Lions Twenty-seventh Annual

DIXIE ROUNDUP

August 31, September 1, 2, 1961  St. George Utah
BIG HAND CAFE

Our Best Advertising Is Eaten Not Written

For A Cool, Clean Place, With
Mouth Watering Food, Try Us.

Our Specialties—"Steaks," Beef and Home-grown Turkey
101 North Main—At The Main Stop Light

Open All Night
Ph. OR 3-2441

Anthony W. Atkin
Fenton Terry
Owners
Fenton Terry, Mgr.
Vibrant Miss Carma Jean Staheli is the 17 year old daughter of Mr. and Mrs. W. W. Staheli of Washington, Utah.

“Jeannie” was chosen queen of the 1961 Dixie Roundup from a group of nine contestants. She was chosen on the basis of horsemanship, beauty and personality. She is head cheerleader of Dixie High School where she is a senior.

In her graduating year at Woodward High School she received the Outstanding Service Award and also was chosen girl athlete. She loves to ride horses and has done so since a small girl. Her other hobbies include baseball, swimming and sewing.
Show Producer

This year the people of St. George, will be witnessing one of the greatest rodeos ever staged, as it is their Centennial celebration. It will be produced by Ray Kohrs of Tres Pinos, Calif., who bought out the famous Bob Barmby Rodeo Stock and the Johnny Jackson Rodeo Company a few years back.

Combining these two famous strings, plus other outstanding stock he has selected, has made Ray one of the largest rodeo producers in the business today. He is known for the fast colorful rodeos he puts on, and anyone watching the Salinas Rodeo telecast last July saw what caliber of stock he has.

Ray Kohrs has been a rodeo contestant for twenty seven years and fully understands the rodeo business, both from a contestant's viewpoint and that of a stock contractor. This is a great asset for the cowboys as well as the spectators.

Show Announcer

E. B. Snow Furniture Co.
St. George Service

Rodeo fans this year will be favored to have as their announcer, Chuck Parkinson, a native of Rapid City, So. Dak., now living in Hollywood, California.

He is no stranger to the sport, as he began his career in rodeo 21 years ago as a bareback rider and bull rider, and has been associated with them in many capacities since that time.

Chuck moved to California in 1939, married and has two sons, 13 and 15 years old. During World War II, he was in Army Ordinance; joined the reserves after being released, and was in service again for a short time in 1960.

He has worked most every major rodeo in the United States, including such rodeos as Madison Square Garden, N. Y., Boston Garden, Fort Worth, Texas, and at such fairs as Montana, Wyoming, Colorado, Iowa, Kentucky, Arkansas, Tennessee, and Louisiana.

Pickett Lumber Co.
Washington County News
President's Message:

Welcome to the 27th Annual Dixie Roundup and Rodeo. This annual event is the culmination of the fine efforts of the members of the St. George Lions Club. From the closing event of each year's show to the opening event of the next the Lions Club devotes much thought and planning. We desire to bring to you the finest in rodeo business. The proceeds from this activity go for civic improvements. We hope you enjoy the show and your stay while in St. George. I would be less than grateful if we didn't express our thanks to all who contribute to the success of the show.

Ray Garner, Pres.
St. George Lions Club

Mayor's Message:

It is indeed a pleasure to welcome all of you to one of the finest cities in all the world and acquaint you with the world's finest people.

As you know, we are celebrating our Centennial here in St. George representing 100 years of progress commemorating the founding of this great valley of red rock and hot sun. St. George was settled December 1861, by a group of 309 families called to the Dixie Mission by President Brigham Young to raise cotton, sugar cane, and weave silk. As you recall the Civil War was on at this time and the North had an embargo on all cotton shipments from the South; hence, Brigham Young saw the necessity of being self-sustaining of these three basic crops. Many mulberry trees are still standing that were planted in the first few years to feed the silk worms, from which many miles of silk yarn were spun.

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

If there is anything any of us can do for any of you to make your stay more pleasant, please feel free to call on us.

Sincerely,
Mayor William A. Barlocker
On Stage!
3rd ALL-NEW EDITION!

Le Lido de Paris
1961 Revue

The Most Lavish Show Ever Seen In America!

Overwhelming in scope! Unrivaled in magnificence and splendor! Another star-studded Stardust success!

- 70 Continental Artists in their American Debut
- Magnificent Sets & Dramatic Backdrops
- Astounding Costumes
- Breath-taking Spectacles
- Amazing Multi-Stages

World’s Largest Resort Hotel!
SHOWTIMES • 8:15 p.m. • 12 Midnight
also 2:15 a.m. Saturday
The Dixie Roundup Features This and Other Rodeo Thrills

Covey's Laundry
Rose's Beauty Shop
Grandma's Kitchen

Standard Market
Jack's Chevron Service
Inter Mountain Farmers Association
Third Place Winner General Parade

Miss Susan Stratton

Sponsored by Clifton's Market, Hurricane

Safeway
St. George Finance Co.

El Peso Lodge
Wishbone Cafe
MOSES EXODUS

1st Place Winner Children's Parade (Walking)

Sponsored By

Rugged West Motel
Twin Oaks Motel
St. George Savings & Loan
Arrowhead Dept. Store
Mathis Market
Motter Electric
First Place Walking
Champ, Craig Esplin; Miss Universe, Lori Kelly Esplin

Booth's Garage
Carter and Hansen 76 Service
Woodbury Lumber Co.

Thelma's Dress Shop
Ken's Chevron
Rose Garden Nursery
The Great White Throne in Beautiful Zion National Park

Snow's Dress Shop
Miles' Phillip 66 Service
Whiting Brothers
Premium Oil Co.

McCoard's Service
Cannon Funeral Home
Mrs. Joe Simmons
Pioneer Investment Co.
The World's Largest Producer of Hy-Brid Turkeys

Over 10 Million Turkey Dinners Annually

BARLOCKER FARMS INC.
Anderson’s Dairy is proud to be a part of the St. George area by using milk graded by Washington County dairymen for manufacture of "Anderson’s Sweet Cream Ice Cream—Dessert of the Desert."

ANDERSON DAIRY

Phone DU 4-0777  
Las Vegas, Nevada
Typical Scene in Pine Valley Recreation Area
30-Minute Drive from St. George

Thompson Office Machines
Bullock Drug
Seven-Up Bottling Co.
Steven's Dept. Store
Iron County Record

George the Music Man
Cedar Crest Lodge
Coca-Cola Co.
Twitchell Upholstery and Carpet Co.

Cedar City, Utah
Education is a life-long process, widespread in its scope, and highly important in the life of an individual and a nation. The value of formal or concentrated education lies principally in the conservation of all-precious time, which according to Franklin is "the stuff that life is made of."

Schools can best service their students when they provide them with wise direction, with good educational equipment that they can use, and with opportunity. Wise direction, and good equipment can be obtained in schools of any size, but in many respects opportunity is in inverse proportion to the number of students enrolled.

To illustrate the importance of size, consider the Dixie College Football team which performs annually in the Dixie Sunbowl. If there are two hundred men enrolled, and if forty men participate in football, then there has been an opportunity to participate for 20% of their students. If there are 5000 men enrolled, and the same number play football, only 0.8% have an opportunity to learn to do by doing.

Opportunity to do, not just watch, is also important for students in music, in art, in dramatics, in dancing and in all phases of physical and social development. The size of the Dixie College student body is not a liability to those enrolled, on the contrary, it is one of their most important assets.
Washington County Fair Queen Alice Stout with attendants Jerry Lynn Snow and Aloma Bringhamurst.

Sponsored By

Dixie Glass Co.  J.C. Penny Co.

Skaggs I.G.A. Foodliner
BANK OF ST. GEORGE
Offices at St. George & Hurricane, Utah
assets over eight million dollars

Sponsored by
WASHINGTON COUNTY
St. George's Newest shopping area. Located in the heart of town for your convenience. You never have to look for parking space.

Bateman Pharmacy
Prompt Efficient Service

Dixie Bowling
Bowling Helps You

Mel's Bakery
Baked Fresh Daily

Hackwell Construction Co.
Bill Hackwell
Sponsored By: ROCKY MOUNTAIN PRODUCE CO.

Bonham's
Pink Poodle
Trails End Restaurant

Parry's Lodge
Kane County Sheriff's Posse
Southwest Livestock Show

September 7-8-9, 1961

PROGRAM OF THE SHOW

ALL ENTRIES MUST BE IN BY 10 P.M. SEPT. 6

THURSDAY, SEPTEMBER 7
Judging of Swine and Sheep, 9 a. m., Cattle, 10 a. m. Iron County Fair Exhibits will be judged at the same time. Judging of breeding stock will follow judging of fat classes.

FRIDAY, SEPTEMBER 8
4-H Judging Contest, 8:30 a. m.
Fitting and Showmanship Contests, 10 a. m.
Ram Sale, 1 p. m.
Exhibitors' Banquet, 8 p. m., El Escalante Hotel, Sponsored by Kiwanis Club Table Decorations furnished by Kiwani-Ann's

SATURDAY, SEPTEMBER 9
Fat Stock Sale—Begins at 10 a. m. and continues until all animals are sold. Exhibitors are invited to be guests of city at all recreation facilities, all three days.

Free tickets to picture show to exhibitors. Compliments of Cedar and Hyland Drive-in Theatres, Elden and Glen Yergensen, owners.

Tickets for the above-mentioned recreation events can be secured free from 4-H Club and FFA Leaders.

SOUTHWEST LIVESTOCK SHOW ASSN.

Cedar City, Utah
A REVIEW OF
Those valiant pioneers who settled all of Utah.
Written by Luke Cosgrave.

Luke Cosgrave was one of Utah's pioneer actors who in his later years joined the Hollywood group and became a very successful character actor. He played with Will Rogers in most of his successes.

"He that of greatest works is finisher
Oft does them by the weakest minister."

All's well that ends well.

Act 2, scene 1.

Labor'd in Missouri, grief-stricken
at Nauvoo,
Turned their oxen west to begin
again anew.

Left their pretty city, to take
across the plain.
Wives and little children, in
winter cold and rain.

Near the Bluffs they rested to
gain some needed strength.
For wilderness journey, a thousand
miles in length.

A soldier came for men to meet
their country's foe,
Five hundred of their bravest
answered, "We Will Go."

Intrepid volunteers, no boast
made of their act,
Marched on with Kearny's men, their
duty did in fact.

Those rugged pioneers, ne'er tired
nor falter, then
Through Platte and plain advancing
led by stalwart men.

A trapper said 'twas hopeless
land they could not till,
Even arid desert must yield
to human will.

They entered the great valley,
now their only home,
Turned mountain water on the
rich, but dry bailed loam.

Hung their starry ensign on
highest peak they saw,
Holding next to heaven their
country's flag and law.

Their leader with his staff
striking the gray dry sod,
Said: "Even here we'll raise
a temple to our God."

They quarried stone, built
white tower and steeples high,
Whence a Golden Angle sends a
message from the sky.

By thought, word and labor,
each tried in his own way
To clear earth's dim sadness,
to make a better day.

They plowed the earth and planted,
and built the towns,
For they heard not their critics,
 nor saw they the frowns.

They beckoned to the poor, the
weary ones astray,
Taught them faith was mighty,
and pointing them the way,

Gave hope and courage for their
children yet to come,
Taught arts and crafts, while
the strangers made a home.

Built the school man's mansion,
and begged the master's lore,
And asked great truths of science,
proven long before.

Gave the red man of their food,
and let the world know
Feeding, not fighting, makes
good friend of savage foe.

They built a home for Drama,
let the actors play
Even Shakespeare's magic to
charm their working day.

They sang out great songs in chorus,
built an organ grand,
From sea to sea their choir sings
joy songs through the land.

Their young men, two by two,
in thousands every year,
Tell their gospel story through
each broad hemisphere.

The world's people wonder, "Can
good in that place be?"
The young men each answer,
"We pray you come and see."

J O S E P H  E. O L S E N
RESIDENTIAL SUBDIVISIONS • INVESTMENTS
ST. GEORGE, UTAH
Queen Elizabeth and Sir Walter Raleigh

Doubles—2nd Place

Mary Ann Poehlmann and David Bracken

Conoco Motel
Southern Motel and Trailer Court
McCoard's Service

Milne Motel
Judd Motor Co.
Squiers Electric Service
Bridge and Construction at Glen Canyon Dam Site

Buckskin Tavern, 3 Mi. South of Kanab
Jack Church, Dinty Moore

Driftwood Lodge—Zion National Park
Springdale, Utah
Rodeo Clown Slim Pickins

Sponsored By:

Moose's Texaco Service
Dixie Jewel Shop
McArthur's Jewelers

Dixie Sunbowl Club
Hutching's Firestone Store
Sprouse-Reitz
CITY OF ST. GEORGE 1861 - 1961
commemorating one hundred years
in the dixie cotton mission
Jim Lopes leaving "Old Yeller" (Kohrs stock) San Juan

Sponsored By:

Dixie Laundry & Dry Cleaners
Hopkins Sinclair Service
Joe's Pioneer Service

Spilsbury Funeral Home
Harold's Texaco
Dan Schmutz Texaco Distributor
Washington County’s Interest in the Sugar Beet Industry

For 32 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 32-year period the Utah-Idaho Sugar Company has paid between 7 to 8 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.
ROSTER OF MEMBERS OF ST. GEORGE LIONS CLUB, 1960-61

Active Members:

D. K. Adams
Sarkis Arslanian
R. N. Ashby
Anthony Atkin
Clayton Atkin
William A. Barlocker
Bard Blackham
Clark Blake
Marion Bowler
Darrell Bracken
Bill Brinhurst
Wilford Cannon
William Cottam
Lorraine Cox
Clark Empey
Afton Ence
Kenneth Ence
Ray Englestead
Duane Esplin
R. N. Fenton
Lindau Foremaster
Larry Frahm
Dean Gardner
Ray Garner
William G. Hackwell
Eldon Hafen
H. Val Hafen
E. N. Hammer
Kay Heaton
Andrew Holt
Gerald Holt
Karl J. Hutchings
M. O. Hutchings
M. C. Jacobson
Howard Judd
Thomas W. Judd
Ronald Knell
Eldon Lang
A. James Lundberg
Loren Lundberg
Neal M. Lundberg
Andrew Lytle
E. M. McArthur
Ronald McArthur
Valentine McArthur
Rudger McArthur
Dr. A. W. McGregor
LeVon McQuaid
Dick Miles
B. G. Milne
Frank Mountford
Wesley A. Nelson
Wayne B. Nuttall
Andrew Pace
George W. Pace
K. J. Parkinson
Arthur A. Paxman
W. Owen Pendleton
Ben Picklesimer
Charles M. Pickett
Robert Pickett
Shirl Pitchforth
Ed Poehlmann
L. A. Porter
R. M. Reber
Joel Richards
Lawrence Rosenbruch
Doyle Sampson
Barnard Seegmiller
Jack Seegmiller
Spencer Snow
W. W. Staheli
Albert Stratton
Phil Squire
Alma Truman
Ray Whipple
Evan Whitehead
Wayne Whitehead
Richard V. Wyman

Members At Large

Irvin Milne
Lee Owens
Milton Nelson

Honorary Members

Earl J. Blake
Reed Leigh
"Maximum Progress Through Most Modern Equipment"

MILNE TRUCK LINE

Working to Render the
Best Transportation Service to Washington County
Both North and South
HURRICANE SUPersonic research sIte

operated for

U. S. AIR FORCE FLIGHT TEST CENTER

Edwards Air Force Base, Calif.

by

COLEMAN ENGINEERING COMPANY

Torrance, Calif. Hurricane Mesa, Utah

LaVerkin Feed & Hdwe. Graff Mercantile Co.

Scholzen Products Co.

Camp Mohawk, Virgin, Utah
New higher octane! New formula for extra miles!

AMERICAN GASOLINES

Now at American Oil Dealers (formerly Utoco Dealers)—

AMERICAN SUPER-PREMIUM, with the highest octane we have ever offered, gives greater anti-knock performance in top-compression cars!

AMERICAN REGULAR, with higher octane than we have ever offered in a regular!

Both gasolines contain a carburetor detergent that saves repairs and gives extra miles in traffic driving from every tankful.

YOU EXPECT MORE FROM AMERICAN... AND YOU GET IT—THAT'S THE AMERICAN WAY!
Hi-Land Dairy—Verl Aldredge, Dist.

O. M. Porter and Wayne Nuttall, St. George, Utah
Diamond Jim meets Rosie O'Grady
Tylor Esplin and Debbie Holland

1st Place Winner Children's Parade (Double)

Sponsored By

Snow's Modern Cleaners
Tri-State Music & Office Supply
Hurst Variety Store

Reber Investment Corp.
McArthur's Quality Bakery
Howard's Body Shop
Atkin's

SUGAR LOAF CAFE

and

R. C. ATKIN HEREFORDS

and Quarter Horses

Featuring

Broasted Chicken

Red Magic Steaks

Home-Baked Pies and Rolls

Clayton
Ranch Manager

Rudger

Sid
Cafe Manager
EAT BEEF

Eat Better --- Feel Better

Lee Esplin
Joe Atkin

Evan J. Woodbury
E. S. and Dean Gardner

Lindau Foremaster, (Stardust Motel)
Children's Pony Section of the Western Parade

Sponsored By:

WASHINGTON COUNTY A.G. FOOD STORES
O. K. Market
Market Basket
Clifton's Market, Hurricane
Washington Merc.
Santa Clara Merc.
Bull Riding, Rodeo's Most Dangerous Contest

Knell's Barber Shop
Gubler's Barber Shop
Economy Shoe Repair
W. O. Bentley Insurance

St. George Barber Shop
Liberty Cafe
Parker's
Golden Nugget Deer Hunters Contest of 1961

GOLDEN NUGGET
DOWNTOWN LAS VEGAS, NEVADA

Gambling Hall

Golden Nugget

Widest Spread

First Prize: $3,700.00 Value — New 1-6 King Size Jeep With Full Cab
Second Prize: $200.00 Value — Weatherby Custom Rifle, Imperial Scope, Col. 300 Magnum
Third Prize: $170.00 Value — Weatherby Rifle, Imperial Scope, Winner's Choice of Calibre
Fourth Prize: $100.00 Cash
Fifth Prize: Case of Golden Nugget Bourbon

Longest Horn

First Prize: $1,000.00 Cash
Second Prize: $370.00 Value — Weatherby Rifle, Imperial Scope, Winner's Choice of Calibre
Third Prize: $225.00 Value — Winchester Model 70 Rifle, Imperial Scope, Cal. 270
Fourth Prize: $100.00 Cash
Fifth Prize: Case of Golden Nugget Bourbon

Most Points

First Prize: $900.00 Value — Weatherby Custom Rifle, Imperial Scope, Mosquito Stock, Col. 300 Magnum
Second Prize: $370.00 Value — Weatherby Rifle, Imperial Scope, Winner's Choice of Calibre
Third Prize: $225.00 Value — Remington Automatic Rifle, Four Power Scope, Cal. 30.06
Fourth Prize: $100.00 Cash
Fifth Prize: Case of Golden Nugget Bourbon

Additional Daily Prize

During the General Utah Season, October 21 - October 21 (11 days), $100.00 cash drawing each day at 9 p.m. in the Golden Nugget.

Stubs must be deposited in day of drawing by 6 p.m.; stubs special after 6 p.m. will be included in the following day's drawing. Winner must be present at drawing, and must be registered for the Golden Nugget Deer Hunters Contest.

Contest Closes Midnight, November 10, 1961

Registration Starts September 15, 1961

Minors and Golden Nugget employees are not eligible. Contestants must register in person at the Golden Nugget prior to date deer is killed as shown on deer tag.
The Finest Resort Hotel in the West

FABULOUS

Flamingo

LAS VEGAS, NEVADA

THE SHOWPLACE OF THE NATION

- FABULOUS ENTERTAINMENT
- LUXURIOUS DINING ROOM
- DIVERSE-SIZED GRAND POOL
- LUXURIOUS ACCOMMODATIONS
- RESERVATIONS GUARANTEED

Always a winning combination

At the Flamingo you will meet Hollywood stars at play, international personalities and your friends from home. The Flamingo provides everything that you desire to make your vacation the best ever.
Greg Cabral leaving "Roly Poly" (Kohrs stock) San Juan

Sponsored By

Kelly's Cafe  Sands Motel
Bennett Motel  Frank Holland Ins.
Shady Acres Motel  Jim Lundberg Ins.
FUN!
AROUND THE CLOCK AT
NEVADA'S ONLY
COMPLETE RESORT HOTEL
Las Vegas at play 24 hours a day! Exciting night life!
Dancing in the Sky Room, overlooking the famous
"Dancing Waters"! Cuisines prepared by world-renowned
chefs! Championship golf on the 18-hole course!
Olympic-size swimming pool! Exciting entertainment!
500 Deluxe Rooms and Suites!

Now On Stage!
LOUIS KEELY
PRIMA SMITH

Wilbur Clark's
DEsert INN
& COUNTRY CLUB
Las Vegas, Nevada

FOR RESERVATIONS TELEPHONE REgent 5-1122
Group Division—First Place
Mark Anthony and Cleopatra
Shaune and Kevin Ence, Camille Gubler, Peter Jon Spilsbury, and Gregory Graff

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K D X U
Liberty Hotel
Dixie Auto Parts

McMullin’s
Auto Parts Co.
Taylor Shoe Store
Singles—First Place

Little Miss Martha Washington

Shelly Lou Martin

= = =

California-Pacific Utilities Co.
A Partner in Western Progress
Cedar City, Utah

McGregor Clinic
Ashby and McQuaid
Chrysler Products
St. George, Utah
St. George Lions Club's Dixie Sunbowl
Where the 3-Night Rodeo Will Take Place

Arden Meadow Gold Creamery
Junius Barton Kozy Kamper
Hall and Hall Construction Co.
Hurricane
Leon Glazier Contractor
Hurricane
Kanab Construction and Lumber Co.
Kanab Mercantile Co.
Carol's Cafe
Fenton Rexall Drug
One of the most recently constructed beautiful new buildings erected in St. George is the Prince Memorial Clinic, located at 100 East and 200 North.
Chief Washaki and His Tribe
Walking Division—Third Place
Shauna and Charlene Purdy, Becky and Mary Lee Schmutz

T. P. Durrant Photo Shop
Jim's Mobile Grocery
Falk's Furniture
B. J. Lund Co.
Enterprise, Utah

Whipple Lumber Co.
Bob's Garage
Terry Mercantile
Enterprise, Utah
Our Twenty-sixth Anniversary

Under the Same Ownership and Management—We Have Been Serving the Public in the Same Location for 26 Years

Where the West Meets the Guest

Stop and Visit

DICK'S CAFE

Plenty of Shady Parking Space

KDXU Broadcasting from Studios and Offices on Grounds