

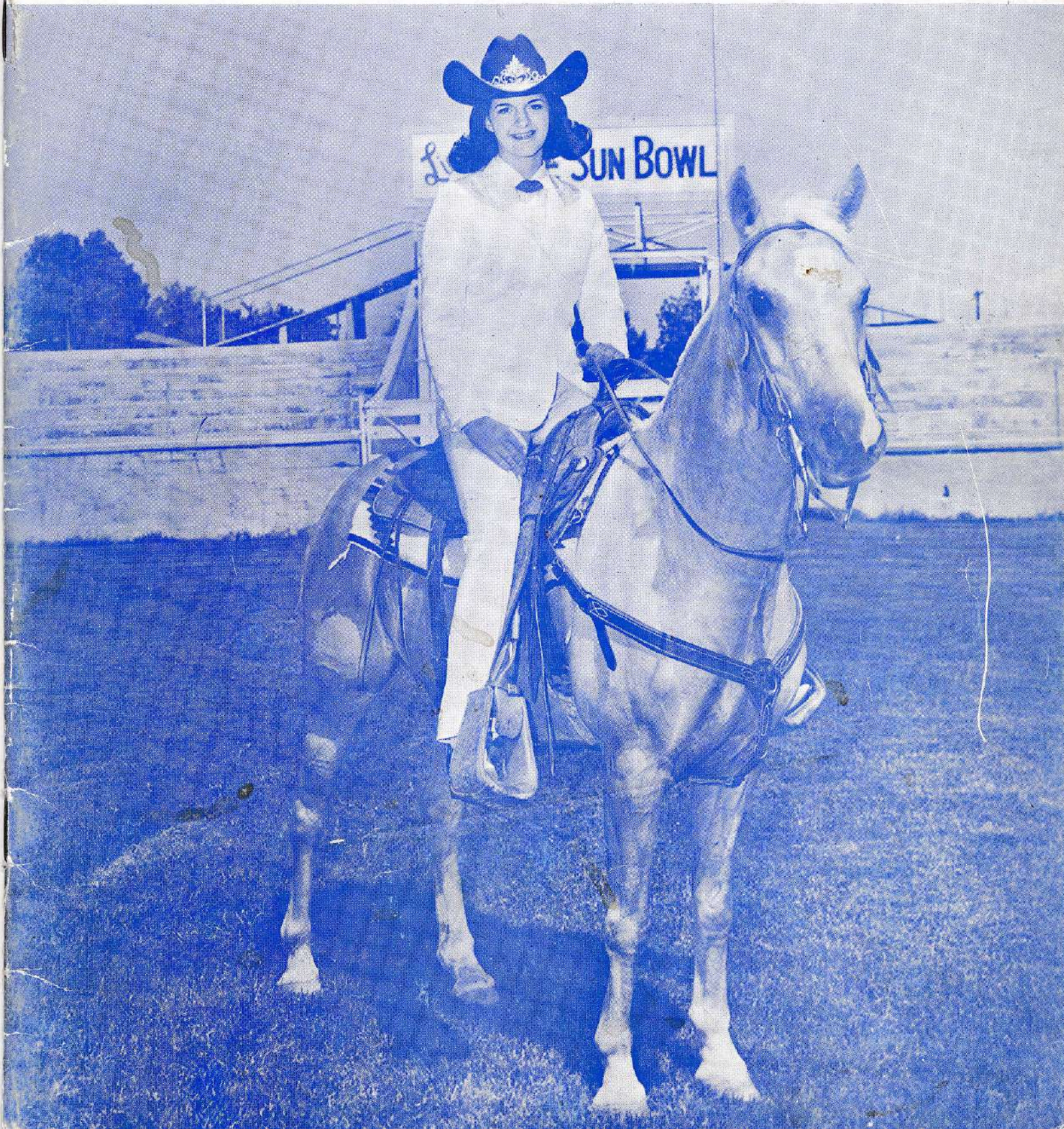
Lions Thirty-Second Annual

# Dixie Roundup

September 22, 23, 24

Dixie Sun Bowl

St. George, Utah



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



**TRAFALGA RESTAURANT AND TRAVELODGE MOTELS**  
**Featuring Broasted Chicken and Char Broiled Steaks**



Welcomes and Invites Your Needs to the Following:

|                           |                                         |
|---------------------------|-----------------------------------------|
| Economy—Volkswagen Dealer | Vending—Dixie Amusement and Vending Co. |
| Air Taxi—Skyhawks, Inc.   | Air Ambulance—Dixie Aviation Corp.      |

# *General Committee*



**KARL HUTCHINGS**

Chairman

**BARD BLACKHAM**

Co-chairman

**WAYNE NUTTALL**

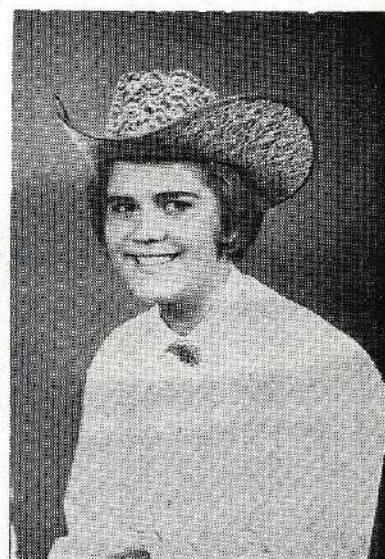
Co-chairman

**ROUND-UP QUEEN**



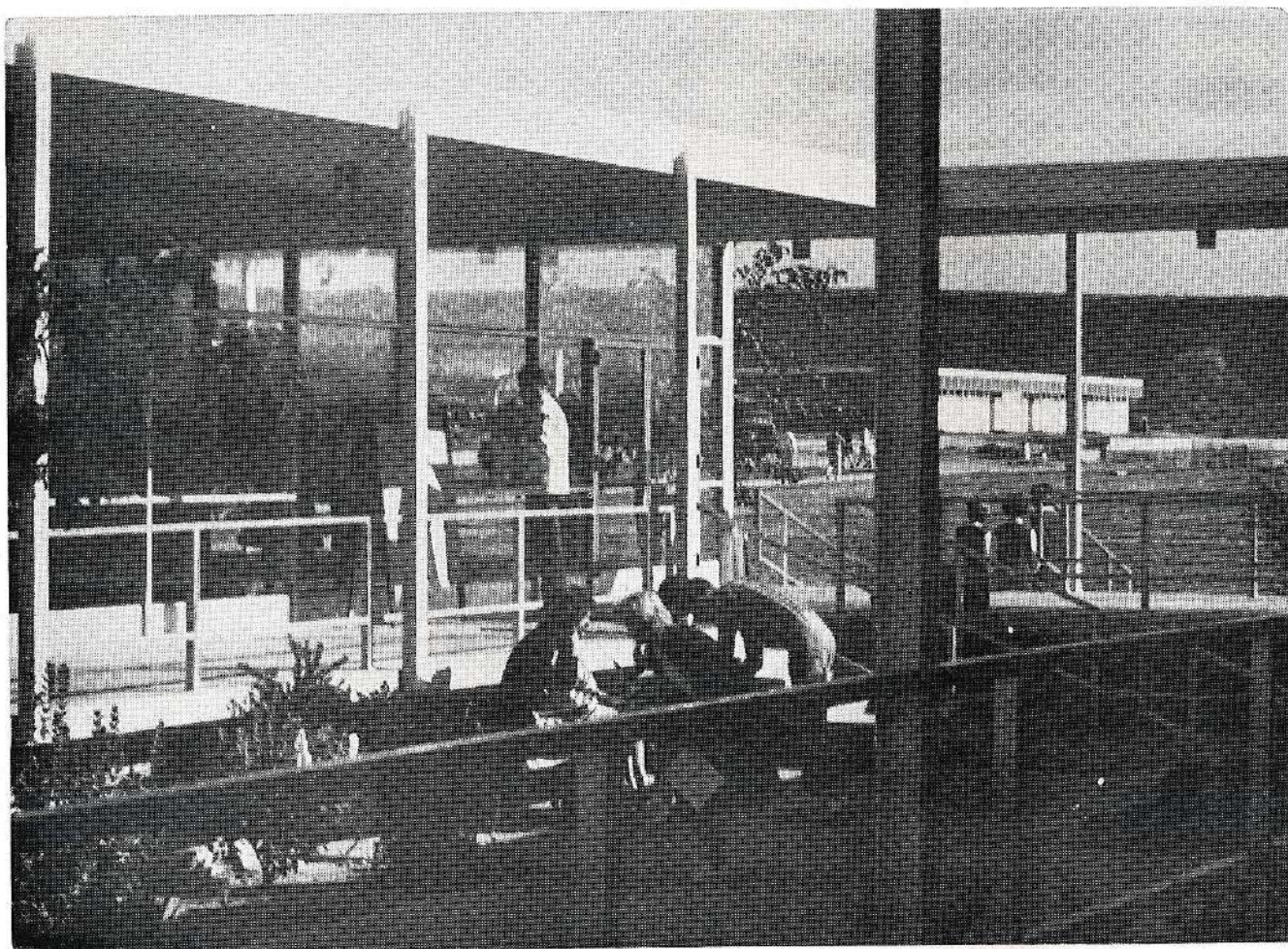
Carmen Iverson

**ROUND-UP PRINCESS**



Shirlee Esplin

## 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 face value at universities throughout the nation.

**A Broad Cultural Program** provides opportunities for participation in drama, dance, 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

SPONSORED BY

**Ace Plumbing and Heating**

652 East 100 North  
St. George

**Thompson Air Conditioning**

251 East Tabernacle  
St. George

## President's Message

As president of the St. George Lions Club, I wish to express to all an invitation and greeting to the 32nd Annual Dixie Round-up and Night Rodeo.

The purpose of this celebration is to stimulate interest, good fellowship, serving and improving the area in which we live.

It is through the combined efforts and cooperation of the Lions Club members, Lady Lions, businessmen and people of the surrounding community who have made our great show possible.

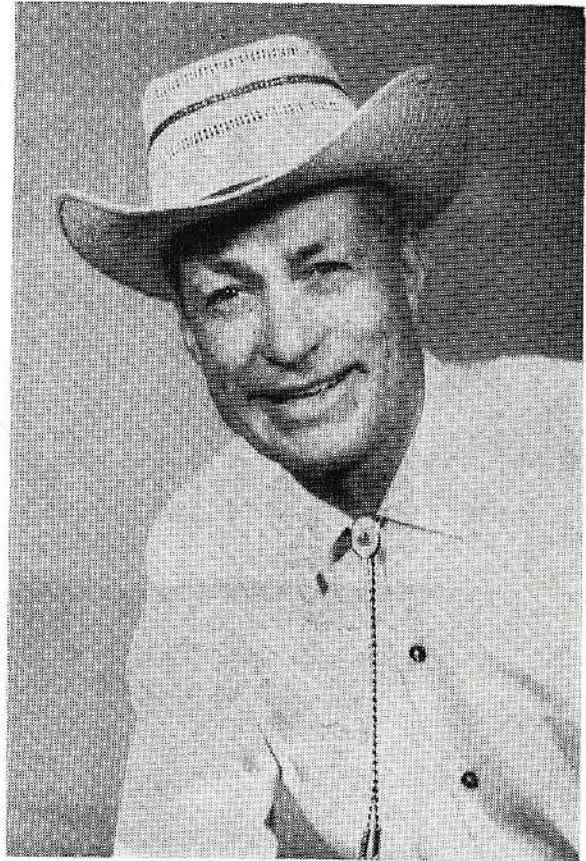
I hope you feel well paid for the memorable time we have outlined for you.

Sincerely,

Albert M. Stratton

President

St. George Lions Club



## Mayor's Message

It is a pleasure indeed to welcome the many friends and patrons of the St. George Lions Club rodeo to the 1966 show.

As City officials we tender our thanks and appreciation to the Lions Club for this outstanding event each year. We wish them success in their show again this year and praise them for their untiring efforts.

Marion Bowler  
Mayor

**SUGAR LOAF CAFE**

and

**R. C. ATKIN HEREFORDS**

and Quarter Horses



Featuring

Broasted Chicken

Home-Baked Pies and Rolls

Red Magic Steaks



YOUR HOME-OWNED GROCER

Finest Meats and Produce

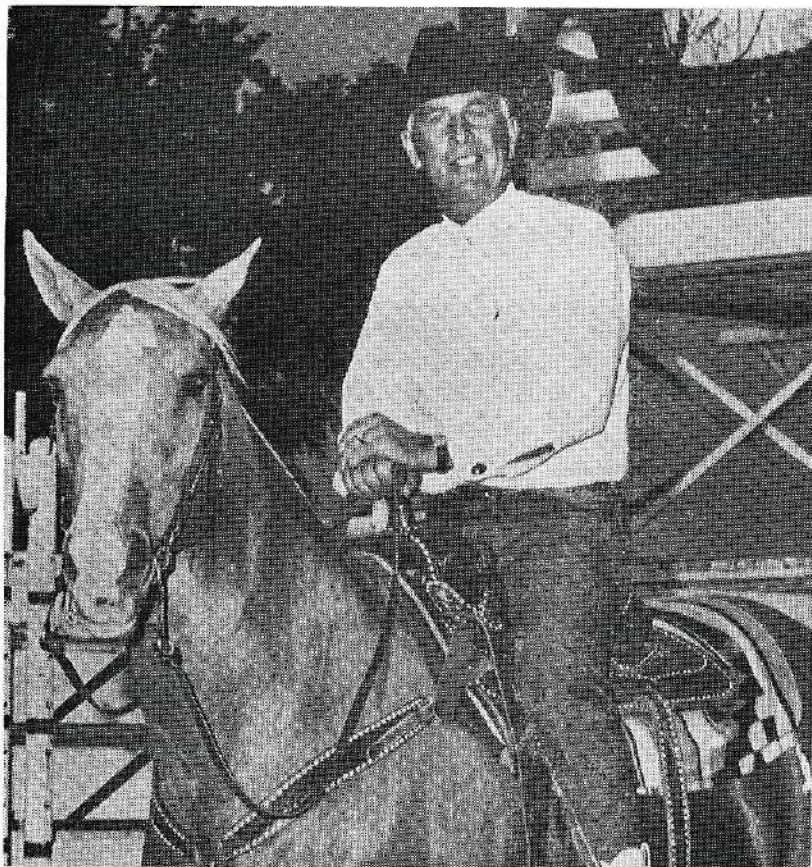
Six Stores in Washington County to Serve You

A G FOOD STORES

McArthur's  
OK Market

Dixie Market  
Market Basket

Washington Merc  
Clifton's Market



## RODEO PRODUCER

D. A. "Swanee" Kirby, veteran Utah rodeo producer will furnish the stock for the rodeo. He is a native of Moab, Utah and is the dean of producers in the Intermountain area, having produced rodeos in Idaho, Utah, Wyoming, Colorado, New Mexico and Arizona, for many years.

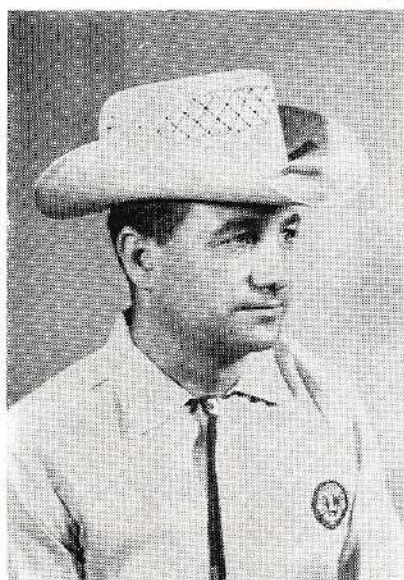
One of the best Brahma Bull men in the west, he always has top bulls at his shows and has sent his share of bulls to the National Finals, along with some of the top horses in the business.

A real western man, Mr. Kirby is at home on a horse and has rode most of the Southern part of the State on horseback especially in the Canyonlands area. In his younger days at Moab he spent many weeks in the saddle trailing wild horses in some of the most rugged areas of the west.

Because of his knowledge of the rodeo game, he ramrods one of the fastest moving rodeos. He is well known among the nation's cowboys and knows practically all of them by their first name.

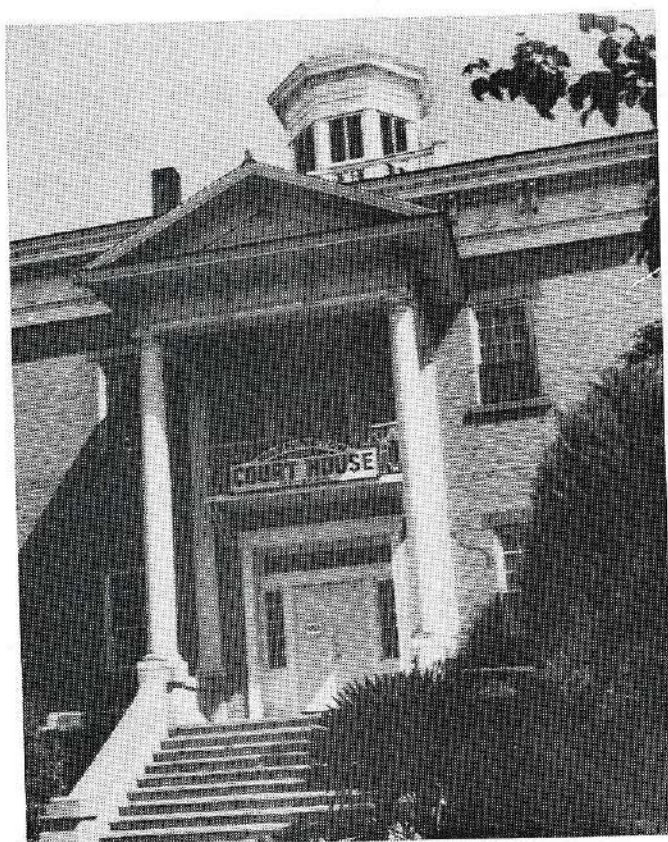
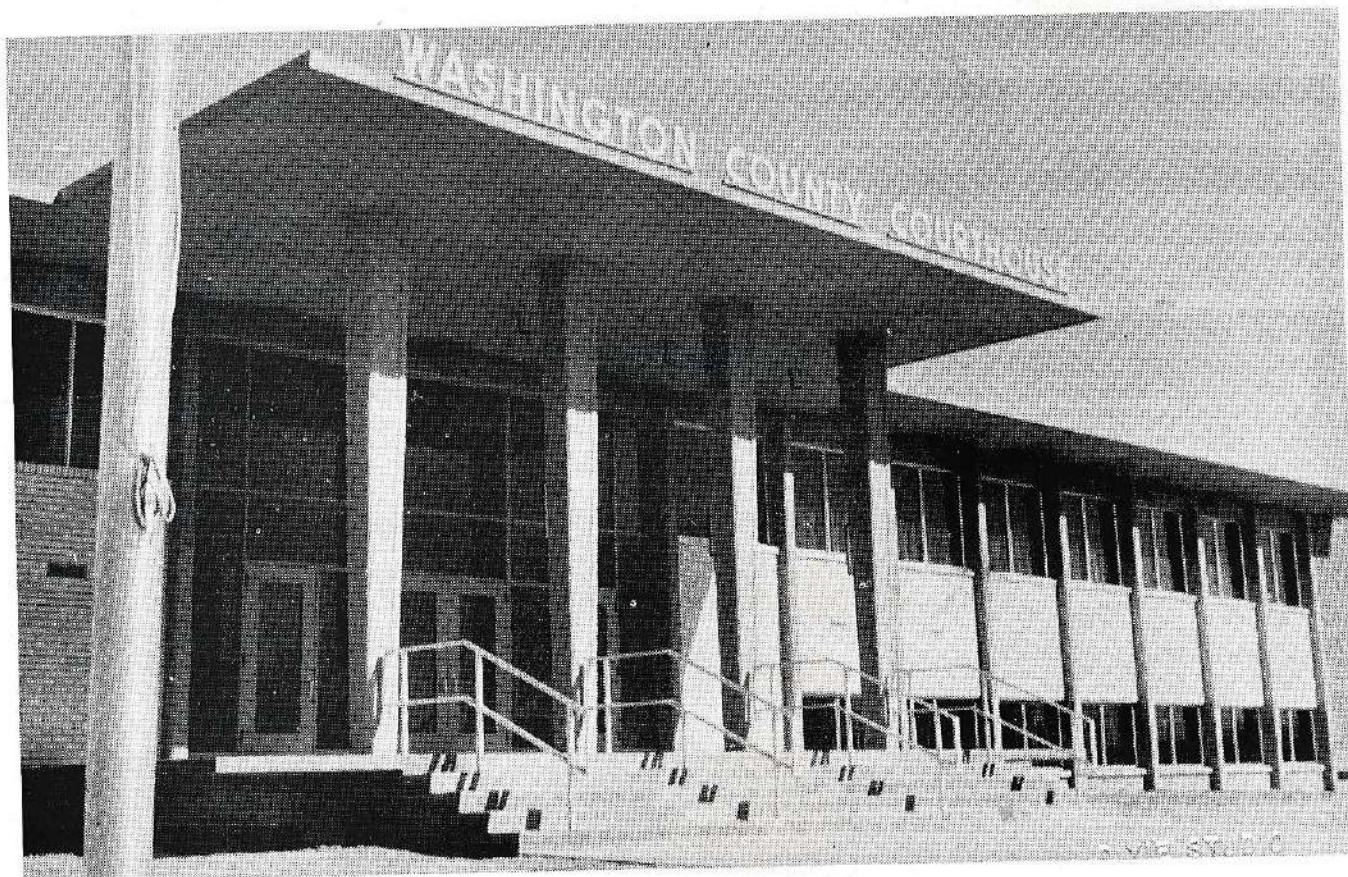
## ANNOUNCER, JACK OAKEY

Announcer for the Rodeo, Mr. Jack Oakey, is well known to Dixie Round-up fans, having announced here many times. Mr. Oakey has had 26 years experience in 12 western states and Hawaii in the business of rodeo announcing.



RONALD McARTHUR  
Lions Club Secretary





Washington County, a land of painted deserts and snow capped peaks, of sheer red cliffs blending into broad plateaus, of the muddy waters of the Virgin, clear trout streams and pine-lined reservoirs—the home of expanding industries, thriving farms and orchards, pleasant communities and friendly people. This is Utah's Dixie, a vacation land in technicolor.

One hundred years of County Government has advanced the need for a new Courthouse—A Courthouse with more office space, and more storage space.

#### **New Washington County Courthouse**

Located on Second East and Tabernacle Street, St. George, Utah. It was opened in early 1966.

#### **Old Washington County Courthouse**

Completed in 1870—Nearly One Hundred Years of Service.

# 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.

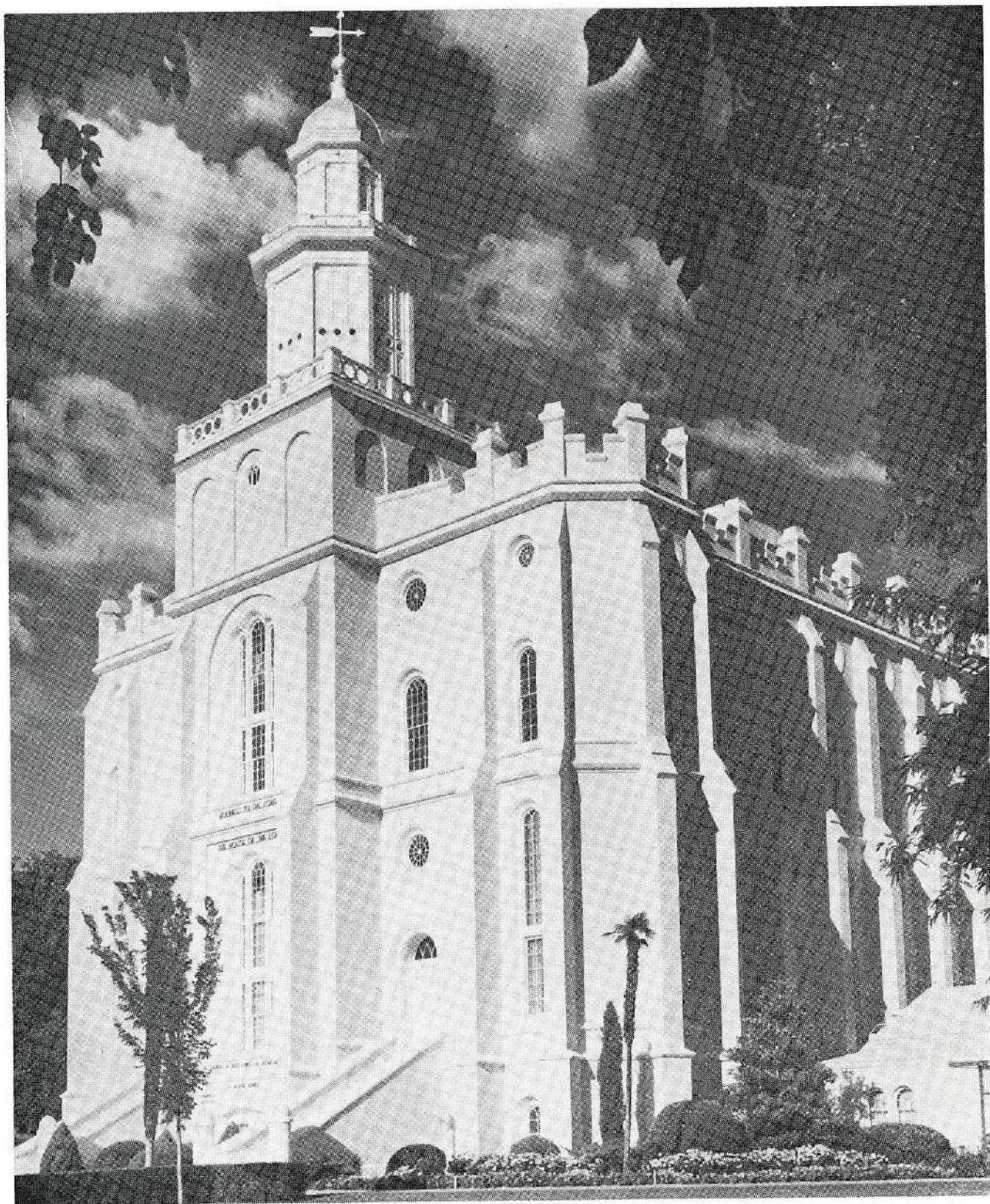
At the end of the regular season, a certified public accountant audits the financial chart and ascertains the top 15 winners in each event. These men become eligible to compete in the title playoffs, the National Finals Rodeo.

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.

The year of 1965 gave Idaho's rangy Dean Oliver his third all-around title in a row, for a neat \$33,163 won roping calves and wrestling steers, making him the top money winner of the '65 season. It was the most he had won any season and pushed his 14-year career total in R.C.A. ranks to \$285,687.

Keeping track of a cowboy's winnings these days is a sizeable task. For the 1965 membership there are 3,205 contestants and 542 Approved Rodeos in the R.C.A. With \$3,568,360 cowboys were trying to win last year the staff tabulated better than 50,000 separate entries.



### *St. George Temple*

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

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.

**Washington County News**  
High Grade Commercial Printing

**HAWTHORN CO.**  
St. George, Utah



The Historic St. George Tabernacle



You will see scenes like this at the Lions Annual Rodeo

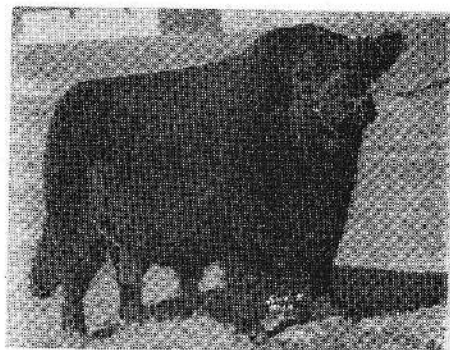
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PICKETT'S  
DIXIE BOTTLING

ST. GEORGE SAVINGS & LOAN  
CENTER DEPT. STORE

# SUNSET CANYON RANCH

Planning for and building toward the top quality herd in the West



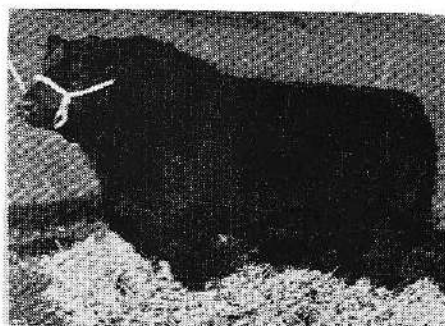
ANKONIAN EXCALIBUR

## HAYSTACK PANARAMA 70

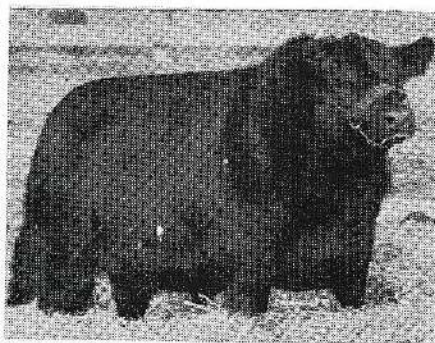
By the Perth Supreme Champion, Panarama of Eastfield out of a dam that has produced over \$100,000 worth of cattle for Haystack. She is also the dam of Haystack Camelot, the 1962 International Reserve Grand Champion, and the 1963 International Reserve Senior Champion.

## HAYSTACK VALIANT 1175

By "Excalibur," the sire of "Camelot" out of an Arkdale Ruby cow. "1175th" weighed over 1900 lbs. as a 3 year old bull.



PANARAMA OF EASTFIELD



DOR MACS BARDOLIERMERE 60

## DOR MACS BARDOLIERMERE 60

Sire of our Moles Hill Maximilian herd sire is a son of the International Grand Champion, Dor Macs Bardoliermere 60 and out of a daughter of Ankonian 3216, also an International Grand Champion.

We have recently purchased a foundation set of females from Haystack Ranch—all bred to the sire of 5 International Grand Champions, "O B 2d."

Visitors Welcome

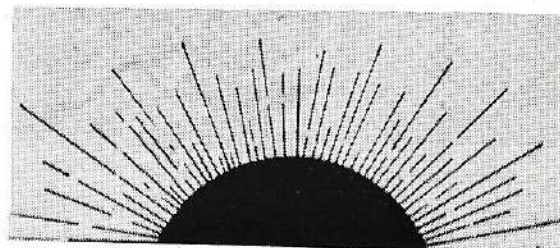
# SUNSET CANYON RANCH

Breeders of Registered Quarter Horses and Registered Angus Cattle

**VIRGIN, UTAH**

**MR. AND MRS. CURTISS S. SCARRITT**

The ranch is located on the West edge of beautiful Zion National Park





ENCE BROS. FEED & TRUCKING

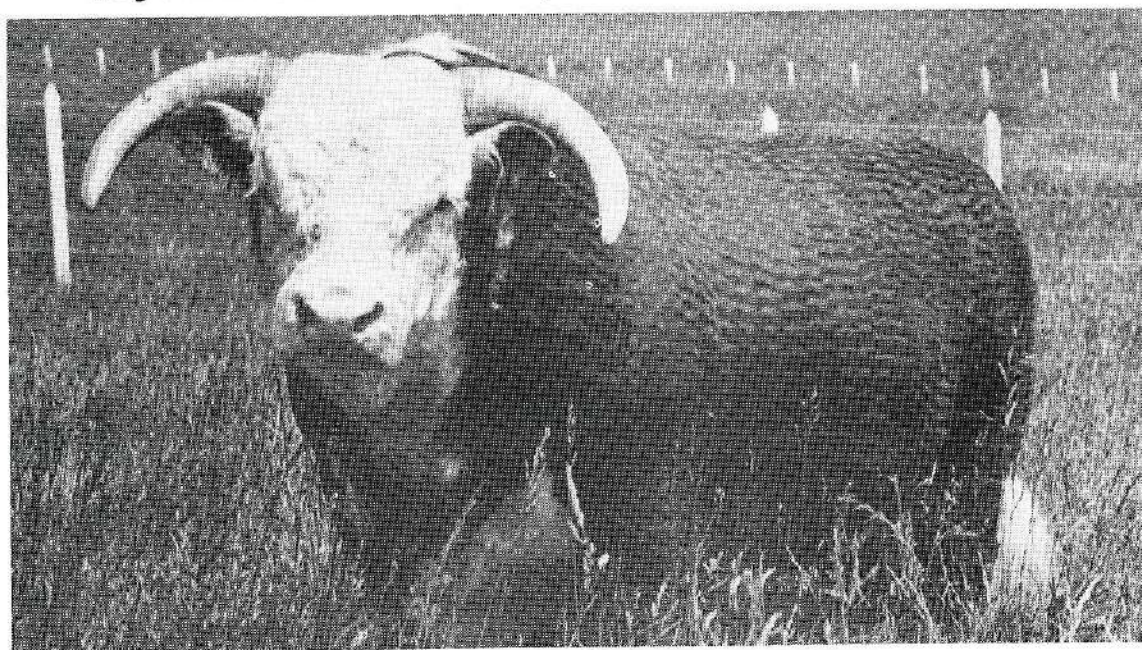
Phone 673-3438

All Types of Feed—Special Mixes and Seeds—Trucking—Backhoe Service—Fertilizers—Calves

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## CALF SPRINGS RANCH

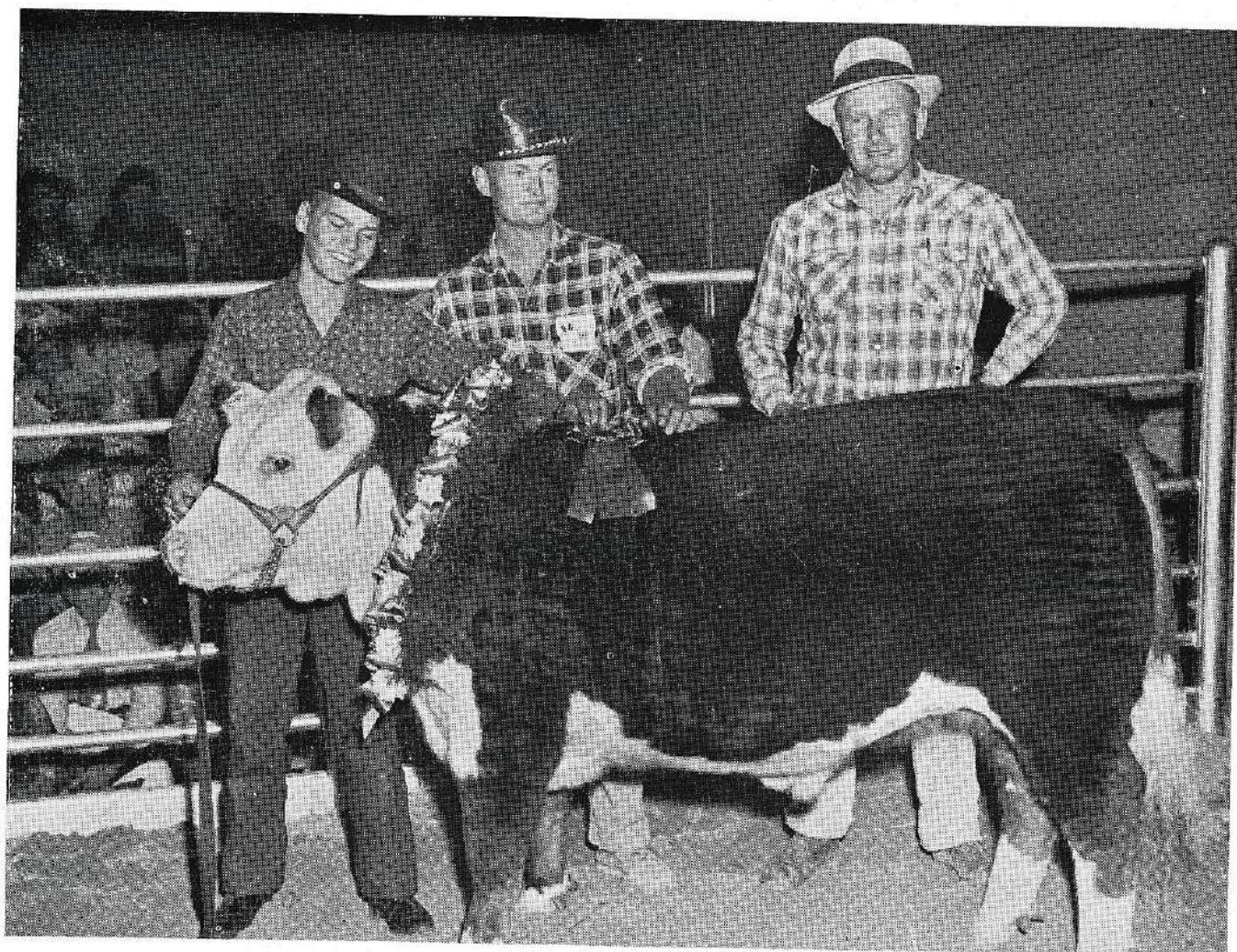
Registered Herefords and Quarter Horses For Sale Anytime



Glen Hafen

St. George, Utah

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# EAT BEEF

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Evan J. Woodbury  
Registered and Commercial Herefords  
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Ivins, Utah

Gardner Hereford Ranch  
Registered and Commercial Herefords  
E. S. and Dean C. Gardner  
St. George, Utah

**EAT AMERICAN BEEF FOR HEALTH**



## Reflections on 75 years of producing Utah sugar...

**I**t was after midnight on October 15, 1891. Such a large crowd of citizens had gathered at the factory that workmen could scarcely perform their tasks. Everyone crowded around the centrifugal as the molasses was spun from the first clear white sugar produced in the Mountain West—at Lehi, Utah. “Hurrahs” and “hosannas” filled the air as handfuls of the sugar were passed among the group.

This was the beginning of what is today an \$80,000,000-a-year

western industry.

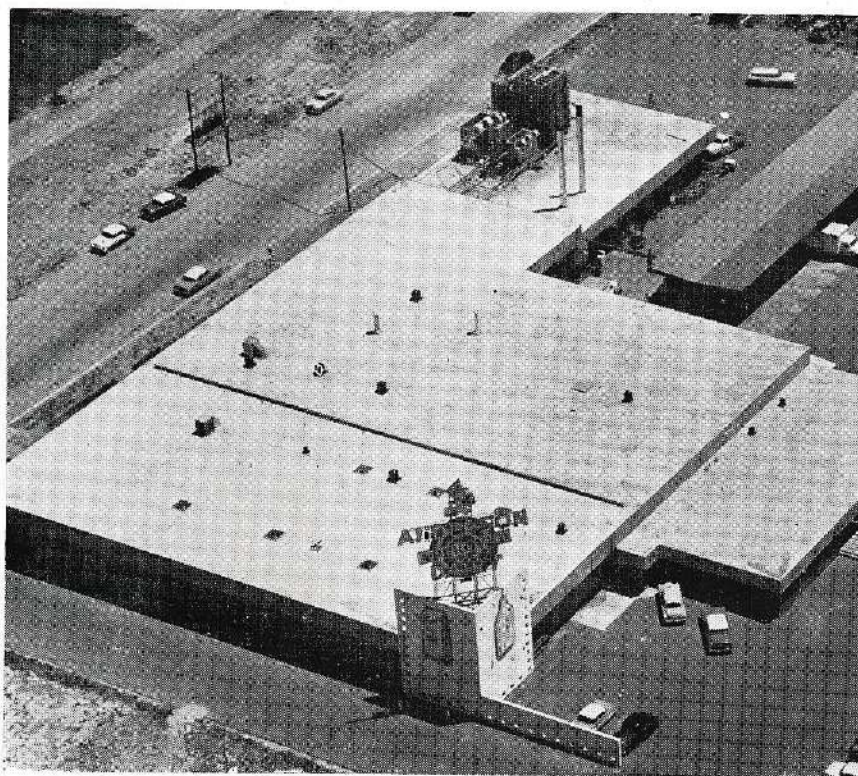
Originally sugar beet seed was imported from Europe, but it was discovered that the climatic conditions around St. George were ideal for the production of beet seeds. Today all the beet seed used by the U and I Sugar Company in its vast growing areas comes from St. George, Utah.

It just makes good sense to buy your own home-produced U and I Sugar — the finest, purest sugar made anywhere!

1891 - 1966  
75th Anniversary  
Year



UTAH - IDAHO  
SUGAR  
COMPANY



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 LAS VEGAS, NEVADA



John and Lloyd Whitney

## ROSTER OF MEMBERS OF ST. GEORGE LIONS CLUB, 1966-67

### Active Members:

D. K. Adams  
Anthony Atkin  
Clayton Atkin  
William A. Barlocker  
Bard Blackham  
Clark Blake  
Milo Blake  
Marion Bowler  
Bill Bringham  
Leslie Burgess  
Donald Cameron  
Wilford Cannon  
Robert Cooper  
Lorraine Cox  
A. L. Elmer  
Clark Empey  
Lynne Empey  
Afton Ence  
Floyd Ence  
Jay Ence  
Kenneth Ence  
Duane Esplin  
R. N. Fenton  
Lindau Foremaster  
Dean Gardner  
Ray Garner  
James Gwilliam  
William G. Hackwell  
H. Val Hafen  
Glenn Hafen  
E. N. Hammer  
Kay Hammond  
Elwood Harrison  
Andrew Holt  
Gerald Holt  
Joe Hutchings  
Karl J. Hutchings  
M. O. Hutchings

### Active Members:

Howard Judd  
Thomas W. Judd  
Ronald Knell  
Neal M. Lundberg  
Andrew Lytle  
Harry Lundin  
Ronald McArthur  
Valentine McArthur  
Dr. A. W. McGregor  
LeVon McQuaid  
Dick Miles  
Irvin Milne  
Wesley Milne  
Frank Mountford  
Ronald Nelson  
Wesley A. Nelson  
Chester Nichols  
Wayne B. Nuttall  
George W. Pace  
K. J. Parkinson  
Jimmie Peace  
W. Owen Pendleton  
Theo Pendleton  
Robert Pickett  
Shirl Pitchforth  
L. A. Porter  
John Reber  
R. M. Reber  
Doyle Sampson  
Barnard Seegmiller  
Spencer Snow  
W. W. Staheli  
Albert Stratton  
Alma Truman  
Ray Whipple  
Evan Whitehead  
Wayne Whitehead

### Privilege Members

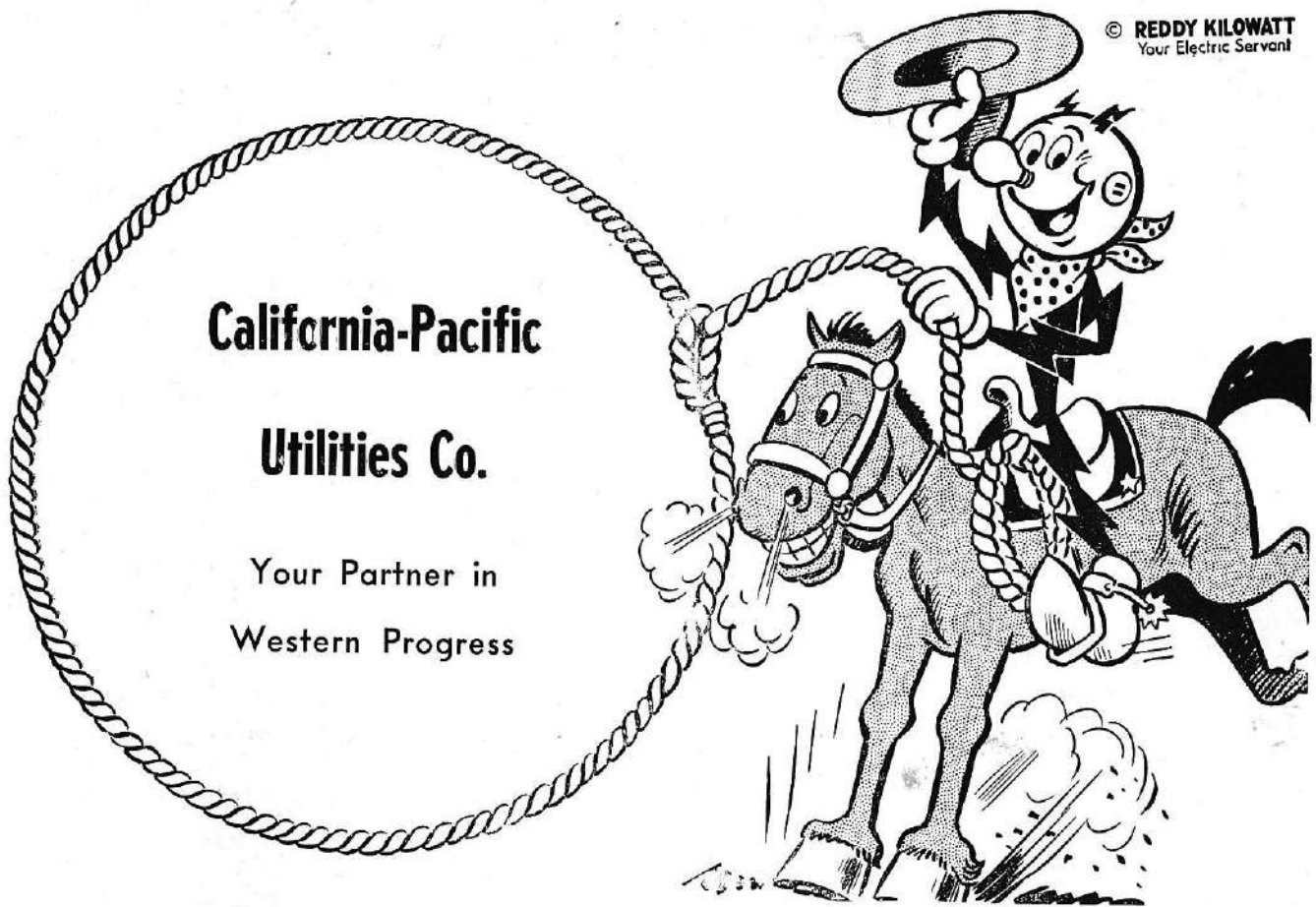
R. N. Ashby

Darrell Bracken

E. M. McArthur

### Honorary Member

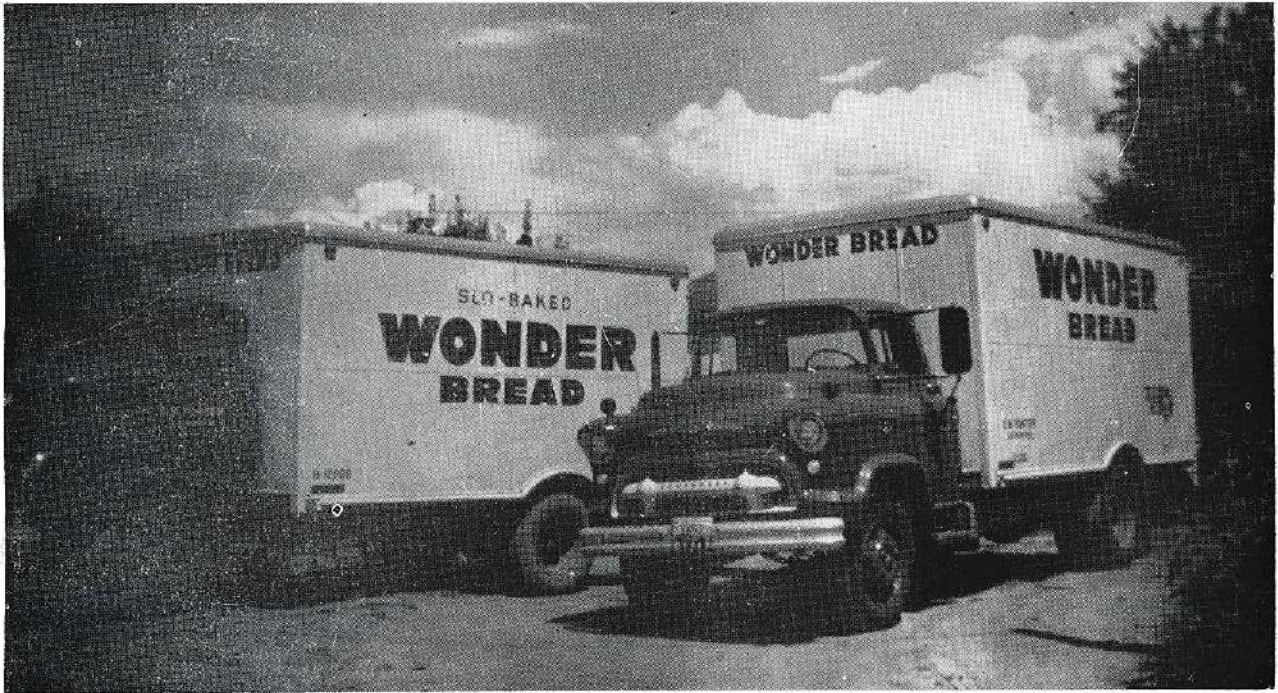
Earl J. Bleak



Phone 673-3503

(We Sell To Sell Again)

156 East 100 North

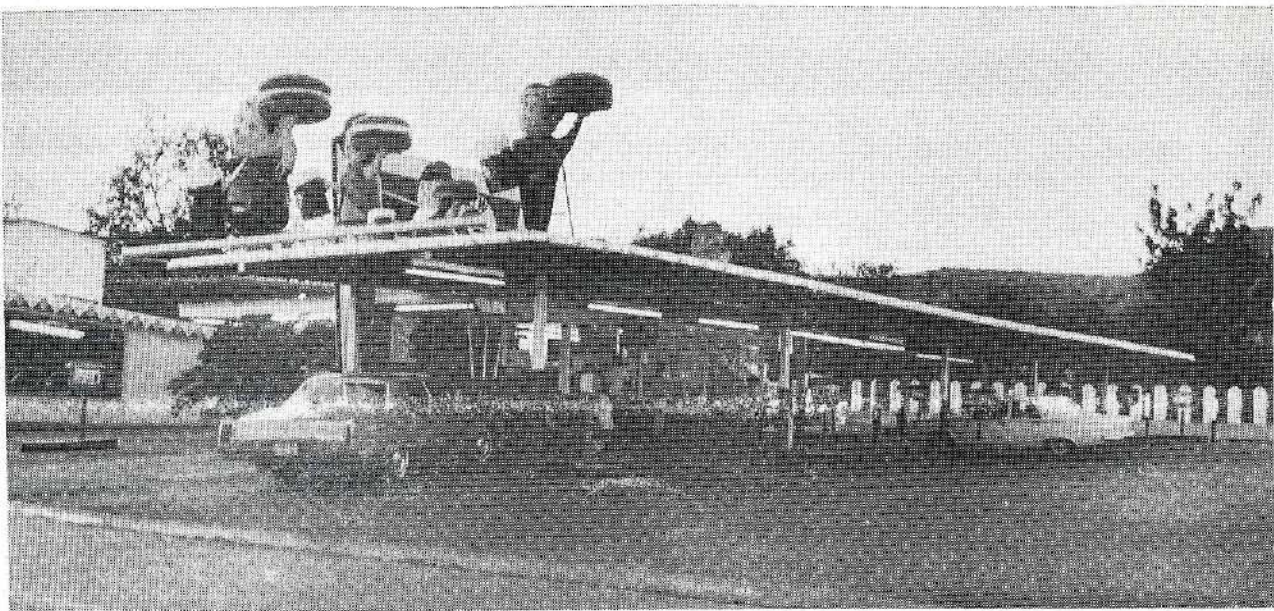


**O. M. PORTER DISTRIBUTOR and QUALITY BAKERY**

O. M. Porter

Wayne B. Nuttall

DeLoy Gubler



**A & W ROOT BEER DRIVE IN**

140 West 100 North—Highway 91—Phone 673-2032

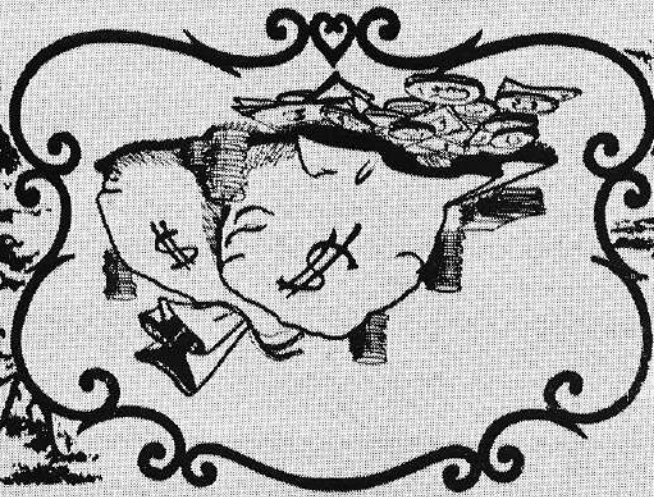
Manager and Owner: Dee C. Bingham

# GOLDEN NUGGET

## DEER HUNTERS CONTEST of 1966

### GAMBLING HALL

DOWNTOWN LAS VEGAS, NEVADA  
WORLD'S RICHEST AND OLDEST DEER HUNTERS CONTEST



#### 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 22 through November 1 (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. the drawing, and must be registered for the Golden Nugget Deer Hunters Contest, FREE PARKING.

#### COMMENCING EACH DAY AT MIDNIGHT: GENERAL UTAH SEASON

|                                               |         |
|-----------------------------------------------|---------|
| (October 22nd through November 1st) (11 days) |         |
| Widest Spread Registered Each 24 Hours        | \$30.00 |
| 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 measure-ment of the deer on the list of winners.



City Center shopping area. Located in the heart of town for your convenience.  
You never have to look for parking space.

Bateman Pharmacy

Mel's Dixie Queen Bakery

Carefree Coin Wash and Drycleaning



## BANK OF ST. GEORGE

OFFICES AT ST. GEORGE, HURRICANE, ENTERPRISE

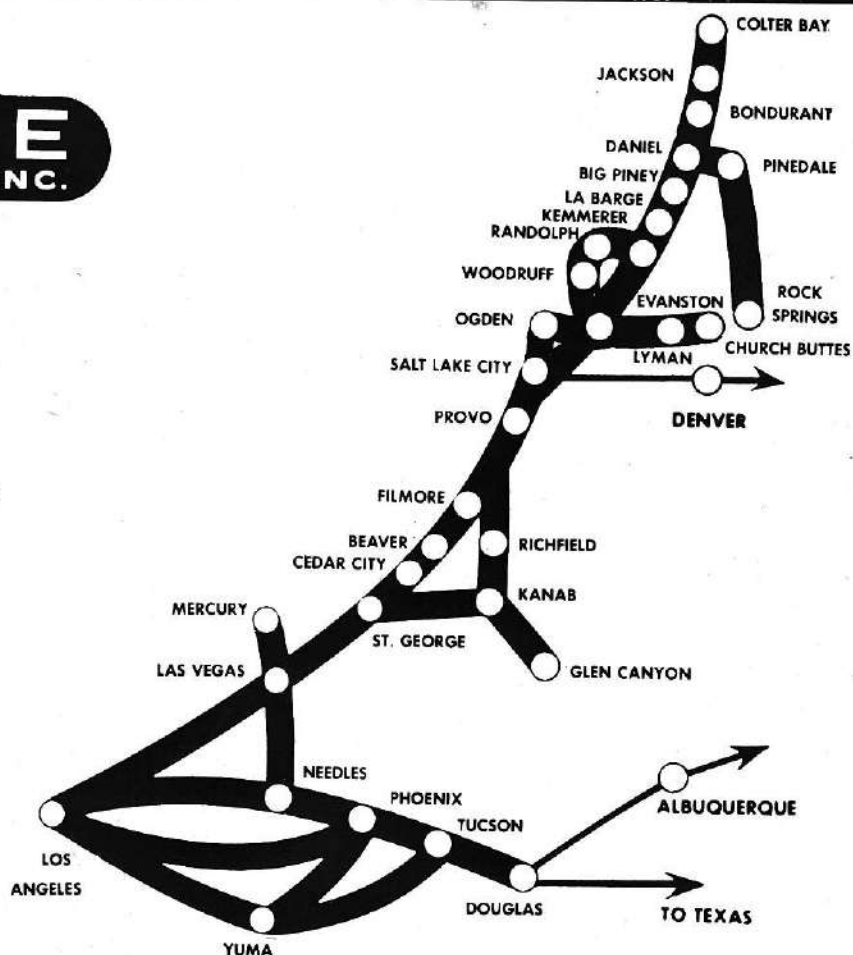


ROCKY MOUNTAIN PRODUCE CO.

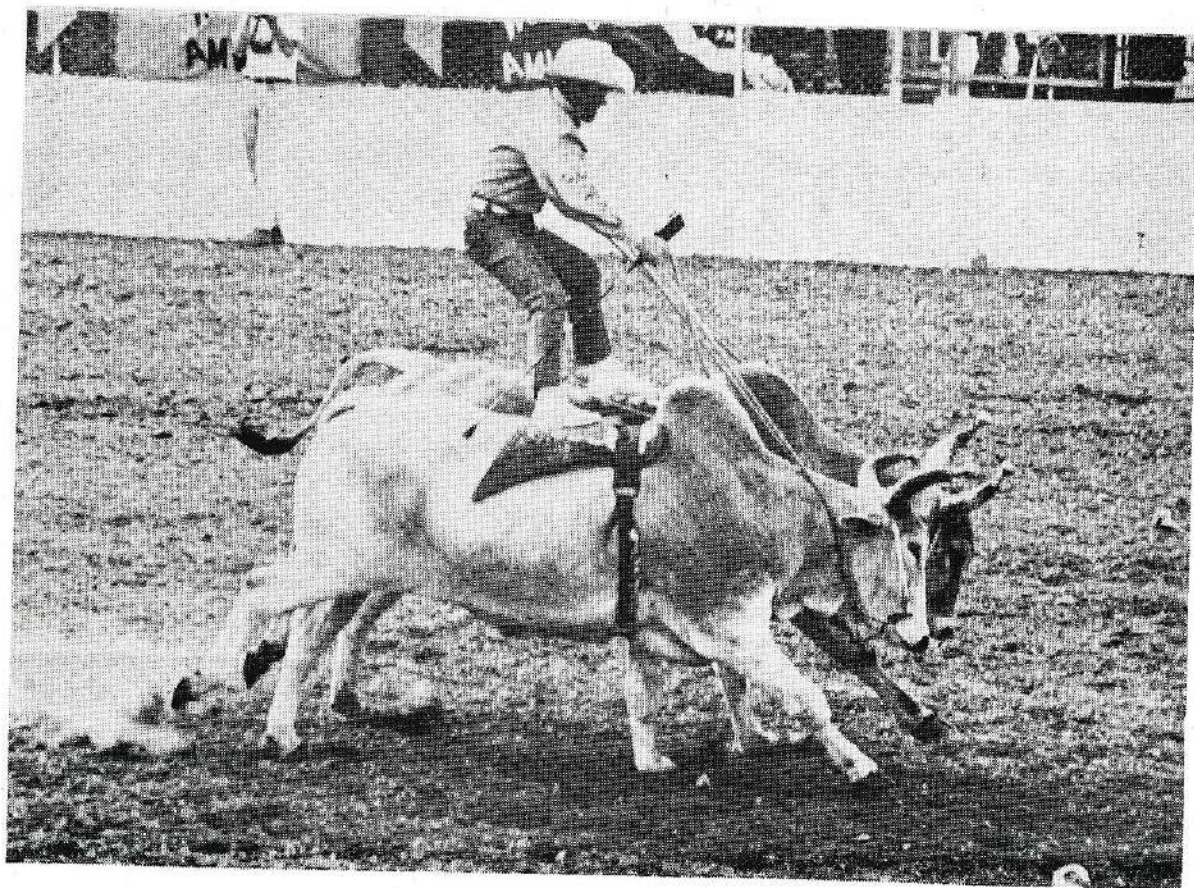
**MILNE**  
TRUCK LINES INC.

Serving Washington County  
Since 1916

It's better to ship it Milne  
than to wish you had.



## Famous Roman Riding Bull Act



Leon Adams and his world famous Brahma Bull act— Geronimo and Apache will be in St. George for the Lions Dixie Roundup. This will be the first time local rodeo fans have ever witnessed the Roman Riding of Brahma Bulls. Mr. Adams puts his well trained animals through various acts such as "The End of The Trail," and the "Desert Scene." Also featured at the Rodeo will be his famous Roman Riding horse act — Leon and His Flying Aces.

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**SKAGGS IGA FOODLINER**  
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**WARTHEN SERVICE**

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| Hopkin's Service      | Hurst Variety               |
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| Howard's Body Shop    | Bowler's Cleaners           |
| Bennett Motel         | Wilkinson Electric          |
| Shady Acre Motel      | Dairy Freez                 |
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| Dixie Glass           | Sun Bowl Club               |
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| W. O. Bentley         | Dixie Plumbing              |
| E. J. Pickett         | Hiland Dairy                |
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| So. Utah Title Co.    | Intermountain Farmers Assn. |

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Roadside Grocery

Westside Market

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Pioneer Investment

Snow's Dress Shop

Kent Bentley Pumps

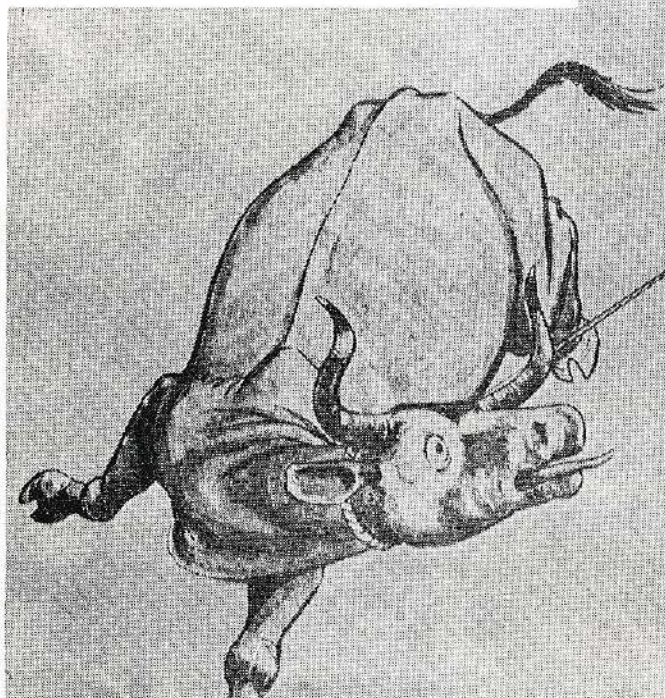
Bob Cooper, Standard Oil Dist.

Paul Eardley's Dix-o-Gas

Hail's Insurance Service

LeGrande Spilsbury

Going Into Our 32nd Anniversary  
Of Serving the Public



Dick Hammer Rounding Up the Steaks

**Dick's Cafe**  
St. George, Utah



**A Good Deal**

or

***No Deal***

See Your No. 1 Car  
At Your No. 1 Dealer  
and No. 1 in Sales  
year after year after year

**Adams & Pendleton Chevrolet-Cadillac**

55 West 100 North

St. George, Utah



Sponsored By  
St. George City

This is a blue-toned aerial photograph of St. George, Utah. The image shows a large stadium with a curved seating bowl and a prominent roof structure, situated in the center. To the right of the stadium is a large, rectangular building, likely a school or community center. The surrounding area is densely populated with residential houses and trees. A river or large body of water is visible in the foreground, and a bridge can be seen in the distance. The overall scene depicts a suburban community with a significant sports facility.