

Lions Thirty-Third Annual
Dixie Roundup

Sept. 21-22-23, 1967 Dixie Sun Bowl St. George, Utah

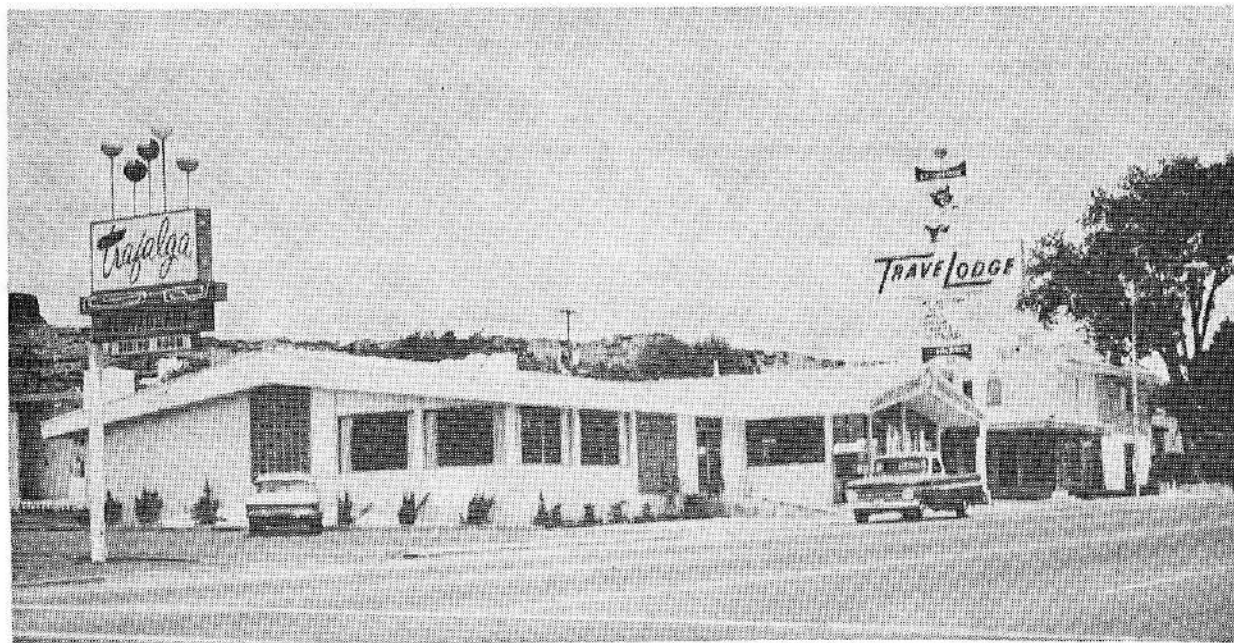


TRAFALGA RESTAURANT AND TRAVELODGE MOTEL

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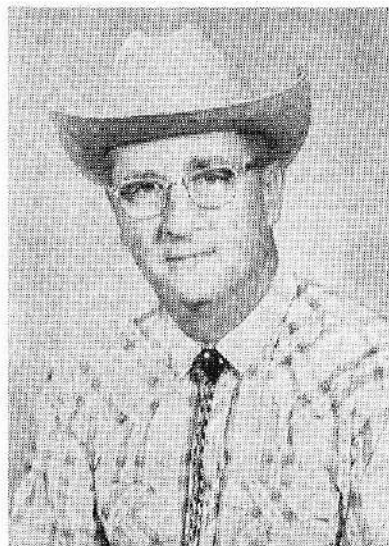


TRAFALGA RESTAURANT AND TRAVELODGE MOTELS



Featuring Broasted Chicken and Char Broiled Steaks

General Committee



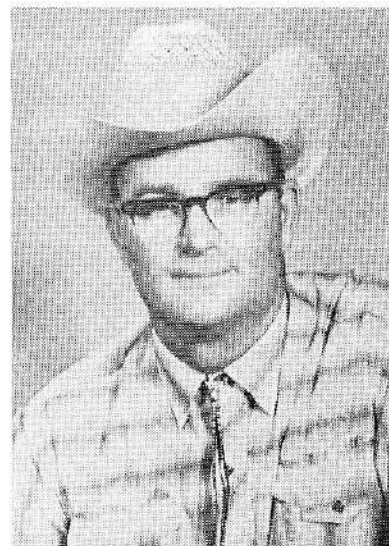
BARD BLACKHAM

Co-chairman



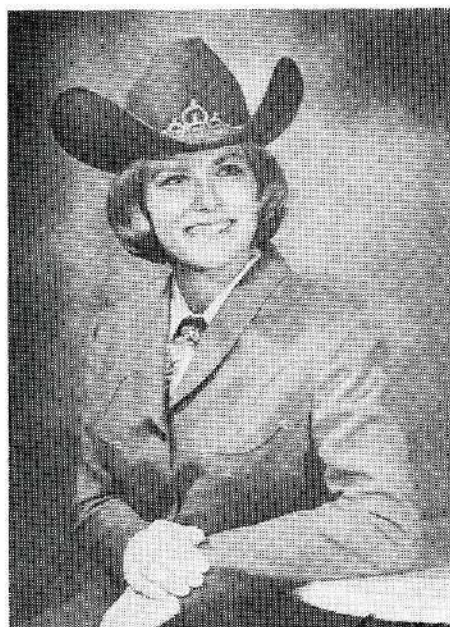
KARL HUTCHINGS

Chairman



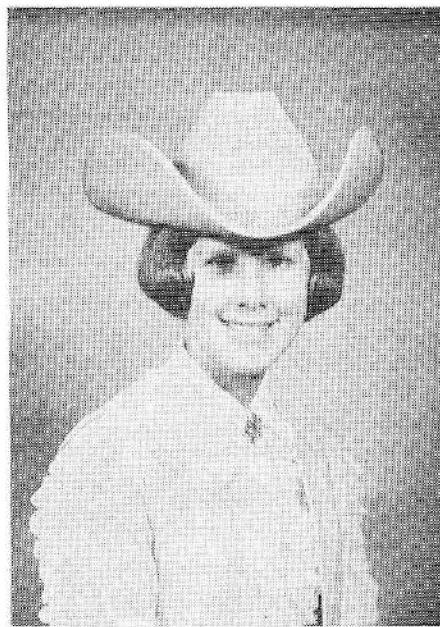
WAYNE NUTTALL

Co-chairman



ROUND-UP QUEEN

Sandra Staheli



ROUND-UP PRINCESS

DeAnn Sorenson

Welcome to the Lion's Dixie Roundup



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St. George, Utah

President's Message

Welcome to our 33rd Annual Dixie Roundup and Night Rodeo. As President of the St. George Lions Club, I would like to thank the many loyal supporters, who have helped us to make this show the great success it is today.

We sincerely hope that each of you will enjoy your visit with us and will plan to attend next year.

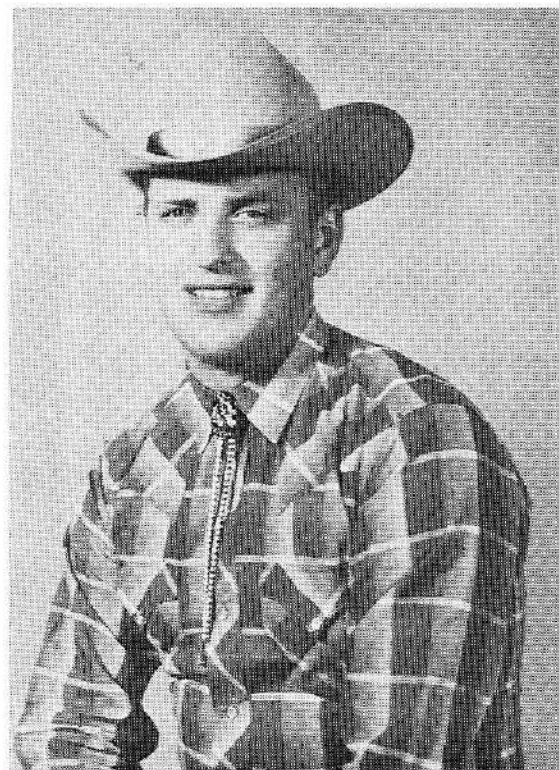
We feel, as we hope you will, that the Annual Dixie Round-up is one of the finest night rodeos in the west.

Sincerely,

Joe Hutchings

President

St. George Lions Club

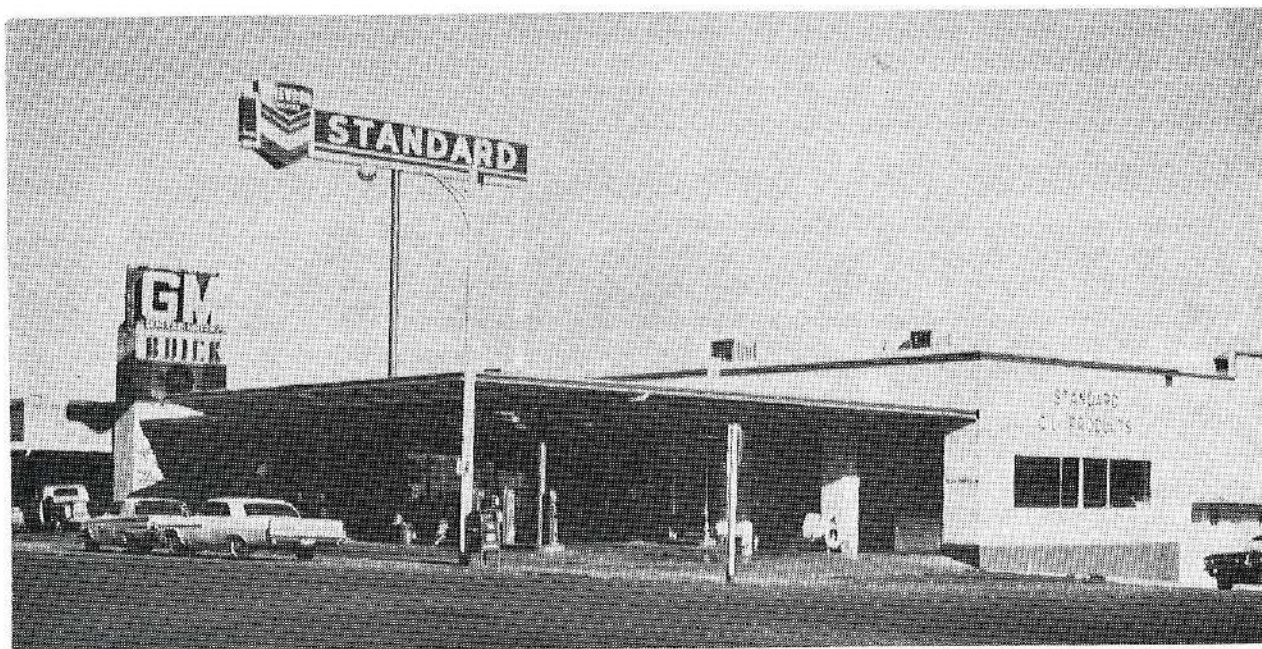


Mayor's Message

It is a pleasure indeed to welcome the many friends and patrons of the St. George Lions Club rodeo to the 1967 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



WARTHEN SERVICE CO.

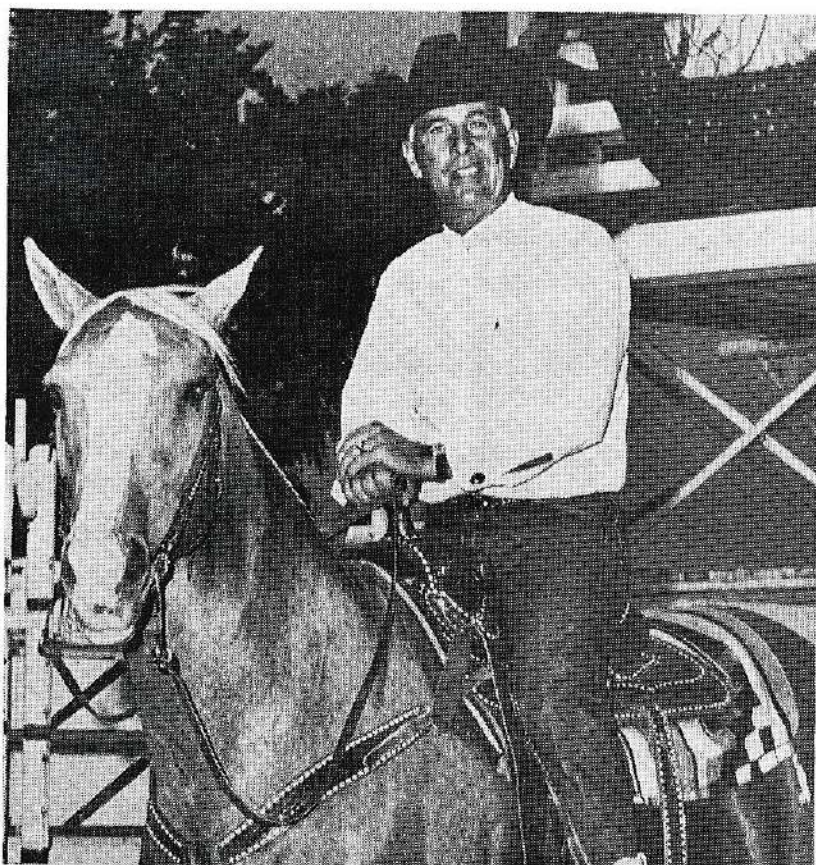
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Washington County Dairy Association

Thirteen dairymen working for the economic good of Washington County from \$750,000 worth of Dairy Products sold through Anderson Dairy wish the Lions Club the best of luck during their coming rodeo.

WASHINGTON COUNTY DAIRY ASSOCIATION MEMBERS



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.

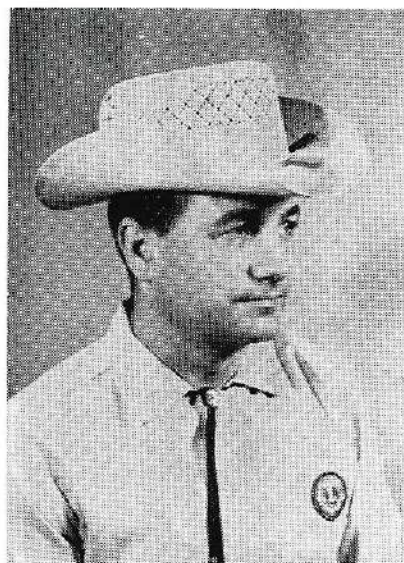
One of the best Brahma Bull men in the west, he always has top bulls at his shows and has sent his share of bulls to the National Finals, along with some of the top horses in the business.

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



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, cumulative record of dollars won through the year by every cowboy member, is kept at the association's Denver, Colorado headquarters.

At the end 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 hottest rider in current rodeo competition, 23-year-old Larry Mahan, of Brooks, Oregon (pop 650) is the fourth man in the sport's history to have won more than \$40,000 in a single season.

(The others: Oklahoma's Jim Shoulders, in '56; South Dakota's Casey Tibbs, in '55; and Oklahoman Buck Rutherford in '54.)

In collecting \$40,358 and the 1966 all-around cowboy championship, which goes to the year's top money winner in two or more events, Larry picked up another \$3,000 in cash and awards along with some enviable "firsts."

ROSTER OF MEMBERS OF ST. GEORGE LIONS CLUB, 1967-68

Active Members:

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Anthony Atkin
Clayton Atkin
William Barlocker
L. Bard Blackham
Clark E. Blake
Milo Blake
Marion Bowler
Bill Bringhurst
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Leslie Burgess
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Gerald Cox
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Floyd Ence
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Gerald Holt
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Karl Hutchings

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Evan Whitehead
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Honorary Member

Earl J. Bleak



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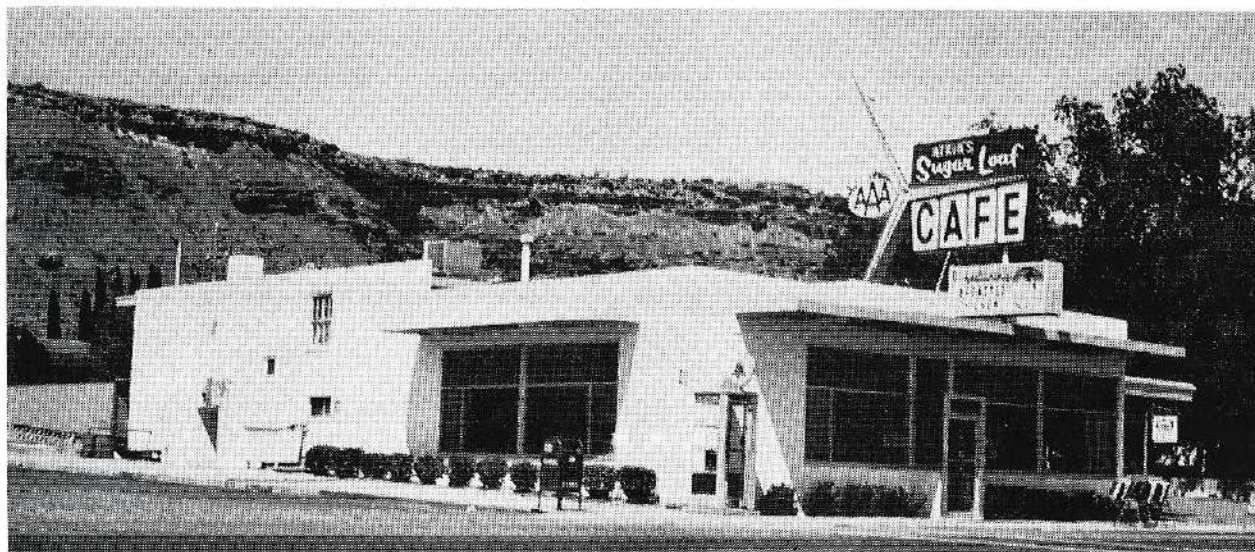
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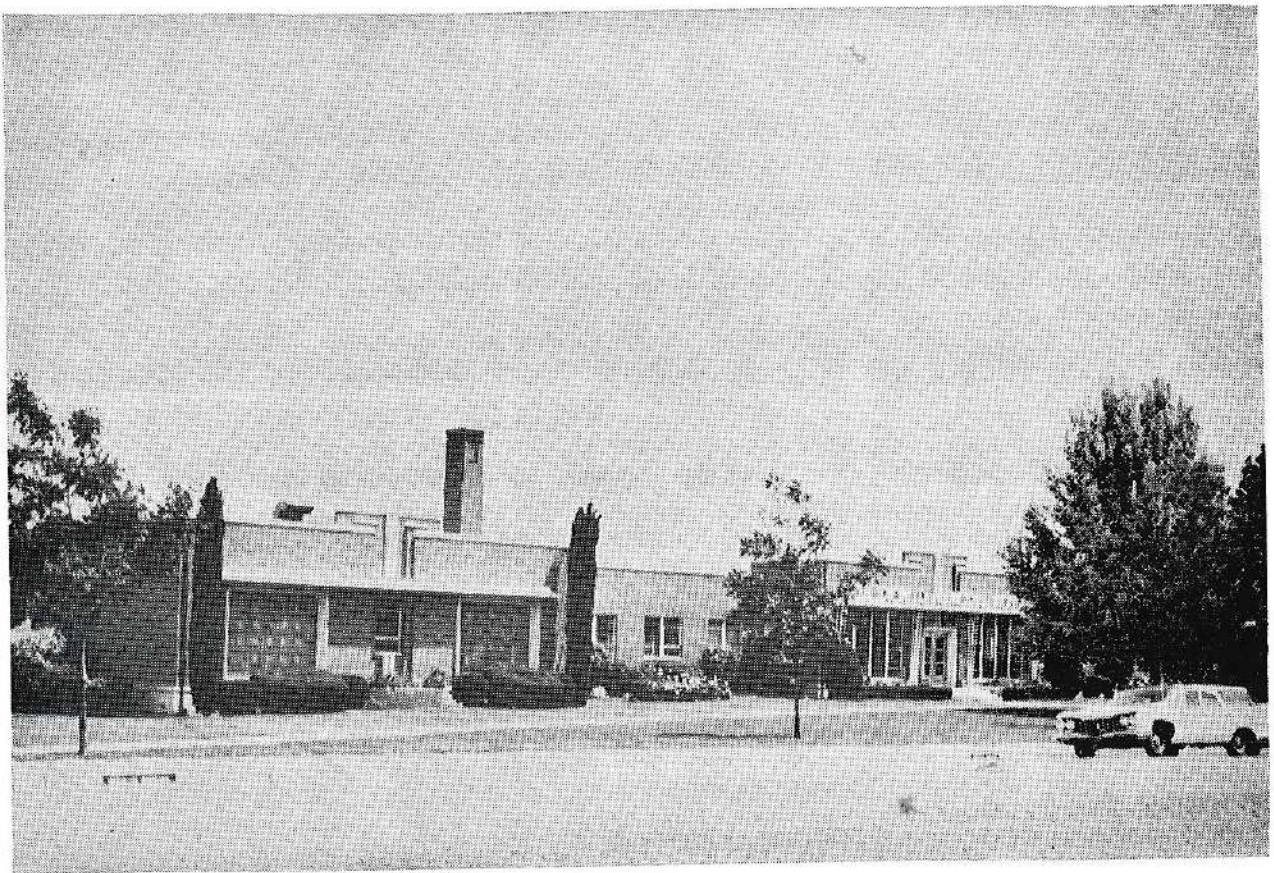
Sid

Bruce

Clayton

Rudger

St. George — Cedar City



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 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.

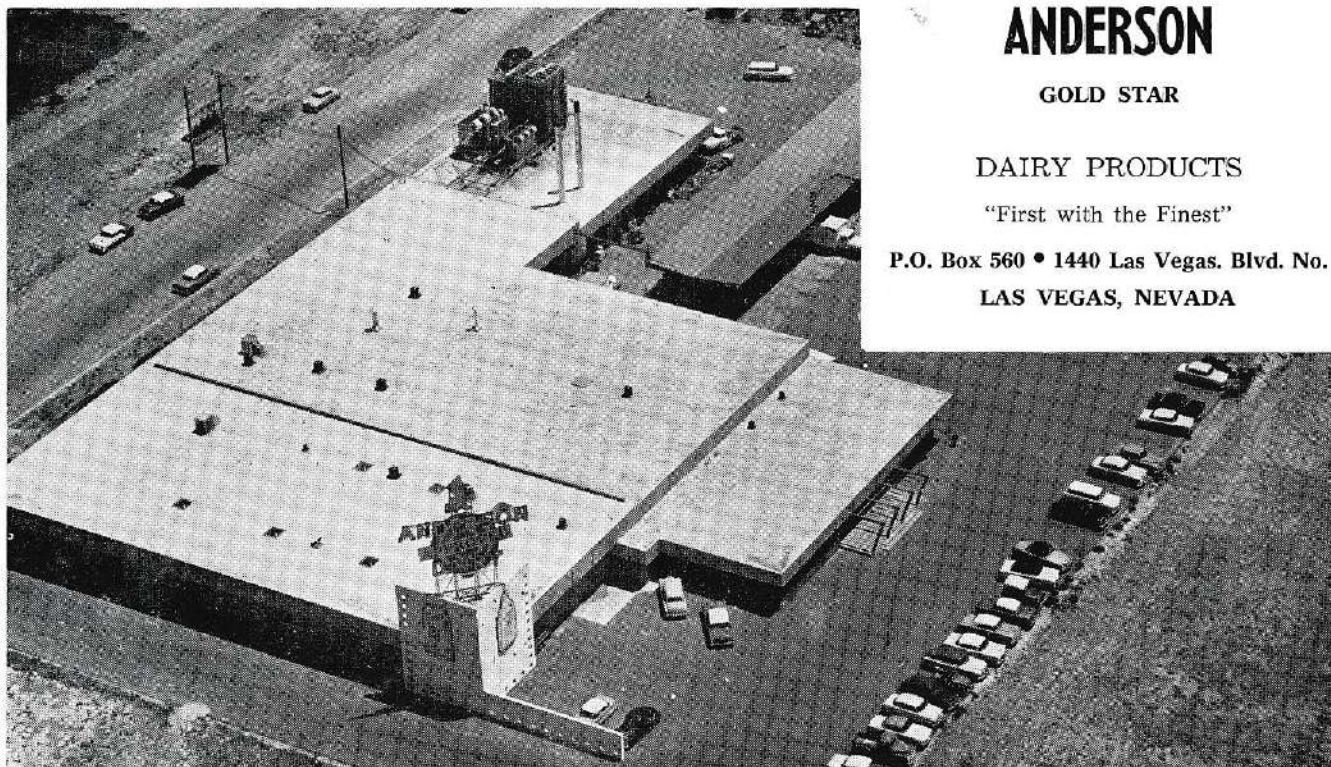


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Breakfast

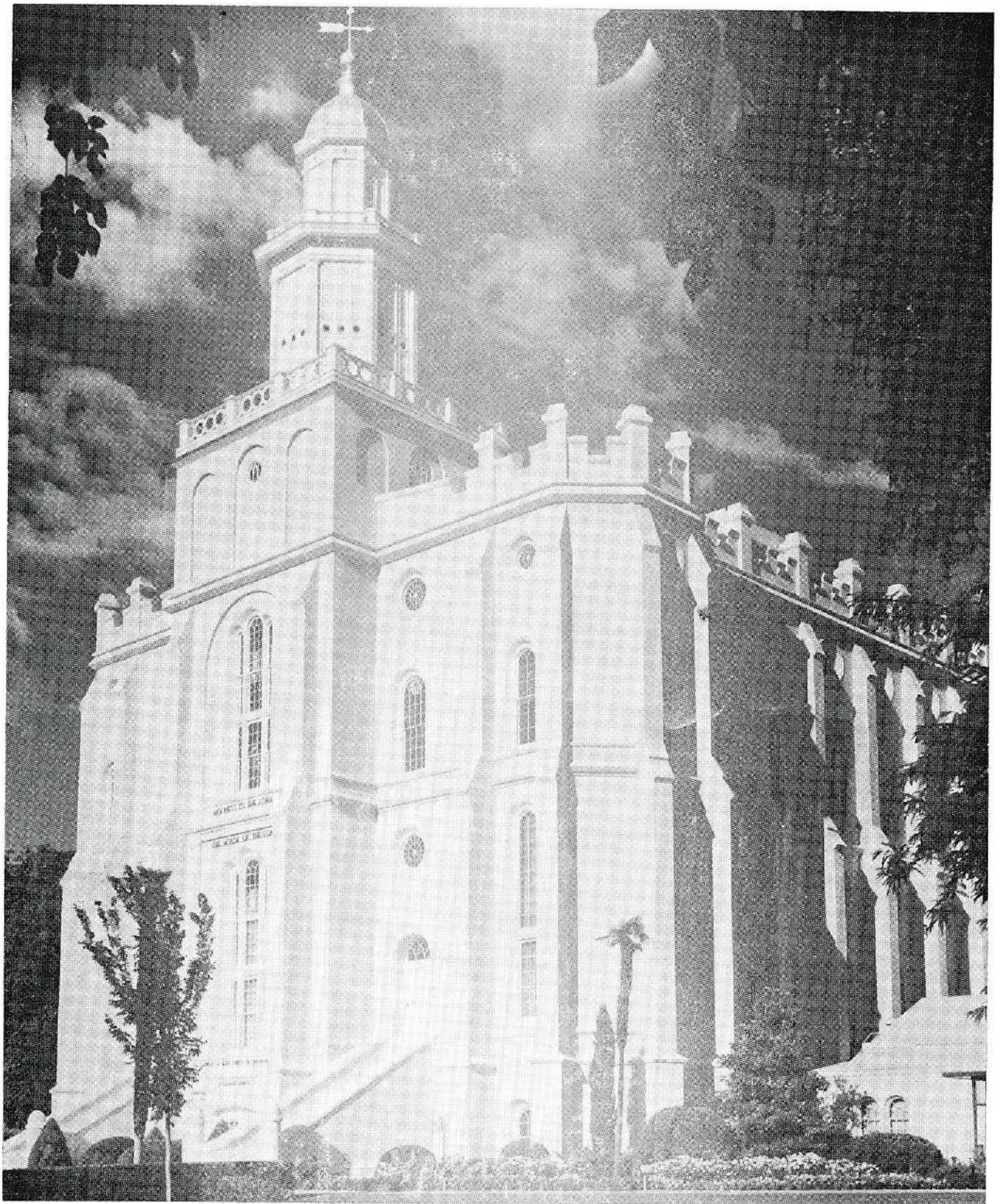
Luncheon

Dinner

Fine Food at Modest Prices—Steaks Beyond Compare

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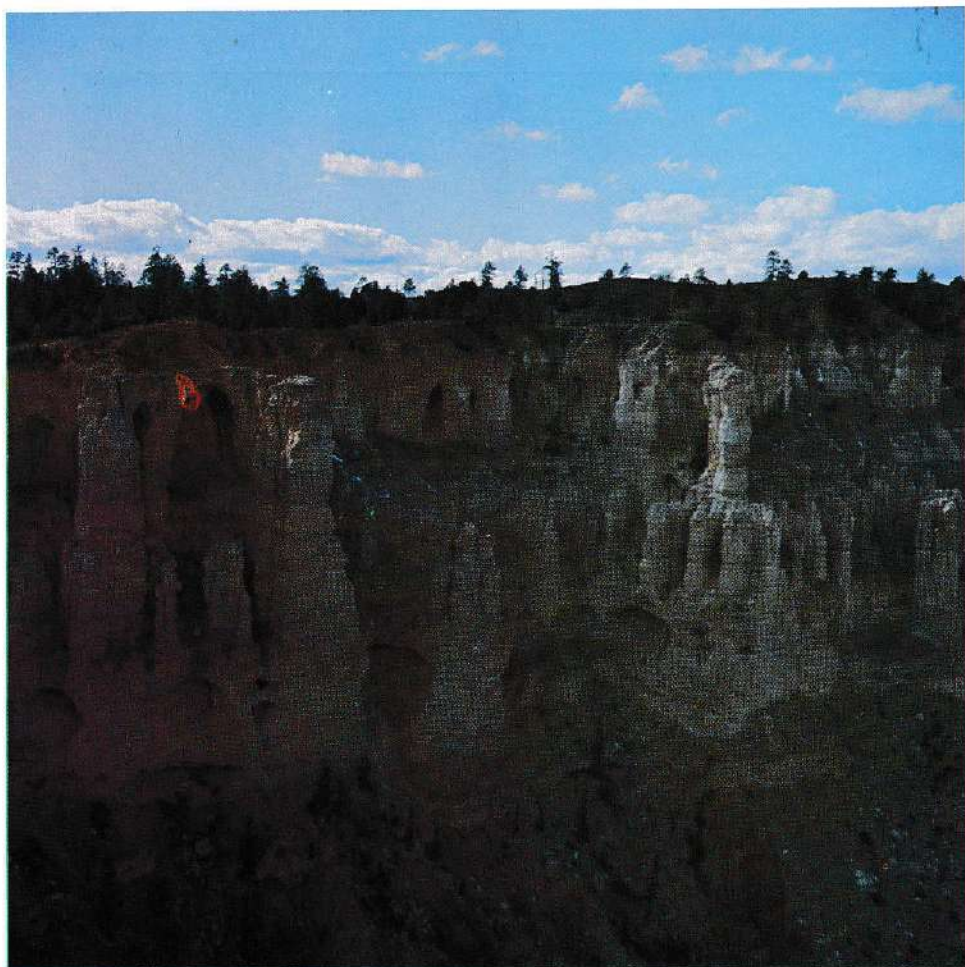
St. George Temple

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

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.

Kellwood Company—Hawthorn Div.
St. George, Utah



Carefree Coin Wash

Bateman Pharmacy

Southern Motel & Superior
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St. George, Utah

Scene in Bryce Canyon National Park
2½ hours from St. George

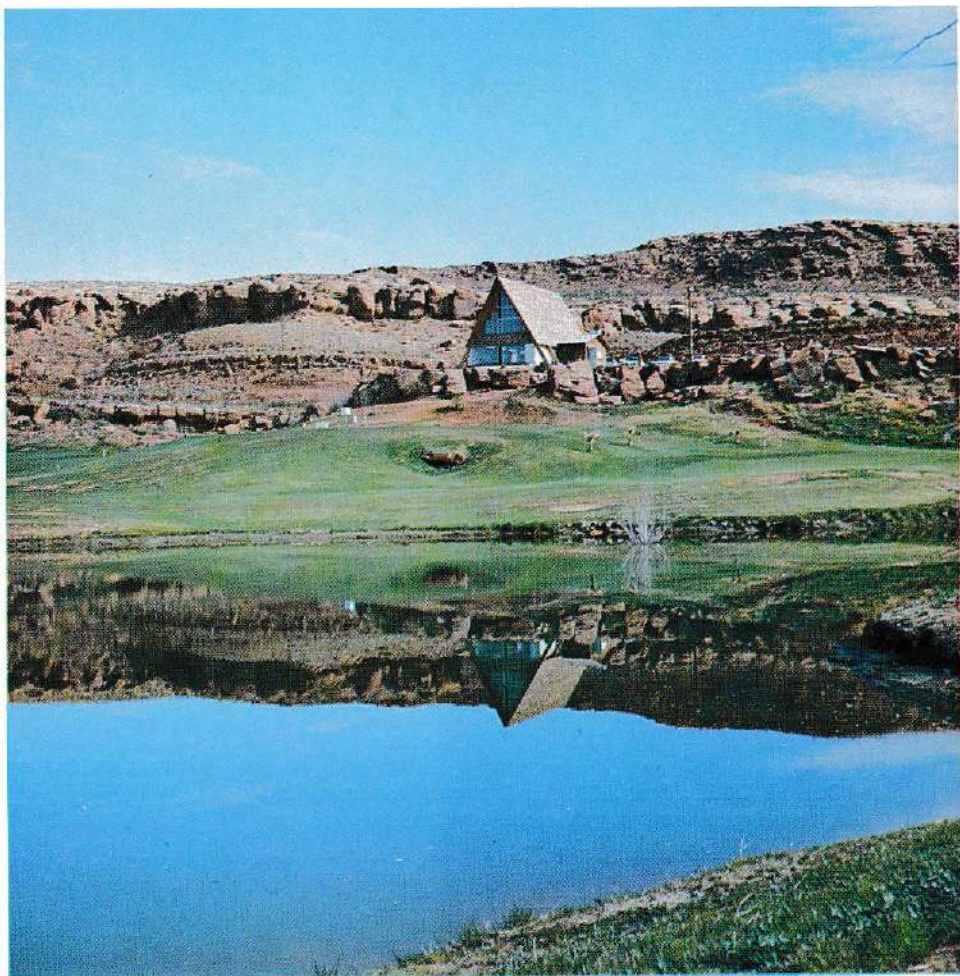
Ron Bracken Mobile Service

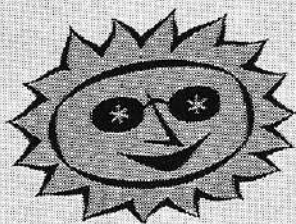
Dairy Freeze

Highland Dairy

St. George, Utah

St. George Municipal Golf Course
North of City





SUNSET CANYON RANCH

FEATURING BEN BAR



The May issue of the Quarter Horse Journal listed Ben Bar as a leading sire—eight 1966 Performance Contest winners in Cow Cutting, Reining and Western Pleasure. 10 Get earned 138 Halter points and 19 Grand Championships. Ben Bar has also stood Grand Champion 19 times and Reserve Champion Stallion 13 times.

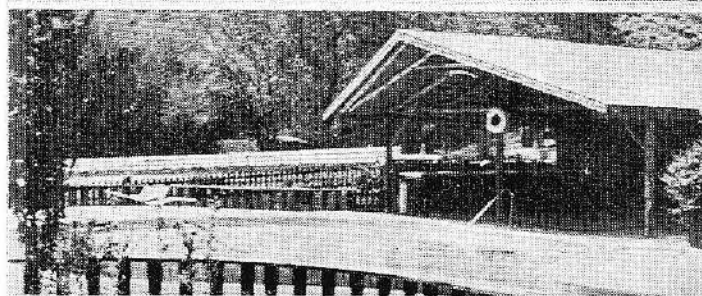
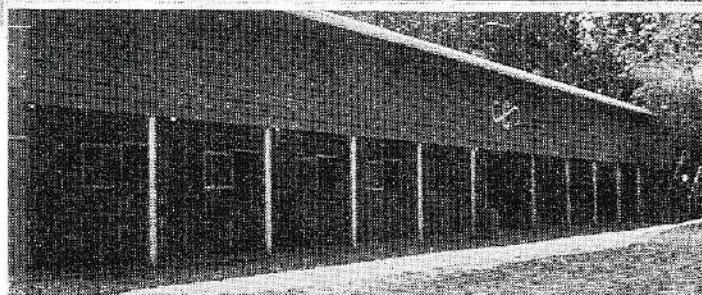
ALSO —

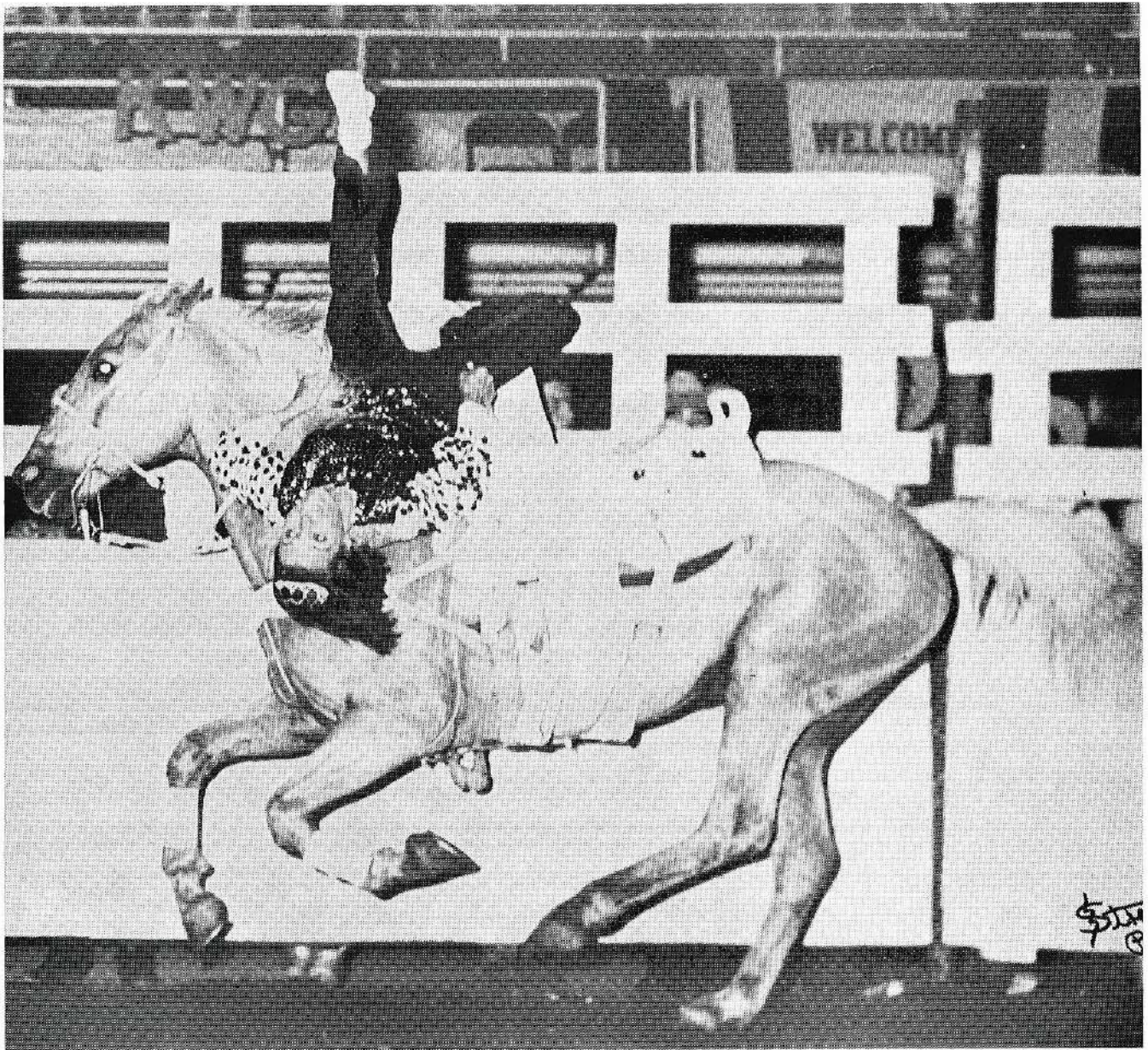
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SUNSET CANYON RANCH

VIRGIN, UTAH
(30 miles east of St. George)
VISITORS WELCOME





Shirley Loney of Burkburnett, Texas is shown in one of her daring trick riding performances to be shown at the Annual Dixie Round-up Rodeo.

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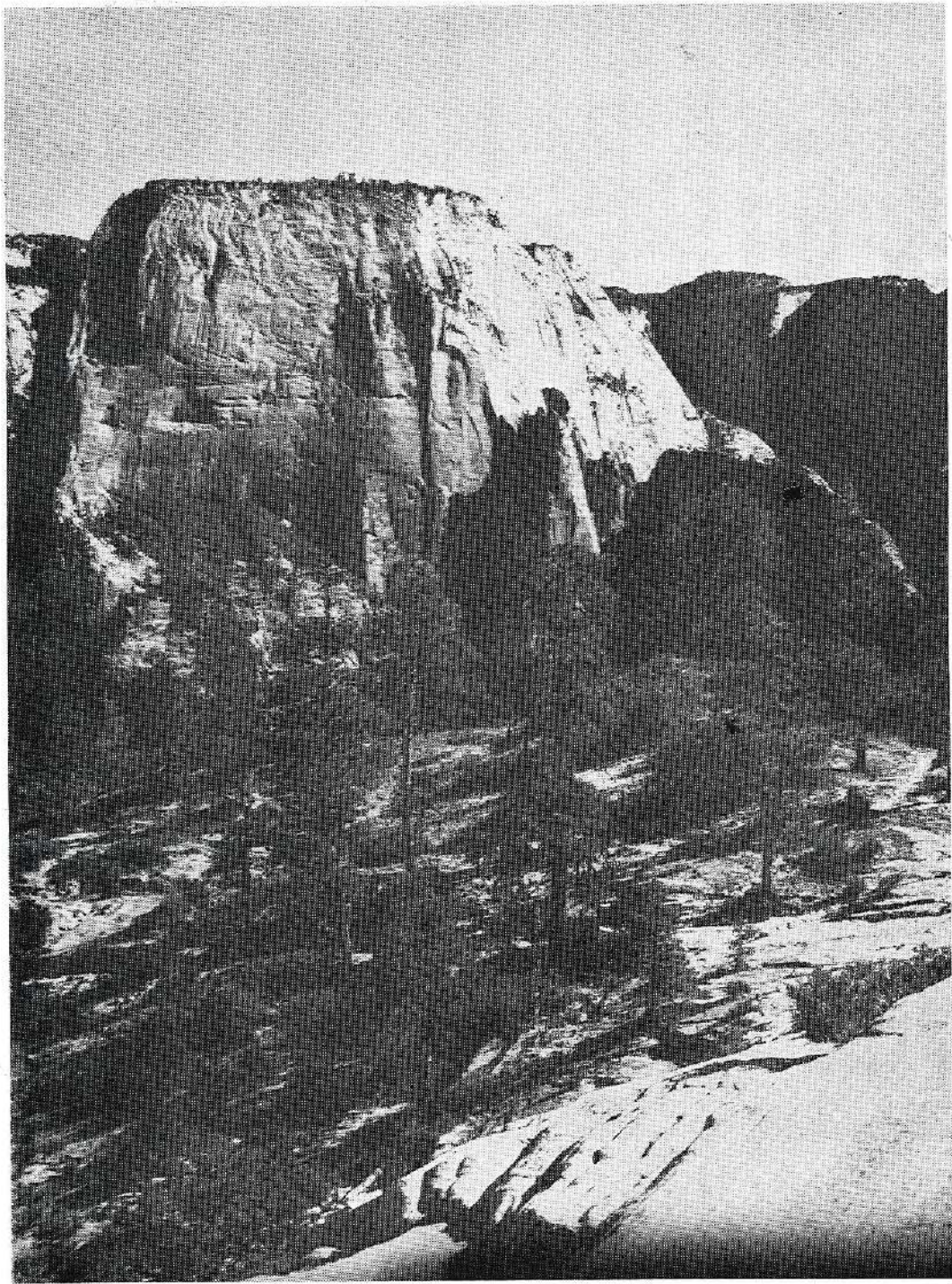
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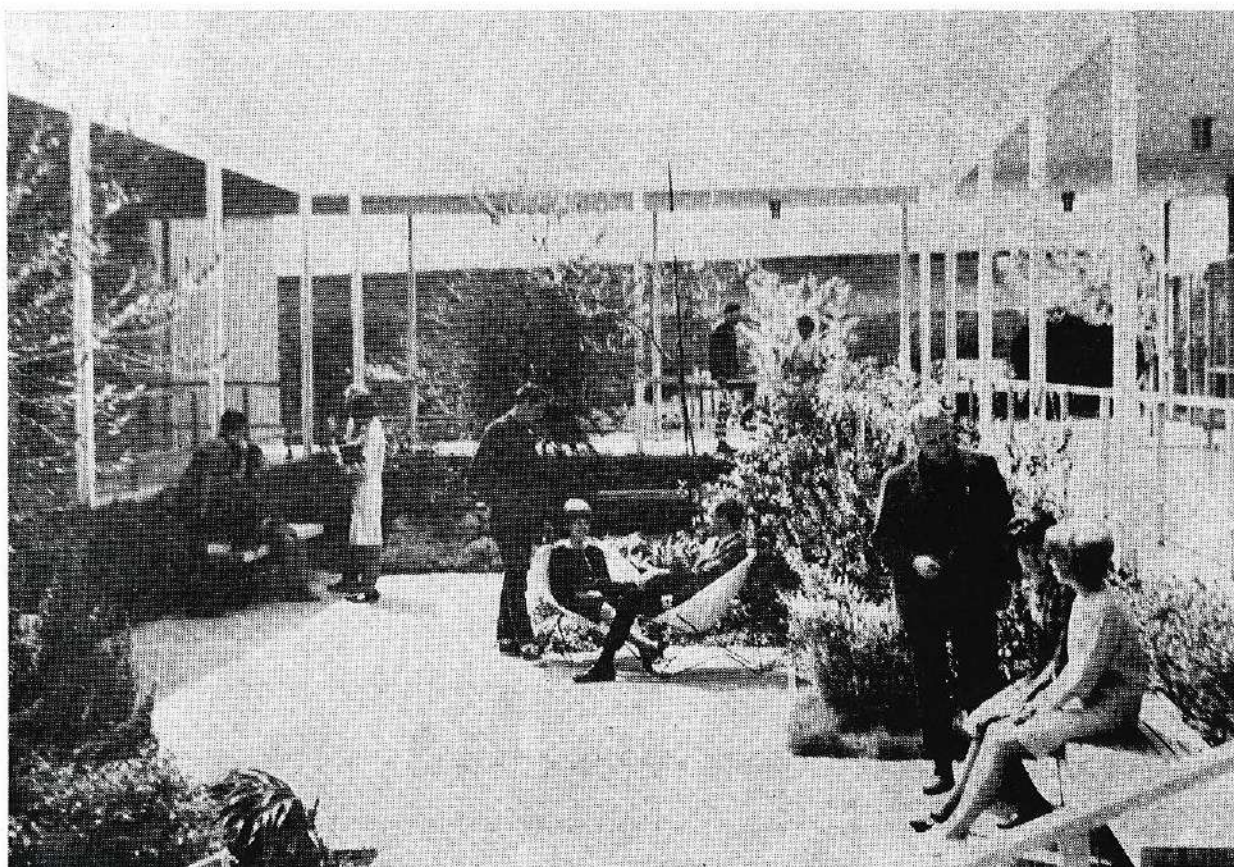


Applications are available at all Bank-
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The West Rim Trail in Zion National Park provides most excellent views of superb scenic Great White Throne.

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



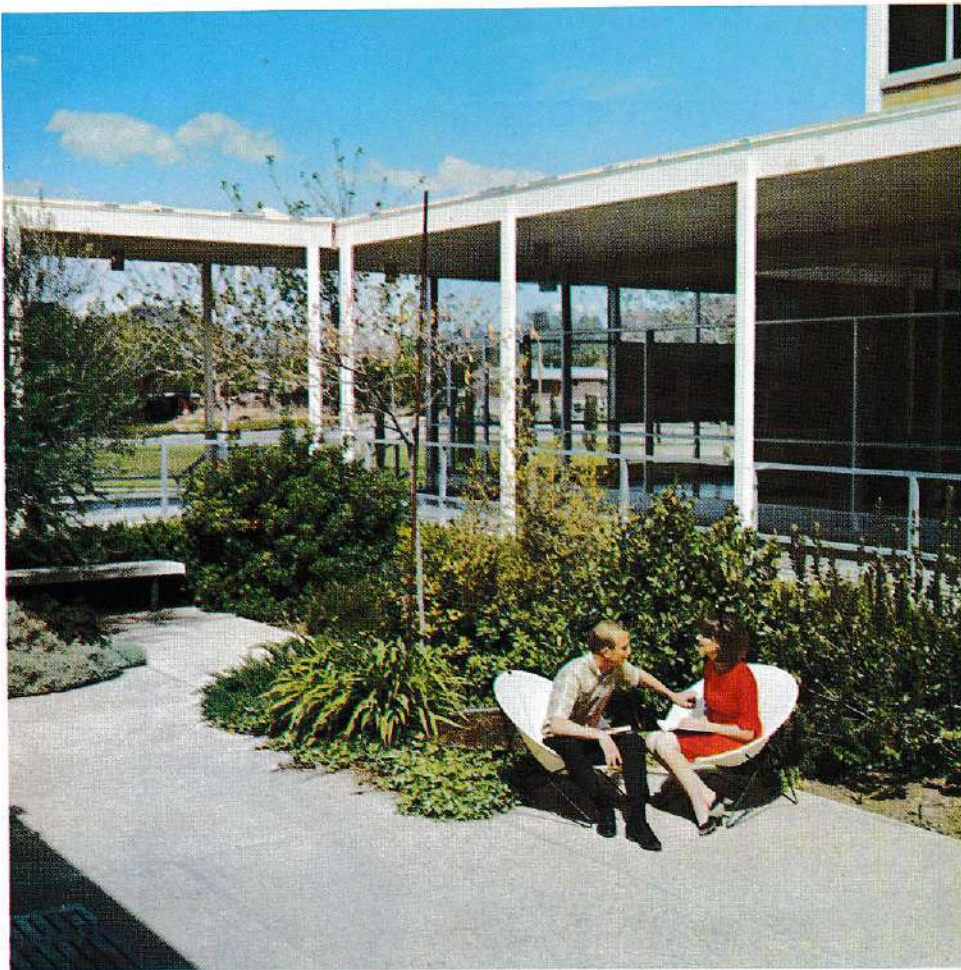
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St. George, Utah

Scene at Dixie College
East end of St. George

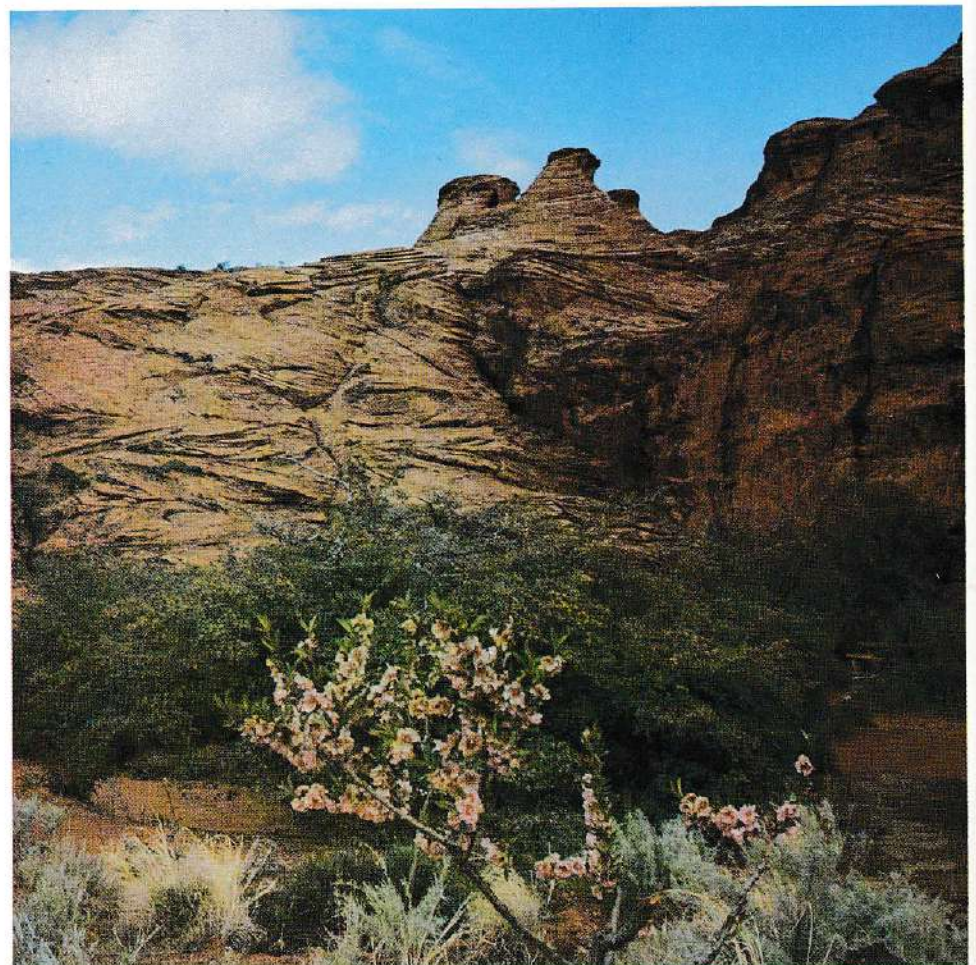
Dixie Gas & Oil Co.

Liberty Hotel & Cafe

Station K. D. X. U.

St. George, Utah

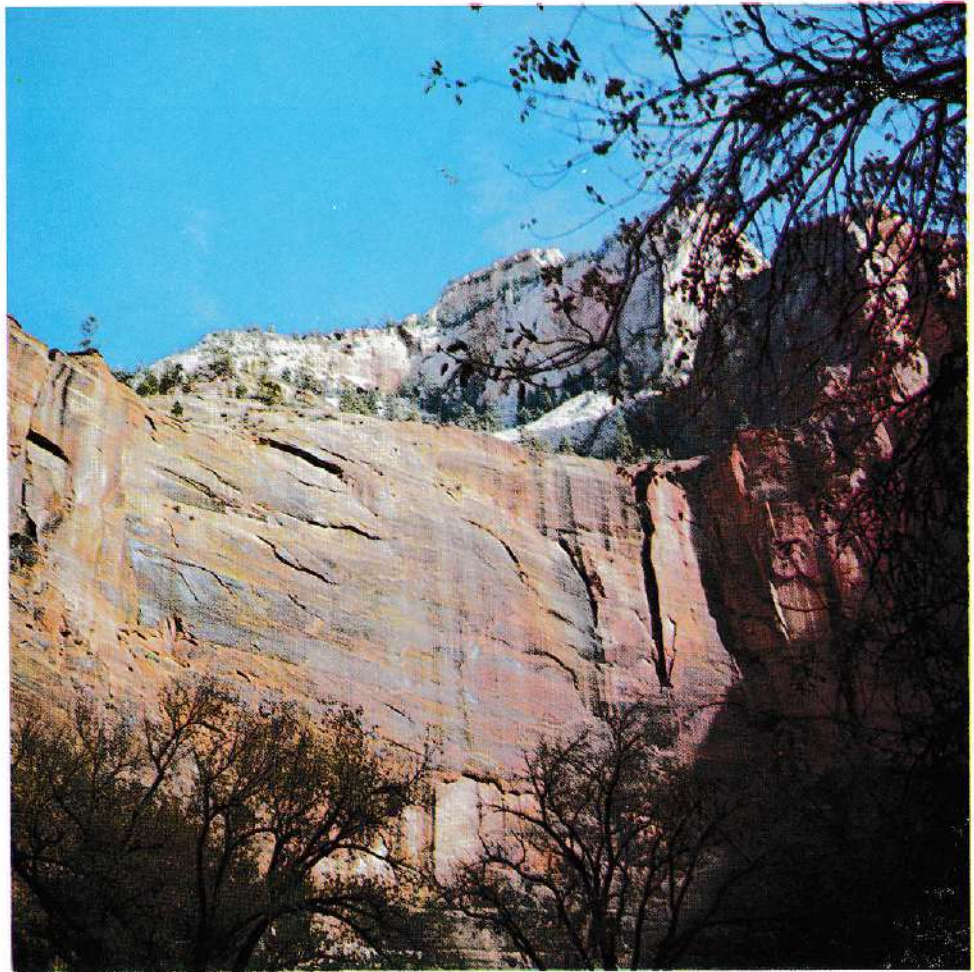
Snow Canyon - Utah State Park
15 minutes northwest of St. George



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Cedar City, Utah

Zion Canyon National Park
1 hour east of St. George



Mel's Dixie Queen Bakery
Blair Turnbeaugh Dental
Laboratory

St. George, Utah

Brigham Young Winter Home
Utah State Park in downtown St. George



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.

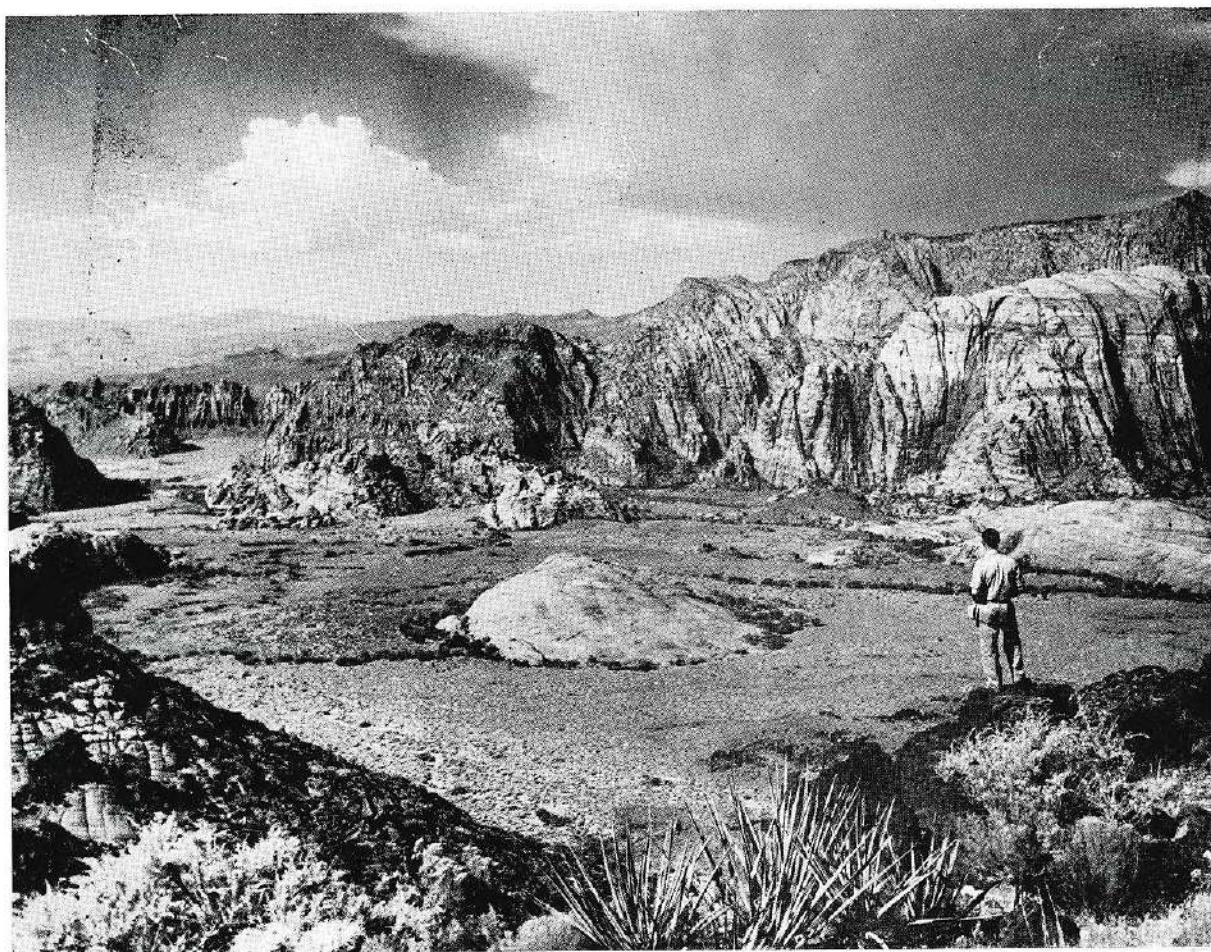
One hundred years of County Government has advanced the need for a new Courthouse—A Courthouse with more office space, and more storage space.

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.



Beautiful Snows Canyon

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Kanab, Utah



Miss Candy Coverdale performing a Liberty Stand, one of many trick riding feats which she will present at the Lions Dixie Roundup between rodeo events.

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Howard's Body Shop
Polar Bear
Sail's Motel

Rex B. McAllister
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Joseph Olsen
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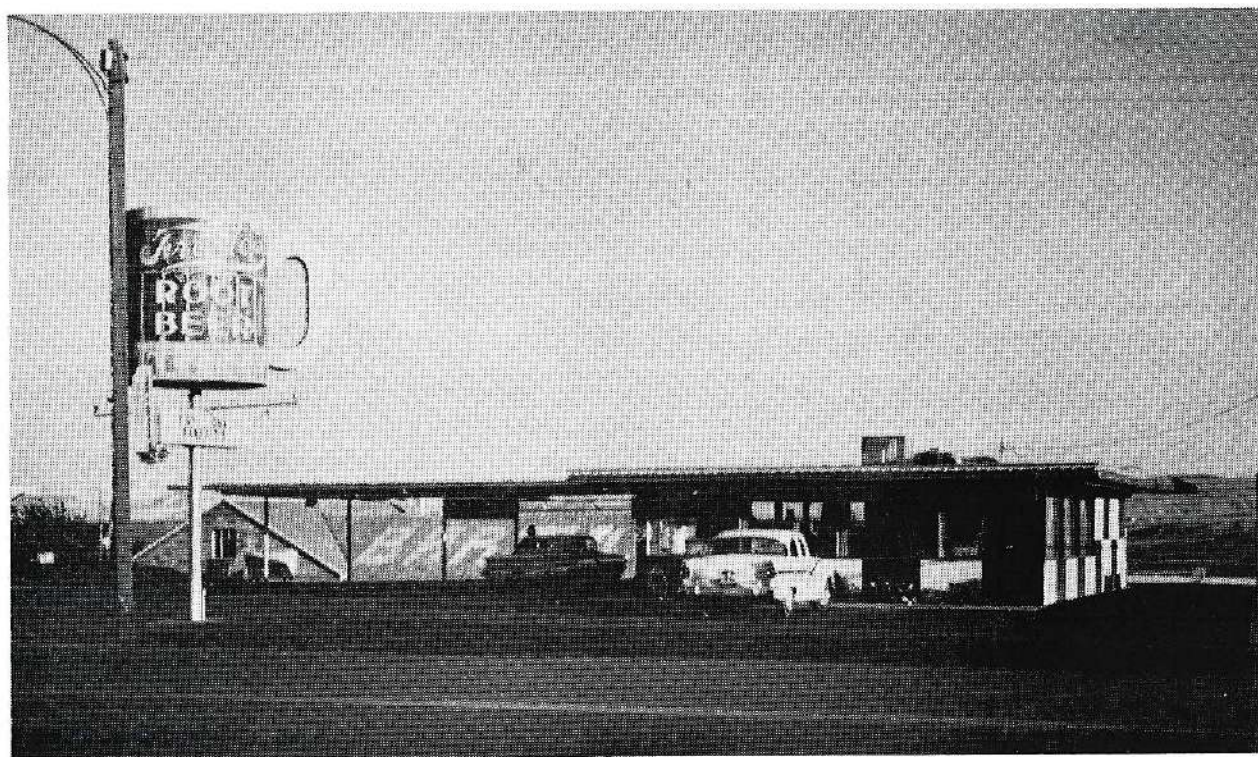


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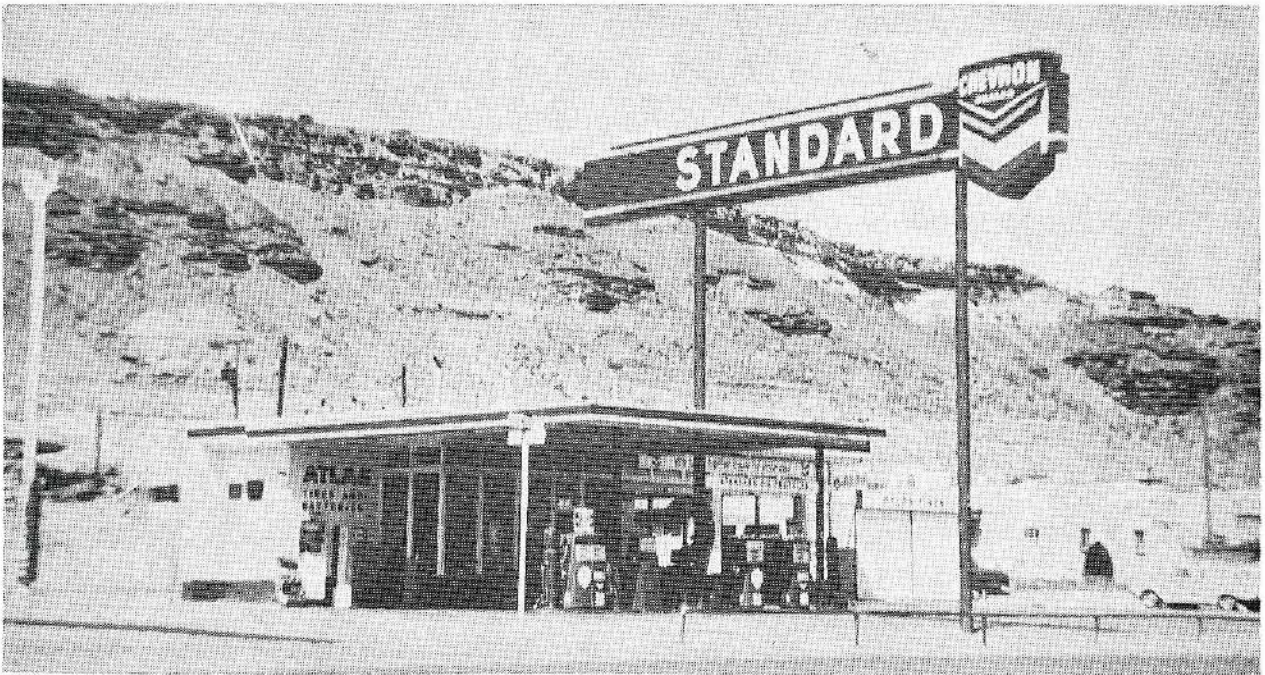
St. George, Utah



FROSTOP

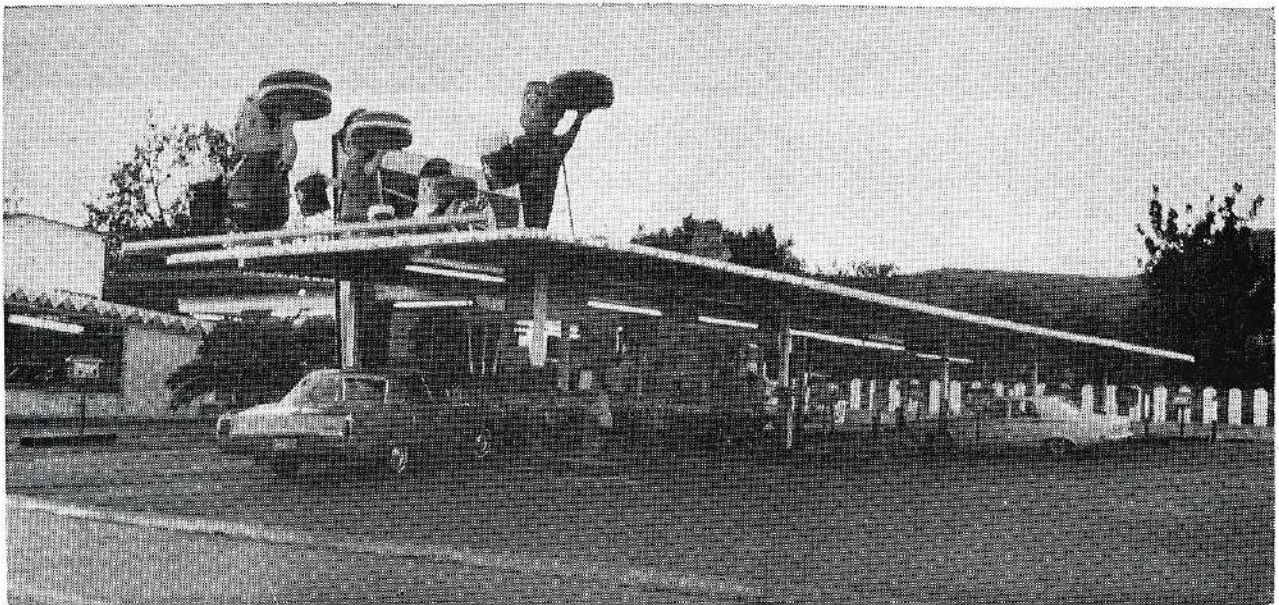
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Sherrill Newby—Ken Ence—Bob Cooper



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John Tatum will act as the rodeo clown and will also show his special dog acts during the Dixie Round-up Rodeo.

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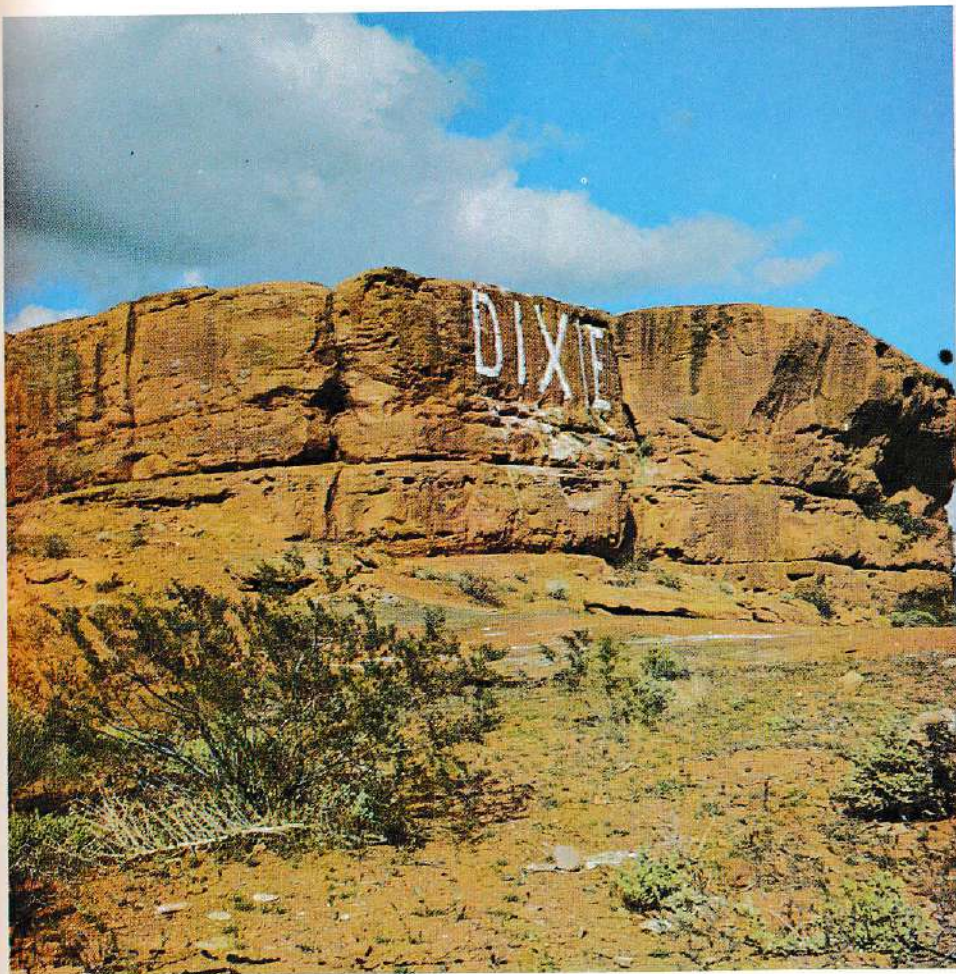


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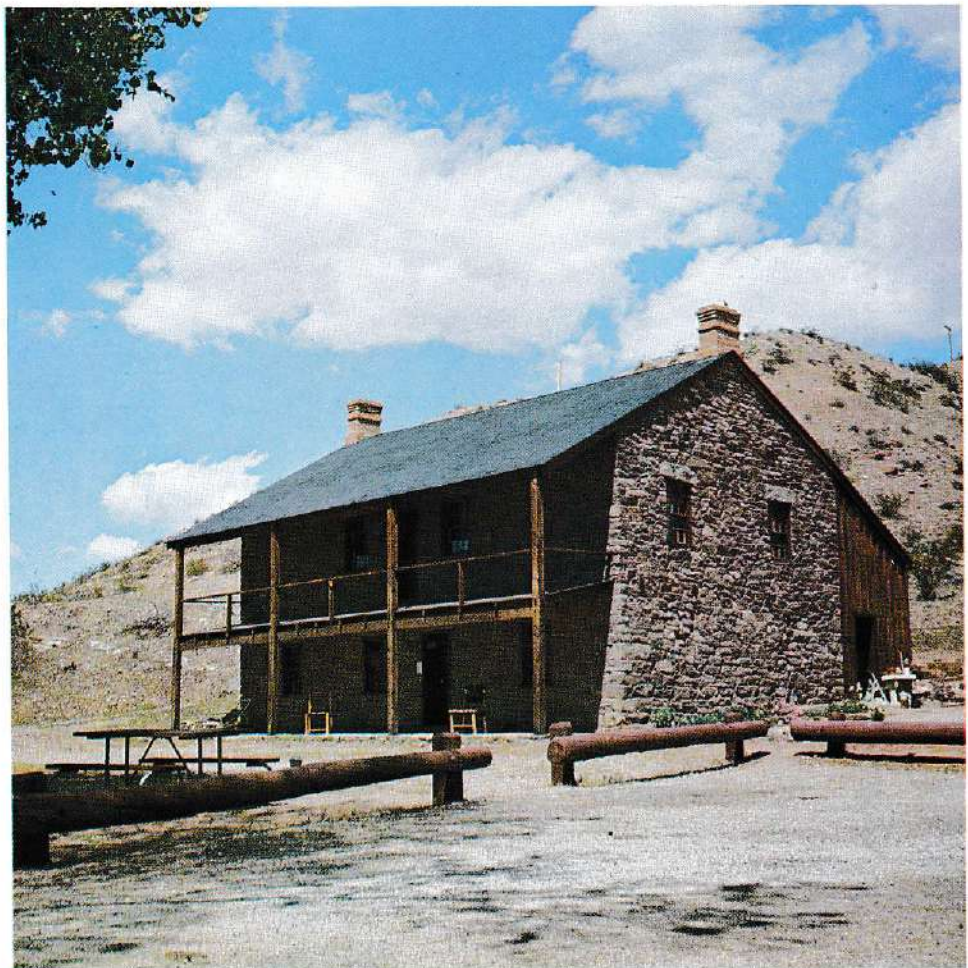
St. George, Utah

Sugarloaf
Rimrock North of St. George

Ashby & McQuaid
Kay's Beauty Shop

St. George, Utah

Jacob Hamblin Home in Utah State Park
In Santa Clara, 5 miles west of St. George



Sweetheart of Dixie



U^{AND}**I** Sugar
is everybody's choice



J. W. Stoker of Overland Park, Kansas, will be one of the specialty acts to be shown between events at the Dixie Roundup. In addition to his Black Light Rope Spinning, he is known for his trick riding and fancy horse catches.

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WELCOME TO
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Courtesy of
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O.K. TIRE SERVICE, INC.

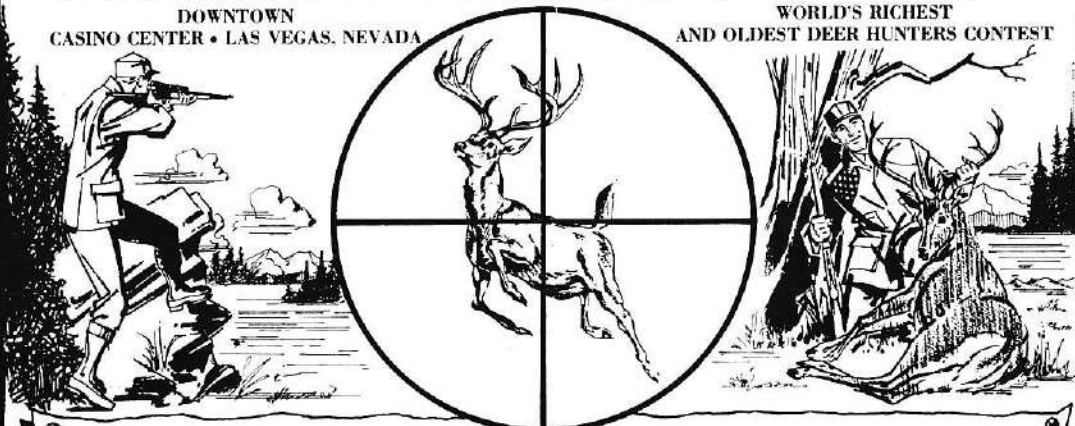
339 West 100 North, St. George

Complete Tire, Brakes
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GOLDEN NUGGET 1967 DEER HUNTING CONTEST

DOWNTOWN
CASINO CENTER • LAS VEGAS, NEVADA

WORLD'S RICHEST
AND OLDEST DEER HUNTERS CONTEST



SPREAD

FIRST PRIZE
Browning 7mm Remington with Scope
SECOND PRIZE
30.06 Browning with Scope
THIRD PRIZE
Browning .243 with Scope
FOURTH PRIZE
Browning 22-250 Rifle
FIFTH PRIZE
Browning 222 Remington Magnum

HORN

FIRST PRIZE
Winchester 300 Magnum with Scope
SECOND PRIZE
270 Winchester with Scope
THIRD PRIZE
308 Winchester Rifle with Scope
FOURTH PRIZE
243 Winchester Rifle
FIFTH PRIZE
225 Winchester Rifle

POINTS

FIRST PRIZE
Remington 7mm Rem. Magnum with Scope
SECOND PRIZE
280 Remington Rifle with Scope
THIRD PRIZE
6mm Remington Rifle with Scope
FOURTH PRIZE
30.06 Remington Model 742
FIFTH PRIZE
222 Remington Rifle

REGISTRATION STARTS SEPT. 15, 1967

CONTEST CLOSES MIDNIGHT, NOV. 20, 1967

• 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.

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

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ADDITIONAL DAILY PRIZE

During the GENERAL UTAH SEASON, October 21 through October 31, (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. FREE PARKING.

COMMENCING EACH DAY AT MIDNIGHT: GENERAL UTAH SEASON
(October 21st through October 31st) (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

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



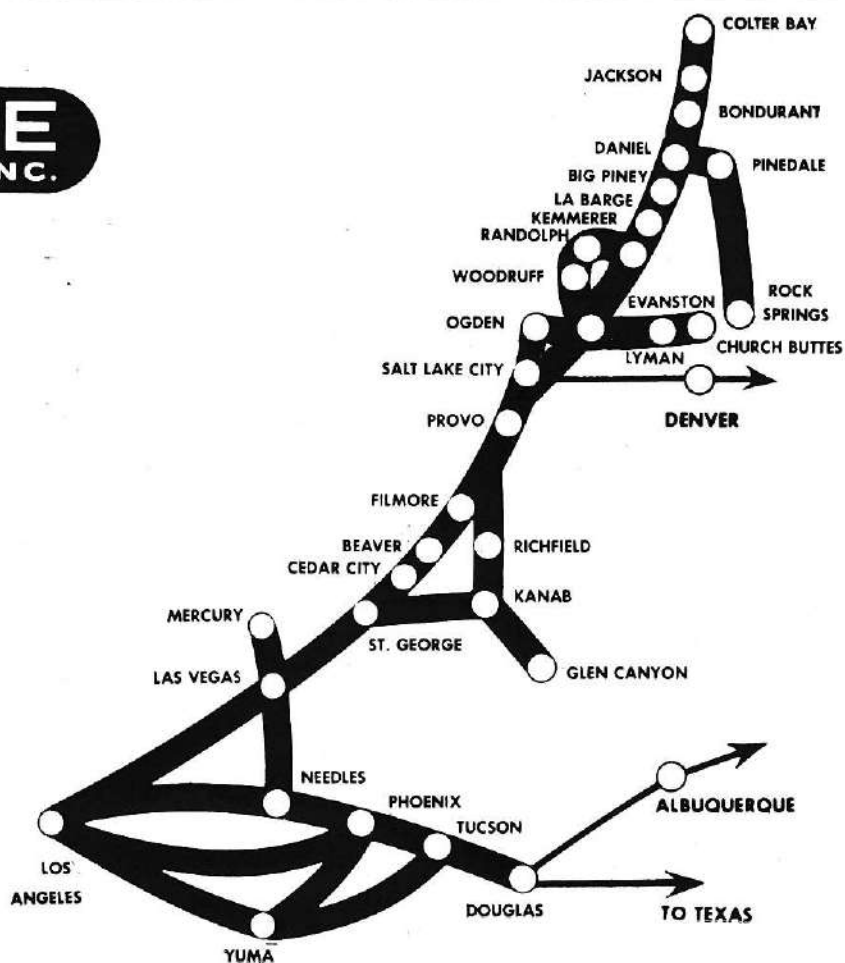
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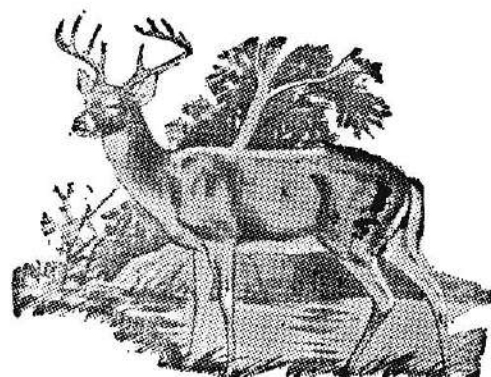
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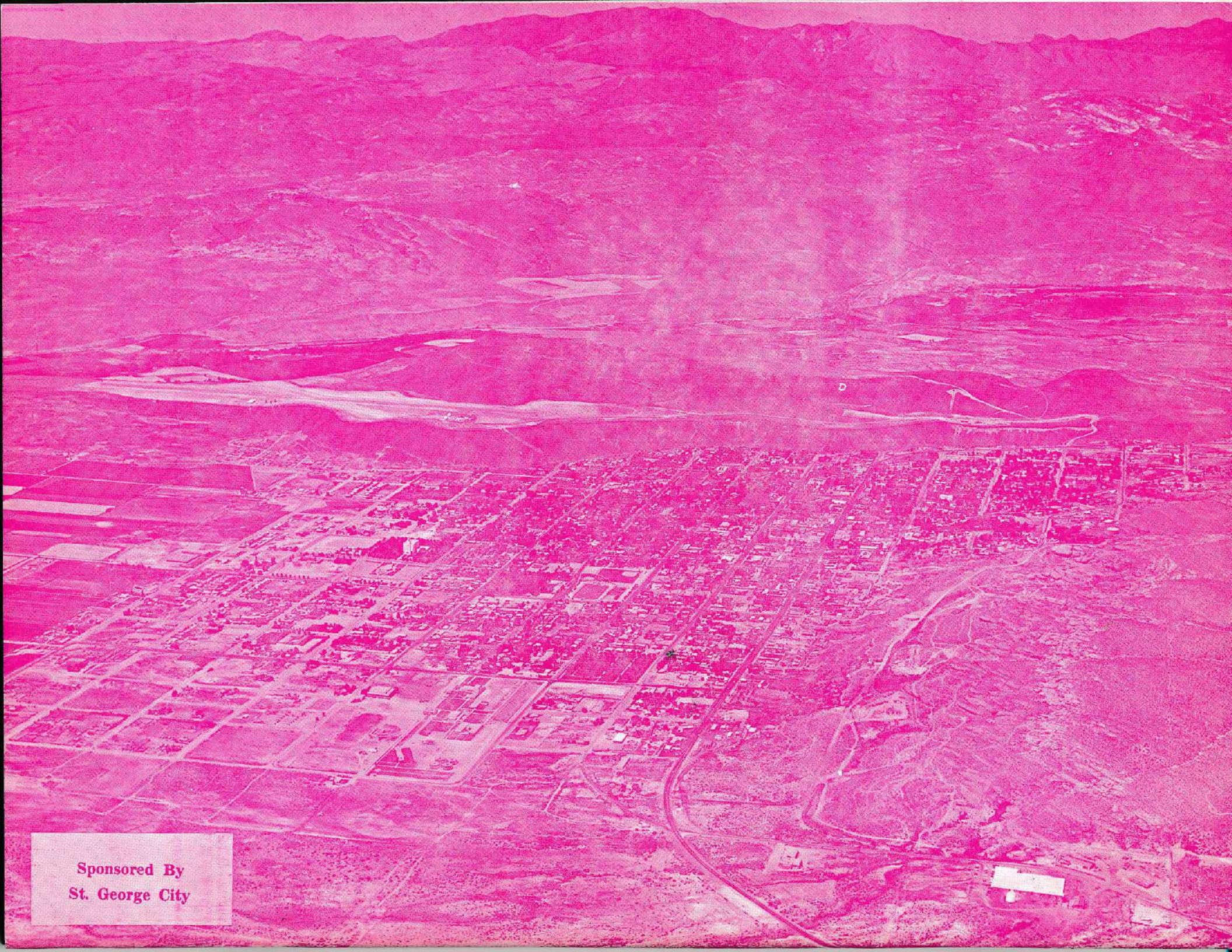
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