

1964

Lions Thirtieth Annual

• Dixie Roundup

September 24, 25, 26

Dixie Sunbowl

St. George, Utah





Compliments of

BIG HAND CAFE

Open 24 Hours

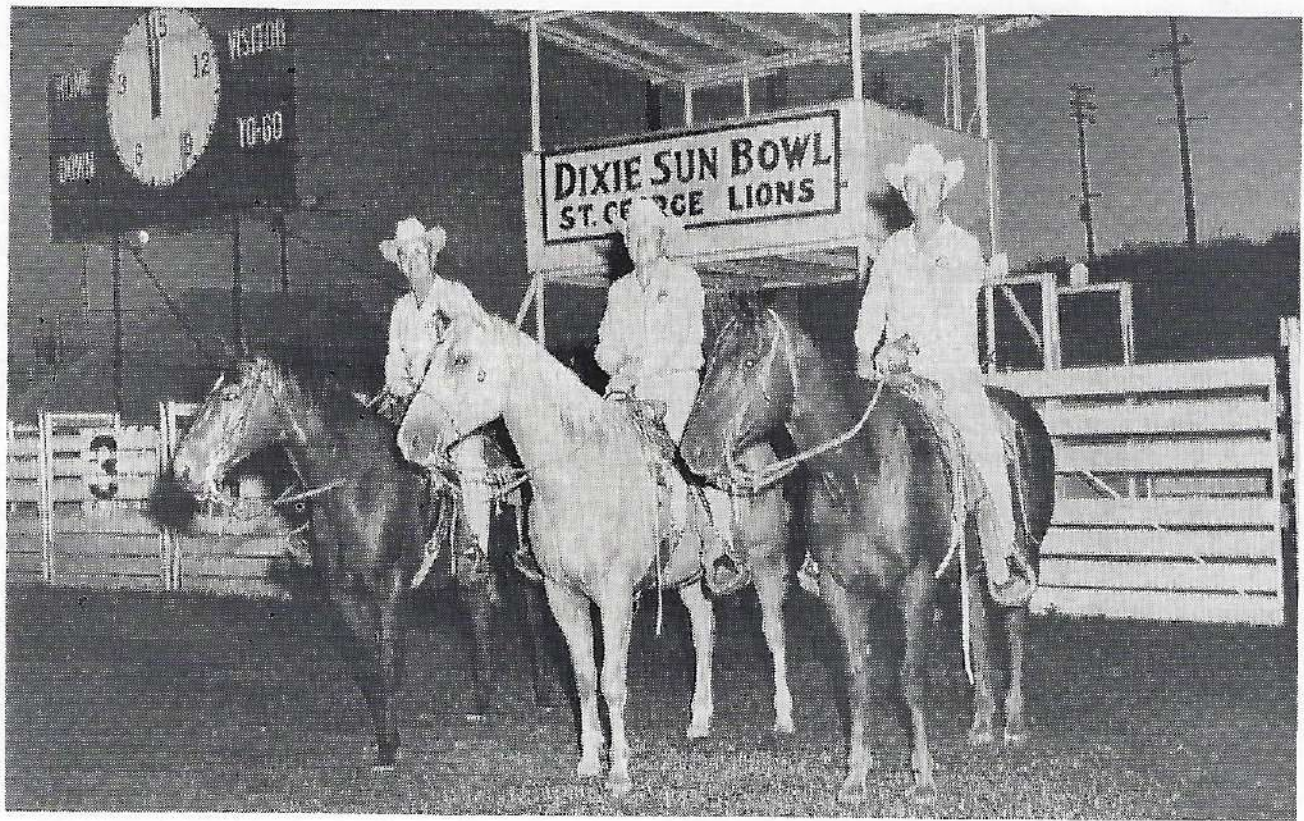
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**For A New Experience in Eating and Sleeping
In St. George**



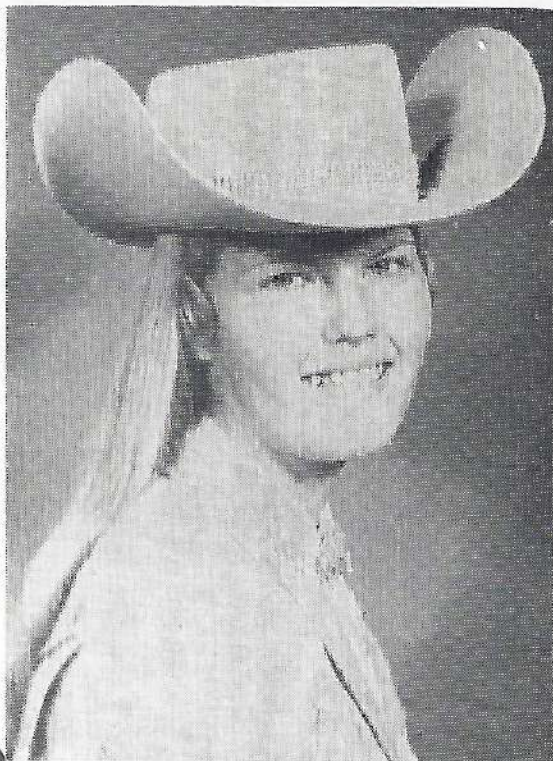
**TRAFALGA RESTAURANT
AND TRAVELODGE MOTELS**

Featuring Broasted Chicken and Char Broiled Steaks



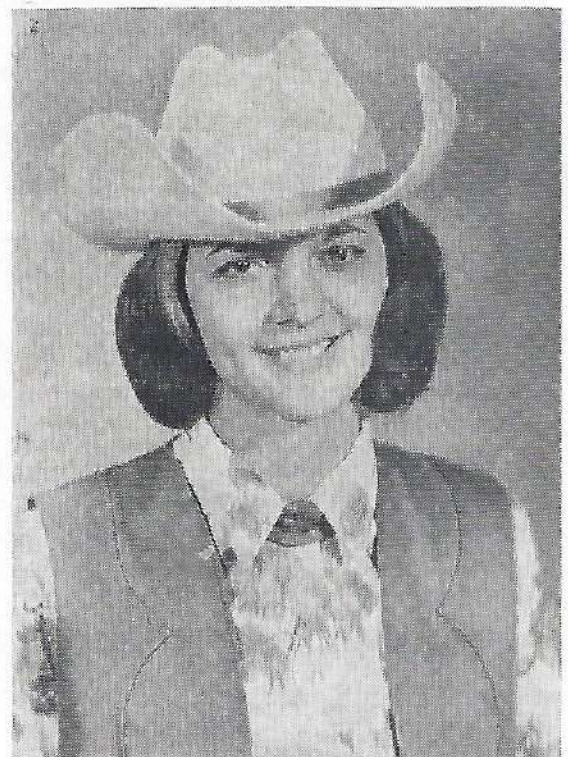
Rodeo Chairman Dean Gardner and Co-Chairmen Barnard Seegmiller and Clayton Atkin

ROUNDUP QUEEN



Helen Holt

ROUNDUP PRINCESS



Carmen Iverson



President's Message

As president of the St. George Lions Club, I wish to welcome all of you to the 30th annual Dixie Round-up and night rodeo.

We're glad to have you here.

Without the loyal support of all of you—our many thousands of friends—the Dixie Round-up would not be possible.

Our goal "Community Service" is made easier because of your cooperation.

Sincerely,

L. Bard Blackham, President
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.

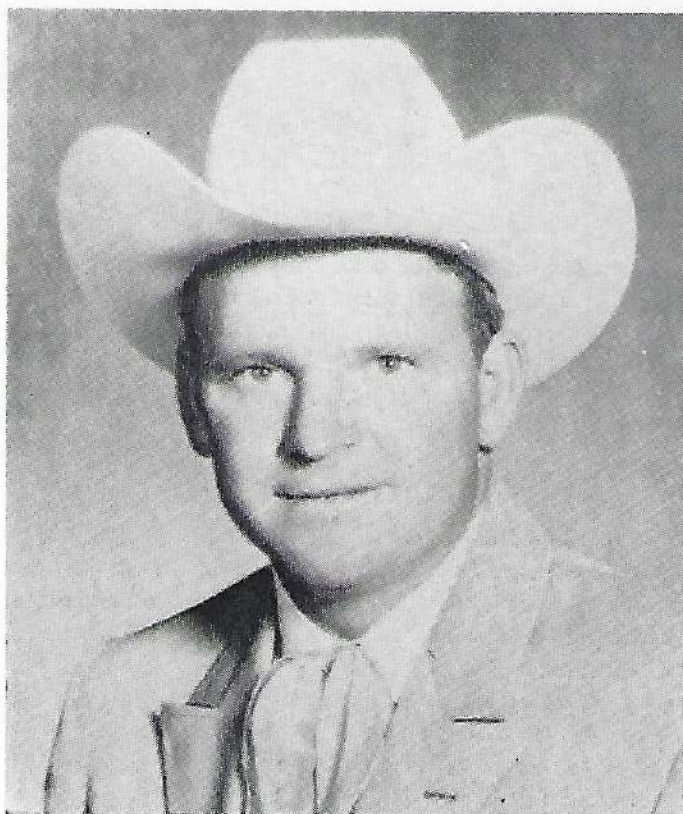
The U.S. flag, state flags, two Flying U banners, some 50 pennants, girls dressed in rhinestone hats with colorful chaps and skirts, on matched horses with white and silver saddles, and lots of other gimmicks will be used during the grand entry, in which some of the greatest cowboys in the world will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



RONALD McARTHUR
Lions Club Secretary

RODEO PRODUCER



ANNOUNCER, DON HARRINGTON

Don Harrington of Butte, Montana, will be the man at the mike for the Dixie Roundup on Sept. 24, 25 and 26. Don's first entry into rodeo came as a contestant when he was still in high school and while he was working on ranches in western Montana. After three years Navy service he attended the University of Montana, was a member of the college rodeo team four years and also graduated in Business Administration. As a rodeo contestant at R.C.A. rodeos following school he competed in bare-back riding and calf roping—while in college he competed in all rodeo events.

By accident he started announcing rodeos when he was asked to pinch hit for the regular announcer who had missed his travel connections. Since that time his voice has been heard by thousands of rodeo fans from as far north as Edmonton in Alberta, Canada, to the southern border of the United States; covering approximately forty rodeos each year.

Because of his having been a contestant, and a rodeo secretary in addition to announcing Don has a back-ground on most every active cowboy in competition today. He raises and trains Quarter horses as a hobby.

Rodeo Rules

BAREBACK BRONC RIDING

One hand rigging to be used. To qualify rider must have spurs over the break of the shoulders when horse's front feet touch the ground, first jump out of the chute. Horses will be ridden for eight seconds. Rider cannot touch horse with free hand.—Synopsis R.C.A. rules.

BULL RIDING

Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand.—Synopsis R.C.A. rules.

CALF ROPING

If cowboy intends to use two loops, two ropes must be carried. Cowboy must throw calf by hand, cross and tie any three feet. If calf is down when the roper reaches it, he must allow calf to get up and then throw calf. Tie must hold for six seconds after roper calls time.—Synopsis R.C.A. rules.

STEER WRESTLING

Steer must be caught from horse. If steer gets loose dogger may take no more than one step to catch him. Steer will be considered down only when it is lying flat on its side, all four feet and head straight.—Synopsis R.C.A. rules.

SADDLE BRONC RIDING

To qualify, rider must have spurs over the break of the shoulders and touching the horse when front feet hit the ground first jump out of the chutes. Rider disqualified for: being bucked off; changing hands on rein; losing stirrup; or touching the animal, saddle or rein with his free hand.—Synopsis R.C.A. rules.

PRIZE MONEY

Rodeo is a contest of cowboys competing for prize money. So the simplest, fairest way to name the world champions of professional rodeo is by counting the money they win each season.

From official results of every rodeo approved by the Rodeo Cowboys Association each season, a careful, culminating record of dollars won through the year by every cowboy member, is kept at the association's Denver, Colorado, headquarters.

At the end of the regular season, a certified public accountant audits the financial chart and ascertains the top 15 winners in each event. These men become eligible to compete in the title playoffs, the National Finals Rodeo.

The NFR does not change the system of naming champions but is simply fitted into it. Money won at the Finals, along with seasonal earnings, all are dollars toward the titles. So the titlists still are the men who won the most money for the year.

A total of \$24,000 in added financial dividends is guaranteed the new crown-wearers by the R.C.A. This is apportioned \$3,000 per title, with the champion getting 40 per cent, runner-up 30 per cent, third place winner 20 per cent, and fourth place holder 10 per cent, and is aside from contributions from other donors.

Top money winner of 1963, Dean Oliver, won \$31,329 in competition, pocketed another \$5,800 in donated cash awards.

Keeping track of a cowboy's winnings these days is a sizeable task. With nearly 3,000 contestant members and over 500 approved rodeos, the R.C.A. staff tabulates better than 50,000 separate entries each season.



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.

Warthen Service Co.
For the Best Deals in Cars and Trucks



DIXIE HOSPITAL

The Dixie Hospital is an adventure in the democratic process wherein the people, through their chosen representatives, cooperate 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 41-bed capacity, with facilities for 18 new-born infants, and with the last word in modern equipment for every emergency.



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

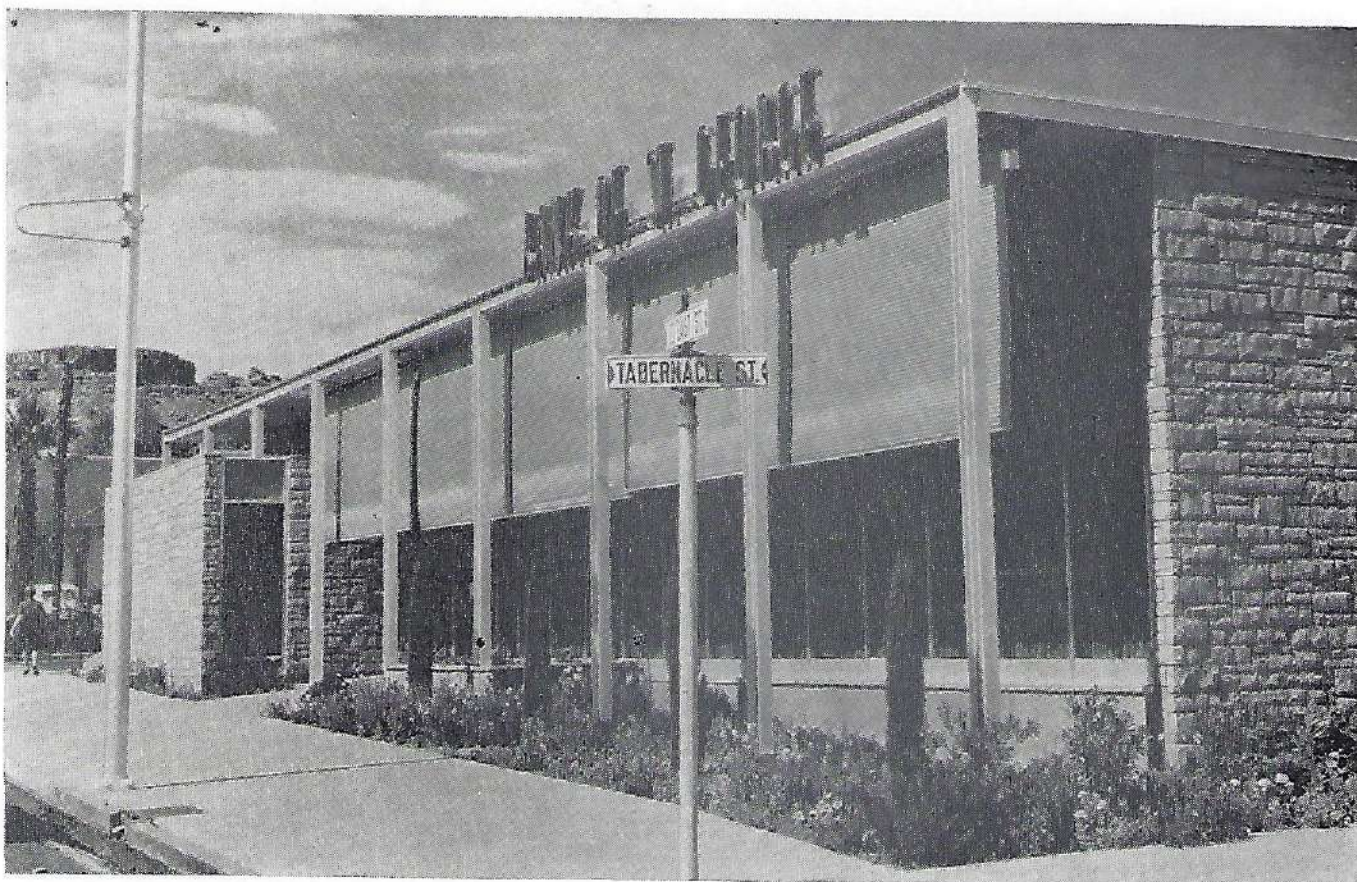
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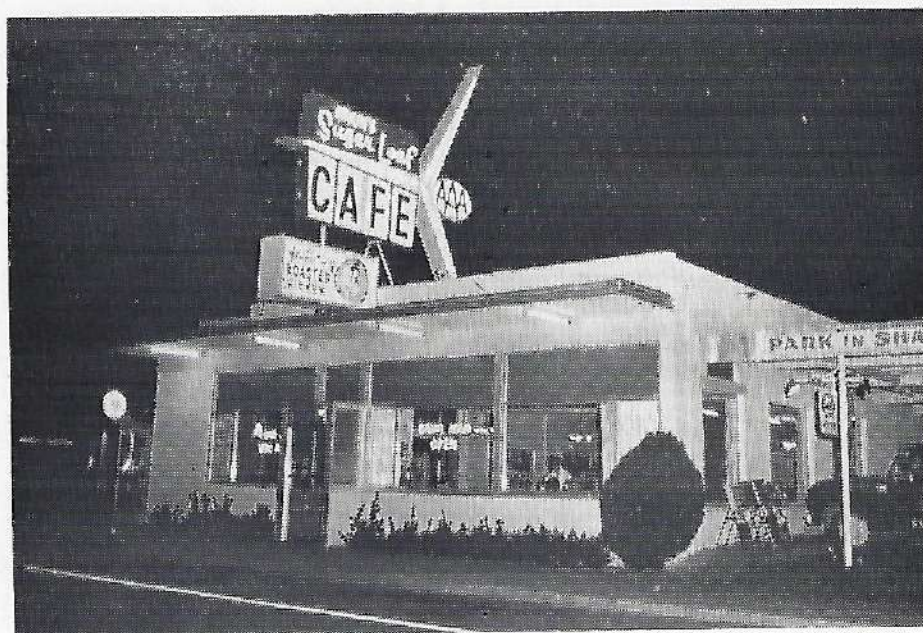
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Six Stores in Washington County to Serve You

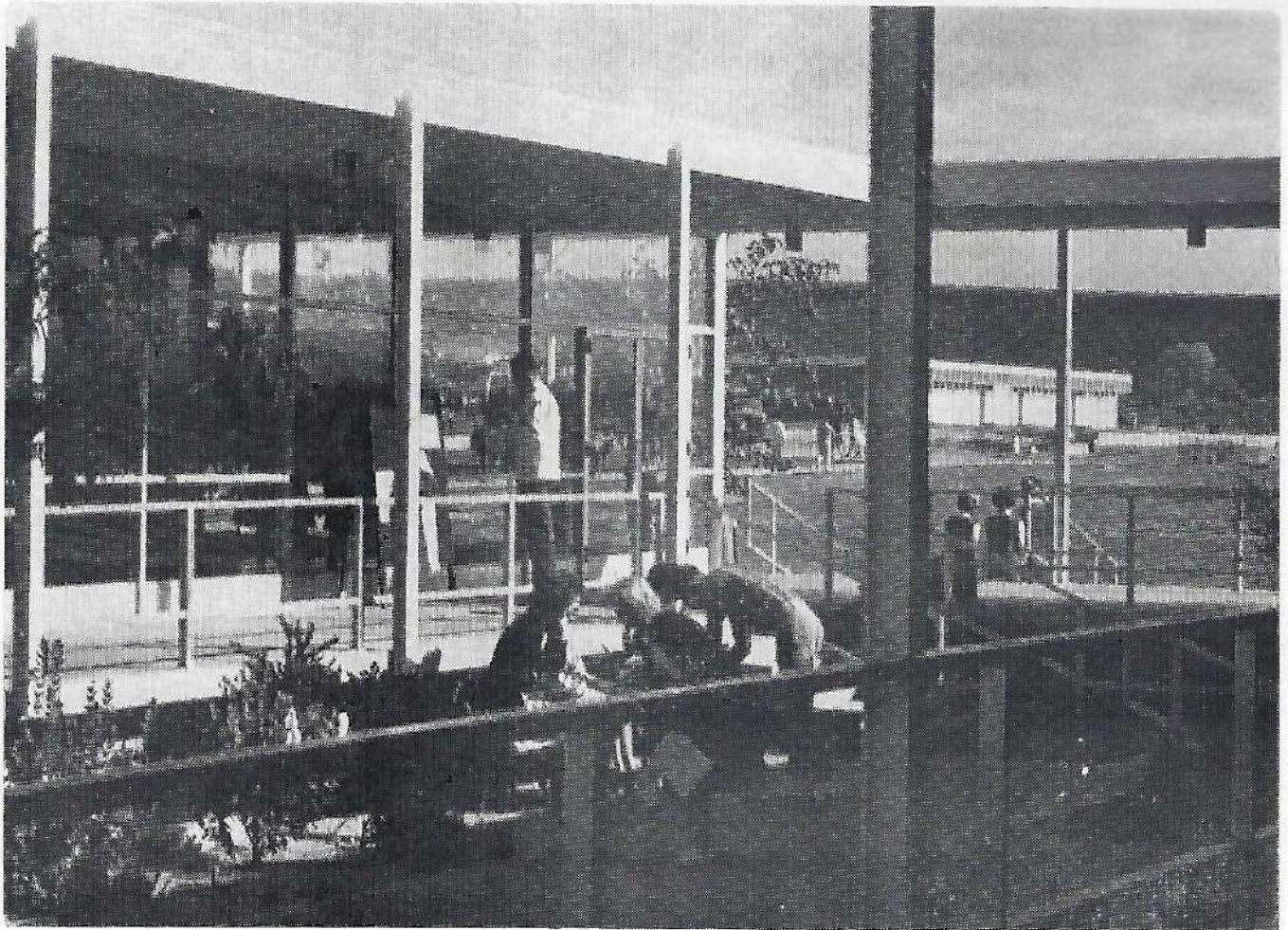
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McArthur's
OK Market

Dixie Market
Market Basket

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Clifton's Market

NEW HORIZONS AT DIXIE COLLEGE



Dixie College, a personalized, small school, gives each student an opportunity to participate in some of the many activities, and to be known by all his class mates.

A New Campus provides modern facilities, while offering continued growth and new buildings.

An Outstanding Academic Reputation assures the student that credits given here will be accepted at fact value at universities throughout the nation.

A Broad Cultural Program provides opportunities for participation in drama, dance, music, and various fields.

Winning Athletic Teams bolster school spirit. Conference champs in football and tennis; winning seasons in basketball, track, and baseball open the way for young athletes.

A Friendly Community and a delightful winter climate await the new student.

SPEND THE WINTER AT DIXIE COLLEGE, ST. GEORGE, UTAH



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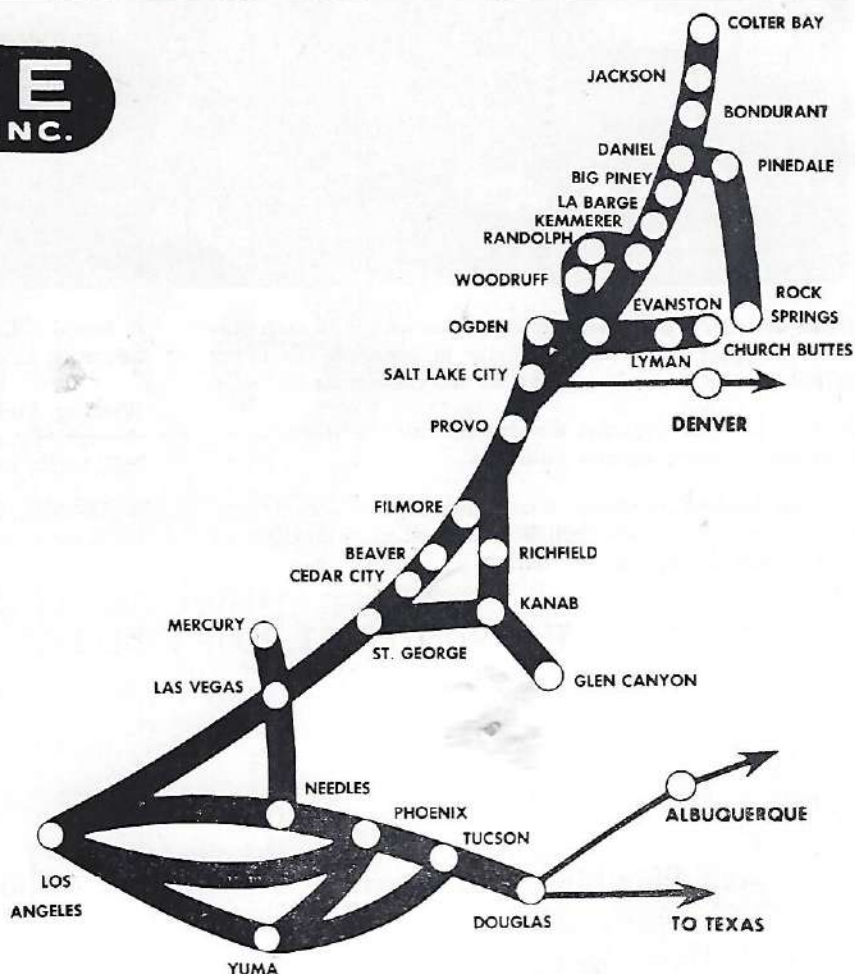
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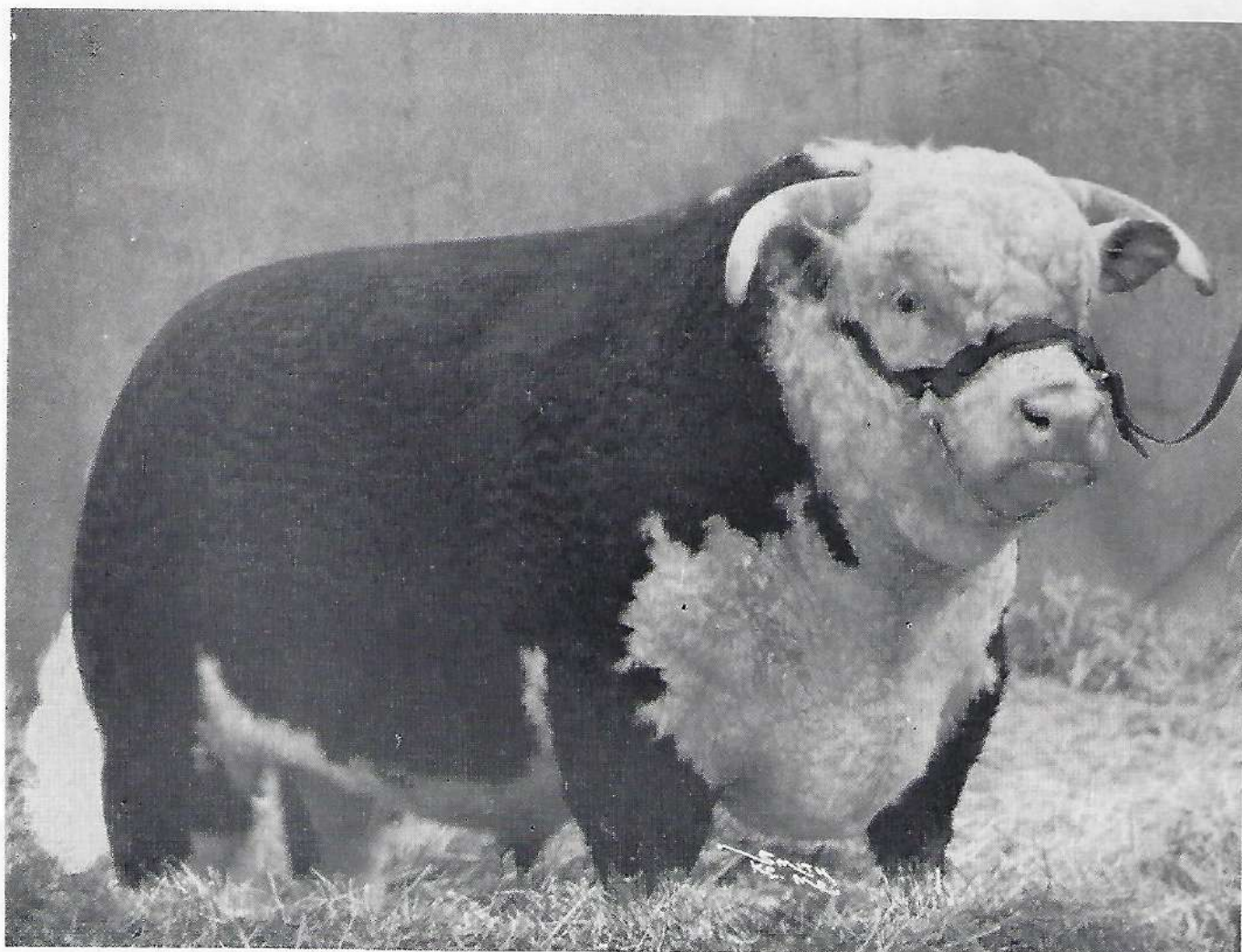


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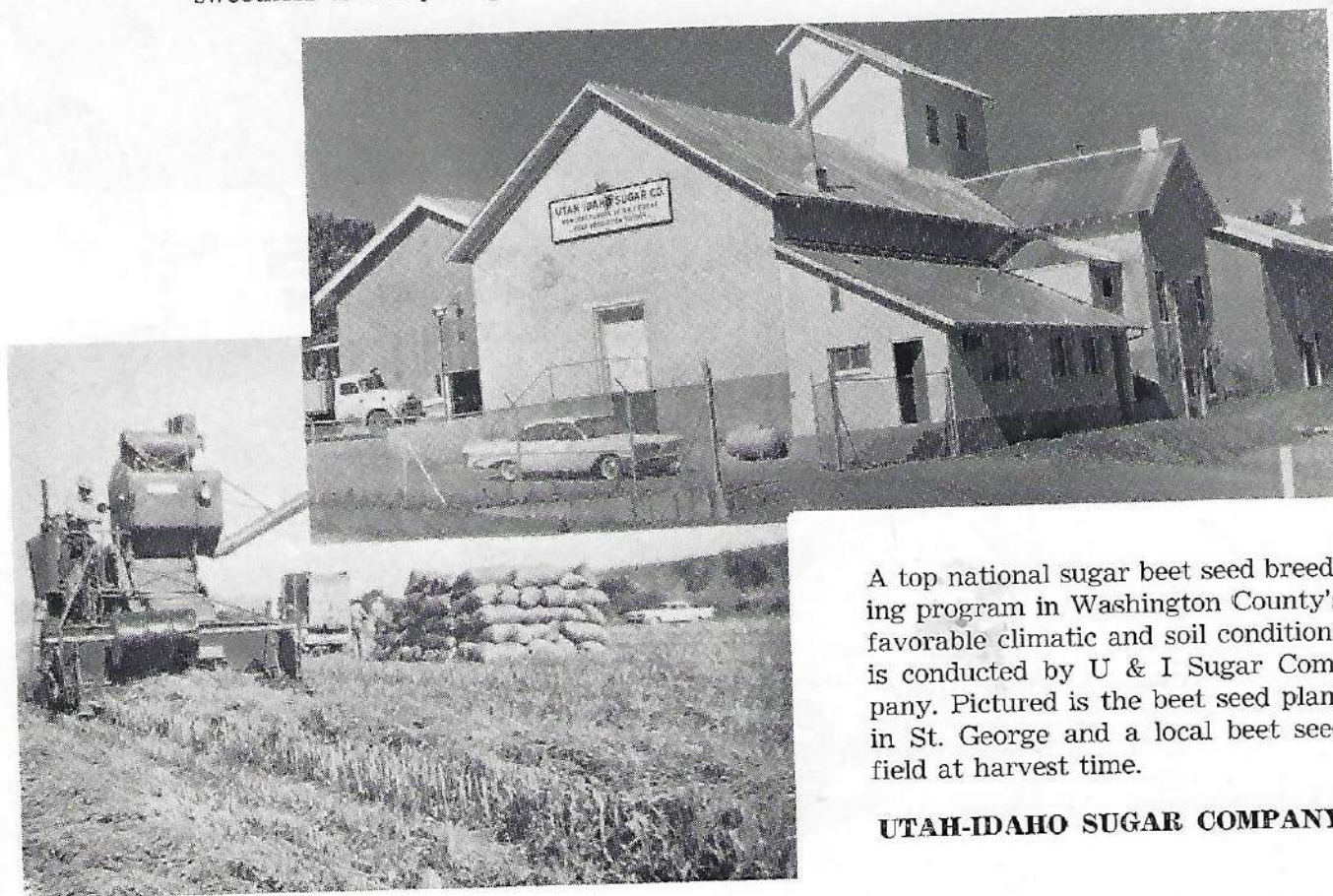
St. George, Utah



Pure Food Energy From Our Land . . .

U & I Sugar, processed from beets that are grown from seed produced in Washington County, is pure food energy that is essential to any well balanced diet.

There's nothing quite like U & I for preserving natural fruit flavors, providing essential energy for young bodies, and for adding rich natural sweetness to everything it touches.



A top national sugar beet seed breeding program in Washington County's favorable climatic and soil conditions is conducted by U & I Sugar Company. Pictured is the beet seed plant in St. George and a local beet seed field at harvest time.

UTAH-IDAHO SUGAR COMPANY

ROSTER OF MEMBERS OF ST. GEORGE LIONS CLUB, 1964-65

Active Members:

D. K. Adams
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Sarkis Arslanian
R. N. Ashby
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Clayton Atkin
William A. Barlocker
Bard Blackham
Clark Blake
Milo Blake
Marion Bowler
Darrell Bracken
Bill Bringhurst
Leslie Burgess
Ross Butler
Wilford Cannon
Robert Cooper
Lorraine Cox
Clark Empey
Lynne Empey
Afton Ence
Jay Ence
Kenneth Ence
Duane Esplin
R. N. Fenton
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Dean Gardner
Ray Garner
James Gwilliam
William G. Hackwell
H. Val Hafen
Glenn Hafen
C. P. Hale, Jr.
E. N. Hammer
Elwood Harrison
Andrew Holt
Gerald Holt
Joe Hutchings
Karl J. Hutchings
M. O. Hutchings
M. C. Jacobsen
Howard Judd

Active Members:

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Ronald Knell
Wm. C. Lasseter
Neal M. Lundberg
Andrew Lytle
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Dr. A. W. McGregor
LeVon McQuaid
Dick Miles
Irvine Milne
Frank Mountford
Ronald Nelson
Wesley A. Nelson
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Wayne B. Nuttall
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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

Milton Nelson

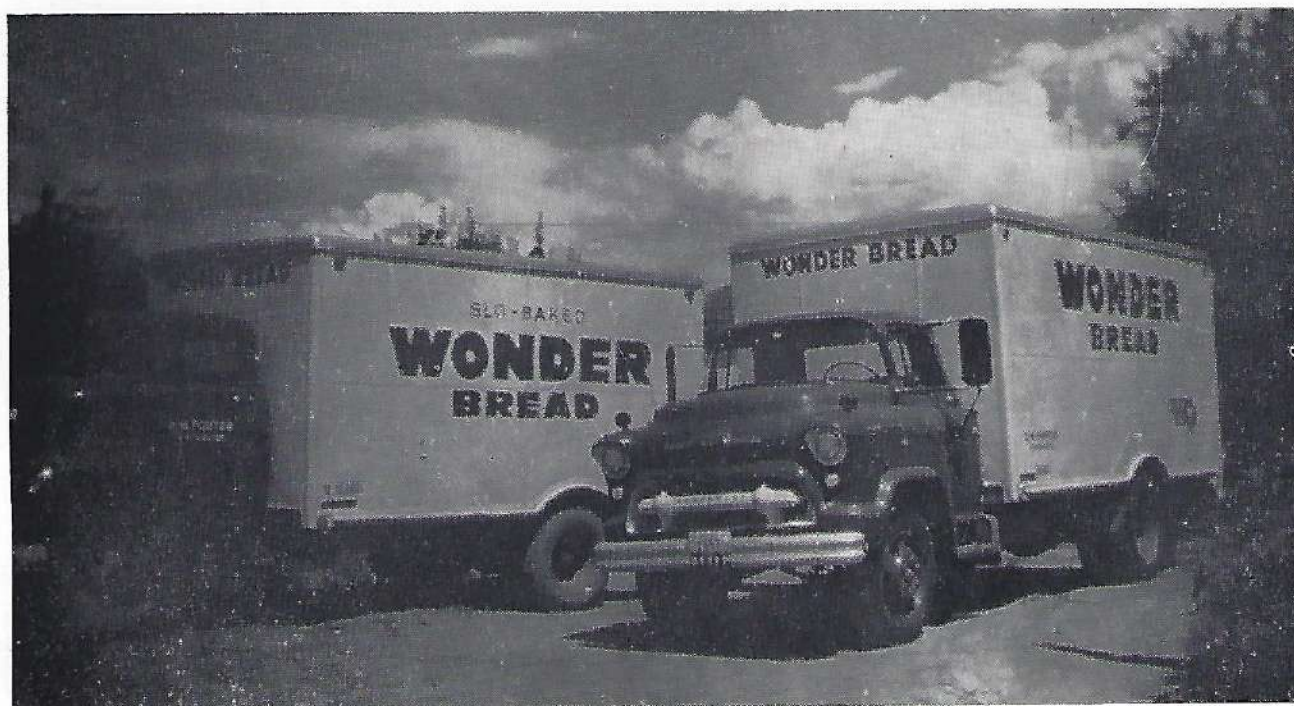
Lee Owens

Andrew Pace

Richard V. Wyman

Honorary Member

Earl J. Blake

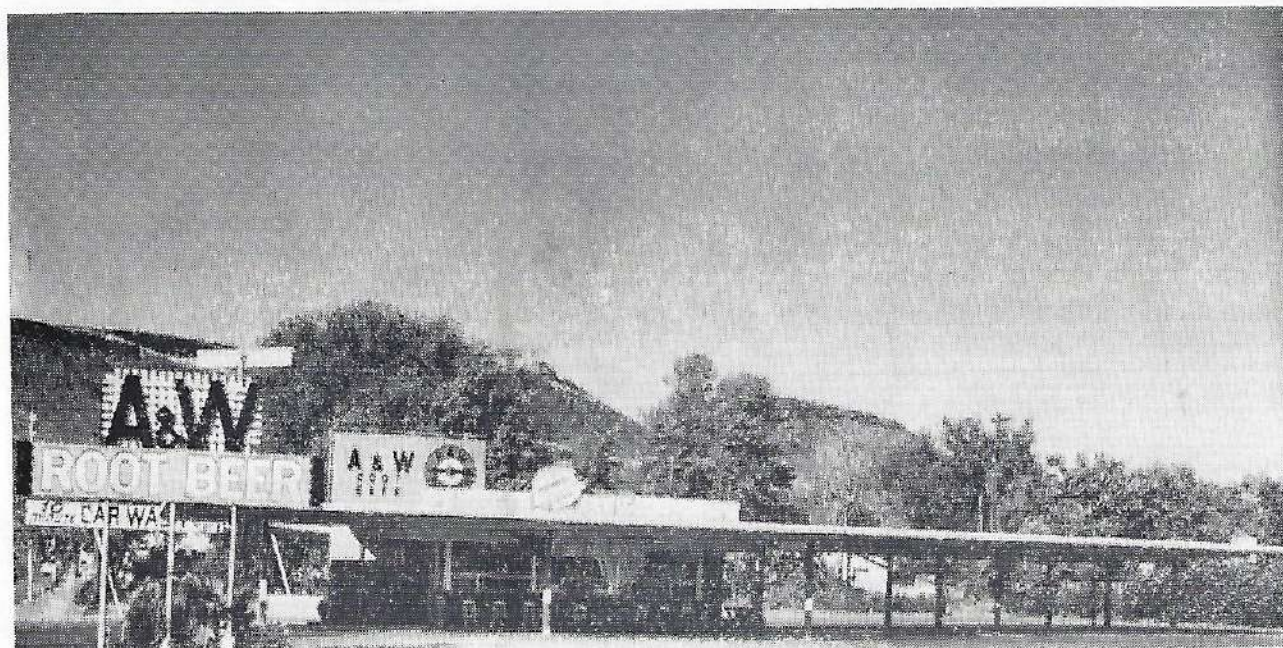


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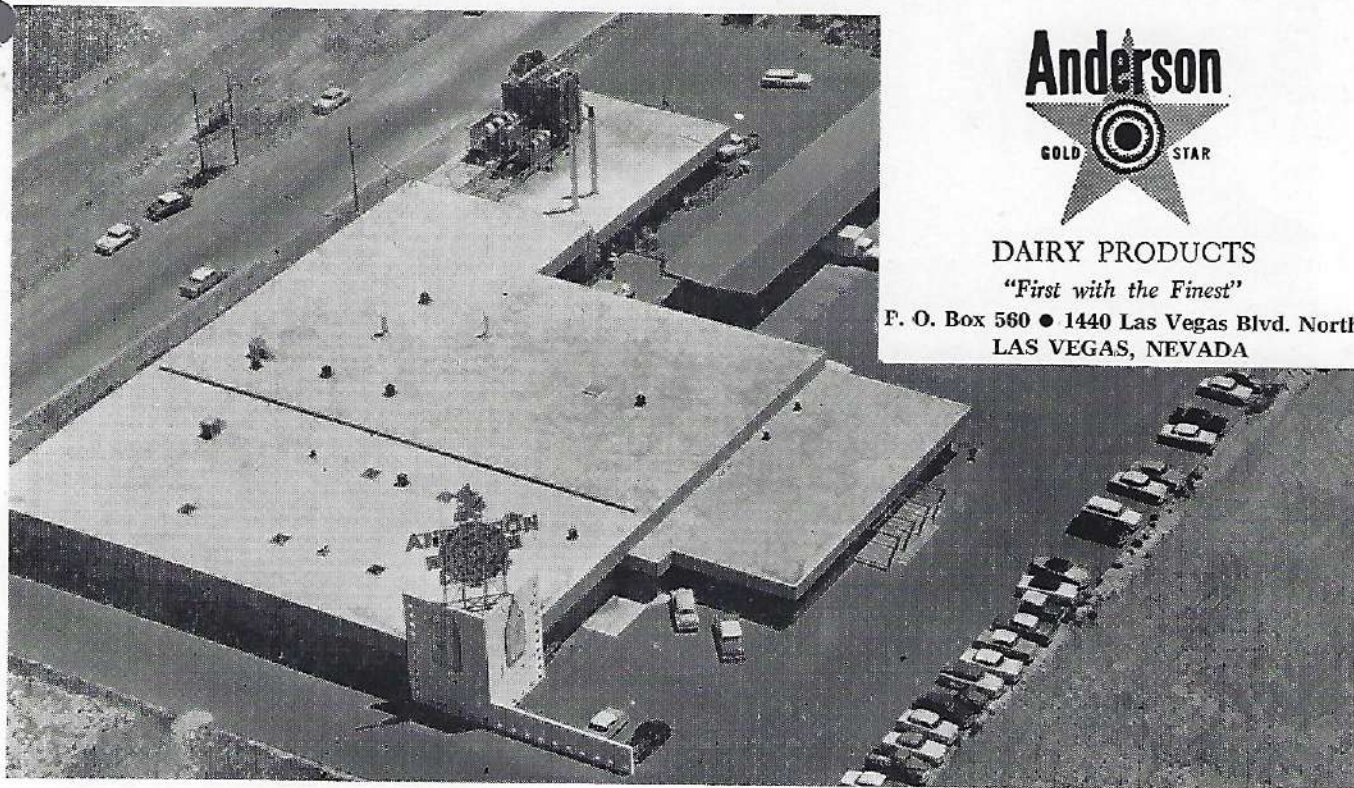
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"DRINK MILK"

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.

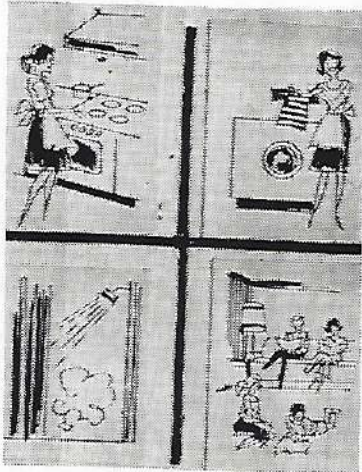


MEMBERS OF THE ASSOCIATION

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

Claud Braswell
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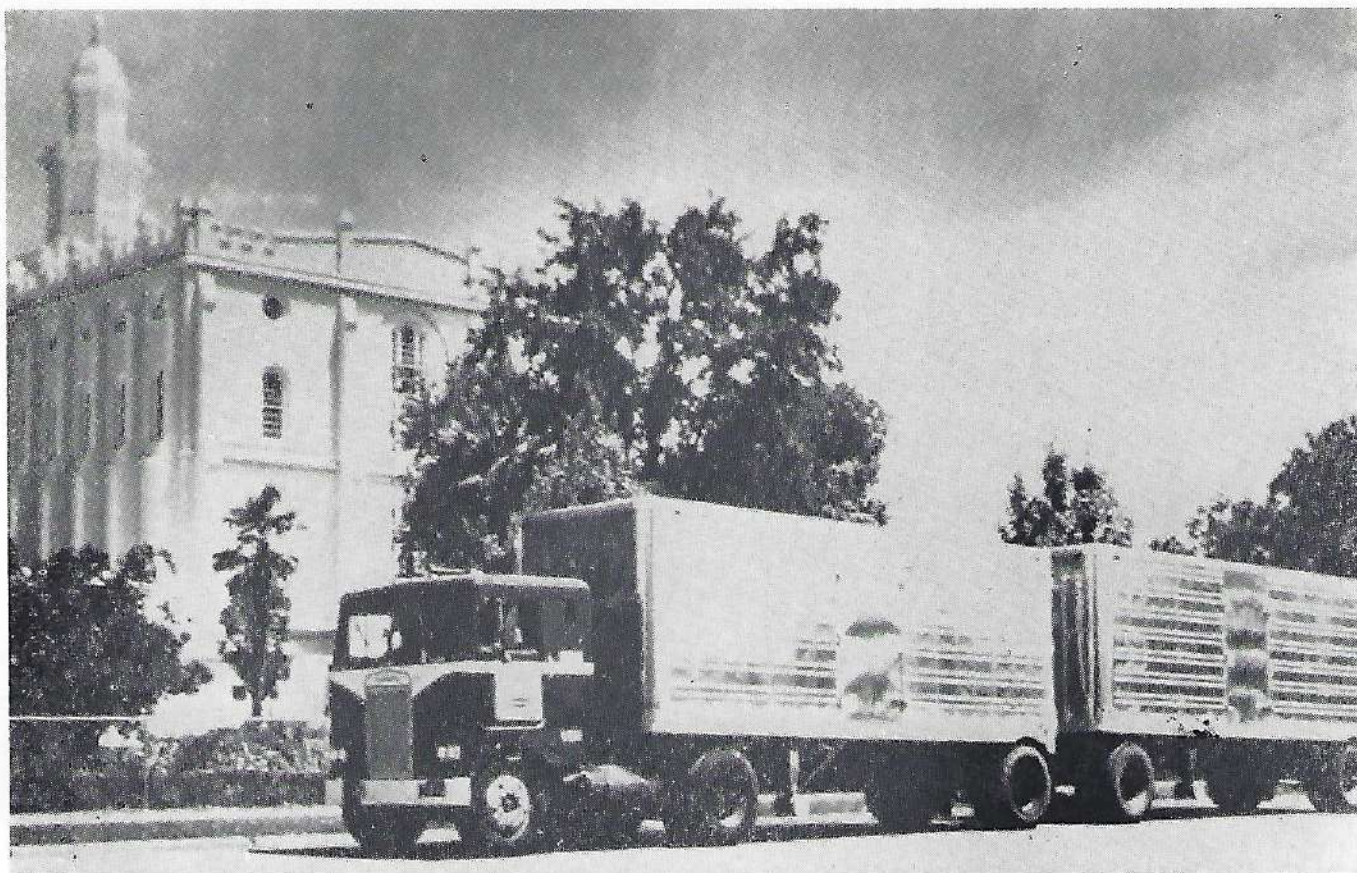
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JUNIOR LIVESTOCK SHOW

FOUR EXCITING RODEOS

THURSDAY EVENING MAY 13
FRIDAY EVENING MAY 14
SATURDAY EVENING MAY 15
SUNDAY AFTERNOON MAY 16

WEAR A HELLDORADO BUTTON

GOLDEN NUGGET DEER HUNTERS CONTEST of 1964



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 17th through October 27th (11 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 17th through October 27th) (First 11 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 12, 1964

CONTEST CLOSES MIDNIGHT, NOVEMBER 15, 1964

Minors and Golden Nugget employees are not eligible. Contestants must register in person at the Golden Nugget prior to date deer is killed as shown on deer tag.

St. George Motel Association

**Welcomes You to The Annual
Lions Dixie Roundup**

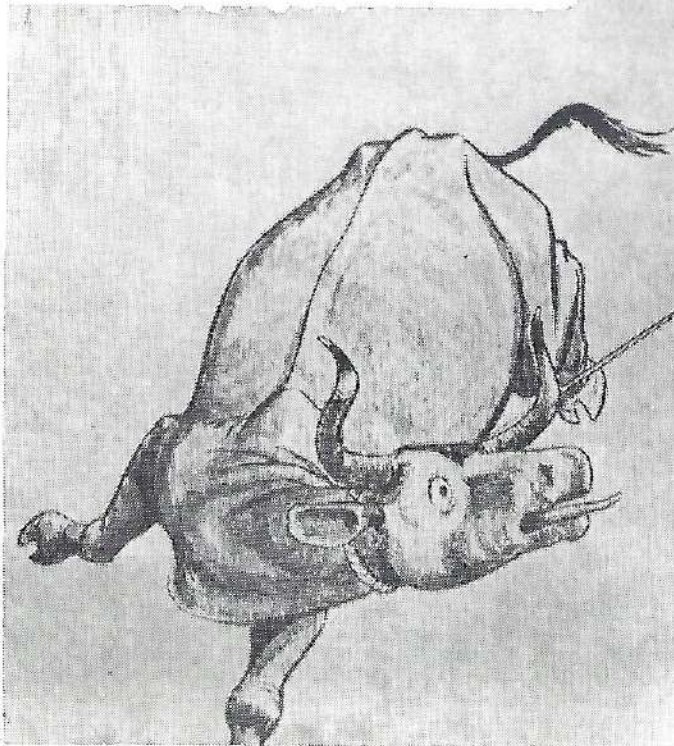
SHADY ACRE MOTEL
STARDUST MOTEL
V J J MOTEL
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Bennett Motel
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St. George Motel
Jack's Chevron Station
J and J Mill and Lumber Co.
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Howard's Body and Paint
St. George Ice Co.
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Dixie Bottling Co.
Intermountain Farmers Assn.
Family Circle
Dixie Glass Co.
Alma Holt Potato Co.
Ted's Barber Shop
Wulffenstein's Body and Paint
Pickett's
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Going Into Our 30th Anniversary
Of Serving the Public



Dick Hammer Rounding Up the Steaks

Dick's Cafe

St. George, Utah

See Your Number One Dealer
With the Number One Cars and
Number One in Sales

A & P CHEVROLET-CADILLAC

St. George, Utah



An aerial photograph of a city, likely St. George, Utah, showing a large stadium in the center, surrounded by residential neighborhoods and commercial buildings. The image is oriented horizontally on the page.

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St. George City