

Lions Thirty-Fifth Annual

Dixie Roundup

Sept. 18-19-20, 1969

Dixie Sun Bowl

St. George, Utah



SCHEDULE OF EVENTS

Thursday, Sept. 18

5:00 p. m. General Western Parade

8:00 p. m. Dixie Roundup Night Rodeo

Friday, Sept. 19

5:00 p. m. Childrens Parade

8:00 p. m. Dixie Roundup Night Rodeo

Saturday, Sept. 20

5:00 p. m. Beauty Parade

8:00 p. m. Dixie Roundup Night Rodeo

DANCE AT BIG ARCH EACH NIGHT
FOLLOWING RODEO

TRAFALGA RESTAURANT

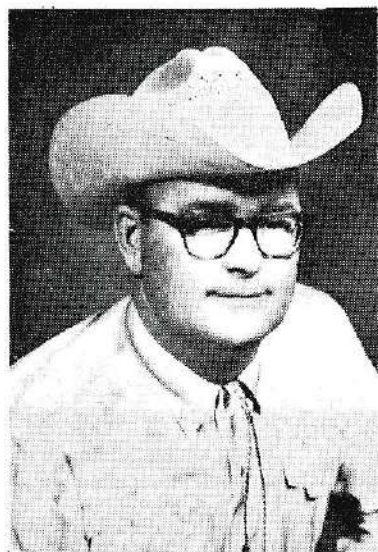
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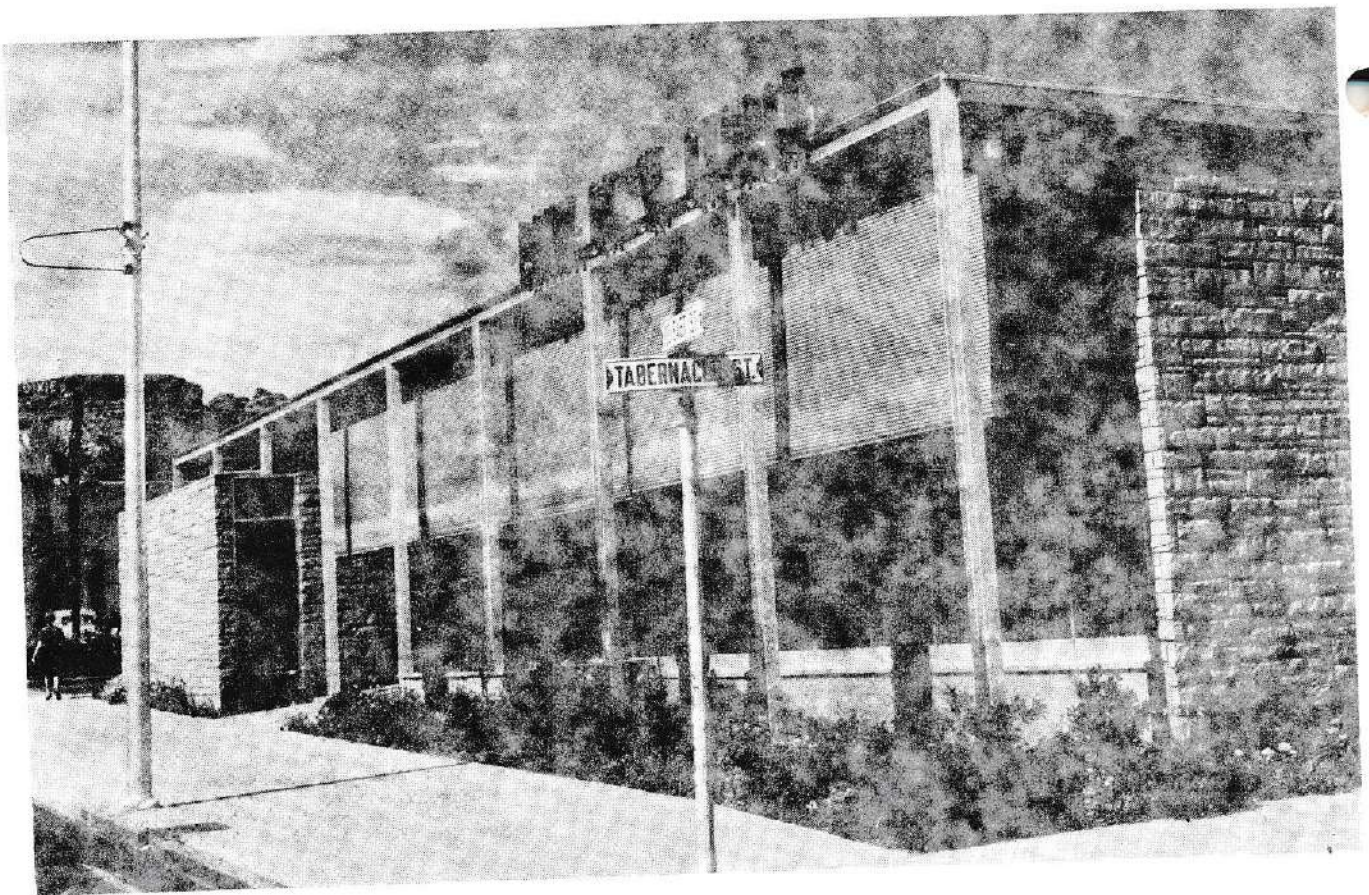
1969 Dixie Roundup Queen And Princess



Round-up Queen
NYLA JEAN BUNDY



Round-up Princess
LOUISE GARDNER



Dixie Round-up will feature Rodeo Thrills

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Mayor's Message

We are proud of our City and of the Lions Club Annual Dixie Roundup and Night Rodeo.

As Mayor of St. George I extend a warm invitation to attend all activities of "Rodeo Week in Dixie". I want to thank all St. George citizens and visitors for the support of Lions Club community projects, and invite everyone to join in the entertainment and fun.

MARION BOWLER
Mayor

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RODEO PRODUCER

D. A. "Swanee" Kerby, 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.

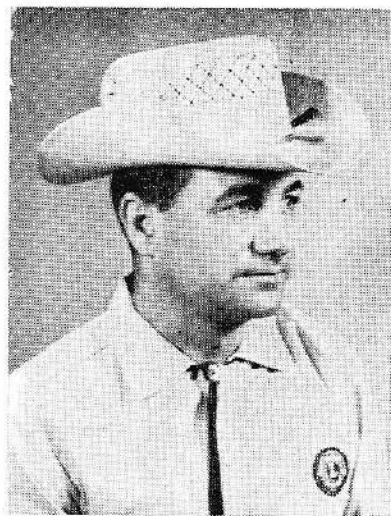
A real western man, Mr. Kerby is at home on a horse and has rode most of the Southern part of the State on horseback especially in the Canyonlands area. In his younger days at Moab he spent many weeks in the saddle trailing wild horses in some of the most rugged areas of the west.

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

Bob Chambers, Pendleton, Oregon

Bob Chambers has always lived with Rodeo, and through this continuous association, which includes fourteen years as a contestant, he has developed a knowledge and love for the sport that has made him "tops" in his field.



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.

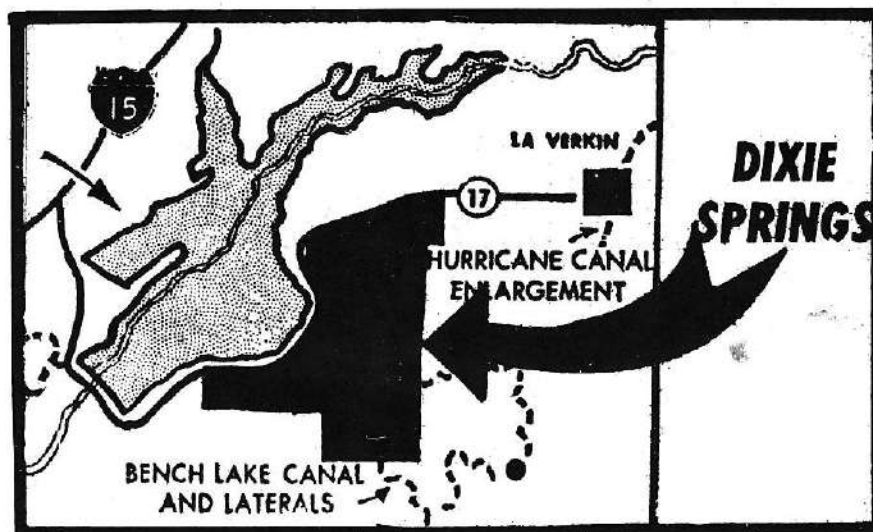
A total of \$24,000 in added financial dividends is guaranteed the new crown-wearers by the R.C.A. This is apportioned \$3,000 per title, with the champion getting 40 per cent, runner-up 30 per cent, third place winner 20 per cent, and fourth place holder 10 per cent, and is aside from contributions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

Larry Mahan of Salem, Oregon won his third straight All-Around Cowboy Championship in 1968 with total earnings of \$49,129 in purse money. Larry collected \$40,358 in winning the All-Around in 1966, \$51,996 to win in 1967, and currently is leading for All-Around honors this year with earnings of \$36,884 by August 15, 1969. This is some \$8,000 ahead of his pace in 1968.

DIXIE SPRINGS

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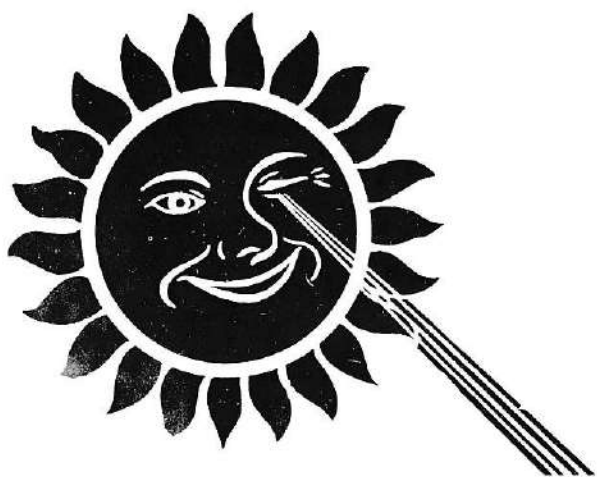
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CHAMPIONSHIP STANDINGS

AUGUST 15, 1969

ALL-AROUND

(Two or More Events)

1 Larry Mahan, Salem Ore.	\$36,884
2 Dean Oliver, Boise, Idaho	32,275
3 Doug Brown, Silverton, Ore.	29,648
4 Bob Berger, Halstead, Kans.	20,428
5 Mark Schriker, Sutherlin, Ore.	19,409
6 Roy Duvall, Boynton, Ohio	18,990
7 Ronnye Sewalt, Chico, Tex.	18,955
8 Bob Ragsdale, Chowchilla, Cal.....	18,839
9 Barry Burk, Duncan, Okla.	16,790
10 Buzz Seely, Roosevelt, Wash.	16,771

SADDLE BRONC

1 Bill Smith, Cody, Wyo.	\$17,810
2 Larry Mahan, Salem, Ore.	13,190
3 Buzz Seely, Roosevelt, Wash.	12,535
4 Bob Berger, Halstead, Kans.	12,500
5 Mel Hyland, Port Kells, B. C.	10,269
6 Shawn Davis, Whitehall, Mont.	9,683
7 Doug Brown, Silverton, Ore.	9,299
8 Hugh Chambliss, Sta Rsa, N.M.....	8,846
9 Marty Wood, Diamond, Mo.	8,641
10 John McBeth, Atlanta, Kans.	8,183

BAREBACK BRONC

1 Gary Tucker, Carlsbad, N.M.	\$15,520
2 Royce Smith, Iona, Ida.	13,822
3 Jim Ivory, Pampa, Tex.	12,504
4 Clyde Vamoros, Burknet, Tex.	12,245
5 Larry Mahan, Salem, Ore.	11,644
6 Paul Mayo, Grinnell, Iowa	11,194
7 Bob Mayo, Grinnell, Iowa	11,019
8 Ace Berry, Modesto, Calif.	10,178
9 Jimmy Dix, N. Collie, W. Aust.	9,537
10 Jim Houston, Omaha, Nebr.	9,390

BULL RIDING

1 Doug Brown, Silverton, Ore.	\$20,116
2 Gary Leffew, Santa Maria, Cal.	12,920
3 Larry Mahan, Salem, Ore.	12,178
4 David Glover, Clarksville, Tex.	11,005
5 Bill Stanton, Oakdale, Calif.	9,933
6 Jimmy Myers, Thorofare, Tex.	9,678
7 Freddie Greer, Dallas, Texas	9,459
8 Freckles Brown, Soper, Okla.	8,515
9 Gene Lyda, Somerset, Tex.	8,118
10 Bob Berger, Halstead, Kans.	7,927

CALF ROPING

1 Dean Oliver, Boise, Ida.	\$31,312
2 Ronnye Sewalt, Chico, Tex.	15,046
3 Jr. Garrison, Marlow, Okla.	14,821
4 Buttons Howard, Portales, N. M.	13,750
5 Bob Ragsdale, Chowchilla, Calif.	13,462
6 Barry Burk, Duncan, Okla.	12,726
7 Mark Schriker, Sutherlin, Ore.	10,925
8 Bud Farris, Las Cruces, N.M.	10,090
9 Olin Young, Peralta, N.M.	10,037
10 Ernie Taylor, Hugo, Okla.	9,983

STEER WRESTLING

1 Roy Duvall, Boynton, Okla.	\$19,530
2 Jerry Peveto, Orange, Texas	15,212
3 Walt Linderman, Belfry, Mont.	14,894
4 John W. Jones, Morro Bay, Cal.	10,506
5 Don Huddleston, Talihina, Okla	10,157
6 Dave Penner, Scandia, Alta.	8,646
7 Billy Hale, Checotah, Okla.	7,835
8 Mark Schriker, Sutherlin, Ore.	7,662
9 Walter Wyatt, Lkvw Terrace, Cal.	7,735
10 Floyd Baze, Mira Loma, Calif.	7,477

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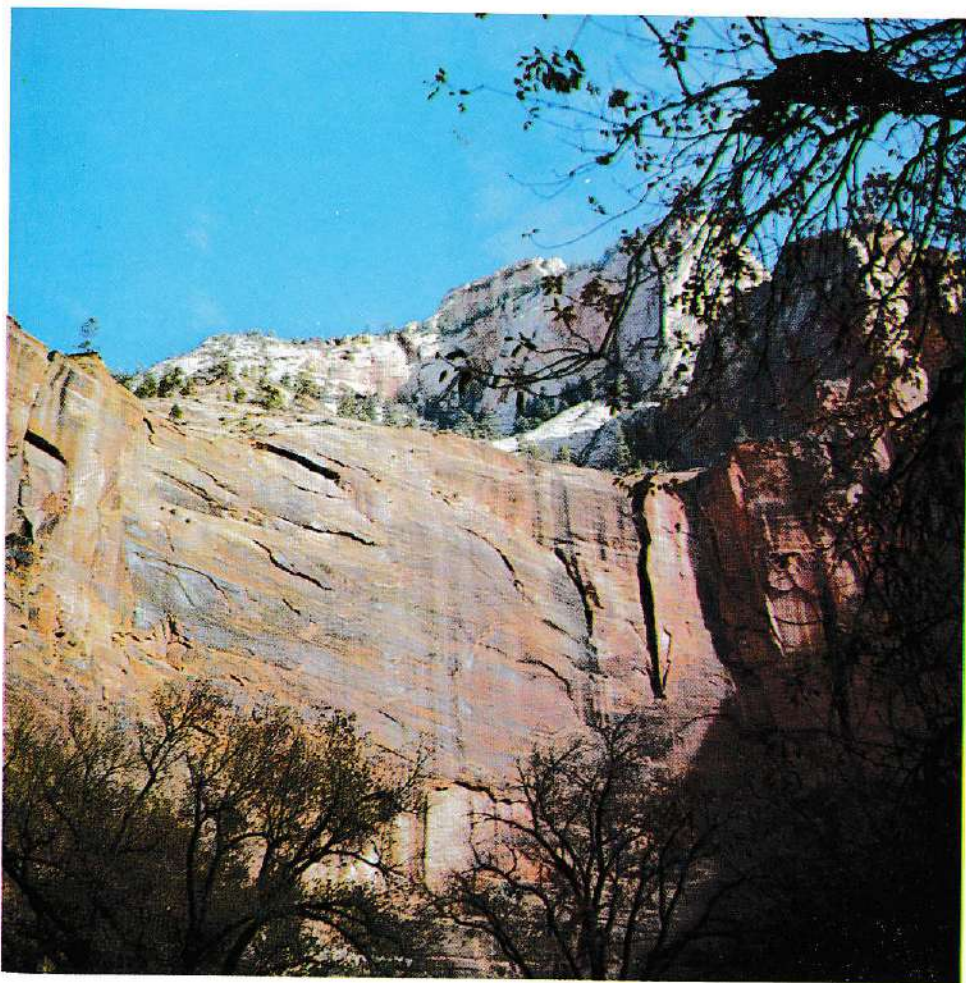
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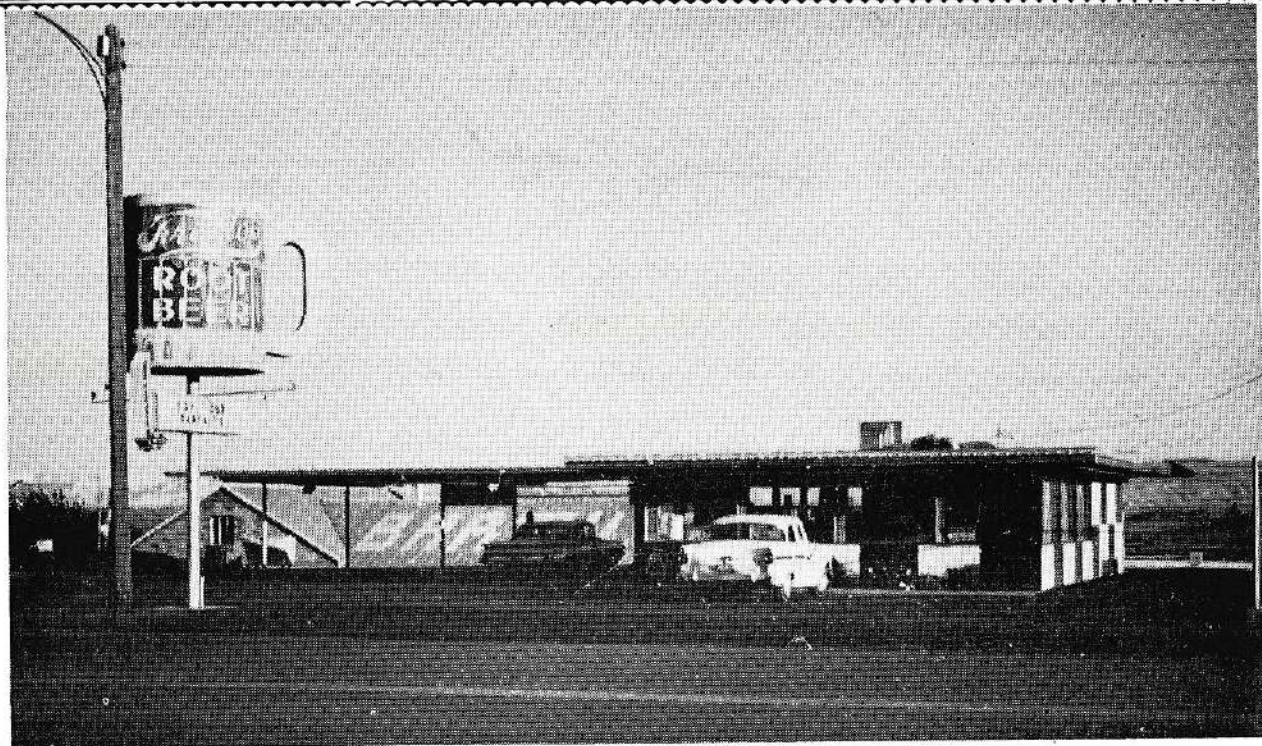
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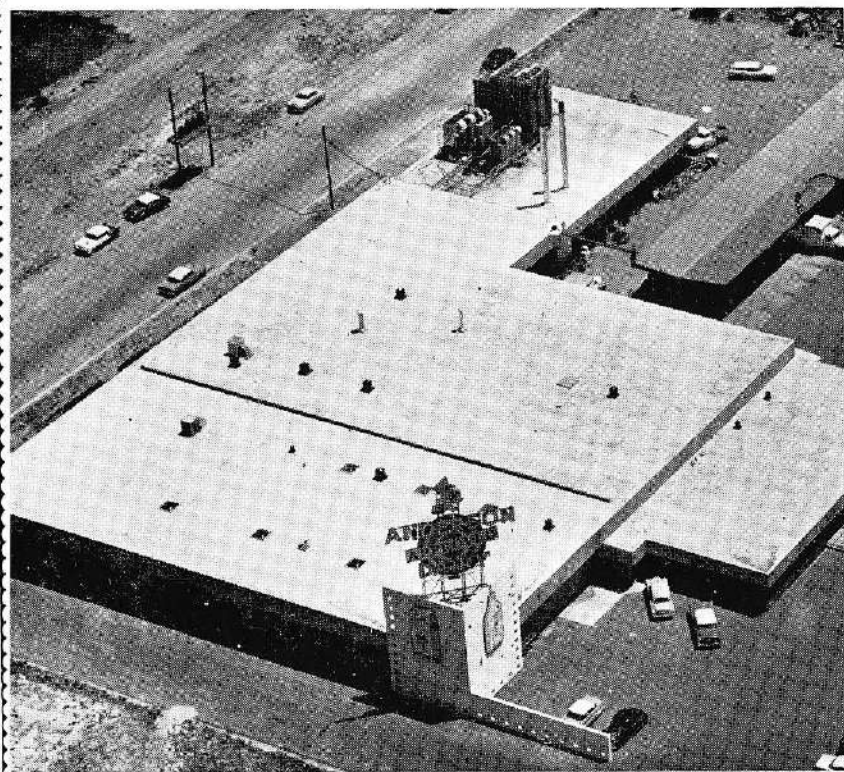
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JOLLY KING



Helen Holt Drake
1964



Gai Reber Bowler
1965



Carmen Iverson Snow
1966



NYLA JEAN BUNDY
Lions Dixie Roundup Queen
1969



Sandra Staheli
1967



Shirlee Esplin
1968

The
Queen's
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L. Bard Blackham
Clark E. Blake
Milo Blake
Darrell Bracken
Marion Bowler
Bill Bringhurst
Judd Burgess
Leslie Burgess
Donald C. Cameron
Robert Cooper
Gerald Cox
Lorraine Cox
Dranoel Dalton
A. L. Elmer
Clark Empey
Joe Empey
Lynne Empey
Afton Ence
Floyd Ence
Jay Ence
Kenneth Ence
Quentin Ence
Bill Hackwell
H. Val Hafen
E. N. Hammer
Nick Hammer
Kay Hammond
Dwane Esplin
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Doyle Sampson
Barnard Seegmiller
W. W. Staheli
Albert Stratton
Alma Truman
Earl Thompson
Ray Whipple
Evan Whitehead
Wayne Whitehead

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E. M. McArthur	Spencer Snow	Frank Mountford	Darrell Bracken
Ray D. Garner	A. W. McGregor	R. N. Ashby	

Honorary Member

Earl J. Bleak

Dixie Round-up

Sponsored by St. George Lions
St. George, Utah

September 18 - 19 - 20

\$3500 Purse

Producer
D. A. "Swanny" Kerby

Announcer
Bob Chambers



Trading Out

Permits
Accepted

Night
Performances

Specialty
Acts

Event	Purse	Entry Fee	Girls Barrel Racing
Saddle Bronc	\$850	\$25	
Bareback	600	25	\$25.00 Jackpot)
Bull Riding	600	25	
Calf Roping	600	30	
Steer Wrestling	600	30	
Team Roping	250	30	Per Man—Enter Twice

Entries Close: Sept. 17, 6:00 p. m. - Daylight Saving Time

Schedule of Events

Thursday, Sept. 18

5:00 P. M. General Western Parade
8:00 P. M. Dixie Roundup Night Rodeo

Friday, Sept. 19

5:00 P. M. Children's Parade — Theme
" They Said It Couldn't Be Done"
8:00 P. M. Dixie Roundup Night Rodeo

Saturday, Sept. 20

5:00 P. M. Beauty Parade
8:00 P. M. Dixie Roundup Night Rodeo

Thursday, Sept. 18

Dance at Big Arch Following Rodeo

Friday, Sept. 19

Dance at Big Arch Following Rodeo

Saturday, Sept. 20

Dance at Big Arch Following Rodeo



GRAND OPENING

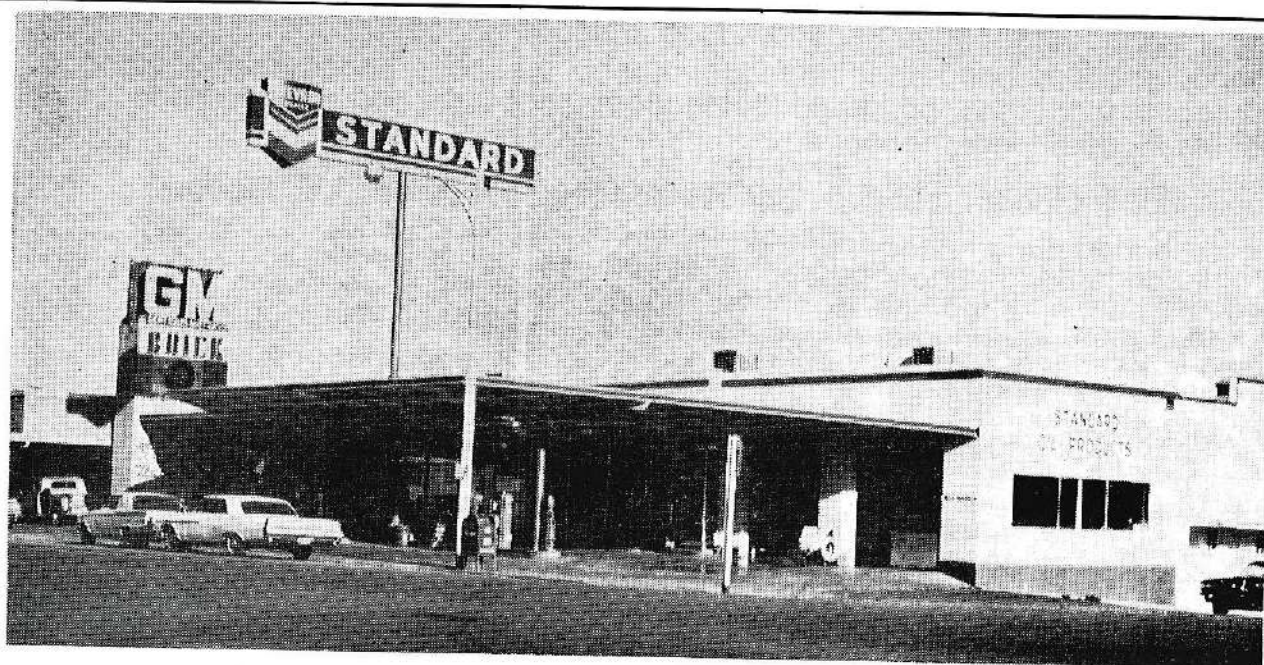
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First Place Winner in Beauty Parade—Dixie Roundup—1968
Miss Susie Cannon

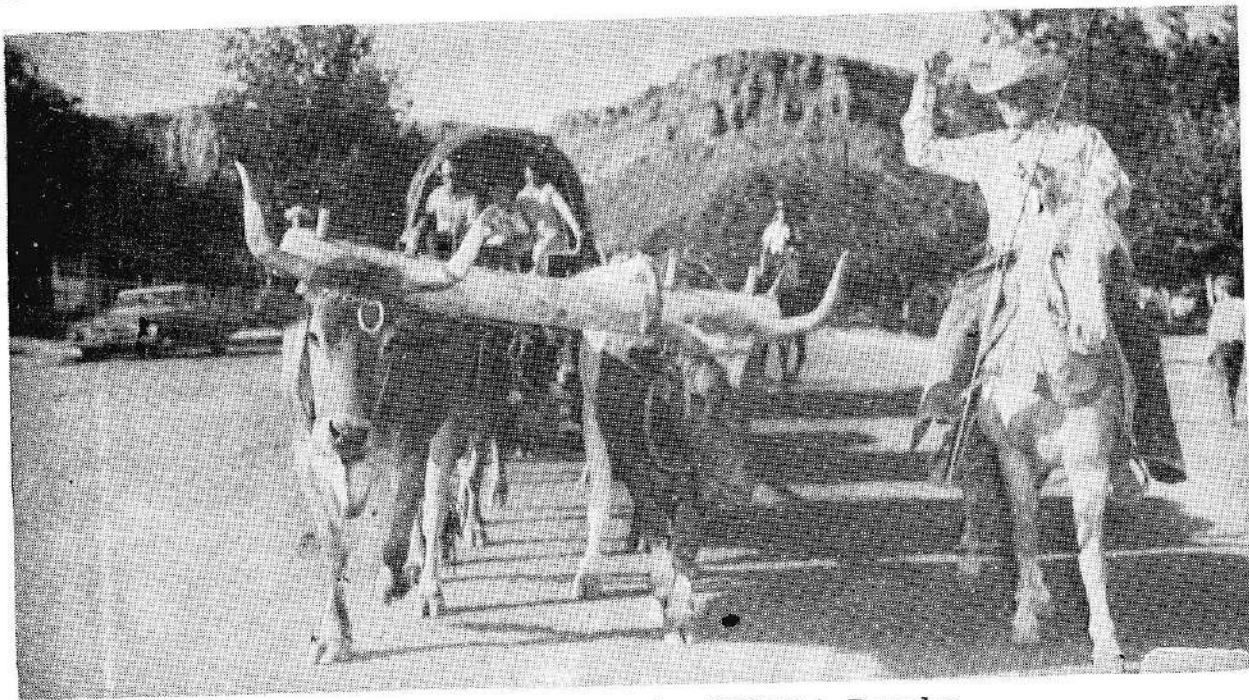
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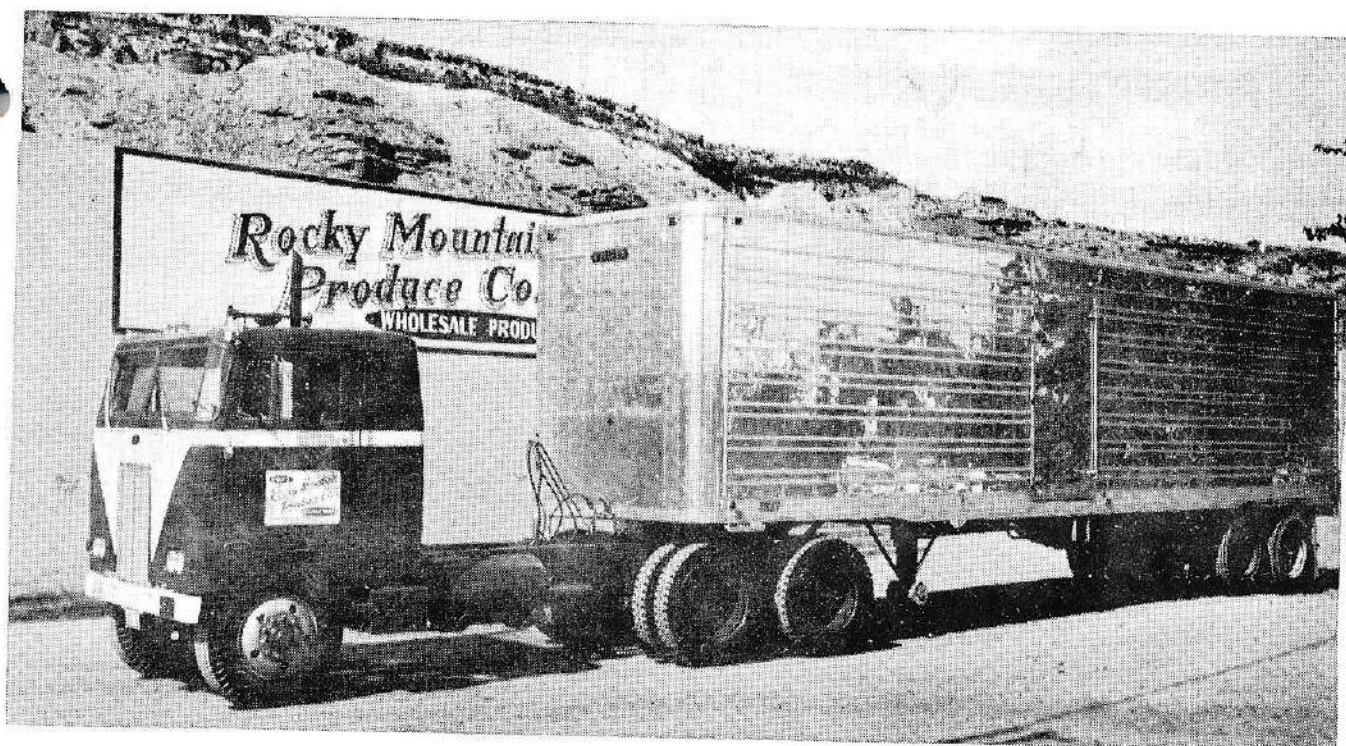
Float from Western Parade—1968 Dixie Roundup

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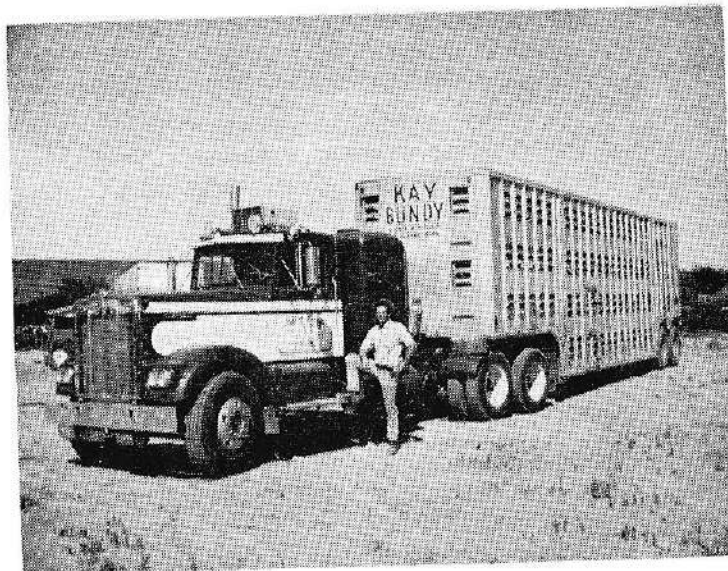
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THE ZOPPE INDIAN SPECTACULAR

The Joe Zoppe Family Indian Rosinback Riding Act will be one of the highlights of the 1969 Dixie Roundup. The Zoppes feature the entire family—father and mother—Joe and Peggy—and their three children—all teenagers. Roger, the twins, Dennis and Denise.

The Fabulous Zoppes present acts of horsemanship and gymnastics in a fast moving routine that leaves people gasping. Roger throws some comedy effects, which along with the thrills and chills of the daring balancing and jumping has made the Zoppes one of the most sought after acts in Rodeo today.

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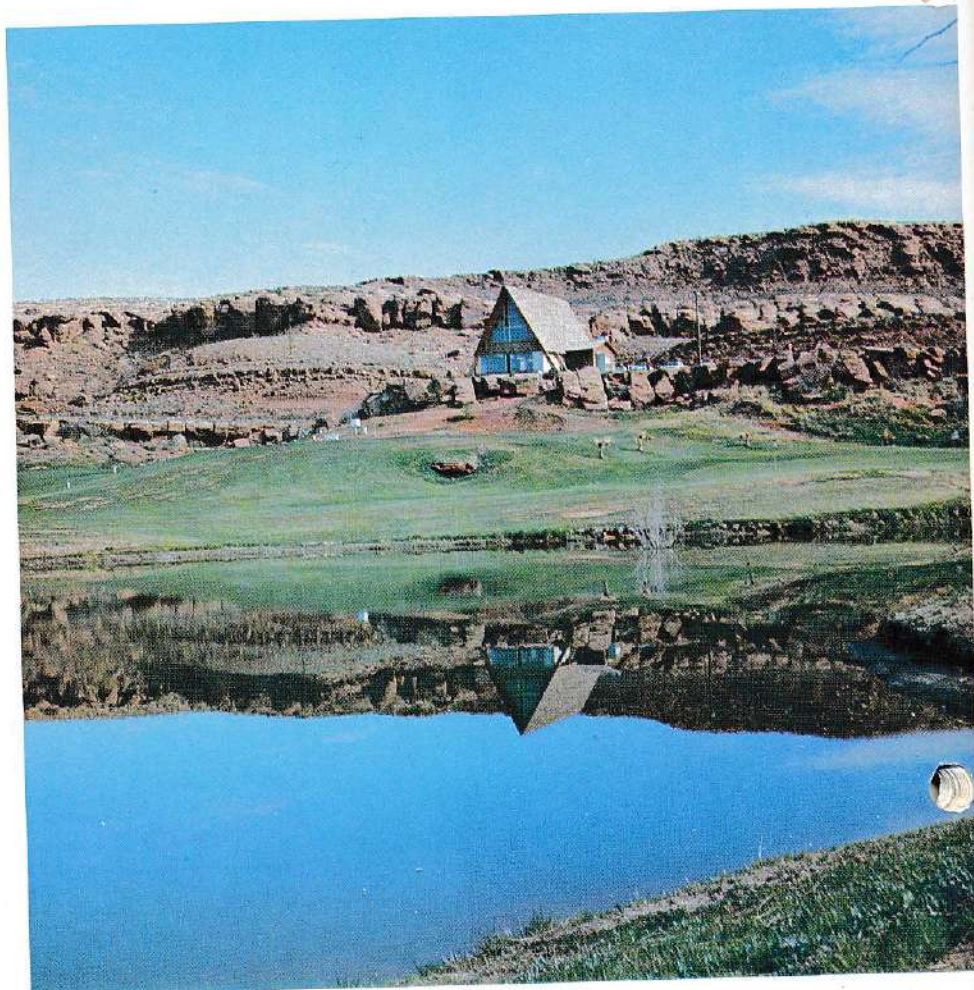
Taylor's Shoe Store

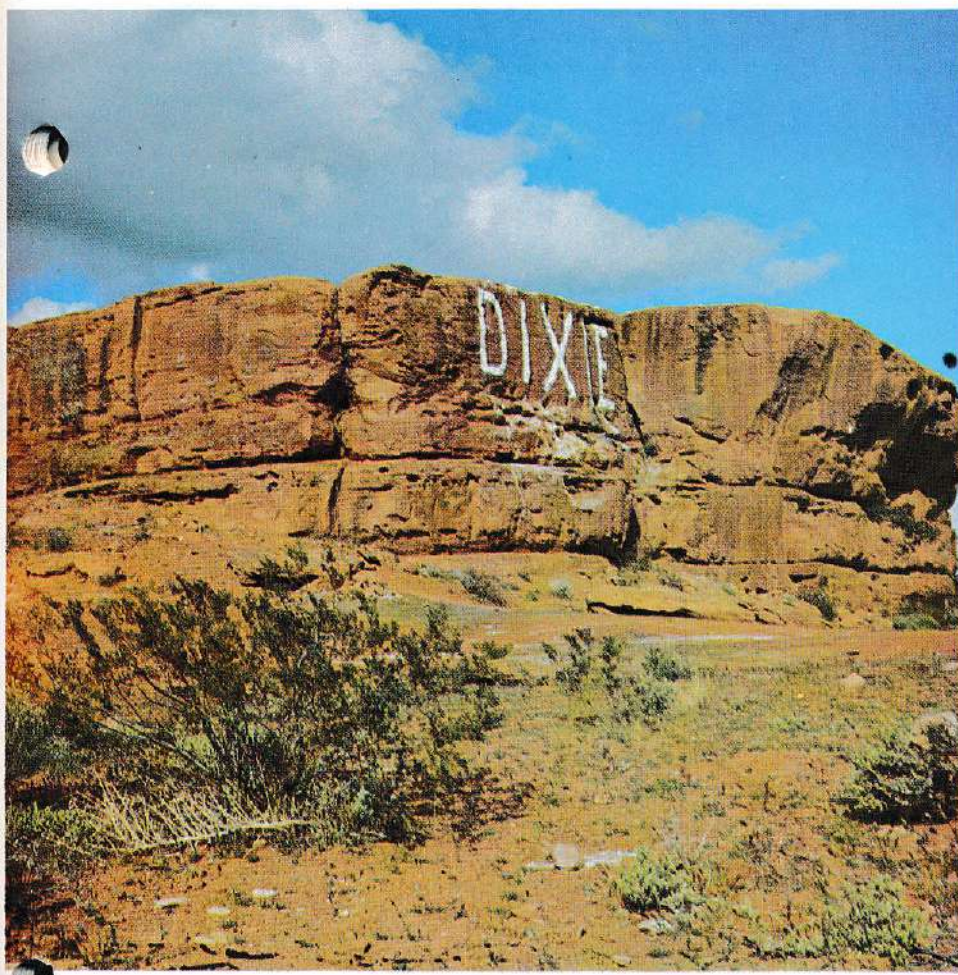
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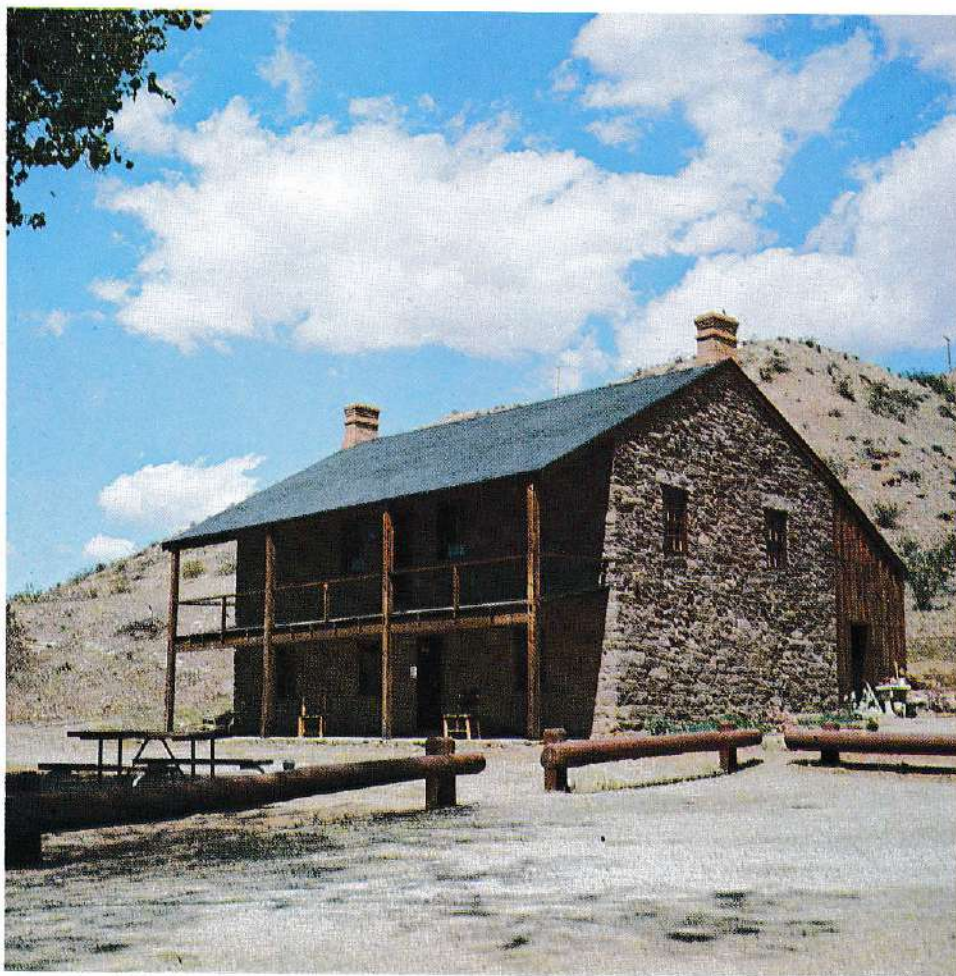
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 Santa Clara, 5 mi. west of St. George





JOHNNY TATUM

A name and face familiar to all fans of St. George Lions Dixie Roundup. Johnny Tatum will be appearing for his fourth consecutive year. Johnny has always gone all out in his bull fighting and entertainment numebers. His Sheepherding Monkey and Dog have won a permanent spot in the hearts of rodeo fans. Tom Lucia, who appeared with Johnny last year, is returning this season, and this assures fans of the very best in Rodeo Clowns.

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STAN SNOW — TEXACO

MONTE BURTON — TEXACO

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BURKE SEEGMILLER — PHILLIPS

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BILL BRINGHURST — BEELINE

DEAN JONES — UNION

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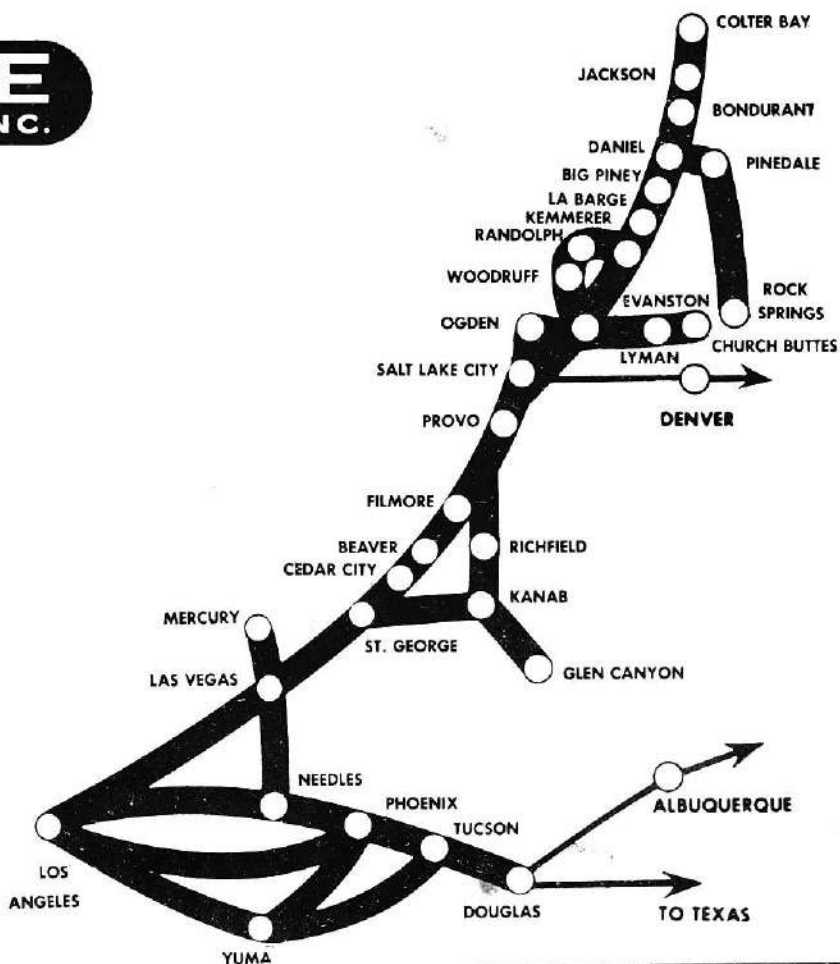


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Good Luck To all contestants



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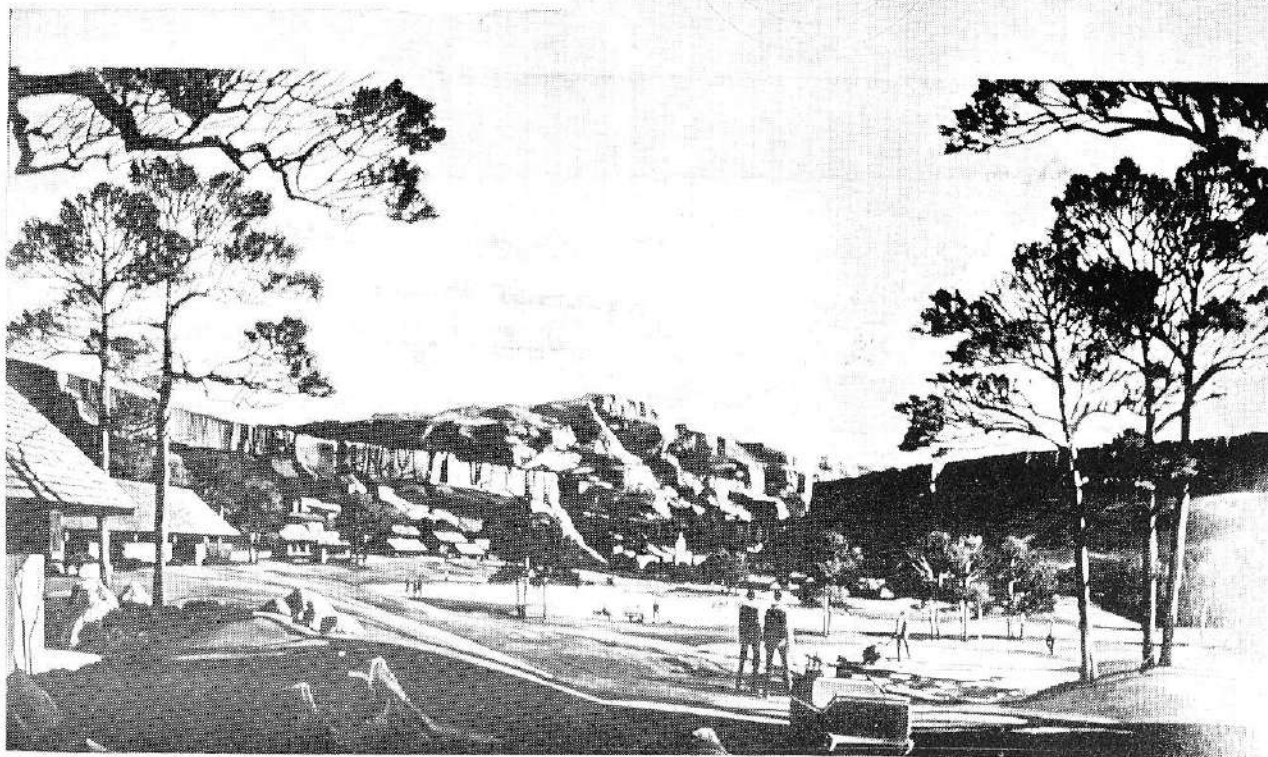
"For The Lady Who Pushes The Cart"

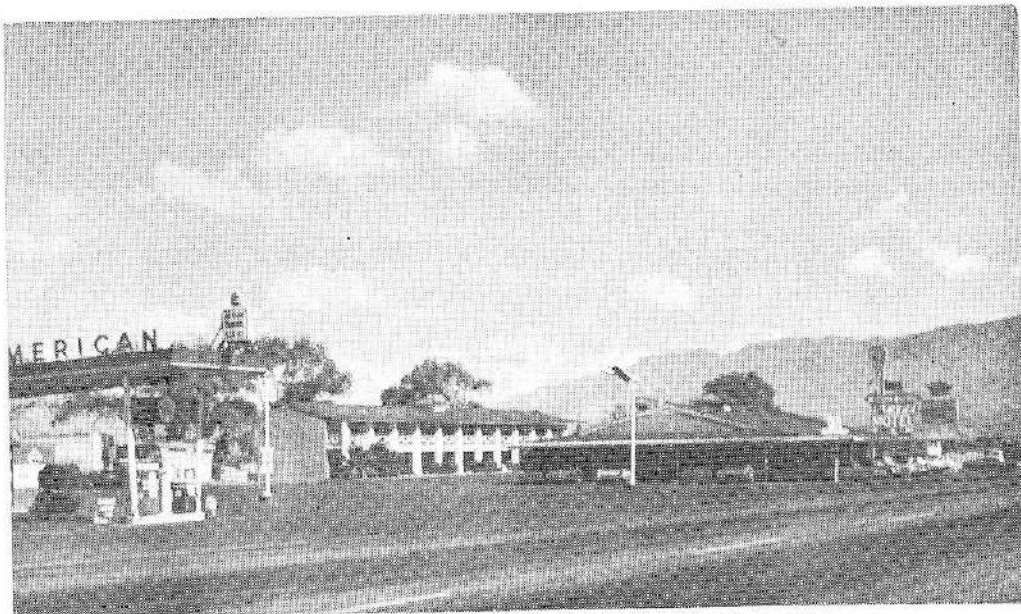
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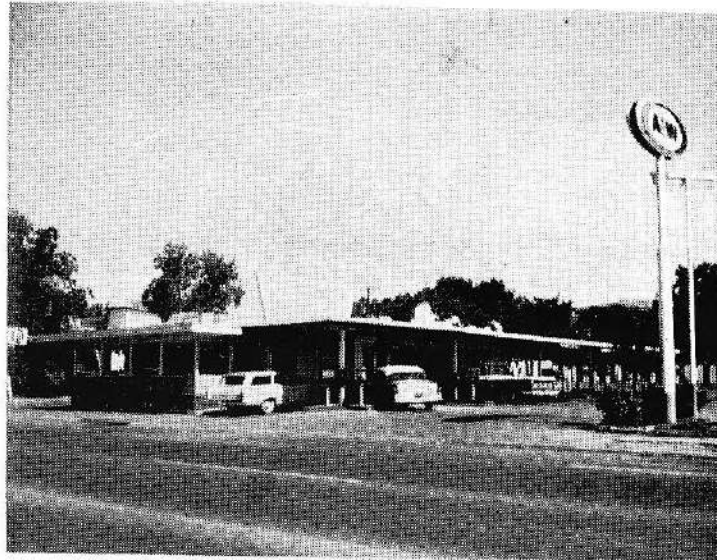
St. George

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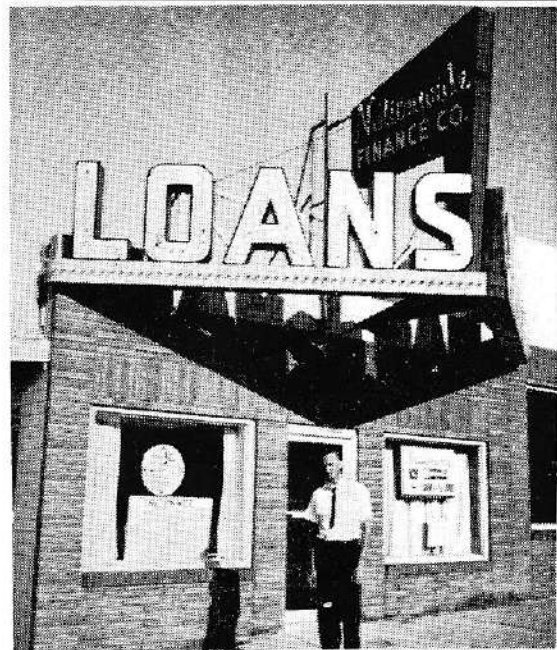
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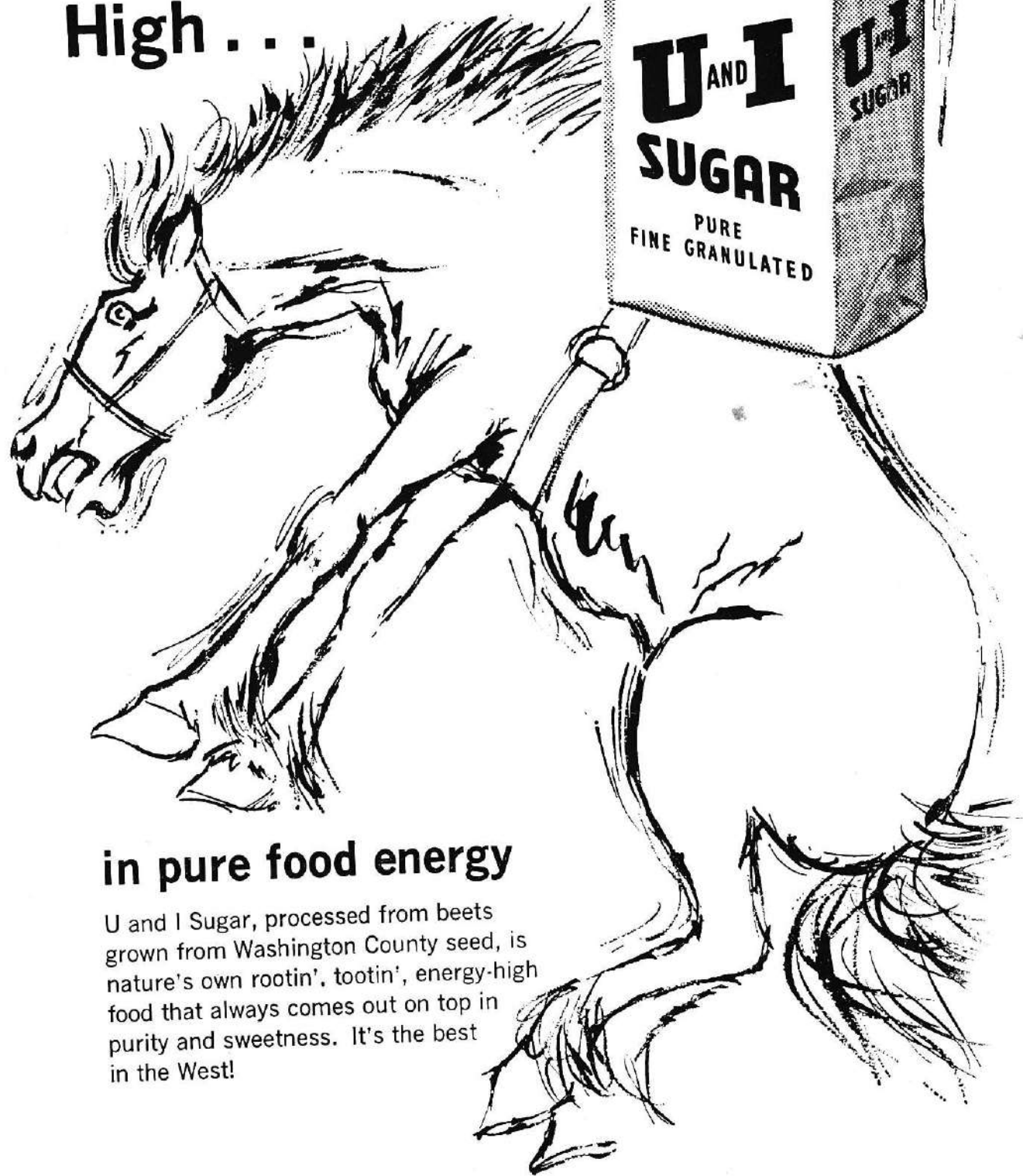


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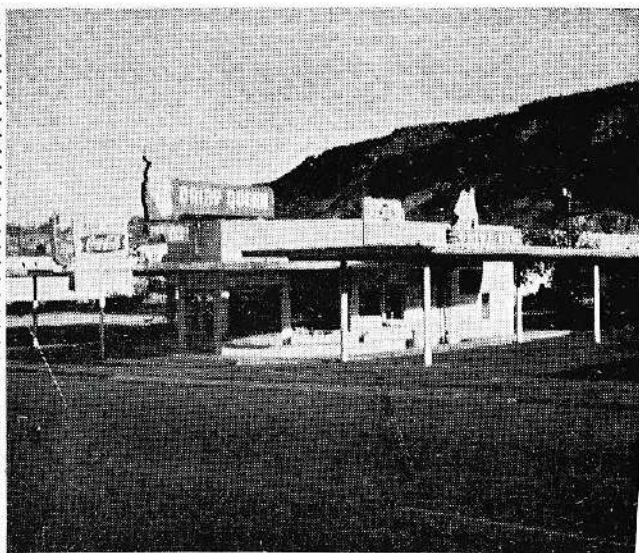
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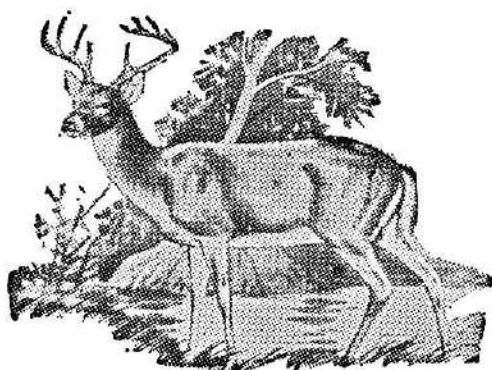
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18th ANNUAL 1969 DEER HUNTERS CONTEST

WORLD'S OLDEST AND RICHEST DEER HUNTERS CONTEST

REGISTRATION STARTS OCTOBER 1st, 1969 • CONTEST CLOSES MIDNIGHT, NOVEMBER 20, 1969

SPREAD	HORN	POINTS
FIRST PRIZE 7mm REMINGTON WITH SCOPE	FIRST PRIZE WINCHESTER 300 MAGNUM WITH SCOPE	FIRST PRIZE REMINGTON 7mm REM. MAGNUM WITH SCOPE
SECOND PRIZE 30.06 REMINGTON WITH SCOPE	SECOND PRIZE 270 WINCHESTER WITH SCOPE	SECOND PRIZE MODEL 660 REMINGTON 308 RIFLE
THIRD PRIZE REMINGTON MODEL 243 WITH SCOPE	THIRD PRIZE 308 WINCHESTER RIFLE WITH SCOPE	THIRD PRIZE 6mm REMINGTON RIFLE WITH SCOPE
FOURTH PRIZE REMINGTON 22-250 RIFLE	FOURTH PRIZE 243 WINCHESTER RIFLE	FOURTH PRIZE 30.06 REMINGTON MODEL 742
FIFTH PRIZE 222 REMINGTON MAGNUM	FIFTH PRIZE 225 WINCHESTER RIFLE	FIFTH PRIZE 222 REMINGTON RIFLE

ADDITIONAL DAILY PRIZE

During the GENERAL UTAH SEASON, October 18th through October 28th (10 days), \$100.00 cash drawing each day at 9 p.m. in the Golden Nugget. Stubs must be deposited on the 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 (Oct. 18th - Oct. 28th)
(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.

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--Ample free parking--Special accommodations for campers and Trailers.

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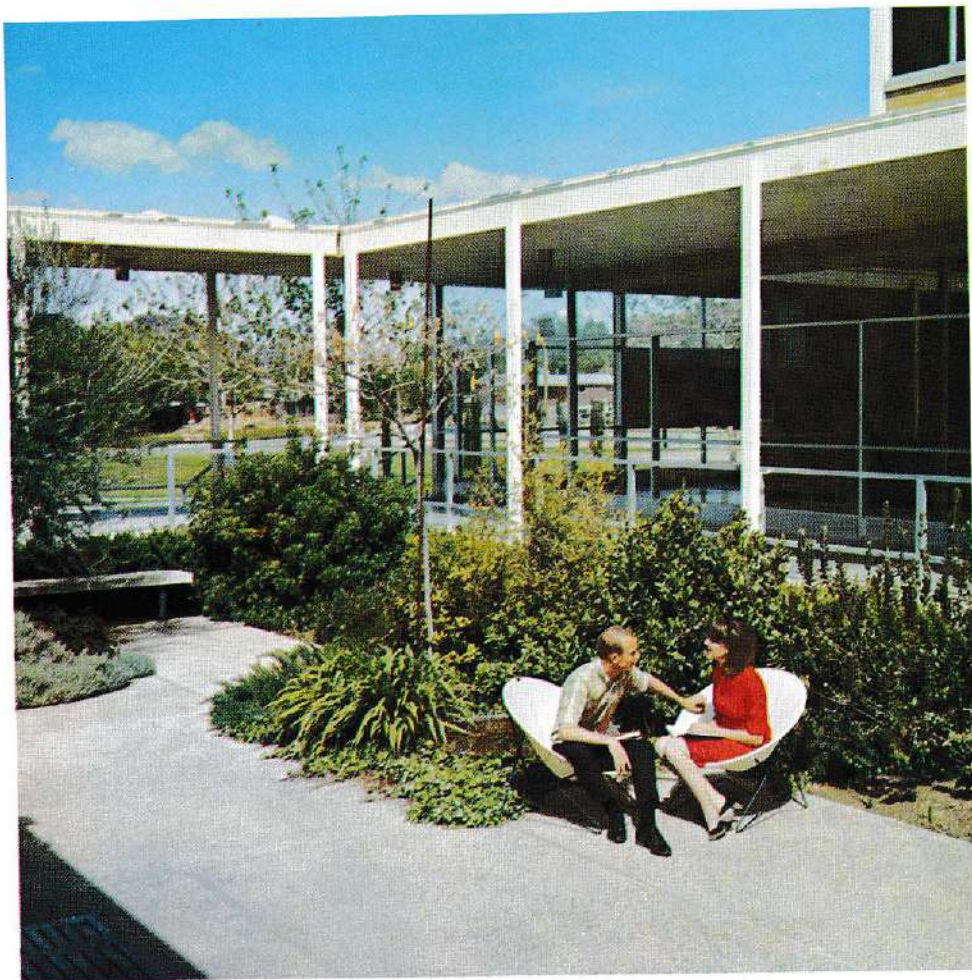
CONTINUOUS
ENTERTAINMENT
11 AM - 8 AM

NEVER A
COVER
•
NEVER A
MINIMUM

2 HRS. FREE VALIDATED PARKING

CONTESTANTS MUST REGISTER
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TO DATE DEER IS KILLED
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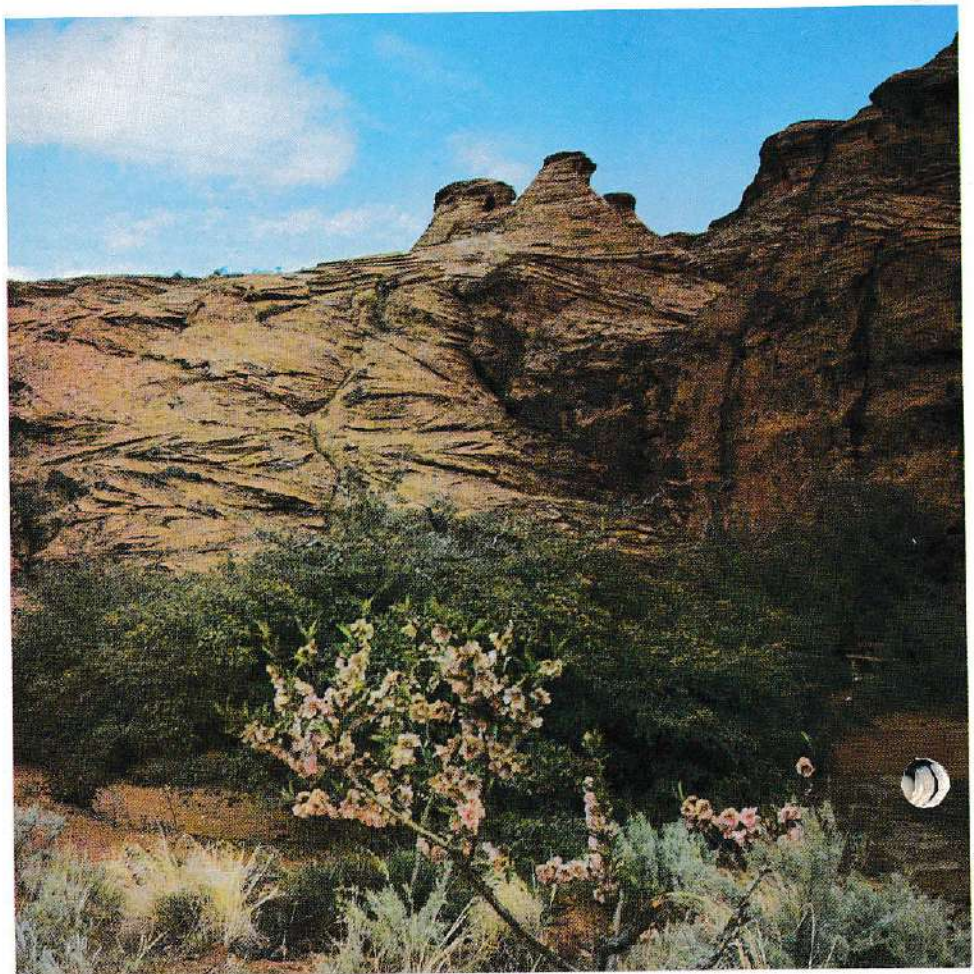
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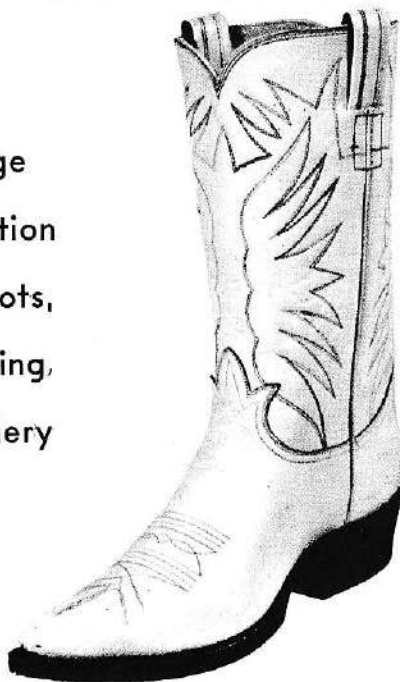
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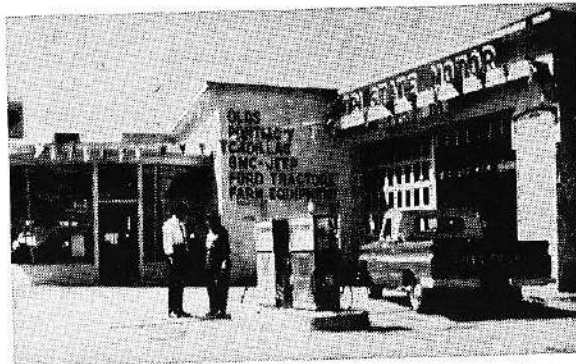
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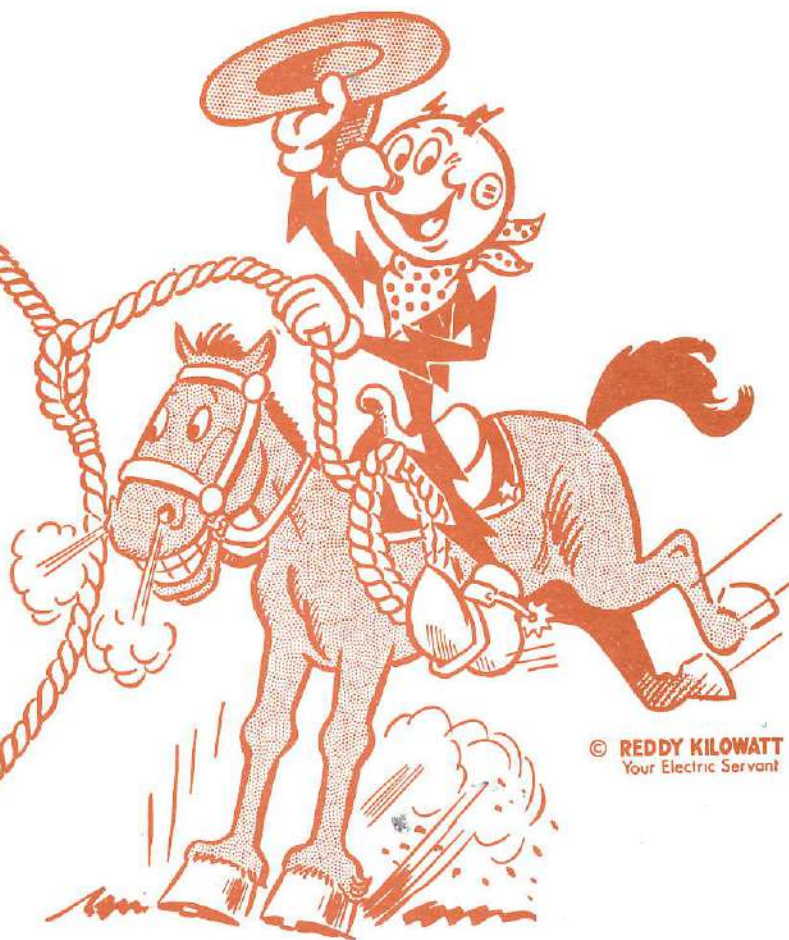
Arrowhead Department Store

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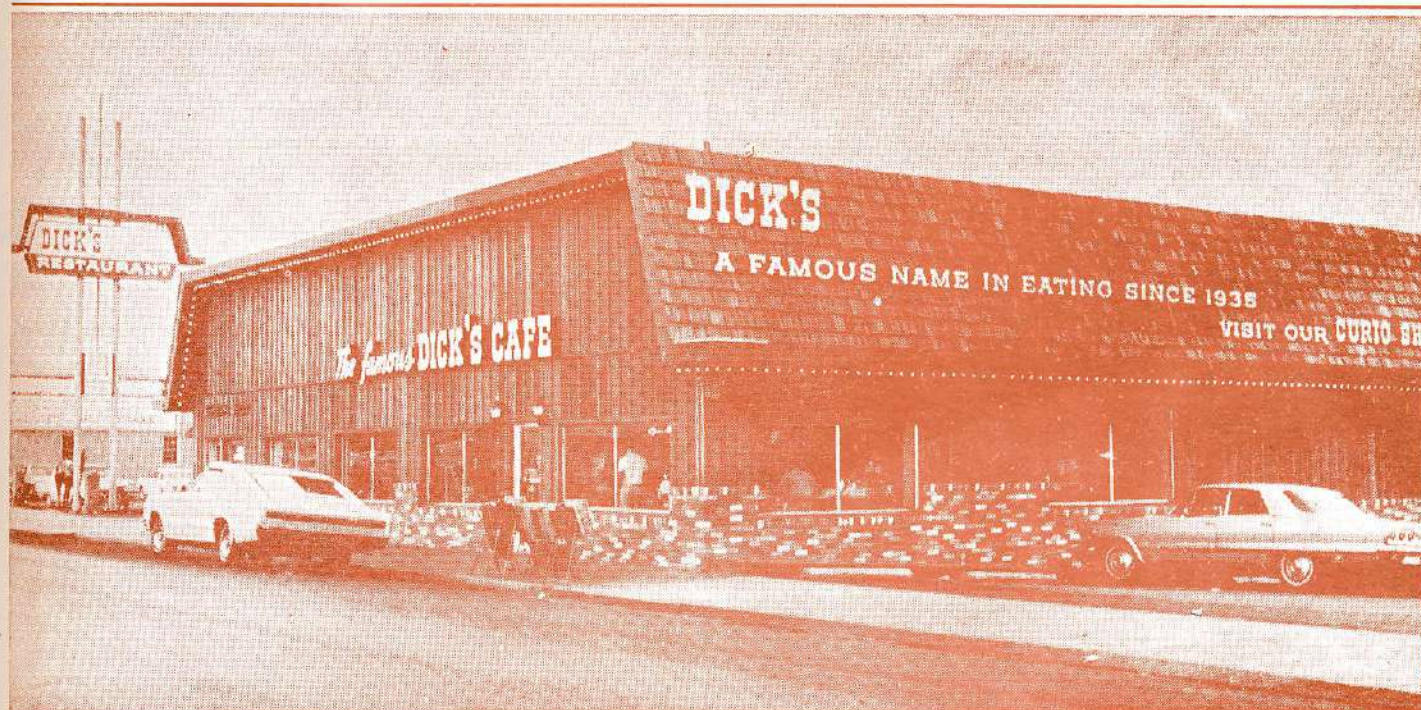
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