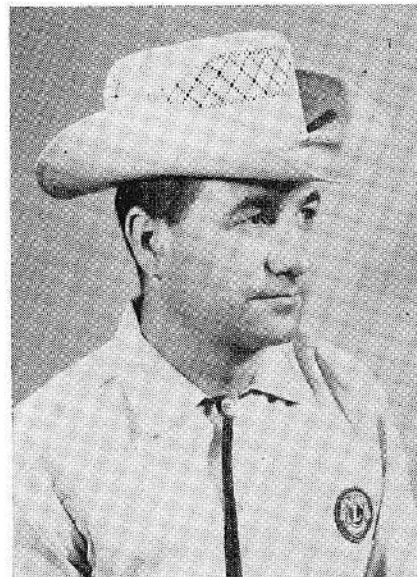
RODEO PRODUCER



ANNOUNCER, JACK OAKY



Announcer for the Rodeo, Mr. Jack Oaky, is well known to Dixie Round-up fans, having announced here many times. Mr. Oaky has had 25 years experience in 12 western states and Hawaii in the business of rodeo announcing.



RONALD McARTHUR
Lions Club Secretary



"DRINK MILK"

WASHINGTON COUNTY DAIRY ASSOCIATION

home owned industry, brings in revenue to our county
in excess of \$600,000.00 annually.

A health builder to those who use milk and milk by-products and a help by way of increased income to our county.

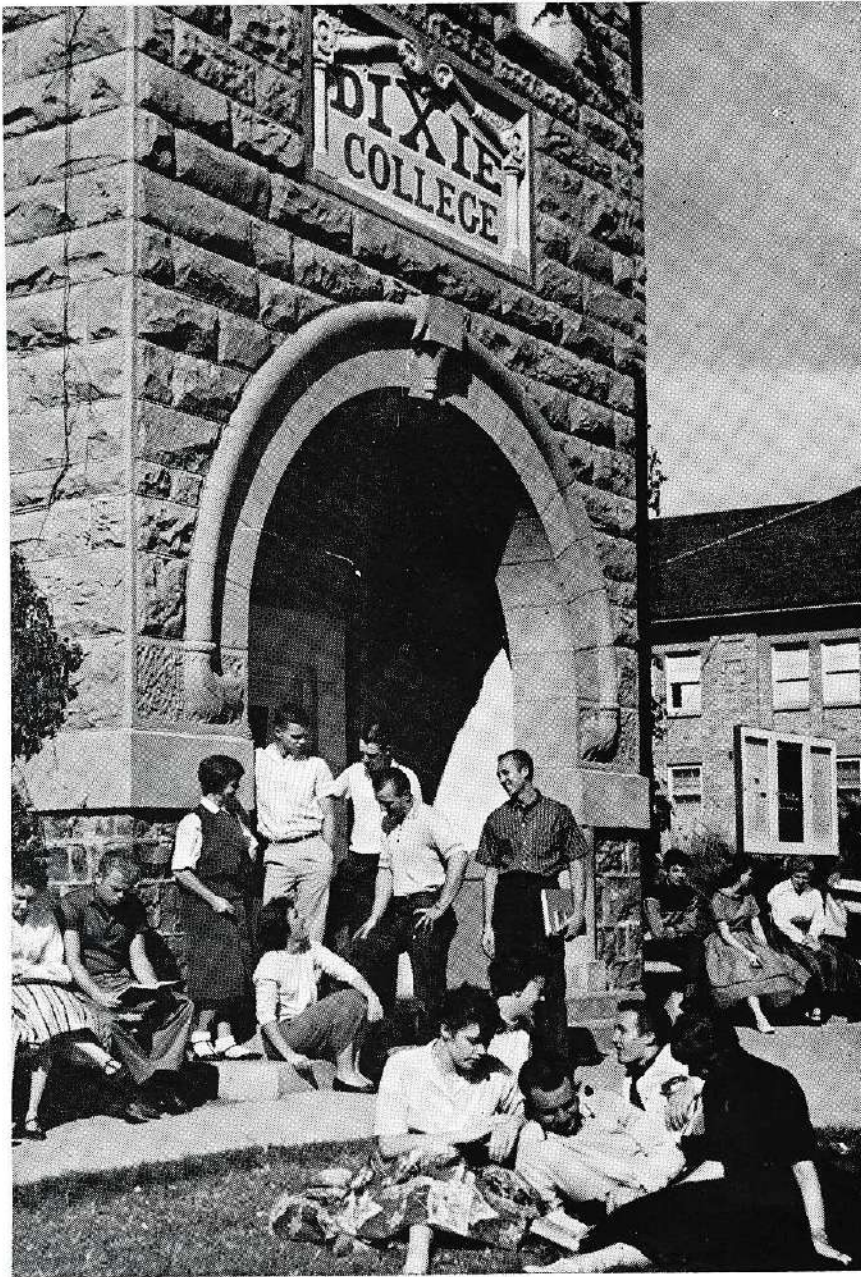


MEMBERS OF THE ASSOCIATION

Murray Webb
George Wells
William Seegmiller
Edward Cottam
William Cottam
Schuyler Everett
Art and Robert Paxman
Jesse Fish

Claud Braswell
Kay Gubler
Lewis Bowler
Carl Grover
Kent Wilson
Gentry Bros.
Truman Cannon
Arnold McArthur

AT DIXIE COLLEGE THE ACCENT IS ON OPPORTUNITY



Education is a life-long process, widespread in its scope, and highly important in the life of an individual and a nation. The value of formal or concentrated, education lies principally in the conservation of all-precious time, which according to Franklin is "the stuff that life is made of."

Schools can best service their students when they provide them with wise direction, with good educational equipment that they can use, and with opportunity. Wise direction, and good equipment can be obtained in schools of any size, but in many respects opportunity is in inverse proportion to the number of students enrolled.

To illustrate the importance of size, consider the Dixie College Football team which performs annually in the Dixie Sunbowl. If there are two hundred men enrolled, and if forty men participate in football, then there has been an opportunity to participate for 20% of their students. If there are 5000 men enrolled, and the same number play football, only 0.8% have an opportunity to learn to do by doing.

Opportunity to do, not just watch, is also important for students in music, in art, in dramatics, in dancing and in all phases of physical and social development. The size of the Dixie College student body is not a liability to those enrolled, on the contrary, it is one of their most important assets.

Sponsored: By:

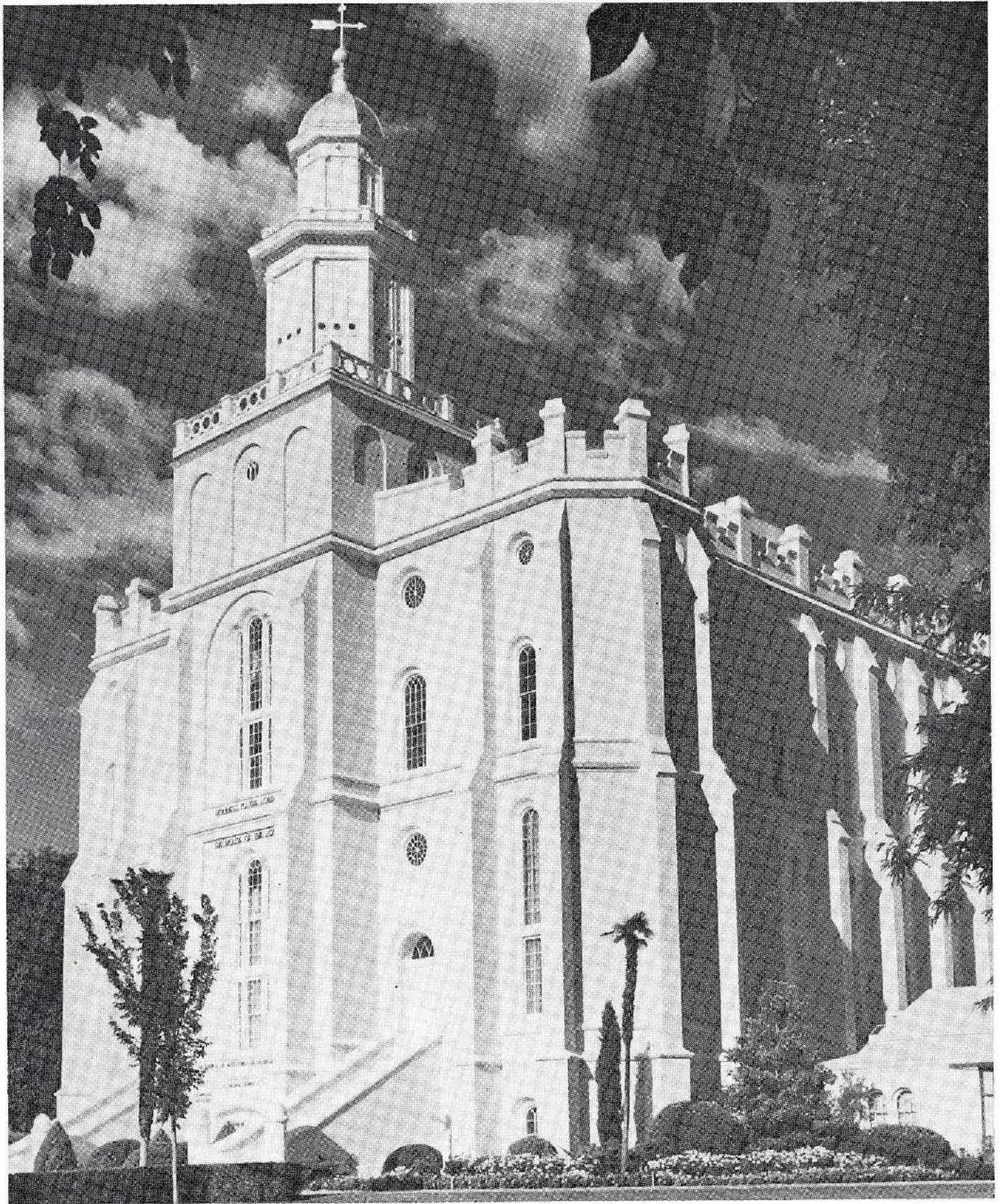
Ace Plumbing and Heating

Thompson Air Conditioning



ST. GEORGE TABERNACLE

COMPLIMENTS OF
ST. GEORGE ICE CO. and MEADOW GOLD DAIRY



St. George Temple

One of Utah's four Mormon Temples, wherein baptisms, marriages, and other sacred ordinances are performed.

Washington County News
High Grade Commercial Printing

formed. 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.

California-Pacific Utilities
"Your Partners in Western Progress"



ENCE BROS. HAY AND TRUCKING CO.

Jay Ence—673-2648

Quentin Ence—673-2513



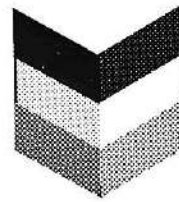
Phone DU 4-0777

ANDERSON DAIRY

Las Vegas, Nevada



Second Place Winner—1962 Beauty Parade, Carol Larson, daughter of Mr. and Mrs. McKay Larson, Sponsor Jack's Chevron Service.



STANDARD OIL
OF CALIFORNIA

Bob Cooper
Distributor

Independent Chevron
Dealer:
Jack Seegmiller

St. George

INDEPENDENT BARBERS OF ST. GEORGE

Ivie Barber Shop

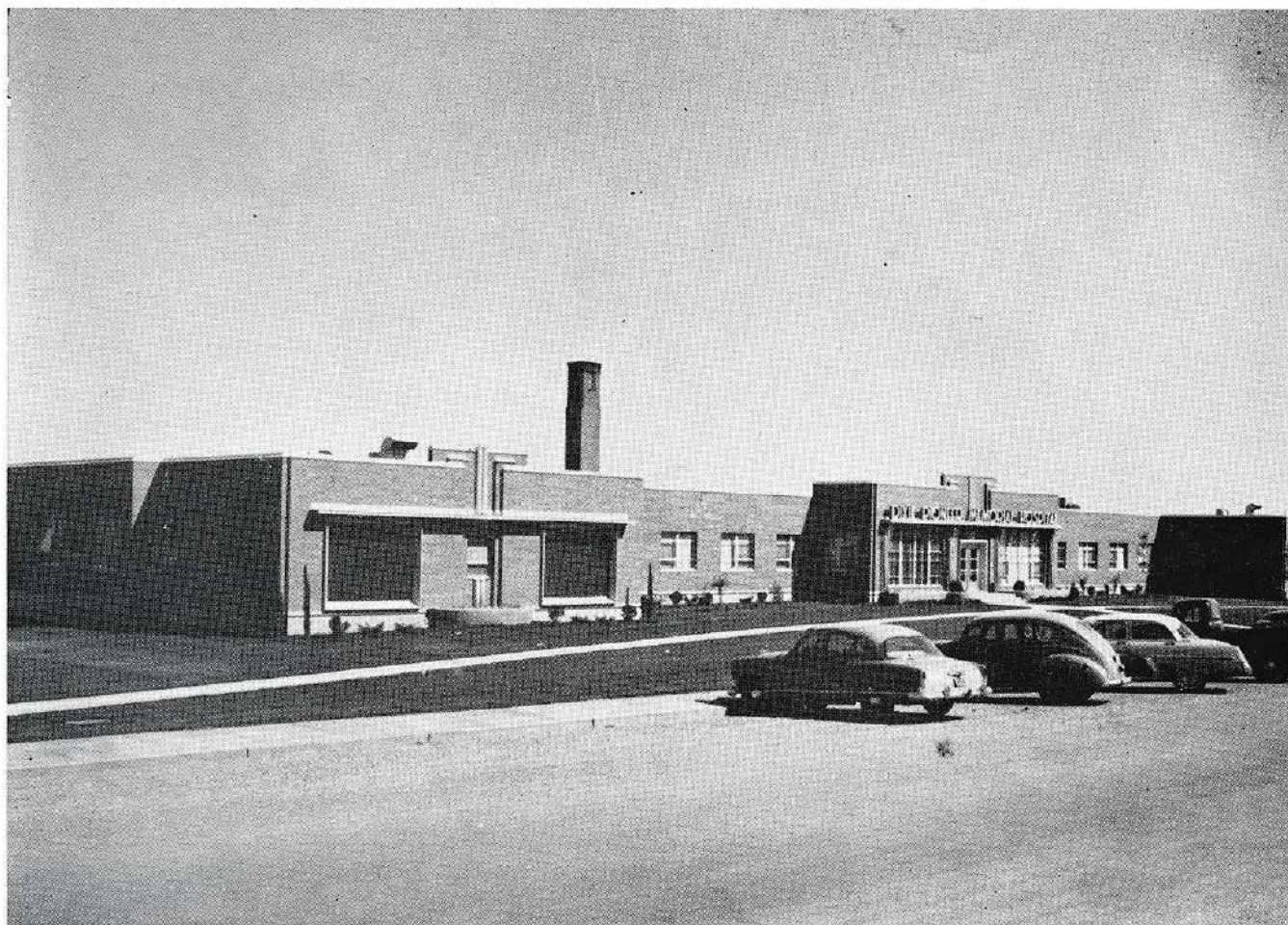
St. George Barber Shop

Knell's Barber Shop

Prisbrey's Barber Shop

Gubler's Barber Shop

Neil Adam's Barber Shop



DIXIE HOSPITAL

The Dixie Hospital is an adventure in the democratic process wherein the people, through their chosen representatives, cooperative 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.



Sponsored by

WASHINGTON COUNTY

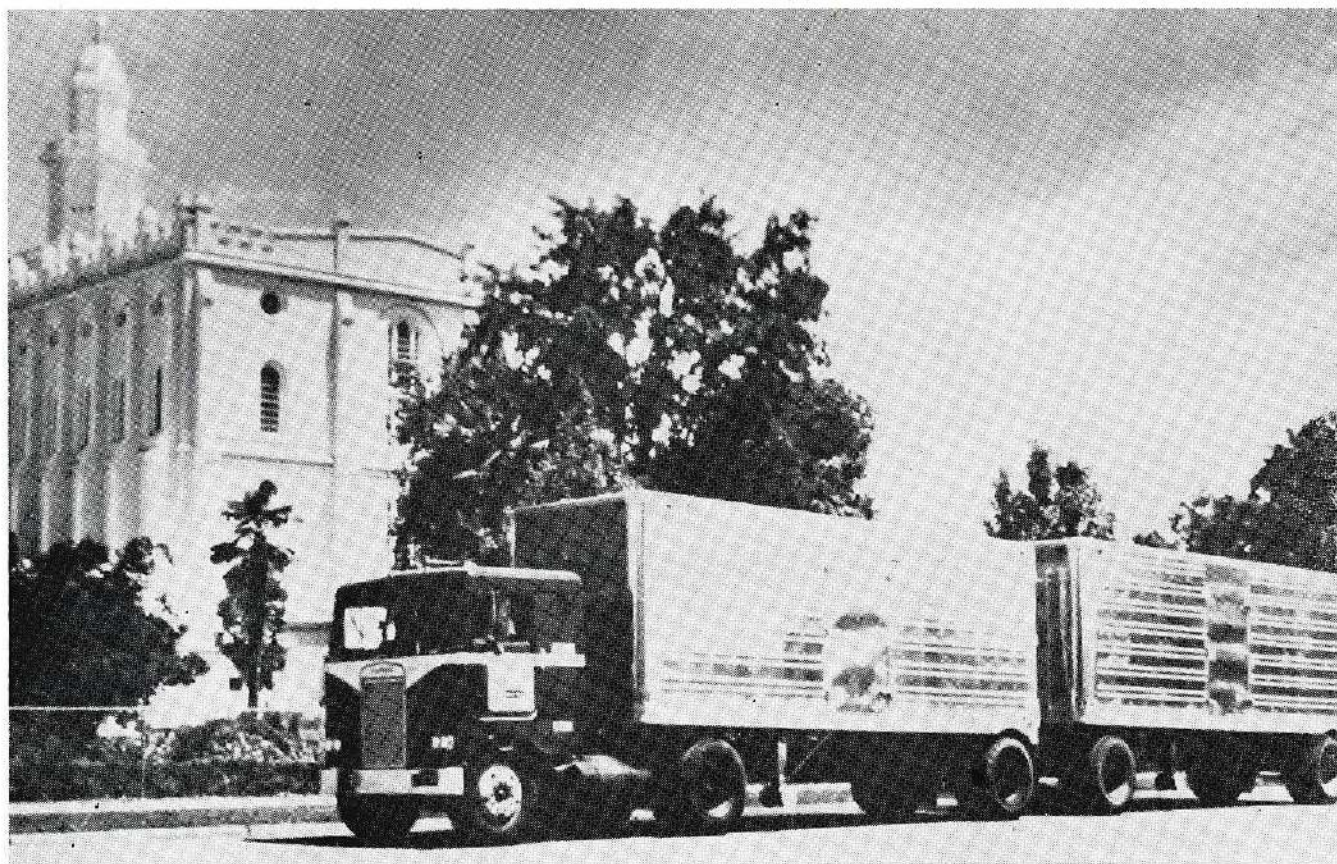


This Beautiful array of prize trophies have been awarded to Barlocker Farms, Inc. during their years of production in this area.

BARLOCKER FARMS—BARLOCKER HATCHERY—BILL'S BEST

Owned By

William A. (Bill) Barlocker



Sponsored By: **ROCKY MOUNTAIN PRODUCE CO.**

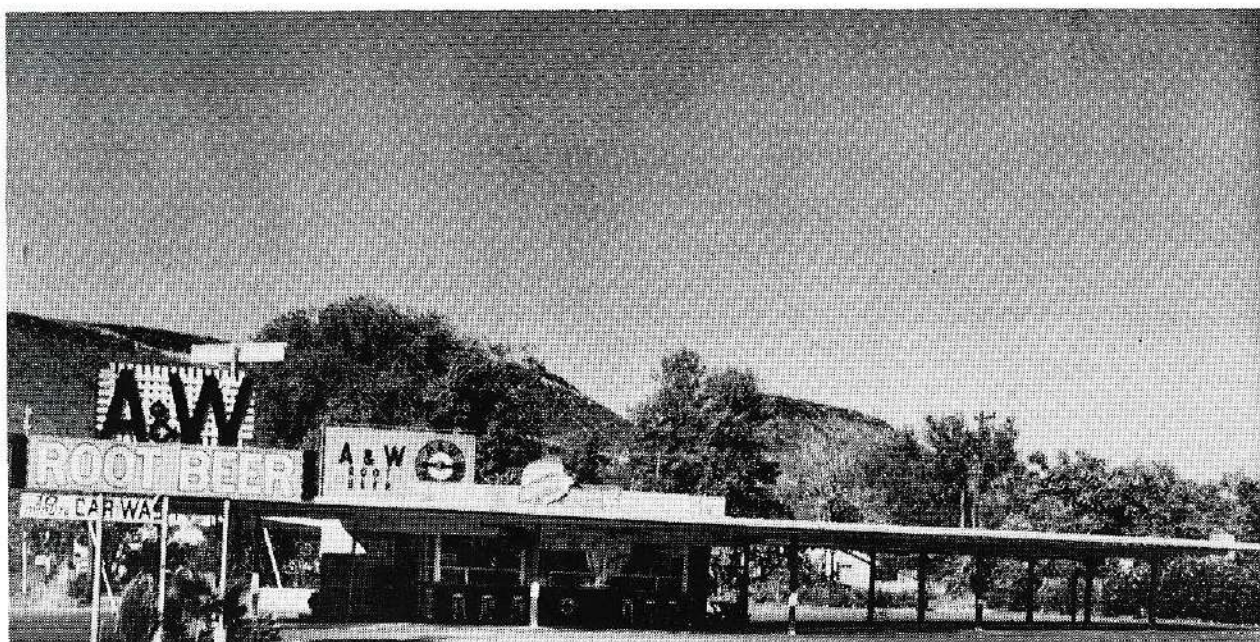


Jimmie's Fountain & Lunch, 37 North Main, St. George, Utah



BE HAPPY—GO HONDA

NELSON SUPPLY CO.



A & W ROOT BEER DRIVE IN
 140 West 100 North—Highway 91—Phone 673-2032
 Manager and Owner: Dee C. Bingham



O. M. PORTER BAKERY SERVICE and QUALITY BAKERY

O. M. Porter

Wayne B. Nuttall

DeLoy Gubler

CONGRATULATIONS

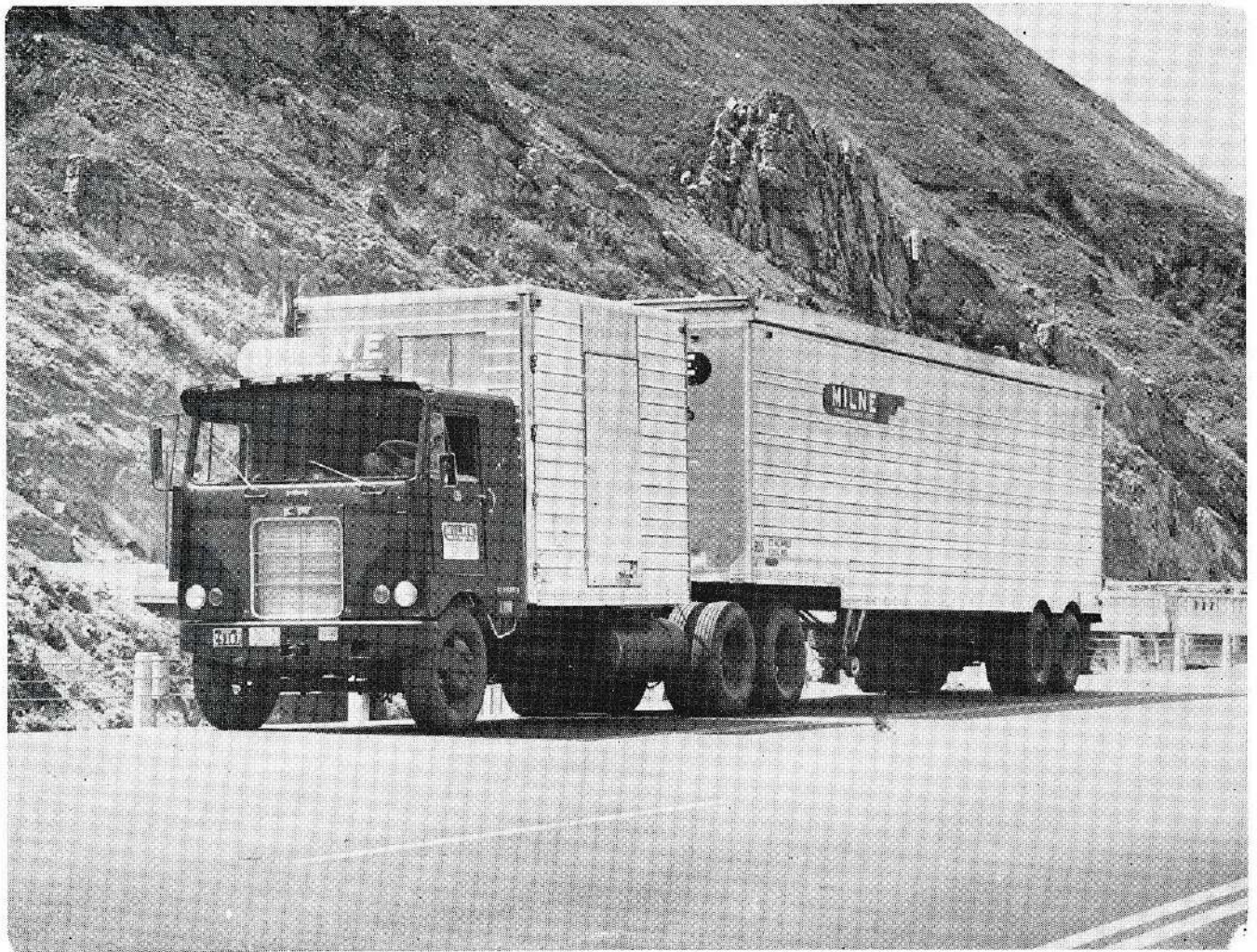
To The St. George Lions Club on their 29th Annual

DIXIE ROUND UP



Thorn Construction Company

Provo, Utah



"Maximum Progress Through Most Modern Equipment"



MILNE TRUCK LINE

Working to Render the
Best Transportation Service to Washington County
Both North and South

Sponsors

Hopkin's Sinclair Service

Shady Acres Motel

Colonial Motel

Isom's Phillips 66

St. George Finance

El Peso Motel

Sunset Motel

Whiting Bros.

Bob's Garage

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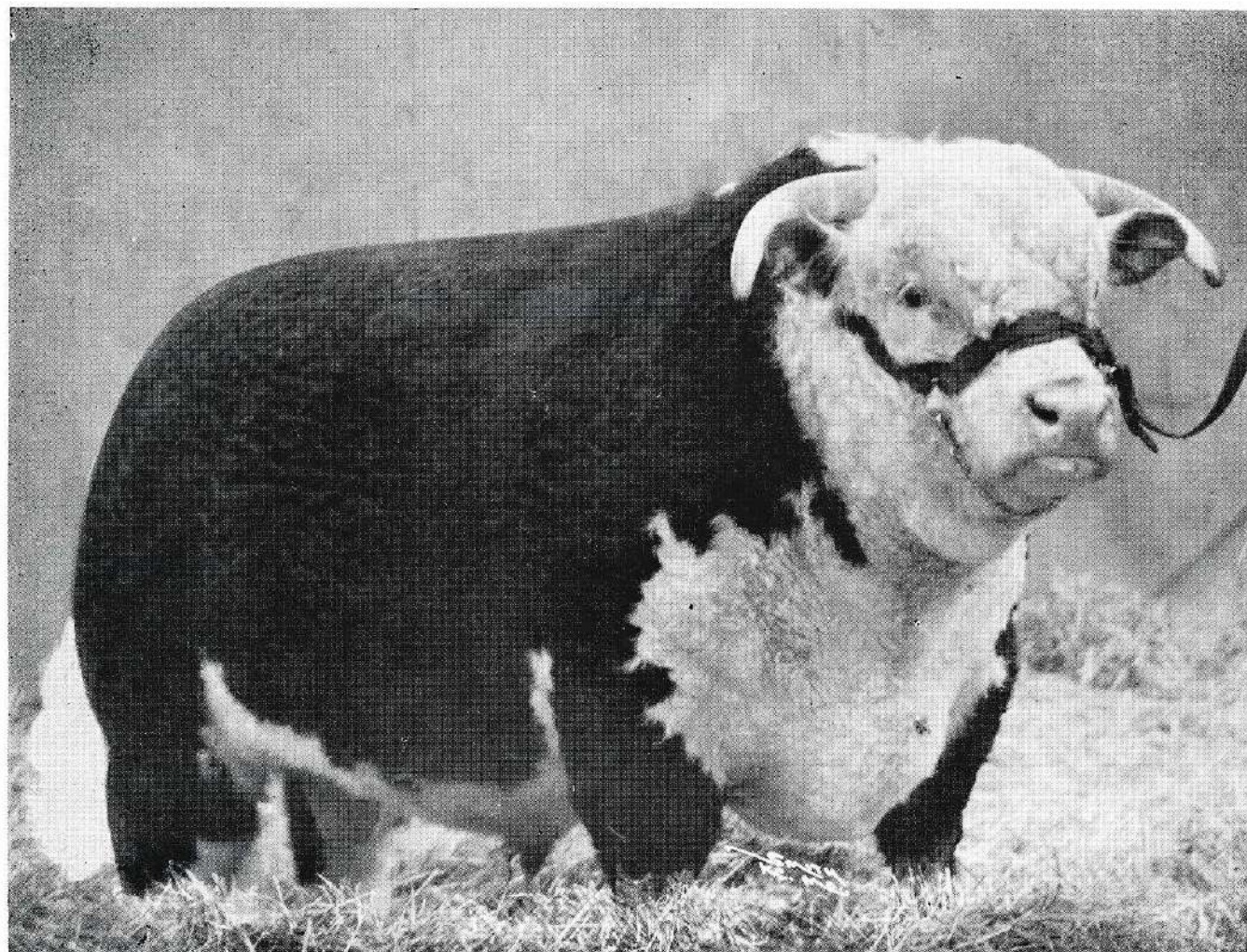
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OFFICES AT ST. GEORGE AND HURRICANE, UTAH

assets over nine million dollars

Providing Complete Banking Services for Washington
County and Southern Utah



EAT BEEF

Eat Better --- Feel Better



Calf Spring Ranch
Glen Hafen 673-3755
J. H. Baker 673-3883
Registered Herefords

Evan J. Woodbury
E. S. and Dean Gardner
Lee Esplin
Lindau Foremaster

St. George, Utah

ROSTER OF MEMBERS OF ST. GEORGE LIONS CLUB, 1963-64

Active Members:

D. K. Adams
Sarkis Arslanian
R. N. Ashby
Anthony Atkin
Clayton Atkin
William A. Barlocker
Bard Blackham
Clark Blake
Milo Blake
Marion Fowler
Bill Bringhurst
Ross Butler
Wilford Cannon
Robert Cooper
William Cottam
Loraine Cox
Clark Empey
Afton Ence
Jay Ence
Kenneth Ence
Duane Esplin
R. N. Fenton
Lindau Foremaster
Dean Gardner
Ray Garner
William G. Hackwell
H. Val Hafen
E. N. Hammer
Elwood Harrison
Andrew Holt
Gerald Holt
Joe Hutchings
Karl J. Hutchings
M. O. Hutchings
M. C. Jacobsen
James Jiminez
Howard Judd
Thomas W. Judd
Ronald Knell

Active Members:

A. James Lundberg
Neal M. Lundberg
Andrew Lytle
Harry Lundin
E. M. McArthur
Ronald McArthur
Valentine McArthur
Dr. A. W. McGregor
LeVon McQuaid
Dick Miles
Irvine Milne
Frank Mountford
Ronald Nelson
Wesley A. Nelson
Wayne B. Nuttall
Andrew Pace
George W. Pace
K. J. Parkinson
Jimmie Peace
W. Owen Pendleton
Ben Picklesimer
Charles M. Pickett
Robert Pickett
Shirl Pitchforth
L. A. Porter
John Reber
R. M. Reber
Doyle Sampson
Barnard Seegmiller
Jack Seegmiller
Spencer Snow
W. W. Staheli
Albert Stratton
Phil Squire
Alma Truman
Delmont Truman
Ray Whipple
Evan Whitehead
Wayne Whitehead

Members at Large

Reed Leigh

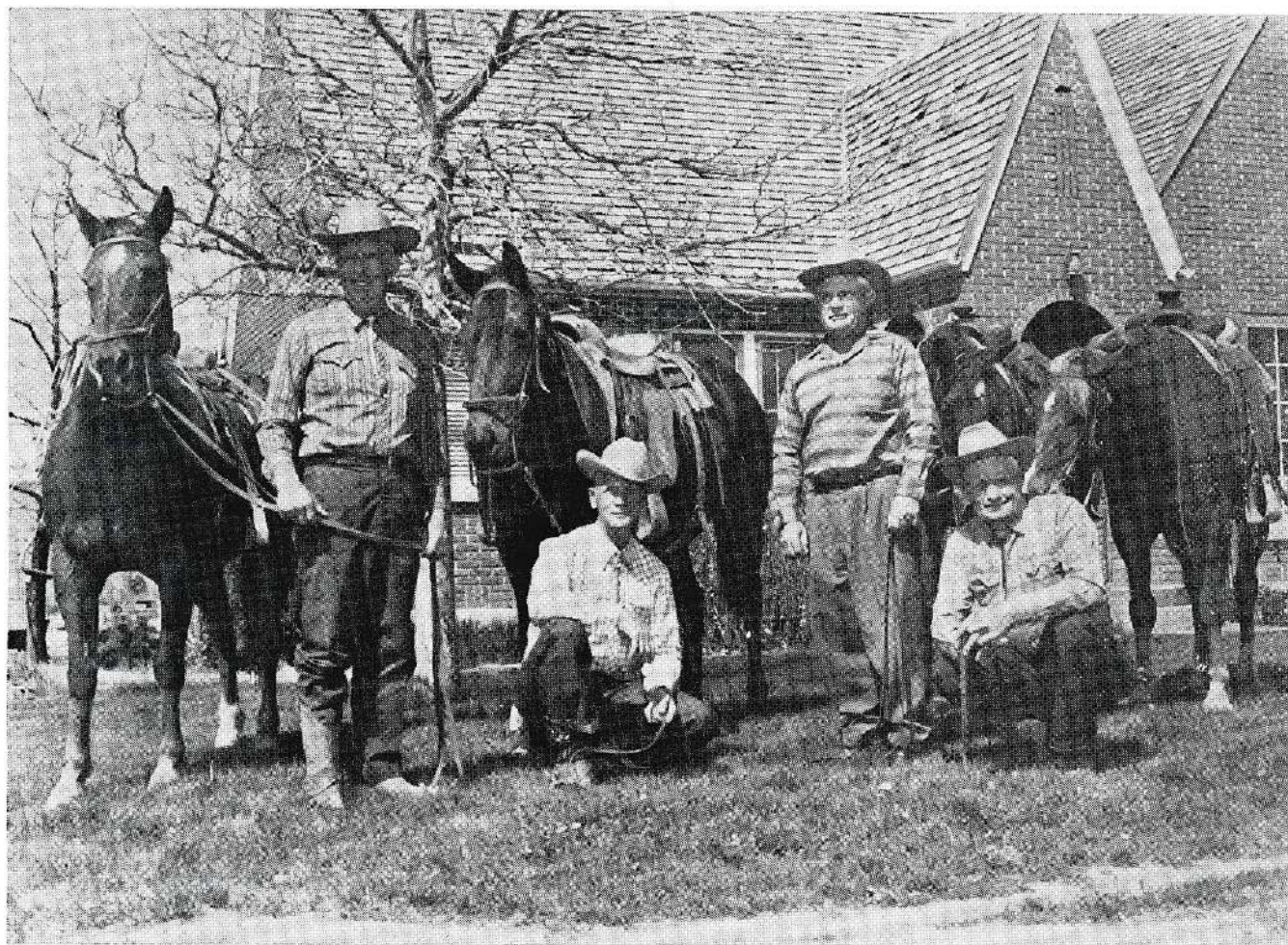
Lee Owens

Milton Nelson

Richard V. Wyman

Honorary Member

Earl J. Blake



Tone

Lindau

Phil

Joe

Typical industrious livestockmen of this area are the Foremaster Bros. of St. George. They wish to extend their best wishes to the Lions Club for their annual Dixie Round-up.

INTERMOUNTAIN FARMER'S
ASSOCIATION

St. George and Cedar City

DIXIE BOTTLING COMPANY

Neal and Loren Lundberg

GOLDEN NUGGET DEER HUNTERS CONTEST of 1963



SPREAD

FIRST PRIZE	\$2,500.00 CASH
SECOND PRIZE	500.00 CASH
THIRD PRIZE	400.00 CASH
FOURTH PRIZE	200.00 CASH
FIFTH PRIZE	100.00 CASH

HORN

FIRST PRIZE	\$1,000.00 CASH
SECOND PRIZE	400.00 CASH
THIRD PRIZE	250.00 CASH
FOURTH PRIZE	150.00 CASH
FIFTH PRIZE	100.00 CASH

POINTS

FIRST PRIZE	\$ 900.00 CASH
SECOND PRIZE	400.00 CASH
THIRD PRIZE	250.00 CASH
FOURTH PRIZE	200.00 CASH
FIFTH PRIZE	100.00 CASH

ADDITIONAL DAILY PRIZE

During the GENERAL UTAH SEASON, October 19th through October 28th (10 days), \$100.00 cash drawing each day at 9 P.M. in the Golden Nugget.

Stubs must be deposited on day of drawing by 8 P.M. Stubs deposited after 8 P.M. will be included in the following day's drawing. Winner must be present in person at the drawing, and must be registered for the Golden Nugget Deer Hunters Contest.

COMMENCING EACH DAY AT MIDNIGHT: GENERAL UTAH SEASON

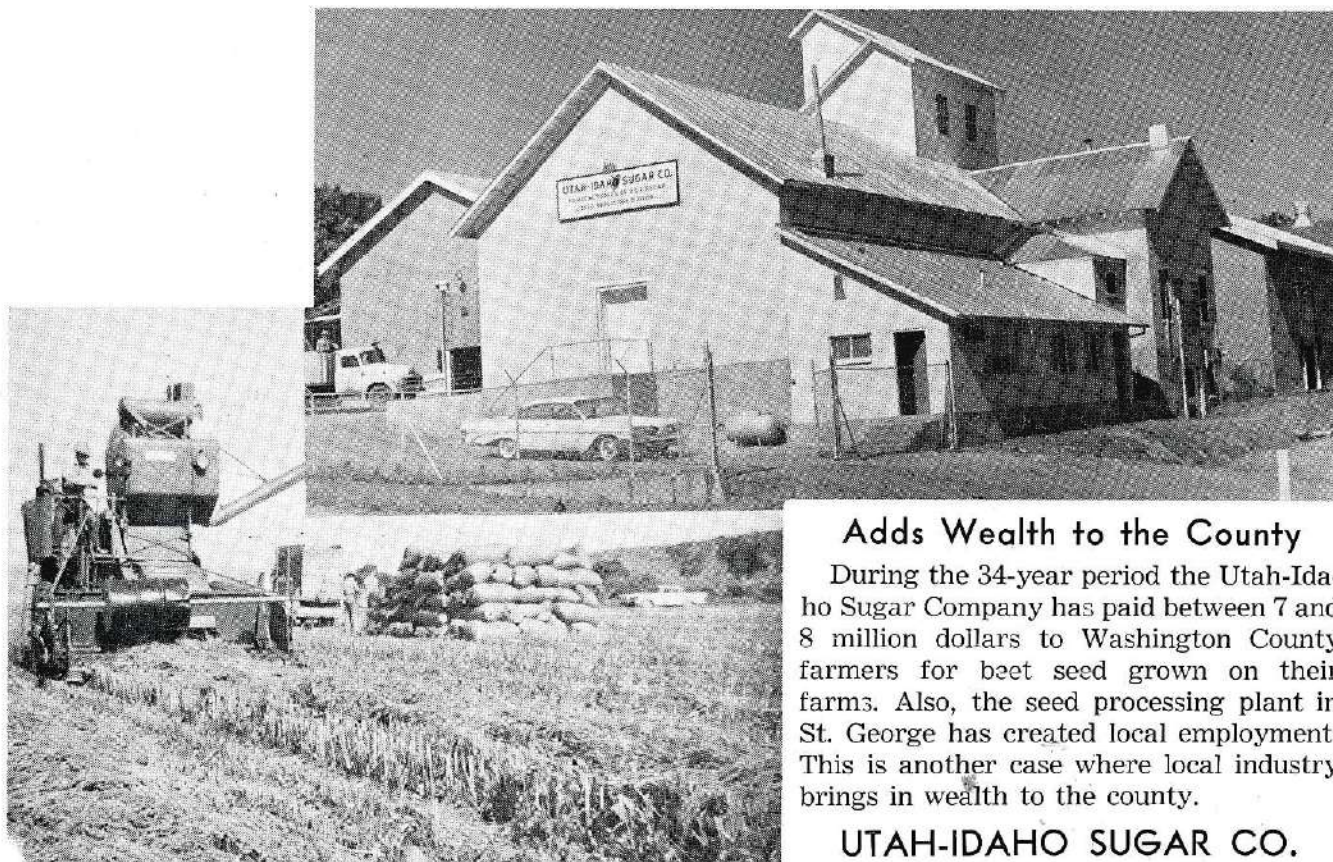
(October 19th through October 28th) (First 10 days)

Widest Spread Registered Each 24 Hours	\$50.00
Longest Horn Registered Each 24 Hours	\$50.00
Most Points Registered Each 24 Hours	\$50.00

Winners for each of the three categories will be based upon measurements drawn by lot prior to the Contest. A number of sealed slips containing numbers selected at random will be placed in a revolving cage from which a prominent local citizen (not connected with the Golden Nugget) will draw a sealed slip for each category. The drawn slips will be deposited in a vault and opened after the contest closes by two persons (not connected with the Golden Nugget) who will prepare a certified list of the winners. The winners in each category will be the hunter whose deer is nearest the measurement of the deer on the list of winners.

REGISTRATION STARTS SEPTEMBER 14, 1963

CONTEST CLOSES MIDNIGHT, NOVEMBER 10, 1963



Adds Wealth to the County

During the 34-year period the Utah-Idaho Sugar Company has paid between 7 and 8 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.

SUGAR LOAF CAFE

and

R. C. ATKIN HEREFORDS

and Quarter Horses



Featuring

Broasted Chicken

Home-Baked Pies and Rolls

Red Magic Steaks

Dixie Glass Company

Store Fronts—Mirrors—Awnings—Auto Glass

Storm Windows and Doors

St. George, Utah

Page, Arizona

CEDAR GLASS CO.

Cedar City, Utah

KANAB GLASS CO.

Kanab, Utah

Bradshaw Ford-Mercury

156 East 100 North—Phone 673-3503—St. George, Utah

Ford—Thunderbird—Mercury—Comet

(We Sell To Sell Again)

Claron W. Bradshaw, President and Manager

TEXACO

DAN SCHMUTZ—DISTRIBUTOR

Independent Texaco Dealers:

Monte Burton Texaco

Karl Hutchings Texaco

Harold Schmutz Texaco

Bill Thompson Texaco



YOUR HOME-OWNED GROCER

Finest Meats and Produce

Six Stores in Washington County to Serve You

A G FOOD STORES

McArthur's
OK Market
Dixie Market

Market Basket
Washington Merc
Clifton's Market

30th Annual Las Vegas Elks

Helldorado and Rodeo

HELLDORADO *Time Is Fun Time*

THREE GIANT PARADES

- OLD TIMERS PARADE
- KIDDIES' PARADE
- BEAUTY PARADE

KANGAROO KORT
WHISKERINO CONTESTS
BARBEQUE AT CASHMAN FIELD
BEAUTY QUEEN CONTEST
RODEO QUEEN CONTEST
HELLDORADO BALL
JUNIOR LIVESTOCK SHOW

FOUR EXCITING RODEOS

THURSDAY EVENING MAY 14
FRIDAY EVENING MAY 15
SATURDAY EVENING MAY 16
SUNDAY AFTERNOON MAY 17

WEAR A HELLDORADO BUTTON

NIGHT-OWL SALE

Friday 13th—Open all Night

Prizes!—Surprises!—Bargains Galore!
Best Buys in the store at 12-2 and 4 (A.M. of course)

If you're there at 3 (A.M.) the "Pepsi's" are FREE
"SEE HURST FIRST" . . . The VARIETY is tremendous, almost unbelievable. Just how many items do you think we really carry? Take a guess! There's a prize for the closest. Drawing at closing time Saturday night, all can qualify. Come in look around, and take a guess.

YOU MAY BE A WINNER!

Shop Early—Shop Late—Don't forget the Date!

"SEE HURST FIRST"

Success to 1963

ST. GEORGE LIONS CLUB RODEO

JOSEPH E. OLSEN

ST. GEORGE, UTAH

SKAGGS I.G.A. FOODLINER

Operated by J. C. Snow Co.

St. George, Utah

Groceries—Meats—Produce

Custom Slaughtering

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WARTHEN SERVICE COMPANY

391 West 100 North—St. George

Phone 673-3505

For the best deals in
new and used cars and trucks

Joy L. Peterson, President

R. M. Reber—John Reber

REBER INVESTMENT CORP.

Insurance and Finance

Phone 673-3131—33 N. Main

St. George, Utah

WITTWER NEW MOTOR LODGE

Cooled by Refrigeration

Hot Water Heat—Swimming Pool

St. George, Utah

TRAVEL BEST WESTERN

BATEMAN PHARMACY

Ph. 673-3575—102 City Center

Congratulations to the

St. George Lions Club during their

29th annual DIXIE ROUNDUP

BEST WISHES

Save with a purpose at

ST. GEORGE

SAVINGS & LOAN ASSN.

50 East Tabernacle

PICKETT LUMBER COMPANY

Carpet—Floor Coverings

Furniture—Hardware—Building

Materials—Sporting Goods

"If It Goes In A Building, We Sell It"

CENTER DEPARTMENT STORE

Clothing for the entire family

Headquarters for

Catalina	Van Heusen
Pykettes	Levi
Bestform	Lee Riders
Vickie Vaughn	Farah
Toni Todd	Marx Made Suits
Grace Walker Shoes	Sport Coats and Slacks
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Berkshire Hosiery	John C. Roberts Shoes
StepMaster Shoes	Tom Sawyer Shirts
Cinderella	Buster Brown

Let us help you with all your clothing needs.

SEE THE NEW

1964

DODGE AND CHRYSLER CARS

SEPTEMBER 20

LUNT MOTOR COMPANY

St. George, Cedar City, Kanab

Lovely Gifts For Every Occasion

Lee's Carpets, Armstrong Linoleum

Dutch Boy Paints—Imperial

Wallpaper

Norge Appliances

**E. B. SNOW FURNITURE
COMPANY**

DIXIE DRUG

Hallmark Greeting Cards—

Bell & Howell Cameras

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Veterinarians' Supplies

Chanel Perfumes

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J. C. PENNEY COMPANY

St. George, Utah

NOW 4 CONVENIENT WAYS
TO SHOP:

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2. Cash
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4. Time Payment

Shop Penny's You'll Live Better

You'll Save!

Remember Always First Quality!

FENTON'S REXALL PHARMACY

The friendly store

Where All Prescriptions Are

Filled By a Registered Pharmacist

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ADAMS & PENDLETON

CHEVROLET-CADILLAC

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Cadillac—Chevrolet—Corvair

Phone 673-3529

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BILL'S RICHFIELD SERVICE

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Guaranteed to Keep

Carburetors Clean

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ST. GEORGE, UTAH

"Specialized Auto Clinic"

Free Pick up and Delivery

190 West 100 North

Phone 673-3851

RUGGED WEST MOTEL

Up Town Location

Next to Big Hand Cafe

Family Apt. and Motel Rooms

St. George, Utah

SOUTHERN MOTEL

and

SUPERIOR CAR WASH

COMPLIMENTS:

SAFEWAY STORE

ROADSIDE GROCERY

488 W. 100 N.—St. George, Utah

Open 7:00 A. M. to 9:00 P. M.

7 Days a Week

DAIRY FREEZ DRIVE IN

in West St. George

For good, quick service and best in

"ROUND UP CHOW"

O K TIRE SERVICE

ST. GEORGE, UTAH

Complete Tire Service

TWIN OAKS MOTEL
ST. GEORGE, UTAH
Welcome Rodeo Fans

COMPLIMENTS
of
CANNON FUNERAL HOME

BOWLER'S DRY CLEANERS
The best in professional
Dry Cleaning Service
We Give Green Stamps

SNOW'S DRESS SHOP
"Distinctive Women's Wear"
Nationally Advertised Brands
Althea S. Nelson, Manager
42 N. Main—St. George, Utah
Phone 673-2431

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St. George's
Leading Store
For Women and Men

Discriminating Customers Deserve the Best

BROOKS FLORAL

34 E. Tabernacle, St. George, Utah
Phone 673-3931 or 673-3409

—TRI-STATE SERVICE—

Flowers For All Occasions
We Wire or Phone Flowers Anywhere
Member: Florists Telegraph Delivery
and Teleflora.

Specialists In: School Supplies,
Records and Music
Office Equipment and Supplies, Stationery
Tri-State Office & Music Supply
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St. George, Utah

ARROWHEAD DEPT. STORE
56 Tabernacle—Phone 673-3586
John Deere—RCA—Kelvinator
Furniture
Complete Household Furnishings

DIXIE BOWLING

Ray Thompson, Mgr.

ALMA HOLT POTATO CO.

Processed Potatoes: French Fries
Hash Brown
Whole Peeled and Bakers

BENNETT MOTEL

623 East 100 North, St. George
"Stay at the Bennett Motel"

POLAR BEAR SHOP

590 East 100 North

DAIRY QUEEN

471 East 100 North

RED MESA MOTEL

247 East 100 North
"Welcome Rodeo Fans to the
Red Mesa Motel"

KOZY CAMPERS AND
DAY & NIGHT LAUN-DRY-ETTE
Laundry and Dry Cleaning
Campers

WELCOME TO OUR
ROUNDUP CELEBRATION

AMERICAN OIL CO.
Andy, Holt, Agent

LLOYD'S UNION SERVICE

Thanks for Traveling With
Seventy-Six Union
The Finest in Value and SERVICE
Since 1890

Ashby & McQuaid, St. George
Chrysler & Plymouth
International Harvester
Phone 673-3508

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57 North Main, St. George

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FAMILY CIRCLE
75 N. Main—St. George, Utah
Radio—TV Repair—Record Store
Custom Engineering
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Grant Johnson's
DIXIE JEWEL SHOP

Home of Longine & Wittnauer
Watches—The world's finest time
piece from \$25.00 up

SNOW'S MODERN CLEANERS

Cleaning—Finishing—Repairing
St. George, Utah

JIM LUNDBERG INSURANCE

St. George, Utah

J & J MILL & LUMBER CO., INC.

Builders Supplies—Cinder Block
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Clark Prisbrey Conoco Service

St. George, Utah

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72 East 100 North, St. George, Utah

TED'S LIBERTY CAFE

Rodeo Special:

Rib Steak Dinner \$1.95

Rodeo Breakfast Deluxe \$1.00

AUTO PARTS COMPANY

38 East 100 North

S. Maggard, Mgr.

MILNE JEWELRY COMPANY

St. George, Utah

Quality Feature-Lock Diamonds
Hamilton—Wyler—Elgin Watches
Prompt, Guaranteed Repair Service

For the Personal Touch in Flowers
Stop in at

THE GARDEN OF EDITH

55 N. Main—St. George, Utah

Our Orchid to Lion Pres. Andy
1963-64

BLAKE ELECTRIC

Complete Service and Repairs

On All Refrigeration and
Air Coolers

**BRANHAM
LIVESTOCK & LUMBER CO.**

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CARTER ABSTRACT COMPANY

**Serving Southern Utah in all
your title needs since 1949**

Howard H. Carter and Ralph Lamoreaux

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Stetson Hats—Levi Strauss

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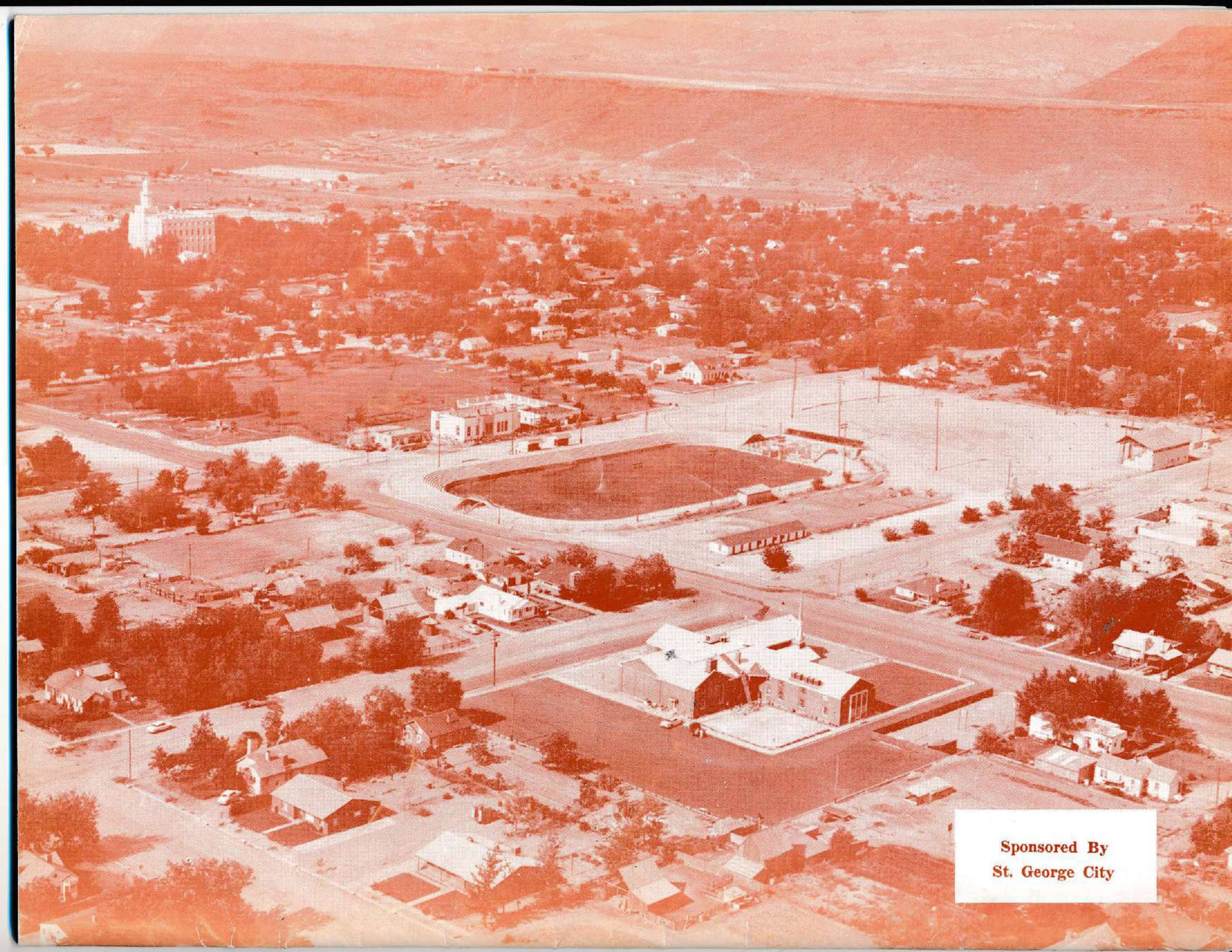
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