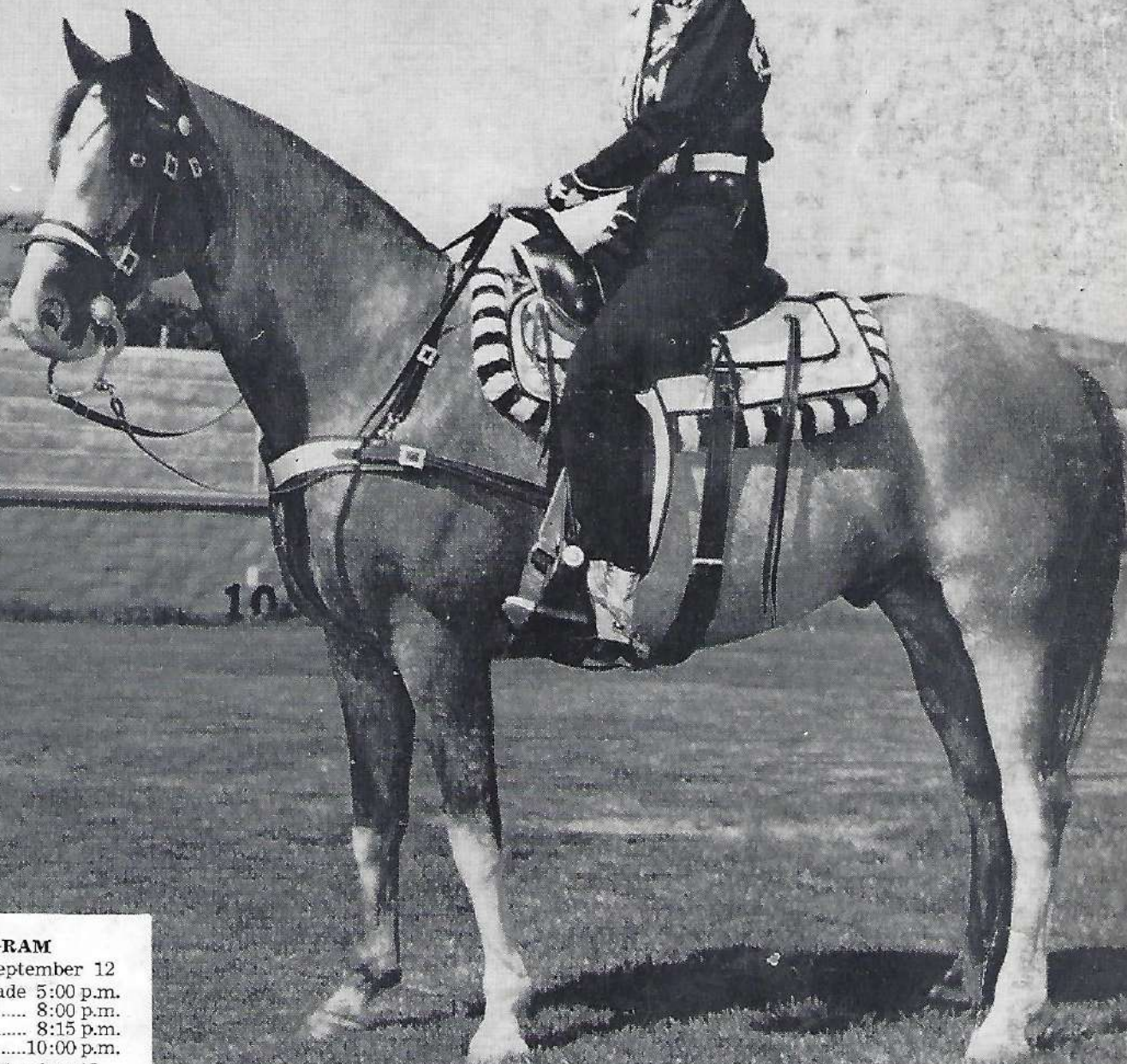


Lions Twenty-Third Annual

# Dixie Roundup

September 12, 13, 14, 1957—St. George, Utah



## PROGRAM

Thursday, September 12

Western Parade 5:00 p.m.  
Grand Entry..... 8:00 p.m.  
Rodeo ..... 8:15 p.m.  
Dance .....10:00 p.m.

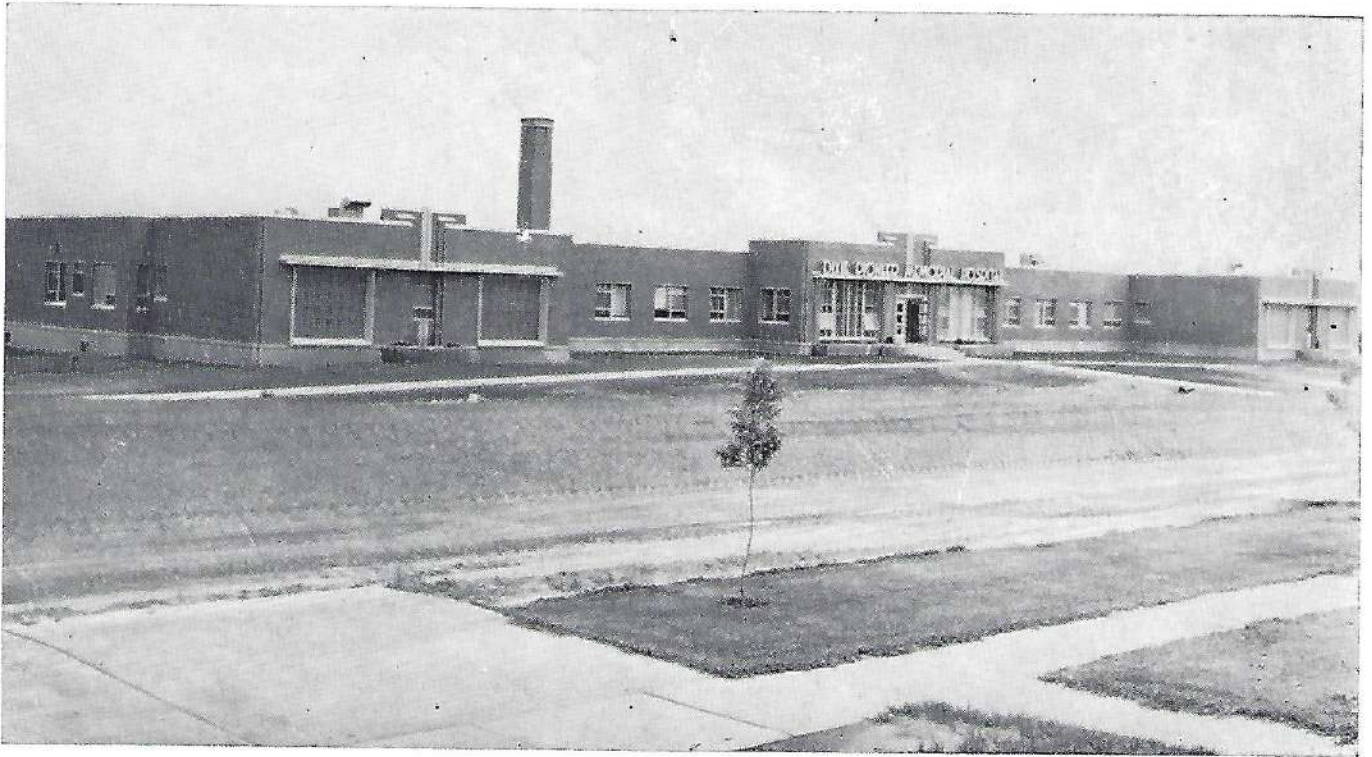
Friday, September 13

Junior Parade.. 5:00 p.m.  
Grand Entry..... 8:00 p.m.  
Rodeo ..... 8:15 p.m.  
Dance .....10:00 p.m.

Saturday, September 14

Beauty Parade.. 5:00 p.m.  
Grand Entry..... 8:00 p.m.  
Rodeo ..... 8:15 p.m.  
Dance .....10:00 p.m.





## DIXIE PIONEER MEMORIAL HOSPITAL

The Dixie Pioneer Memorial Hospital is an adventure in the democratic process wherein the people, through their chosen representatives, co-operate to protect the health of their citizens. From 1947 to 1952 it took to realize the fruition of this dream.

The location of the building is a happy one, for from its elevation there is a perfect view of the whole panorama of this colorful land.

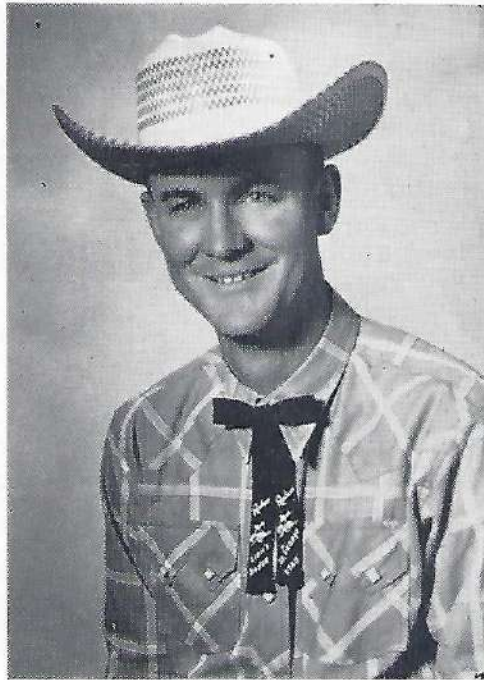
Modern to the last detail, its spacious, restful interior is inviting. At present it has a 32-bed capacity, with facilities for 18 new-born infants, and with the last word in modern equipment for every emergency.

If being in a hospital can ever be a pleasure, this one would seem to offer that pleasure.



WASHINGTON COUNTY COMMISSIONERS

LIONS RODEO CHAIRMAN AND GENERAL COMMITTEE

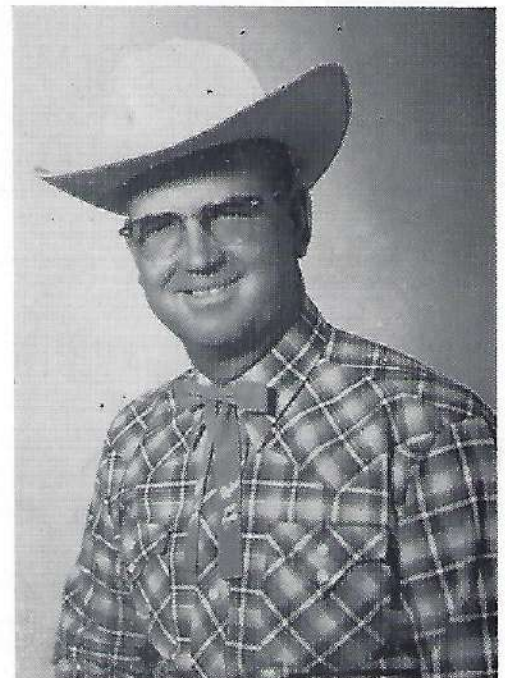


Clayton Atkin  
Chairman



Dean Gardner

St. George Ice Co.  
St. George Feed Co.



Bernard Seegmiller

McArthur Jewelry  
Hafen and Nelson

Milne Jewelry  
Dixie Appliance



### President's Message

**A**S PRESIDENT of the St. George Lions Club I wish to express to all an invitation and greeting to the 23rd Annual Dixie Roundup.

This Roundup is sponsored by the Lions Club as a project to help carry out our club purpose of serving and improving the area in which we live.

It is through the combined efforts and cooperation of the Lions Club members, Lady Lions, businessmen and citizenry of this area that we present this show that we feel is tops in western entertainment.

WAYNE B. NUTTALL

President, St. George Lions Club



### Mayor's Message

**I**T IS A pleasure indeed to welcome the many friends and patrons of the St. George Lions Club rodeo to the 1957 show.

As City officials we tender our thanks and appreciation to the Lions club for this outstanding event each year. We wish them success in their show again this year and praise them for their untiring efforts.

J. C. SNOW

Mayor





## QUEEN OF THE [REDACTED] LIONS ROUNDUP AND RODEO

Miss Caroline Dickerson

Sponsored by Ashby & McQuaid

Charming seventeen year old Caroline Dickerson is the daughter of T. O. Dickerson and Catherine A. Dickerson. Caroline spends her winters attending the University High School in Los Angeles, California, and the summers are spent in Pine Valley, Utah. When Caroline is not busy being a "top notch" student, she occupies her time with painting, swimming and riding horses. The most fascinating event in her life to-date was being lost in the Pine Valley Mountains for two days and two nights before finally being rescued by search parties.

Veterans of Foreign Wars

O. P. Skaggs

St. George Gas Company

Arrowhead Department Store

Sun Bowl Club

St. George, Utah





The Proposed Bridge at Glen Canyon Dam



Kanab Motel

Conoco Motel

Bonham's Clothing

"Peaches" Trail's End Restaurant

Kanab, Utah





The Proposed Bridge at Glen Canyon Dam



Kanab Motel

Conoco Motel

Bonham's Clothing

"Peaches" Trail's End Restaurant

Kanab, Utah





### Project SMART on the Hurricane Mesa

### Congratulations to Lions Club for a Wonderful Rodeo

Western Gold and Uranium, Inc., owns and operates eight mines in Utah and Arizona, including the fabulous Orphan uranium mine at the Grand Canyon. In Washington County, Utah, the company has silver and uranium mines and a flotation mill at Silver Reef. Lion Dick Wyman, general manager.

Through its subsidiary, Grand Canyon Inn Corporation, it operates the Grand Canyon Inn on the South Rim in Grand Canyon National Park where there is every accommodation for the tourist. Lion Andy Pace, manager.

**WESTERN GOLD AND URANIUM, INC.**  
and Subsidiaries  
St. George, Utah

**GRAND CANYON INN**  
South Rim  
Grand Canyon, Ariz.





Jay Sisler, who is well-known for his work with Australian Shepherd dogs, has spent two years in training this greyhound he calls "Blondie." Judging from the favorable comments and applause she received at the National Western Stock Show in Denver, the two-year effort was well spent.

In addition to Denver's National Western Stock Show, she has appeared at the Pendleton Roundup, the McAllister, Oklahoma, Prison Rodeo, the Omak (Washington) Rodeo, and several others. Her enthusiastic acceptance in all these shows has resulted in numerous contracts for her appearance in the Western United States and Canada for this season.

Hurst Variety

Mathis Market

Dixie Jewel Shop

St. George Savings & Loan

Quality Bakery

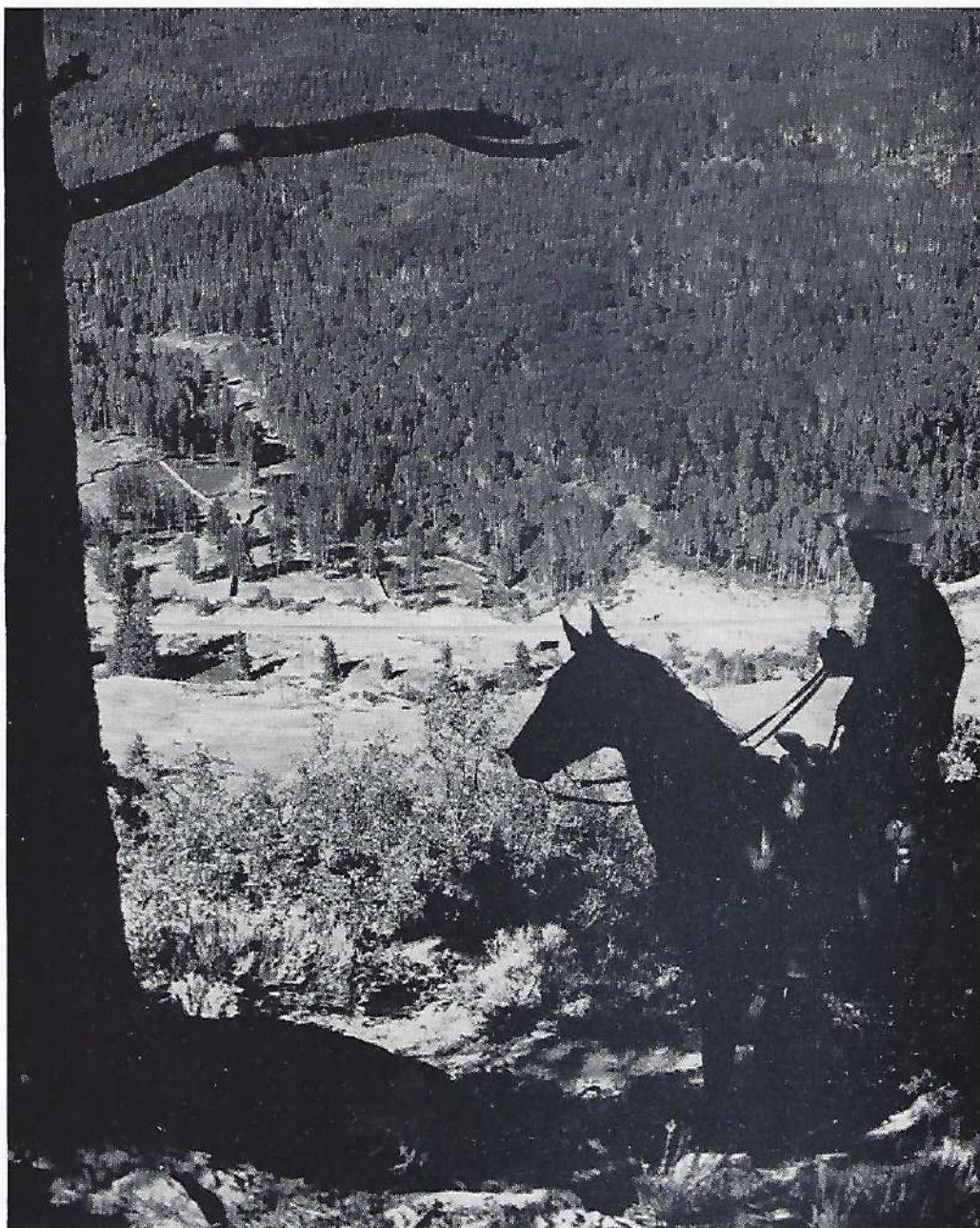
Dixie Photo Studio

Gene's Quality Meats

Tri-State Office & Supply

St. George, Utah





Cowboy at home on the range on beautiful Cedar mountain, heart of the livestock grazing industry of Utah.

**Burgess Optical Co.**  
Cedar City and St. George

**Lunt Motor Company**  
Cedar City and St. George

**Royce Knight**  
(Seeding and Crop Spraying)

**Crawford Motors**  
Marsden's Men's Shop

**Stevens Company**  
Reed Bradshaw  
Iron County Record  
Cedar Crest Lodge

Cedar City, Utah



# THE MORGAN HORSE

Oldest and Most Highly Esteemed of American Horses

MORGAN HORSES are owned the nation over and used in every kind of service where good saddle horses are a must. Each year finds many new owners of Morgans—each owner a great booster who wonders why he didn't get wise to the best all-purpose saddle horse sooner.

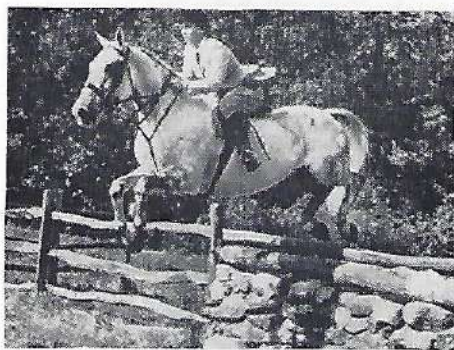
Keystone, the champion Morgan stallion owned by the Keystone Ranch, Entiat, Washington, was winner of the stock horse class at Washington State Horse Show.

Mabel Owen of Merrylegs Farm wanted to breed and raise hunters and jumpers. She planned on thoroughbreds until she discovered the Morgan could do everything the thoroughbred could do and the Morgan is calmer and more manageable. So the Morgan is her choice.

The excellent Morgan stallion, Mickey Finn, owned by the Mar-Lo Farms, Northville, Michigan, is another consistent winner in Western classes.



A Morgan Horse on Western Range



A Morgan Horse on Cross-Country Race or Steeple Chase

Spring Hope, the young Morgan mare owned by Caven-Glo Farm, Westmont, Illinois, competed and won many western classes throughout the middle-west shows the past couple of years, leaving the popular Quarter horse behind in many instances.

The several Morgan horses owned by Frances and Wilma Reichow of Lenore, Idaho, usually win the western classes wherever they show.

J. C. Jackson & Sons operate Pleasant View Ranch, Harrison, Montana. Their Morgan stallion, Fleetfield, is a many-times champion in western stock horses classes. They raise and sell many fine Morgan horses each year.

Mr. and Mrs. Roy Jesser run the Twin View Ranch, Twin Falls, Idaho. They raise Morgan horses and Hereford cattle and find this a perfect combination.

The saddle horse that excells at rounding up the mustangs on Utah-Nevada ranges, where the going is really tough, is the Morgan stallion, Little Fly, owned by Ern Pedler, Big Cottonwood Canyon, Utah. Here is a horse that can run like the wind in the roughest going and hold anything you can get a rope on.

Escalanta, the outstanding Morgan stallion owned in St. George, Utah, is a useful stock horse. A horse that can really travel, smooth in his gaits, smart and alert; a horse that can go into the herd and bring out a cow and put it where you want it without fuss or loss of time. As a sire he is excellent and his breeding is the very best. This is the horse you need to breed to that your saddle stock may be improved as you would like it.

MORGANS have been America's most useful breed of horse for over 150 years. The choice of the particular horseman.

TIME TO BUY A MORGAN.

Write for list of Morgan breeders in the west.



Escalanta—Morgan Stallion

Sunswept Acres

JOSEPH E. OLSEN

RESIDENTIAL SUBDIVISIONS • INVESTMENTS

ST. GEORGE, UTAH





"Maximum Progress Through Most Modern Equipment"



MILNE TRUCK LINES  
Working to Render the  
Best Transportation Service to Washington County  
Both North and South



## HISTORY OF QUEENS

The first annual rodeo of the St. George Lions Club was held on Armistice day 1935. A similar Rodeo Activity was sponsored during the years of 1936 and 1937. The first Night Rodeo was sponsored in September of 1940. After much "pushing and pulling" the Dixie Sun Bowl was near enough completed to be used and the first Dixie Roundup presented in the Dixie Sun Bowl occurred in September of 1947.

During the years of rodeo much color and activity were woven around the Rodeo Queen and her attendants. The first queen was selected in 1938 and, with the exception of the years 1943 and 1944, during the war years, each rodeo has been reigned over by a queen. Following is a list of the rodeo queens with accompanying attendants.

- 1938 Addie Hammer, queen, with Mrs. S. T. Nelson and Mrs. Mickie Wallace attendants.
- 1939 Addie Hammer, queen.
- 1940 Noma Andrus, queen, with Addie Hammer and Lou Slade, attendants.
- 1941 Laura Lytle, queen, with Jewel Gubler and Edna Rae Gardner attendants.
- 1942 Maxine Bowler, queen, with Edna Rae Gardner and Ruby Seegmiller attendants.
- 1945 Barbara McMullin, queen, with Corinne Esplin and Lola Pymm attendants.
- 1946 Phyllis Foremaster, queen, with Iris Woodbury and Dora Jean Leavitt attendants.
- 1947 Romona McMullin, queen, with Yvonne Frei and Chyrrel Heaton attendants.
- 1948 Edna Gubler, queen, with Mrs. Bill Hunt and Georgia Lou Heaton attendants.
- 1949 Edna Gubler, queen, with Winona Crosby and Mary Ellen Larson attendants.
- 1950 Betty Jo Burgess, queen, with Edna Lou Jennings and Beverly Larson attendants.
- 1951 Margie Emett, queen, with Maurine Hunt and Gwen Snow attendants.
- 1952 Jean Craig, queen, with LaDawn Porter, Ione Hall and Gay Christenson attendants.
- 1953 Fawn Gubler, queen.
- 1954 LaVell Bundy, queen.
- 1955 Mary Esther Gardner, queen.
- 1956 Anna Laura Heaton, queen.
- 1957 Caroline Dickerson, queen.

Thompson Plumbing & Heating  
St. George, Utah





# First Place Winner of Junior Parade (Double), 1956

The Old Utah Deer Trail  
Ricky Joe and Dorothy Crofts

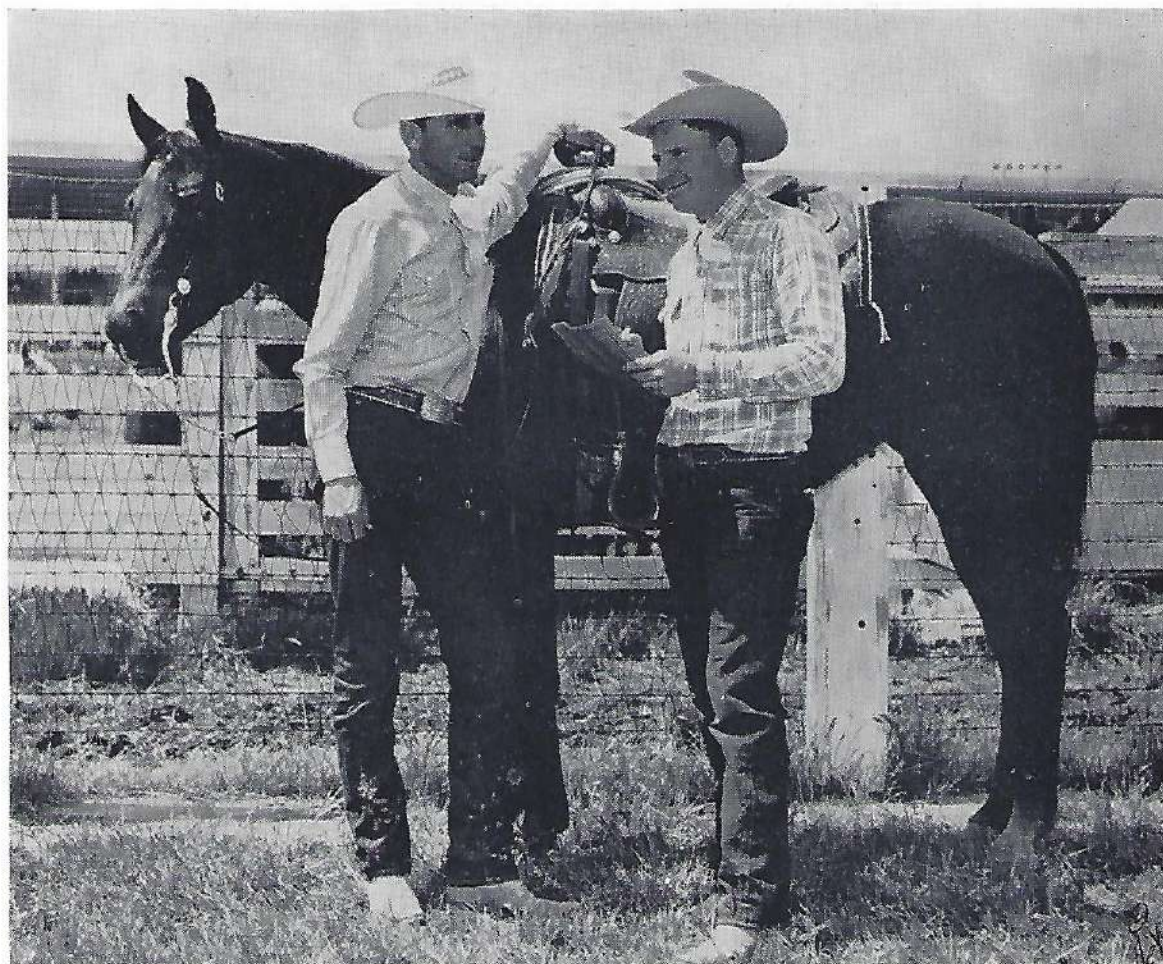


California Inn  
Givan Oldsmobile  
Phillips 66 Service  
Slim Waring Ranch

Lee Motel  
Liberty Hotel  
Knell's Barber Shop  
Bateman Pharmacy

St. George, Utah





## PRODUCERS:

Cotton Rosser of Marysville, California. Started rodeoing when 15, active contestant every since—won 29 trophy buckles and 6 saddles.

Dick Pascoe was born and raised on a ranch near Kernville, California. He started riding and roping when he was about ten years of age. He was in the Air Force during World War Two in which he flew with the 8th Air Force as a tail gunner in a B 17 for three years in England.

When the war was over, he continued with his rodeo career which started when he was nineteen. He contested professionally in two events, saddle bronc riding and bull riding, and occasionally he team roped. His best event was the bull riding, and in 1953 he stood in third place in the nation for the bull riding championship.

With his rodeo winnings he purchased a ranch in Woody, California, early in 1954. In 1956 he purchased another ranch in Fallon, Nevada.

Having contested together with Cotton Rosser at all the major rodeos for many years, it was only natural for them to go into the rodeo business.

Twin Oaks Motel  
El Pace'O, Inc. and Rugged West Motel  
Center Department Store  
Dixie Drug  
St. George, Utah

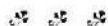




First Place Winner of Junior Parade (Single), 1956

See Ya Later, Alligator

Val Peterson, son of Mr. and Mrs. Ted Peterson  
St. George



Liberty Cafe  
Nelson Supply

Conoco Motel  
McCoard Service  
St. George, Utah

Bennett Motel  
Wittwer Motor Lodge





## SEEING NATURE'S HANDIWORK IN GRAND CANYON

Grand Canyon is a colossal chasm 280 miles long, a constantly shifting kaleidoscope of color. The north rim is about 165 miles from St. George. It stands alone, in a class by itself; gigantic, awe inspiring, and almost overpowering. As the visitor stands on the brink of the Grand Canyon, he not only looks at a scene of unsurpassed beauty and grandeur, but he looks back through the eons of geologic time during which the great river has been carving the mile-deep chasm.



Sponsored by

UTAH PARKS COMPANY





**ST. GEORGE L.D.S. TEMPLE**

Finished in 1877, took six years to build. First Mormon Temple completed in the West. Information bureau on Temple grounds open during summer months from 8 a. m. to 9 p. m. Visitors welcome.

#### **WHY DO THEY CALL IT DIXIE?**

The first Mormons were sent to Southern Utah to raise cotton in an effort to make the early Mormon empire self-supporting. This area was then referred to as the "Dixie Mission." The cotton

raising was successful on a small scale but after the Civil War the price of cotton dropped so low it was not practical to compete with the large southern markets. Gradually the area converted to fruit and hay raising; in later years it became the center of the blight resistant sugar beet seed industry with a \$200,000 crop from 425 acres. Seeds are shipped all over the world from the Dixie area.

## **ST. GEORGE, UTAH . . .**

St. George boasts 360 days of sunshine each year. Summer temperatures are high, but due to the low humidity, homes and offices are effectively cooled with evaporative air conditioners. The mild winters and the long growing season were originally the reason for colonizing this area. Snow is rare.

St. George has 23 Motor Courts, 2 Hotels, 5 Cafes, 3 Drug Stores, 25 Service Stations, 10 Garages to serve the traveler.

St. George boasts one of the finest night rodeo arenas in the world, the new Dixie Sun Bowl, built by the St. George Lions Club for their annual Dixie Roundup in September.

**Population 4,545**

**Elevation 2,700 feet**

#### **Industries:**

**Turkeys, Sheep, Cattle Raising**

**Agriculture**

**Utah Oil Refining Company**

**Andy Holt Distributor**

(Rodeo Book Chairman)

**Val's Utoco Station**

**Well's Utoco Station**

**Renouf & Thompson Motors Garage**

**"Let's Go With Utoco"**





# First Place Winner of Junior Parade (Group), 1956

The Wedding of the Painted Doll

Mike and Debbie Jo Anderson, Roy and Brad Hafen, Butch Graff

Laura Lee McCune, Claudia Ence, Arlene Truman



Ted M. Peterson Pioneer Inv. Co.      Red Bluff Motel

Bostwick Texaco Station    Motter Electric    Premium Oil Co.

Radio Service KDXU      Talbot's Conoco Service

Reber Investment Corporation

St. George, Utah





A View of the Colorado River Near Glen Canyon Dam



Aiken's Lodge

Carol's Drive Inn

Trading Post

Southern Utah News

Kanab, Utah



# ST. GEORGE LIONS CLUB

## Roster 1957-58

Sarkis Arslanian  
R. N. Ashby  
Anthony Atkin  
Clayton Atkin  
William Barlocker  
Clark Blake  
Marion Bowler  
Darrell Bracken  
J. W. Bringhurst  
Clawson Burgess  
Wilford Cannon  
William Cottam  
Loraine Cox  
Clark Empey  
Afton Ence  
Kenneth Ence  
Jim Erberich  
R. N. Fenton  
Lindau Foremaster  
Dean Gardner  
Ray D. Garner  
Eldon Hafen  
H. Val Hafen  
E. N. Hammer  
Kay Heaton  
Andrew Holt  
Ralph Holding  
Karl J. Hutchings  
M. O. Hutchings  
M. C. Jacobsen  
Howard Judd  
Thomas W. Judd  
Ronald Knell  
Eldon Lang  
Robert Kahle  
James Lundberg  
Loren Lundberg  
N. M. Lundberg  
Andrew Lytle  
E. M. McArthur

Ronald McArthur  
Rudger McArthur  
Valentine McArthur  
Dr. A. W. McGregor  
W. G. McMullin  
LeVon McQuaid  
Dick Miles  
B. G. Milne  
Irvin Milne  
Milton R. Nelson  
Wesley A. Nelson  
Harlan D. Moore  
Wayne B. Nuttall  
George W. Pace  
K. J. Parkinson  
Arthur A. Paxman  
W. Owen Pendleton  
Ben Picklesimer  
Charles Pickett  
Roger Pickett  
Robert Pickett  
Shirl Pitchforth  
L. A. Porter  
R. M. Reber  
Roy Renouf  
Joel Richards  
Lawrence Rosenbruch  
Doyle Sampson  
Barnard Seegmiller  
Spencer Snow  
W. W. Staheli  
Albert Stratton  
Phil Squire  
Joe Thompson  
Alma Truman  
Ray Whipple  
Evan Whitehead  
Wayne Whitehead  
Richard Wyman  
Clerin Zumwalt

## Members At Large

Shirley Booth  
Clarence Dahl

Leland Hafen  
Reed Leigh  
Lee Owens


Andrew Pace  
William Powell

## Honorary Members

Earl J. Bleak





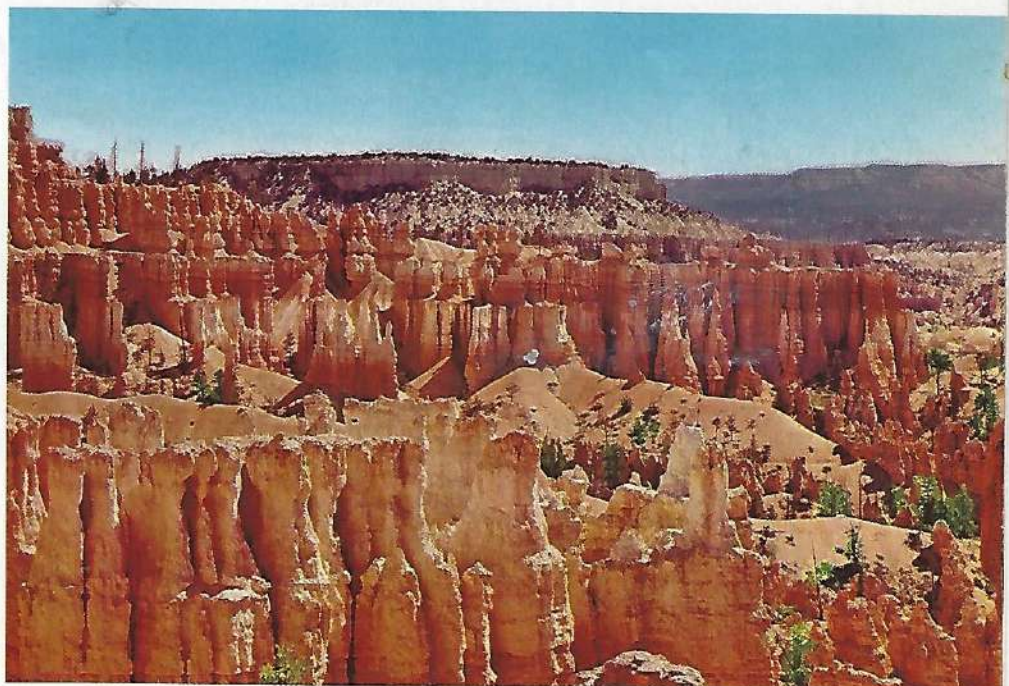
 **TEMPLE OF SINEWAVA, ZION NATIONAL PARK** In the foreground toward the left extend the red spires of the Temple of Sinewava, in the center background looms the Great White Throne, and to the right rises Angel's Landing. 40 minutes from St. George.



Silver Leaf Cafe  
Cox Motor—Lincoln & Mercury  
Bullock's Drug Store & Cafe  
Cedar City, Utah

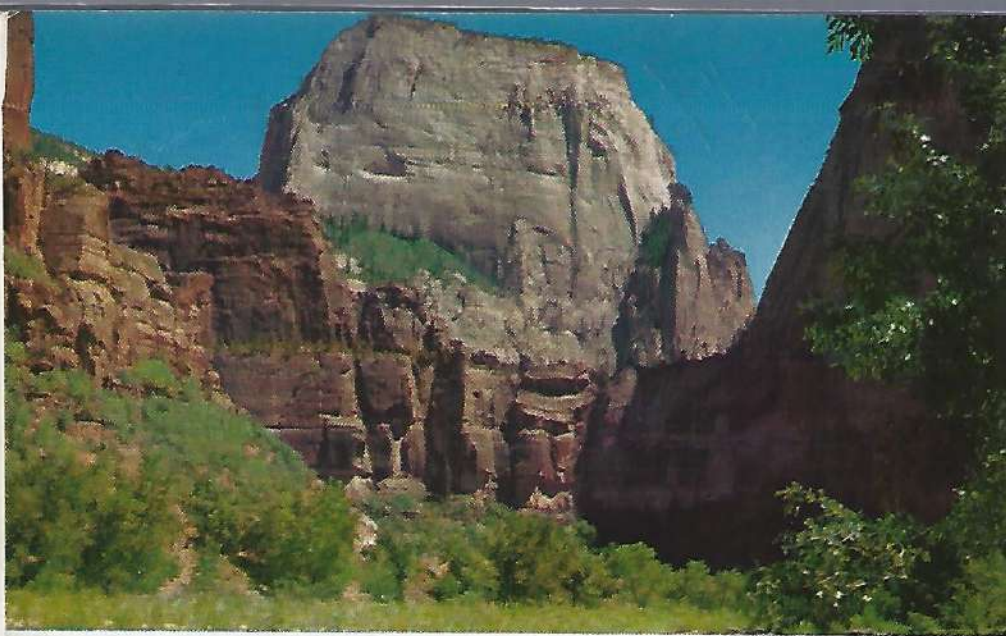


Seven-up Bottling Co.  
Fair Deal Motors—Cadillac  
Bradshaw Chev. Co.  
Southwestern Distributing Co.  
Cedar City, Utah



**VIEW FROM COMANCHE TRAIL, BRYCE CANYON NATIONAL PARK** The Table Cliffs rise in the background of this scene, eroded from the Pink Cliffs formation into the most colorful canyon in the world. Utah. 130 minutes from St. George.

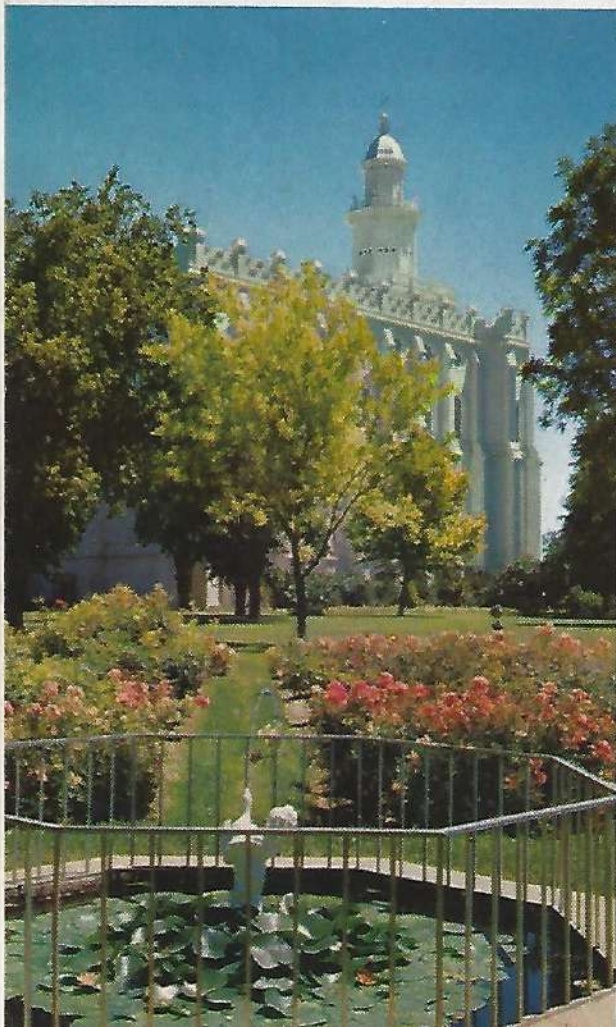




Radio Station KSUB  
Sullivan's El Ray Cafe  
Leigh Furniture Co.  
Cedar City, Utah

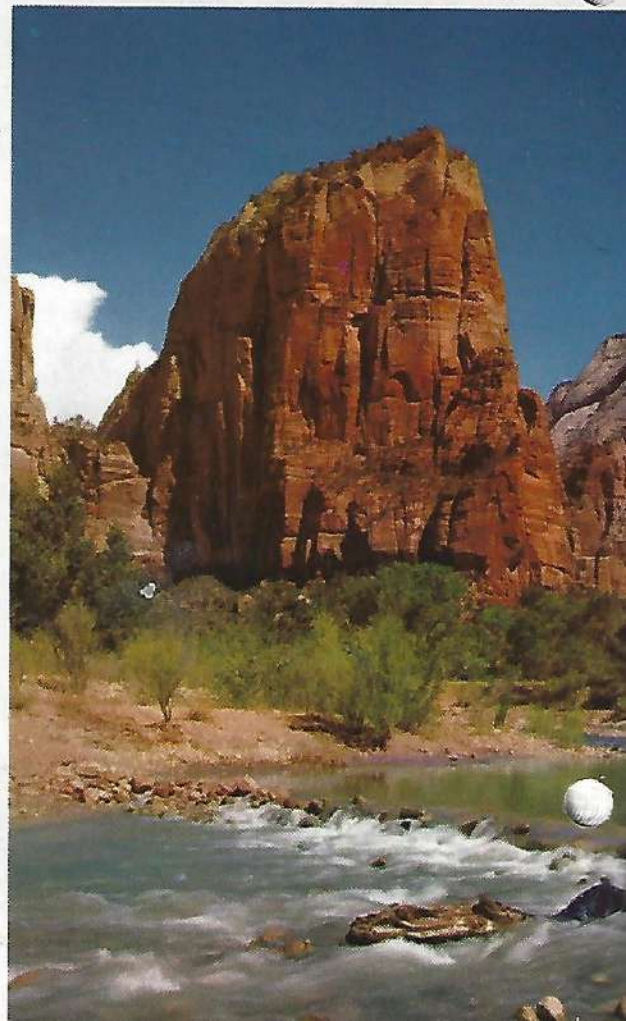
➤ **GREAT WHITE THRONE AND THE VIRGIN RIVER** Carved out by the north fork of this comparatively small river, Zion National Park offers such spectacular sandstone formations as this one, 2394 feet above the valley floor in southern Utah. 40 minutes from St. George.

**ST. GEORGE TEMPLE** One of Utah's four Mormon Temples, wherein baptisms, marriages, and other sacred ordinances are performed. Construction of this sacred edifice was commenced almost immediately after the impoverished Latter-Day Saints settled in this territory. This represents only one of the many temples the Mormons have built and planned throughout the world.



Scholzen Products Co.  
Hurricane, Utah  
LaVerkin Feed Company  
LaVerkin, Utah

**ANGEL'S LANDING AND THE VIRGIN RIVER, ZION NATIONAL PARK** This massive red sandstone formation standing alone, whose only apparent access to its summit is from the sky, is appropriately named Angel's Landing. 40 minutes from St. George.



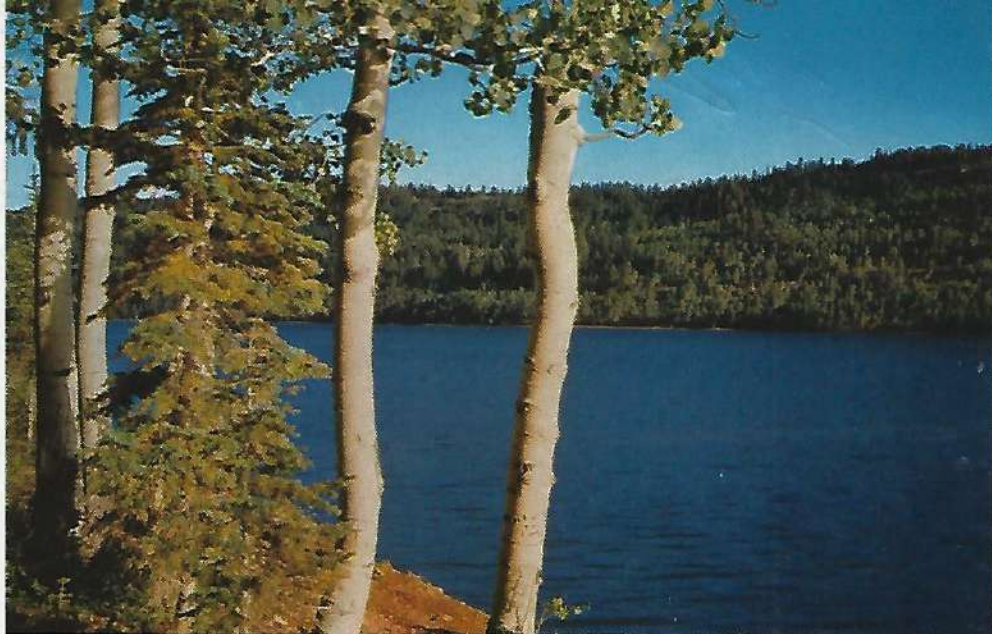
Grandma's Kitchen  
Where Food Is King  
Canyon Cafe  
Springdale, Utah



21

# **NAVAJO LAKE DIXIE NATIONAL FOREST**

The clear blue waters of the Navajo Lake with evergreen trees at the water's edge make a beauty spot of the Dixie National Forest. 70 minutes from St. George.



Judd Motor Co.  
Union 76 Service  
O. P. Skaggs  
St. George, Utah

# **A LAS VEGAS NIGHT SCENE**

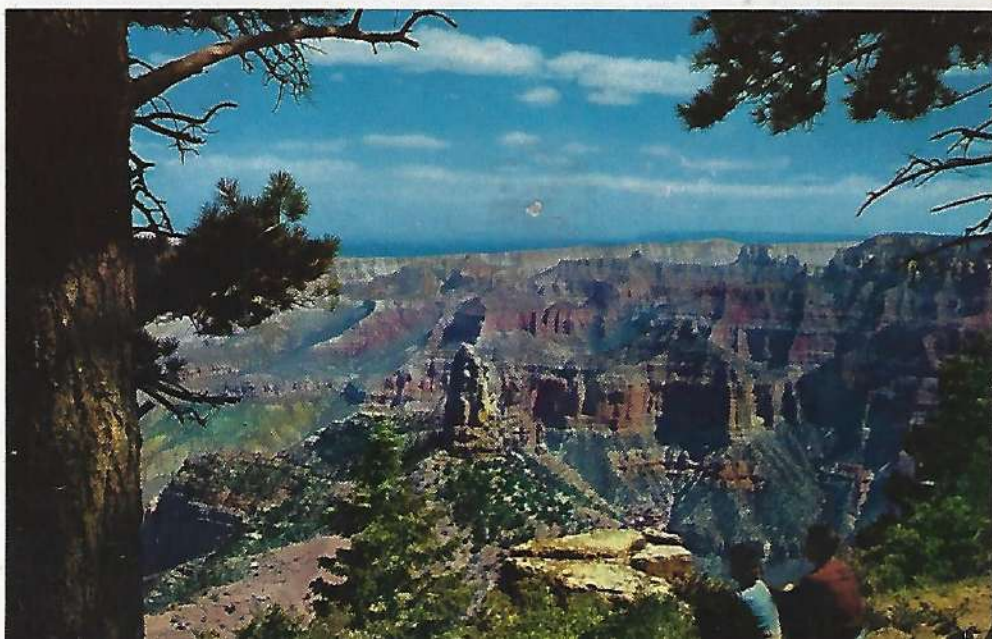
A Las Vegas night scene along Fremont Street, commonly known as "Glitter Gulch." The busiest street in the world where the doors never close. 140 minutes from St. George.



Auto Parts Co.  
Conoco Motel  
St. George, Utah

# **NORTH RIM OF GRAND CANYON OF THE COLORADO**

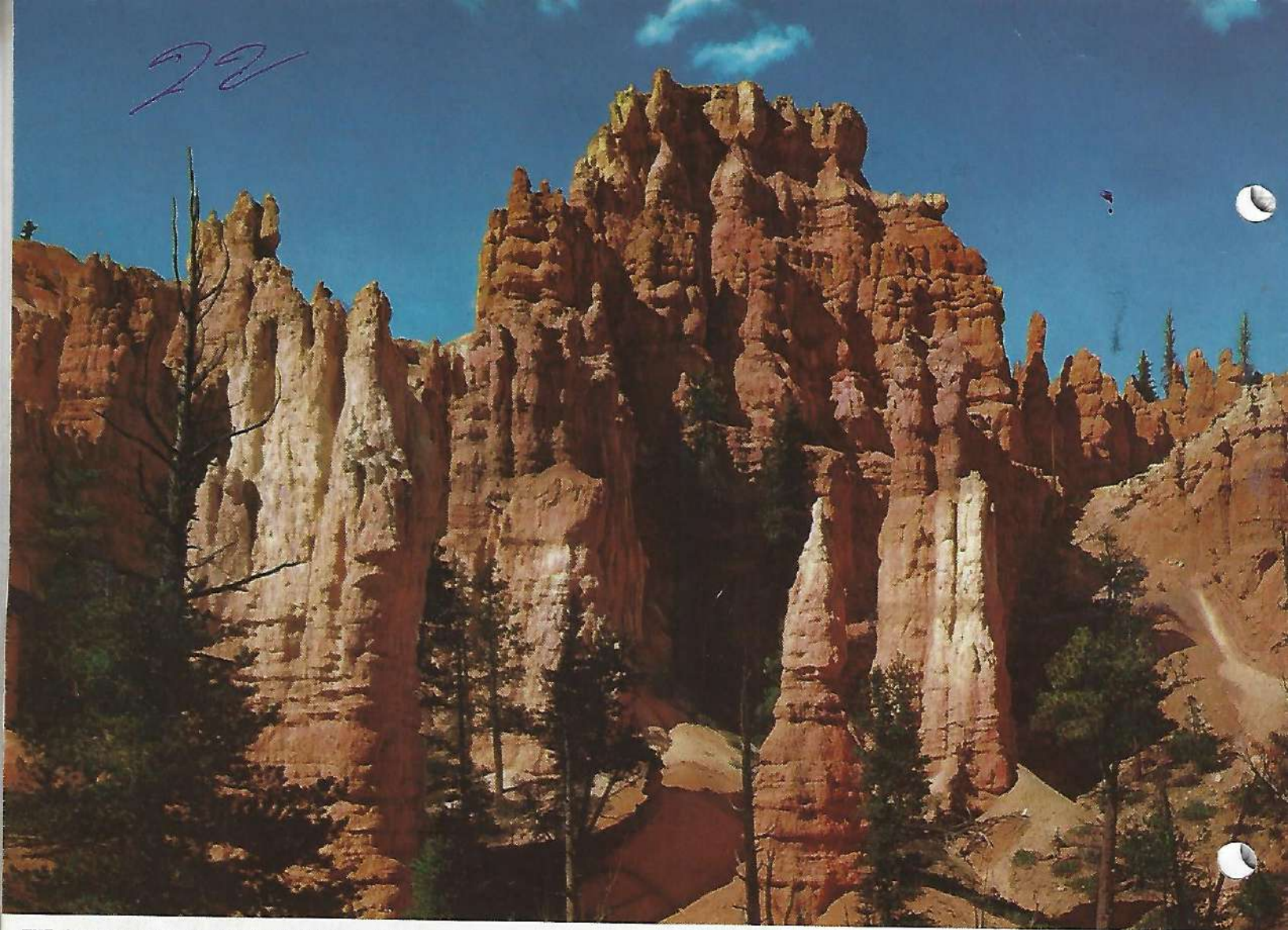
This beautiful view is taken from the north side of the Canyon which can be crossed only by airplane, on muleback or on foot. By road it is 215 miles from rim to rim. 170 minutes from St. George.



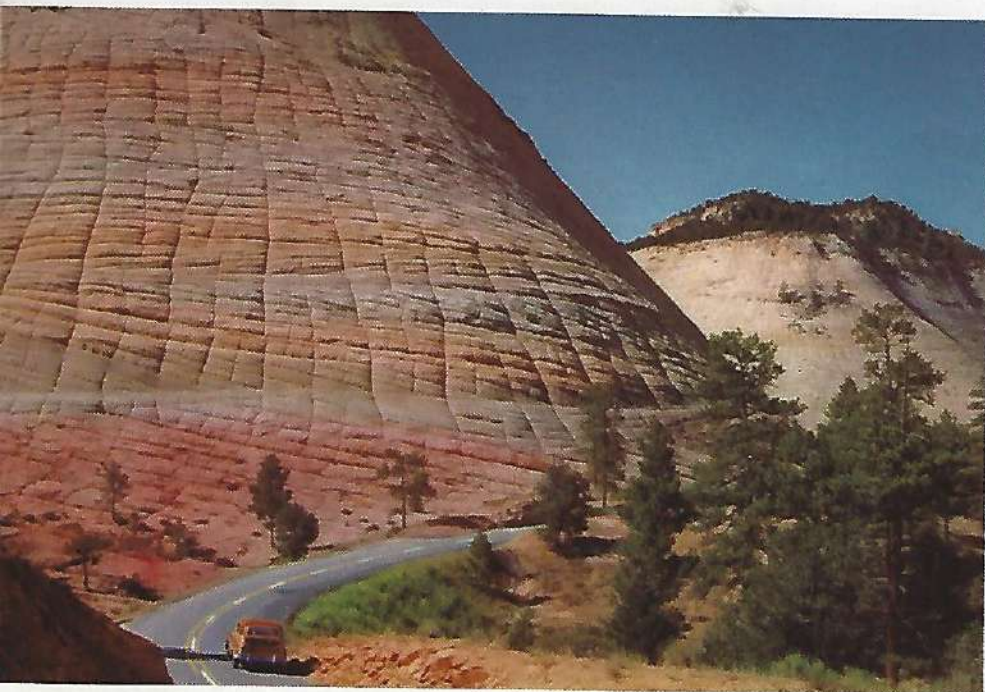
E. B. Snow Furniture Store  
Bill's Flying A Service  
Sprouse Reitz Co.  
St. George, Utah



22



**THE QUEEN'S CASTLE, BRYCE NATIONAL PARK** Rising in all its majesty and splendor to silhouette itself against the sky is the Queen's Castle with its towers and turrets, guards, knights, ladies-in-waiting. 130 minutes from St. George.



**CHECKERBOARD MESA** This unique and imposing all-rock formation is seen along Mount Carmel Highway near the entrance to Zion National Park, 40 minutes from St. George.

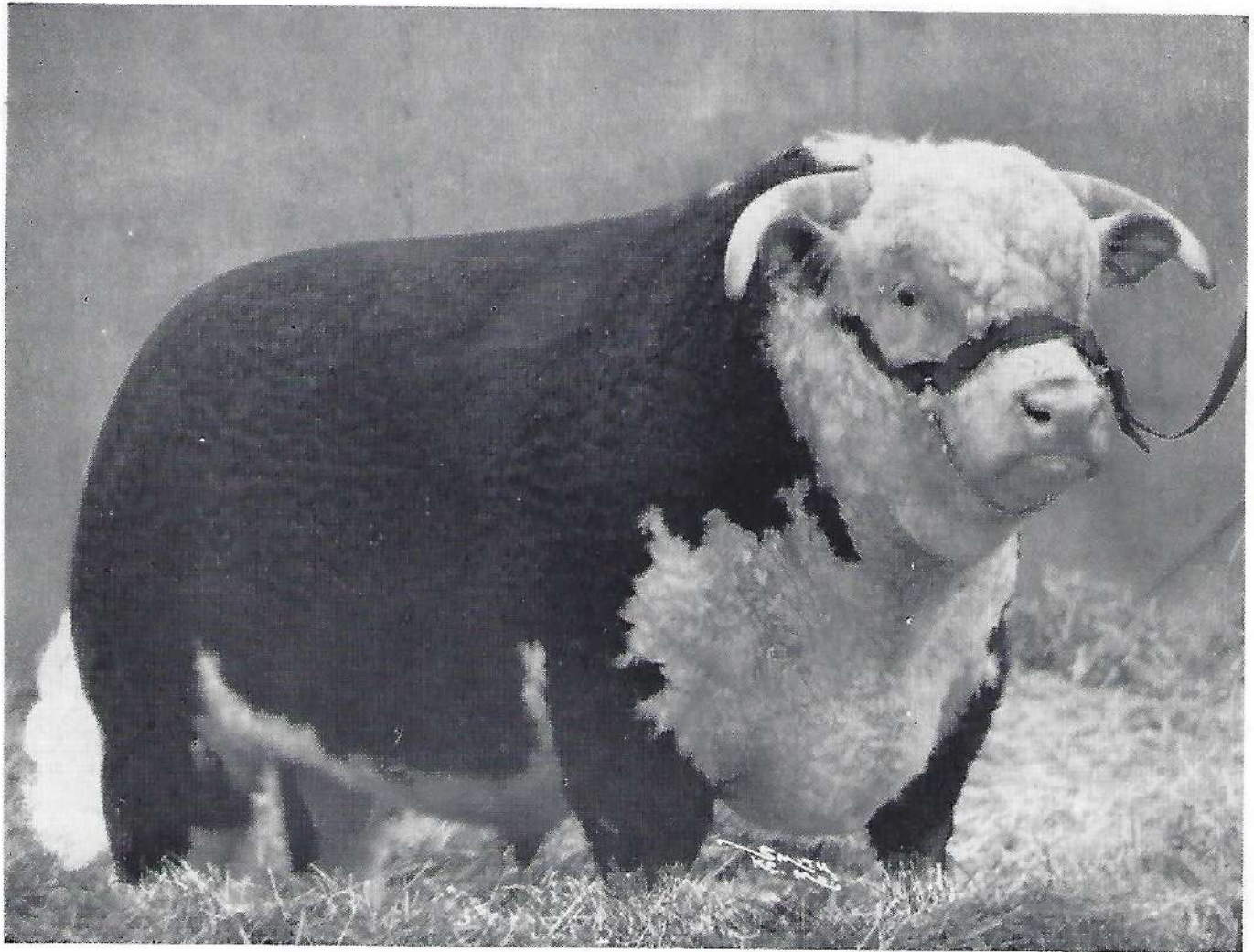


Big Hand Cafe  
Sugar Loaf Cafe  
Westside Market  
St. George, Utah



Driftwood Lodge  
Allreds Motel & Cafe  
Zionville Cafe  
Zionville Motel  
Springdale, Utah





# EAT BEEF

*Eat Better --- Feel Better*



Lee Esplin

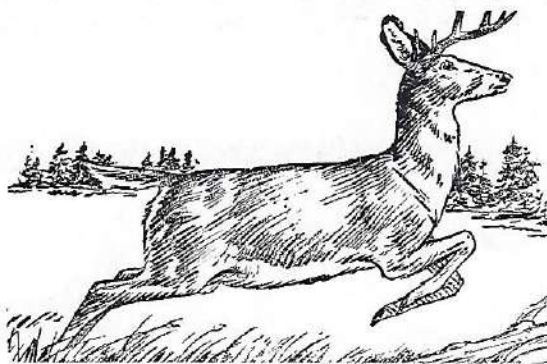
Anthony Atkin

Joe Atkin

Rudger C. Atkin Company

E. S. and Dean Gardner





VISIT THE

# BUCKSKIN TAVERN

IN ARIZONA

Three Miles South of Kanab on Highway 89

COCKTAILS—MIXED DRINKS

COMPLETE BAR SERVICE

Package Liquors—Beer and Wine

Hours—9:00 a. m. to 1:00 a. m.

Sunday—12:00 Noon to 1:00 a. m.

BOOTHS FOR LADIES

"Enjoy the Air of Arizona"

Jack Church

George Stewart

Pres Bunting



# a dream of a vacation

a completely carefree Holiday  
with all the CHARM  
of Western Hospitality

The vacation spot you've dreamed about for years — where the romance and traditions of the pioneer west subtly combine with modern magic to provide a new and wonderful world of relaxation and play. Every amusement — every comfort — for the most discriminating taste is yours in luxurious abundance at The Thunderbird.

THE GREATEST STARS ARE SEEN AND HEARD  
EVERY NIGHT AT THE... **THUNDERBIRD**

SHOWTIMES

8:15 • 12: Midnight

NO COVER — NO MINIMUM

YOU'LL HEAR IT AGAIN AND AGAIN

"THE BEST FOOD IN TOWN IS AT....."

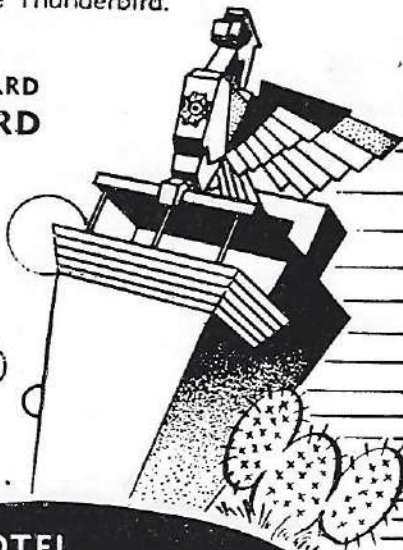
FOR  
RESERVATIONS  
PHONE  
DU 2-5100

HOTEL

*Thunderbird*

A MARION B. HICKS ENTERPRISE

LAS VEGAS, NEVADA

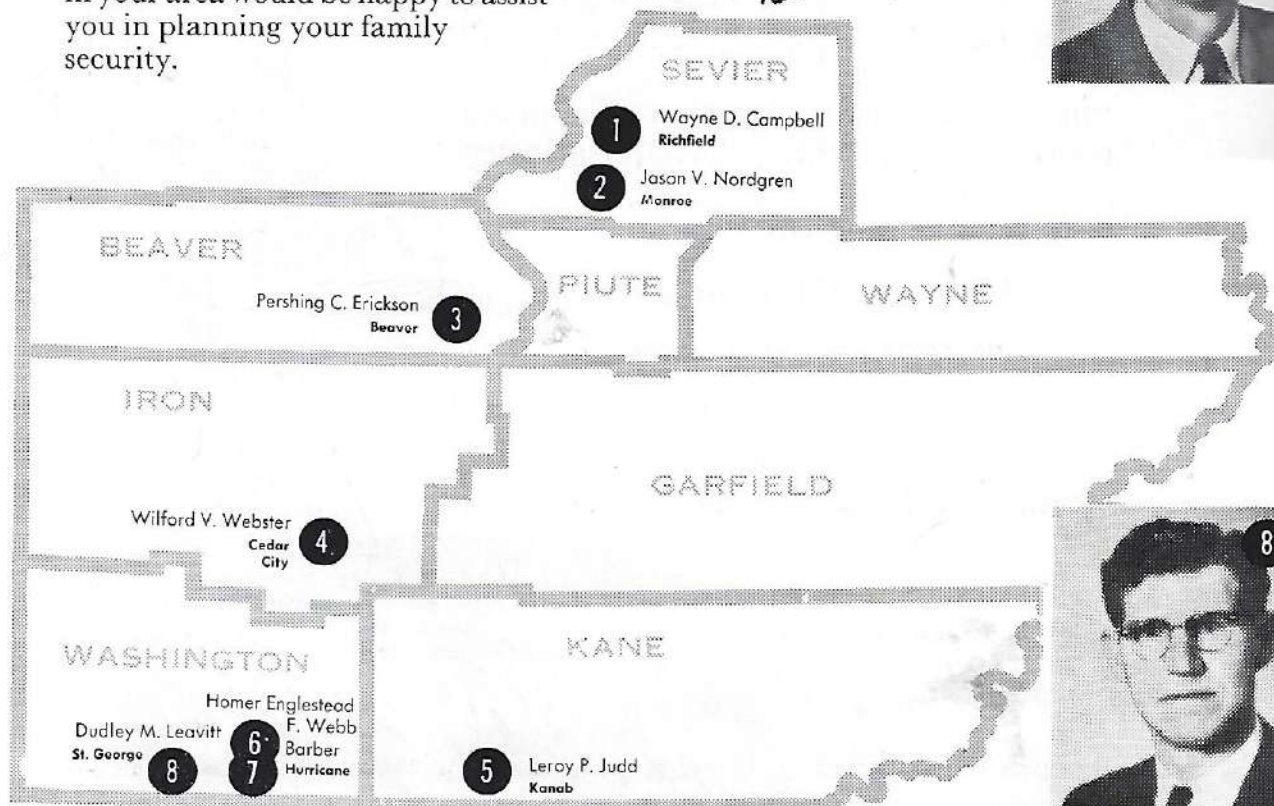






## Meet the Beneficial Man in your community

... he is a good man to know—he represents Utah's oldest and largest Life Insurance company. The Beneficial Life men in the Dudley M. Leavitt Agency in Southern Utah have arranged benefits for solving the financial problems of their clients so far this year amounting to nearly \$1,500,000.00. Mr. Beneficial in your area would be happy to assist you in planning your family security.



# BENEFICIAL LIFE

*Insurance* *Is your Life Insurance* *Company*

David O. McKay, Pres.



Salt Lake City, Utah



# \$ 7,500.00 IN PRIZES DEER HUNTERS CONTEST of 1957

## GOLDEN NUGGET



### WIDEST SPREAD

- FIRST PRIZE \$2,000.00 Value - 1957 JEEP, Fully Equipped  
SECOND PRIZE \$500.00 Value - Kerr's Custom Model 70 Rifle, Bausch & Lomb Scope, Cal. 300 MAGNUM  
THIRD PRIZE \$340.00 Value - Weatherby Rifle, Imperial Scope, Cal. 270  
FOURTH PRIZE \$110.00 Value - Grizzly Down Sleeping Bag  
FIFTH PRIZE CASE OF LIQUOR

### LONGEST HORN

- FIRST PRIZE \$750.00 in Cash  
SECOND PRIZE \$340.00 Value - Weatherby Rifle, Imperial Scope, Cal. 270  
THIRD PRIZE \$195.00 Value - Bausch & Lomb Field Glasses  
FOURTH PRIZE \$95.00 Value - Calirabian Tent 12' x 9'  
FIFTH PRIZE CASE OF LIQUOR

### MOST POINTS

- FIRST PRIZE \$600.00 Value - Weatherby Rifle, Imperial Scope, Cal. 300 MAGNUM  
SECOND PRIZE \$270.00 Value - Browning Over and Under 12 gauge Shotgun  
THIRD PRIZE \$225.00 Value - Remington Automatic Rifle, Cal. 30.06  
FOURTH PRIZE \$85.00 Value - Colt Woodsman Target Pistol and Holster Cal. .22  
FIFTH PRIZE CASE OF LIQUOR

### SHORTEST FORKED HORNS

- FIRST PRIZE \$400.00 in Cash  
SECOND PRIZE \$225.00 Value - Winchester Model 70 Cal. 308  
THIRD PRIZE \$125.00 Value - Winchester Model 70 Featherweight Rifle Cal. 243  
FOURTH PRIZE \$75.00 Value - Browning Automatic Rifle Cal. 22  
FIFTH PRIZE CASE OF LIQUOR

ADDITIONAL DAILY PRIZE: Main Utah Season October 19 - 29th (11 days)  
FOR WIDEST SPREAD REGISTERED EACH 24 HOURS COMMENCING AT MIDNIGHT **PRIZE: \$100.00**

Registrations start September 1, 1957. Contest Closes December 1, 1957.

Minors and Golden Nugget employees are not eligible.

Contestants must register in person at Golden Nugget  
prior to date deer is killed as shown on deer tag.



## ANNOUNCER

Chuck Parkison, of North Hollywood, California, started in rodeo as a contestant working two events, Bull Riding and Bareback. His first rodeo was in his home town of Rapid City, South Dakota, in 1937. He stayed with contesting until 1946 when he turned to announcing at the Gilmore Stadium in Los Angeles, and has stayed behind the mike since then. His only business is rodeo, but he and his wife, Sheila, and the two children, Charles A. Jr., 12, and Larry Richard, 10, will some day be settled on a California ranch raising cattle and quarter horses.



# RODEO RULES

## Condensation of Rules for Audience

### Saddle Bronc Riding

Riding to be done with plain halter, ONE rein and saddle. Riding rein and hand must be on same side. Every horse must be spurred first jump out of starting place high in the shoulders and rider must continue to spur throughout the ride.

Rider is to be given credit for spurring over point of shoulders. One arm must be free at all times. Riding will be timed for eight (8) seconds.

Any of the following offenses will disqualify a rider: Not spurring horse as required above, cheating in any manner, being bucked off, changing hands on rein, wrapping rein around hand, pulling leather, losing stirrup, not being ready to ride when called, touching animal or saddle with free hand, failing to spur throughout ride to the satisfaction of judges, riding otherwise than straight in rein from halter ring to rider, riding with locked rowels, or rowels that will lock on spurs.

### Bareback Bronc Riding

One hand rigging to be used. Otherwise, rules are similar to those for saddle bronc riding. Eight seconds will be allowed for ride before signal (for end of ride) is given by timer. Time to start when horse leaves chute.

Any of the following offenses will disqualify a rider: Cheating in any manner, being bucked off, touching animal with free hand.

### Calf Roping

Two throws will be permitted and should the contestant miss with both loops, he must retire and no time will be allowed. Contestant must adjust rope and reins in a manner that will prevent horse from dragging calf. If

horse drags calf, field judge may stop horse and assess penalty. Contestant must dismount, go down rope and throw calf with hands and tie any three feet. If calf is down when the roper reaches it the calf must be let up and thrown by hand. The tie must hold until passed on by tie judge and roper must not touch calf after giving finish signal. If tie comes loose or calf gets to its feet before the tie has been ruled a fair tie, the roper will be marked no time. Ten seconds penalty for contestant breaking or beating barrier.

### Steer Wrestling

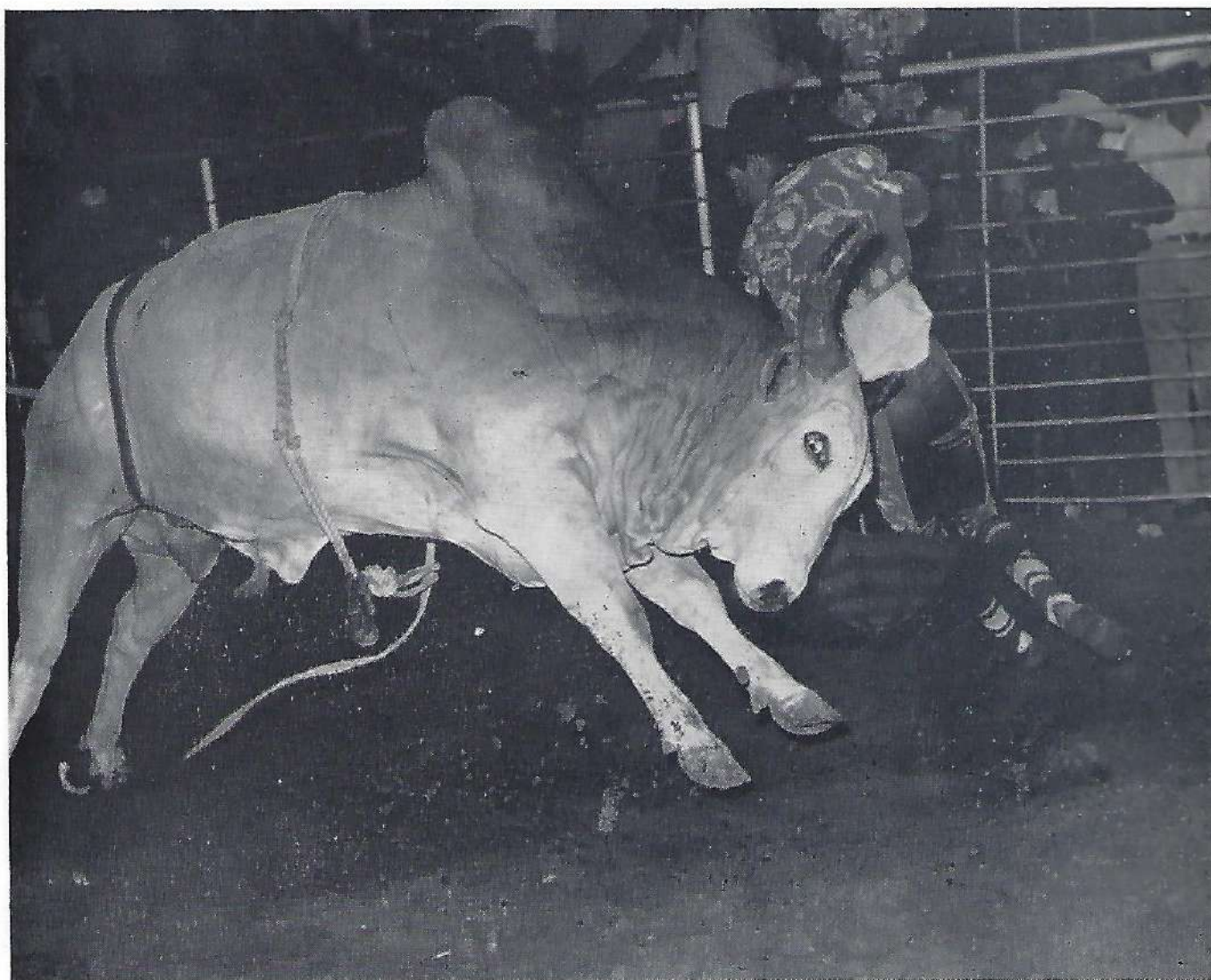
After catching steer, wrestler must bring it to a stop and twist it down. If steer is accidentally knocked down or thrown before being brought to a stop or is thrown by wrestler putting animal's horns into ground, it must be let up on all four feet and then thrown. Steer will be considered down only when it is lying flat on its side, all four feet out and head straight. Helper must retire from field as soon as wrestler catches his steer and must not render any assistance. Ten seconds penalty for contestant breaking or beating the barrier.

### Brahma Bull Riding

Riding to be done with one hand loose rope, with or without handhold, or rigging and one hand. No knots or hitches to prevent rope from falling off bull. Rope must have bell. Eight seconds will be allowed for ride before signal is given by timer. Time to start when bull leaves chute.

Any of the following offenses will disqualify a rider: Cheating in any manner, being bucked off, touching animal with free hand or hat, using sharp spurs.





Wes Curtis from Huntington Beach, California, one of the outstanding clowns and bullfighters in the business today. He has appeared in most of the big rodeos in the nation, including the Dixie Round-up in 1955. He has some outstanding acts to give us.



Stardust Motel  
Thompson Motel  
OK Rubber Welders  
Cannon Funeral Home

Pioneer Service  
Jack's Chevron Service  
Woody's Texaco Service  
Adams-Pendleton Body Shop

St. George, Utah





Beryl Slack

First Place Winner of Beauty Parade, 1956

Sponsored By Barlocker Hatchery

St. George, Utah



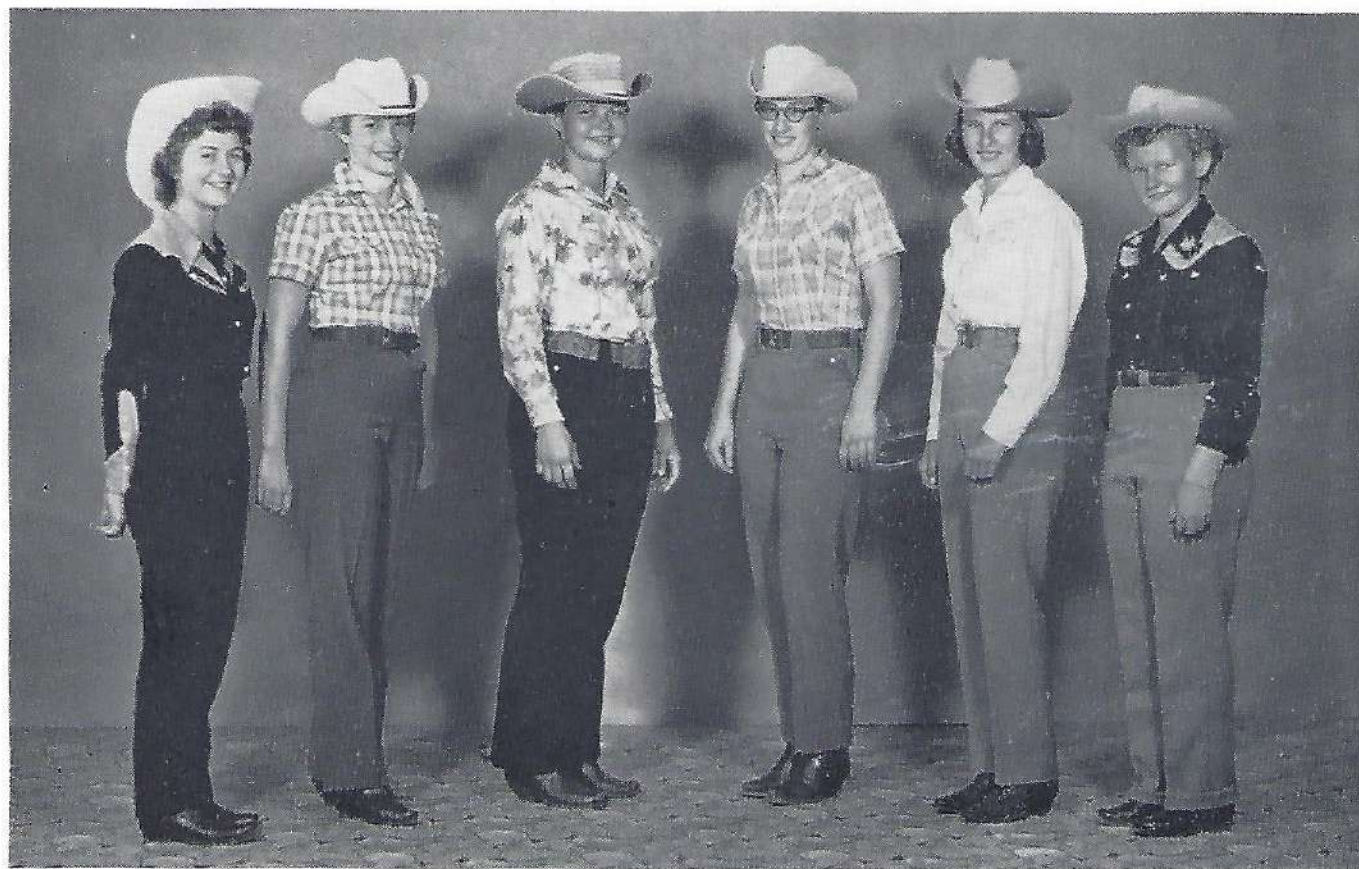
William A. Barlocker

Farm and Turkey Hatchery  
St. George and Enterprise, Utah

Washington County News

Your Home Town Paper  
St. George, Utah





## 1957 RODEO QUEEN CONTESTANTS

Carolyn Holt

Beryl Slack

Lynn Lunt

Chloe Wadsworth

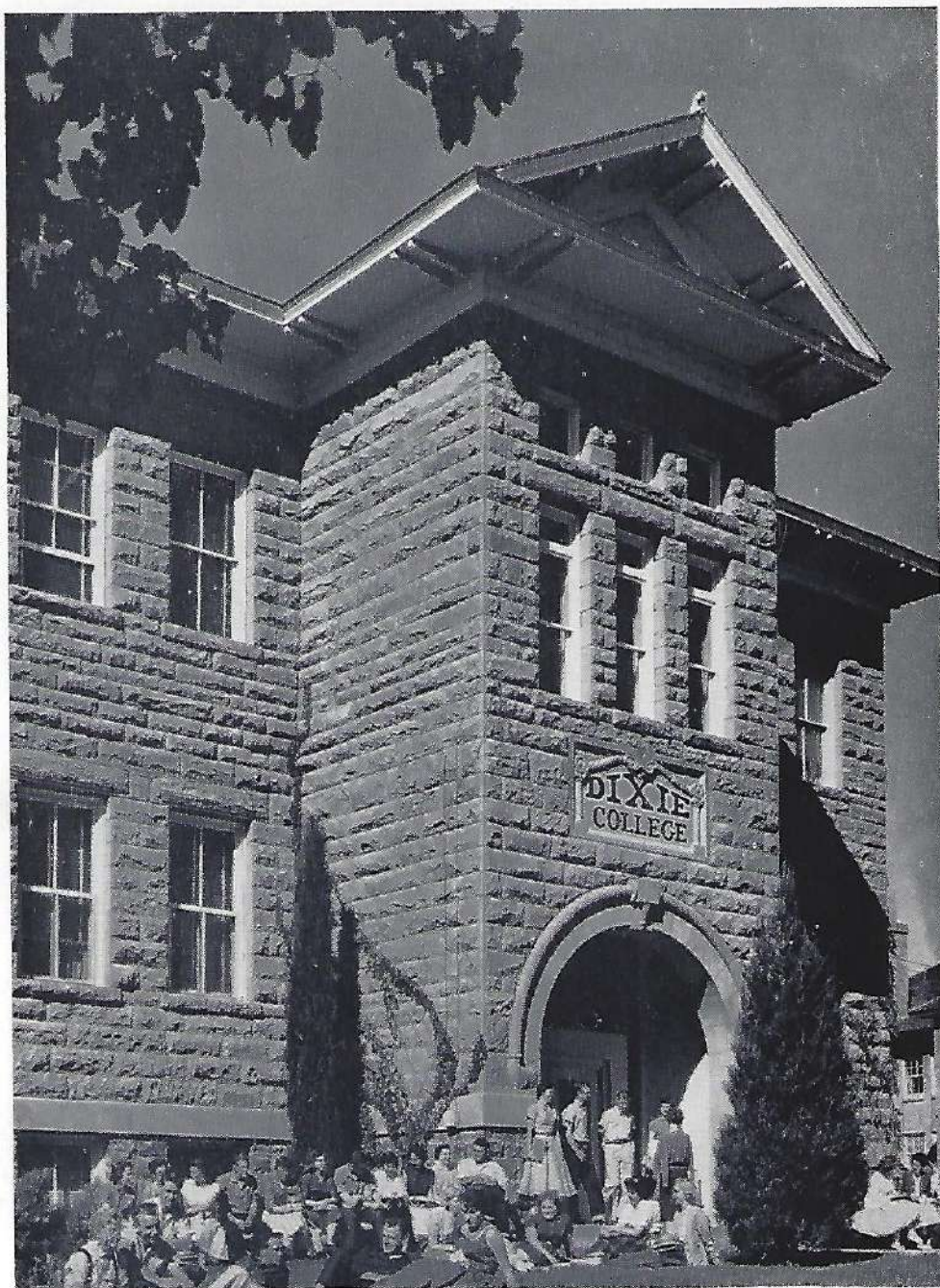
Caroline Dickerson

Dixie Lee



St. George Finance	Dixie Diesel Service
Sun Bowl Club	Snow's Dress Shop
	Snow's Modern Cleaners
	St. George, Utah





J & J Mill and Lumber Company

Mendy's

A.G. STORES

Clifton's Market

OK Market and Market Basket

Santa Clara Mercantile

Washington Mercantile





Louis Cadral—Wildest Roman rider in the business from Tres Pinos, California. His one Roman Ride is so wild that when he enters the arena even the cowboys clear out while he is performing.

Dixie Bottling Co.

Economy Shoe Store

Karl Hutchings Firestone Store

Hail's Motel

Dixie Market

St. George, Utah





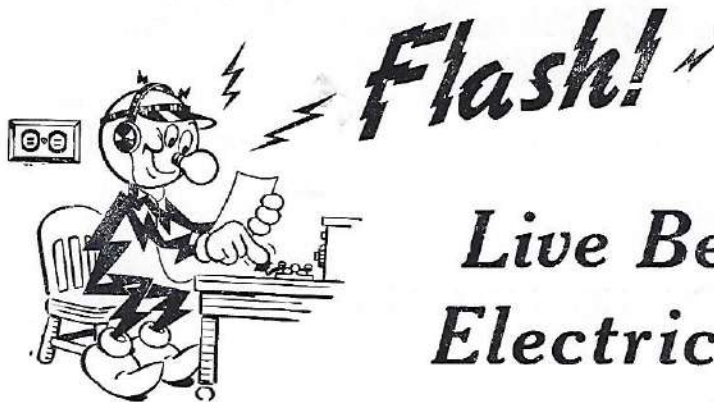
John Lindsay from Vanetta, Oklahoma, has been clowning for some 29 years, one of the oldest and funniest clowns in the business. He has a terrific comedy Bull act that has gone over well whenever shown. John should supply many laughs for us throughout the rodeo.

Ace Plumbing Co.      Pymm's Texaco Service  
J. C. Penny Company      Pickett Lumber Company  
St. George, Utah





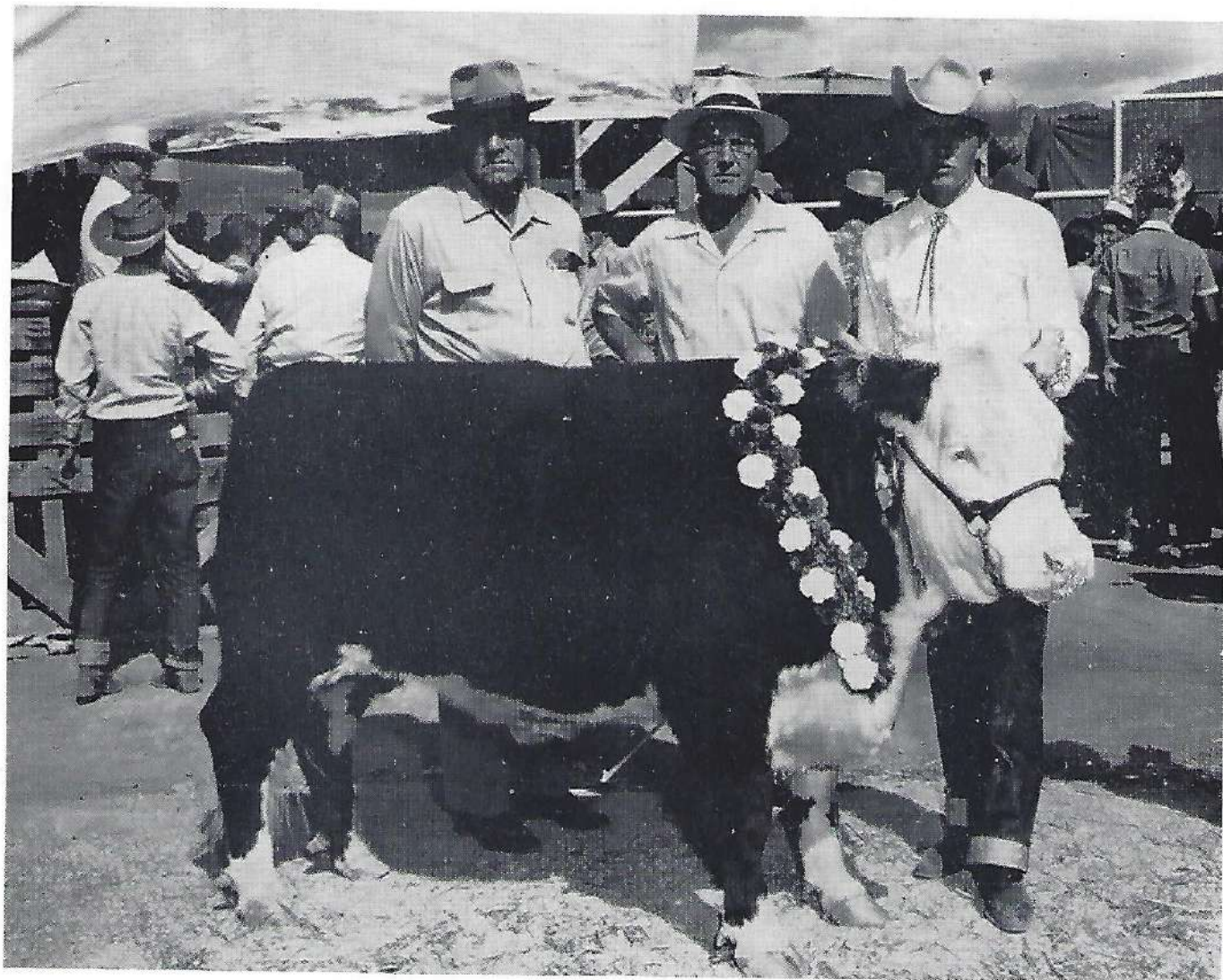
O. M. Porter and Wayne Nuttall



*Live Better  
Electrically*

**Southern Utah Power Company**





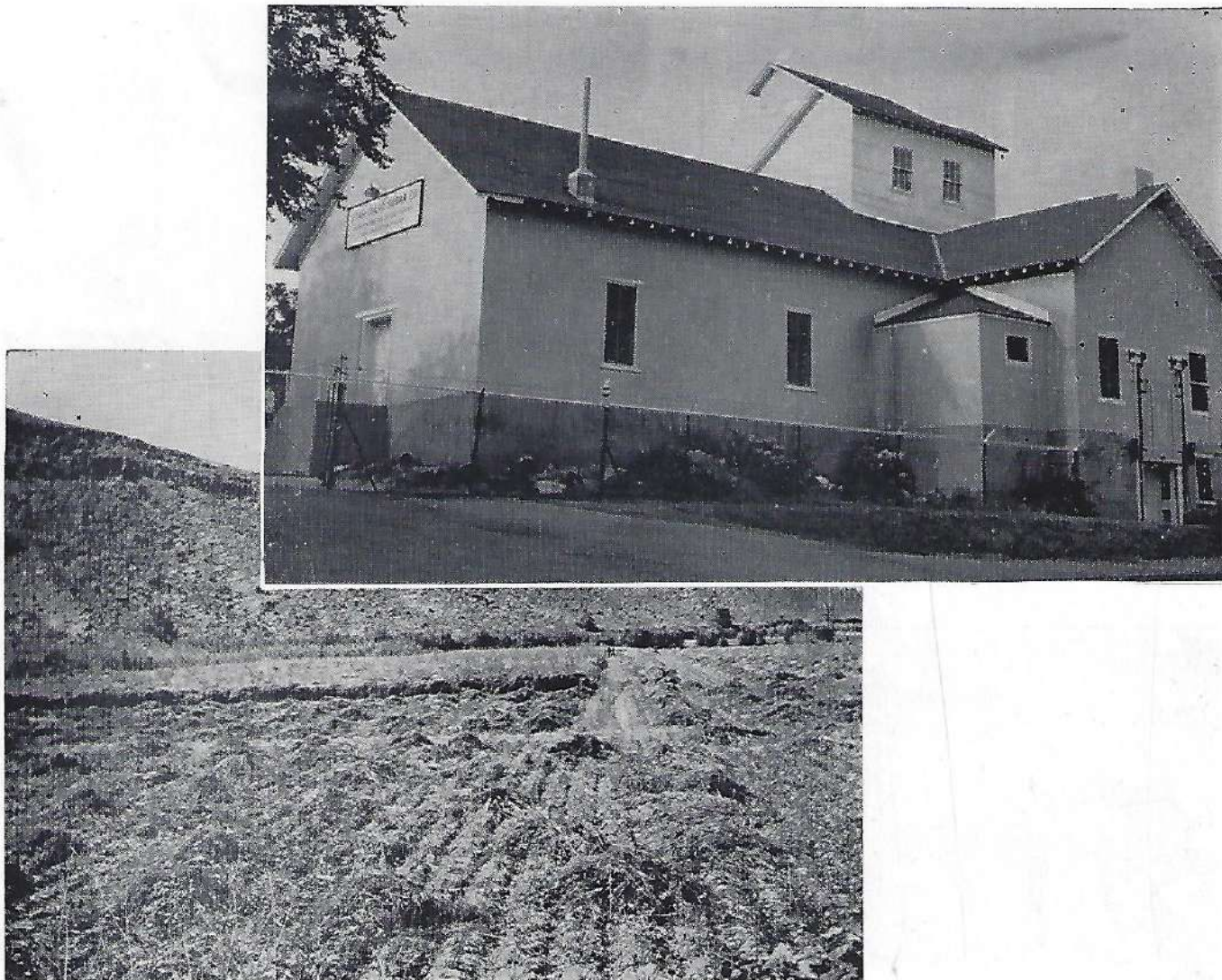
Congratulations, St. George Lions, on Your Fine Show

SOUTHERN UTAH LIVESTOCK SHOW  
ASSOCIATION

Show Dates for 1957 at Cedar City, Utah

September 5, 6, 7





### Washington County's Interest in the Sugar Beet Industry

For 20 years—since Utah-Idaho Sugar Company started the sugar beet seed industry in St. George—beet growers from many states of the West have been planting seed that comes from the fertile fields of Washington County. Favorable climate makes this one of the best sugar beet seed producing areas of the nation.

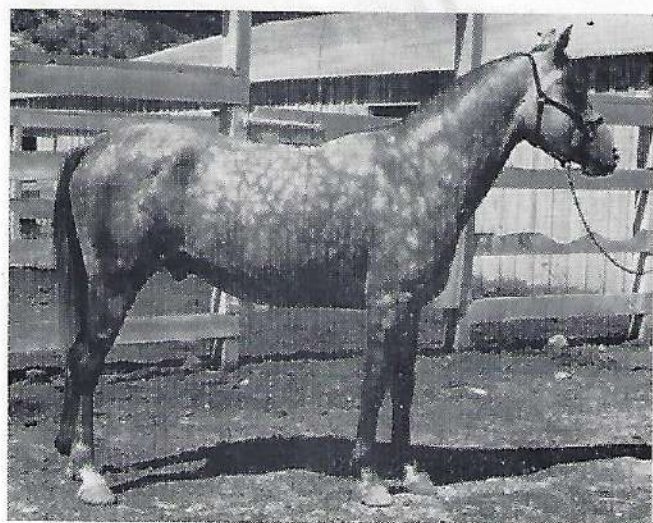
### Adds Wealth to the County

During the 20-year period the Utah-Idaho Sugar Company has paid between  $2\frac{1}{2}$  to 3 million dollars to Washington County farmers for beet seed grown on their farms. Also, the seed processing plant in St. George has created local employment. This is another case where local industry brings in wealth to the county.

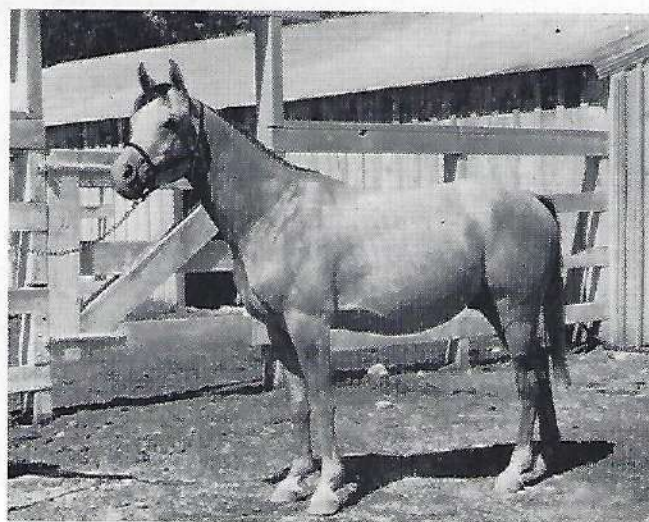
UTAH-IDAHO SUGAR CO.



Dick Moore's  
Diamond Valley  
**ARABIAN RANCH**



Mubarak A.H.C. No. 8094



Maarouf A.H.C. No. 9645

Stud Fees \$25.00

15 Miles  
North of  
St. George, Utah





New in Dixie this year is Morris Ford-Mercury, the Best place in Southern Utah to buy a new or Used Car. They also have Factory Trained Automotive Technicians and equipment to completely care for your car.



This Famous Western Band Will Furnish Music for the Lions Rodeo Dances

B. G. Milne  
Graff Market

Dixie Feed  
Rueckert Laundry

Green Thumb Nursery



An aerial photograph of St. George City, showing a large stadium in the center, surrounded by residential areas and commercial buildings. The stadium has a large, dark, oval-shaped field. To the right of the stadium is a large, rectangular building, possibly a school or government building. The city is built on a hillside, with the stadium and surrounding buildings at the base. The background shows a vast, flat landscape, likely a desert or plain. The text "Sponsored By St. George City" is printed in the top right corner of the image.

Sponsored By  
St. George City