

Lions Thirty-Sixth Annual
Dixie Roundup

Sept. 17-18-19, 1970 Dixie Sun Bowl St. George, Utah



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Banquet Facilities



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Co-chairman



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JOE HUTCHINGS
Co-chairman

1970 Dixie Roundup Queen And Princess



Round-up Queen
RANDY BEATTY



Round-up Princess
DEBBIE STAHELI

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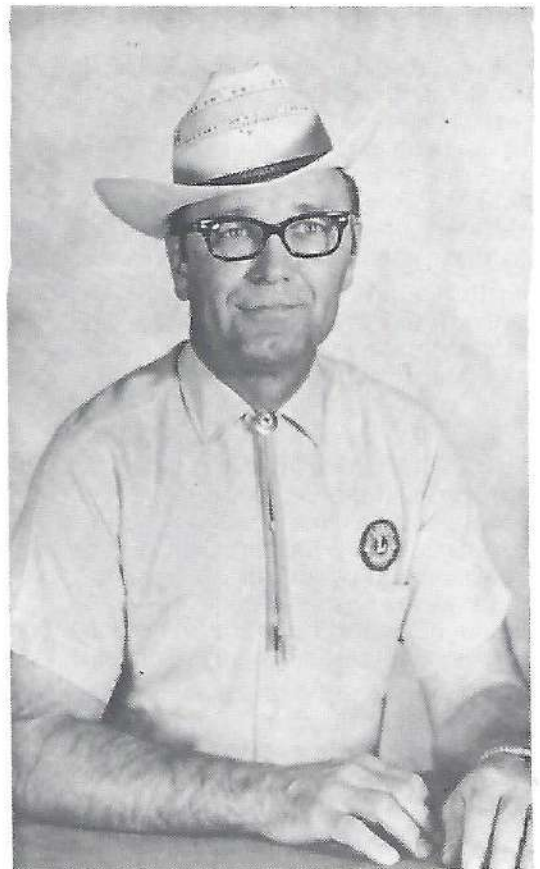
Plan to Attend the Grand Opening
Of Our Permanent Home About Oct. 1, 1970

At No. 1 East Tabernacle
St. George, Utah

President's Message

A warm Dixie Lions welcome to all Rodeo Visitors. We Lions are justly proud of our Roundup and Sun Bowl Arena. As in the past, the loyal support that we receive from the community enables us to produce this show in order to help finance our civic projects throughout the year. The parades, rodeo and dances are for your enjoyment. Live it up at our 36th annual show.

Dick Miles
President
St. George Lions Club



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



COURTESY MOTORS

Imperial — Chrysler — Plymouth

If You're Looking For Today's Look

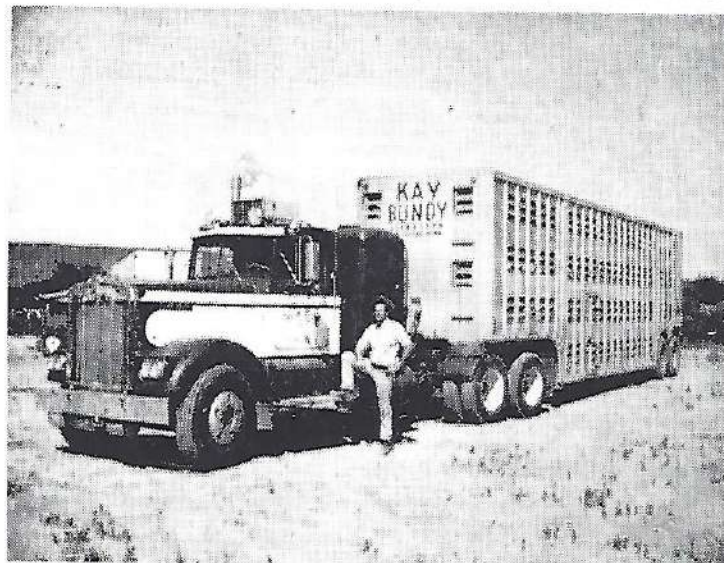
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St. George, Utah

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Livestock**

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St. George Utah—Phone 673-3303



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.



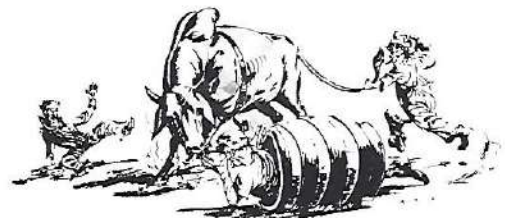
RONALD McARTHUR
Secretary

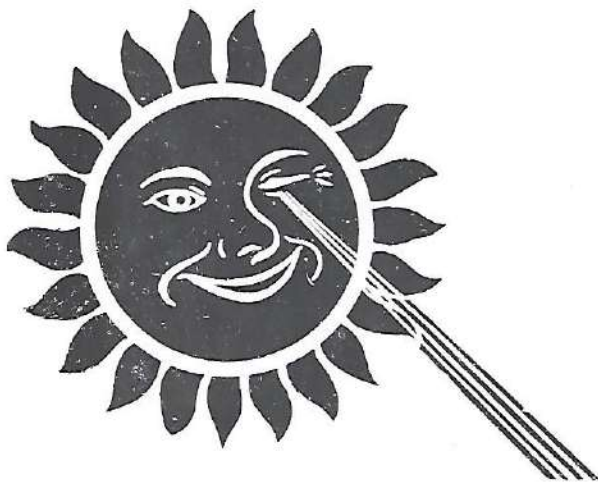
1970 Rodeo Announcer

BILL HEAPS

Lions Roundup Clown

CHUCK HENSEN





Welcome Rodeo Fans

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ROYAL INN

St. George Motel Association

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Active Members:

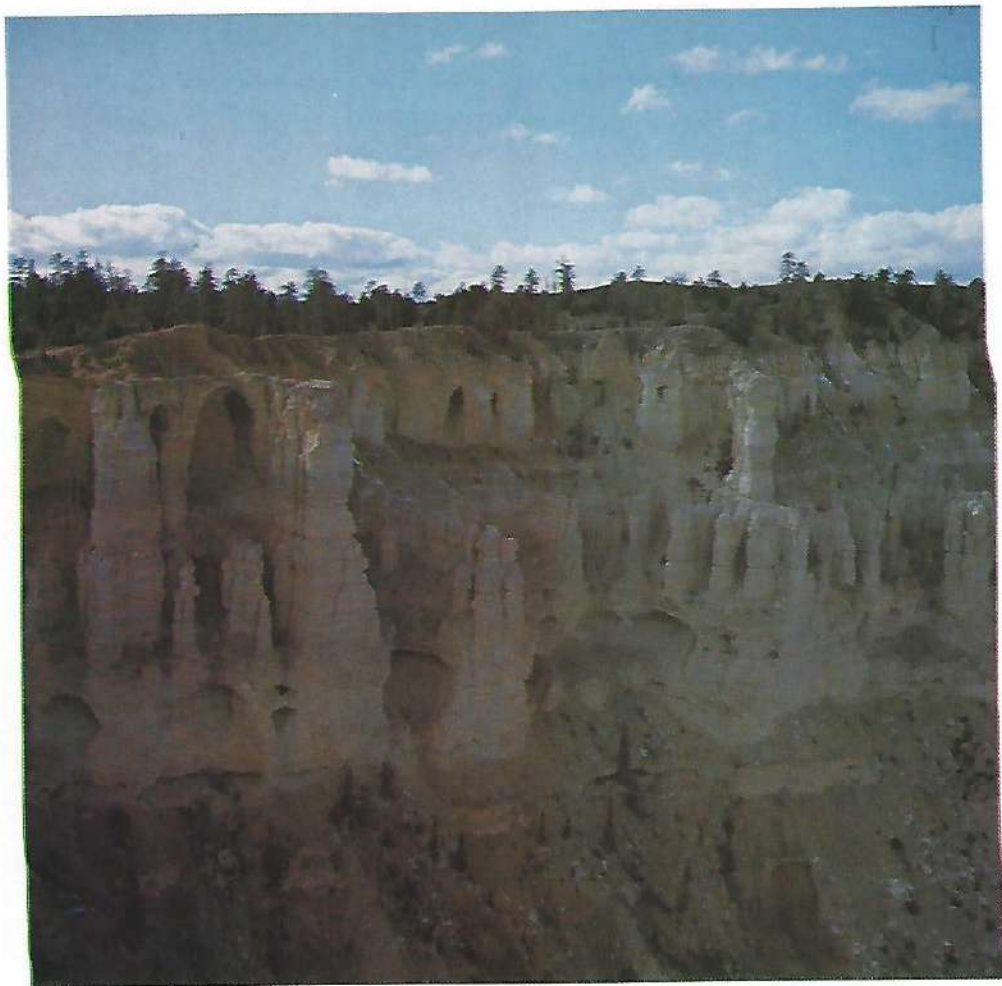
Ray Whipple
 Evan Whitehead
 Wayne Whitehead
 John Whitney

Members at Large and Privileged Members

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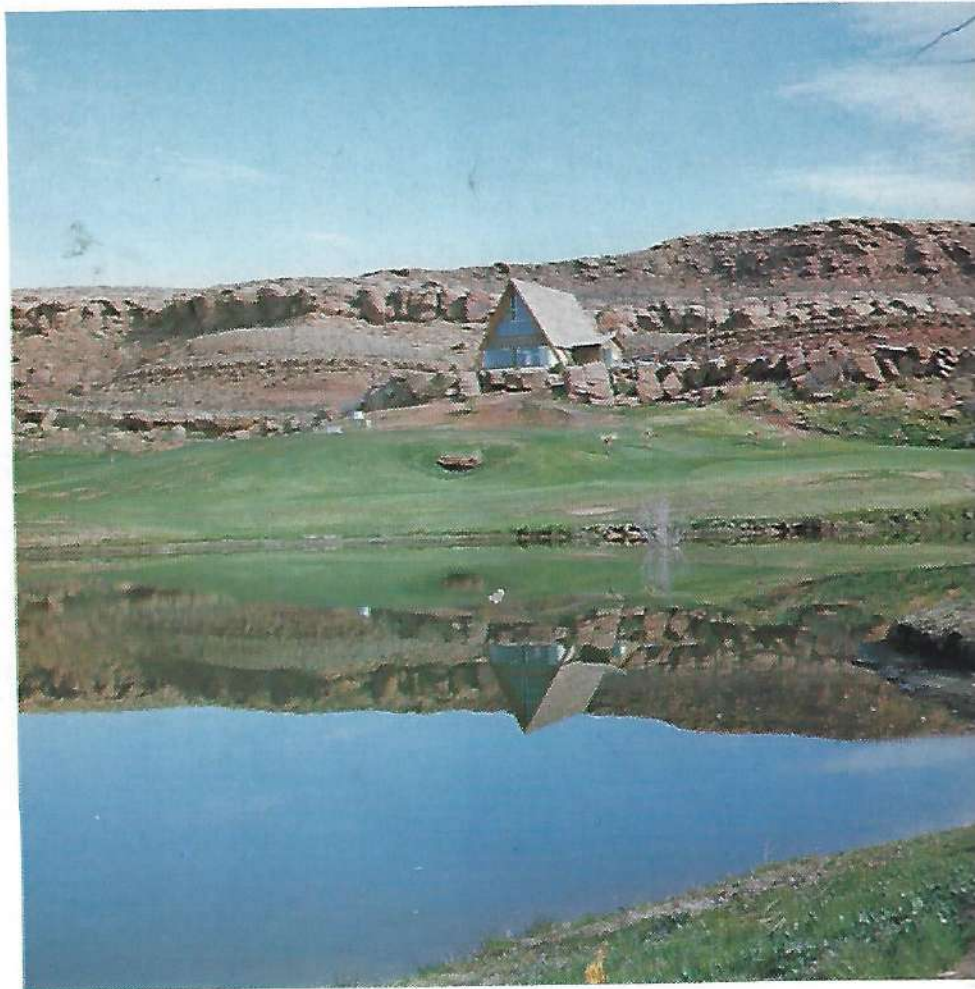
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St. George, Utah

St. George Municipal Golf Course
North of City



Dixie Round-up

Sponsored by St. George Lions
St. George, Utah

September 17-18-19

\$3500 Purse

•
 Producer
 D. A. "Swanny" Kerby

•
 Announcer
 Bill Heaps

•
 Night
 Performances

•
 Specialty
 Acts



•
 Trading Out

•
 Permits
 Accepted

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

Entries Close: Sept. 16, 6:00 p. m. - Daylight Saving Time

Schedule of Events

Thursday, Sept. 17

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

Friday, Sept. 18

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. 19

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

Thursday, Sept. 17

Dance at Big Arch Following Rodeo

Friday, Sept. 18

Dance at Big Arch Following Rodeo

Saturday, Sept. 19

Dance at Big Arch Following Rodeo

GOLDEN NUGGET

19th ANNUAL 1970 DEER HUNTERS CONTEST

WORLD'S OLDEST AND RICHEST DEER HUNTERS CONTEST

SPREAD	HORN	POINTS
\$225.00	\$225.00	\$225.00

COMMENCING EACH DAY AT MIDNIGHT

GENERAL UTAH SEASON (10 days)	\$50.00
Widest Spread registered each 24 hours	\$50.00
Longest Horn registered each 24 hours	\$50.00
Most Points registered each 24 hours	\$50.00

ADDITIONAL DAILY PRIZE

During the GENERAL UTAH SEASON, October 17th through October 27th (10 days) \$100.00 cash drawing each day at 8 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.

GENERAL UTAH SEASON (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.

WHILE REGISTERING
HAVE "A DRINK ON
THE HOUSE"

AND ENJOY THE
FABULOUS
GOLD ROOM
ENTERTAINMENT

CONTINUOUS
ENTERTAINMENT
11 AM - 8 AM

NEVER A
COVER
•
NEVER A
MINIMUM

CONTESTANTS MUST REGISTER
AT THE GOLDEN NUGGET PRIOR
TO DATE DEER IS KILLED
AS SHOWN ON DEER TAG.

2 HRS. FREE VALIDATED PARKING

GOLDEN NUGGET

CHAMPIONSHIP STANDINGS

ALL-AROUND

(Two or More Events)

1. Larry Mahon, Brooks, Ore.....\$29,015
2. Bob Berger, Holstead, Kan..... 21,653
3. Paul Mayo, Ft. Worth, Tex..... 21,329
4. Warren Wuthier, Banner, Wyo.... 18,737
5. Ace Berry, Modesto, Calif..... 18,480
6. Mark Schricker, Sutherlin, Ore. 16,909
7. John W. Jones, Morro Bay, Cal.. 16,319
8. Barry Burk, Duncan, Okla..... 15,476
9. Mel Hyland, Surrey, B.C..... 15,189
10. Stan Harter, Phoenix, Ariz..... 14,788

BULL RIDING

1. Sandy Kirby, Woodstown, N.J...\$11,685
2. Randy Magers, Ft. Worth, Tex.. 11,652
3. Larry Mahan, Brooks, Ore..... 11,514
4. Lee Markholt, Tacoma, Wash.... 11,451
5. Bob Berger, Halstead, Kans.... 11,413
6. Dickey Cox, Walnut Spgs, Tex.. 9,993
7. George Paul, Del Rio, Tex..... 9,761
8. Bob Steiner, Austin, Tex..... 9,556
9. Dallas Chartier, Benklmn, Neb. 9,420
10. Jerome Robinson, Brndn. Neb... 9,200

SADDLE BRONC

1. Dennis Reiners, Scottsdale, Az.\$17,727
2. Mel Hyland, Surrey, B.C..... 14,926
3. Hugh Chambliss, Sta Rsa, N.M... 10,436
4. Bob Berger, Halstead, Kans..... 10,241
5. Larry Mahon, Brooks, Ore..... 9,820
6. J.C. Bonnie, Hysham, Mont..... 9,117
7. Marty Wood, Crockett, Tex..... 8,067
8. Ralph Maynard, Chandler, Ariz.. 7,621
9. Bill Smith, Cody, Wyo..... 7,490
10. John McBeth, Atlanta, Kans..... 7,266

CALF ROPING

1. Jr. Garrison, Duncan, Okla.....\$17,475
2. Stan Harter, Phoenix, Ariz..... 13,020
3. Warren Wuthier, Banner, Wyo.... 12,256
4. Ronnye Sewalt, Chico, Tex..... 10,997
5. Gary Ledford, Comanche, Okla... 10,704
6. Barry Burk, Duncan, Okla..... 10,508
7. Mark Schricker, Sutherlin, Ore. 9,997
8. Buttons Howard, Portales, N.M.. 9,451
9. Bud Farris, Las Cruces, N.M.... 9,409
10. Phil Lyne, George West, Tex.... 8,982

BARBACK BRONC

1. Clyde Vamvoras, Devol, Okla....\$17,556
2. Paul Mayo, Ft. Worth, Tex..... 16,043
3. Gary Tucker, Carlsbad, N.M..... 14,748
4. Ace Berry, Modesto, Calif..... 13,138
5. Joe Alexander, Cora, Wyo..... 11,568
6. Jim Dix, Iona, Ida..... 11,111
7. Royce Smith, Iona, Ida..... 10,717
8. Bob Mayo, Ft. Worth, Tex..... 10,113
9. John Edwards, Red Ldge, Mont... 8,281
10. Larry Mahan, Brooks, Ore..... 7,716

STEER WRESTLING

1. John W. Jones, Morro Bay, Ca...\$14,234
2. Ed Galemba, Stratford, Conn.... 14,001
3. Walt Linderman, Belfry, Mont... 13,462
4. Roy Duvall, Boynton, Okla..... 11,743
5. Allen Keller, Olathe, Colo..... 10,476
6. Nathan Haley, Hanna, Okla..... 10,389
7. Sonny Ehr, Minot, N.D..... 7,929
8. Ben Bates, Bakersfield, Calif.. 7,875
9. Billy Hale, Checotah, Okla..... 7,278
10. Frank Shepperson, Midwt. Wyo... 6,723

Southwest Livestock Show

PROGRAM OF THE SHOW

All Entries must be in by 10 p. m., Sept. 2, 1970

Thursday, September 3:

Judging of Swine, 8 a. m.

Judging of Steers, 10 a. m.

Judging of Breeding Sheep, 9 a. m.

Judging of Fat Lambs, 1 p. m.

Judging of Breeding Cattle, 1 p. m.

Fitting and Showmanship Contests, 4 p. m.

Friday, September 4:

4-H Judging Contest, 8:30 a. m.

Ram Sale, 1 p. m.

From 2:30 to 4:30 p. m., Free Swim to Exhibitors,
courtesy of Southern Utah State College at new
Physical Education Building.

Exhibitors' Banquet, 7 p. m.

Table decorations sponsored by Kiwani-Anns.

Saturday, September 5:

Fat Stock Sale — Begins at 10 a. m. and continues
until all animals are sold.

Free tickets to picture show to exhibitors. Compliments of Cedar and
Hyland Drive-In Theaters, Eldon and Glen Yergensen, owners.
Tickets for the above mentioned recreation events can be secured from
4-H Club and FFA Leaders.

CEDAR CITY, UTAH

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, culminative 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.

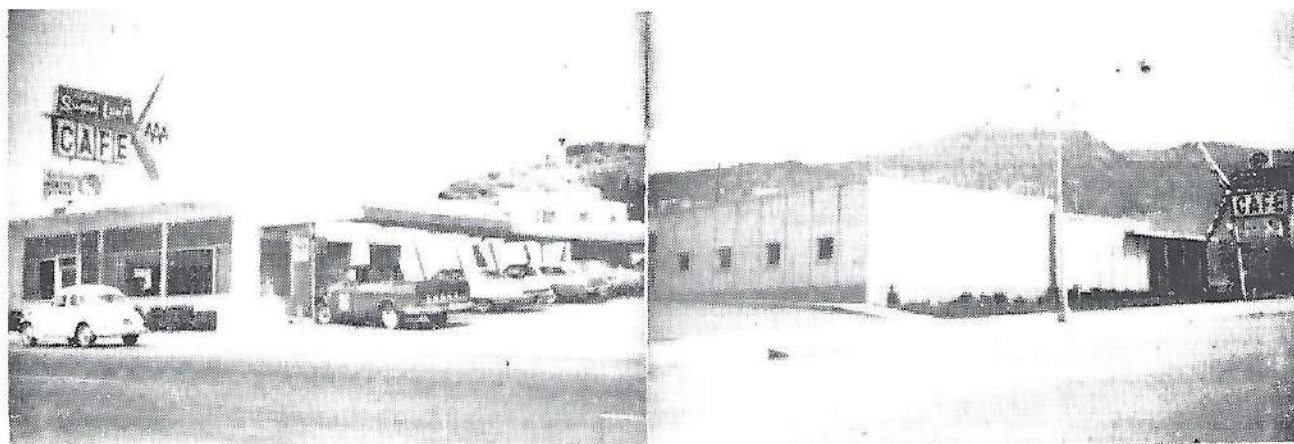
A total of \$24,000 in added financial dividends is guaranteed the new crown-wearers by the R.C.A. This is apportioned \$3,000 per title, with the champion getting 40 per cent, runner-up 30 per cent, third place winner 20 per cent, and fourth place holder 10 per cent, and is aside from contributions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

ATKIN'S

SUGAR LOAF CAFE and CONVENTION CENTER

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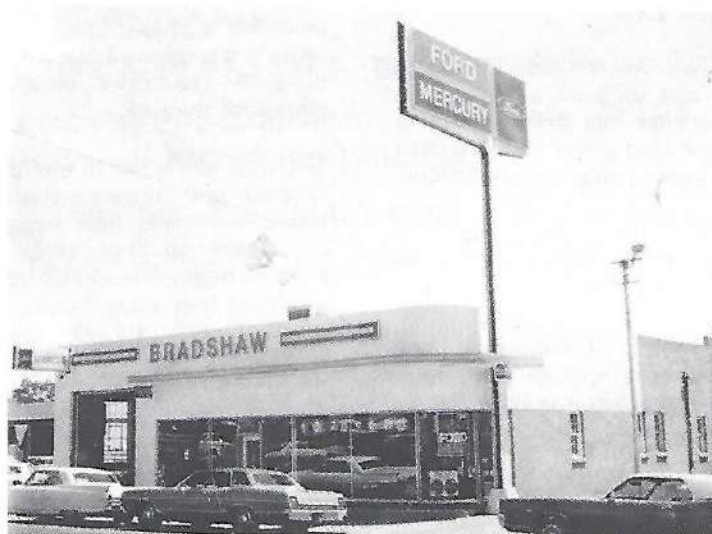


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Helen Holt Drake
1964



Gai Reber Bowler
1965



Carmen Iverson Snow
1966



RANDY BEATTY
Lions Dixie Roundup Queen
1970



Sandra Staheli
1967



Shirlee Esplin
1968



Nyla Jean Bundy
1969

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ESTIMATED \$4,000
\$500.00 ADDED

Thoroughbred Futurity

ESTIMATED \$2,500
\$300.00 ADDED

Thoroughbred Derby

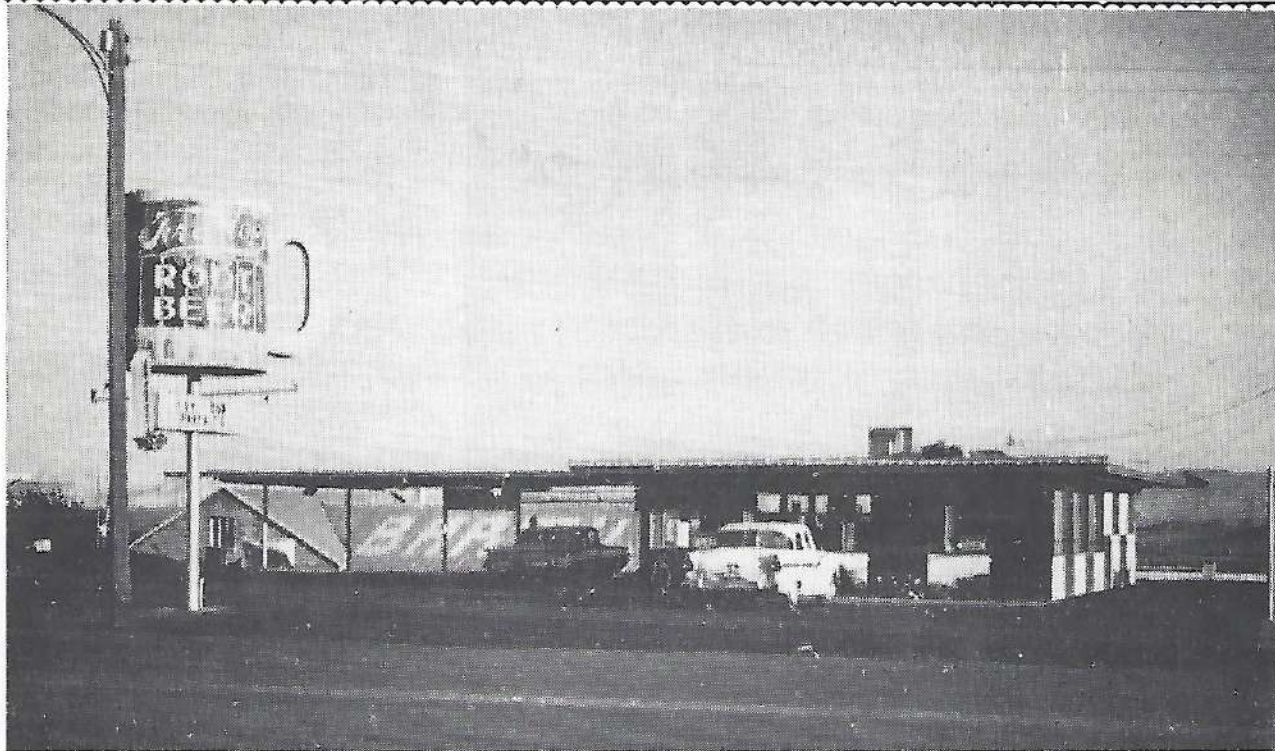
ESTIMATED \$3,500
\$500.00 ADDED



NOMINATION BLANKS WILL BE AVAILABLE DEC. 1, 1970
FOR INFORMATION WRITE: DIXIE DOWNS

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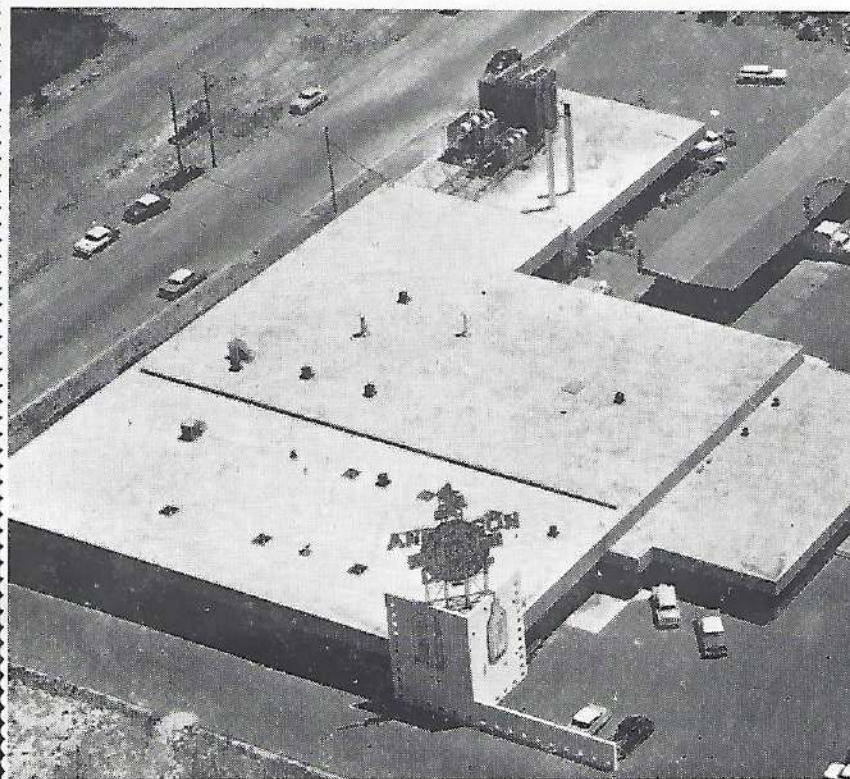
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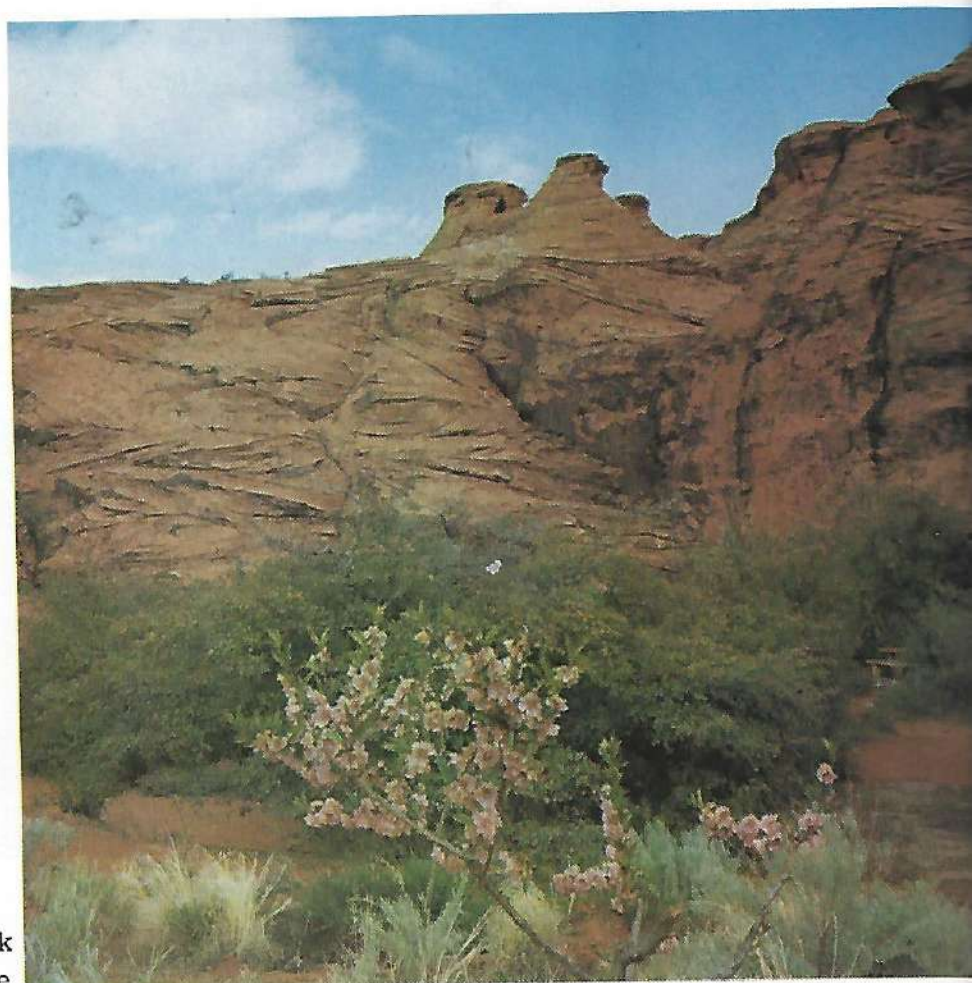
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Scene at Dixie College
 East end of St. George

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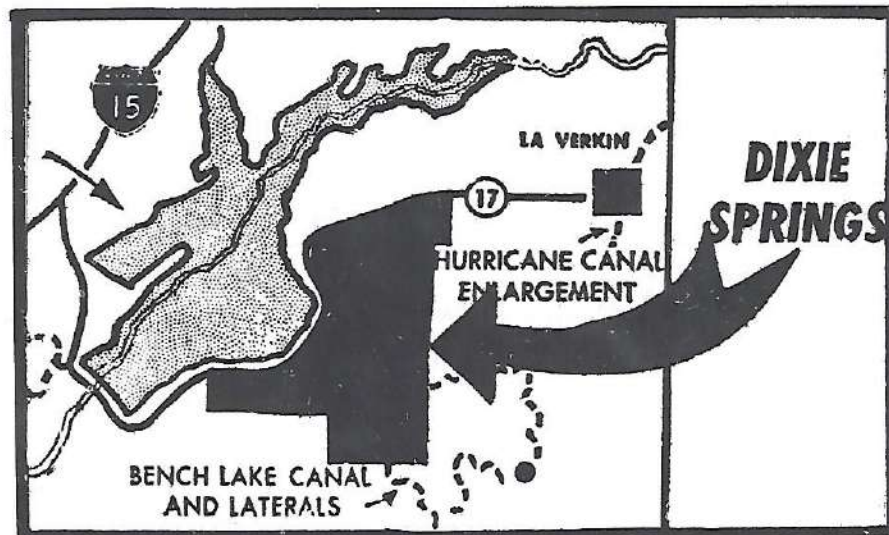
Snow Canyon—Utah State Park
 15 min. northwest of St. George



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 - (Proposed Dixie Project
 - Commercial Opportunities
 - Motel Sites
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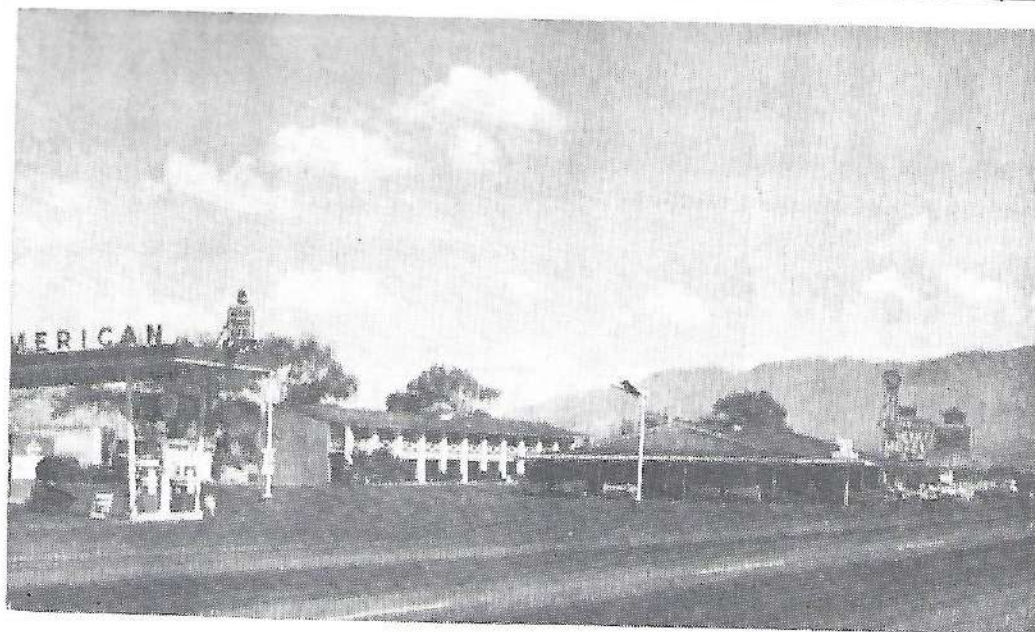
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St. George

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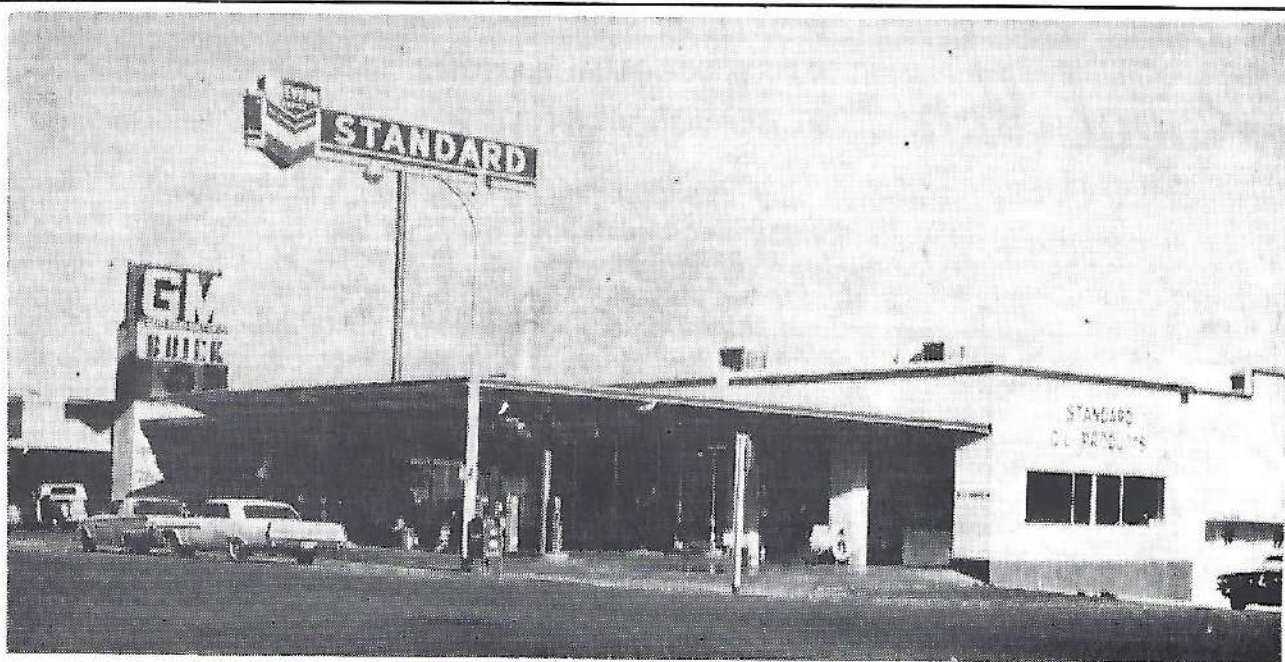
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Sherrill Newby—Ken Ence—Bob Cooper—George Anderson



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TO
COAST

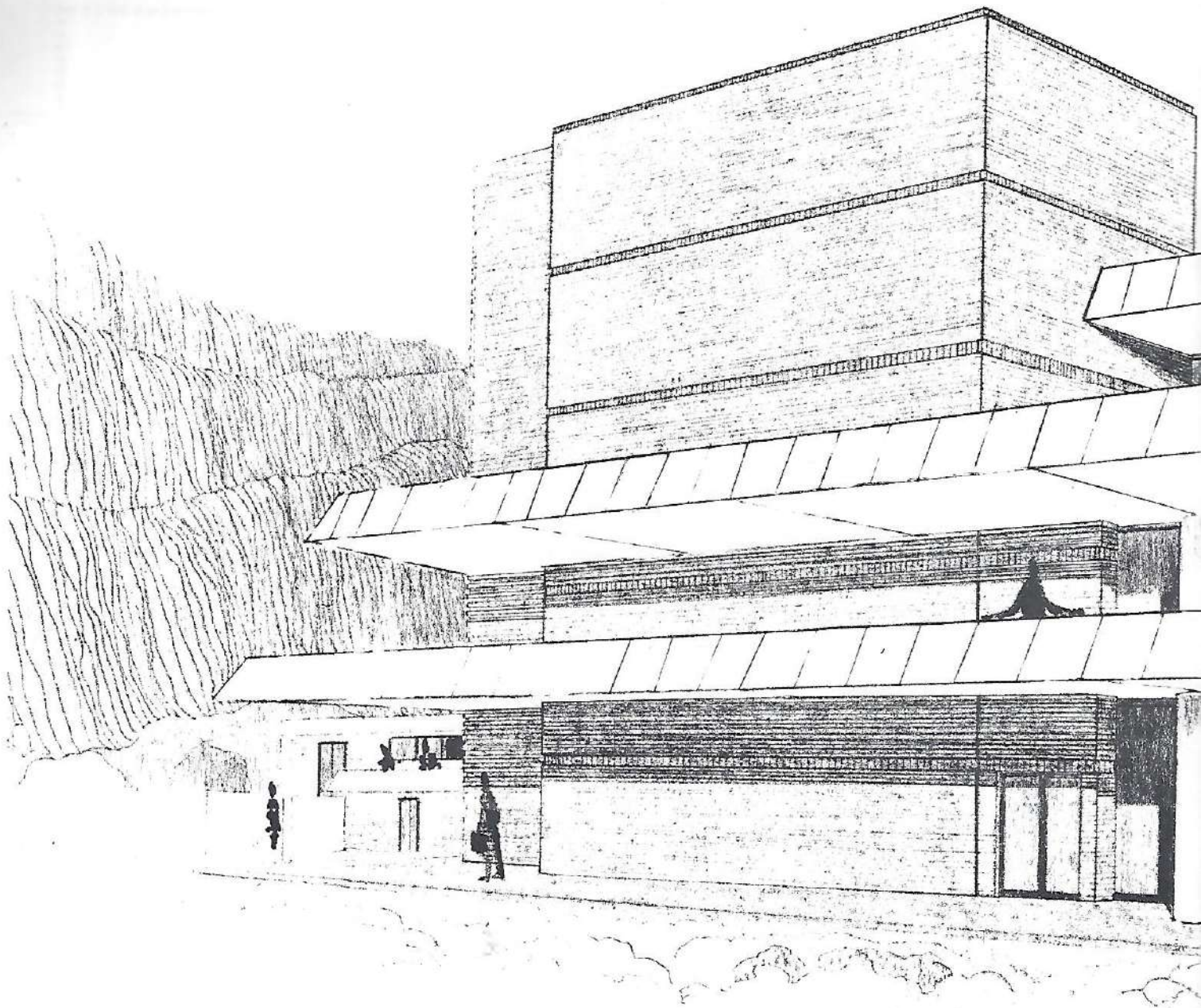
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—
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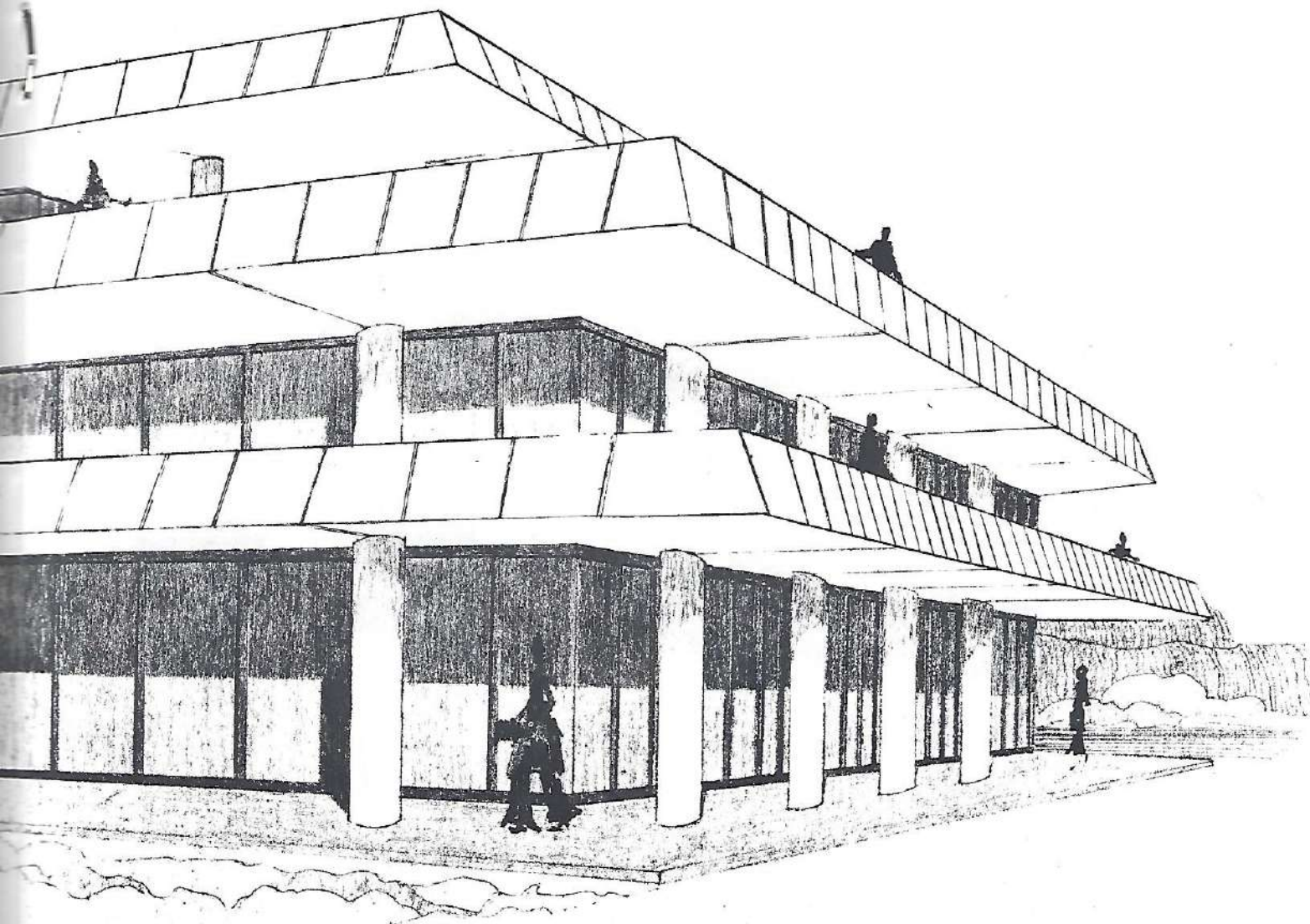
Congratulations Lions -- From the Builders

Jimmy Jones

Building Architect

Salt Lake City

Brown Plum



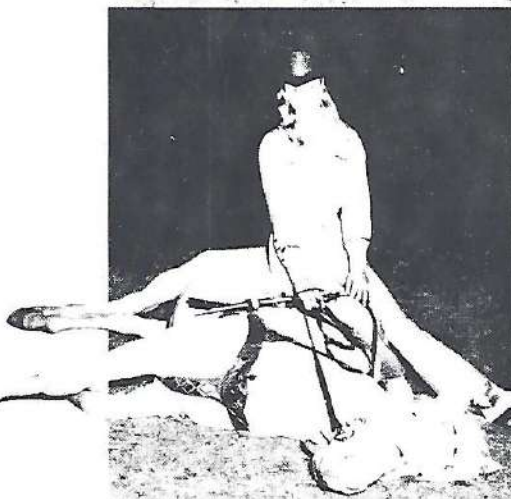
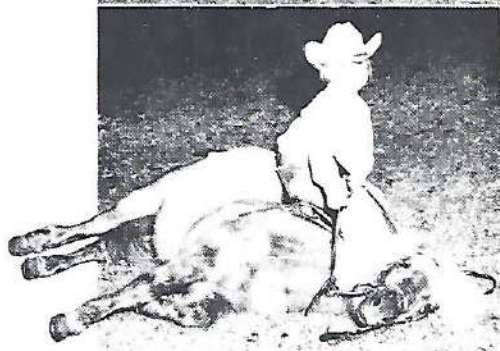
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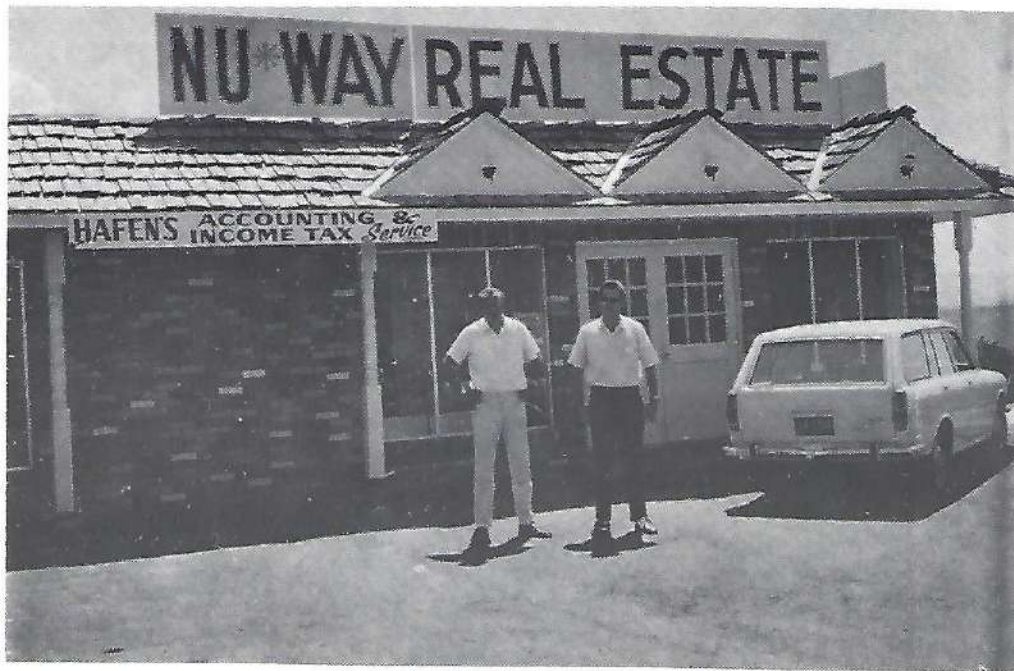
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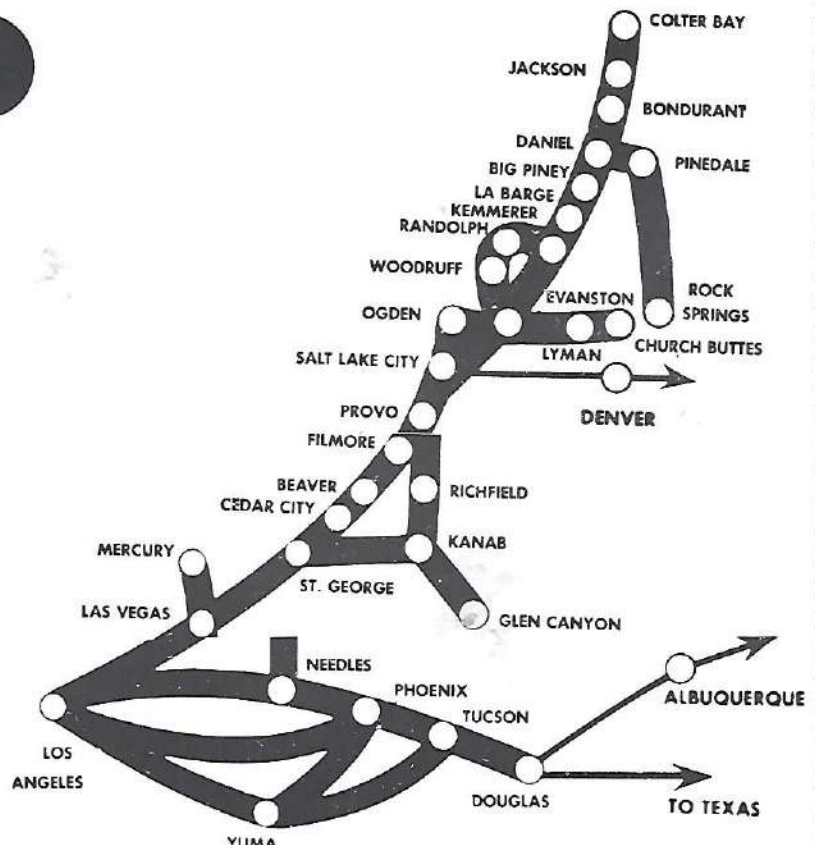
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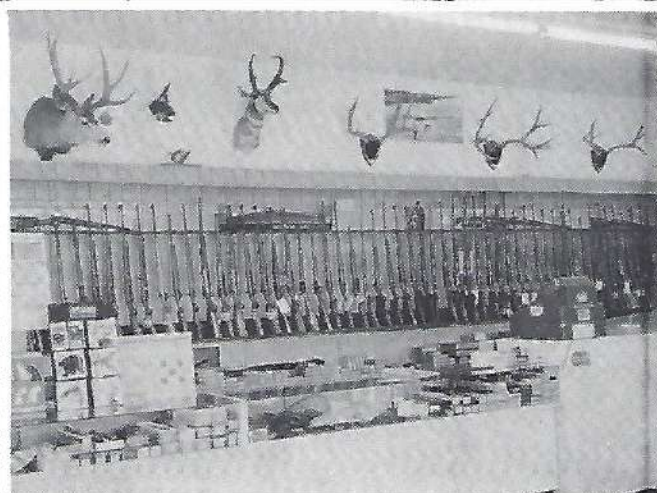
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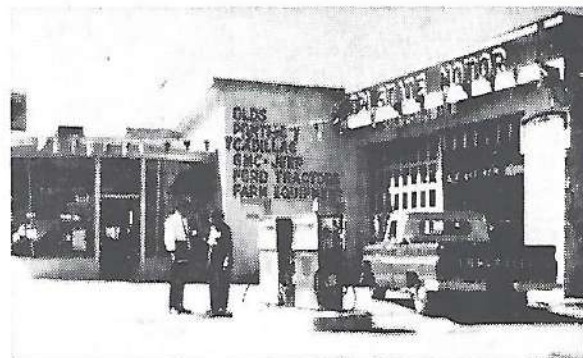
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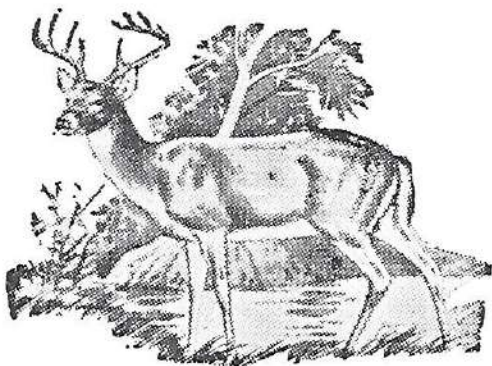
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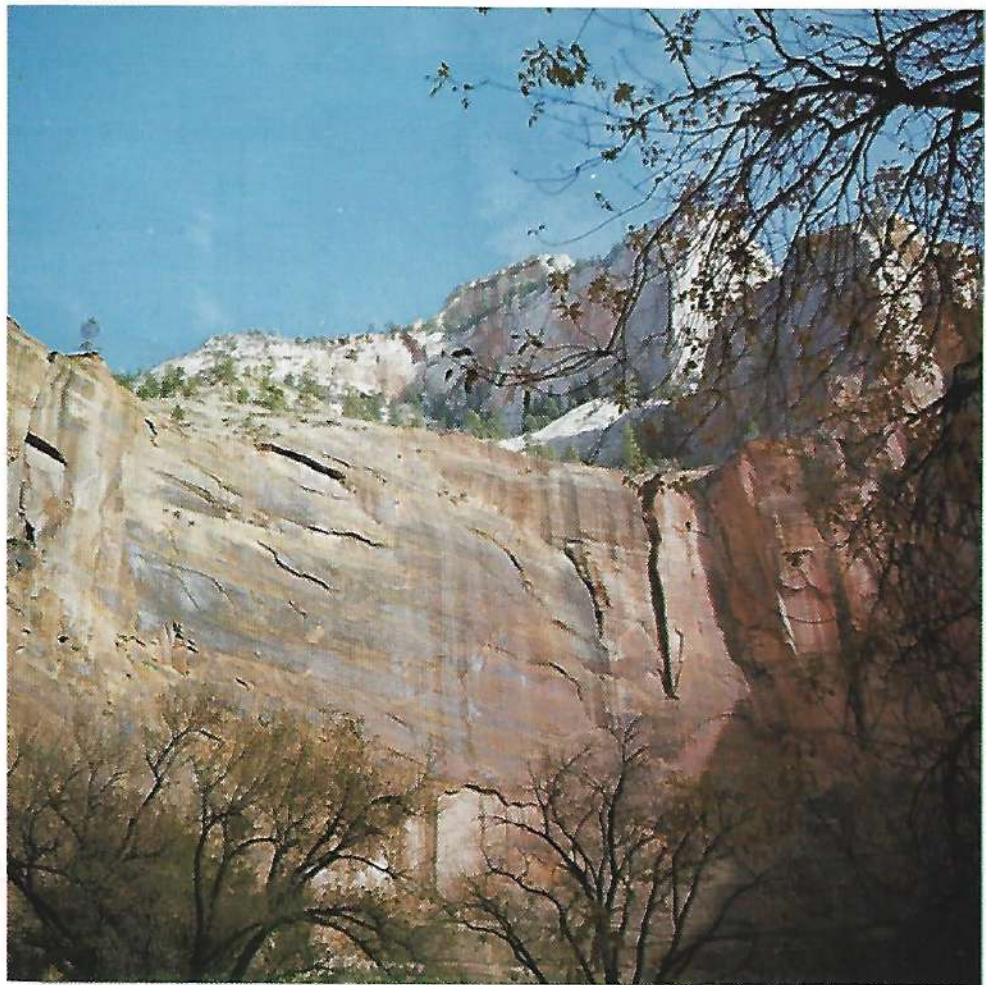
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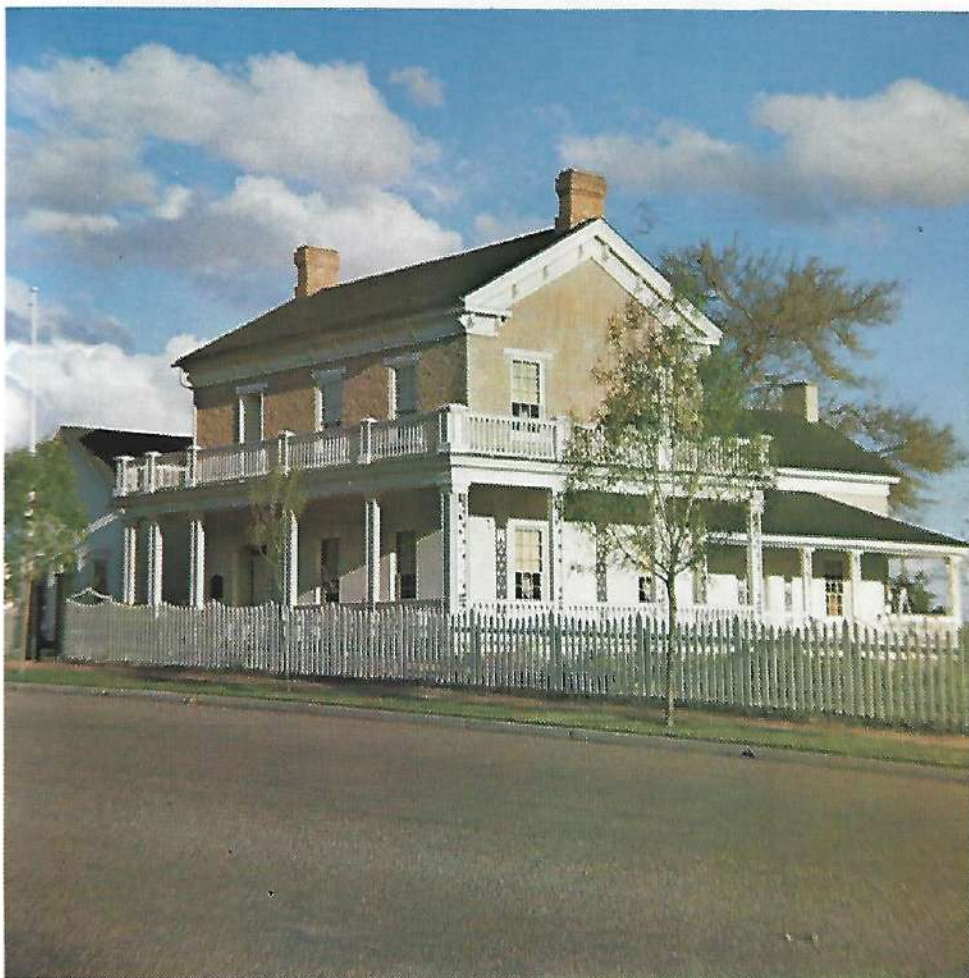
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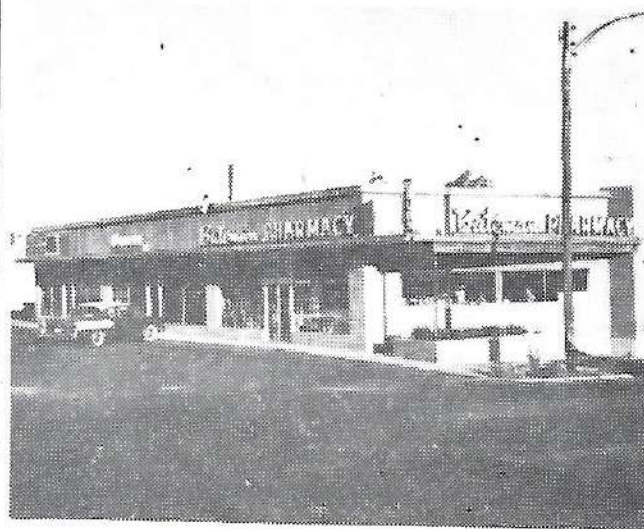


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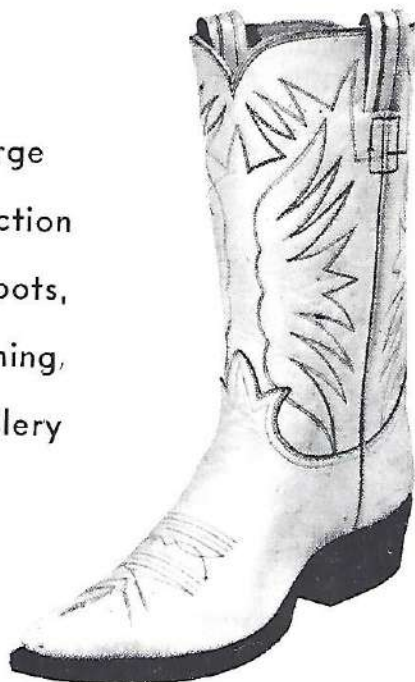
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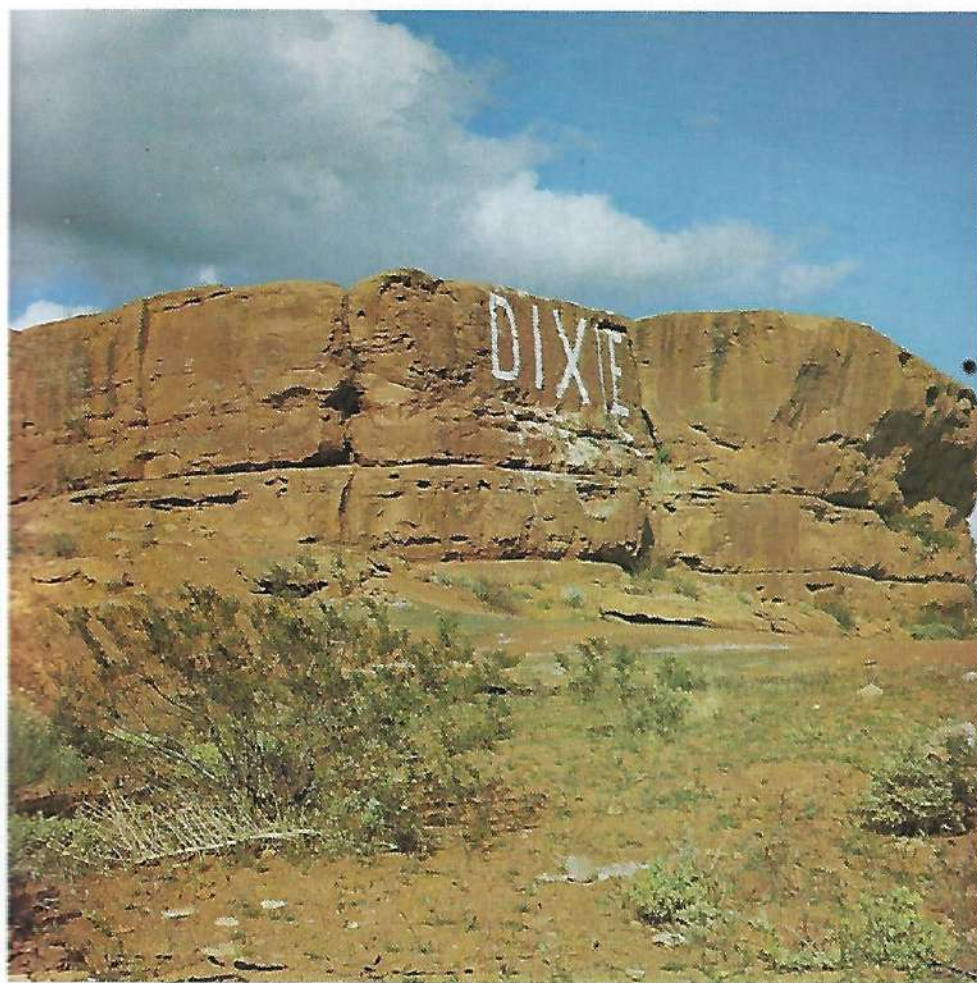


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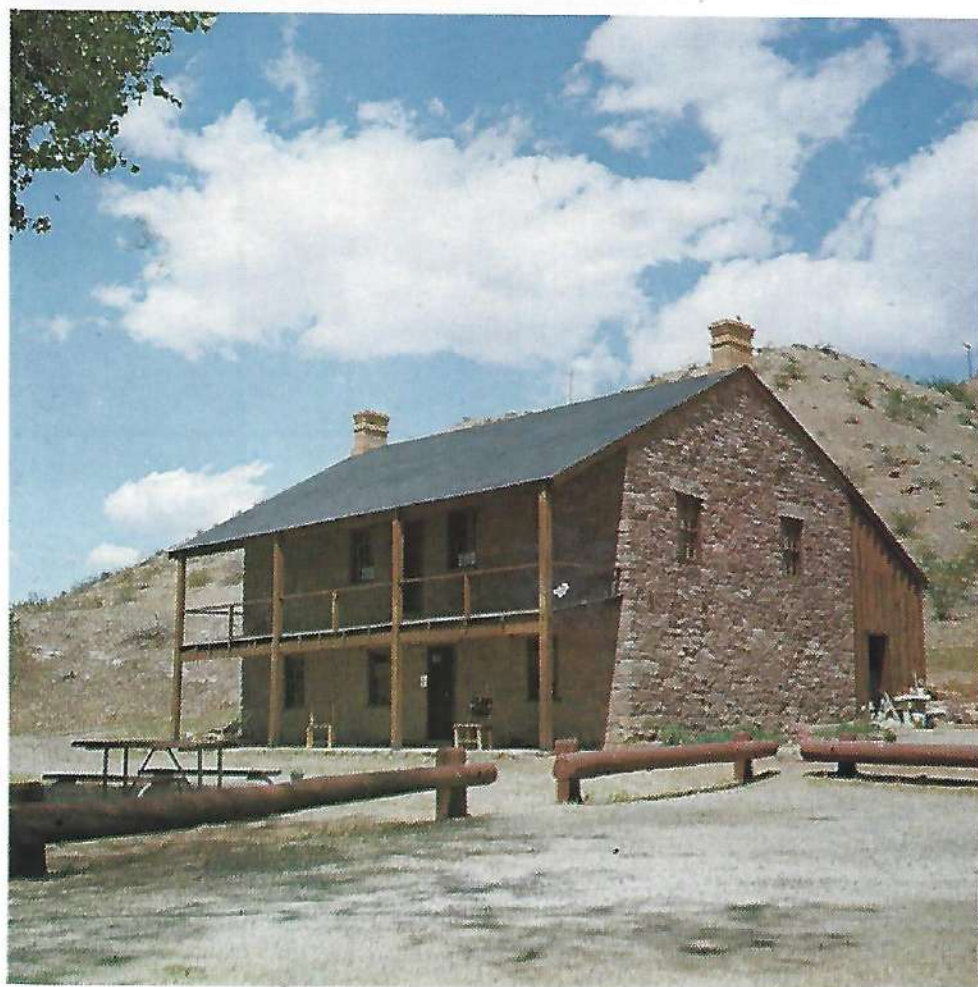
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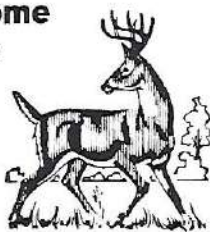
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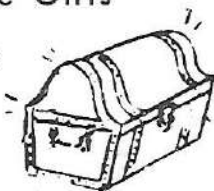
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