St. George Lions 51st Annual

Dixie Roundup

Lions' Dixie Sun Bowl

September 12-13-14, 1985

St. George, Utah

Compliments of
Washington County



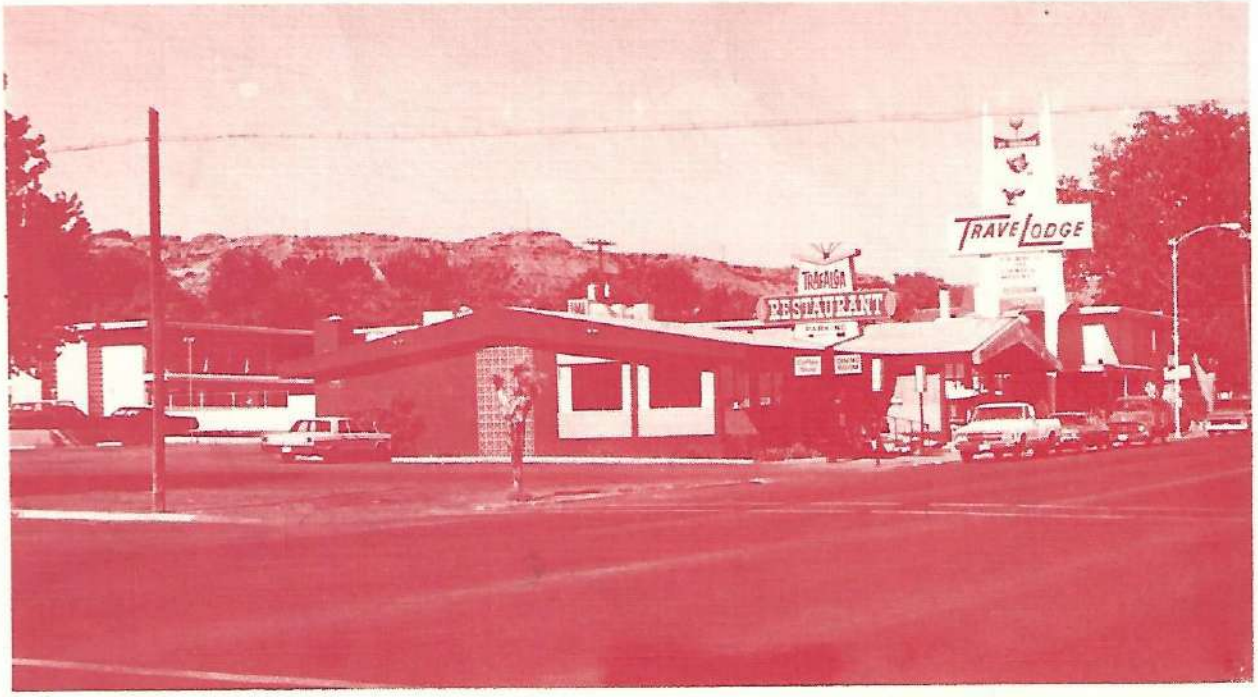
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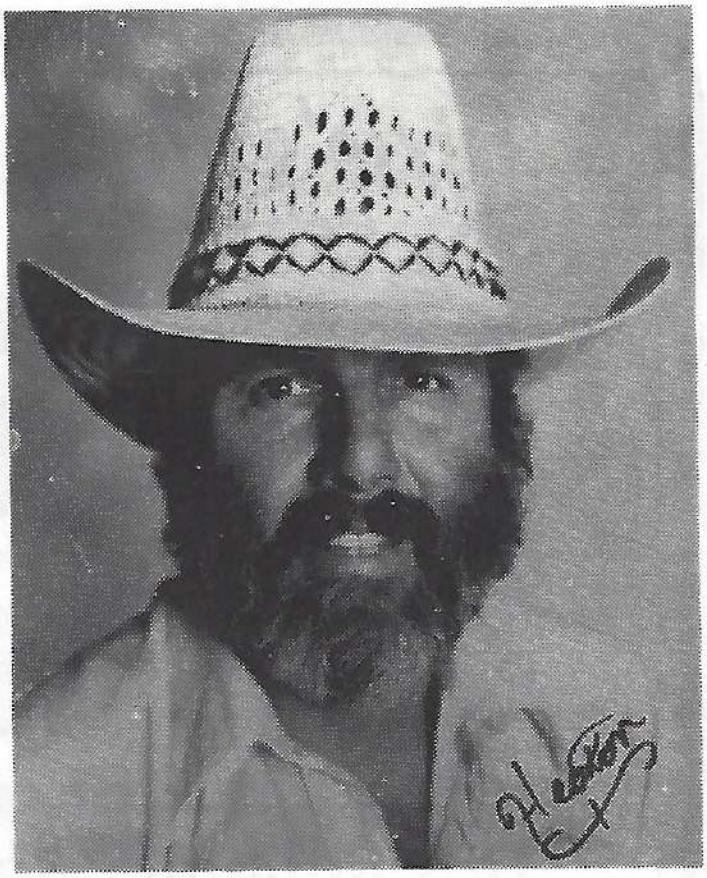
President's Message

It is my pleasure as President of the St. George Lions' Club to welcome you to our 51st Annual Dixie Roundup. We, Lions are justly proud of our Roundup and Sun Bowl Arena. As, in the past, the loyal support we received from the merchants, businesses, and all the people of St. George and surrounding areas enables us to produce this fine show to help finance our Civic Projects throughout the year.

As we start on the trek to another 50 years of service to the community, we again thank you for your support.

Come and join in the fun, the excitement and spectacle of Pro-Rodeo at its best during the three-day celebration.

President Tom Joy
St. George Lions Club





Mayor's Message

It is indeed a pleasure to welcome you to one of the finest cities in the world for our Annual Lions' Dixie Roundup and to acquaint you with the world's finest people.

Today the city enjoys unparalleled growth and prosperity and is taking its rightful place in the world as being one of the most beautiful places to live. It has a climate that is second to none.

We appreciate the impact the St. George Lions have on our community through their civic programs and contributions.

We invite you to enjoy our beautiful area and hope you enjoy this 51st Annual Roundup event.

Mayor Karl Brooks
City of St. George

Dixie's Weekly Newspaper . . .



Washington County News

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Reporting the News of Washington County for Over 78 Years and Proud to Be A Part of the Development of Southern Utah for the Future!

This Roundup Book is a Product of Our Commercial Printing Department.

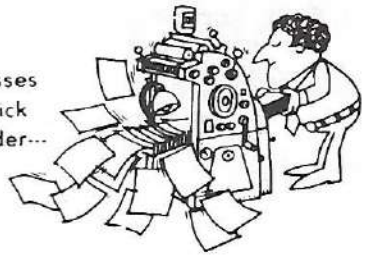
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General Committee

St. George Lions Club Dixie Roundup Chairmen



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Judd Burgess
Chairman



Bill Condie

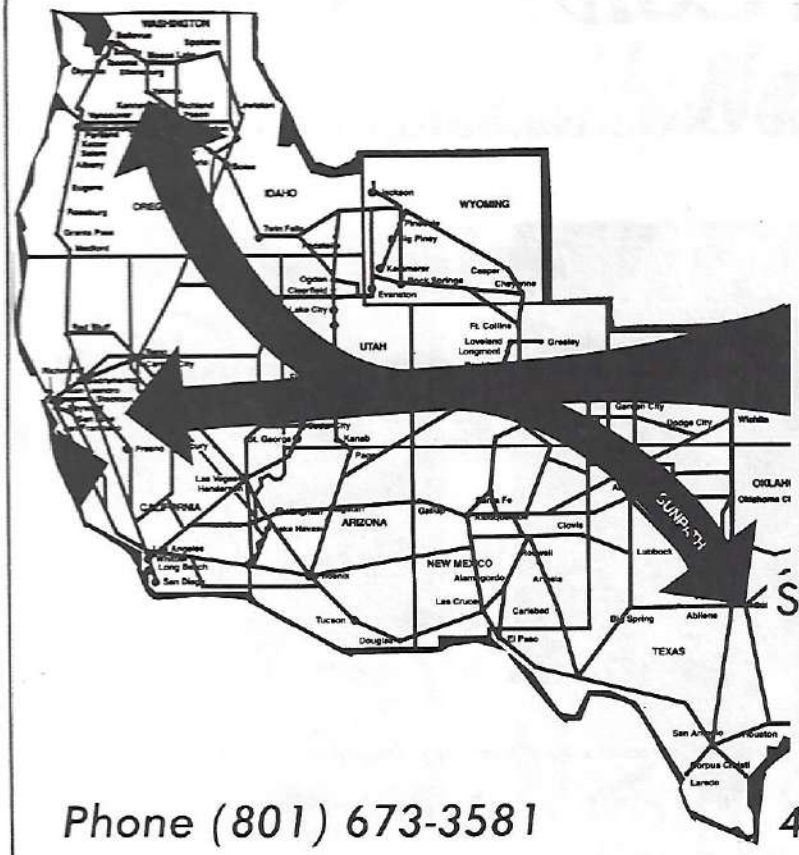
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Roundup Queen



Kelle Peterson
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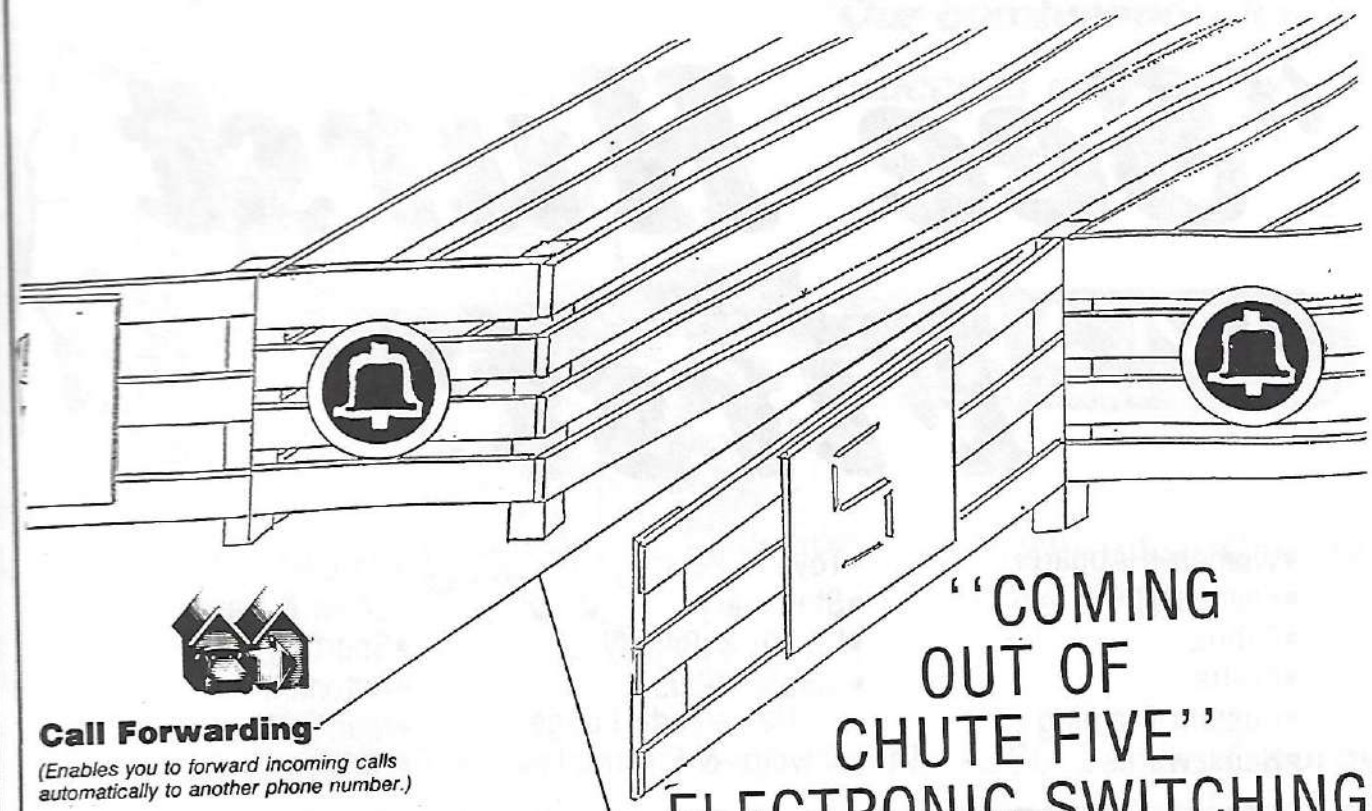
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Rodeo Producer

"SWANNY" KERBY

Bar T Down Rodeo

D.A. "Swanny" Kerby started out producing rodeos by himself in 1945 with one county fair. In the 40 years which have followed, his involvement has expanded so that he now produces an average of 25 rodeos a year over a five-state region.

Kerby produced the Salt Lake City rodeo in 1985 which had an estimated attendance of more than 70,000. In addition to such large contests, the rodeo company has also handled small rodeos such as Fort Duchesne, Utah which hosted 2,500 fans. Kerby also produced college and high school rodeos in 1984.

Bar T Down Rodeos is headquartered in downtown Salt Lake City. The stock is actually kept on 250 acres (both leased and owned) in the northern portion of the state.

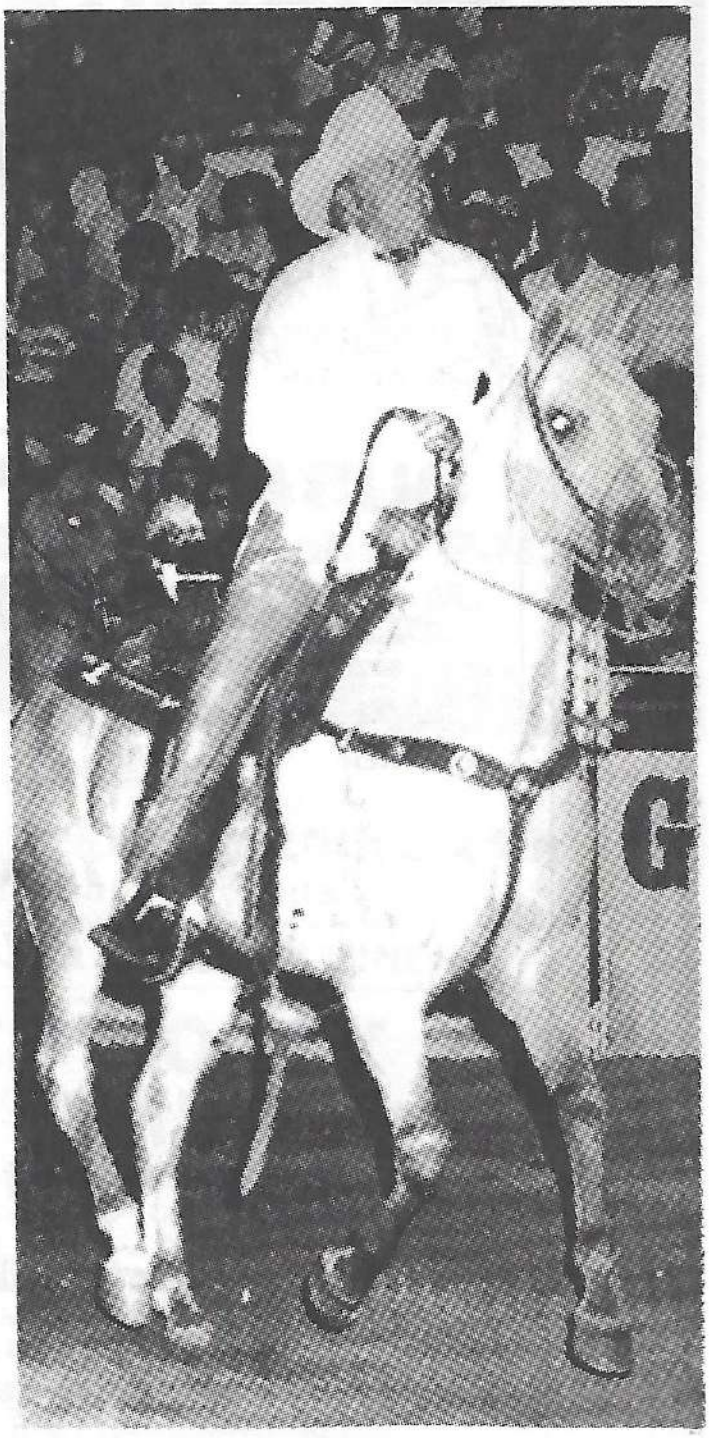
Swanny's wife, Verda, is an integral part of the rodeo company as are both their son and daughter-in-law. Verda provides her services as rodeo secretary and timer; son Bud helps with production and is also a pickup man; daughter-in-law Evelyn is also both a timer and rodeo secretary. The rodeo portion of the company employs about ten people. Swanny also is in livestock speculation, buying and selling livestock, and trucking for hire.

One of the "old timers" in stock contracting circles, "the man in the white western hat" has had stock selected for the prestigious National Finals since it started in 1959. More than 200 Kerby animals have been seen in the Finals competition in those twenty years. The Wilderness Circuit has also recognized Kerby's quality stock in at least three separate years, for animals such as "Alley Cat," the bareback horse which has also won recognition as part of the top bucking stock at the NFR. Swanny says "Alley Cat" is definitely his best bareback horse.

Swanny prefers to purchase all of his stock rather than to raise it himself. He makes at least eighteen trips during the year to do so, far more than many stock contractors. He seeks his stock in seven different states, even traveling as far as Florida annually. It isn't surprising that he logs at least 18,000 miles for his efforts.

One of the problems, he says, is that there are "no Brahma-crossed cattle in our area (Utah)" and so he has to go far to find them. Swanny agrees that the bucking horse population is also decreasing, and part of this is due to the fact that "too many horses are being slaughtered." The average price he pays for a bucking horse is $500, the average for a bull is $1,500. The most he has ever paid for a bucking animal was $3,500.

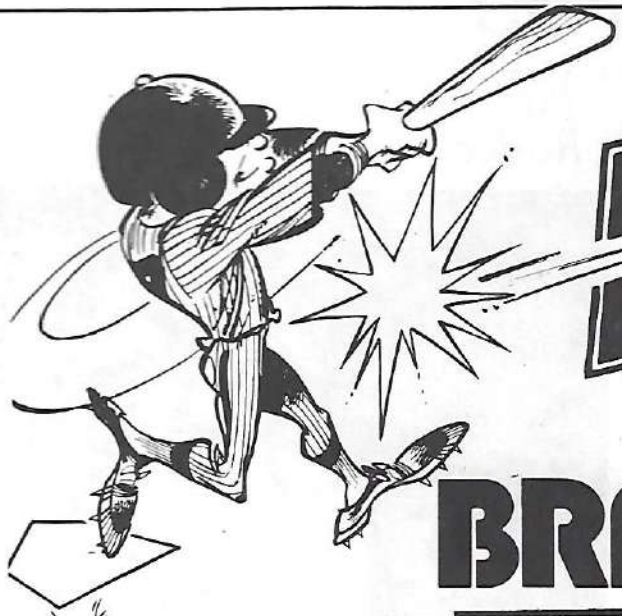
STOCK AT 1983 NFR: Saddle Bronc—14 Casino Velvet, 12 Good Show, 00 White Hope; Bare Back—01 Velvet Cat, 51 Hilliard Flats, C4 Rodney; Bull Riding—4 Dark Velvet, 01 Southern Velvet, 3, 2, V8.



40 Years of Successful Rodeo Productions

Bar ⊥ Rodeos

3450 So. 900 West Salt Lake City, Utah



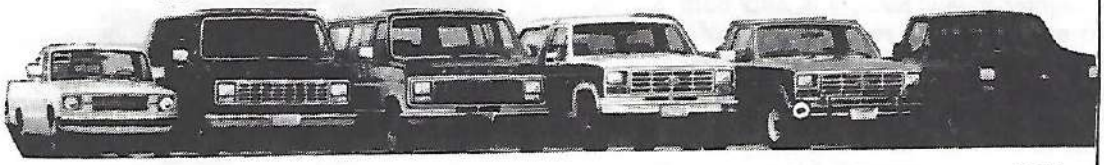
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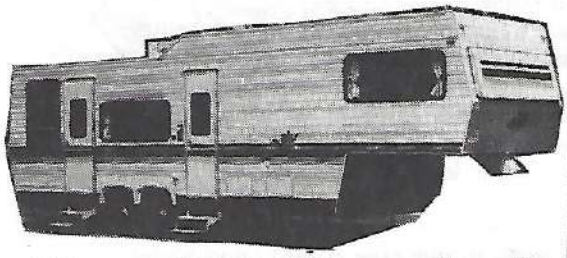
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RODEO SLACK - SATURDAY, SEPTEMBER 21st - 8:00 AM
PERFORMANCES: 7:30 PM - FRIDAY, SEPT. 20th/2:00 PM - SATURDAY, SEPT. 21st

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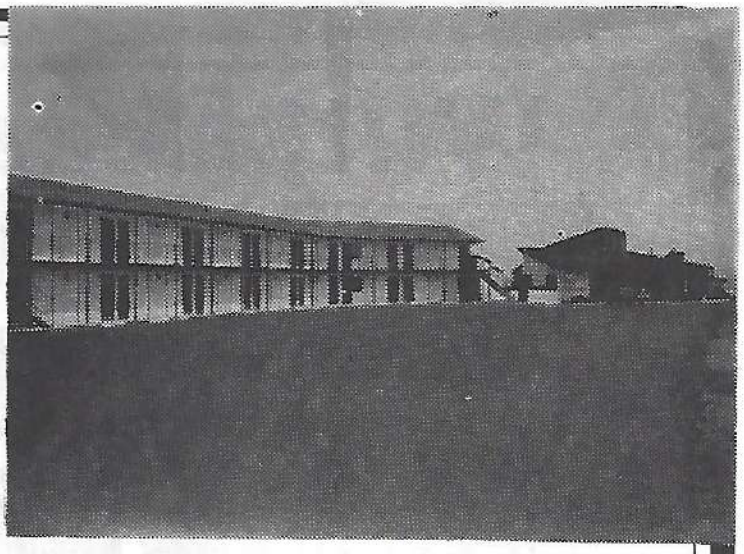
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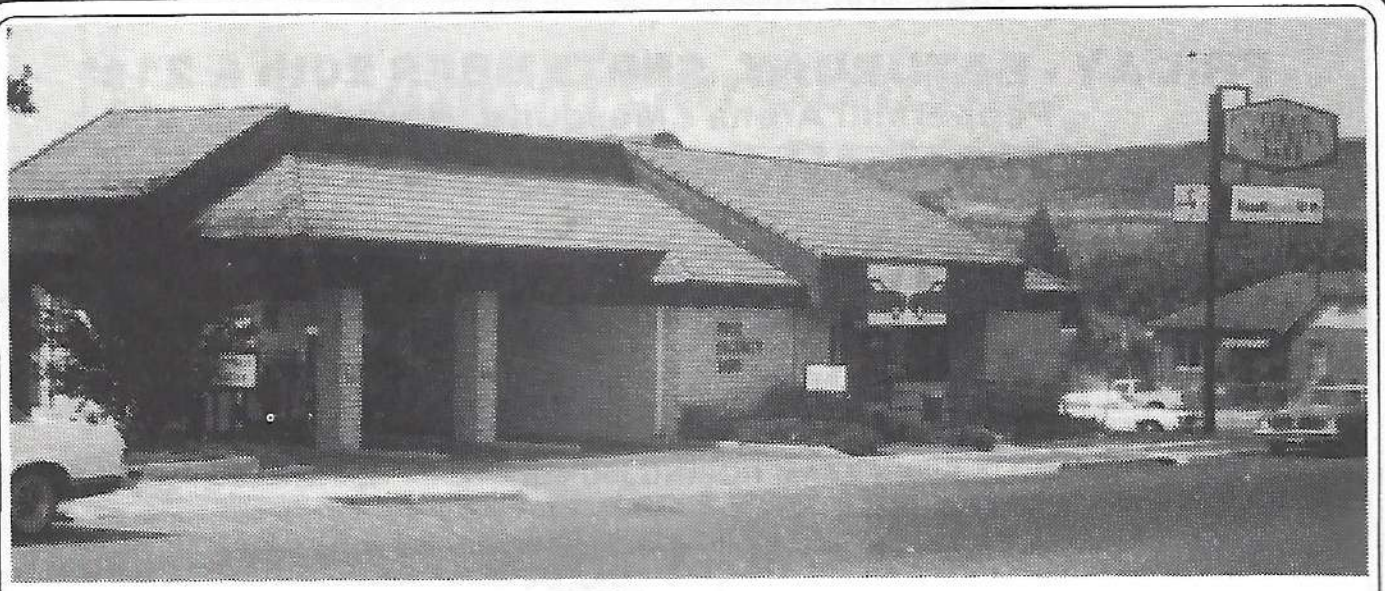
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Rodeo Party

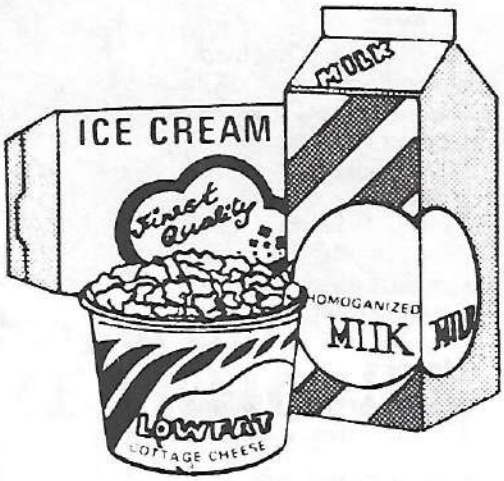
Lion Members, if your wife is on this committee, you are on the men's committee

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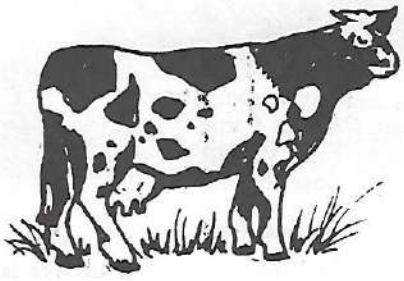
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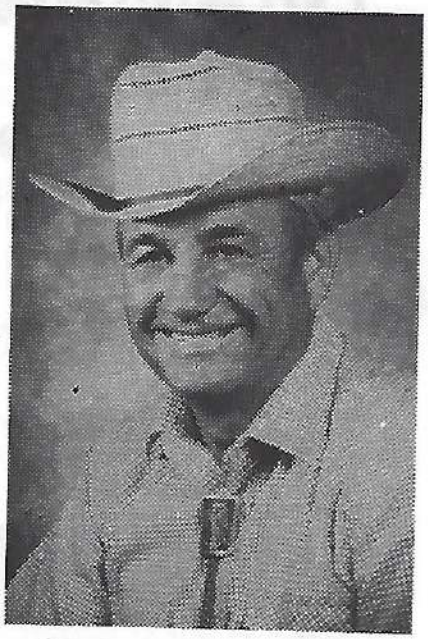
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Ronald McArthur, Lions Club Secretary

Welcome

To Utah's Dixie and the



Lion's Roundup

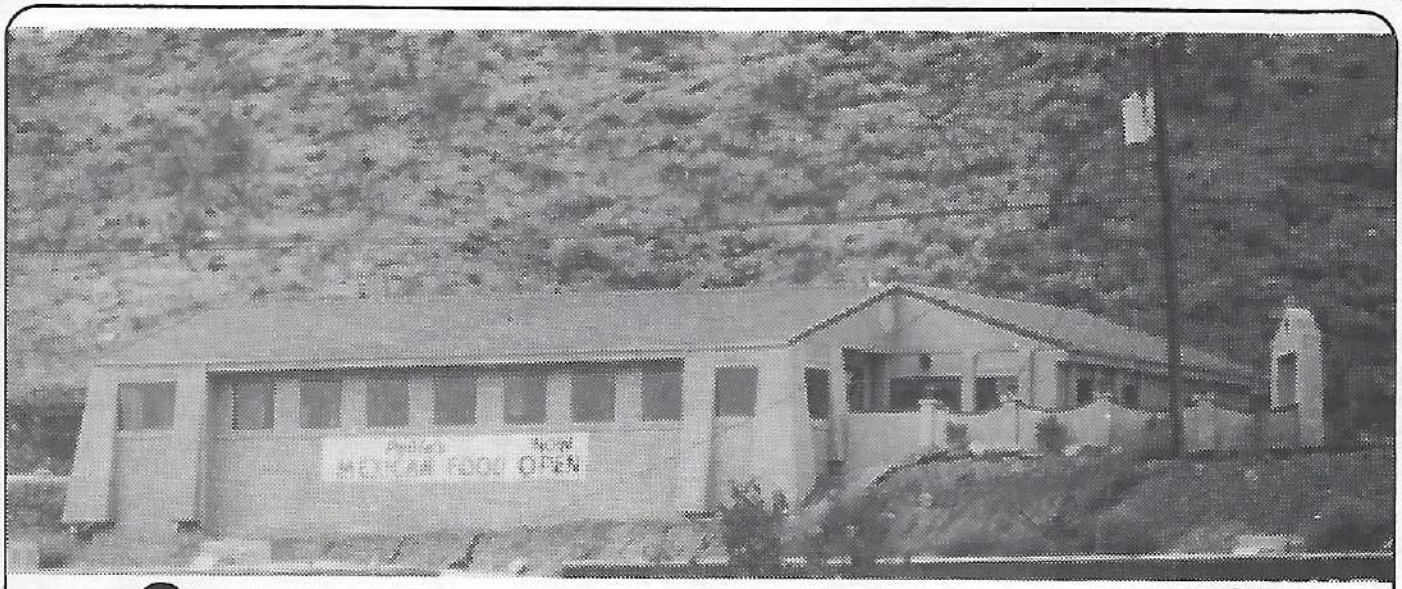
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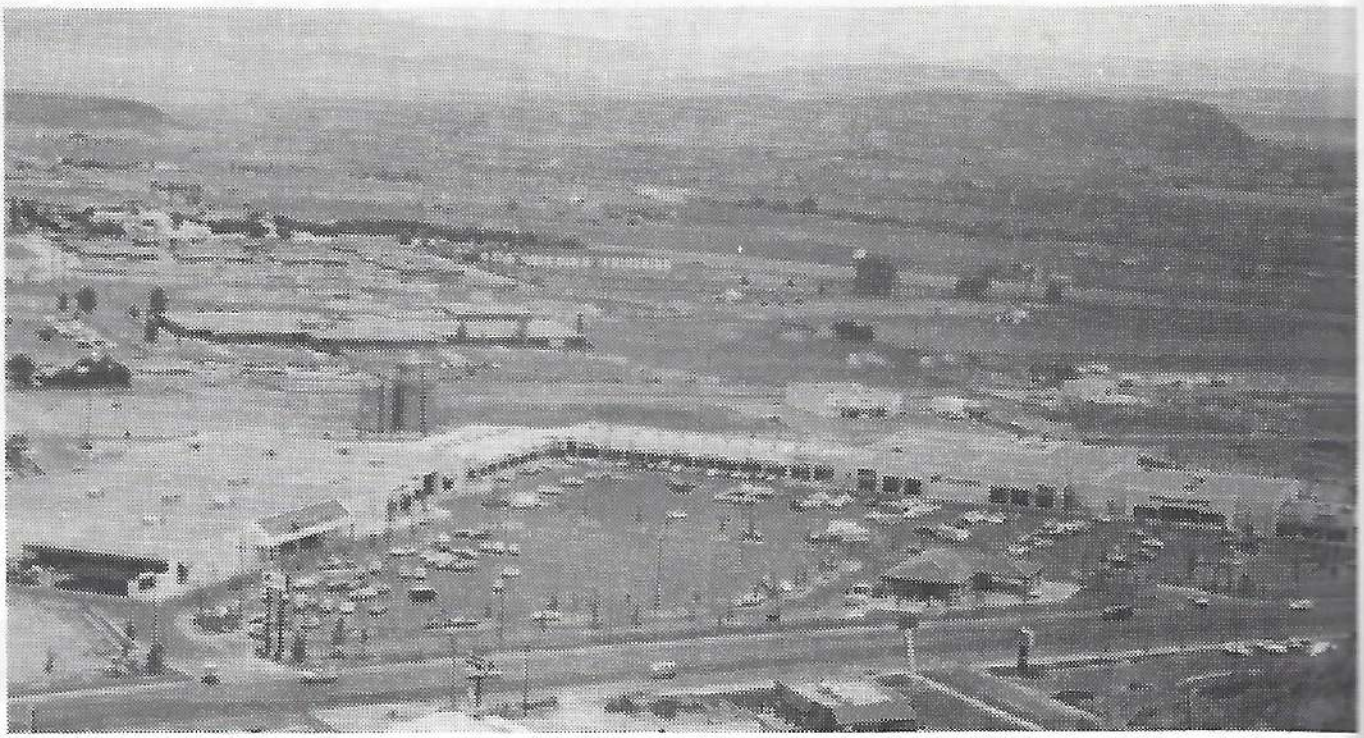
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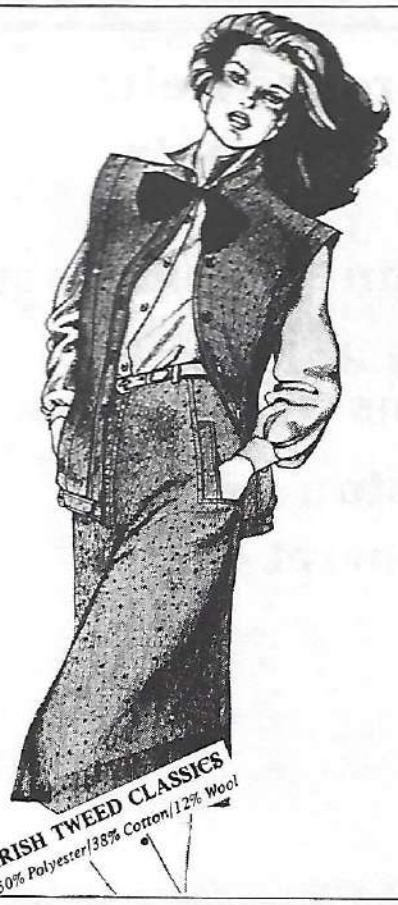
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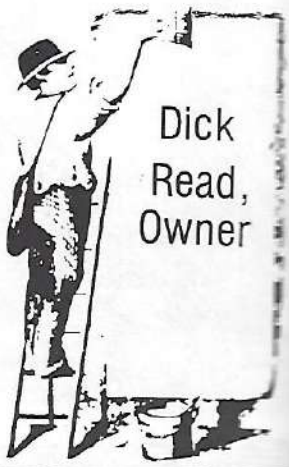
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The National Finals Rodeo

Whether called the National Finals, the Finals, or the NFR, this season-ending qualification-only rodeo is the goal of every seriously-contesting PRCA member. Alternately described as prorodeo's Super Bowl or World Series, the Finals format is perhaps closer to that of the Olympics (though there's nothing amateur about it). The National Finals Rodeo began in 1959, celebrating its Silver Anniversary in 1983.

On December 14, 1984, the PRCA Board entertained presentations from Oklahoma and Nevada delegations, including the governor of each state, each bidding to host prorodeo's premier event in future years. After hours of intense deliberation, Las Vegas' Thomas & Mack Center received the nod.

The decision to move the NFR after two successful decades in Oklahoma City was a momentous one for the PRCA. A primary factor in the decision was Las Vegas' willingness to guarantee $1,790,000 in prize money the first year, an immediate increase of nearly $600,000. Tentative dates for NFR-'85 are December 7-15.

"The National Finals Rodeo is the Kentucky Derby, the Superbowl, the World Series. It's that to me and it's that to a lot of Americans."— Clem McSpadden, NFR General Manager

For a contestant, the road to the Finals is long and hard. PRCA rodeo follows a tour format of competitions held in over 550 different communities. On a seasonal basis, at least one PRCA rodeo is taking place in a U.S. or Canadian city nearly every day of the year. Weekly results from these rodeos are compiled throughout the season. And although the NFR is not a specifc component of any single rodeo, it looms larger in the minds of everyone concerned as December approaches. For aspiring top-15 contenders, every dollar counts. Based solely on money won, only the top-15 contestants in each of six events plus the top-15 Womens Professional Rodeo Association barrel racers are invited.

Earning top-15 status and qualifying for the NFR is one of rodeo's highest honors. The world's best cowboys, stock, and contract personnel all are present for the nine-day, ten-performance rodeo.

Sold out months in advance for the past 116 performances, the National Finals Rodeo draws 117,000 yearly spectators, and media attention from throughout the world. It is prorodeo's ultimate showcase. (See NFR statistics.)

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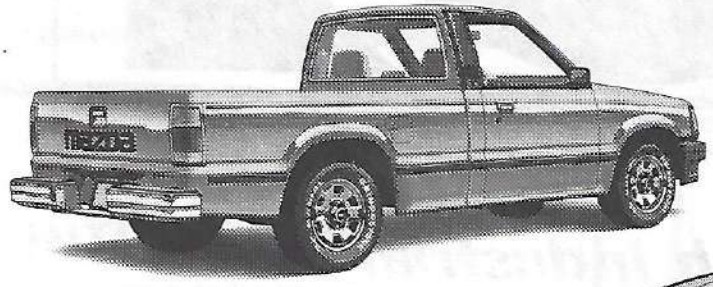
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LEON and VICKI ADAMS

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Leon Adams was born and reared at Stuart, Oklahoma, a small farming and ranching community with a population of 400. He was not raised in a rodeo family and they tried to discourage him from participating. When his dad would go to the pasture he never knew whether he would find Leon roping calves, bulldogging milk cows or perhaps find him unconscious from some of his amateur activity.

Leon learned to Roman ride horses by riding his dad's work horses to and from the field each day. He attended the "Every Sunday Goat Ropings", where two men from a large town nearby saw him riding the two horses and hired him for their rodeo. He was then 12 years old, performing bareback and barefooted for all three performances. At the end of the rodeo they paid him $15.00 which not only made him "rich" but also made him a "star". He decided then and there on a career other than farming. He performed at small towns near home and when he was 14 years old he had to make a tough decision. A Wild West circus came through, saw him perform and offered him a contract on the spot. Due to his age and family influence he rejected the contract and finished high school for which he is very proud now.

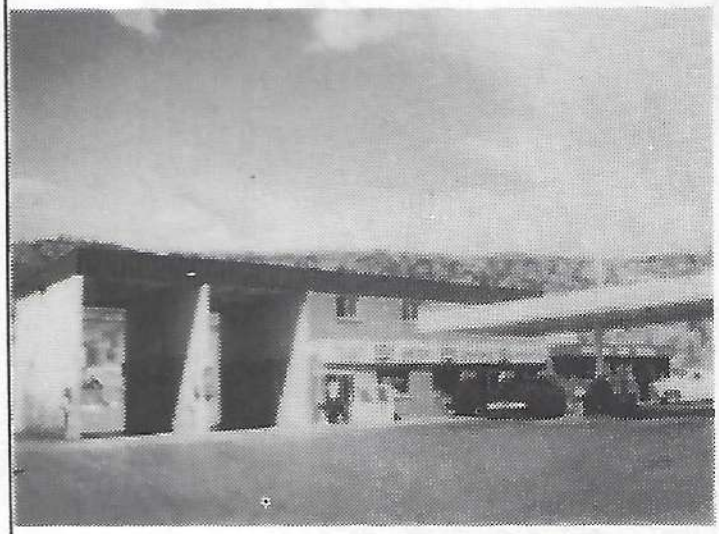
Leon's Roman riding career grew, rodeo bookings increased and were farther and farther from Stuart which required him to hire local trucks to haul his gear and horses. Larger and larger rodeos were booked and in order to entertain larger audiences he knew he must expand his act and come up with new and unusual, especially something that would be the first of its kind or the only one in existence. One day while roping Brahma calves he decided that a Roman riding act on Brahma bulls would meet this requirement and probably would be the only one in existence. After many months of hard work and patience he now has that act in the PRCA circuit. Leon joined the PRCA in 1964 and has been a member ever since. Since joining the PRCA he has been booked solid at most of the biggest and best rodeos in the United States and Canada.

In 1970, he married Vicki, a professional horseman, trick rider, Roman rider, of Yakima Indian descent. They have a daughter, Kerri, who is also a professional trick rider, barrel racer, pole bender, goat tyer. Very interested in learning the skills of her mother and father. Leon and Vicki work as a team in the arena, Leon with his Roman riding Brahmas, "Geronimo and Apache", Vicki with her famous horse "One Little Indian". They raise quarter and paint horses, cross-bred cattle and the stock that have made him famous — Brahmas.

Vicki was born and reared on the Yakima Reservation in Toppenish, Washington. She is of mixed Indian blood. She has been an alternate Miss Indian America, representing the Yakima Indian Nation in the contest. She comes from a rodeo, ranch type family who were responsible for her having a rodeo career. She started out trick riding in the All Indian Rodeos, later in 1969 went professional. A year later she met Leon who furthered her career by teaching her to Roman ride and develop her talent to be and have the very best horse in the business, "One Little Indian".

Leon and Vicki also work as a team in their off season, training new stock to keep their acts fresh so they can be considered the — Number One Showmen in the PRCA.

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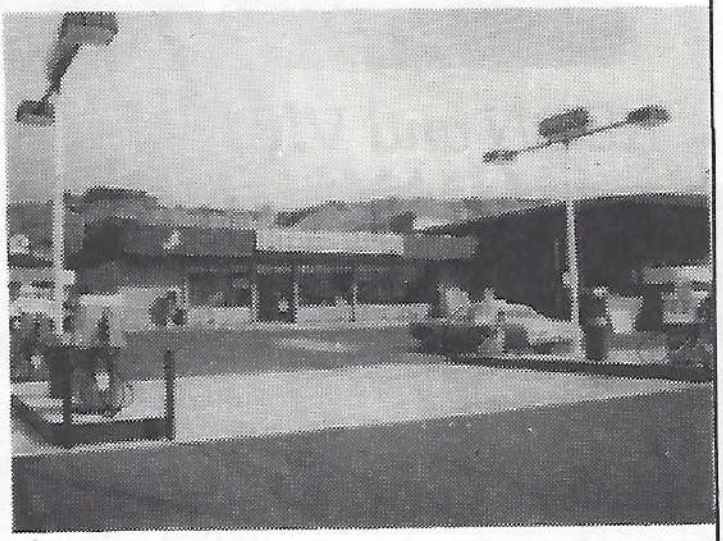
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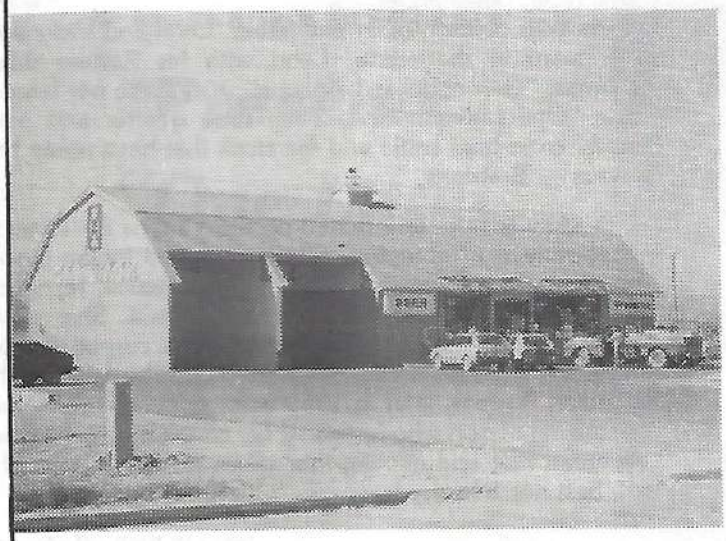
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ROY COOPER
WORLD CALF ROPING CHAMPION

"Roy always knows where he's at when he's roping, whether to go fast or slow down. I think he was just born with that. It just comes naturally with him."— Mike Johnson



Roy Cooper

Roy Cooper, 1984 calf roping champion and last year's three-title world winner, has achieved some phenomenal successes, but he has even bigger dreams.

With career earnings of nearly $770,000, he has envisioned breaking the $1 million career winnings mark and topping other long-standing records. "I want to be good for the sport of rodeo," Cooper said.

And while the Durant, Okla., cowboy intends to go for his goals with the same fervor that made him a 1983 record-setter, he also plans to tend to business at his own pace this year.

"I think I've pushed myself too much," said the former all-around champion, who was the first cowboy in 25 years to win three titles in one year. "I've lived so fast, I didn't realize what life is all about."

Cooper's calf roping crown is the only one he has won back from the previous year. But, he isn't disappointed and he's not looking back.

"I had a good year," Cooper said of 1984. "I think 1985 will be even better. I think I'll be more prepared. I want to make more decisions myself," he added.

Cooper was also happy about the cowboy who won the all around title this year—personal friend Dee Pickett. Cooper had gone head-to-head with Pickett for the top-money lead during most of the 1984 season and had roped with Pickett in practice sessions.

"He didn't beat me as much as I beat myself," Cooper said of Pickett's win. "It's great. I'm proud of him."

Cooper, who was the 1983 steer roping champion, finished fourth in 1984 standings after winning the National Finals Steer roping. But, he had ranked only seventh going into the Finals.

"I think last year I wanted it worse," the 6-foot, 165-pound cowboy said of the steer roping crown. Championship wins don't necessarily get easier, either, according to Cooper. "I think the older you get, to get any better you've got to practice harder," said the 29-year-old cowboy.

Cooper said steer roping is an interest that will continue the rest of his life. "I'll rope steers when I quit rodeoing," Cooper said.

Cooper, who talked of retirement several years ago, said he is "fired up" again about rodeo. "I realized that I enjoy roping. I love to compete. I love to win. I'm going to rodeo as long as I can—as long as I have a desire to go. I don't think I've had my best year yet."

In the future, Cooper said he has a number of other interests to continue such as his western store business. He also wants to be a good teacher for youngsters starting out in rodeo. "I'll always be around the sport of rodeo."

He also has some personal ambitions. "I want to believe in Roy Cooper, the man inside. I want to have a good feeling about myself. I think I'm just now growing up."

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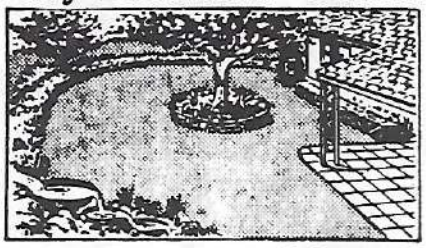
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ZEB BELL
PRCA ANNOUNCER
Hansen, Idaho

With a degree in broadcasting and 11 seasons working behind prorodeo microphones, veteran Zeb Bell relies on his radio broadcast experience and his extensive knowledge of the sport, its contestants and livestock. As an alternate Finals announcer in 1982 and '83, Bell was chosen in '84 to emcee all ten NFR performances.

He has been chosen six different times as Announcer of the Year in the PRCA's Wilderness Circuit. In addition he has announced the Indian National Finals, the National High School Rodeo Association Finals twice, and the National Intercollegiate Rodeo Association Finals.

Besides announcing, Bell hosts a radio morning program on a top-rated Idaho station, is a part-time team roper, auctioneer, and owner of a wilderness guide service. He lives in Hansen with his wife of 13 years, Deanne, and children Jake and Toby Jo.

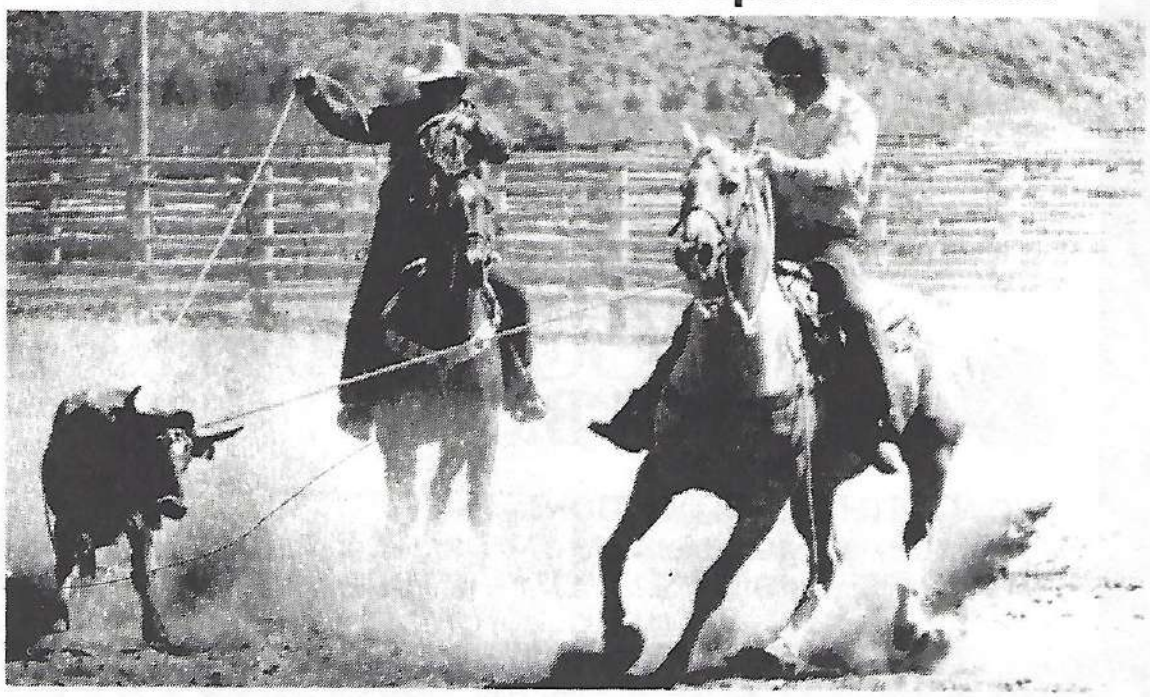


STATISTICS

RESIDENCE: Hansen, Idaho; **NFR:** (3) 1982 and 1983 (alternate), 1984; **BORN:** October 2, 1947 at Ft. Atkinson, Wis.; **COLLEGE:** Whitewater State Univ., Univ. of Wis.; Brown Inst. of Technology (Minneapolis); **FAMILY:** Wife, Deanne; children, Jake, Tobee; **SPECIAL INTERESTS:** Team roping, fishing; **PRCA MEMBERSHIP:** 1974; **ACHIEVEMENTS:** Indian National Finals, 1979; NHSRA Finals, 1980, 1983; NIRA Finals, 1983; five-time Wilderness Circuit Announcer of the Year.

Talks About And Lives The Sport Of Rodeo

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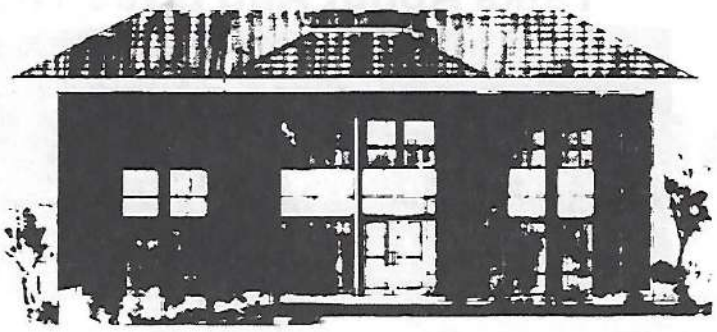
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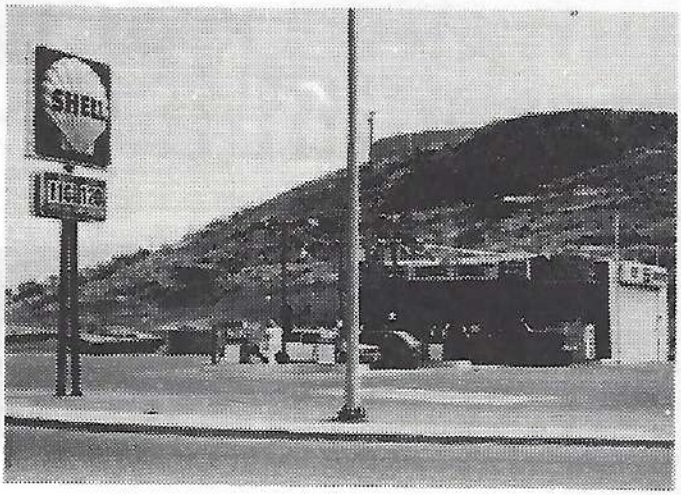
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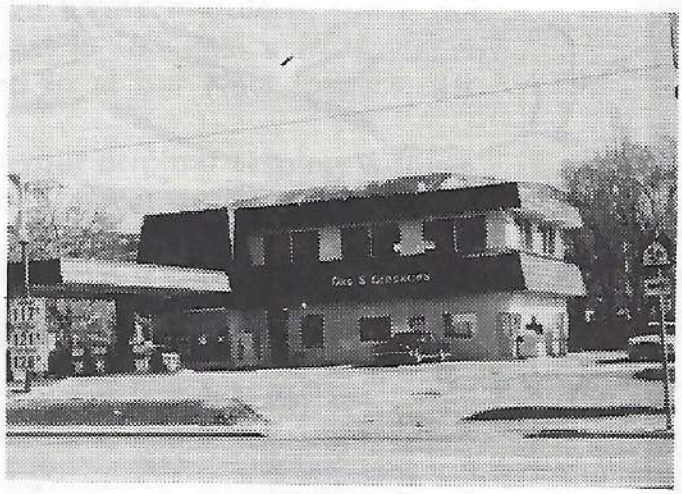
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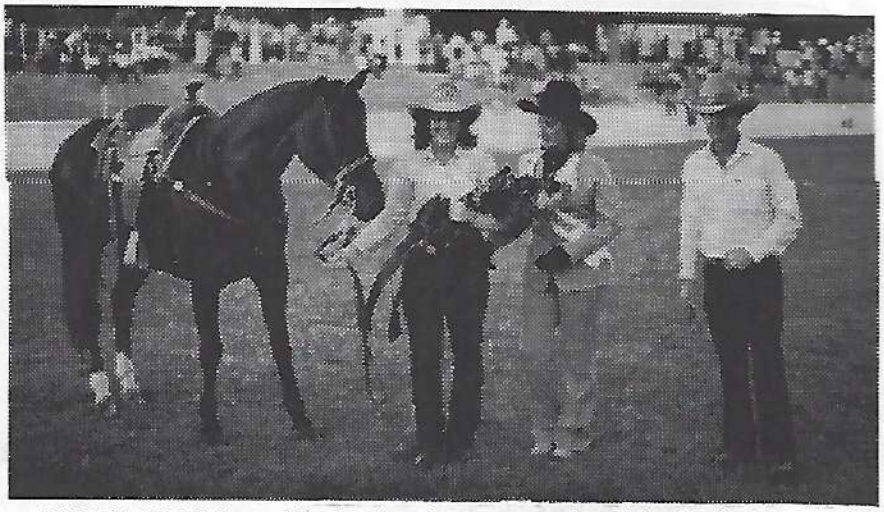
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Rodeo Queen Contest



GIA ANDRUS — 1985 Rodeo Queen is the daughter of George and Dixie Andrus of St. George.

KELLE PETERSON — 1985 Rodeo Princess is the daughter of Mr. and Mrs. Mike Peterson of St. George.



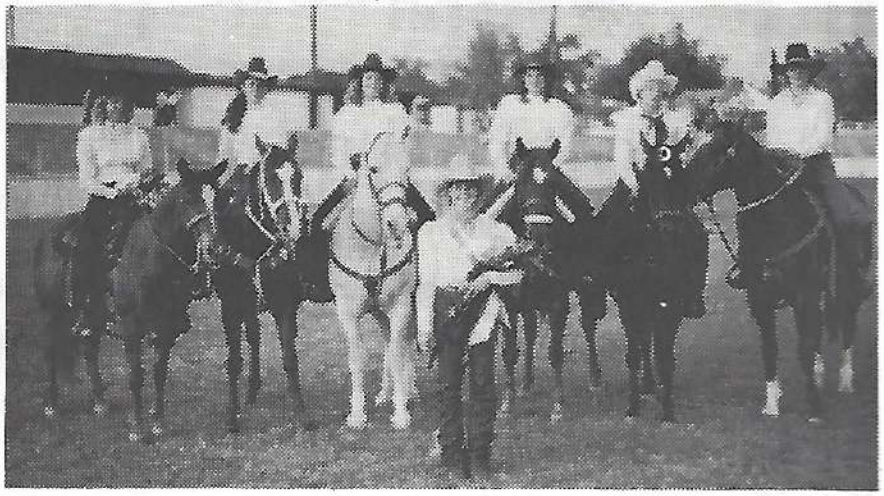
QUEEN NAMED — Gia Andrus is congratulated by Rodeo Co-Chairman Russell Davis on winning the title of Roundup Queen. She received a $500 check and a silver buckle. Also present was 1984 Queen Lisa Lytle Mull. The new Queen will represent the Lions Club at various parades and functions.



PRINCESS RECOGNIZED — Rodeo Co-Chairman Bill Condie congratulates Kelle Peterson on winning the title of Rodeo Princess. She received a $250 check. Last year's princess Liberty Iverson was also present.



QUEEN CONTESTANTS — The above group competed for the 1985 Lions Rodeo Queen title.



CONTESTANT PARTICIPANTS — The Sun Bowl was the site of the annual contest to select a new queen and princess.

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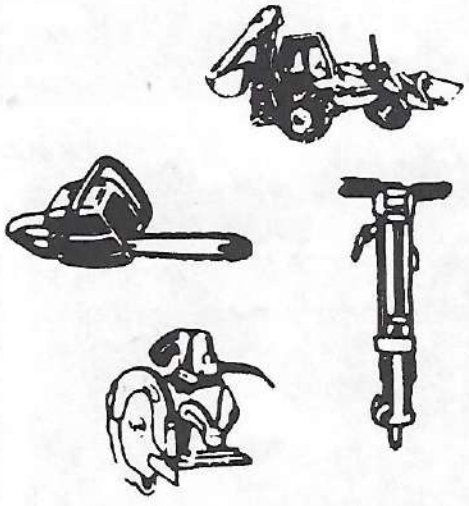
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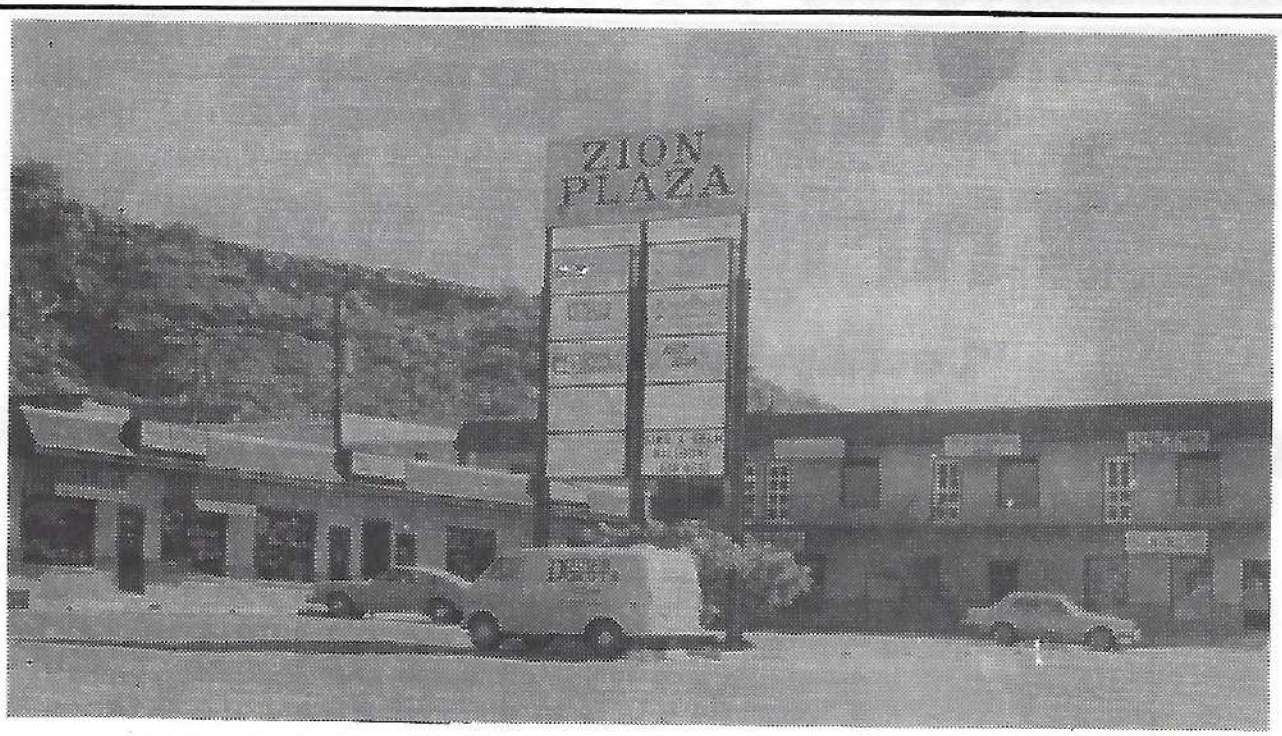


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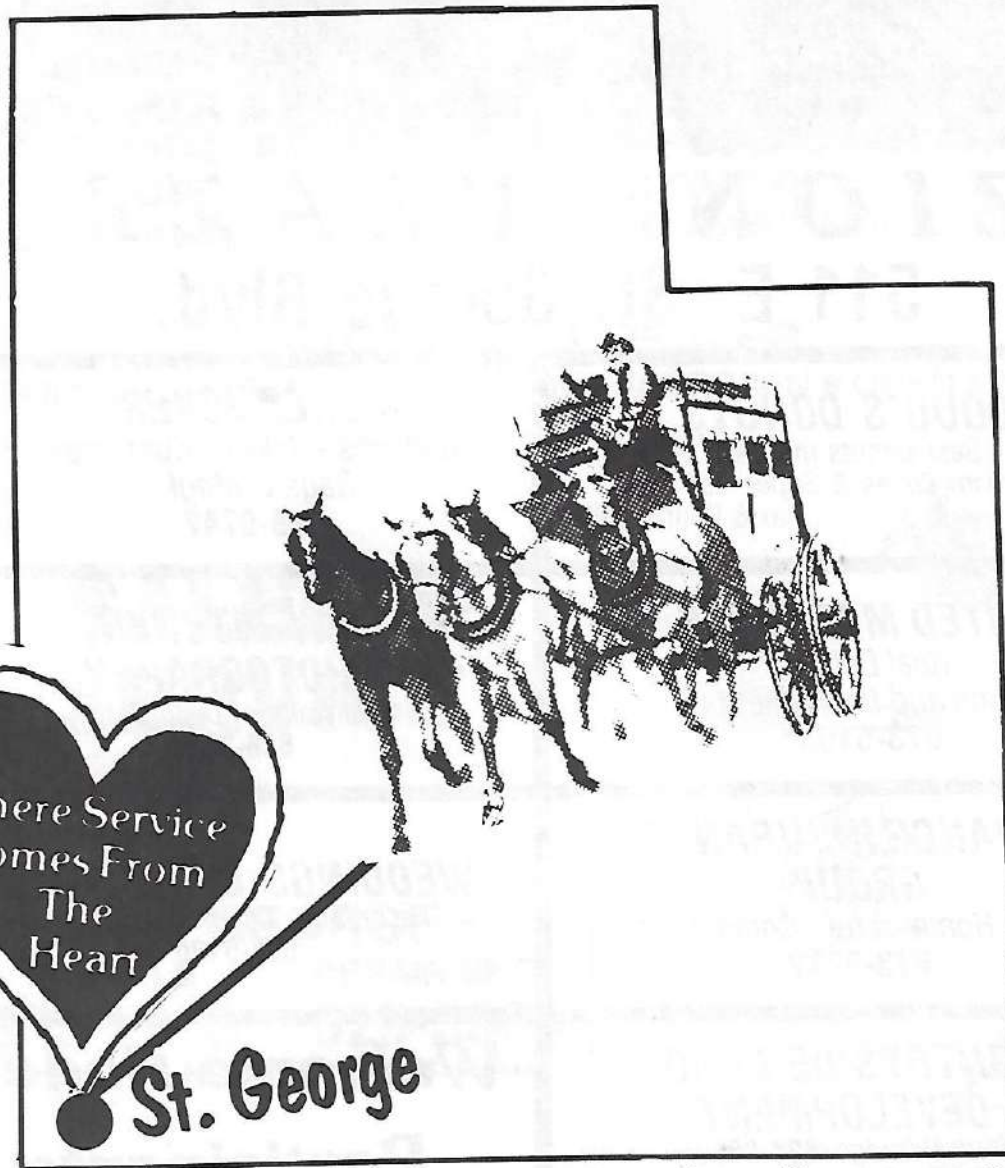
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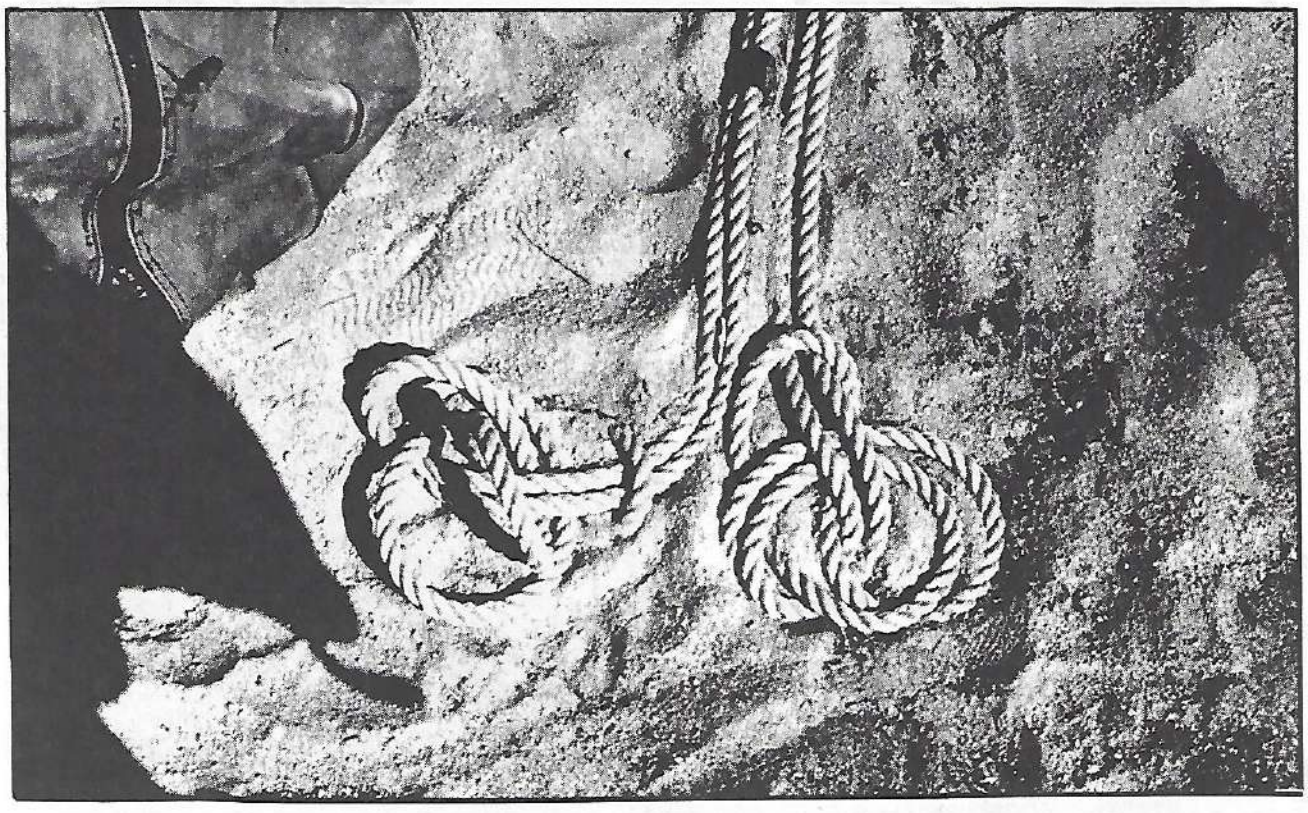


'Congratulations to the St. George Lions'

World Prorodeo Records

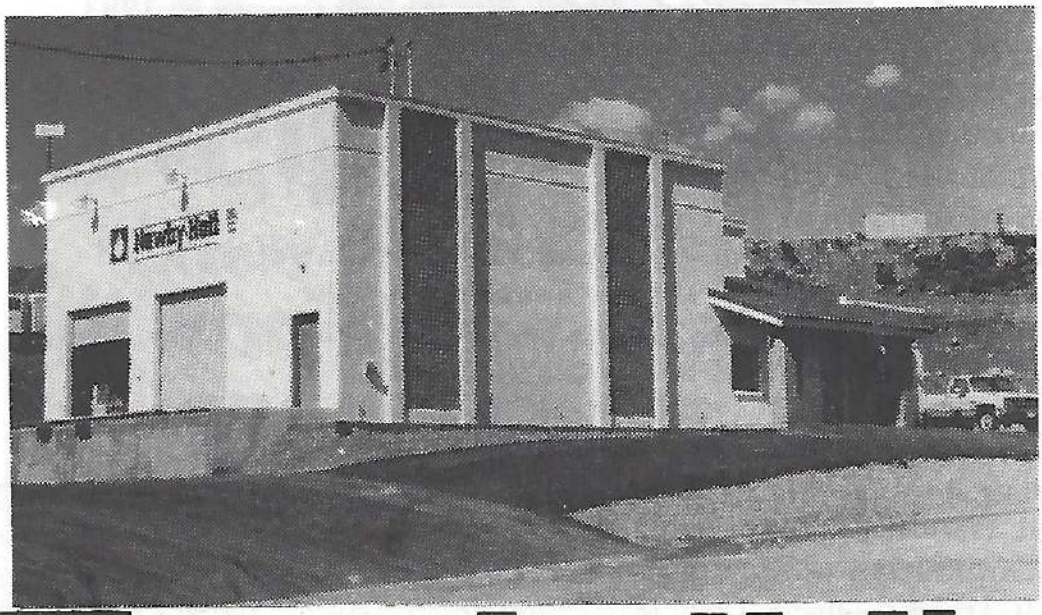
Highest Career Arena Earnings—$949,111 by Tom Ferguson (1972-84)
Highest Annual Earnings—$153,391 by Roy Cooper in 1983
Most Money Won at a Rodeo—$30,677 at 1984 NFR by Dee Pickett
Most Money Won at Regular-Season Rodeo—$17,225 by Tom Ferguson at Houston, Texas, in 1982
Most Money Won in Rookie Year—$74,443 by Jimmie B. Cooper in 1980
Most Money Won in One Year, by Event
- **Saddle Bronc Riding**—$97,716 by Monty Henson in 1982
- **Bareback Riding**—$113,644 by Bruce Ford in 1982
- **Bull Riding**—$91,402 by Charles Sampson in 1982
- **Calf Roping**—$122,455 by Roy Cooper in 1983
- **Steer Wrestling**—$68,747 by Joel Edmondson in 1983
- **Team Roping**—$66,739 by Tee Woolman in 1982
- **Steer Roping**—$41,289 by Guy Allen in 1984

Most World Titles
- **Combination of events**—16, Jim Shoulders
- **All-Around**—(tie) 6, Larry Mahan and Tom Ferguson
- **Consecutive All-Around**—6, Tom Ferguson
- **Saddle Bronc Riding**—6, Casey Tibbs
- **Bareback Riding**—5, Joe Alexander
- **Bull Riding**—8, Don Gay
- **Calf Roping**—8, Dean Oliver
- **Steer Wrestling**—6, Homer Pettigrew
- **Team Roping**—(tie) 4, Jim Rodriguez, Jr. and Leo Camarillo
- **Steer Roping**—6, Everett Shaw



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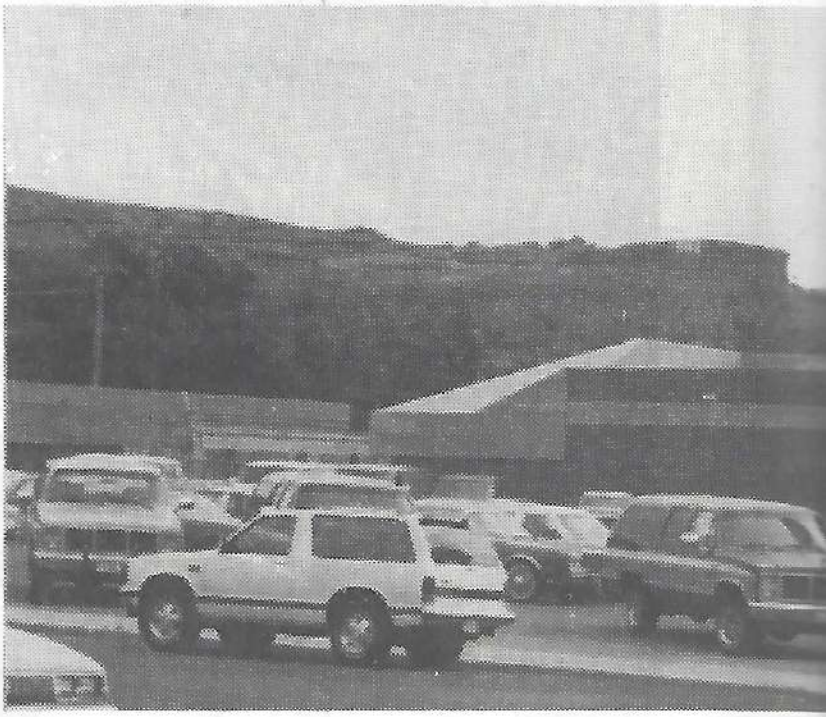
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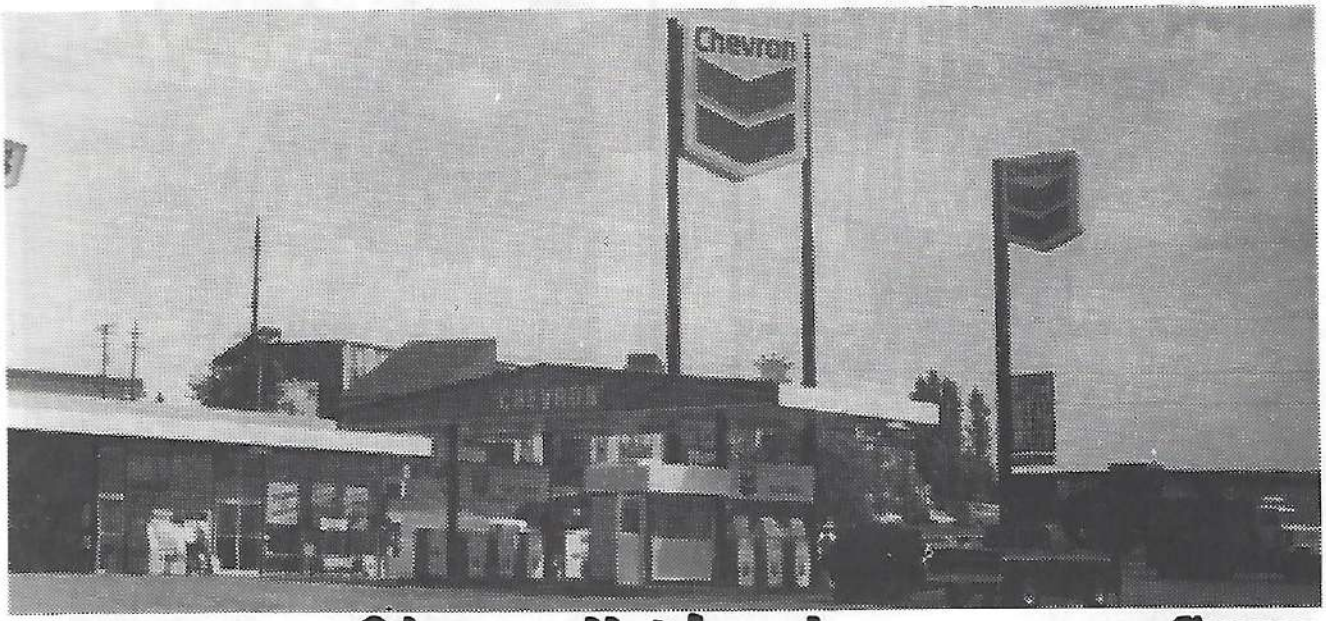
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Bull Riding—Denny Flynn scored 98 points on Steiner's "Red Lightning" at Palestine, Ill., in 1979; Don Gay scored 97 points on RSC's "Oscar" at San Francisco, Calif., in 1977

Saddle Bronc Riding—Doug Vold scored 95 points on Franklin's "Transport" at Meadow Lake, Sask., in 1979; Kent J. Cooper scored 93 points on Kerby's "Hang 'em High" at Vernal, Utah, in 1980

Bareback Riding—Joe Alexander scored 93 points on Beutler Bros. & Cervi's "Marlboro" at Cheyenne, Wyo., in 1974; Bruce Ford scored 90 points on Beutler Bros. & Cervi's "Slim Jim's Velvet" at Nampa, Idaho, in 1982

Fastest Times on Record

(Arena conditions and sizes vary)

Calf Roping—6.9 seconds by Paul Tierney at Killdeer, N.D. in 1984; 7.1 by Cliff Williamson at Tabor, Alta., in 1984; (tie) 7.3 seconds by Jerry Jetton at Watonga, Okla. in 1979, and Paul Tierney at Forsyth, Mont. in 1979

Steer Wrestling—2.2 seconds (without barrier) by Oral Zumwalt in the 1930's; (tie) 2.4 seconds (with barrier) by Jim Bynum at Marietta, Okla., in 1955; by Gene Melton at Pecatonia, Ill., in 1976; and by Carl Deaton at Tulsa, Okla., in 1976

Team Roping—3.8 seconds by Dee Pickett and Mike Beers at Abilene, Texas in 1983; 4.5 seconds by Dan Fisher and Rusty Tooley at Lovington, N.M. in 1982;

Steer Roping— (tie) 9.5 seconds, Roy Cooper at Dodge City, Kan., 1983; Guy Allen at Douglas, Wyo., 1981

Youngest World Champion—Jim Rodriguez, Jr., 1959 team roper at age 18; Bill Kornell, 1963 bull rider at age 19; and Guy Allen, 1977 steer roper at age 19

Oldest World Champion—Ike Rude, 1953 steer roper at age 59; and Joe Glenn, 1967 team roper at age 53

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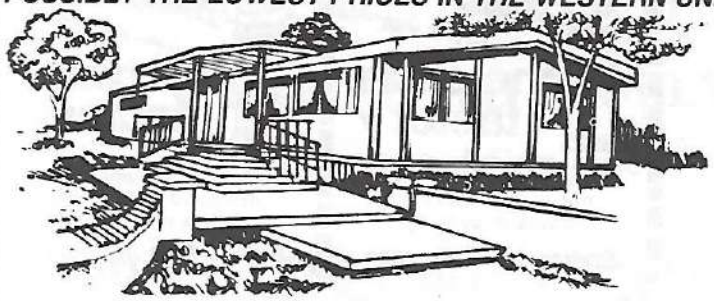
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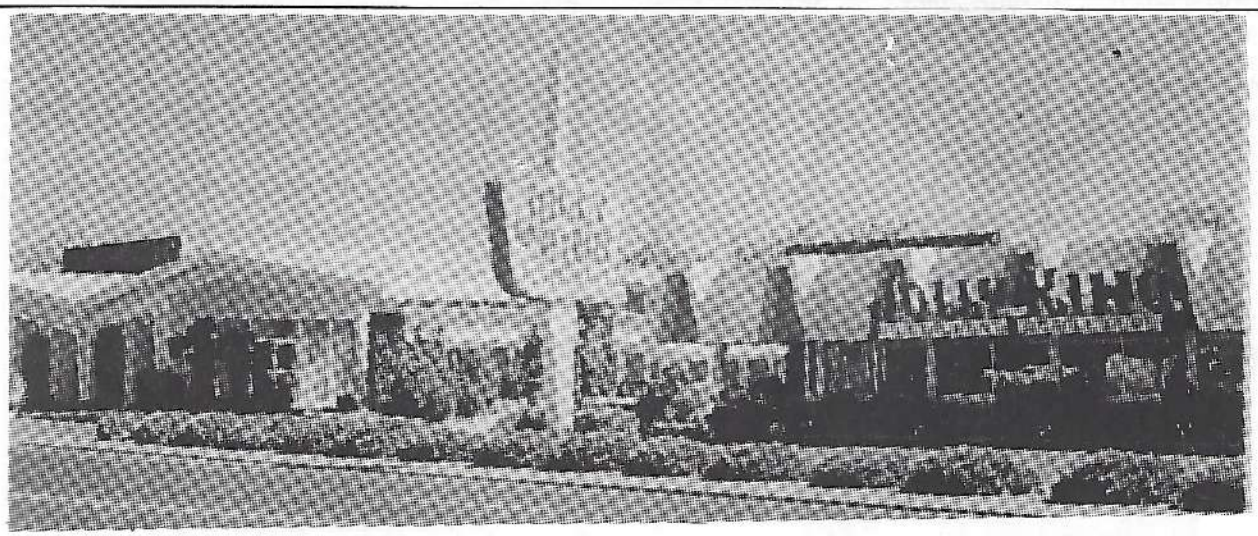
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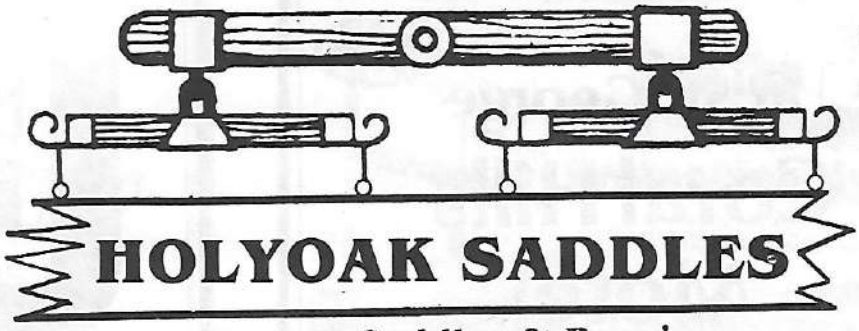
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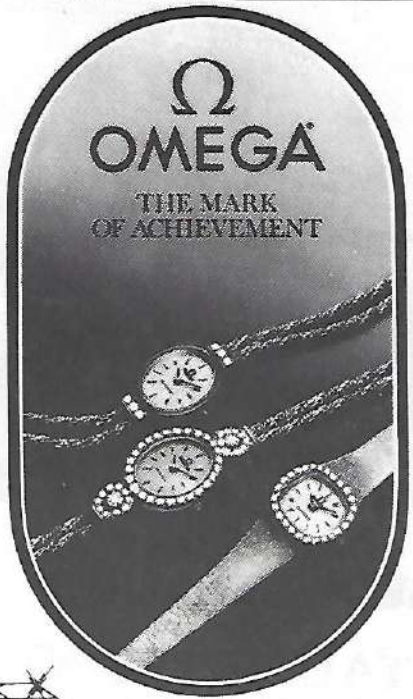
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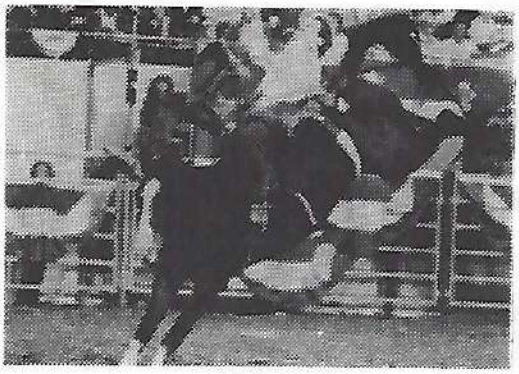
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Larry Peabody

Four-time world champion bareback rider Bruce Ford once said that if fellow competitor Larry Peabody ever realized how good he was, he'd win a world championship.

The revelation must have come to Peabody during the final two go-rounds of the 1984 Nationals Finals Rodeo. After going head-to-head with two other cowboys for the lead all season, Peabody stormed the final round to take first place and more than $4,000 after splitting 2nd-3rd in the previous round. A second-place check from the 10-head average was an added boost. Larry's final surge, after a slow start earlier in the week, was enough to push him $2,000 past an earlier front runner, Lewis Feild, to win the world title.

Peabody had only one explanation for that last successful ride: "I had a good horse."

Winning a world championship has not necessarily been a goal for the 27-year-old Montana cowboy. "I never went to win the world. I'm just trying to make a living," he noted. "The title is more of a fringe benefit."

Peabody's nonchalant attitude is characteristic of the 5'10", 165-pound champion. Other bareback riders have agreed that the Three Forks resident has been oblivious to his growing popularity and success.

"He's quiet, he's modest, he doesn't put on any airs; he doesn't try to be flamboyant, but he definitely outclasses a lot of bareback riders," said his colleague Sam Perkins.

Ford echoed the same sentiments. "Larry is one of the toughest guys in the world, but luckily for the rest of us, he doesn't know it. He's really aggressive and consistent."

While Peabody has climbed the ranks to the championship quickly in just six years in the PRCA, he thinks he became a professional rodeo athlete too soon.

"I felt like I was way over my head when I entered the PRCA," said Peabody, who team ropes on occasion. "I had read about great cowboys like Joe Alexander and there I was competing against him . . .

"I never won that much the first few years in PRCA. I needed time to mature more," he surmised. "If I had it to do over again, I'd have waited a year."

But, Peabody's competitive record certainly doesn't reflect any awkwardness. At the 1981 NFR Peabody logged one of the highest rides ever—89 points on Growney's "Dreamboat Annie." That same year he won the National Intercollegiate Rodeo Association bareback title. He has also reigned as Montana pro-rodeo circuit champion for two years and circuit all-around champ for a year.

Peabody finished 2nd in the average at the 1984 NFR, his fourth Finals, to cap off his best year ever with season earnings of $78,741.

Peabody said he may not push himself as much in 1985. "It just depends on how things go." But, there's a good chance there will be more success in store for the world champion bareback rider.



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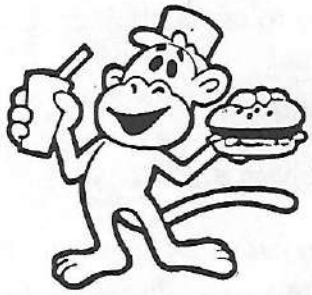
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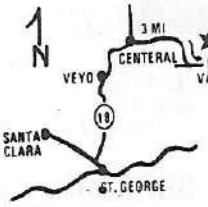
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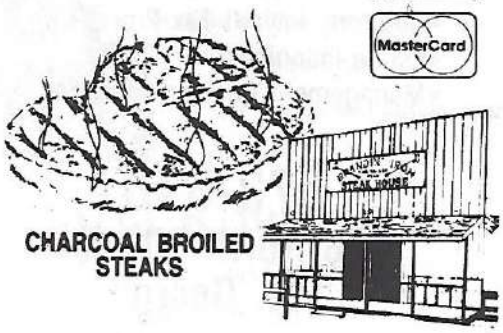




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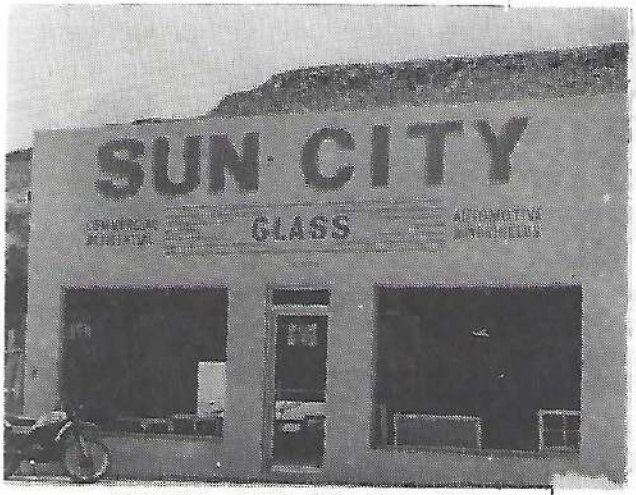


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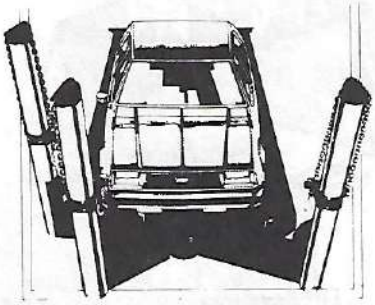


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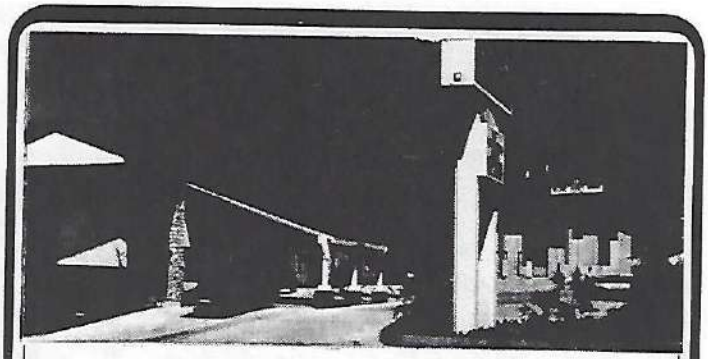
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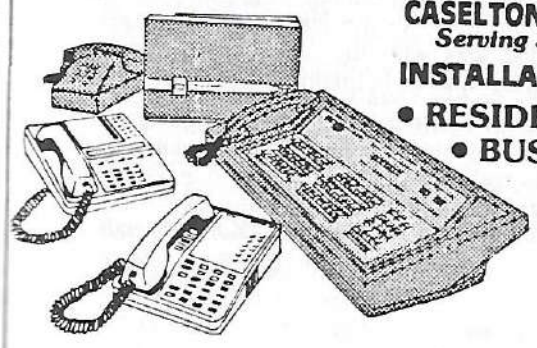
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Rodeo Clowns to Entertain



E. K. Viers

Rodeo Clown/Bullfighter

1983 was a very successful year for Eric Viers. As rodeo clown-bullfighter he enjoyed a very fulfilling life.

The winter circuit took him to such places as Chicago, Illinois, Minneapolis, Minnesota and Tacoma, Washington. The summer saw him entertaining in Utah and Idaho at Kerby's —T Rodeo, as well as Chief Joseph Days in Oregon and Canada. Fall brought Eric to Landover, Maryland where he performed for President Ronald Reagan and then on to the Big Apple to rodeo in Madison Square Garden.

Wichita, Kansas, Minot, North Dakota and the ProTour Finals II in Casper, Wyoming were all successful rodeos in the latter part of Erics 1983 season.

While bullfighting is Eric's strong point, he very much likes being the funny rodeo clown. He believes that rodeo audiences like to have a good time and he does his best to entertain them.

After five years in the P.R.C.A. as a clown/bullfighter, Eric has never been injured seriously enough to miss a single performance. He is a healthy young individual who enjoys playing tennis, doing calisthenics, jogging, hunting, fishing and many other outdoor activities.

Eric is very lucky to have been able to play football, wrestle and rodeo in high school. With the help of a rodeo scholarship, Eric was able to go to college at the National College in Rapid City, South Dakota.

Dean Steed

Rodeo lovers, young and old alike, look forward to the antics performed by the clowns in the arena.

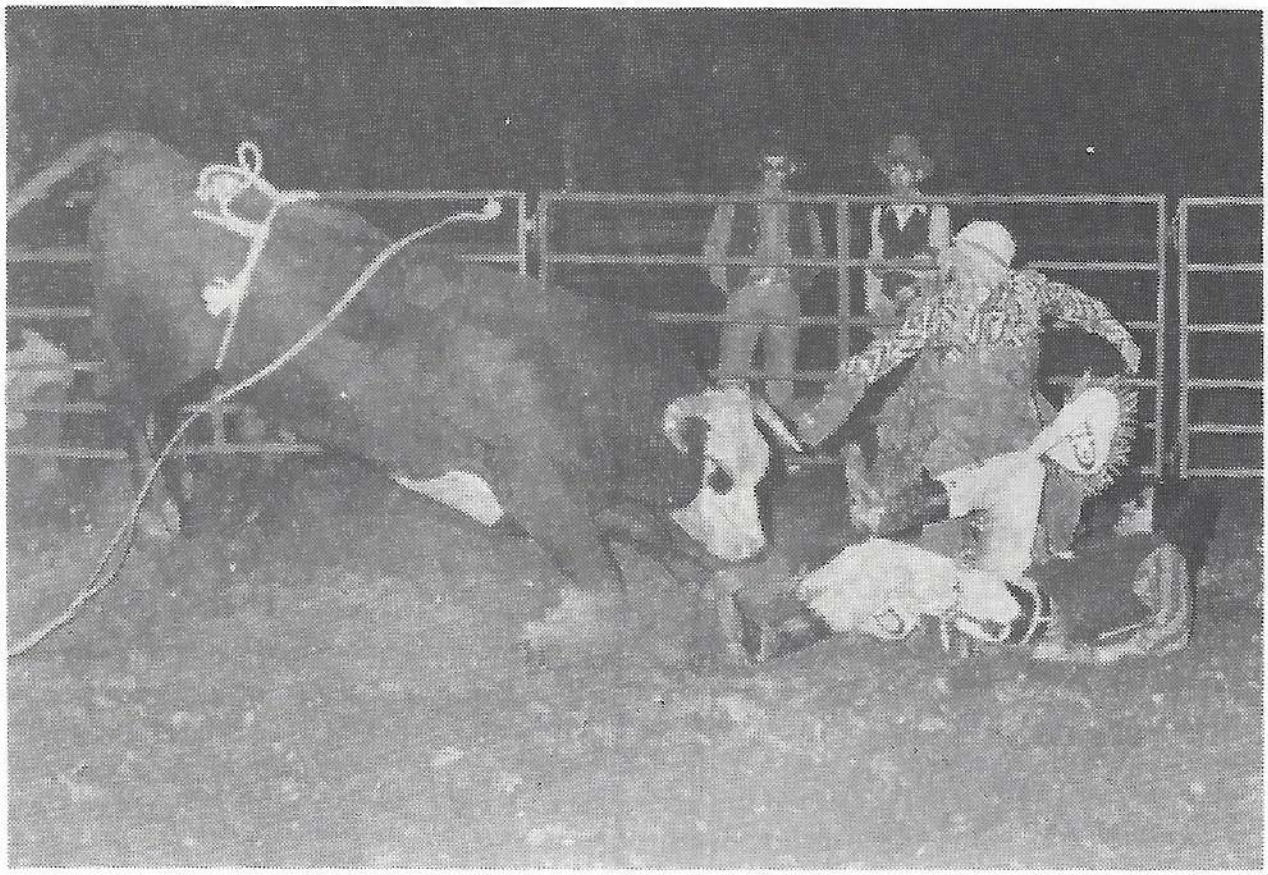
Fans realize behind the makeup of the clown with the lopsided grin, colorful wigs, crazy-looking baggy and patched pants beats the heart of a hero. Through the efforts of the rodeo clown made to look like comic antics, many bull riders have been saved from painful and sometimes crippling injuries.

One such clown is Dean Steed, formerly of Plymouth, who now lives in Ogden, Utah. Dean qualified in bull riding and attended the National High School rodeo in Valentine, Nebraska in 1962. He competed in bull riding and bareback riding. In 1963, he was named champion bull rider in Utah, qualifying him to go to the National Finals held at Torkal, Missouri. He was with the Vern Oyler Amateur Rodeo before fighting bulls in Fairfield and McCammon, Idaho.

Dean started his career in 1968 by contracting Young and Young Rodeo Company from Oakley, Utah. He worked most of the rodeos in Utah and many in Idaho. By 1975, Dean gave up amateur rodeoing and became professional under contract by D. A. "Swanny" Kerby of Salt Lake City.

During his first professional year he worked 35 performances. He has worked various rodeos such as the Dixie Roundup, Evanston Cowboy Days, Days of '47 Rodeo in the Salt Palace, Preston, Idaho and Ogden Pioneer Days.

Dean and his fellow rodeo clowns look funny and nonchalant but they are expert cowboys. They not only provide comedy to the performance, but they provide the valuable service of protecting the bull riders.



Randee Munns
Bullfighter & Clown

Randee Munns has been a bullfighter and clown for fourteen years and has worked rodeos throughout the United States. He is from Garland, Utah, where he has a ranch and horse training operation. Randee is also a vocational welding instructor for Bridgerland Area Vocational Center in Logan, Utah.

Randee will bring several unique comedy acts to the Lions Roundup along with his expertise as a bull fighter. Assisting Randee in his acts will be his three biggest fans, his sons, Montee, Charlee, and Rylee. .

Rodeo Clowns

"The protector of the cowboy, the entertainer of the crowd," so said a well-known sports commentator. He was referring, of course, to the rodeo clown. Rodeo clowns come in all sizes and shapes and all have to be top-notch athletes in peak physical condition. They have to be agile, quick, fearless, have the mempry of a computer and an encyclopedia knowledge of bulls.

There are two types of clowns, the bullfighter and the barrelman. They both have serious jobs to do with a little flair of comedy thrown in.

The bullfighting clowns are the track stars. They are out in the arena to distract the unpredictable bull from a downfallen cowboy. Pick-up men on horseback can't be used around the ill-tempered animals.

Sometimes bullriders get "hung-up", their hand gets caught in the rope, they are dragged helplessly, virtually a prisoner of the bull. The clown moves in to free the cowboy's hand and focus the attention of the bull on himself.

The other type of rodeo clown is the barrelman. He uses himself and his barrel as a diversionary obstacle. He hauls a heavy, battered, reinforced metal barrel around, and folds himself up inside like an accordian. Once inside the barrel, he awaits the blows of the irate bull and sometimes receives an unwelcome horn or hoof inside with him.

The clowns are paid a salary, but pay their own expenses. They travel as hard and fast as most cowboys, criss-crossing the country by truck and trailer rather than by plane because of their props and miscellaneous acts.



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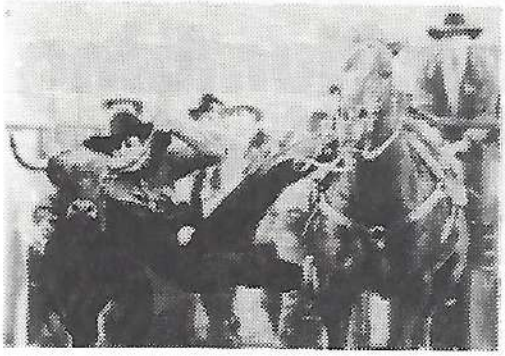
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John W. Jones, Jr.



Steer wrestling champion John W. Jones, Jr. won a new identity along with a world championship title after the 1984 National Finals Rodeo. For Jones, the son of former steer wrestling champion John Jones, Sr., 1984 will be the year he found himself.

The younger Jones, who now shares steer wrestling and rookie titles with his famous namesake, said he plans to rodeo as hard as ever in the next few years, but the burden of trying to live up to his father's reputation has been lifted. The Jones' are the first father- son to have won PRCA steer wrestling and rookie titles.

"You don't know how much pressure it has been," Jones said. "A lot of people expected it of me. It has taken the pressure off," he said of the win.

But the 24-year-old will also admit that having a famous father served as an incentive as well as a hindrance. "Dad has always been behind me 100 percent," and has been available for advice. "He'll go up there every time I practice," said the younger Jones, referring to his arena at the family dairy farm in Morro Bay, Calif.

"After I won the (1981) rookie title, that (world championship) was the next thing I wanted to accomplish," Jones said. "It was always something in the back of my mind." Jones' rookie title came 25 years after his father had been crowned the first-ever rookie of the year in prorodeo. The senior Jones won the 1970 steer wrestling championship.

"He was pretty happy," Jones said of his father's reaction to his son's world championship. The newest champion admits that he has tried to pattern his style after that of his father's. "But, it's a hard style to copy—the way he gets off and catches."

Jones' steer wrestling ambitions did not begin early. The 6- foot, 170-pound winner, who described himself as "always little" as a child, said his early interests were football, baseball and basketball.

It wasn't until he was 15 years old that Jones tried steer wrestling when he and his father were "messing around the arena one day." Jones, who studied farm management at Cal Poly (San Luis Obispo), said he decided to bulldog full time when he was attending college.

He culminated last year's season with a third-place spot in final standings, and was optimistic about his chances of winning the title this year. "I thought I had a shot all the way through it," Jones said. "I knew I had to place in the average (at the NFR)," he added.

Jones, who was also ranked 14th in calf roping world standings, said he only plans to rodeo professionally for another four or five years, then he hopes to settle down on the family farm. But until then, the new champion said he will try to win as many titles as he can.

And if another championship comes along for John W. Jones, the family name may continue to go down in rodeo history.

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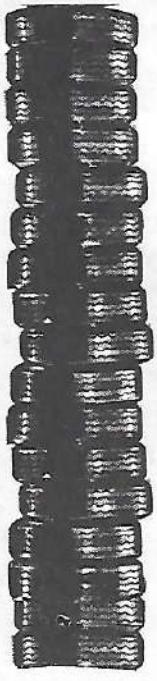
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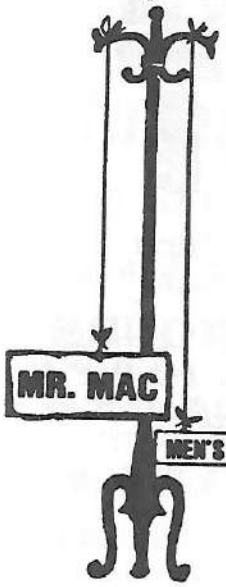
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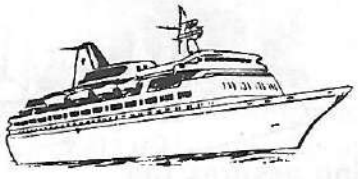
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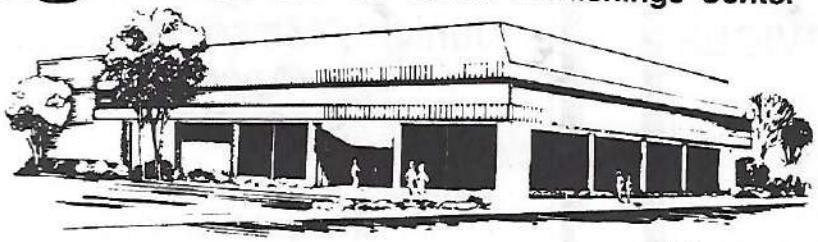
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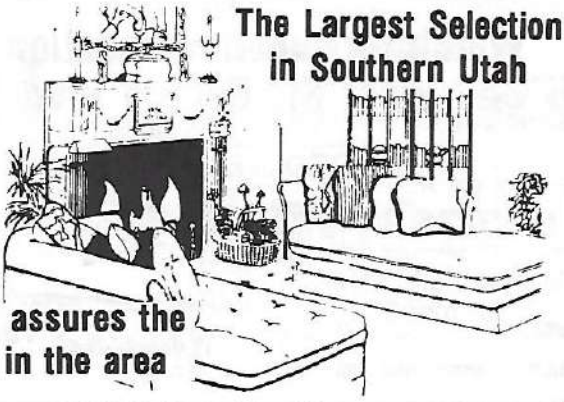
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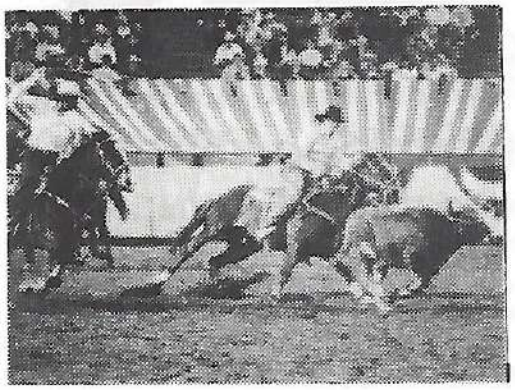
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Mike Beers



After winning a 1984 prorodeo world championship, some pro cowboys chose to celebrate with their families. Others were honored by their hometowns. But for team roper Mike Beers, coming home with a gold buckle had a little different twist.

"Winning the world championship convinced me to do something I never have—go on vacation," he says. "Every other year when the Finals were over, I'd go home to the practice pen. I'd be thinking about a new season starting, and how we had to be ready to compete again by New Year's.

"But this time, we went home with the title. It was something Dee (Pickett) and I had worked toward for five years, and it took a lot of the pressure off. I didn't even swing a rope between the last go of the NFR and Jan. 1st. And we didn't enter Odessa (the first prorodeo of the season)—a first for us. It felt great—in a way that was hard to put into words."

For Oregon native Mike Beers, who was a high school and intercollegiate roping champion before turning pro in 1980, excellence has been a lifelong pursuit. "I know we received our competitiveness from our father," he says, referring to the upbringing that spawned sharp business practices among he and his three brothers. "Dad was business-oriented all his life, joining the Armed Forces at 14 and later turning his car into a paying taxi service. Then he succeeded in the restaurant business. We were always taught 'if you want something, you've got to work for it. Nobody's going to hand you anything on a silver platter.' "

Utilizing the arenas his father built, Mike put in a good part of his 26 years working and planning for roping success—and other things. Then, in 1984, everything came together at once. "I got engaged, bought my own place and we won the world. And I never forced any of it. I believe winning the title made the difference, because for five years I had ignored everything else to rope. Now it's finally all paid off."

In pursuit of their first world championship, Beers and long-time partner Pickett (who also captured the 1984 world all-around championship) "got a lot of breaks when nobody else was getting them," Mike says. "We won several rodeos in '84 that we hadn't done a thing at in the past. Winning Phoenix (one of the spring's biggest rodeos) and Greeley (the richest Fourth of July rodeo) are two that stand out in my mind. All year long, when another team would get real close, we'd win some rodeos and pull away again. Even if we weren't doing so well at the time, we'd bear down and try a little harder—and something would click. Prorodeo teaches you one thing for sure: to pump yourself up, get back in the truck and go again. Nobody's going to do it for you."

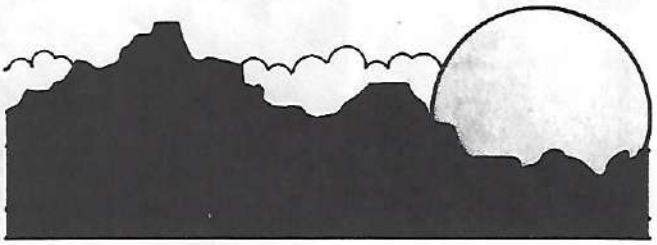
Having finally captured the world championship is a goal both Beers and Pickett are happy to have behind them. "It was the goal I had set for myself in '84," Pickett says. "The fact that the all-around championship came with it was icing on the cake."

"I'd like to win the title again," Beers adds, in a manner that suggests the goal can wait a couple of years. "I'd like to do it to prove our strength in my own mind. But for now, one gold buckle is enough."

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Don Gay

"I wouldn't trade my bull riding buckles for anything in the world," says eight-time rodeo world champion Don Gay. "As far as personal satisfaction, there's nothing that comes close.

"I enjoyed the adulation of my peers, and being called 'the best ever.' But it never really mattered whether I won half-a-million dollars or one dollar, or whether I got attention because of my bull riding: I realized a few years ago that self-satisfaction is the most important thing you get out of this business. And those buckles represent the attainment of goals I set for myself, not for anyone else. They're nice to stand back and look at, sure. But that personal achievement is the reason they're so important to me."

When the legendary Jim Shoulders won his seventh world bull riding championship 26 years ago, many thought he had set a record that would stand for all time. After all, he was a rare phenomenon in a dangerous sport, excelling in an event that broke mens' bodies as well as their spirit. Few professional cowboys could stand the mental and physical strain of gaining one world title in this most demanding of events, let alone repeat the feat.

But since 1974, Texan Don Gay has been the dominant force in this offbeat specialty, setting and resetting prorodeo records that few thought could be broken. When no one had ever won $580,000 during a bull riding career, Don Gay won it. When no one had ever scored 95 points on a single National Finals Rodeo bull, Don Gay scored it. And when he announced his retirement from competition in 1982, having tied his mentor's record of seven world crowns, Don Gay left behind a legacy which had brought him more attention than almost any other modern-day rodeo athlete.

So what does a steller performer like Don Gay do for an encore? He comes out of retirement in 1984, toughs out $77,000 aboard the rankest bucking bulls on the continent, and claims an eighth world title. And although the Mesquite cowboy says this championship "will last longer than the rest", his actual goal was not to break Shoulders' record.

"Every one of my eight titles was equally important," he says. "I've always tried to concentrate on one thing at a time: accomplish one goal, then set another. Of course, as you're starting out you dream of all the great things you can do, and an eventual seven titles was in my mind. But Number Eight came as an afterthought, after I had barely missed winning it in 1982. And when I cracked back out in '84, my goal was to do the best I could do—not to necessarily break Jim Shoulders' record."

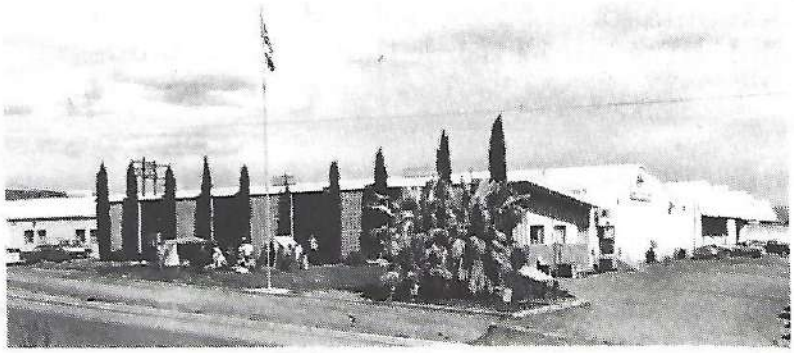
Gay says there will be no ninth title in his future, as he plans to delve deeper into rodeo production and equipment businesses plus promotional work, but he would like to qualify for the '85 NFR in Las Vegas.

"It's hard to think of an $8,000 day money, and $30-40,000 in season earnings, and not want to enter a rodeo," he says. "I know I still ride quite well—yet I'm comfortable with the knowledge that once you're past 30, your riding career is coming to an end."

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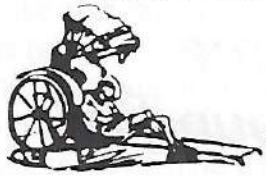
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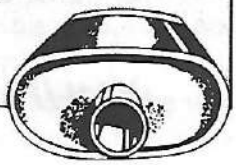
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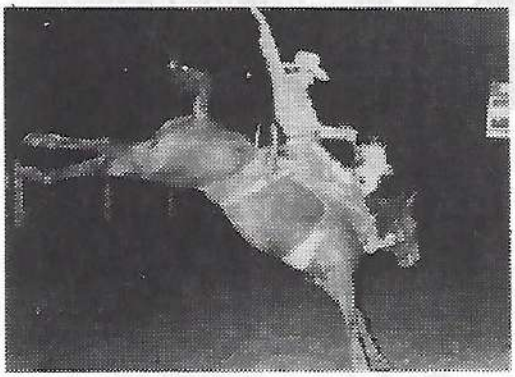
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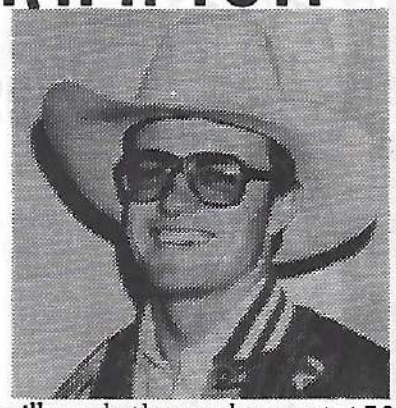
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Brad Gjermundson



He wears his hat no more than 5'5" off the ground, and the only way he'll push the scales past 150 is to have a 25-lb. bronc saddle slung over his arm. In public, his words have rarely run together in strings of more than ten; and, as a painfully shy prorodeo rookie in 1980, he could barely muster the courage to talk to the other competitors behind the chutes.

But during the past five seasons, the world of prorodeo has discovered that under this quiet demeanor and unimposing physical stature lies a surprising giant.

North Dakota's Brad Gjermundson—who comes from a town of seven people, six of whom are his family—has blossomed into a three-time world champion saddle bronc rider, a record-setter in one of the most dangerous sports in the world. And as his accomplishments have thrust him further into the limelight, his manner has become more vocal.

". . .They keep thinking that my being quiet means I don't have any spark," says the Marshall cowboy. "But I've got just as much fight in me as the next guy. You don't go out there every day just to get those broncs covered, especially at the National Finals Rodeo. I'm going for a win every time I nod my head, at every rodeo I enter. So far, I guess I'm doing alright."

Make that outstanding. Only five cowboys before Gjermundson have been talented enough to claim three titles in prorodeo's classic event, and no other bronc specialist has ever amassed $330,000 in career earnings so quickly. Brad kicked off his prorodeo career by winning PRCA saddle bronc rookie of the year, and has finished no lower than 2nd since 1981. At the 1984 NFR, he won a remarkable $23,460, and in the space of nine days overtook the year-long leader to claim a third world crown.

"This title felt just as good as the others-but this one was a lot closer race," he said following the win. "Before, I had a big lead going into the Finals and it didn't matter much how I rode there. This year, I was so far behind, I think I almost tried too hard. I bucked off three horses. . .

"I knew at the end it was going to be close, but I didn't go behind the chutes and do any figuring. When they announced me as the champion, it was sort of a surprise. I'm glad I won the crown, and I'm glad to be one of the few cowboys who've won three bronc titles—because the others who've won that many are all good bronc riders. But they crown a new world champion every year. I guess in '85 I'll just be out there, trying to win it again."

Gjermundson has always handled competitive pressure well, according to a former N.D. high school rodeo president. "He's always had a champion's temperament," says Thorris Sandvick. "Whether he was facing success or adversity, Brad remained strong and quiet. And he never complained about a horse he drew. He would just get on and go all out, even if it meant taking chances."

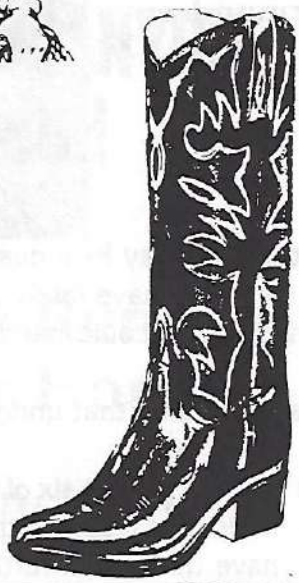
"A guy can make as much pressure as he wants for himself," the quick-footed champion says. "It takes using your head, and a little self-control. But there's a lot of luck involved too. You still have to take it one night at a time, one horse at a time, one jump at a time. If you go at it with a 'makes-no-difference' attitude, you're not going to win."

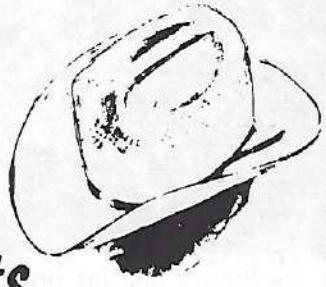


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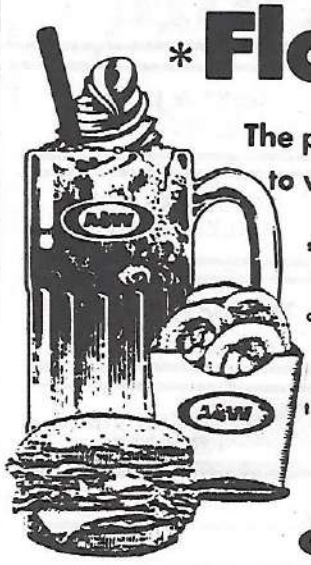
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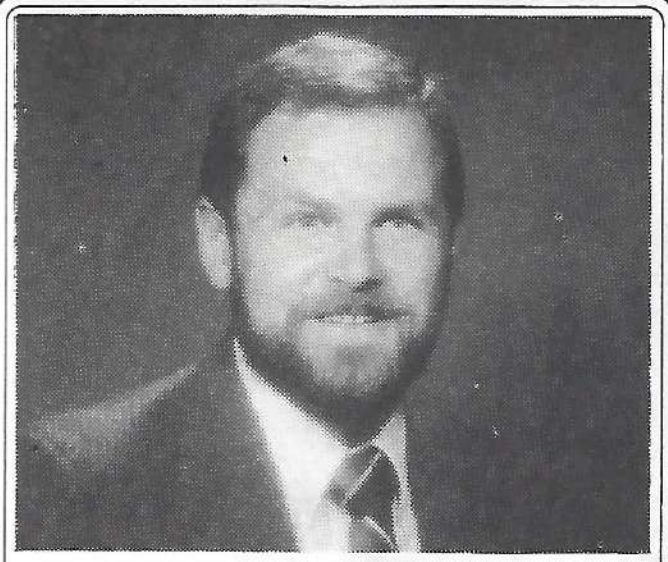
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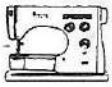
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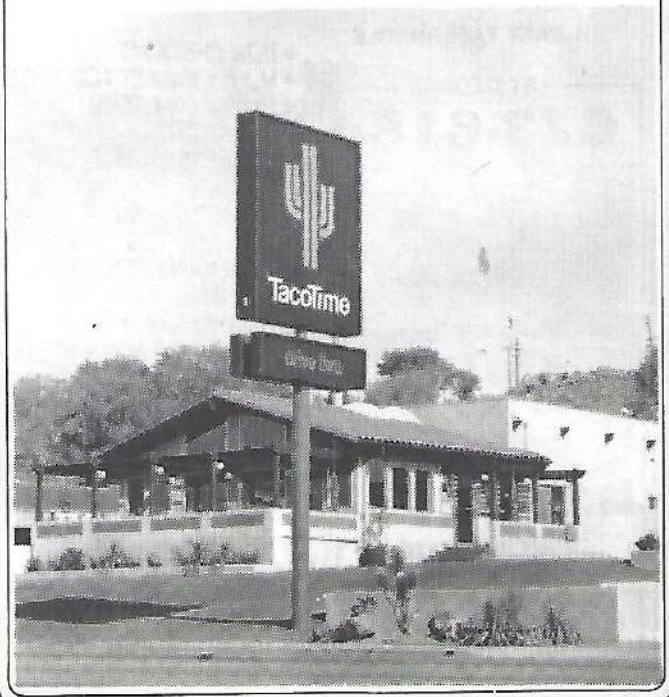
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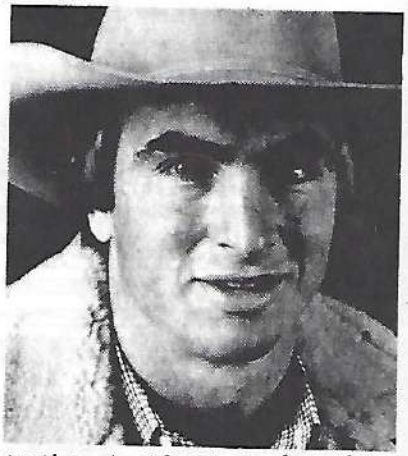
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The road to Dee Pickett's all-around world championship has been long and frustrating. As 1978's Rookie of the Year, having turned down a promising pro football career, Pickett appeared to be a certain prorodeo champion. He apparently had all the ability, all the skills, and especially the tenacity a future champion would need.

The all-around buckle appeared to be within his grasp in June, 1981. With half the season gone, he held an $11,000 lead over his nearest competitor, Oklahoman Roy Cooper. Then, while calf roping at Reno, with Cooper watching, Pickett shattered his wrist, his championship hopes, and possibly his competitive future in a freak roping accident. He watched helplessly as the lead slipped away.

With little mobility in his wrist, the accident plagued him for the next two years: "I was extremely frustrated," he explains. "At the time of my injury, I felt I was just beginning to really learn how to rope, and rope well. For the next couple of years the wrist had a definite bearing on my roping. I felt I wasn't doing as well as I could. But I never once thought of quitting. Rodeo was what I chose to do for a living. I've always tried to be the best at what I've done. I wasn't going to quit midstream."

Pickett didn't forget about the championship, either. He reached the '84 National Finals Rodeo (NFR) leading world team roping standings with his partner Mike Beers. If he could win the all-around title, "Well, 'that would be nice,' too."

After ten pressure-packed wins in both team and calf roping (he won the coveted 10-head average), Pickett found himself with a new NFR record—$30,677. The NFR win was enough to push him, with 1984 season earnings of $122,000-plus, past defending all-around champ Roy Cooper—Pickett's close friend and rival for the all-around. The two had traded the all-around lead back and forth during the entire year.

Pickett and Beers had won the world team roping championship as well. After the victories—especially the all-around win—had finally become a reality, he said: "I'm very happy with the title, but still uncomfortable with all the attention I'm getting because of it." (One of the first honors to come his way was a "Dee Pickett Day", proclaimed by Idaho governor John Evans.

"Still, prorodeo has helped me by putting me in a lot of 'people'situations. I'm more aggressive than I used to be—but still find myself being too conservative at times."

Most of Pickett's assertive behavior, since storming onto the pro circuit as in 1978, has come with his rope, in prorodeo arenas: "I'd been taught that it was more important to get a check than win first," he recalls. "But times have changed. I've tried to push myself into going for first even if it means messing up. It's paid off."

The former football star at Boise State University says he doesn't regret his choice between prorodeo and some serious overtures from the Seattle Seahawks and Dallas Cowboys. "I knew whichever way I went, I would always wonder what the other life was like," he says.

It took three years after his decision before Pickett could even turn to an NFL tv game. "Now that I've reached some of my biggest goals in prorodeo, I feel a lot better," he says. "I made the right choice."

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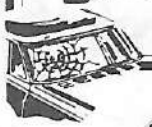
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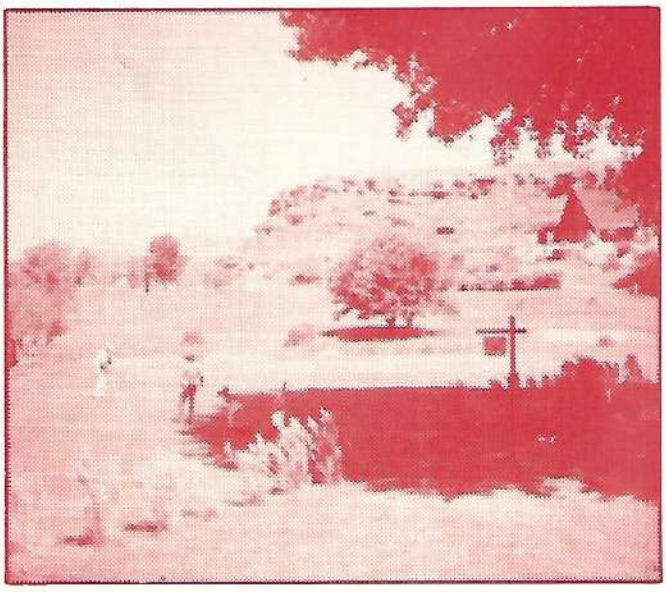
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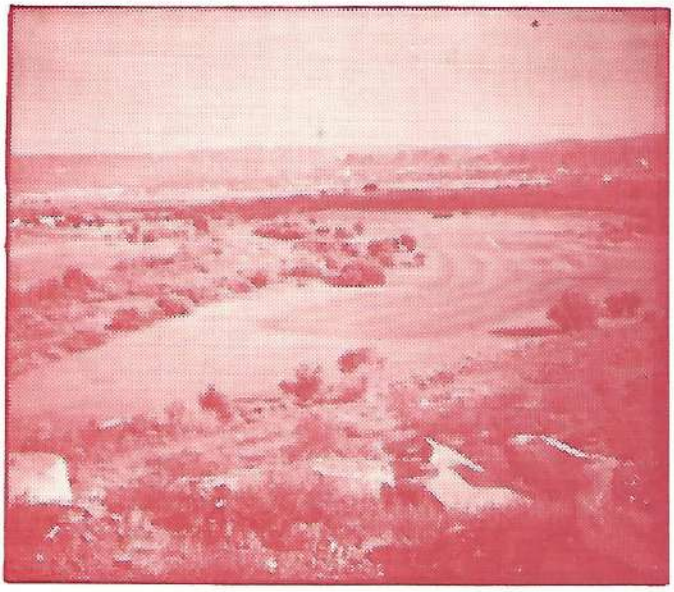
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