

Lions' Thirty-Ninth Annual

Dixie Roundup

Lions' Dixie Sun Bowl

Sept. 13-14-15, 1973

St. George, Utah

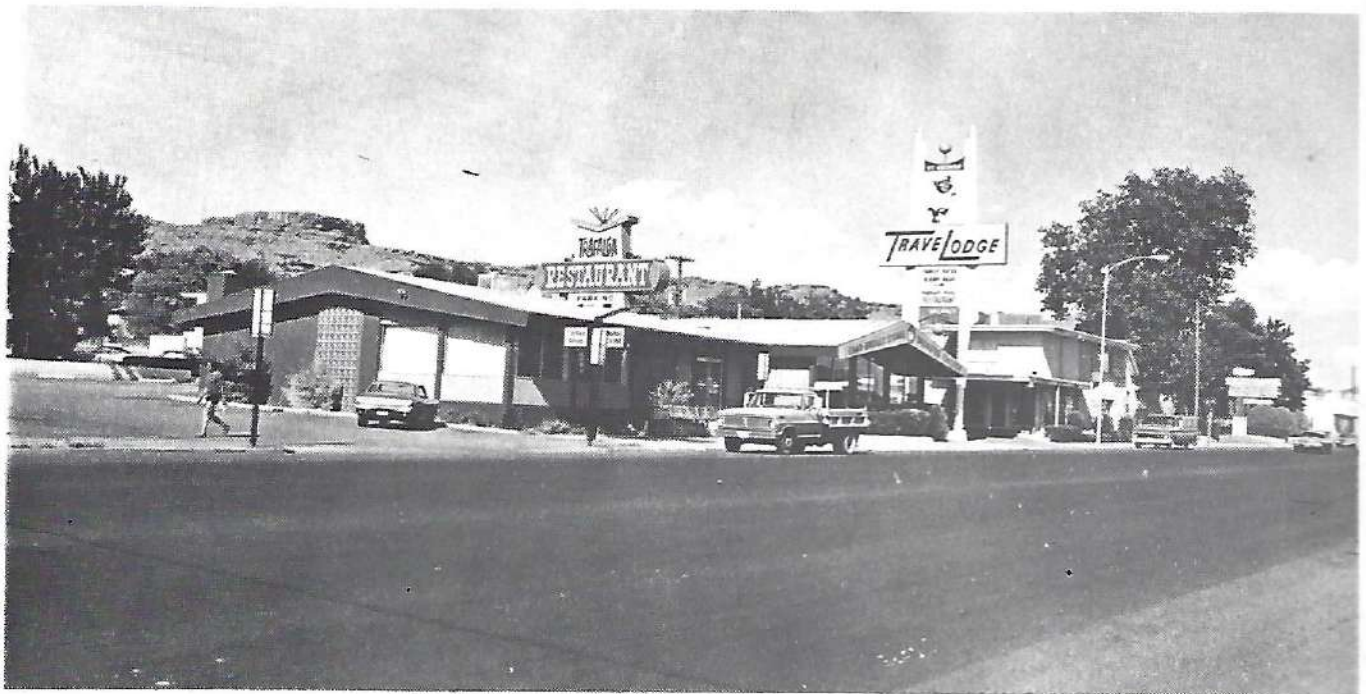


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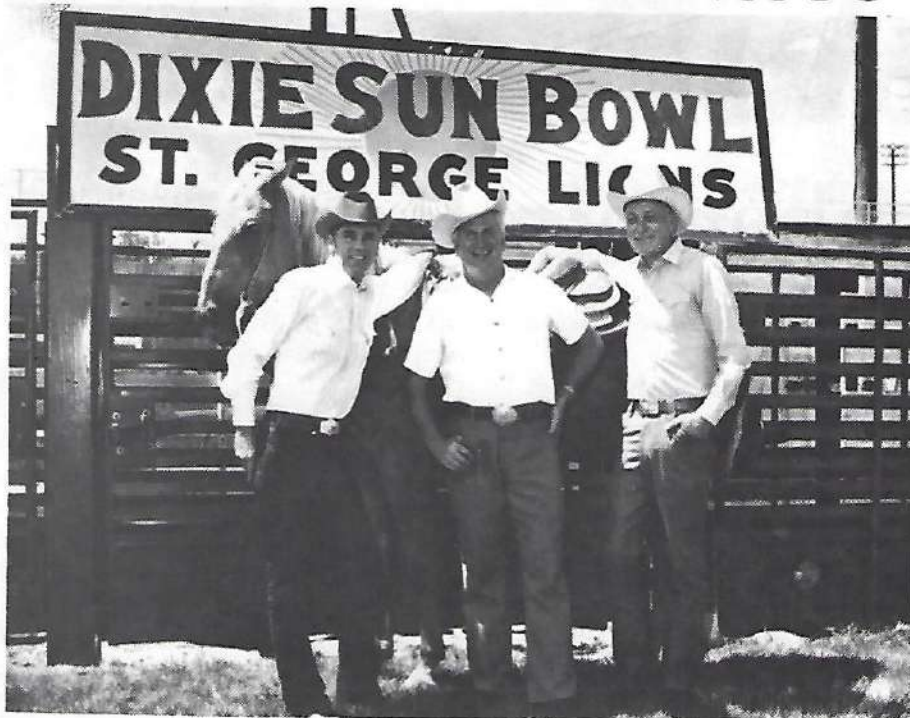


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St. George Lions Dixie Round-up Chairmen
Duane Esplin Gerald Holt, Chairman Albert Stratton

1973 Dixie Roundup Queen And Princess



ROUND-UP QUEEN
LOUISE GARDNER



ROUND-UP PRINCESS
MICHELLE MAXFIELD

St. George Lions

Membership Roster—1973

Active Members:

D.K. Adams
Anthony Atkin
William A. Barlocker
L. Bard Blackham
Vertis K. Benson
Marion Bowler
J.W. Bringhurst
Judd Burgess
Leslie Burgess
Newell H. Comish
Bill Condie
Gerald Cox
Lorraine Cox
Dranoel Dalton
Russell Davis
A.L. Elmer
Clark Empey
Joe Empey
Floyd Ence
Jay Ence
Kenneth Ence
M.A. Ence
Quentin Ence
Dwane Esplin
LeGrande Fawcett
R.N. Fenton
E.J. Foremaster

LaVar Foremaster
Lindau Foremaster
Lowell Frei
Dean Gardner
E.N. Hammer
Nick Hammer
W.K. Hammond
Elwood Harrison
Bill Hickman
Gerald Holt
J. Andrew Holt
Charles Horlacher
Joe Hutchings
Karl Hutchings
George Jay
Marvin Jones
Thomas Judd
Ronald Knell
George Lang
Don Lay
J. Douglas Lindsey
Neal Lundberg
Harry Lundin
Andrew Lytle
Wallace Mathis
Ronald McArthur
Valentine McArthur

Dick Miles
Wesley Milne
Irvin Milne
Asa Mountford
Ronald Nelson
Sherrell Newby
Harold Norton
Wayne Nuttall
K.J. Parkinson
Theo Pendleton
Herbert Pitchforth
Shirl Pitchforth
John Reber
R.M. Reber
Victor Rainey
Doyle Sampson
Stan Sorenson
Rex Jackson
Ronald Snow
Albert Stratton
W.W. Stabeli
Dr. Carlyle Stout
Romain Sturzenegger
Earl Thompson
Ray Whipple
Evan Whitehead
Wayne Whitehead

Members at Large and Privileged Members:

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Howard Judd
Frank Mountford
Al Truman

Darrell Bracken
E.M. McArthur
Owen Pendleton
Clayton Atkin

Ray D. Garner
Dr. A.W. McGregor
L.A. Porter
Milo Blake

Dr. M.O. Hutchings
LeVon McQuaid
Spencer Snow
Andrew Pace

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 rope calls time. —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



Mayor's Message

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

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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 percent; runner-up, 30 percent; third place winner, 20 percent; fourth place holder, 10 percent, and is aside from contributions from other donors.

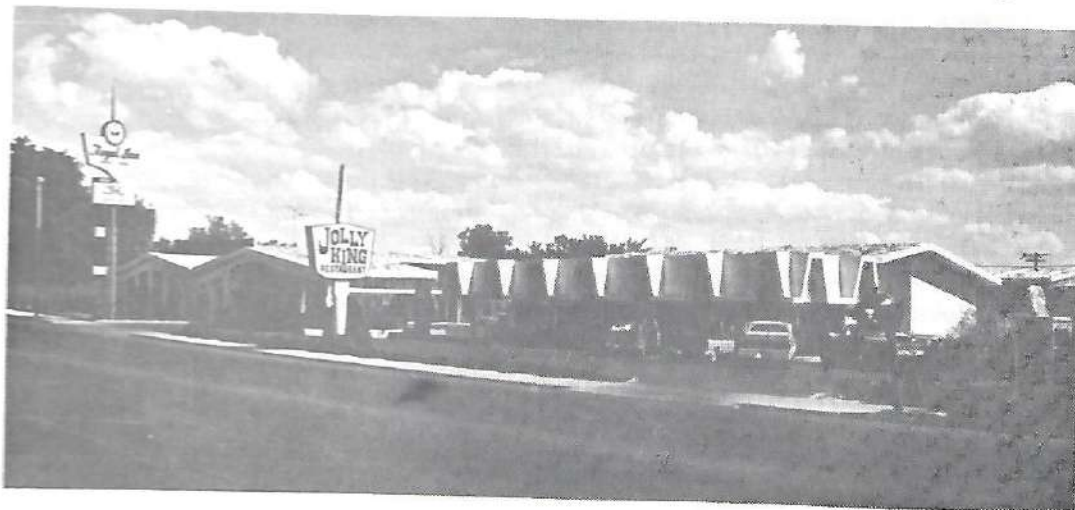
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Ronald McArthur, Lions Club Secretary

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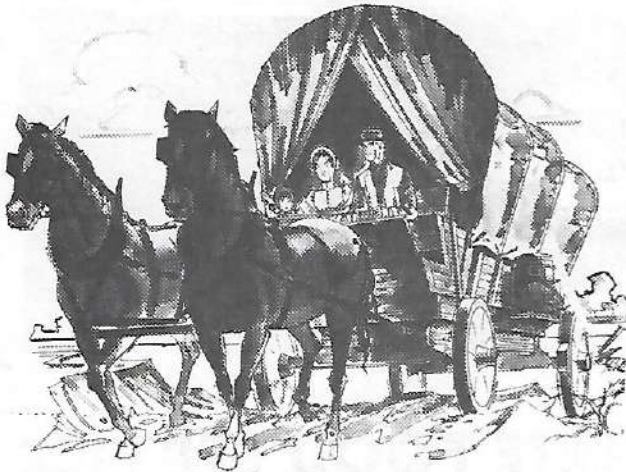
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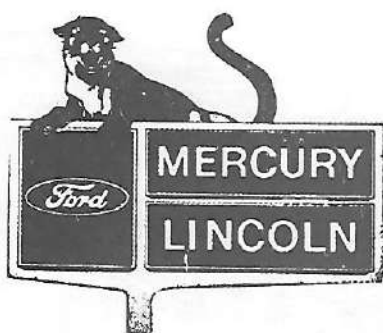
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Rodeo Producer

D.A. "SWANNY" 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 ridden 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.



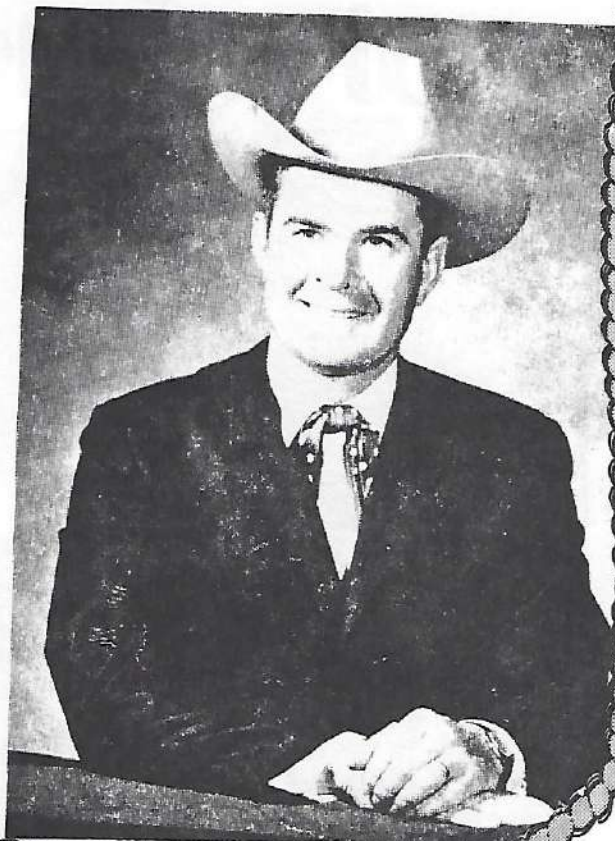
Rodeo Announcer

The spectator's enjoyment of rodeo depends to a great measure upon the announcer. He sets the pace for the arena activity, describes the contest events in a colorful and stylish manner, relates from his own experience and knowledge, the spirit and thrills of rodeo to the audience.

Returning to the DIXIE ROUNDUP for his second year is JAY HARWOOD of Billings, Montana, regarded as one of the top announcers in professional rodeo, and veteran of 12 years behind the microphone.

Born in 1937, and ranch raised, JAY began his rodeo career in 1954, as a high school rodeo contestant entering the bareback bronc and bull riding events, and actively contested for nine years on the circuit, often entering rodeos that he also announced. He is annually featured at many of the leading fairs and rodeos throughout the country from northern Alberta, Canada, to Arizona. His schedule includes such rodeos as Central States Fair Rodeo, Rapid City, South Dakota; the Northwest Roundup, Swan River, Manitoba, the Heart of the North Rodeo, Spooner, Wisconsin, Bakersfield, California, Pocatello, Idaho, Minot, North Dakota, and many more.

In addition, he has been featured on radio, television and in motion pictures.





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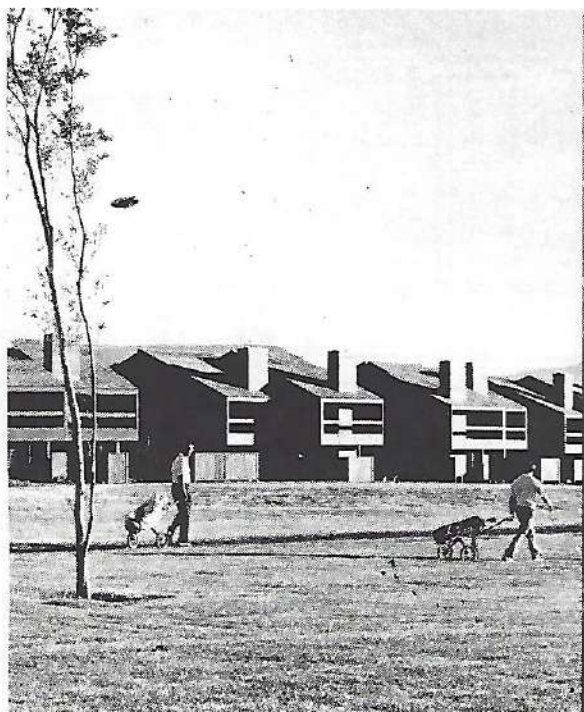
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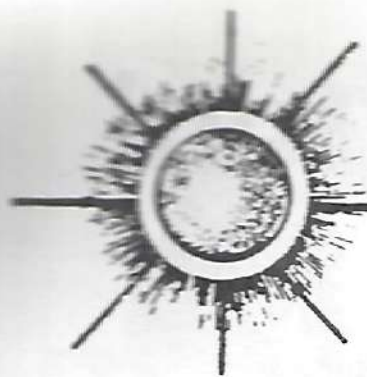
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St. George, Utah

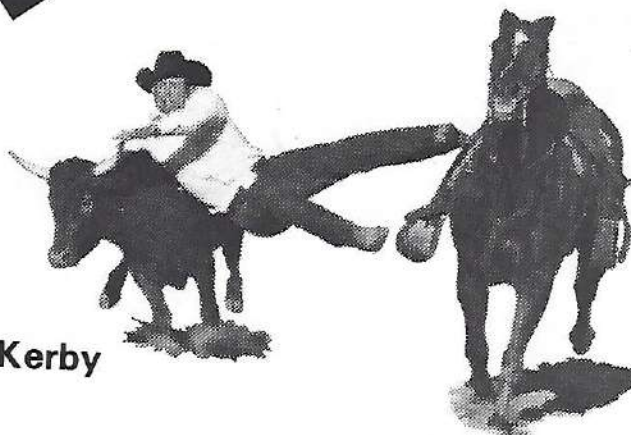
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St. George Lions'

September 13, 14, 15

\$3,650 Purse

DIXIE ROUNDUP



D.A. "Swanny" Kerby
Producer

Jay Hardwood
Announcer

Night
Performances

Specialty
Acts

Event	Purse	Entry Fee
Saddle Bronc	\$875	\$25
Bareback	625	25
Bull Riding	625	25
Calf Roping	625	30
Steer Wrestling	625	30
Team Roping	275	★ 30
★ (Per Man—Enter Twice)		

Trading Out

Permits
Accepted

Girls'
Barrel Racing
\$25⁰⁰ Jackpot

Entries Close, September 13, 6:00 p.m., Daylight Saving Time

Rodeo Committee: Gerald Holt, Duane Esplin, Albert Stratton

Schedule of Events

Thursday, Sept. 13

5:00 p.m. General Western Parade
8:00 p.m. Dixie Roundup Night Rodeo

Friday, Sept. 14

5:00 p.m. Children's Parade (Theme:
Dolls Around the World)
8:00 p.m. Dixie Roundup Night Rodeo

Saturday, Sept. 15

5:00 p.m. Boots and Beauty Parade
8:00 p.m. Dixie Roundup Night Rodeo

Thursday, Sept. 13

Dance at Big Arch Following Rodeo

Friday, Sept. 14

Dance at Big Arch Following Rodeo

Saturday, Sept. 15

Dance at Big Arch Following Rodeo



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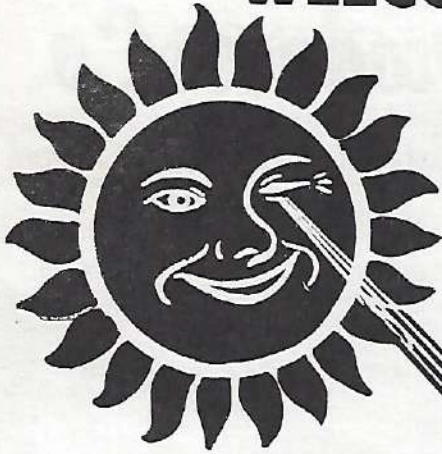
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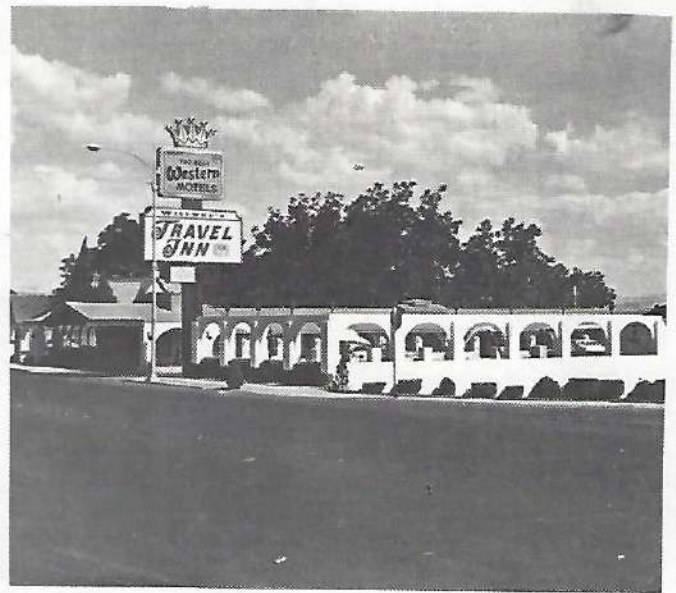
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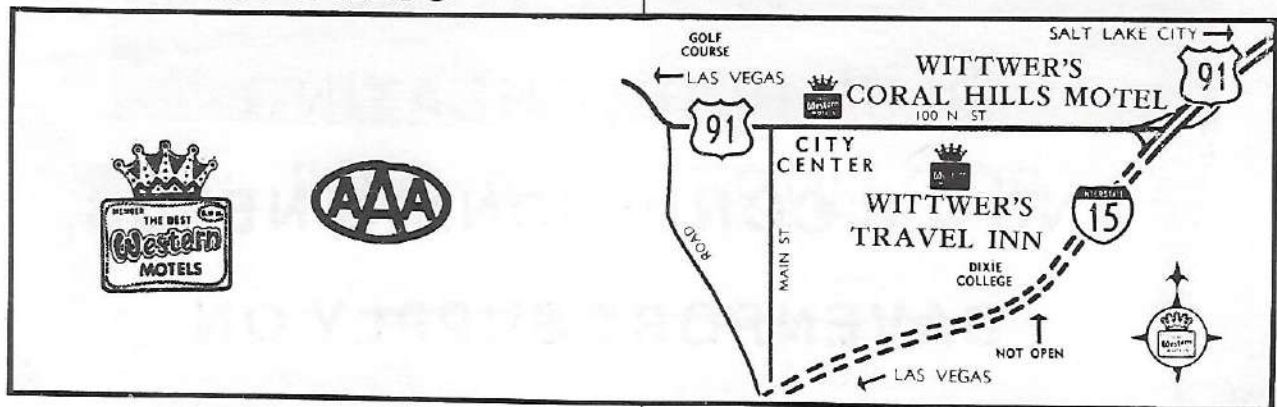
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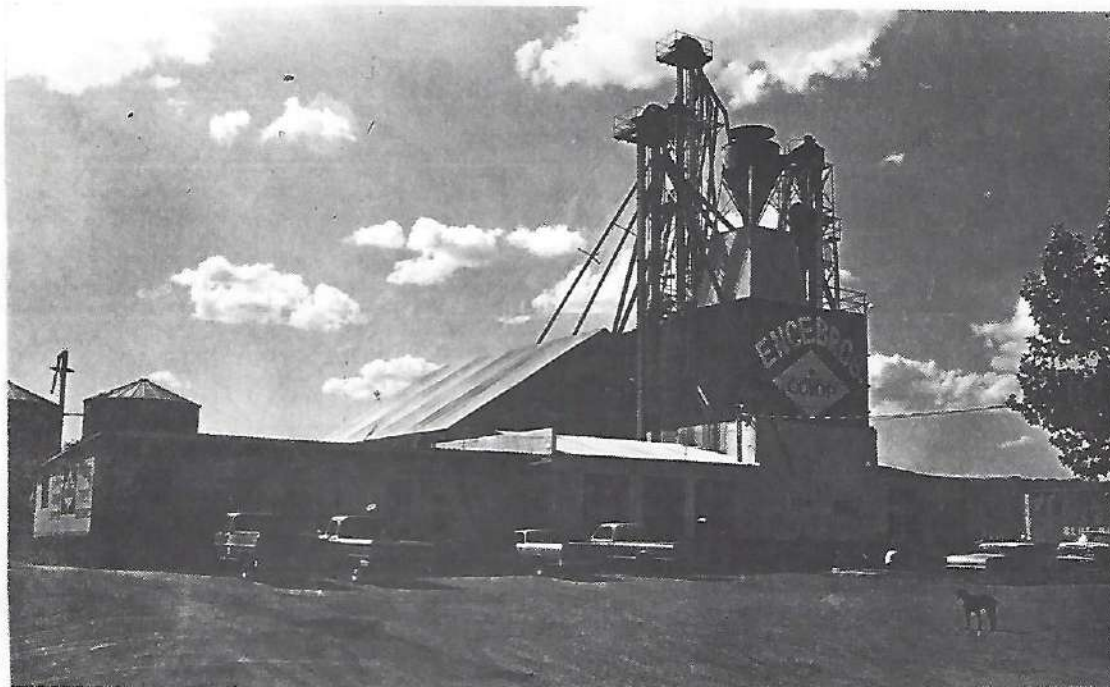
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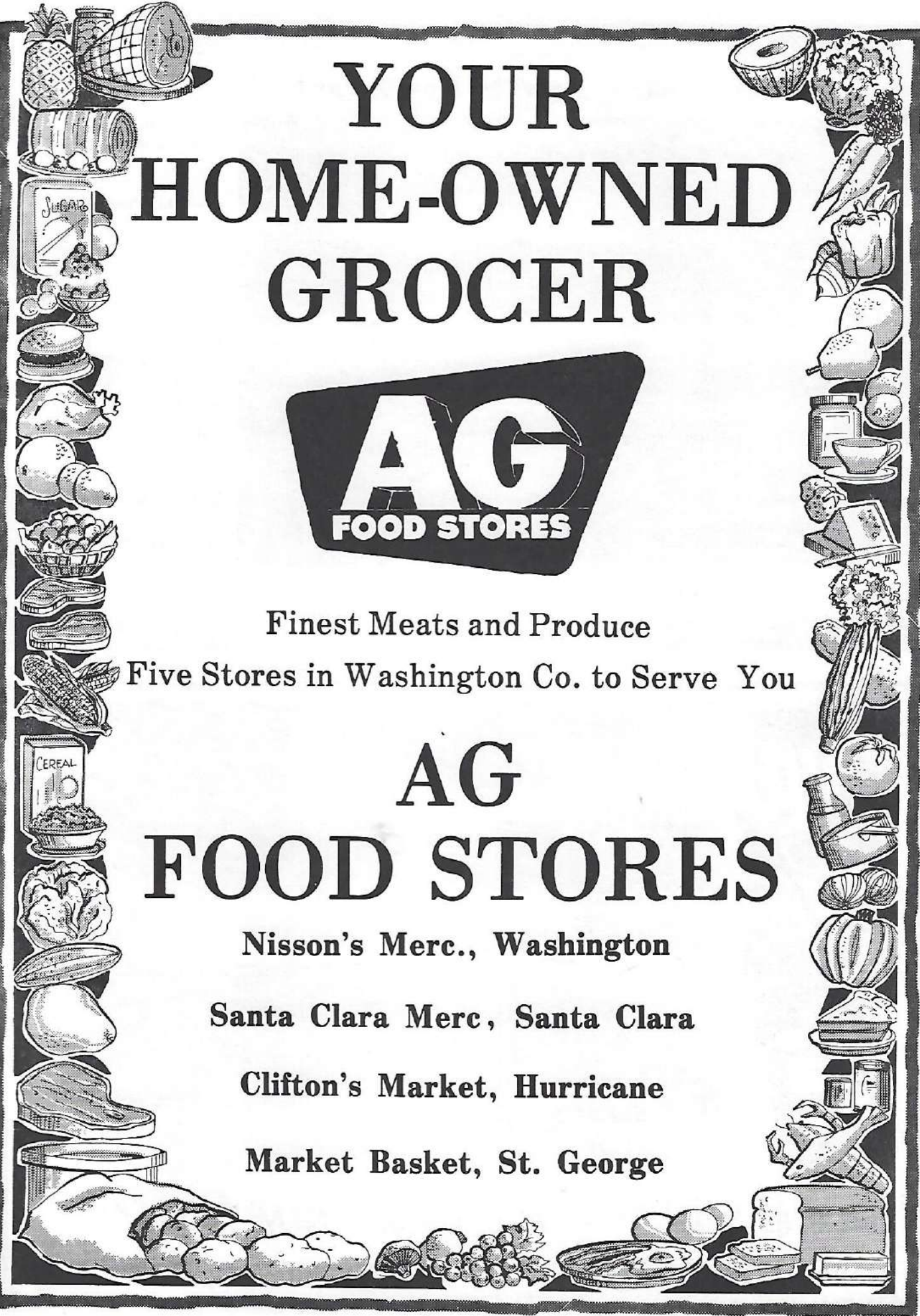
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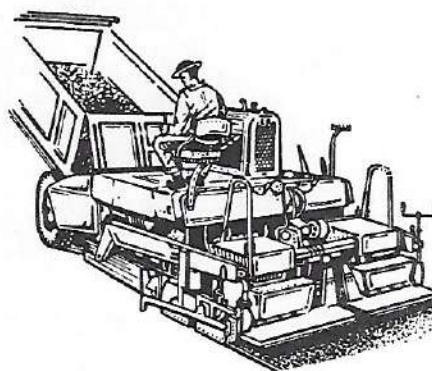
586-9456



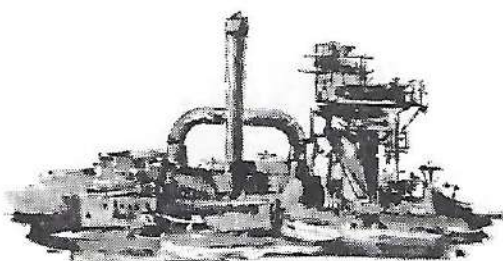
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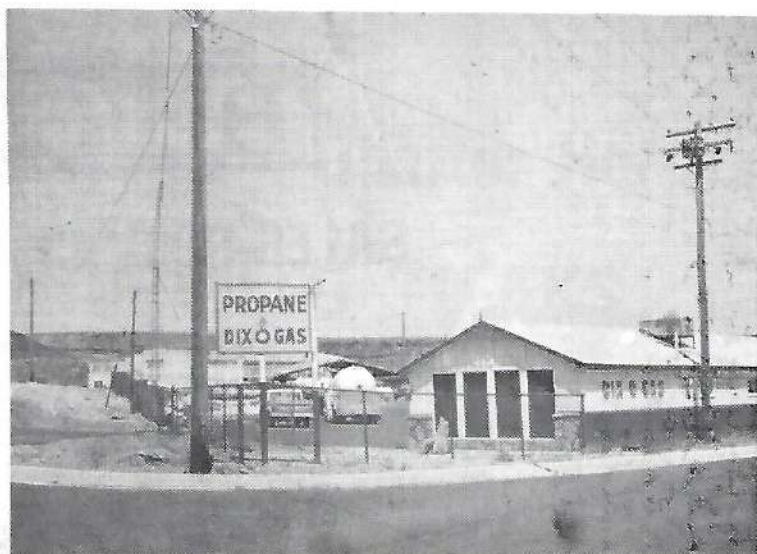
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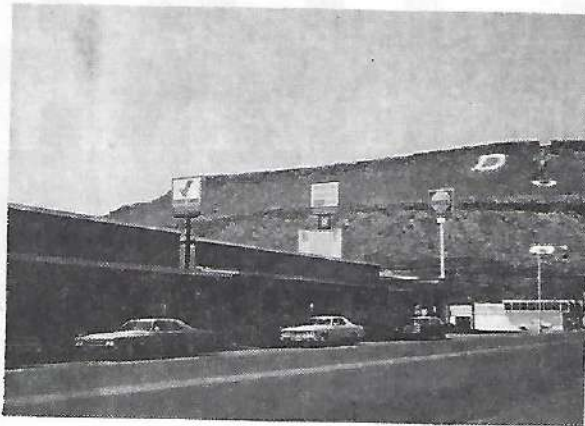
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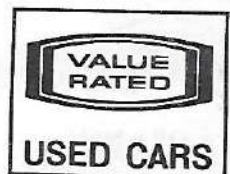
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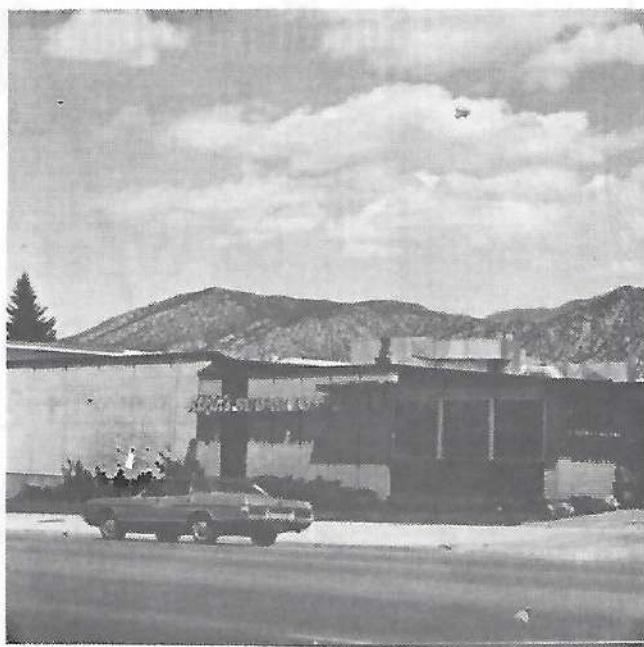
HOME GROWN BROILED STEAKS

THE FINEST BROASTED CHICKEN

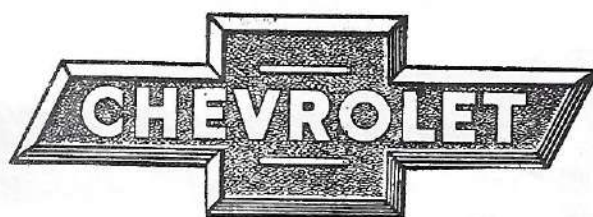
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CLAYTON

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Cedar City, Utah



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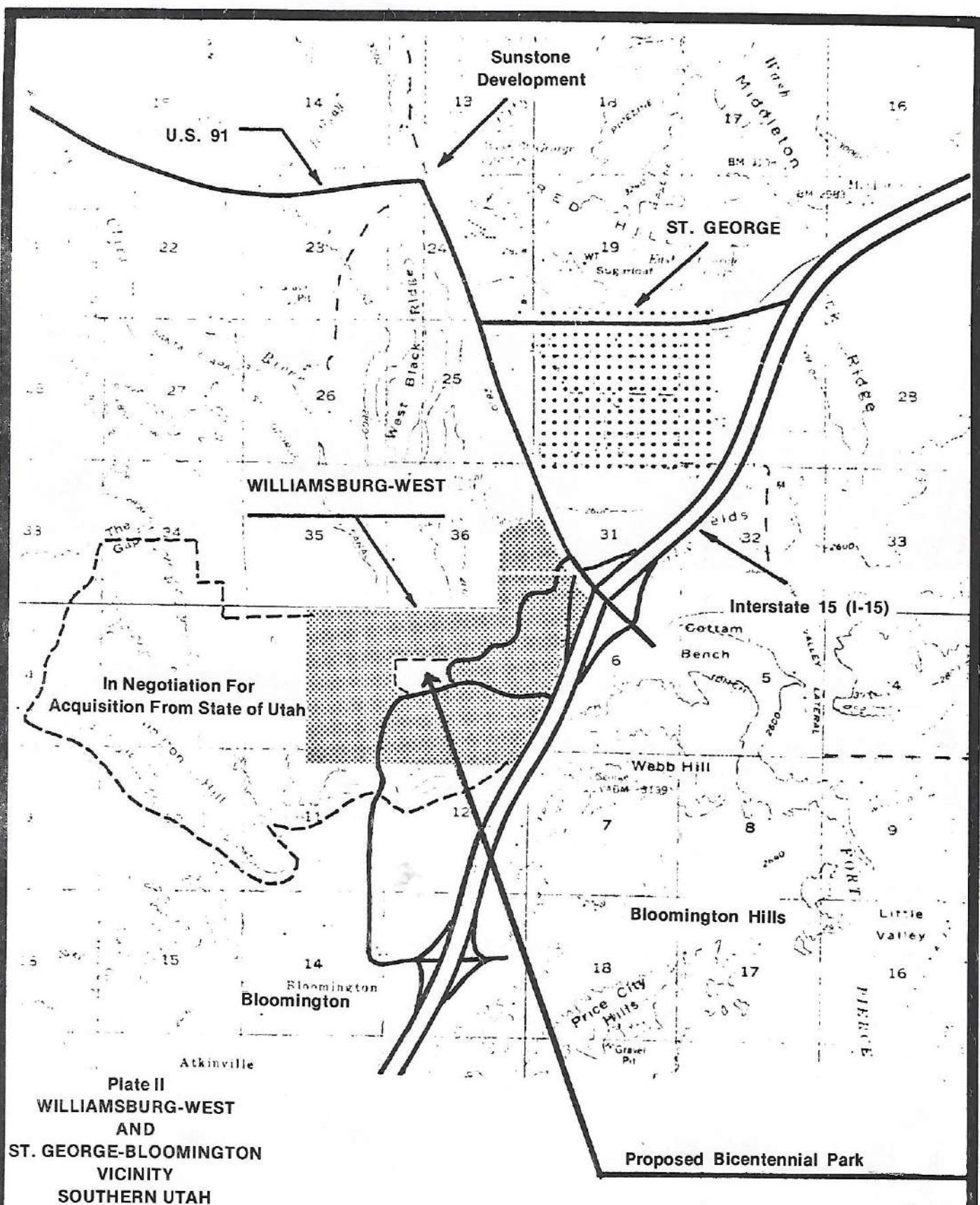
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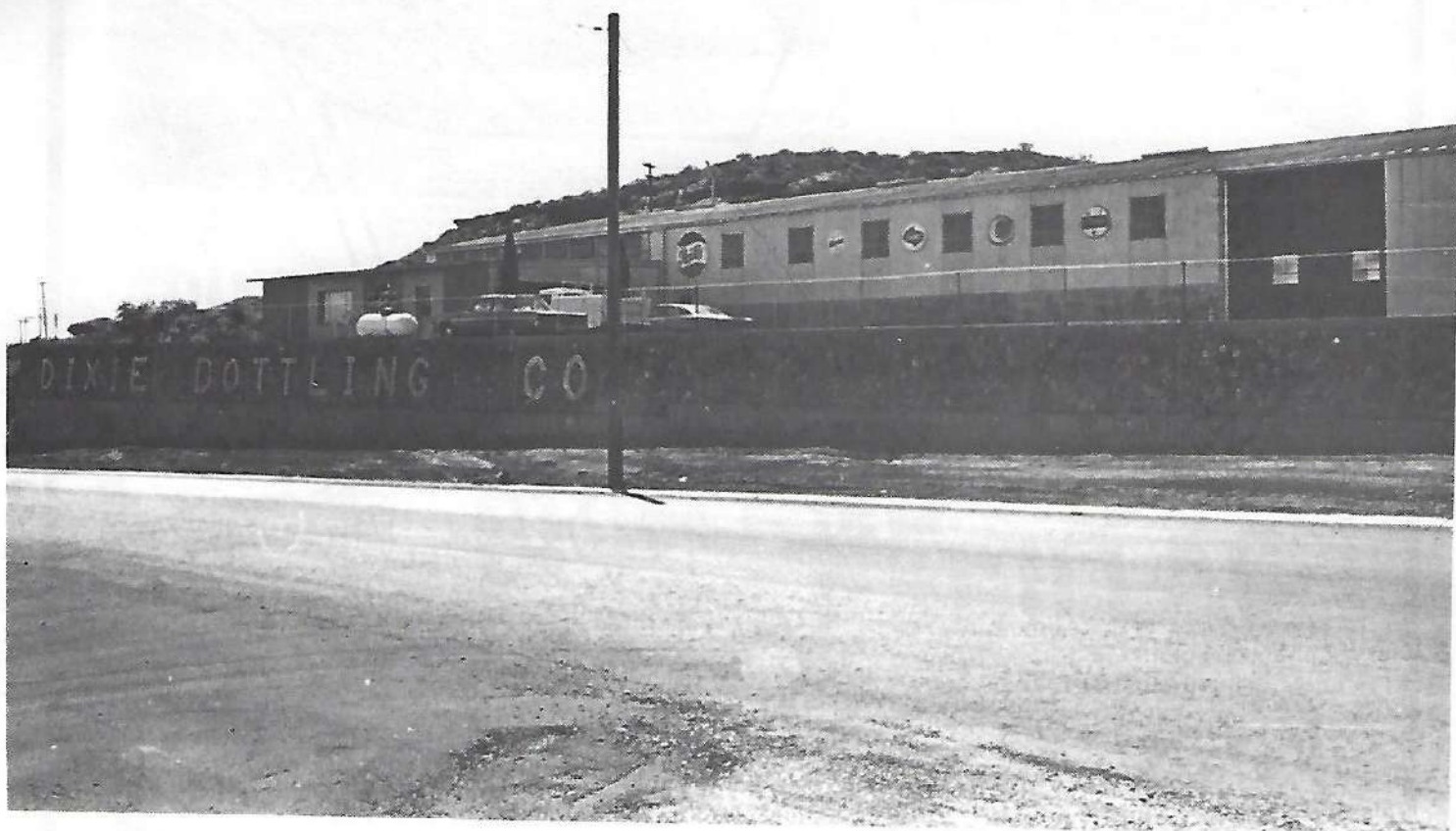
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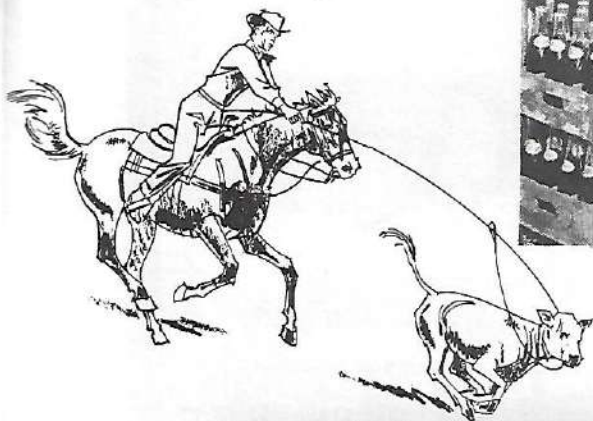


Congratulations Lions
From the



**DIXIE
BOTTLING CO.**

Neal & Loren
Lundberg
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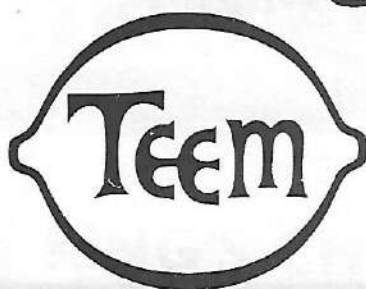


Come to the Dixie Round-up and
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PEPSI-COLA



Squirt

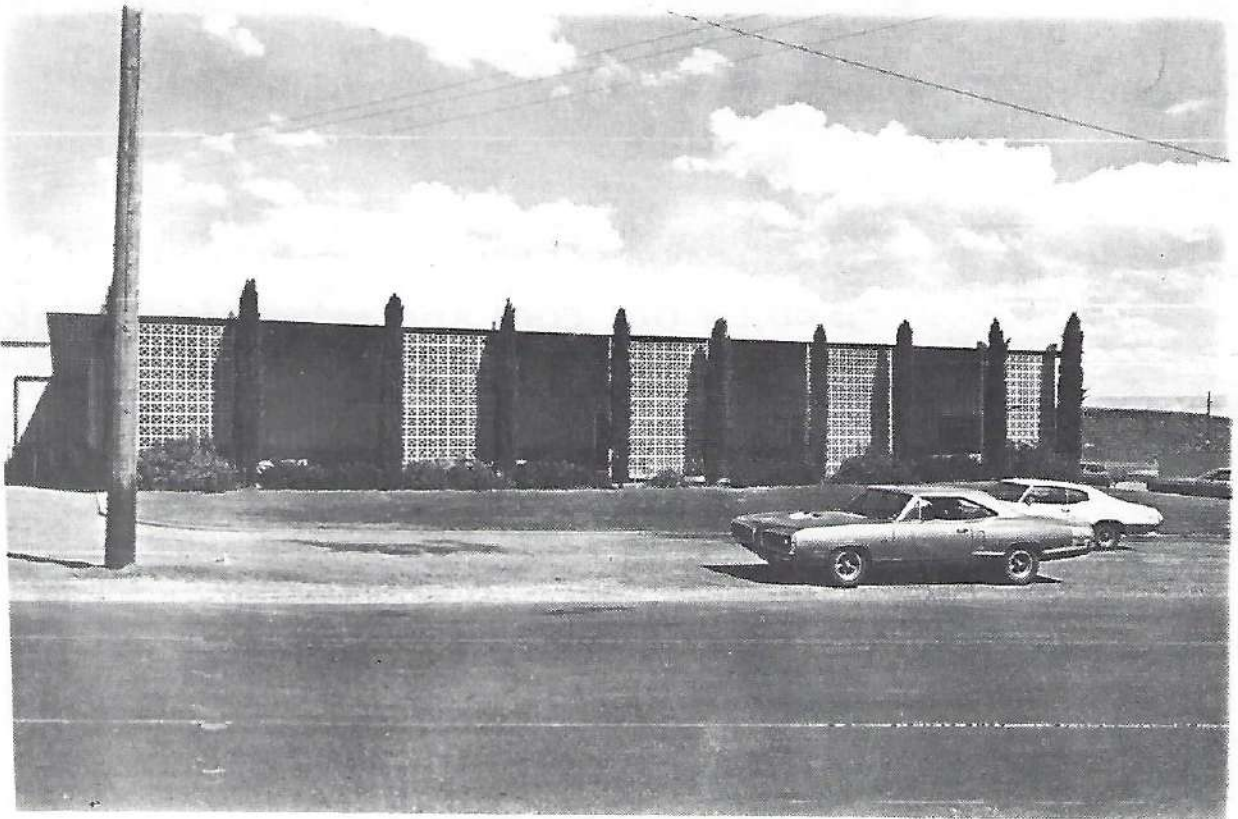


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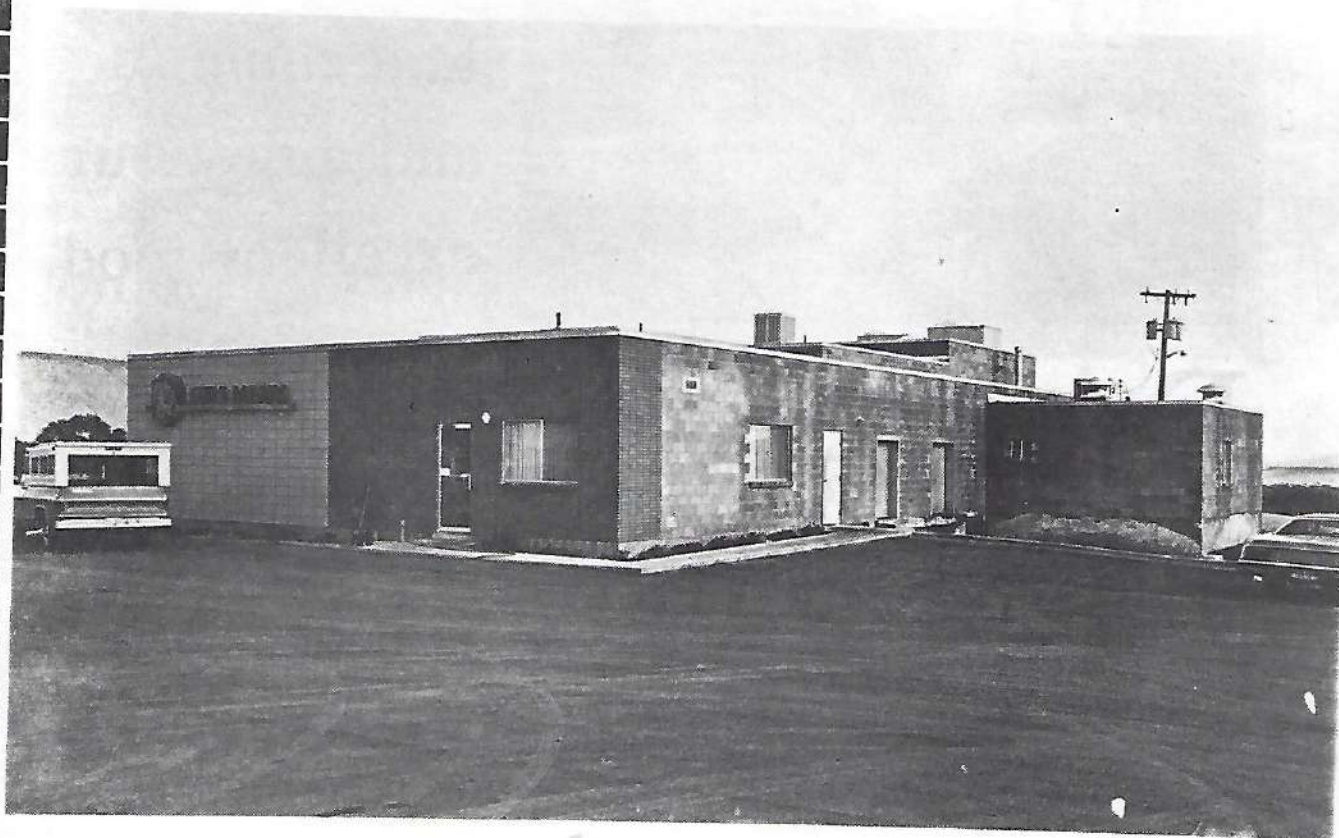
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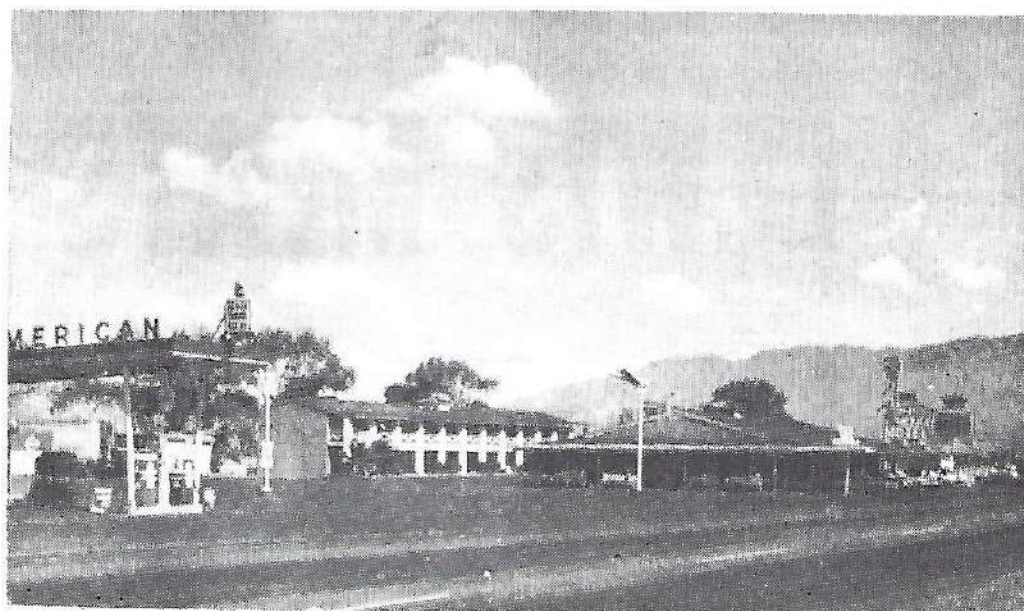
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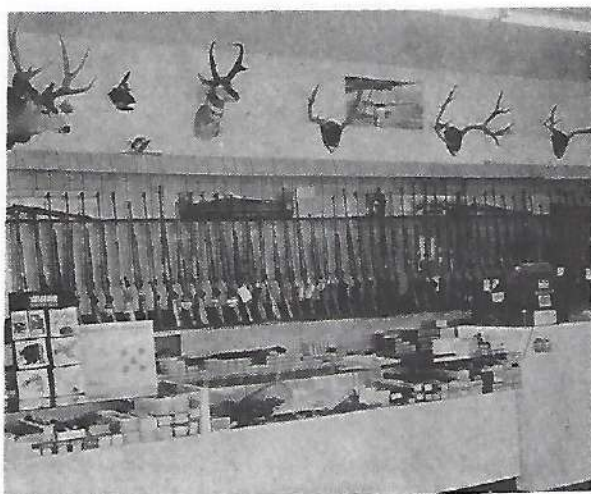
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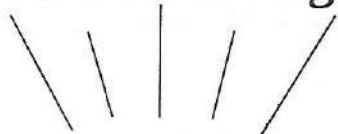
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Gai Reber Bowler
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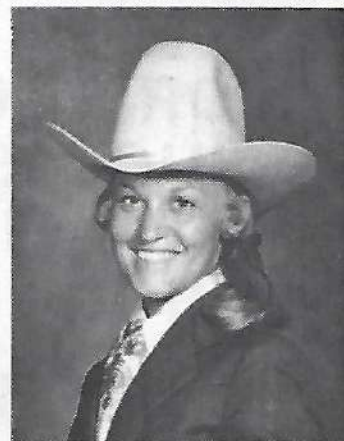
Sandra Staheli
Turnbeaugh
1967



Shirlee Esplin
1968



Jean Bundy
1969



Louise Gardner
1973

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Louise Gardner
who joins our
gallery of queens*



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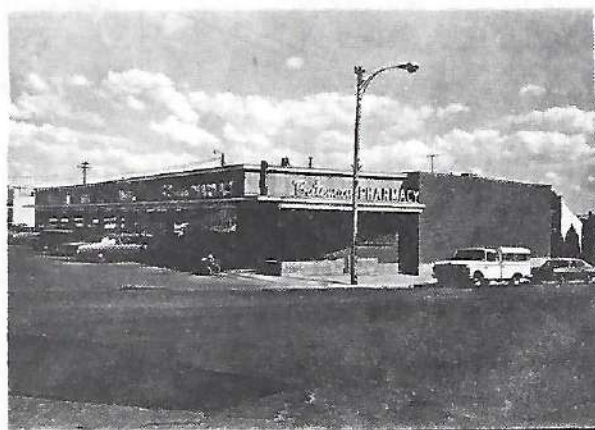
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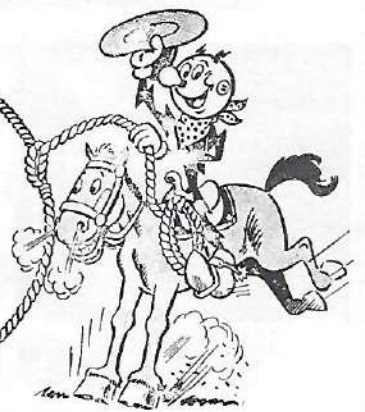


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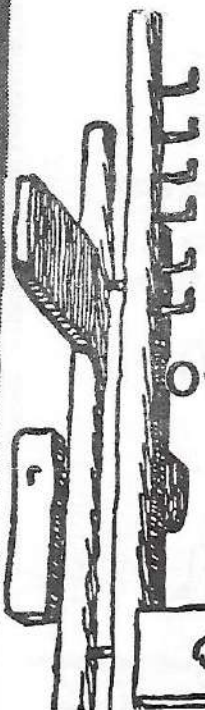
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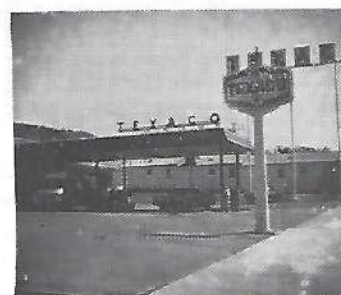
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TOM'S TEXACO



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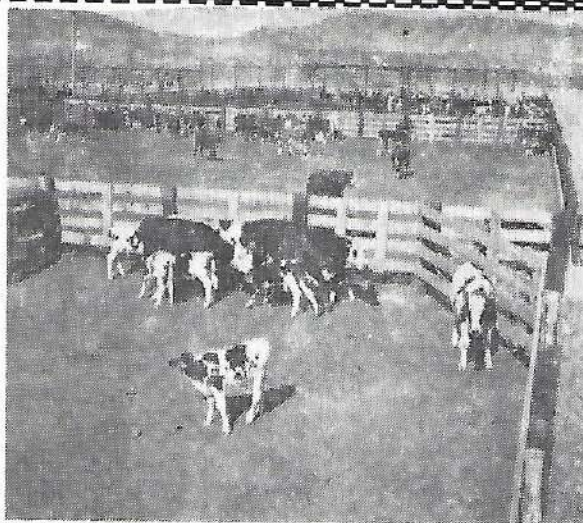


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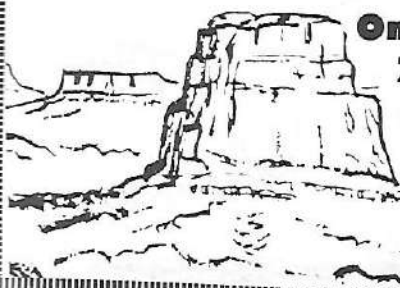
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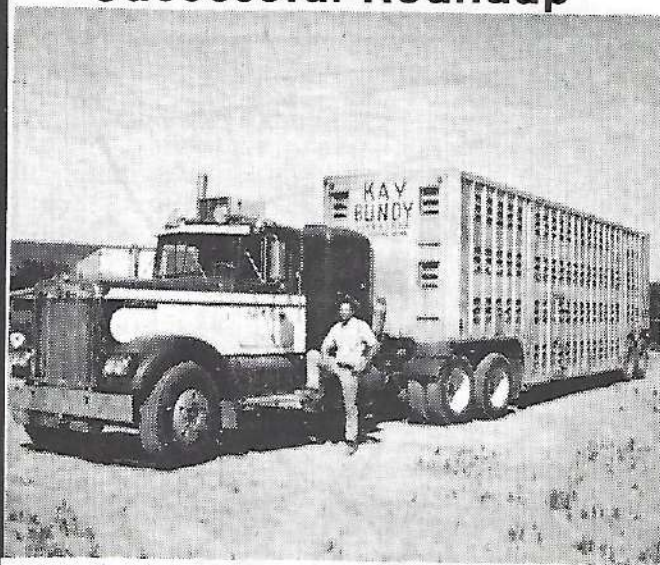
Owner-Mrs. O.W. Welch

Manager-P.B. Terrell

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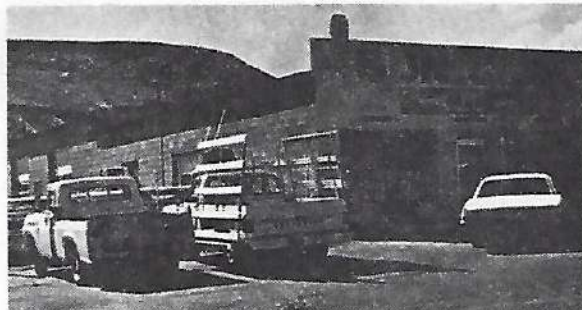
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Successful Roundup**



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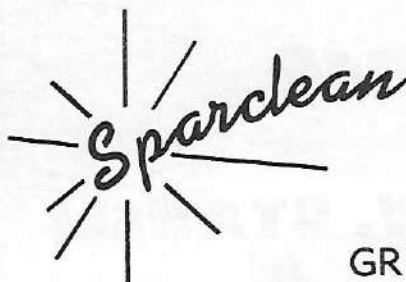


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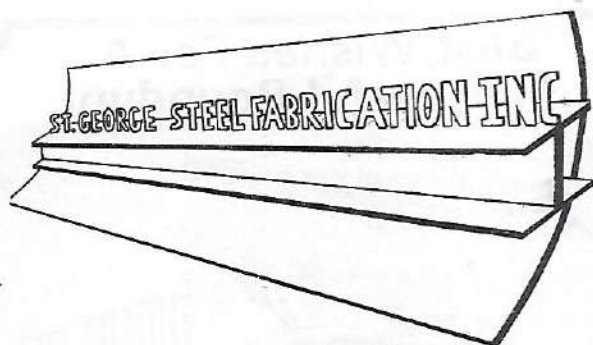
RESIDENTIAL — COMMERCIAL



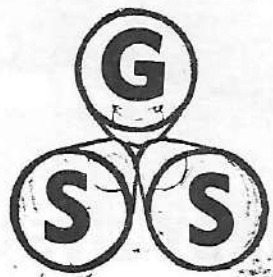
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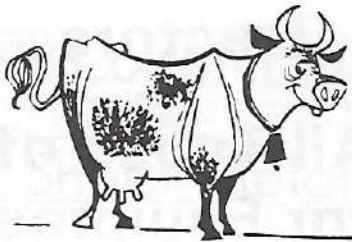
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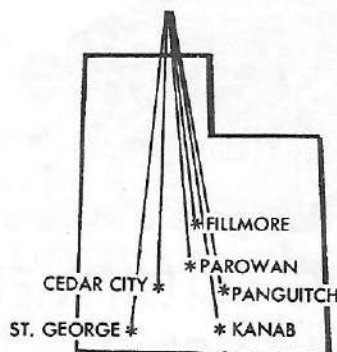


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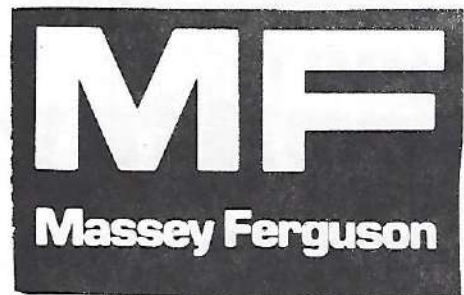
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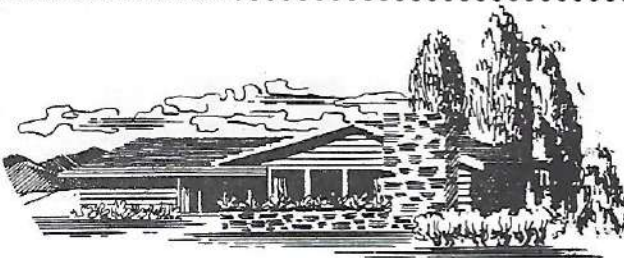
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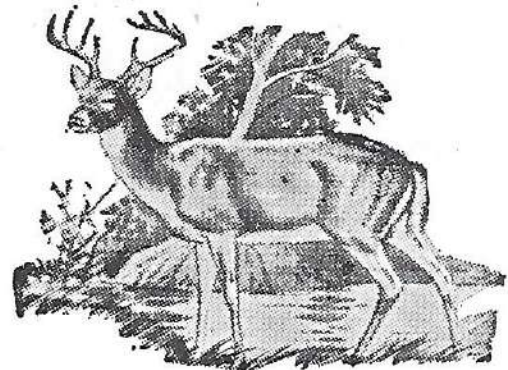


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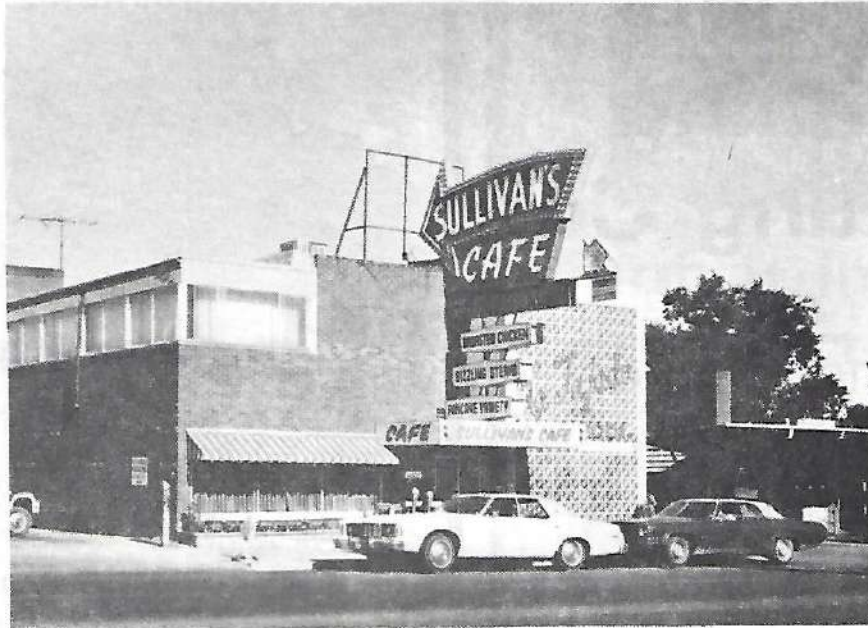
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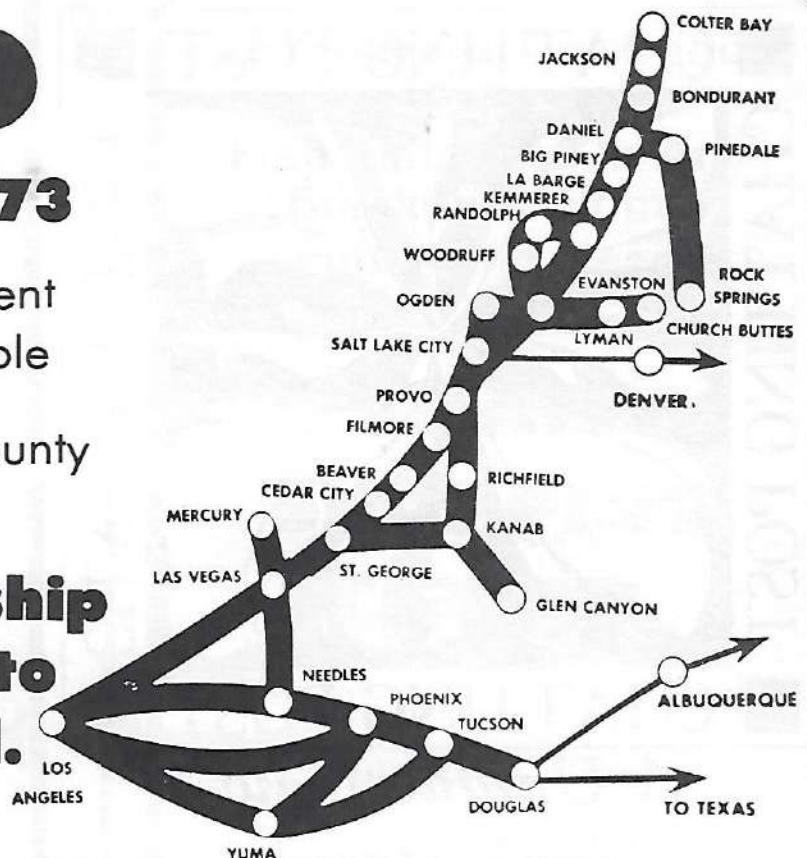
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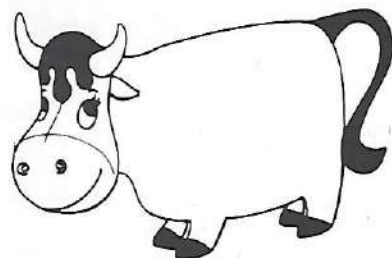
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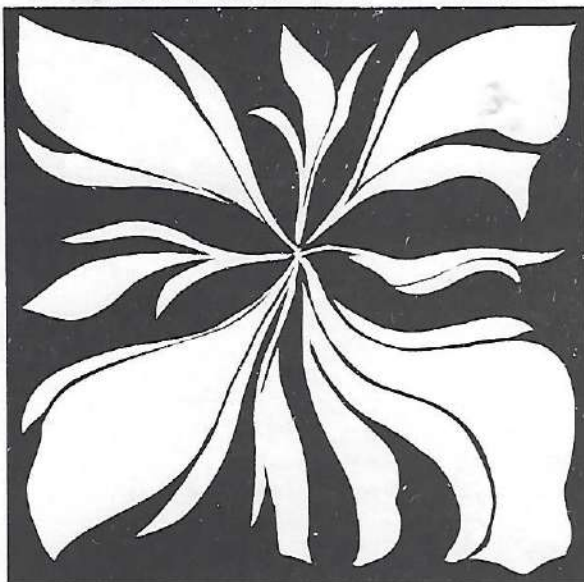
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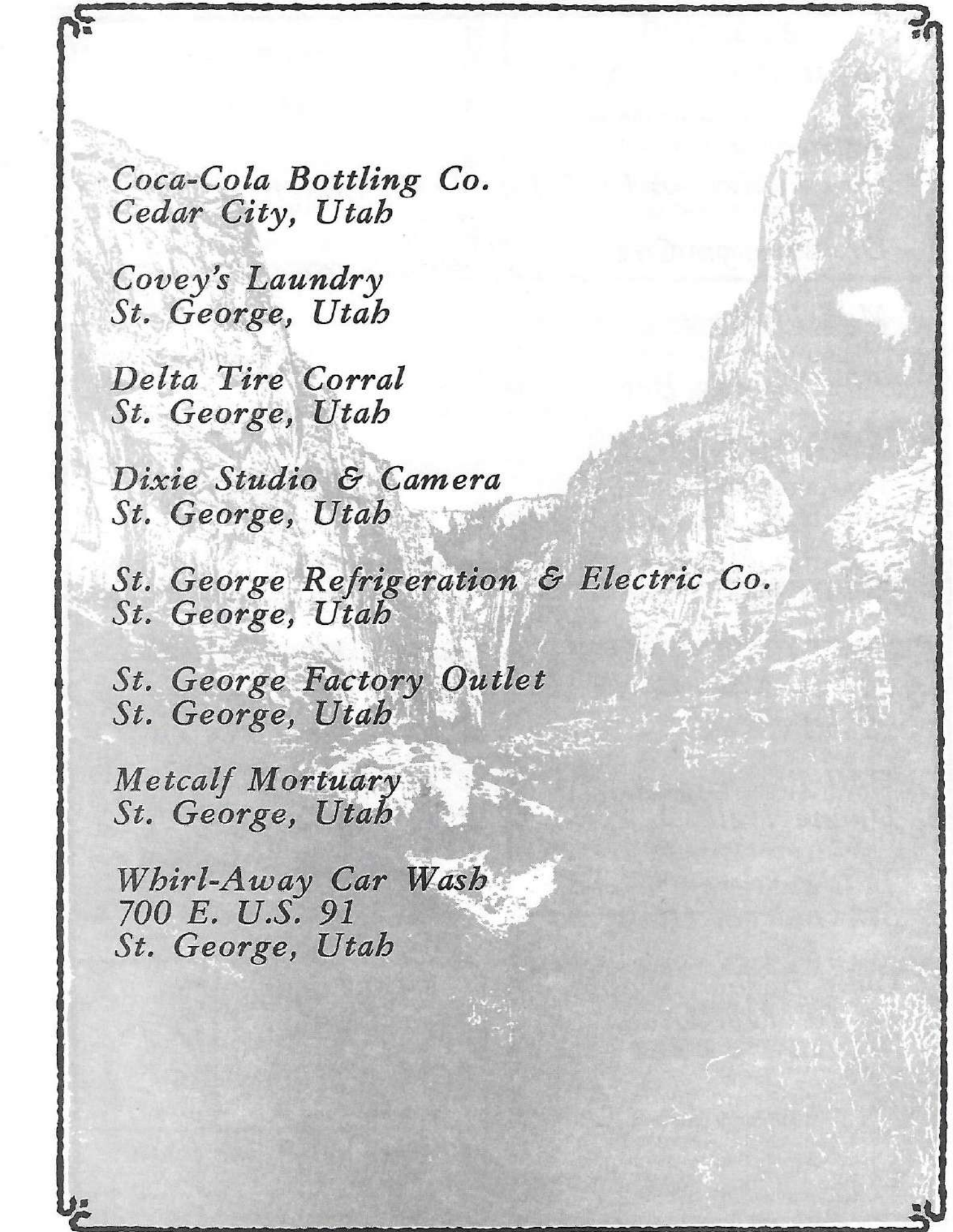
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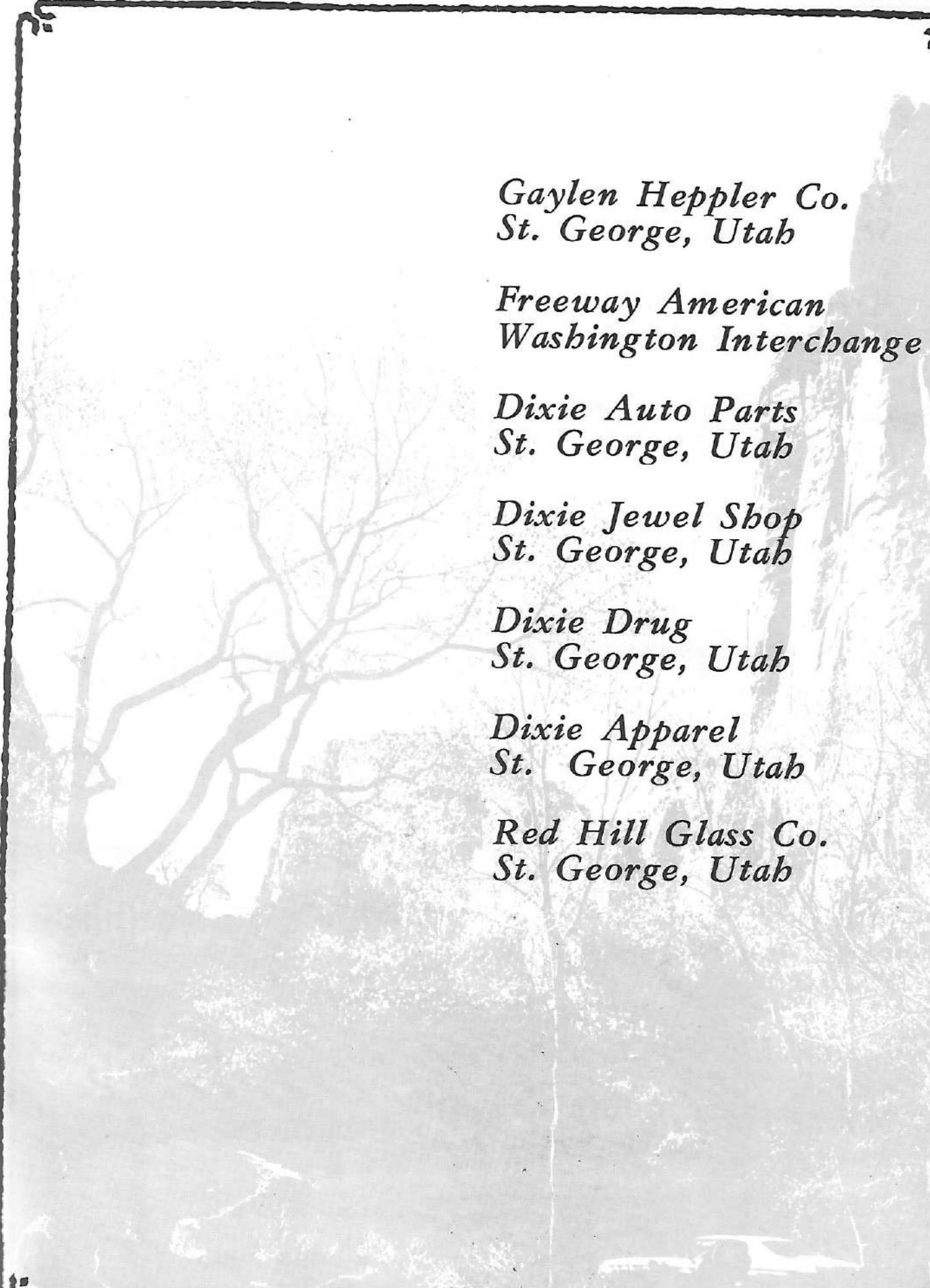
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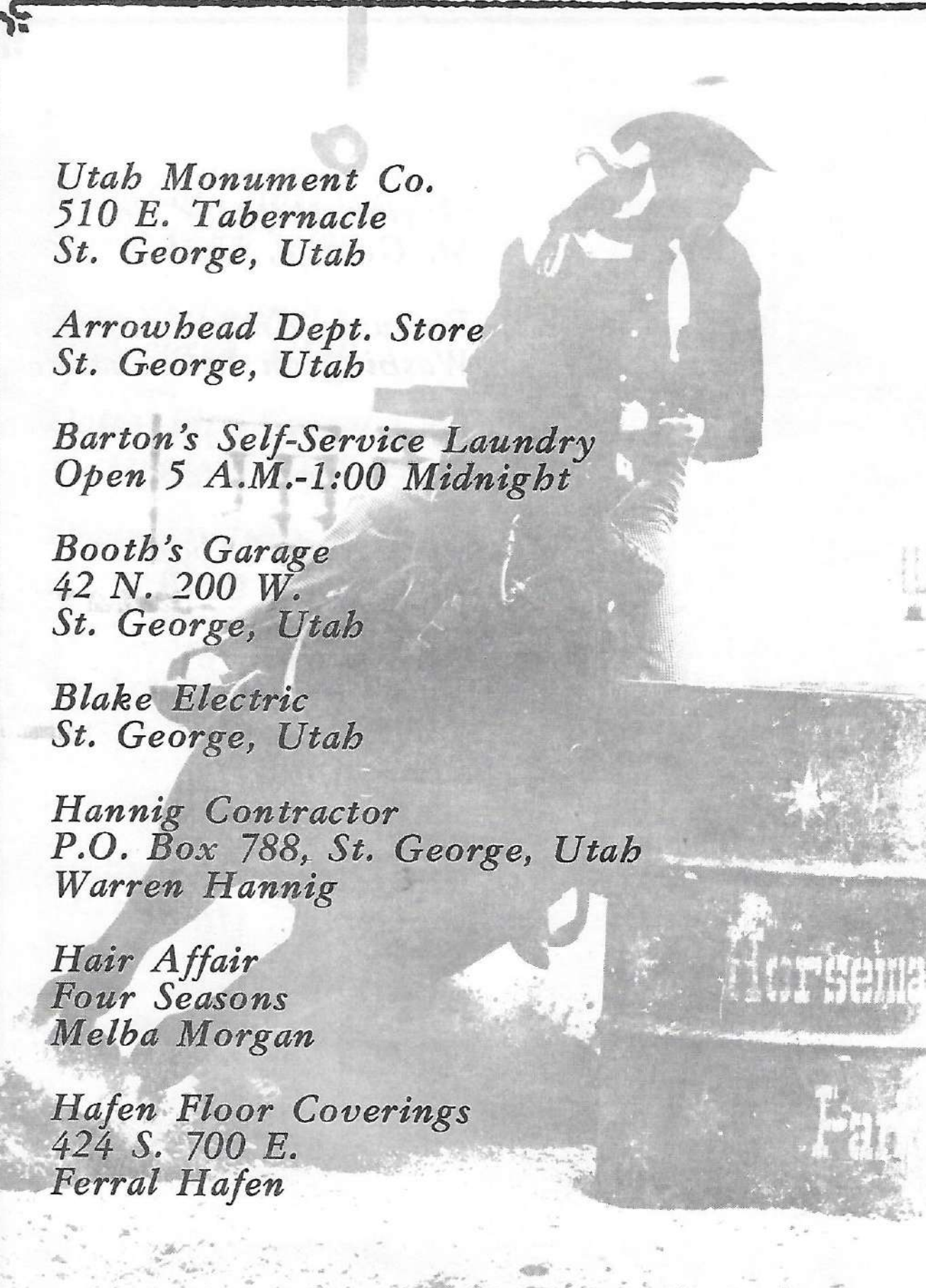
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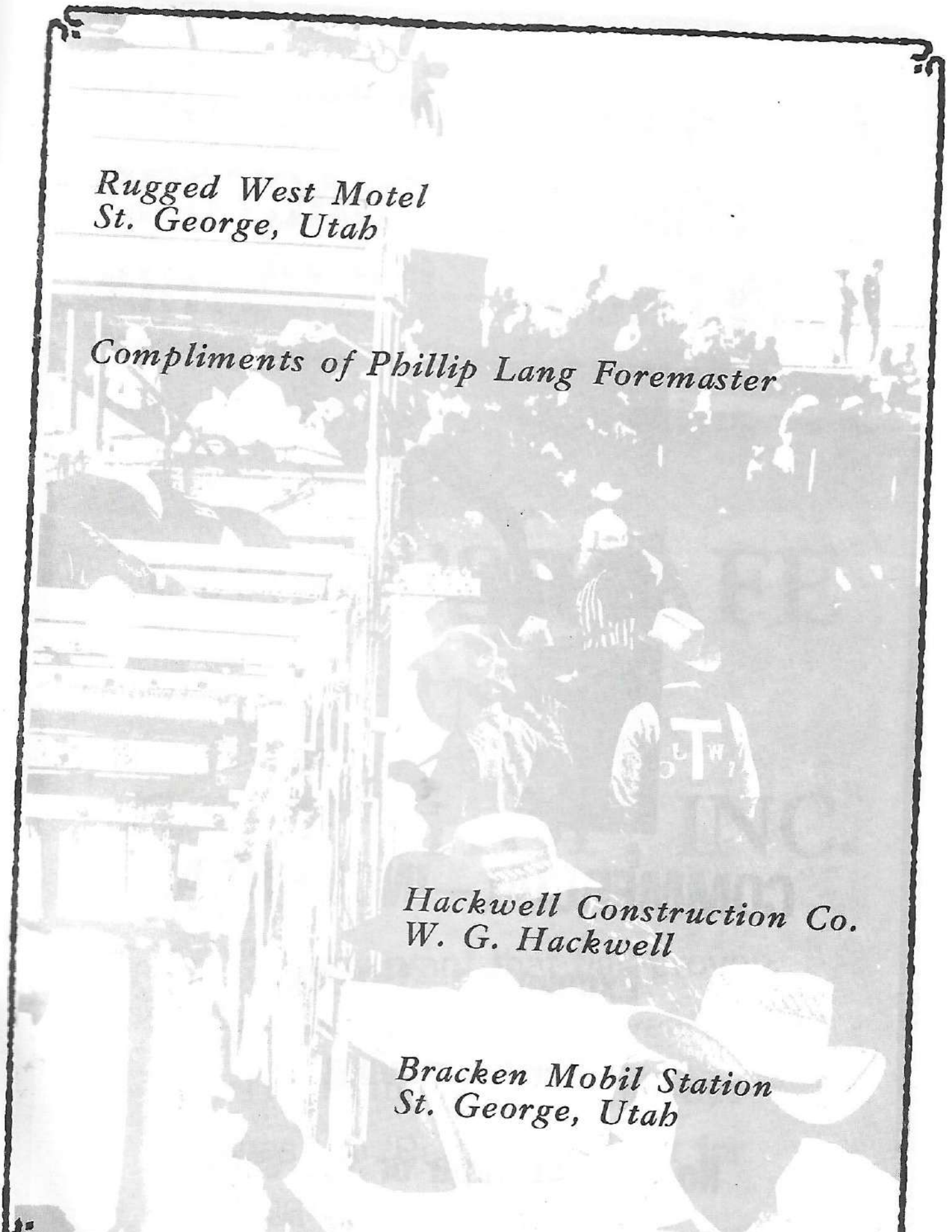
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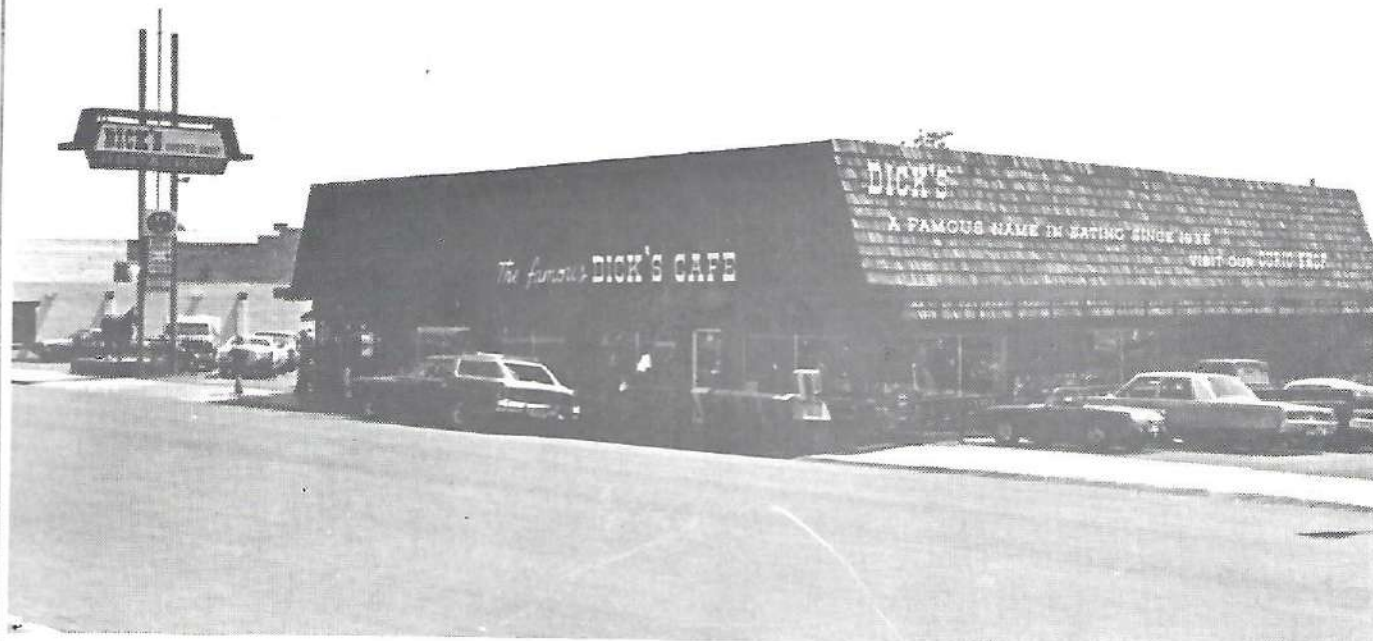
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