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Dixie Roundup
Lions' Dixie Sun Bowl

September 15, 16, 17, 1988

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Lions President's Message

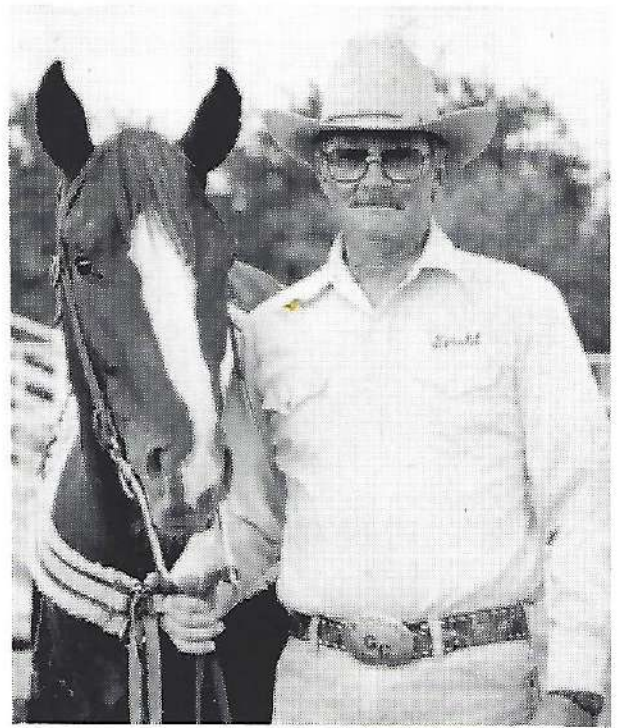
I would like to extend a warm Dixie welcome to all Roundup visitors. The Dixie Roundup represents 54 years of splendid cooperation and support by the citizens and businesses of Southern Utah with the St. George Lions Club.

We are pleased the Dixie Roundup is recognized as part of the PRCA circuit and we pledge to make it bigger and better each year. This year we have added Wrangler Bullfighting each night to the already exciting agenda.

A special thanks to the Lions, Lady Lions, and those members of the community who contribute so much to make this annual event the success it has become.

Have a good time this week at the Roundup and catch some of "The Dixie Spirit" which we offer.

Gerald Cox
Lions Club President



Mayor's Message

As Mayor of St. George - "The Other Palm Springs" and one of the fastest growing cities in the West, it is a pleasure to welcome you to the Lions Dixie Roundup and to offer you the hospitality that the citizens of Utah's Dixie have always extended to visitors to our city.

Recently we have been nominated as one of the most desirable cities in the Nation in which to retire to. Few cities can boast the beauty, variety, and stability that St. George can. We are a city surrounded by breathtaking scenery, nestled in a temperate climate and anchored to a proud heritage.

We appreciate the impact the St. George Lions Club have on our community through their work on the Sun Bowl, the Dixie Downs Race Track, the Dixie Center and the Pine Valley Lions Lodge area, plus other civic programs they support with funds derived from the Roundup.

We invite you to spend a few days, months or even a lifetime in our beautiful area. This 54th Annual Dixie Roundup is being presented for you — please enjoy!

Mayor Karl Brooks
City of St. George



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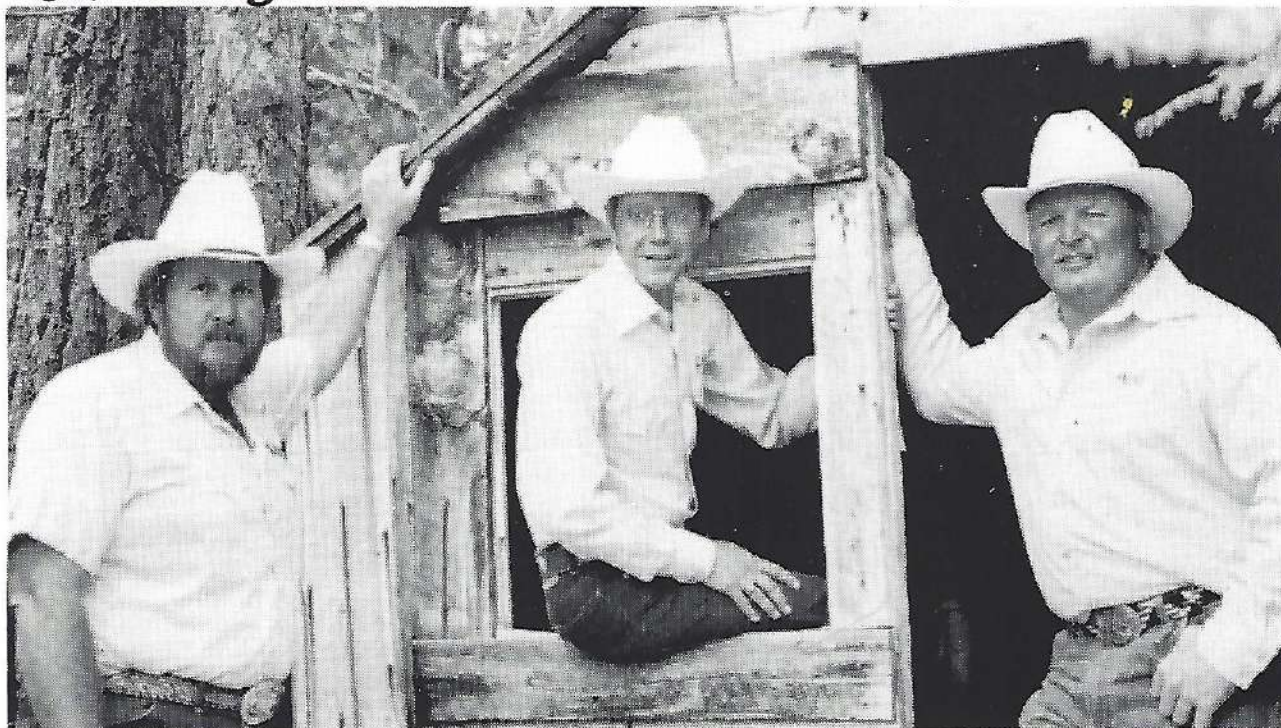
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General Committee

St. George Lions Club Dixie Roundup Chairmen



DEAN JONES

JERRY J. PARKER

KEN THOMPSON

Chairman

The 1988 Rodeo Committee would like to welcome everyone to the 54th Annual St. George Lions' Dixie Roundup. We are proud of this year's show and proud to continue the tradition of the rodeo committees before us.

Again this year the Roundup is a PRCA-sanctioned rodeo. What this means, to both the casual and serious rodeo fan, is that this year's Roundup will again draw some of the best cowboy-athletes and animal-athletes in the country. To insure this happening the Lions have added over \$9,000 to the cowboys' prize money and we have signed bullfighters, rodeo clowns, and a specialty act which we are convinced that you will all enjoy.

It would be impossible for the Lions to present the

Roundup without the cooperation of our partner in the Sun Bowl, the City of St. George. Our thanks to the many department heads and city employees who have again helped the Lions to make the Roundup possible.

The Roundup and what it takes to make it happen is a big part of what is called the Spirit of Dixie. Another part of this "spirit" is the many hours of work the members of the St. George Lions and Lady Lions have donated in preparing for the 54th Roundup and the hours of work they will donate to bring it to a success.

This year's Rodeo Committee wishes to thank all those involved in making Roundup '88 a great success and ask you to join us now in enjoying the show.



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1988 Dixie Roundup Queen & Princess



STACEY JO PATE
Dixie Roundup Queen

This year's Dixie Roundup Queen - Stacey Jo Pate - is the 18-year-old daughter of Gerry and Rita Brown. She is a 1988 graduate of Dixie High School and recently graduated from Evan's Hairstyling College.

Some of Stacey's accomplishments include: Mud Lake Princess, Bear Lake Co. Jr. Queen, 1983 Morgala Days Royalty, 1986 Dixie High School Rodeo Queen, 1988 Third Runner-up and Miss Congeniality to Miss Rodeo Utah and the 1988 Dixie Roundup Queen.

Stacey also qualified for the Utah State High School Rodeo Finals in barrel racing, pole bending, goat tying, cow cutting, and break-away roping.

She went on to qualify for the National High School Rodeo Finals in Pueblo, Colorado.

Besides rodeo, she has been active in high school cheerleading, volleyball, basketball and pep band.

She has a goal to some day own her own fitness and beauty salon and to be involved in western fashion design. She will soon be working at "About Face" beauty salon.

"Many thanks to the St. George Lions Club, friends and family, the community and Mom and Dad!"

— STACEY JO



EMILEE LOTT
Dixie Roundup Princess

Emilee Lott, 16-year-old daughter of Dennis and Pauline Lott, and a Junior at Dixie High School, was recently awarded First Attendant to the National High School Rodeo Queen at the National Finals held in Pueblo, Colorado.

Emilee also won the highly coveted Personality and Appearance Award, which included public speaking, modeling of formal western attire, personal interviewing, wardrobe coordination, and overall appearance.

Emilee won the Utah State High School Queen title in June over 19 other contestants. At that contest she also won the Personality and Appearance, plus second on the written test and third on the public speaking. Emilee also competed in barrel racing and pole bending at the state finals.

On July 4th, Emilee was selected as First Attendant to the Rodeo Queen at Salina's Rodeo.

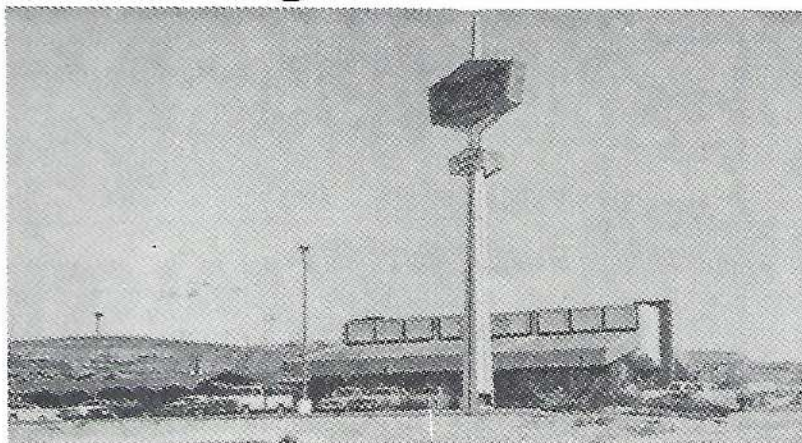
Her high school rodeo queen competition included reigning over Dixie High School, Hurricane High School, Enterprise High School, Bryce Valley High School, Carbon High School, South Utah County and Wasatch Rodeos.

In addition to her rodeoing activities, Emilee sings country and western, accompanying herself on the guitar; participates in volleyball and basketball; as well as various church and community activities. She enjoys camping, hunting, 3-wheeling and "horsing around" with her family.

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Bar T Down Rodeos



Bud Kerby and D. A. "Swanny Kerby

Bar T Down Rodeos began more than 40 years ago as a small business on the banks of the Colorado River near Moab, Utah. From the roots of ranch life, Swanny Kerby, founder of the Bar T Down, learned about horses from the feedbag up and competed at local fairs and rodeos. His dream of a rodeo business was launched when he leased livestock to county fairs. Bucking stock was scarce in the Four Corners area (Utah, Colorado, Arizona, New Mexico) so Swanny rounded up wild mustangs and shipped in the

first Brahma bulls to the Canyonlands area. Following World War II, he began contracting professional rodeo stock fulltime. Rank and tough bulls became Swanny Kerby's specialty.

Today, the Bar T Down Rodeo is one of the five largest rodeo companies in the rodeo world.

Bar T Down has furnished stock for rodeos throughout the United States from California to Virginia and has furnished stock every year for the National Finals Rodeo since

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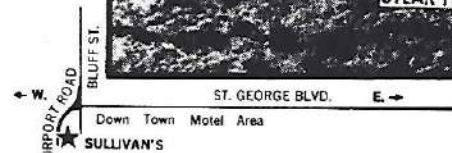
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Stock Producers for Dixie Roundup

It first started in Dallas, Texas in 1959. The Bar T Down has had more than 200 animals selected for the National Finals Rodeos since 1959, including all the National Finals in Oklahoma City, Oklahoma and the NFR's now held in Las Vegas, Nevada.

Stock at the 1987 NFR: SB— R5 Skoal Deception, 46 Wrangler Banner, R14 Copenhagen Reception, C1 Wrangler Sparrow, -47 Johnny Ringo (alternate); BB— R21 High N Mighty, 17 Mandingo, alternates: 20 Trail Duster, 16 Alley Strip; BR— 88 Wrangler Crusher, S2 King Copenhagen, 66 Wrangler, 01, 00, 711, 4 Kerby Skoal Slammer.

The Bar T Down Rodeo Company is made up of two families—Swanny and his wife, Verda, and their son, Bud Kerby and wife, Evelyn. Bud Kerby began his rodeo career when he was 15 years old as a calf roper and became a top saddle bronc rider on the rodeo circuit. Bud is now one of the best pickup men in the rodeo business today. His

greatest challenge in the business is to see that his horses give audiences the thrilling performances they've come to expect from Bar T Down stock.

Verda, the former rodeo secretary, is the business manager, and Evelyn is the rodeo secretary for all cowboy entry fees, working directly with the Professional Rodeo Cowboys Association in Colorado Springs, Colorado.

The Bar T Down's string of bucking stock consists of 150 horses, 80 bulls, 25 pickup/flag horses, 80 steers, and 60 roping calves. Swanny and Bud travel thousands of miles each year to add the toughest bucking stock

As Swanny himself states, "It takes a lot of equipment, stock, personnel and hard work to put on a professional rodeo, but we don't lack anything that it takes to put on the best rodeo in the world." The million miles traveled and thousands of rodeos Kerbys have produced haven't dimmed their enthusiasm to put on the very best, most exciting rodeo possible.

THE Rodeo COWBOY

His is a sport so unique and powerful that, almost without exception, it also is his way of life.

The rodeo cowboy is an athlete, to be sure, but one like no other. The risks of professional rodeo are greater and the security less than perhaps those of all other competitive sports. Physical danger is a fact of life, yet a paycheck is never guaranteed. It's a rugged road built for a special breed.

Rodeo remains the only sport in the world to have developed from the skills required in a work situation. However, today's rodeo cowboy may come from almost any background — from educator to ranch hand, lawyer to horse trainer. While only a few thousand cowboys rely

on rodeo competition as their sole means of support, many more compete when and where their "real" jobs allow. In either case, the odds are great that his skills,

though perhaps discovered in a corral, were perfected at a rodeo school.

While the vocational trend of America today is toward specialized education and job security, rodeo continues to attract talented young athletes by the score. Often these future arena stars play football or wrestle throughout their school years, only to leave these traditional sports for the dust and sweat of the rodeo arena.

Why?

Certainly, it isn't the money that pulls these cowpokes onto the backs of bucking broncs or raging bulls. Financial risks have always been just as big a part of rodeo as the physical dangers. With a winning ride, a rodeo cowboy can make \$10,000 in eight seconds. But just as easily he can be tossed to the arena floor and seriously injured. And behind every cowboy who wins there stand hundreds who did not. It is their entry fees and will-

ingness to put it all on the line that make the win both meaningful and profitable. A championship is the combined result of luck, skill and dedication. The absence of any of these key ingredients will send the cowboy down the road with an empty pocket or worse, yet not without eagerness for another try.

It is unlikely that the prospect of fame compels the cowboy to ride, rope or wrestle.

The life of today's rodeo cowboy, be he champion or wide-eyed rookie, is anonymous and often lonely. Miles of highway stretch between every rodeo, and the cowboy spends much more time at the controls of a truck than in control of a bronc.

More than likely, the attraction of rodeo lies in its steep challenges and opportunities of independence. Regardless of the risks involved, the rodeo cowboy chases his goals in a style he considers essential. Working and sweating for a possible steak dinner is infinitely more palatable than working nine to five for a guaranteed burger.

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ZEB BELL PRCA ANNOUNCER

Hansen, Idaho

With a degree in broadcasting and 11 seasons working behind rodeo 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 Deanne, and children Jake and Toby Jo.

STATISTICS

ZEB BELL—Hansen, Idaho: **NFR:** (2) 1982, '83 (alternate '84); **BORN:** Oct. 2, 1947, at Fort Atkinson, Wis.; **COLLEGE:** Brown Institute of Technology (Minneapolis, Minn.), Engineering Degree; **FAMILY:** wife, Deanne; daughter, Tobee Jo; son, Jake; **OTHER OCCUPATION:** manager-owner of 'Chute 2 Promotions', farm broadcaster on various radio stations; **SPECIAL INTERESTS:** team roping, fishing; **PRCA MEMBERSHIP:** 1974; **ACHIEVEMENTS:** NIRA Finals announcer, 1983-87; Indian National Finals, 1979; NHSRA Finals, 1980, '83; seven-time Wilderness Circuit announcer; national Network T.V. broadcast of NIRA Finals; Zeb Bell 'Ag Minutes' voted best agriculture program in Idaho, 1987.



Talks About And Lives The Sport Of Rodeo

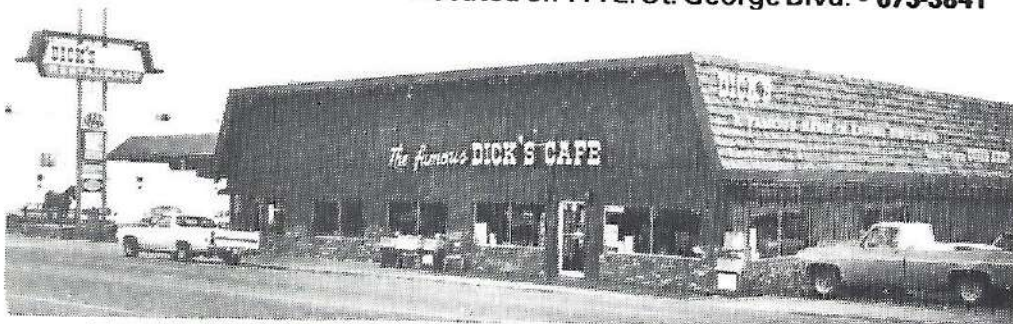


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TALKING RODEO

Added Money: The purse put up by a rodeo committee: it's added to the contestant's entry fees to make up the total prize money. All PRCA sanctioned rodeos have added money.

Arena Director: The person responsible for conducting a fast, smooth-running rodeo according to PRCA rules.

Average: At rodeos with more than one go round, contestants earn money for each go, and those with best total scores or times win additional money.

Barrier: In the timed events the stock is given a pre-determined head start, depending on arena conditions, called the score, and marked by the scoreline. A rope is stretched across the front of the box out from which the horse will come. The barrier rope is released by a measured length of twine which is pulled loose from the calf or steer as it crosses the scoreline.

Cattle-boarding: When a saddle bronc rider spurs back so far his spurs strike the saddle's cantle.

Catch-as-catch-can: A calf roper is allowed to catch the animal in any way he chooses so long as he turns loose of the rope when throwing the loop, and so long as the rope holds the calf until the roper reaches it.

Dally: A turn in the end of the rope around the saddle horn after the animal is caught.

Dog-fall: Downing the steer in steer wrestling so all four feet and head not facing same direction. Illegal. To get a time, cowboy must turn steer over or let it up and throw again legally.

Entry fee: The money paid by the contestant before he can compete at a rodeo. Contestant must pay a separate entry fee for each event entered.

Fair (Legal) catch: In team roping header must catch the steer around the horns, head or neck.

Flagman: Rodeo official who signals end of time elapsed in the timed events.

Go-round: That part of a rodeo event in which every contestant has competed on one head of stock.

High-roller: A horse that leaps high into the air when bucking.

Honda: The eye in one end of the rope, through which the other end is passed to form the loop.

Hooey: In calf roping, a cowboy must put the animal down and tie any three feet by taking two wraps — one if in a hurry — around the feet and tying off with a "hooey"—a half hitch.

Lap and tap: An even start where the cattle in time events do not get an advantage of 10 to 30 feet; used in small arenas.

No time; (NT) Failure to qualify on timed event cattle, signalled by field flagman waving his flag side to side.

Pickup man: Mounted arena official who assists bareback and saddle bronc riders in dismounting from their horses.

Piggin' string: Small soft rope six feet long used by calf ropers to tie their animal's feet.

Point award system: The method by which championship cowboys are chosen each year. Each cowboy is awarded one point for each dollar earned in competition at PRCA-approved rodeos during the 12-month rodeo season. At the end of the year, the cowboy who's won the most money in each event is named PRCA world champion, and the cowboy who's won the most money in two or more events is PRCA world all-around champion.

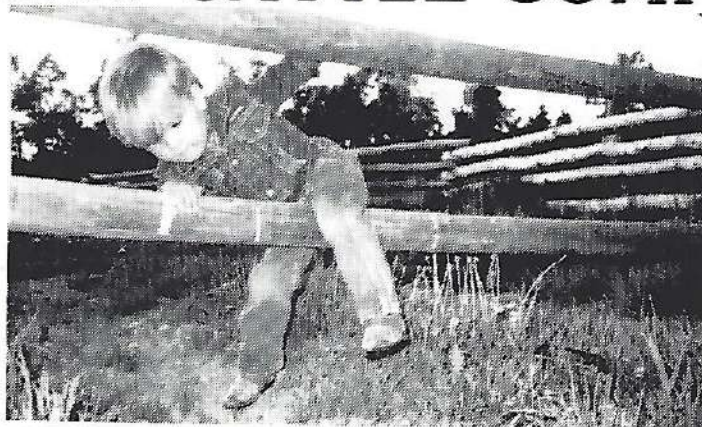
Prize money: Money paid to winners of each event at a rodeo: it is the total of added money — the purse put up by the rodeo committee — and the cowboys' entry fees.

Producer: The individual who runs a rodeo and is responsible for bringing all elements together into a fast, smooth-running exciting production. The exact duties vary from rodeo to rodeo.

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TALKING RODEO

Pulling leather: When a saddle bronc rider touches any part of the saddle with his free hand during the eight-second ride he is said to be pulling leather or "grabbing the apple", and is disqualified.

Rake: Spurring action of rider on roughstock. Bareback and saddle bronc riders are required to continue spurring throughout rides; bullriders are not, but sometimes score higher when they do.

Re-ride: Another ride given to a bronc or bull rider in the same go-round when either the animal or cowboy is not afforded a fair opportunity to show his best, such as a chute-fighting animal impossible to get mounted upon, when the animal falls or drags cowboy off on a chute gate, etc.

Rowell: Circular, notched, bluntly pointed and free-wheeling portion of a spur. They do not cut a bronc or bull. Anyone using sharp spurs is disqualified.

Score; Distance between the chute opening and the scoreline; the head-start timed event cattle are given in roping and steer wrestling, determined by size of arena. 2) The marking given rough stock riders by the judges after a qualified ride.

Scoreline: Strip of durable material — leather, rubber, elastic — about six feet long attached to the ground a set distance in front of the chute from which timed event cattle emerge. Once the cattle, whether calf or steer for roping or steer wrestling, cross the scoreline the contestant can make his run without penalty. If the cowboy starts too soon, he breaks the barrier and has ten seconds added to whatever time he makes in the arena.

Scratching: Spurring motion.

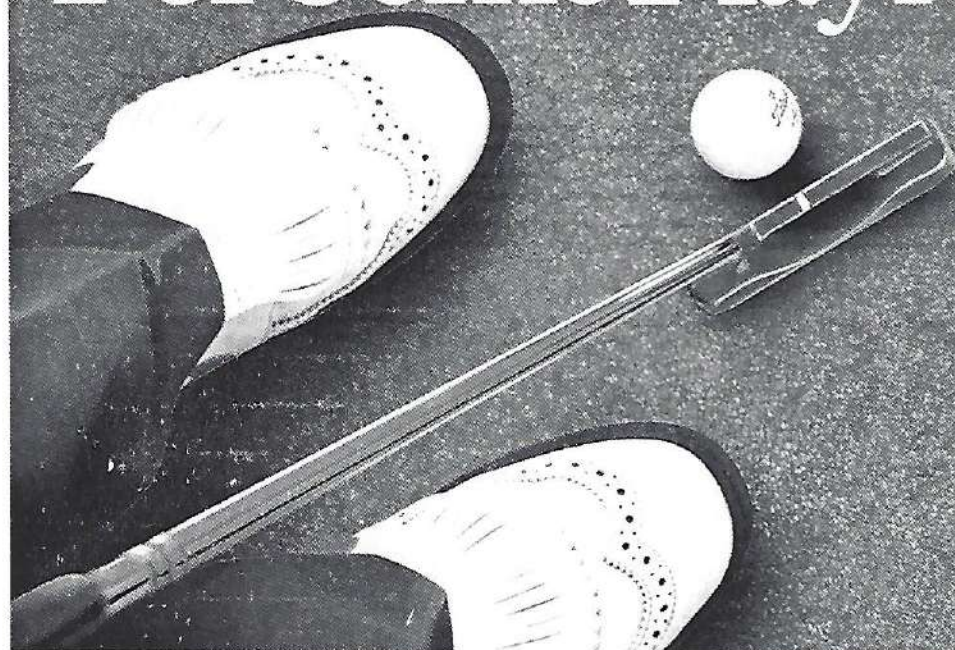
Seeing daylight: When a rider comes loose from a bucking animal far enough for spectators to see daylight between cowboy and animal. This is

not always a bad thing, and does not mean the cowboy's about to be bucked off. There's a technique called "floating" used by a few saddle bronc riders which makes them appear to be bucked off every jump, and it's exciting to watch.

Stock contractor: Person or organization which provides all the livestock used in the rodeo—broncs, bulls, and timed event cattle. The stock contractor may also furnish horses for the pickup men. In many cases especially at smaller rodeos, the stock contractor will also produce the rodeo, in which case he promotes, publicizes, advertises, rents the arena, oversees ticket sales and concessions, and collects the gate receipts.

Timers: In every timed event — calf roping, team roping, steer wrestling and barrel racing—there must be at least two timers who must agree on the time made by each contestant. Timers also keep the time on the eight-second bronc and bull rides.

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Rodeo Clowns and Bullfighters Highlight Dixie Roundup Action

Scott Dechow

Returning this year for his third stint at the St. George Dixie Lions Roundup will be Scott Dechow, rodeo clown and bullfighter. Scott hails from Conroe, Texas, where he bases himself and dabbles in real estate when he is not on the rodeo circuit. His wife's name is Renee.

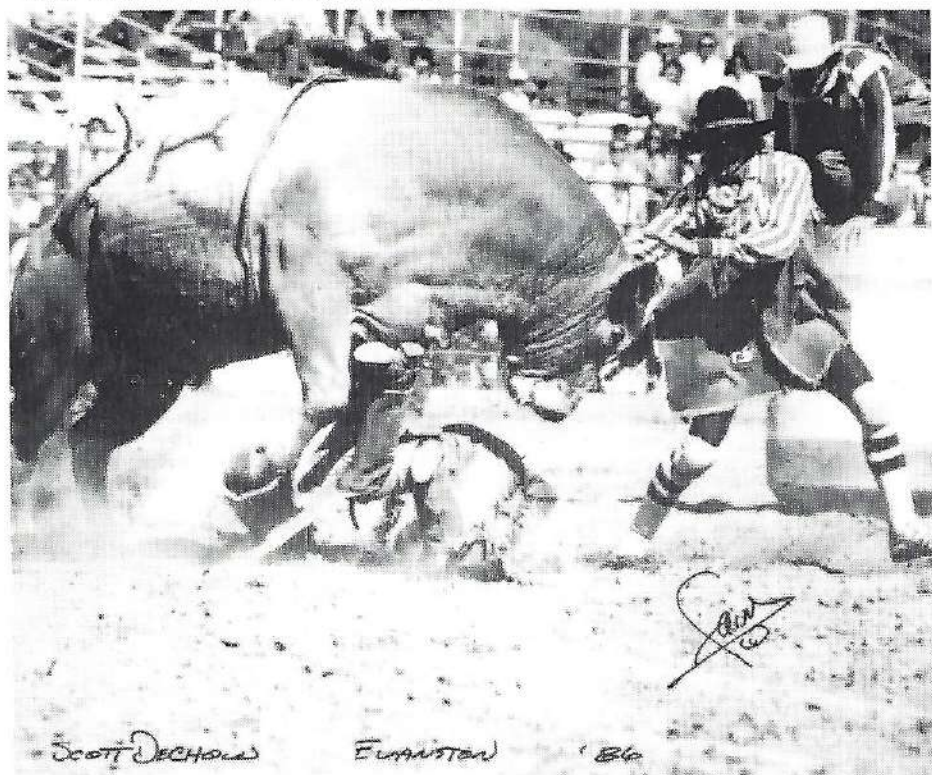
Born July 22, 1960 at Trenton, N. J., he attended schools there and graduated from the University of New York State at Delhi. It was during his

formative years that he became an avid rodeo participant and this evolved into a career as a rodeo clown and bullfighter. He received his PRCA contract card in 1984. He reached the Texas Rodeo Assoc. finals in 1982-83.

According to Scott, rodeo is one of the major up and coming sports in America today. Rodeo clowns and bullfighters play an important part of a rodeo. There are three serious roles clowns and bullfighters play in this

sport: (1) Protection of the cowboy who may be in trouble; (2) Satisfy the Rodeo contractor and committeemen as far as promotional work and performance; (3) Entertain the spectators - comedy acts, quality bullfighting and the media. These three factors are important, as a clown to put on a successful rodeo.

Scott Dechow will bring his duck mobile into action for the Dixie Roundup fans, in addition to his bullfighting duties.



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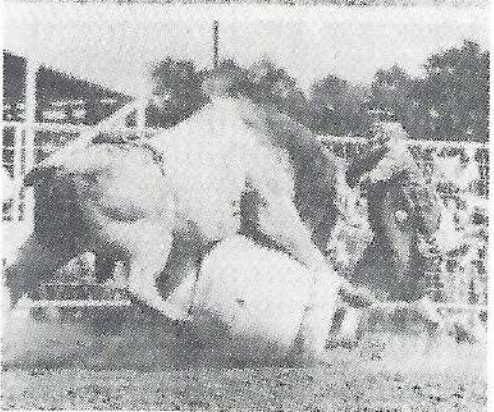
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Donald E. Hogun
PUBLISHER/GENERAL MANAGER

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RODEO BULLFIGHTERS



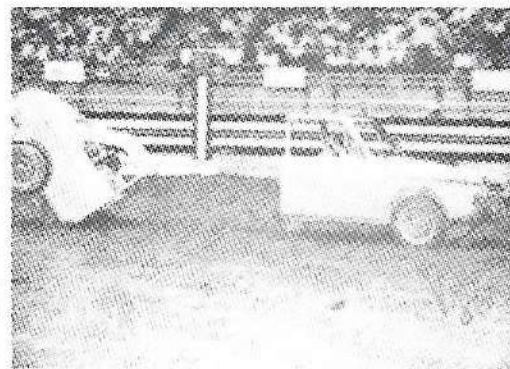
Sticker Wiggins

*Bullfighting
Rodeo Clown*

Sticker Wiggins' roots in rodeo go way back. Sticker's father Cactus Wiggins was working a rodeo in Deer Park, Texas, when the announcer asked him what he was going to name his new son. Cactus replied, "Sticker, that's a little Cactus". Mrs. Wiggins did not find that very amusing, but the cowboys did.

Sticker began fighting bulls in the amateur ranks at the age of sixteen. He joined the Professional Rodeo Cowboys Association in 1982 and has worked rodeos in 19 different states. When Sticker is not fighting bulls he breaks horses and works on ranches.

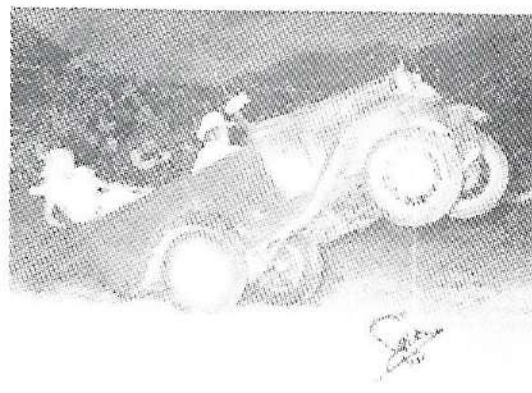
Sticker and his wife, Trina, reside in Leona, Texas. Besides rodeo his other special interests lie in hunting and camping.



Jess Franks

*Professional Rodeo Clown
& Barrelman*

Jess Franks comes to the Dixie Roundup with over 20 years of rodeo experience. He was the 1981 Pro Rodeo Hall of Champions Clown; 1983, '84, & '85 Montana Circuit Finals as a Barrelman; 1986 National College Finals; 1986 Turquoise Circuit Finals. He has also worked the Pendleton Roundup, Colorado State Fair for 3 years and many more.



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**Rodeo clown's job
is not thankless ...
but, it's sure
dangerous!**

That a rodeo clown has courage is a foregone conclusion. Men without it never get into an arena.

As a general rule rodeo animals have little use for humans. And of them all, rodeo bucking bulls have the least like for those two-legged creatures who insist on getting astraddle them. Bulls are way yonder the most likely to hit a man afoot if they

can get to them.

Not all bulls will "hunt" for a man, but those who do must be dissuaded when the hunt is for the rider laid out on the ground — sometimes knocked cold as a wedge in the buckoff.

And that's where the men with the painted faces and baggy pants get into the act.

Being a rodeo bullfighter clown is not a thankless job, but it's dangerous and it requires a knowledge of bulls that approaches the profound. No pilot of an airplane suddenly in distress has to think faster and act upon his decisions quicker than a rodeo clown faced with a ton of malice bearing down upon a prostrate bull rider.

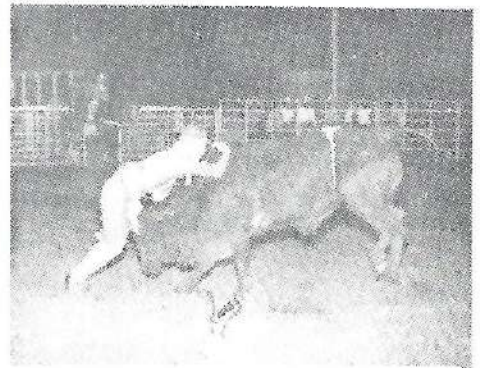
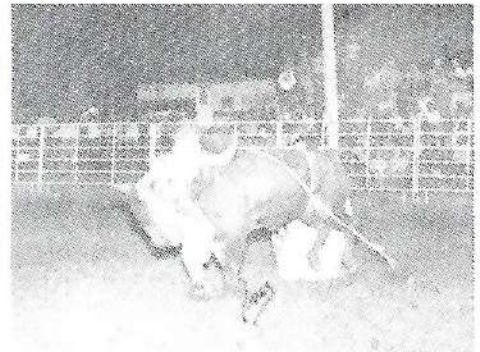
The man with the funny clothes has to get between that cowboy and that bull and do it "now"! So he must be able to "read" a bull and exactly anticipate the next move, and that's asking a lot when dealing with an animal so unpredictable that it does not itself know its own next move.

Most bulls inclined to hit a man will just as soon hit a horse, so an arena pickup man can't do a downed cowboy much good. Only the clown is there to keep the bull from hooking, butting, going over the top of a cowboy. "Freight training" is the term most often used. It's rodeo parlance for a bull running over a man and leaving him for dead.

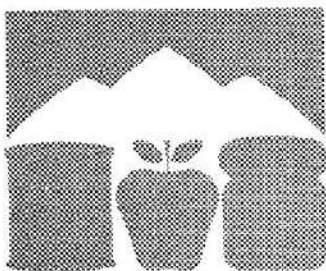
Rodeo bullfighting bears little resemblance to that practiced in Spain and Latin America, where the animals are fought but once before being killed. Rodeo bulls have as many

opportunities as they are bucked in a year. They don't lower their heads and lose sight of the quarry. They are as quick as cats and for short distances they can outrun a horse.

Another rodeo clown specialty is that of "barrelman". And being inside the barrel when a ton of bull hits it, isn't a bit more dangerous than going over Niagara Falls. And that's what it must sometimes seem like when the bullfighter or bull rider uses it for a haven — when getting the barrel between themselves and that ton of massive snorting anger.



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In all three roughstock events: saddle and bareback bronc riding and bull riding, the rider must stay atop the animal for eight seconds, using just one hand and abiding by additional rules. Those rules are made by the cowboys themselves. And the rules are deliberately slanted to give the animals every advantage.

Rides are scored and points given by two professional rodeo cowboy-judges, themselves veterans of arena competition. Each judge has 50 points to work with on every ride: 25 points for the

an airplane in a thunderstorm; and changes of direction so violent and fast animals appear to "swap ends"; and the impact with which they strike the ground.

That's all to the good for the cowboy: the tougher the animal is to ride, the more points it will be scored by the judges.

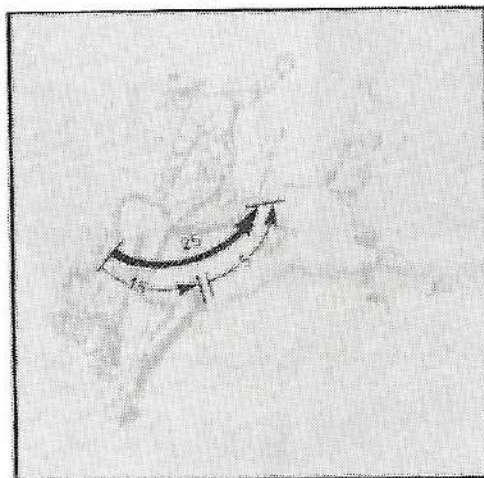
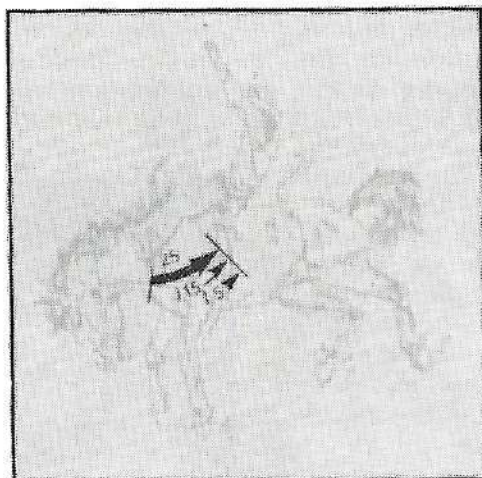
SADDLE BRONC RIDING

Points are awarded for continuous spurring action throughout the ride,

from point of shoulder rearward, the longer the stroke, the better the score. Timing is vital. The cowboy's spurs must be in contact with the horse's shoulders each time the bronc's front feet strike the ground. The rider does not pull on the buckrein, but lifts just enough to keep tension and maintain his balance.

BAREBACK RIDING

Rather than the front-to-back spurring motion used in saddle bronc riding, the bareback rider spurs up front, and out,



JUDGING the ROUGH STOCK EVENTS

animal, 25 for the rider, so the perfect score of 100 points is possible—but has never been awarded.

In the horse-riding events, a rider must have his toes turned out and his spurs in contact with the bronc's shoulders the first jump from the chute, and failure to do this, to "mark the bronc out," immediately disqualifies the rider. In bull riding, there is no "marking-out" rule.

It is not possible for any man to overpower a bucking animal that weighs from 1,000 pounds to a ton, any more than a single man can stop the flow of the Colorado River—or any force of nature. To appreciate the cowboys' efforts, watch the brute raw strength of the bucking animals: their darts, dives, twists and rolls that revolve around three axis like



and back down to the front, and repeats continuously. His knees almost strike his chin, his spurs almost strike his rigging handhold. Bareback horses are smaller than saddle broncs, with a lot of quick twists, sunfishing and turnback in their moves.

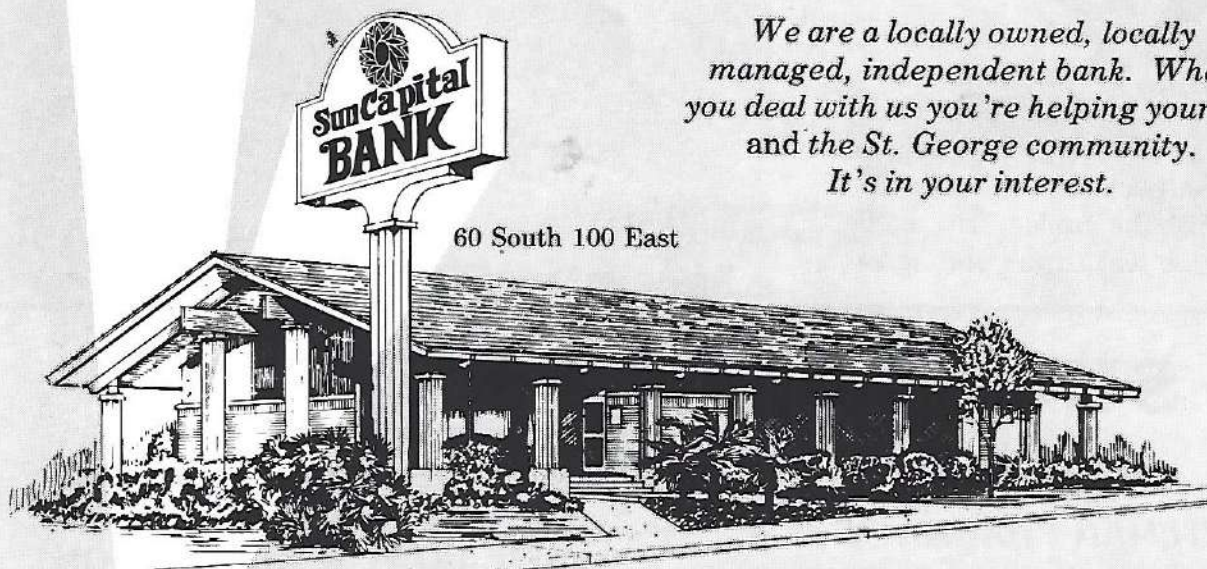
BULL RIDING

The cowboy isn't required to spur in this event, but he piles up points when he does. Bull riding requires exceptional balance and body control—maintaining position regardless what moves the bull makes. Recoveries make spectacular watching, but lose points: a good bull rider doesn't get out of shape so bad he must recover. For spurring to count, it must be far more than a rider shuffling his feet.

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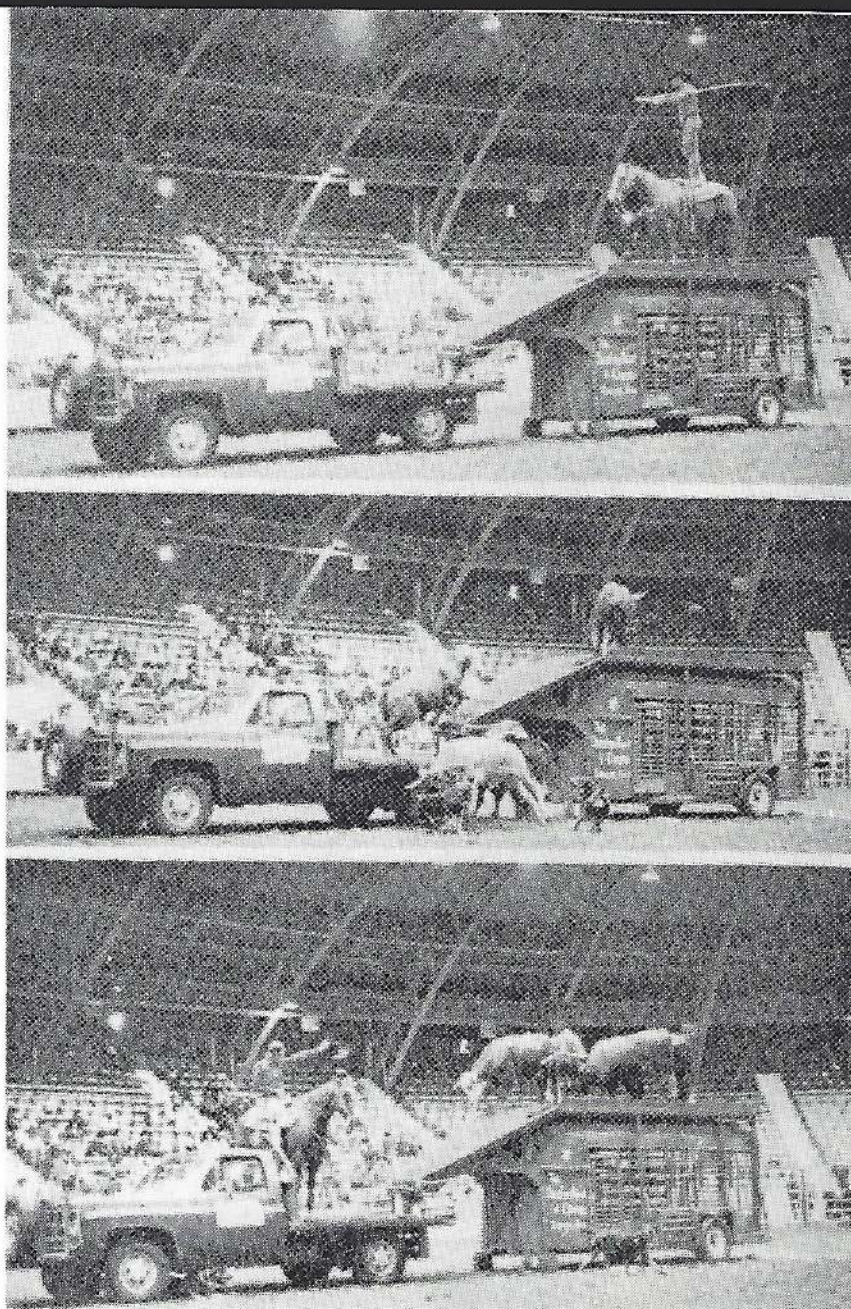
IN-BETWEEN ENTERTAINMENT



Meet John Payne (Alias) *The One Arm Bandit*

John Payne is a native to the ranching profession. At 34, he has spent his entire life on the back of a horse chasing cattle up and down Beaver Creek near Shidler, Oklahoma. Just five years ago he subjected Florida Cur Head Dogs to his cattle and knew that he would never be without them again.

As you can see from the accompanying photos, The One Arm Bandit is never remiss about where he keeps his livestock now, whether it be on the ground, in the back of the truck and even on top of the trailer. The cattle dogs do their job well, don't you agree.



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Bull RIDING

Roping a steer is natural. So is riding a horse.

Climbing onto the back of a bull, however, is not.

In fact, purposely attempting to ride a surprisingly agile and unimaginably powerful 2,000-pound bull usually doesn't strike reasonable people as a totally sane

concept.

But that's all part of the bull riding mystique. Riding bulls is the epitome of rodeo excitement. While some of the sport's events are more popular in certain regions of the country, bull riding, dangerous and predictably exciting, is consistently a crowd favorite.

"It's kind of a crazy event," said longtime PRCA bull riding representative Bryan McDonald. "I think it often starts out as a macho thing, with guys trying to prove something to themselves and about themselves. Then, if they last long enough, they might start making a living at it."

Despite the obvious physical risks inherent to bull riding, most contestants agree that the mental stress can be even more taxing.

"Probably the most important aspect of bull riding is mental toughness," said McDonald. "You've got to be able to block out the rest of the world every time you get on a bull."

"Of course, once you've been injured, it becomes even more difficult not only to concentrate on what you're doing, but even just to get back on."

Charles Sampson, who has experienced world championship seasons as well as years of constant injury, agrees.

"I've been through the very highs and the very lows of bull riding," said Sampson. "If someone wants to be a bull rider, he needs to get into great physical condition and stay mentally awake."

Besides a solid positive attitude, bull riding requires exceptional balance, quick reflexes, flexibility and superb coordination.

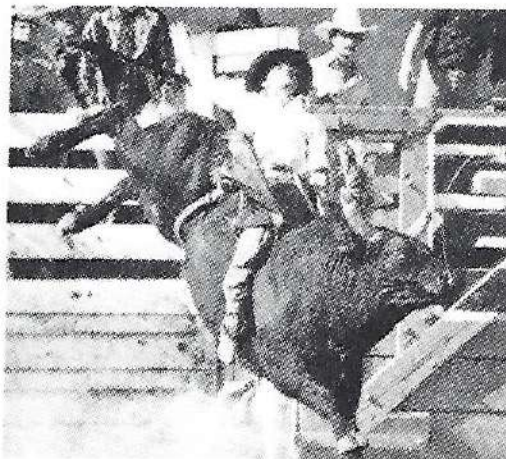
After climbing onto the bull, the cowboy slips his riding hand into the handhold of a flat-braided rope, pulls the tail

of the rope through a loop, then puts the rope back through and around his riding hand. When he's ready, the cowboy nods his head as a signal for the gate to open, and the ride begins.

Some bulls buck up and down, using sheer strength to rid themselves of their unwanted riders. Others tend to spin, while some do both. The bull rider, often small and wiry, must use his body and free arm to counter the bull's actions, while gripping the sides of the bull with his legs. Touching the bull or himself with his free hand will disqualify the rider.

"This is it for me, it's all I ever wanted to do," said Tuff Hedeman, who claimed his first world title in 1986.

"A lot of my childhood friends went different directions, but none can possibly be happier than I am. I've never put rodeo second behind anything, and it's been better to me than I even expected."



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HOW TO WATCH PRORODEO

Bareback RIDING

Staying aboard a wildly bucking bronc while clinging only to a simple handhold could be compared to trying to ride a giant jackhammer as if it were pogo stick.

The strength of these beasts can be surprisingly overwhelming, and the price of challenging them is often costly. No two are the same, except for the fact that none want you to remain long upon his back.

Injuries result not only from getting bucked to the arena floor, but also from

the immense physical stress required to complete a score-earning eight-second ride. Many of rodeo's most respected athletes claim the bareback bronc is the most dangerous of the sport's animals.

"By far, that's where most of the injuries come from," said Lewis Feild, the PRCA's bareback and all-around champion of the world in 1985 and '86. "The other two roughstock events — bull riding and saddle bronc riding — are fairly equal in that both require balance, and neither involve the direct force associated with bareback riding.

"Bareback riding is really tough on your arm, especially your elbow. Also, quite a few guys end up with lower back problems."

The goal of the bareback rider, stated in simplest terms, is to remain atop his bronc for eight seconds. However, only by spurring effectively, remaining in control, turning out his toes and exposing himself to the full power of the horse will a rider score respectably.

Also, the cowboy must "mark out" the animal on its first move out of the chute. In other words, he must have both spurs above the horse's shoulders until the bronc's front feet hit the ground on his initial move out of the chute.

Throughout the ride, the cowboy may only grasp, with one hand, the suitcase-like handle of a leather or rawhide rigging. At least 10 inches wide and usually two feet long, the rigging fits snugly over the horse's back. A cinch holds the rigging in place.

As the bronc bucks into the air, the rider pulls his knees up, dragging his spurs up the horse's shoulders. As the animal descends, the cowboy straightens

his legs, returning his spurs over the point of the horse's shoulders in anticipation of the next jump.

"My definition of a good ride is being in control, but just on the verge of being out of it," said Feild. "Controlled exposure is what I call it.

"One thing you're trying to do is get into a groove, or 'in time' with the horse."

Commonly, a bareback rider who has just completed an eight-second ride will look like he's been through an all-day ordeal.

"I kind of relate it to a 100-yard dash," said Feild. "It's only for a brief time, but it's all out."

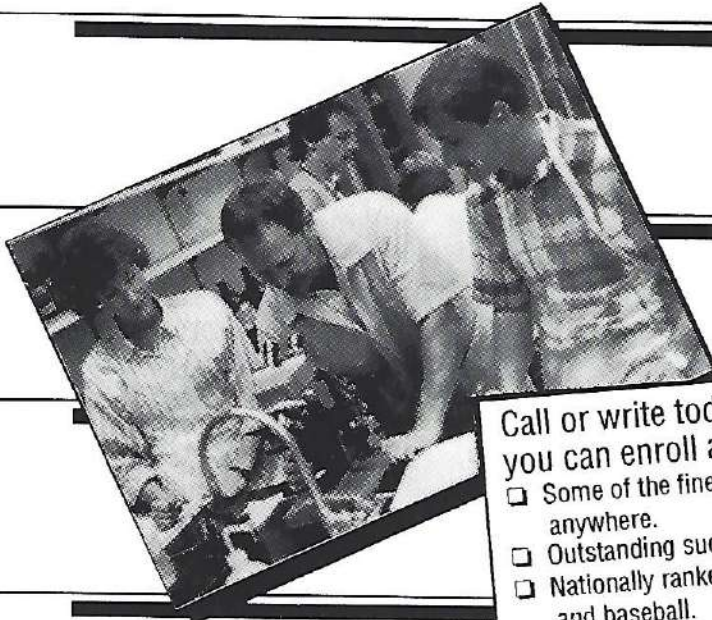


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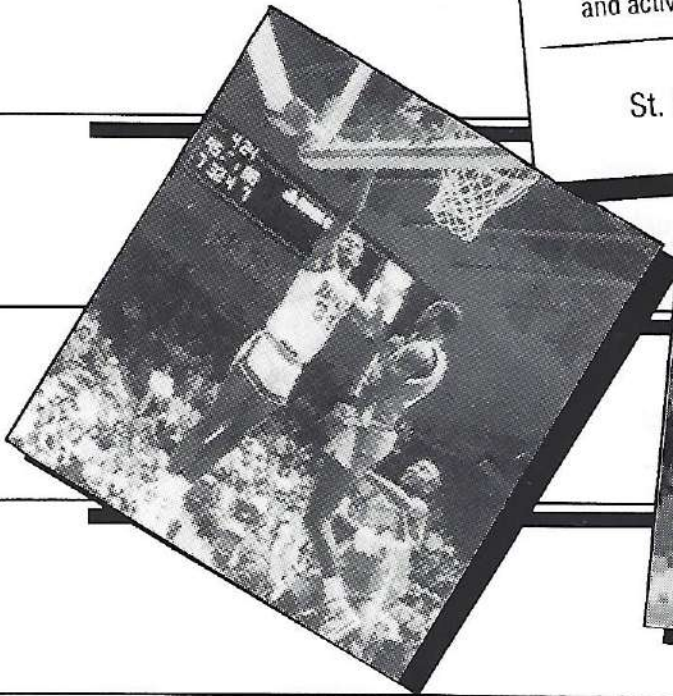
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Saddle BRONC RIDING

While the mention of rodeo often conjures colorful images of wild rides and scrambling battles on a dusty arena floor, beauty and grace are defined by the saddle bronc riding event.

In the other two roughstock events — bull riding and bareback bronc riding — the cowboy is cinched down to the animal with either a plaited rope or handhold. But in saddle bronc riding, only a rein attached to a halter keeps the contestant in his seat and in the hunt for that winning score. More than any other event of professional rodeo, saddle bronc riding requires exceptional grace, balance and knowledge of a horse's actions.

"I've always considered it very similar to gymnastics," said Bud Munroe, the Valley Mills, Texas, cowboy who in 1986 claimed his first world saddle bronc riding title. "There's a tremendous amount of rhythm and balance involved because you're not holding onto anything stationary. Probably it's similar to competing on a balance beam, except you're also trying to keep in time with a bucking horse."

To "keep in time" with a bronc means a cowboy feels and understands the horse's actions, then synchronizes his spurring movements with certain movements of the horse. The better he's in time with the horse, the better his score.

"Of course, saddle bronc riding got its foundation from breaking colts on the ranch," said Munroe. "Because of that, it's usually known as the classic event. The main difference between bronc riding and bareback riding is that bronc riding requires much more style and form. To me, it's the ultimate in understanding a horse and what he's doing."

Because of its technical complexities, bronc riding commonly is considered one of the toughest rodeo events to master. But once a cowboy becomes comfortable with the event, saddle bronc riding usually is more forgiving than the other riding events.

"We tend to get bucked off more than bareback riders because we don't have a lot to hold onto," said Munroe. "But usually it's not an event with a lot of serious injuries. In fact, about 90 percent

of saddle bronc injuries occur while the cowboy is still in the chute."

When scoring a bronc rider, a judge looks at the cowboy's spurring action, the degree to which his toes are turned out, and the contestant's control of the horse. While the bucking abilities of the horse are quite naturally built into the scoring system, a smooth, rhythmic ride is sure to score better than a wild, uncontrolled effort.

A bronc ride begins with the cowboy spurring over the points of the horse's shoulders as the animal's front feet strike the ground on the first jump out of the chute. This is referred to as "marking out the horse."

Ideally, the cowboy's feet are thrust forward, with toes turned out in the stirrups and spurs over the bronc's shoulders, when the horse's front feet strike the ground. As the horse bucks upward, the rider flexes his knees, drawing his feet back, toes still turned out, and sweeps his spurs along the bronc's sides until the spurs strike near the "cantle," the back of the saddle. The feet of the cowboy reach forward as the bronc descends. The bronc rider grasps a six-foot braided rein with one hand, and rides a PRCA-approved saddle. An eight-second ride is required for a qualified score.

"Basically, there are three pivotal points in bronc riding — the rein, your knees and your spurs — and all three work together on a leverage principle," said Munroe. "Usually it helps to know a horse's pattern if you want to get the most out of a ride."

"To me, it's the ultimate in understanding a horse and what he's doing."

"There's a tremendous amount of rhythm and balance involved because you're not holding onto anything stationary."

Bud Munroe

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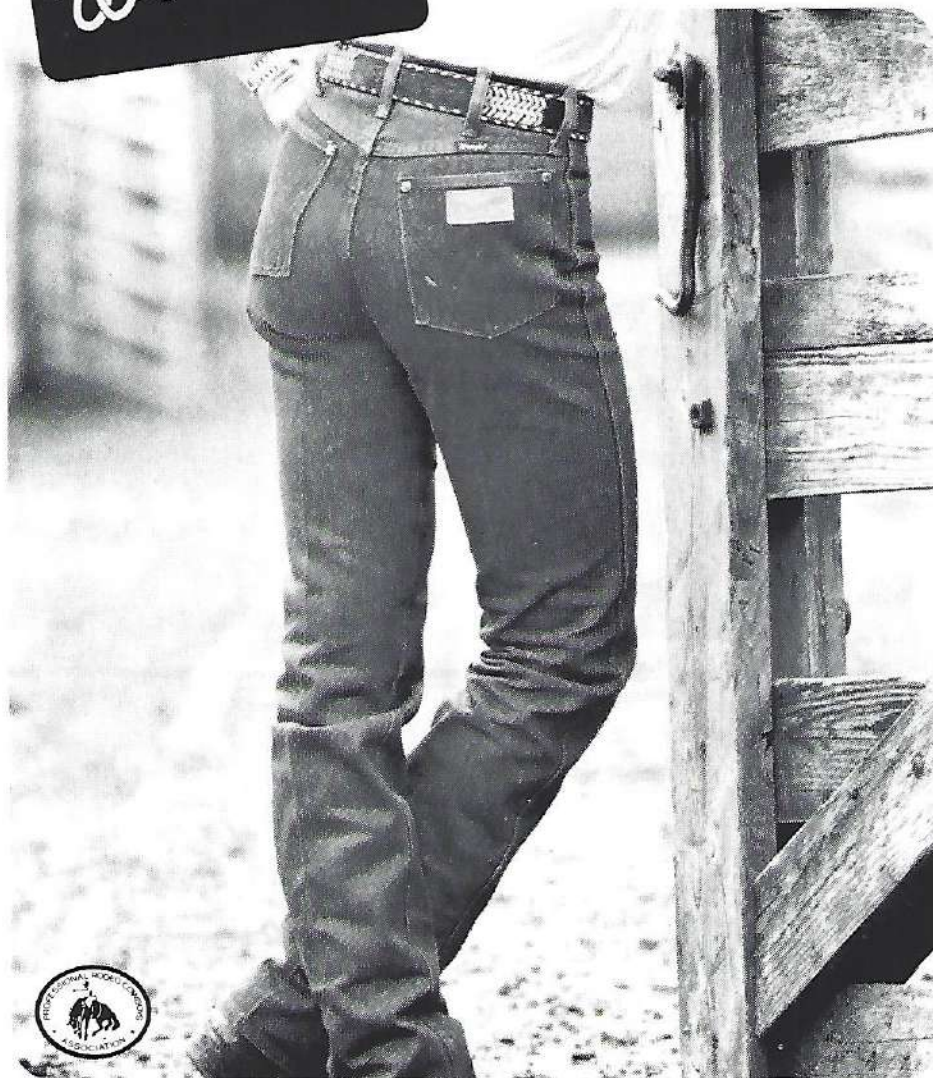
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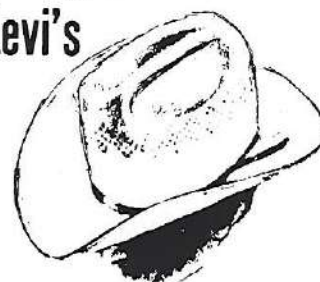


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Calf ROPING

Calf roping originated on ranches in the Old West when ranch hands roped and tied sick calves to treat them.

A cowboy's success in calf roping depends largely on the teamwork between he and his horse. Thus, in order to be competitive, professional calf ropers must not only be skilled with a rope, they

also must be accomplished horsemen and conditioned athletes.

The luck of the draw is also a factor. A random drawing determines which animal a cowboy competes against. Times are speediest, of course, when a cooperative calf is drawn. But, like all animals, the calves in rodeo are individuals, each complete with his own set of tricks to outsmart the cowboys.

After giving his calf a predesignated head start, the rider and his mount chase the calf. This is where horse and rider begin their work as a team. As the contestant ropes the calf, his horse simultaneously comes to a stop and the cowboy dismounts and runs along the rope to the calf. The calf roper then flanks, or throws by hand, the calf to the ground, with the help of his equine partner who is keeping all slack out of the rope. He then ties any three legs of the calf with his pigging string, which he has carried throughout the run in his teeth.

When the roper has completed his tie, he throws his hands in the air as a signal to the timers. He then remounts his horse and gives the calf plenty of slack. This is the calf's last chance to foil the cowboy's run. If the calf kicks out of the tie before six seconds have passed, the cowboy is

disqualified. The cowboy with the fastest time is the winner.

According to 1986 World Calf Roping Champion Chris Lybbert, calf roping contains both physical and mental aspects.

"I have a pretty basic style of roping calves," Lybbert said. "I just try to make as few mistakes as possible. I work hard on my roping and practice all the time. And I'm a goal-setter.

"I believe that whoever wants, desires and works at something harder than anyone else usually gets what he wants, including world championships."



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HOW TO WATCH PRORODEO

Steer WRESTLING



Perhaps more than any other rodeo event, steer wrestling requires cooperation — between two cowboys, two horses and even the steer.

The steer wrestler and his hazer are both mounted on fast horses trained specifically for the event. Both start their rides from behind a barrier string to ensure the steer a head start, then chase the animal across the arena until the steer wrestler is in position to dismount onto the sprinting steer. The hazer's job is to help the steer wrestler, or "bulldogger," line the steer out for a quick jump.

"The first thing you do is concentrate on the steer so you don't break the barrier and get a 10-second penalty," said Steve Duhon, the 1986 world steer wrestling champion. "Then you slide into position without jumping or lunging at the steer."

"You want to ease down and catch the right horn deep in your right elbow and catch the left horn with your left hand. Then you drive your legs into the dirt,

grab the steer's snout and pull him down."

The hazer plays an important role in this event. Without him, the steer could duck out from under the steer wrestler, leaving the cowboy empty-handed.

Many hazers also provide good steer wrestling horses for the cowboys to ride. For their hazing assistance, they commonly receive 25 percent of the steer wrestler's winnings. If a hazer does not provide the horse, he usually still receives one-eighth of the money won. If the steer wrestler doesn't win a dime, neither does the hazer.

The steer wrestling event is a fast-paced one. Times are often in the three- and four-second range, so competitors must have quick reflexes and a good sense of timing, as well as strength and balance.

"Every time I back into the box, I have to remember that it's me and that steer against the clock," said Ote Berry, the 1985 world steer wrestling champion. "It's an unusual way to make a living, but it's what I want to do."



"It's an unusual way to make a living, but it's what I want to do."

Ote Berry

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HOW TO WATCH PRORODEO

Team ROPING

Team roping is the only team event in professional rodeo.

Successful team roping requires the roping talents of a header and a heeler. Team roping partners put in long hours of practice to perfect their timing, both as a team and with their horses.

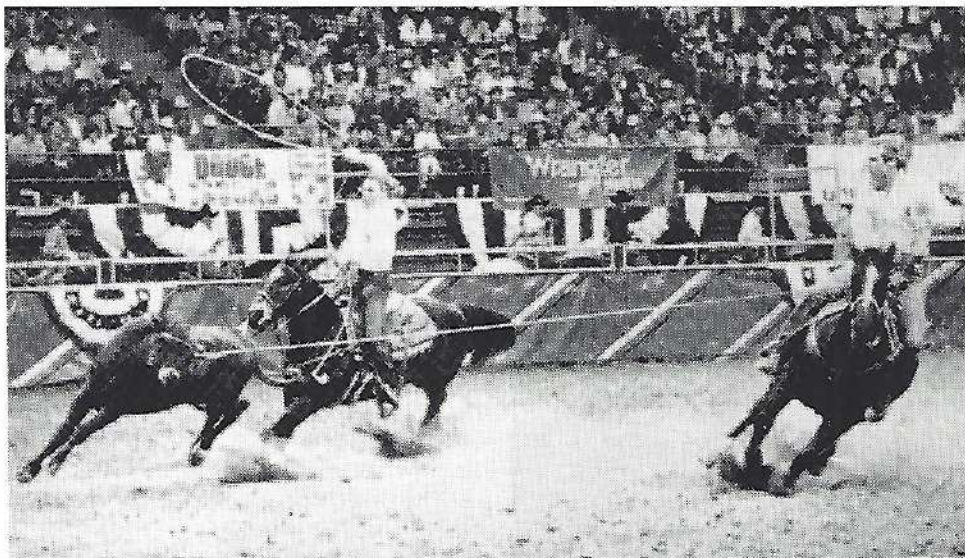
The horses used in this event must be quick and agile. Generally speaking, heading horses are taller and heavier than heeling horses because they have to turn the steer after the header has made his catch.

According to most world-class team ropers, the only way to win consistently in this event is through hard work and endless practice.

"When Jake (Barnes, the 1986 world team roping co-champion) and I aren't at, or going to, a rodeo, we're practicing all day," said Clay O'Brien Cooper, Barnes' world champion partner. "We win more than anyone else because we work harder at it. What makes roping fun is the challenge of trying to get better."

In the team roping event, both riders start their run from behind a barrier after giving the steer a head start. Failure to wait until the steer hits the score, or head start line, costs the team a 10-second penalty.

The header ropes the steer in one of three legal head catches (around two horns, one horn and the head or the whole head) and dallies his rope around his saddle horn. Then, with the help of his horse, he leads the steer off for his heeler, who



ropes the steer's hind feet. Catching only one foot results in a five-second penalty.

The clock is stopped when the ropers and their horses have taken all the slack out of their ropes and are facing each other.

Team roping is still used on ranches for

practical purposes, such as treating sick animals or branding.

"I utilize my team roping skills on my own ranch," said Leo Camarillo, a four-time world team roping champion. "It's a challenge to catch an unbroken animal in a humane way."



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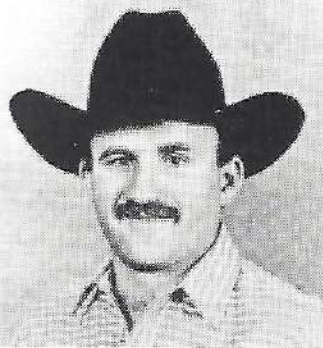
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WORLD



Lewis Feild
All-Around

Saddle bronc and two-time world champion bareback rider Lewis Feild said his chances were "as good as they've ever been" as he went to the National Finals Rodeo seeking his third consecutive all-around title—even though he trailed two other cowboys at the time.

No one cared to disagree with him. "It's my kind of rodeo," he said. "I love getting on a lot of horses in a short period of time. I seem to ride stronger and more consistently when I do."

Feild qualified for the National Finals for the seventh time in bareback riding, in 6th place, and for only the second time in saddle bronc, where he was 15th.

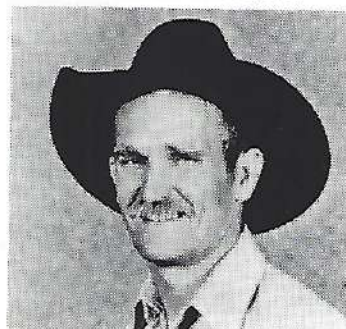
"I like both events," he has said, "but I guess you'd have to say bareback riding is my favorite... I've been more successful at it."

That wasn't obvious at the Finals, however. Feild turned the tables on himself and by the time it was over, he had moved to 4th in world standings in bareback riding—and all the way to 2nd

in saddle bronc riding. Along the way he set a record for NFR winnings, \$75,218, and regained the all-around championship by a wide margin.

Even with his notable record—three all-around titles, most money won at the NFR, two bareback riding championships (1985, 1986), most money won in a single season (1986)—Feild has said he never expected to do so well in PRCA rodeo.

At 31, Feild believes he is enjoying his most productive times. "The people in the past who have done well consistently have reached their peaks in their 30s," he said. "I'll be at it a few more years."

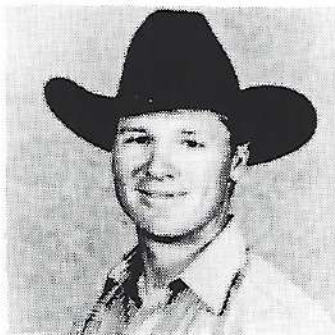


Bruce Ford
Bareback Riding

After three years riding part-time while pursuing other interests, Bruce Ford's comeback fifth title tied him for the record for most bareback championships in a career. Only slightly behind the leader when the National Finals began, Ford moved ahead while winning money on six of his 10 horses, including 1st place in the final round. Ford also holds the record for career earnings in bareback riding.

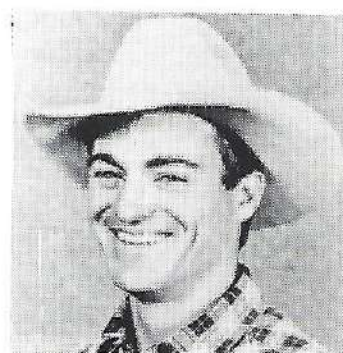
Clay O'Brien Cooper
Team Roping

Clay O'Brien Cooper, co-champion in team roping with Jake Barnes, is a frequent winner in calf roping as well. Cooper has proven his ability as an all-around contender (he finished 7th, 2nd, and 4th the last three years) but to date has chosen not to make the all-around his main priority. Cooper and Barnes have won the team roping title three years in a row.▼



Clint Johnson
Saddle Bronc

This time around marked the fifth straight year Clint Johnson went to the National Finals Rodeo as a favorite to re-claim the crown he first won in 1980. Undaunted after finishing 2nd in three of the last four years, with the help of a strong summer run he stayed at or near the top for much of 1987. He was in the lead when the finals began, and consistency there pulled him through.▼



Jake Barnes
Team Roping

It's been said that as long as Jake Barnes and co-champion Clay O'Brien Cooper are paired they'll remain unbeatable. At the National Finals they quickly made known their intention to claim a third world title by winning the first round, then winning or placing in four more and—even when their championship was assured before the Finals ended—topping the last round as well.◀

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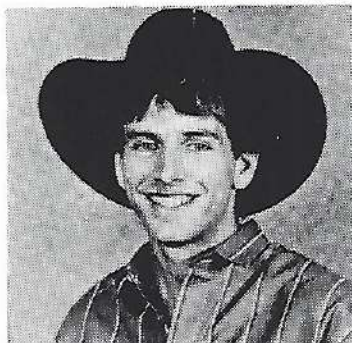
WORLD

Joe Beaver Calf Roping

Joe Beaver won his first world championship as a rookie in 1985, by a strong run from behind at the NFR in which he overtook eight-time champion Roy Cooper. This time Beaver didn't leave much room for doubt. He moved from 2nd to 1st in the standings in September, stayed there until the Finals, then won the NFR average and cinched the world title. ▼

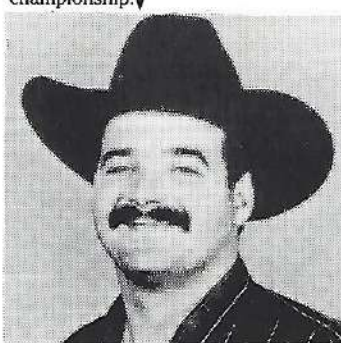
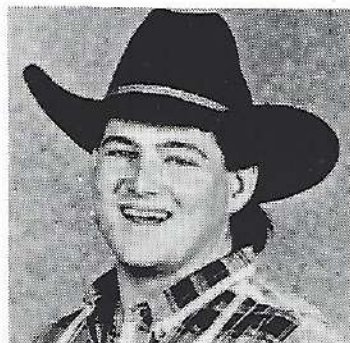
Steve Duhon Steer Wrestling

Cajun cowboy Steve Duhon won his first world championship in 1986 by the largest margin in steer wrestling history, then started slowly in 1987. By summer he was in the top five, and by NFR time was 3rd. At the Finals he won 1st in one round (tying for the fastest time of all 10 rounds) and placed in three others, all the while aiming toward the NFR average, which only became his for sure in the last round and earned him the world championship. ▼



Lane Frost ▲
Bull Riding

Four-time National Finals Rodeo qualifier and 1986 NFR winner Lane Frost took the standings lead early on and maintained it through much of the season despite a broken collarbone suffered in mid-August. At the Finals he qualified on eight of his 10 bulls and wop money on six to turn away a strong challenge from the 2nd-place rider. Frost finished 3rd for the title in 1985 and 1986.



Charmayne James ▲
Barrel Racing

Records and opponents alike have fallen consistently to Charmayne James and Scamper, the horse James credits for much of her success. Although she won the National Finals Rodeo barrel racing competition, her fourth world championship was virtually assured before the Finals began. James hasn't been seriously challenged since she won her first title in 1984 at age 14.

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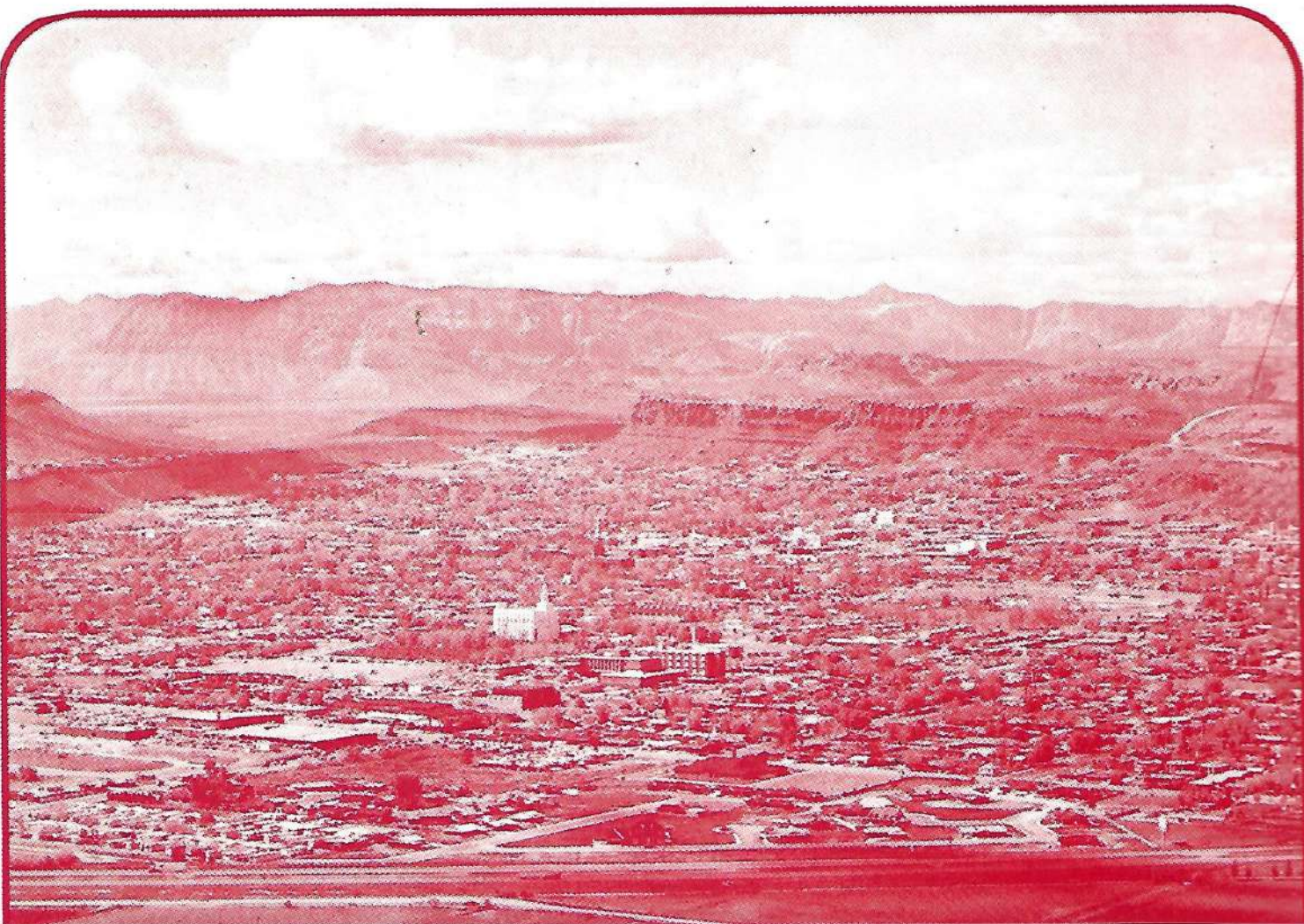
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