

Lions' Fortieth Annual

Dixie Roundup

Lions' Dixie Sun Bowl

SEPT. 12-13-14, 1974

ST. GEORGE, UTAH



Sponsored by Washington County

**FOR A NEW EXPERIENCE IN EATING AND SLEEPING
IN ST. GEORGE**

Trafalga Restaurant

**Featuring Broasted Chicken and Char Broiled Steaks
Banquet Facilities**



St. George Travelodge

**Direct Dial Phones—Color TV—Therapy Pool—Heated Pool—
Putting Green—King, Queen and Regular Size Beds**

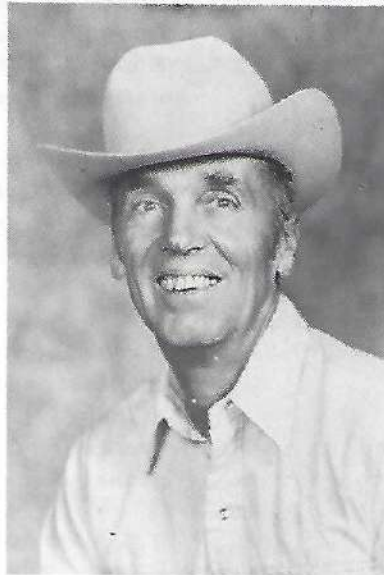
Reservation System—Phone 1-800-255-3050

General Committee

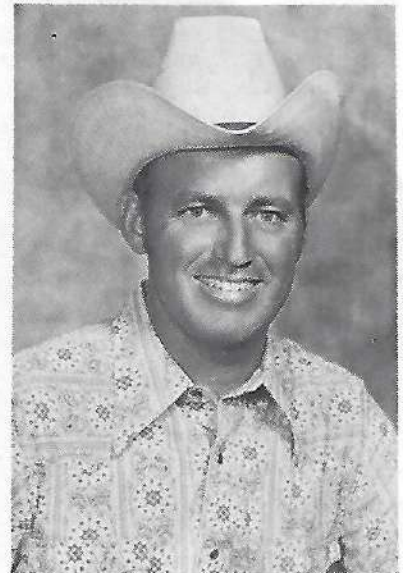
St. George Lions Dixie Round-up Chairmen



LaVar Foremaster



*Dwane Esplin
Chairman*



Sherrell Newby

1974 Dixie Round-up Queen and Princess



*Sharlene Squires
Round-up Queen*



*Julie Herman
Round-up Princess*

Rodeo Rules

BAREBACK BRONC RIDING

One-hand rigging to be used. To qualify, rider must have spurs over the break of the shoulders when horse's front feet touch the ground, first jump out of the chute. Horses will be ridden for eight seconds. Rider cannot touch horse with free hand. —Synopsis R.C.A. rules.

BULL RIDING

Riding to be done with one hand and loose rope, with or without hand hold. Rope must have bell. Bull will be ridden eight seconds. Rider will be disqualified for being bucked off or touching animal with free hand. —Synopsis R.C.A. rules.

CALF ROPING

If cowboy intends to use two loops, two ropes must be carried. Cowboy must throw calf by hand, cross and tie any three feet. If calf is down when the roper reaches it, he must allow calf to get up and then throw calf. Tie must hold for six seconds after roper calls time —Synopsis R.C.A. rules.

STEER WRESTLING

Steer must be caught from horse. If steer gets loose dogger may take no more than one step to catch him. Steer will be considered down only when it is lying flat on its side, all four feet and head straight. —Synopsis R.C.A. rules.

SADDLE BRONC RIDING

To qualify, rider must have spurs over the break of the shoulders and touching the horse when front feet hit the ground first jump out of the chutes. Rider disqualified for: being bucked off; changing hands on rein; losing stirrup; or touching the animal, saddle or rein with his free hand.

—Synopsis R.C. A. rules.

PRIZE MONEY

Rodeo is a contest of cowboys competing for prize money. So the simplest, fairest way to name the world champions of professional rodeo is by counting the money they win each season.

From official results of every rodeo approved by the Rodeo Cowboys Association each season, a careful, culminative record of dollars won through the year by every cowboy member is kept at the association's Denver, Colorado headquarters.

At the end the regular season, a certified public accountant audits the financial chart and ascertains the top 15 winners in each event. These men become eligible to compete in the title playoffs, the National Finals Rodeo.

The NFR does not change the system of naming champions but is simply fitted into it. Money won at the Finals, along with seasonal earnings, all are dollars toward the titles. So, the titlists still are the men who won the most money for the year.

A total of \$24,000 in added financial dividends is guaranteed the new crown-wearers by the R.C.A. This is apportioned \$3,000 per title, with the champion getting 40 percent; runner-up, 30 percent; third place winner, 20 percent; fourth place holder, 10 percent, and is aside from contributions from other donors.

SPONSORS

FREEWAY AMERICAN, Washington
DELTA TIRE CORRAL, St. George
GARDEN OF EDITH, St. George
WILKINSON ELECTRIC & GIFTS, St. George
UTAH MONUMENT CO., St. George
RON BRACKENS MOBILE SERVICE
WHIRL AWAY CAR WASH, St. George



Ronald McArthur, Lions Club Secretary



President's Message

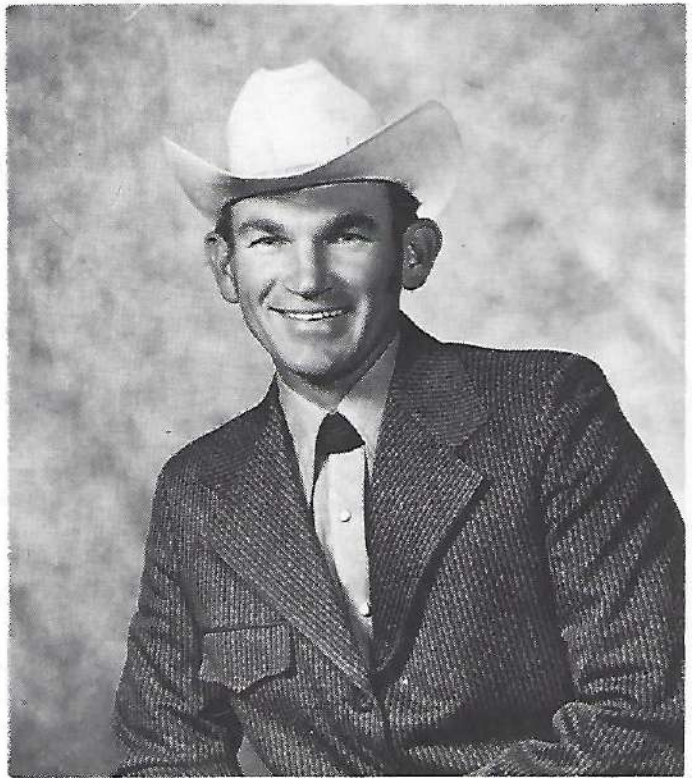
Welcome to the 40th Annual St. George Lions
Dixie Roundup.

As President of the club and on behalf of the
club, I would like to thank all our many friends
and associates for their continued support of our
club and its many projects.

We hope that everyone will join with us in the
activities of the Rodeo week.

Thank you.

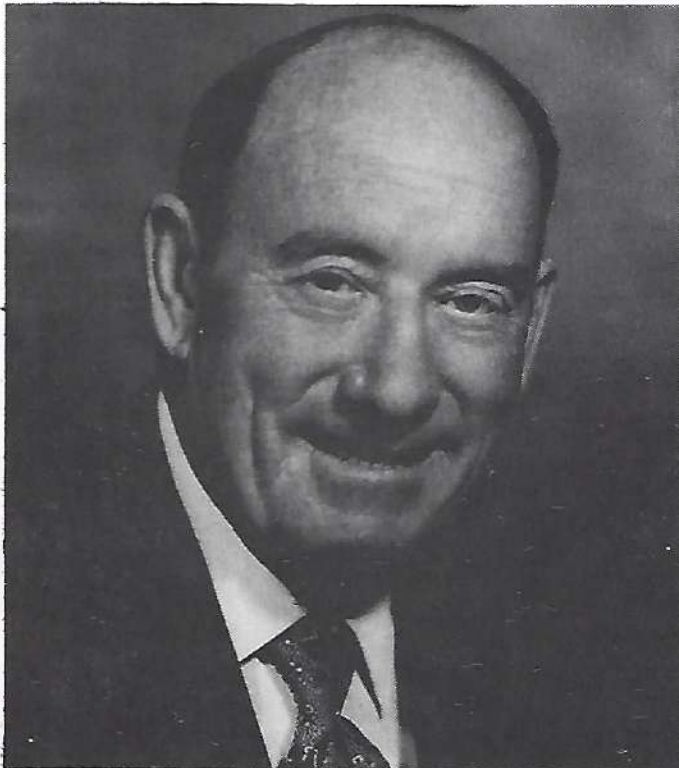
Joe Empey, St. George Lions Pres.



Mayor's Message

The city of St. George is pleased to once again
welcome everyone to this—the fortieth annual
Dixie Roundup, and it is a real pleasure for me to
offer congratulations and thanks from the city of
St. George to the St. George Lions Club for their
contribution of the now famous "Dixie Sun
Bowl" and Lions Rodeo to our city.

Neal M. Lundberg, Mayor
City of St. George



St. George Lions

Membership Roster 1974

Active Members:

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

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

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

Members at Large and Privileged Members:

Clayton Atkin
 Milo Blake
 Darrell Bracken
 Clark Empey

Ray D. Garner
 H. Val Hafen
 Dr. M. O. Hutchings
 Howard Judd

E. M. McArthur
 Dr. A. W. McGregor
 Levon McQuaid
 Andrew Pace

Owen Pendleton
 L. A. Porter
 Spencer Snow
 Al Truman
 Evan Whitehead



Royal Inn
OF ST. GEORGE

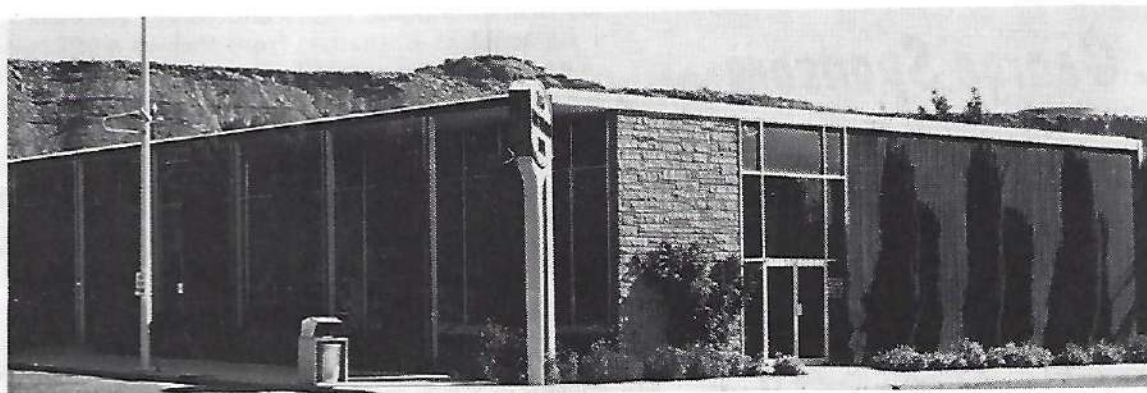
JOLLY KING
RESTAURANT

- SAUNA BATHS • SWIMMING POOL • THERAPY POOL • AIR CONDITIONING

"The best in dining enjoyment. Come in & see us."

460 E. 100 N., ST. GEORGE

673-4861



See **ZIONS**
FIRST NATIONAL
BANK *first*

Founded by Brigham Young in 1873
Member Federal Deposit Insurance Corporation
Where people mean everything!

OFFICES

ST. GEORGE673-4866
105 East Tabernacle

HURRICANE635-4421
11 South Main

ENTERPRISE878-2269

SPRINGDALE772-3284

Rodeo Producer



D. A. "Swanny" Kerby has a rare occupation. He's a rodeo contractor—one of 32 in the nation. Mr. Kerby started his business in 1948 by supplying a Moab rodeo with stock "because there was no one else in that kind of business."

Two decades later, his Bar T Down is one of the best-known rodeo contracting firms in the nation.

Three years ago he was asked to stage two rodeos in West Virginia. And that's a long ride, even for a man who knows "every trail and waterhole" in the hidden splendors now called Canyonlands.

Born and raised in and around Moab, Mr. Kerby spent his youth in the open spaces. By the 1940's he had a small ranch near Moab.

About that time the Bureau of Land Management decided to combat the population explosion of mustangs on the area's open ranges. Mr. Kerby organized an outfit, and won the contract.

For two seasons the horsemen rode through the spectacular scenery northeast of Arches National Monument from the Colorado line to the Green River. Wild horses were ferreted out from the rims beneath the Book Cliffs. And near the Devils Garden, Kerby's horsemen found a herd of about 275 animals running free as the wind.

He now keeps several hundred head of stock, including a string of 100 bucking horses. Rodeos also use his Brahma bulls, steers and calves for events.

He acquires Brahmas from Mexico and Louisiana, and buys bucking horses "wherever we can find them." Broncs—which are useless for gentlemen riders—are bought for about \$150 each. If they stop bucking they become "runaways" and are sold for as little as \$50 each. Mr. Kerby estimates that each season his loss for replacements is over \$5,400.

"We have as good a herd as any in the Northwest," Mr. Kerby says. And the quality of his stock is endorsed by the Rodeo Cowboys Association. Each year the RCA sends out "spotters" to locate the broncs and bulls that buck the hardest. Mr. Kerby usually has sent "a good share" of stock to the annual national finals.

This season Mr. Kerby was awarded the contract to produce one of the largest rodeos in the nation, which was held at the famous Salt Palace in Salt Lake City, Utah, July 22-24 (six performances).

St. George Sponsors

Hackwell Construction Co.

Rugged West Motel

Sears St. George, Utah

Dixie Drug

Crawford Auto Sales

Covey's Laundry and Linen Supply

Cooper's Rest Home

Scenic Country Mobile Home Sales

St. George Refrigeration & Electric Co.

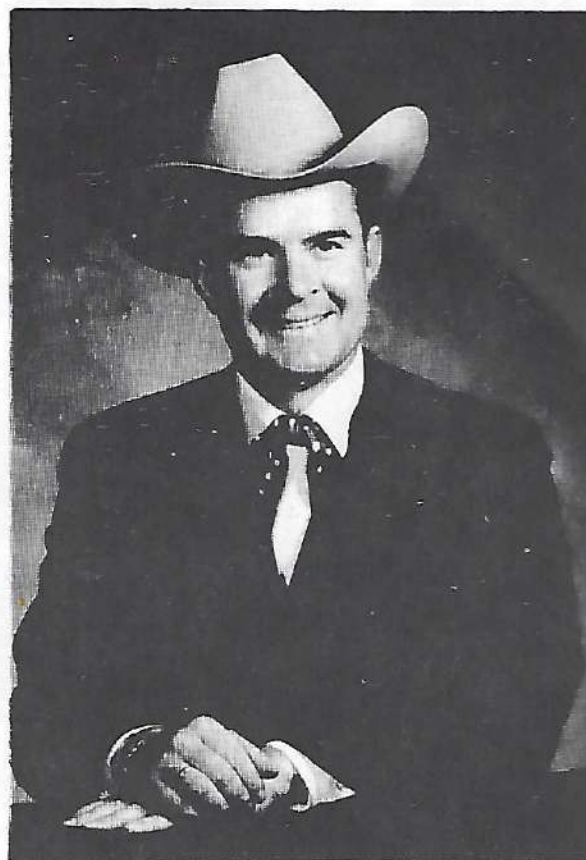
Rodeo Announcer

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

Returning to the **DIXIE ROUNDUP** for his third year is **JAY HARWOOD** of Billings, Montana, regarded as one of the top announcers in professional rodeo, and veteran of 13 years behind the microphone.

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

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



St. George Sponsors

St. George Factory Outlet

Phillip Lang Foremaster

El's Corral

Embley's Draperies

Pizza Hut

Spoke & Pedal Bicycle Shop

Neil's Barber Shop

J. MacArthur Wright

John Palmer

Knell's Barber Shop

Kozy Kamper, Inc.

Hall Electronics

Barton's Self Service Laundry



**CONGRATULATIONS TO THE
LION'S DIXIE ROUNDUP**

**FOR ALL YOUR
PLUMBING, HEATING
AND AIR CONDITIONING NEEDS,
DAVENPORT SUPPLY ON
INDUSTRIAL ROAD**



Congratulations to
Sharlene Squires
who joins our
gallery of queens



Louise Gardner
1973



Georgette Bracken
1972



Marita Hunt
1971



Randi Beatty
1970



Jean Bundy
1969



Shirlee Esplin
1968



Sandra Staheli
Turnbeaugh
1967



Carmen Iverson Snow
1966



Gal Reber Bowler
1965



Helen Holt Drake
1964

Lynne Clark Studio

21 North Main, St. George

673-3021

Why do so many people bank at First Security?



Here are a dozen good reasons:

1. Checking Accounts
2. Savings Accounts
3. Savings Certificates
4. Time Certificates of Deposit
5. Loans of All Kinds
6. BankAmericard
7. Travelers Checks
8. Money Orders
9. Trust Service
10. Safe Deposit Boxes
11. Bank-By-Mail-Service
12. Agricultural Service

First Security Bank

"First in Intermountain Banking"

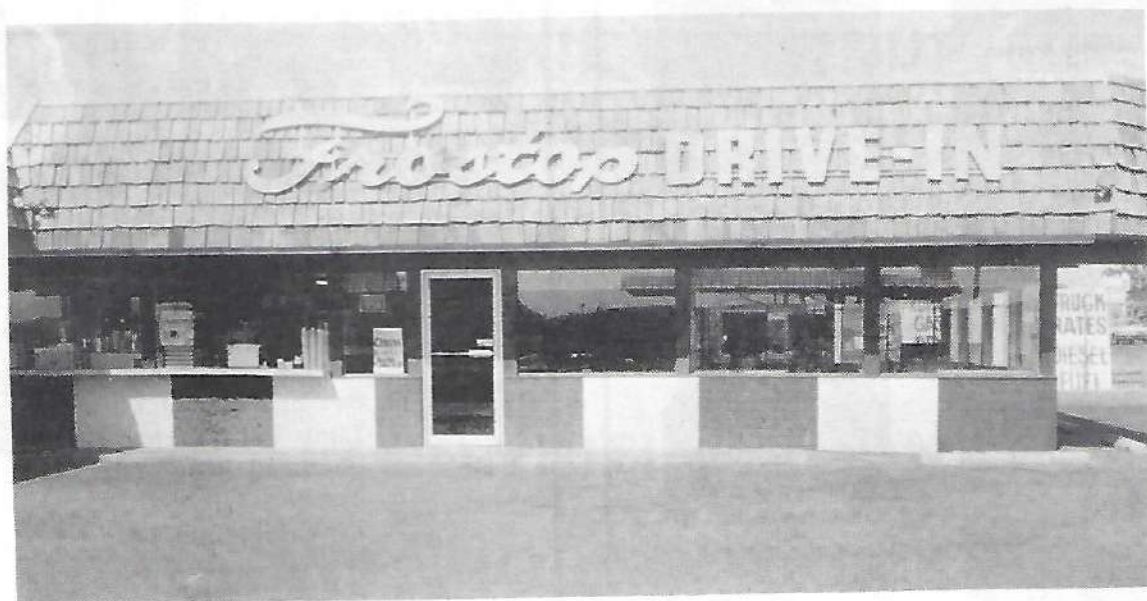
ENCE BROS. FEED CO.



FEED AND FERTILIZERS

West Highway 91—St. George, Utah

Phone 673-3438



FROSTOP

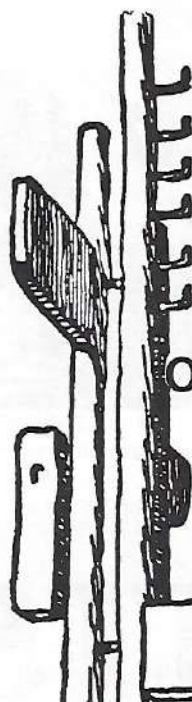
858 East
St. George, Utah
673-2216

Groceries & Dry Goods
Let Us Furnish
Free Estimates In Any
Building & Home
Furnishing Need

GRAFF SHOPPING CENTER

Hurricane, Utah

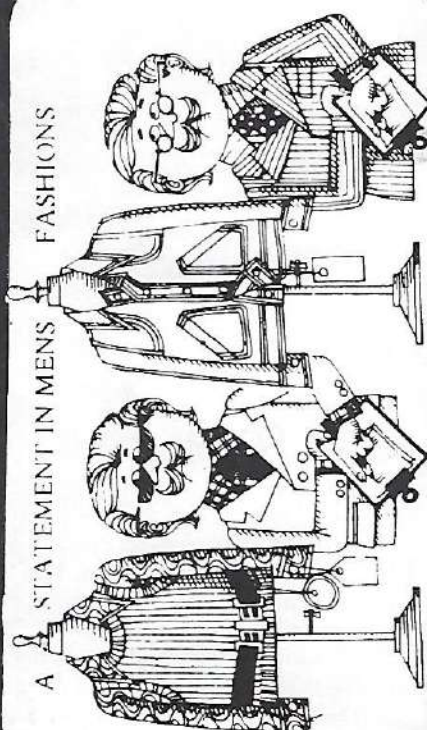
DRIFTWOOD LODGE AND RESTAURANT



Austen & Helen
Excell
Owners & Managers

ZION
NATIONAL PARK
Springdale, Utah

THE CHATTING POST
(JUST ONE BLOCK SOUTH OF THE FOUR SEASONS)



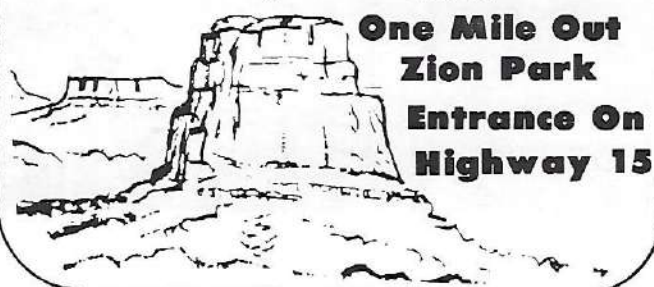
A STATEMENT IN MENS FASHIONS

PIONEER LODGE

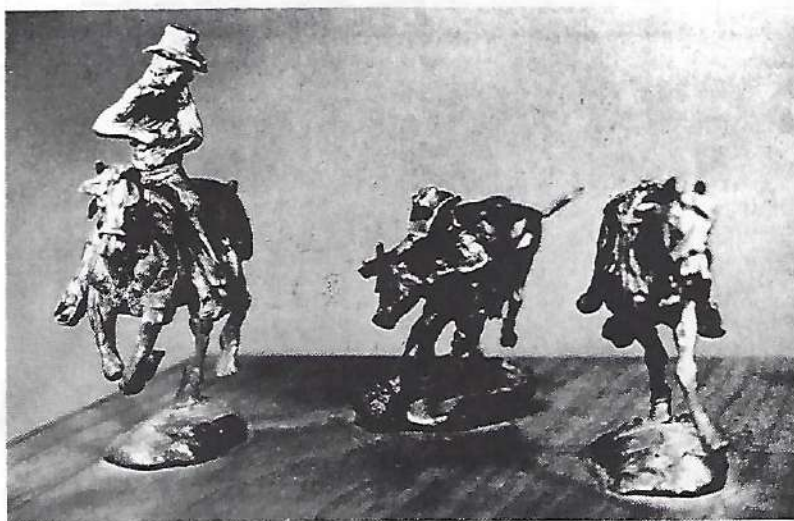
Motel & Restaurant

Open All Year!

Owner-Mrs. O.W. Welch
Manager-P.B. Terrell



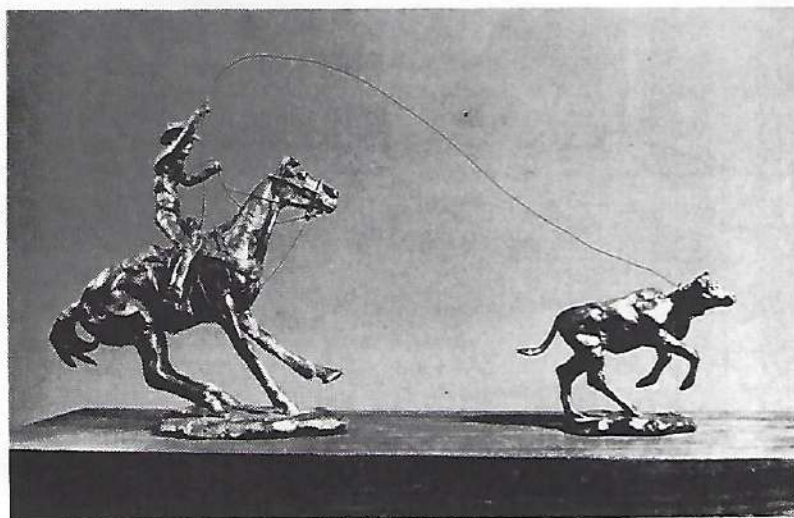
**One Mile Out
Zion Park
Entrance On
Highway 15**



RODEO EVENTS

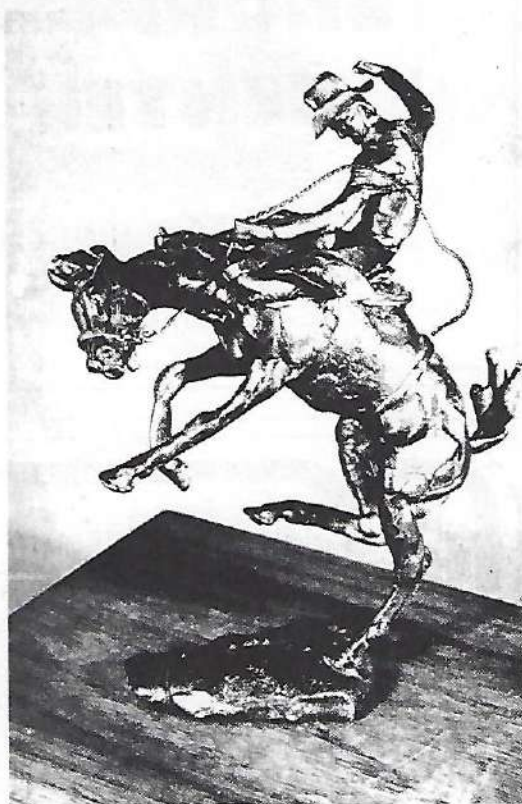
Saddle Bronc Riding

There's a flow to the man on the moving beast. Take a picture and it's a classic portrait of earlier times when trying to outlast a saddle bronc was the easiest (and virtually only) way to tame a horse—or break a neck. Now it's done for prize money and there are rules to the thing. To qualify, the rider must have his spurs over the break of the horse's shoulders on the first skyward leap out of the chute. To lose, fall off before the 8 second horn sounds or fail to maintain a continuous spurring rhythm.



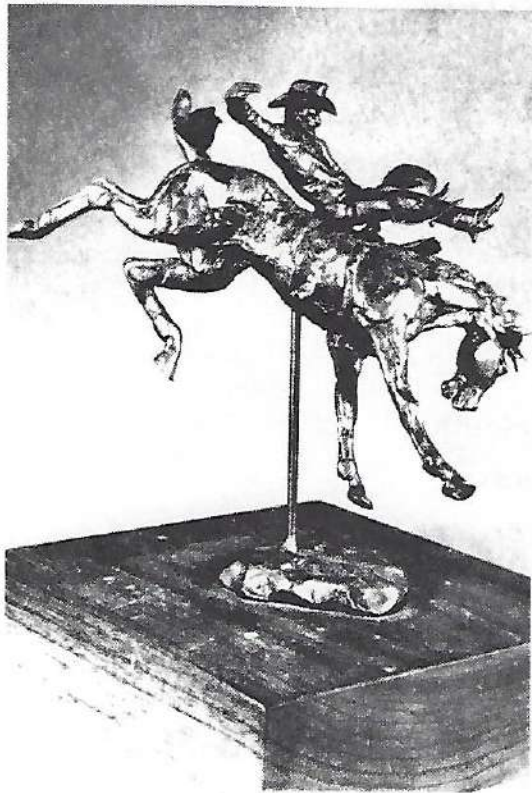
Steer Wrestling

The horns of a steer are made for more than goring. If a rodeo man is good, if his timing is crisp and his insides steady, he has a better than even chance of dropping off a 40 m.p.h. horse to a bloodless landing on pointed horns below. Once there, only the pifling task of braking an 800 pound steer to a halt remains, then turning him over, flat on his side, legs and head all pointed in the same direction.



Calf Roping

A calf is one of the simpler of God's beasts. It's young, full of speed and muscle, and not wise to the ways of adult cowdom. Pity the poor rider charged with the task of roping this little speed-ball with 25 feet of lariat, then dismounting and approaching with the idea of tying up three of its legs with a little piece of rope. Judging is measured in the hundredths of seconds, and disqualifications range from too fast a start to too loose a tie.

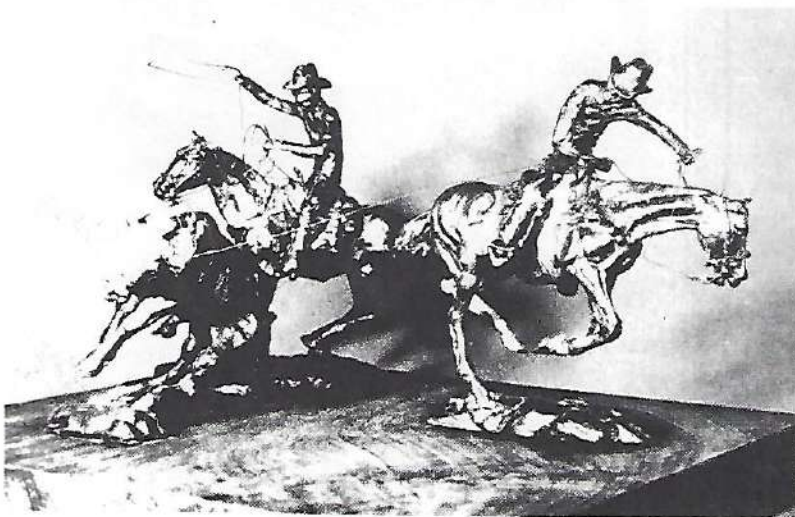
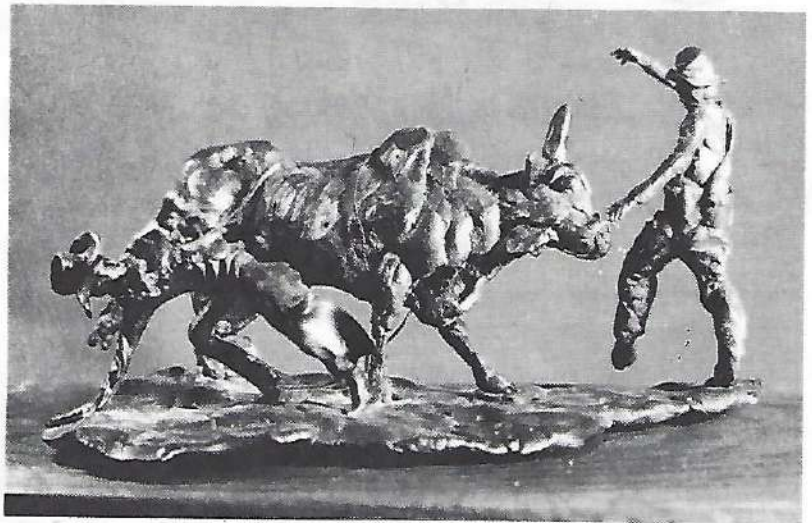


Bareback Bronc Riding

So who needs a saddle? The idea is much the same as in saddle bronc riding: hold on for 8 seconds, using one hand only. That's the idea, but without a saddle to get in the way, the ride's a little more vicious and certainly more uninhibited. The pistoning of the rider's knees and the waving of his free hand are the only things that keep the man in touch with the animal—that and grit, determination and an iron backbone.

Bull Riding

The original strain of Brahma bull is thought to have come from India—some bull riders say the animal is crossed with a Cobra, others just say, "not me; I'm not going to ride that." But for the brave (and sometimes for the foolish) bull, riding means more money, more excitement and more manliness than any other rodeo event. The rules are simple: hold on with one hand for 8 seconds. And, at the end of the ride its: "Thank you, Mr. Clown, for saving my life."



Team Roping

This is the "older" rodeo man's event—the 35- and 40-yr.-old veterans of the rodeo wars who are just a bit too brittle for the riding events, but limber and accurate enough to throw a lariat with a lot more finesse than the younger upstarts. The idea is to snub the steer as a unit, the lead rider snaring the horse and the follower catching both hind legs in his loop. Time is taken when the steer is roped, both horses in line with the animal and ropes dallied and tight. Roping only one leg means a five-second penalty; miss both and even the old-timers go home empty-handed.



If Your Looking For Today's Look
LOOK For Us At—



COURTESY MOTORS

275 E. 100 N. St. George

Sales & Service
Imperial—Chrysler—Plymouth
Farm and Truckers Needs
International Harvester



**WRECKER
SERVICE
DAY & NIGHT
—REPAIRING—**

Auto-Truck-Tractor

**673-3508
ST. GEORGE
Nite Phone 673-2643**



*For a flair for fashion at Fair time...
or anytime...shop the family clothing
center...Center Department Store.*



Center

14 NORTH MAIN STREET, ST. GEORGE

Department Store



24 Hour Towing Service

673-3566

St. George, Utah

**DIXIE DIESEL
SERVICE**



Weber County Sheriffs Mounted Posse

They will perform during the Parade and the Rodeo

Entertainment At Its Best !

featuring

Peppy the Cowboy Monkey



SADDLED UP AND READY



FRANK STROUT AND HIS WORKING BORDER COLLIES

KEMP KORNER SHOPPING CENTER

El's Corral

Western Wear

Treasure Chest

Hobby Shop

Klothes Kloset

Womens Wear

Cameo Room

Wedding Receptions

Western Heritage

Curio & Book Store

Chatting Post

Mens Clothing

A B C Shop

Infants Wear

**Special
vacation
package** **\$24⁹⁵**
Per Couple
Per Night

Stay at Bloomington Resort 3 miles from St. George, Utah. Package includes: *Overnight accommodations in luxurious Bloomington Townhouse or home *Free swimming *Free tennis. Ask about FREE golf offer.

Obtain the HUD Property Report from the developer and read it before signing anything. HUD neither approves the merits of the offering nor the value, if any, of the property.



For reservations or more information call collect: (801) 673-4694

or write: Bloomington Vacation Package Star Route #3, St. George, Utah 84770

Bloomington

*Only good May 1 - Nov. 1, 1974



Dixie Interiors

"We make your life more beautiful"

673-4878

180 North 200 East

GREAT WESTERN REAL ESTATE

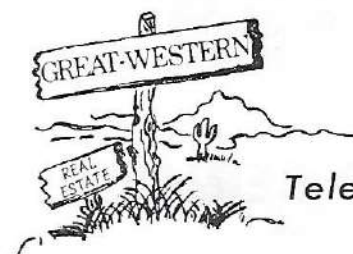
Oldest Established Real Estate
Office in Utah's Dixie

Bill Mangum - Broker

Dorothy Huntington

Norman Eschler

Dalton Hunt



Tele.: 673-4685



**W.W. STAHELI
&
SONS
FARMS & FEED YARDS**

Washington, Utah



Milk Shakes,
Fresh Limes,
Cones,
Floats,
Freezes,
Onion Rings,

Burgers,
Quarter
Pounders,
Fish & Chips,
Tacos

FREE Hamburger with purchase of
Hamburger at regular price with this
coupon during Sept. & Oct.

ARCTIC CIRCLE OF ST. GEORGE
653 EAST 100 NORTH
ST. GEORGE, UTAH

**OUR BEST WISHES
FOR ANOTHER
SUCCESSFUL
FUN-FILLED
ROUNDUP**

**REBER
INVESTMENT CORP.**

**Dixie Bowl
&
Recreation Center
St. George, Utah**



**WELCOME
TO OUR
SHOPPING
AREA**

• **COMPLETE FOOD SERVICE**

• **IN-STORE BAKERY**

• **SPECIALS WITH THE
TRAVELER IN MIND**

- FRESH HI-LAND DAIRY PRODUCTS
- ALL PICNIC SUPPLIES
- ICE

Lin's
AG

ST. GEORGE & CEDAR CITY

**ST. GEORGE LIONS
FORTIETH ANNUAL**

LIONS

DIXIE ROUND-UP

THE WEST'S GREATEST NIGHT RODEO — RCA APPROVED

SEPT. 12, 13, 14

Dixie Sun Bowl — 8:00 P.M. — St. George, Utah

*D. A. "Swanee" Kirby -
Producer*



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

Girls'
Barrel Racing
***25⁰⁰ Jackpot**

Trading Out

**Permits
Accepted**

3 Parades

SEPT. 12th IS FAMILY NIGHT

Children Under 12 Free
If Accompanied By Parent or Guardian

General Parade - Thursday, 5 p.m.

Children's Parade - Friday, 5 p.m.

Beauty Parade - Saturday, 5 p.m.

SAVE?

**Save what?
My money's gone
before I see it!**

It's easy to make excuses — but face it, excuses don't offer much in the way of security. Let us help...with a systematic savings plan you can live with. At St. George Savings and Loan we've been helping people plan for their future for over half a century.



**ST. GEORGE SAVINGS
& LOAN ASSOCIATION**

...your partner in progress since 1917.

95 East Tabernacle, St. George, Utah

Rodeo Time Is



Great Food

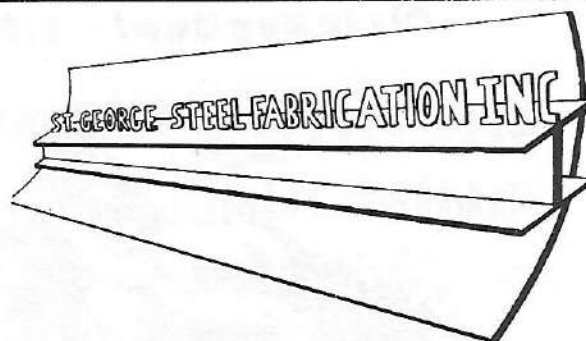
St. George & Cedar City

**We Specialize in
Glass Replacement**

**RUSS'S BODY
&
PAINT SHOP**

Russell Davis

600 Industrial Road - 673-5646



PHONE (801) 673-4856



**557 N. INDUSTRIAL RD.
ST. GEORGE, UTAH**



St. George

Chevron Dealers



Sherrell Newby
Hilltop Standard

George Anderson
Corner of Main and 100 North



Ken Ence
Santa Clara, Utah

Bob Cooper — Distributor

**Red Hills
Distributing
Company, Inc.**

Candy and Tobacco Wholesalers



**Tropic
Ice**

Block and Cubed Ice



**Dixie
Amusement &
Vending Co.**

For all your vending needs

673-5003

**529 North 600 West
St. George, Utah**

AUTO PARTS



COLOR COUNTRY SUPPLY CO.

**QUALITY AUTO PARTS FOR YOUR CAR
CHROME WHEELS — ET MAG WHEELS
SPEED EQUIPMENT**

5th East on Highway 91

Phone: 673-4658

Sponsors

Hafen Floor Coverings

Booth's Garage

Warren Hannig

McCord Oil Co.

Arrowhead

Atkin Music

Dr. R.E. Hazen

Sam Andy

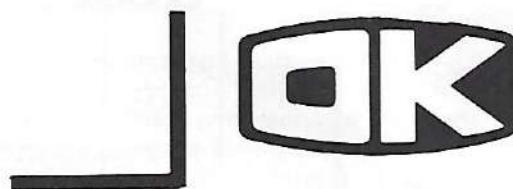
L & R Designers

Tri-State Office & Music Supply

Welcomes You

- Typewriters
- Office Furniture
- Adding Machines
- Electronic Calculators
- School Supplies
- Tape Players
- Guitars

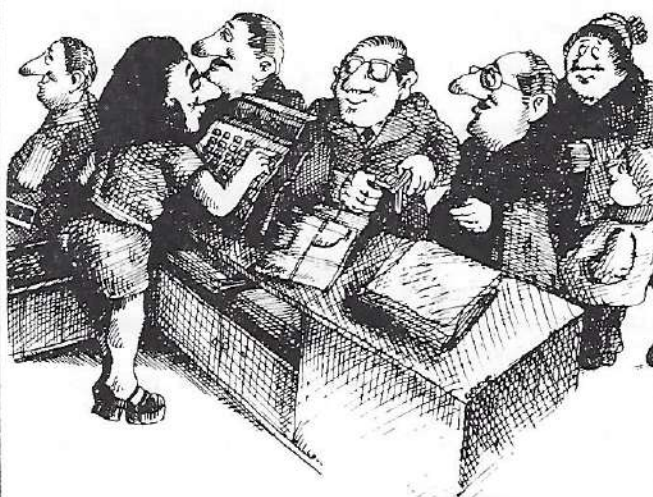
**36 East Tabernacle
St. George, Utah**



OK TIRE STORE

**399 WEST 100 NORTH
673-4673**

Holt's Roadside Grocery



MORE THAN JUST A CONVENIENCE STORE!!

**FRIENDLY
COURTEOUS
NEIGHBORHOOD TYPE STORE
THAT'S CONVENIENT TOO!**

**488 W. 100 N.
St. George**



- ✓ **FINE HOMES**
- ✓ **BUSINESS
PROPERTIES**
- ✓ **FARMS &
RANCHES**
- ✓ **INVESTMENT
OPPORTUNITIES**



H. Clark Houston
Broker - Appraiser

H OUSTON REALTY

673-3822

155 W. 100 N., St. George

Score your own...

There's more to rodeo than just watching cowboys 'hit the dirt.'

Since these riders are competing against one another for sizable purses, the judging of their rides is critical.

What follows is a brief outline of the points a judge looks for when scoring the stock and contestants in the 'rough stock events' (bareback, saddle bronc and bull riding). On the opposite page is a score sheet where you may, if you are not too distracted by all the spectacle going on, grade the animals and the riders as well as possible champions.

BAREBACK RIDING

As in all riding events, both the horse and rider are marked separately on a scale of 1-25. The sum of these two scores is the cowboy's grade for the event. A disqualification is zero.

JUDGING THE HORSE:

- 1.) How high does he kick?
- 2.) How hard does he jump?
- 3.) How difficult is he to ride?
- 4.) In how many different directions does he go?

Remember that the best grades are given for the 'rankest' (that is, the nastiest and most spirited) animal. Thus a horse that turns back on itself, spins, snaps, bucks the full time and does not travel far from the chute earns a higher score and the docile or running animal scores lower.

JUDGING THE RIDER:

- 1.) How well does the man spur?
- 2.) How good is his control of the animal?
- 3.) Is he in balance or is he constantly fighting to stay on?

The rider's score depends largely on his spurring. So important is this that the man's spurs must be touching the horse above the break of the neck on the first jump out of the chute. Failure to do this results in a disqualification.

Remember, also, that a man's spurring must be high and long-stroked in rhythm with the horse's movements. Should a man stop or lose control, points are deducted accordingly.

DISQUALIFICATIONS:

- 1.) Failure to spur on the first jump out of the chute.
- 2.) Touching the horse or equipment with rider's free hand.
- 3.) Falling off before the eight second buzzer.

SADDLE BRONC RIDING:

Judging the saddle bronc riding event is essentially the same as judging bareback bronc riding. For the animal, the emphasis is on how rank he is, how wildly he performs and how difficult he is to ride.

For the man, the emphasis is again on how well he spurs, how certain his control and how sure his ride.

DISQUALIFICATIONS:

- 1.) Failing to spur on the first jump out of the chute.
- 2.) Touching the horse or equipment with a free hand.
- 3.) Losing the rein or changing hands on the rein.
- 4.) Losing a stirrup.
- 5.) Falling off before the eight second buzzer.

BULL RIDING

Bulls, as every cowboy will tell you, are among the nastiest animals on earth. Despite this and the clearly present danger of falling off below those heavy hooves or being impaled on wicked horns, the riders still do more than simply attempt to hang on for the required eight seconds.

JUDGING THE BULL:

- 1.) How high does the bull kick?
- 2.) How high does he jump?
- 3.) How difficult is he to ride?
- 4.) In how many different directions does he go with what speed and snap?

JUDGING THE RIDER

- 1.) Control is the key. Does the man assume command of the bull?
- 2.) Does he stay reasonably erect or does he flop from side to side?
- 3.) Although spurring is not required in bull riding, check to see how well placed the man's legs are. Do they dangle and flop or do they seem to help him in his ride? Again, form and control are the keys.

RERIDES:

Occasionally, through no fault of the rider, the animal or the failure of a piece of equipment will foul the rider and allow the man another chance. This may occur when:

- 1.) The animal becomes fouled in or out of the chute.
- 2.) The animal stops and refuses to move.
- 3.) The animal fails to buck or runs without bucking.
- 4.) The animal falls.
- 5.) The flank strap falls off.
- 6.) The horse is hit by a pick-up man before the end of the elapsed riding time.

SCORE YOUR OWN

[illegible]

Four Seasons Motor In



1975 Utah Lions State



nn & Convention Center



**"Enjoy fine food and fast service
at family prices"**



**"The finest in dining in a
come-as-you-are setting."**



**"Finish the evening with your favorite
beverage at the Library Lounge."**

Utah State Liquor Store on premises for your convenience.

Convention Headquarters



Larkin Plumbing & Heating Co.

Air Conditioning

Sheet Metal

552 E. 100 N.
St. George, Utah
673-3691

IN ST. GEORGE KEN'S SUPER SHELL

Allstate Emergency Road Service

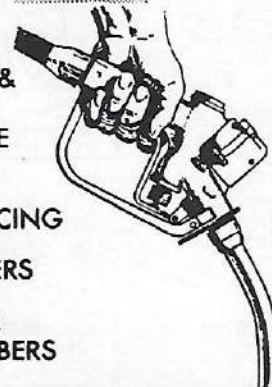


• BRAKE &
TIRE
SERVICE

• WHEEL
BALANCING

• MUFFLERS

• SHOCK
ABSORBERS



SHELL MOTOR OILS - SUPER SHELL TIRES
FREE PICK-UP & DELIVERY

DIAL ST. GEORGE
673-5211

880 EAST 100 NORTH ST. GEORGE
(Nearby Oil Shell Products Jobber)

Compliments of

Penneys
ALWAYS FIRST QUALITY

5 East 100 North
St. George, Utah
673-2841

PICKETT'S

- ✓ Carpet
- ✓ Floor Covering
- ✓ Furniture
- ✓ Hardware
- ✓ Bldg. Materials
- ✓ Sporting Goods

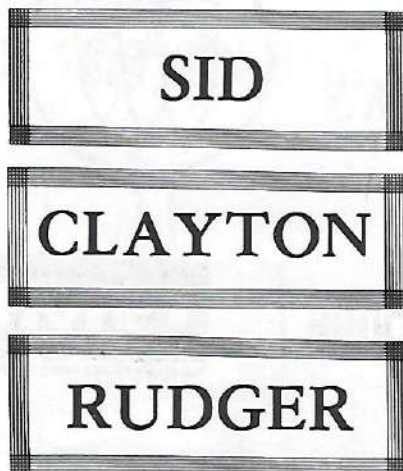
St. George, Utah 673-3596



ATKIN'S SUGAR LOAF CAFE and CONVENTION CENTER

St. George, Utah

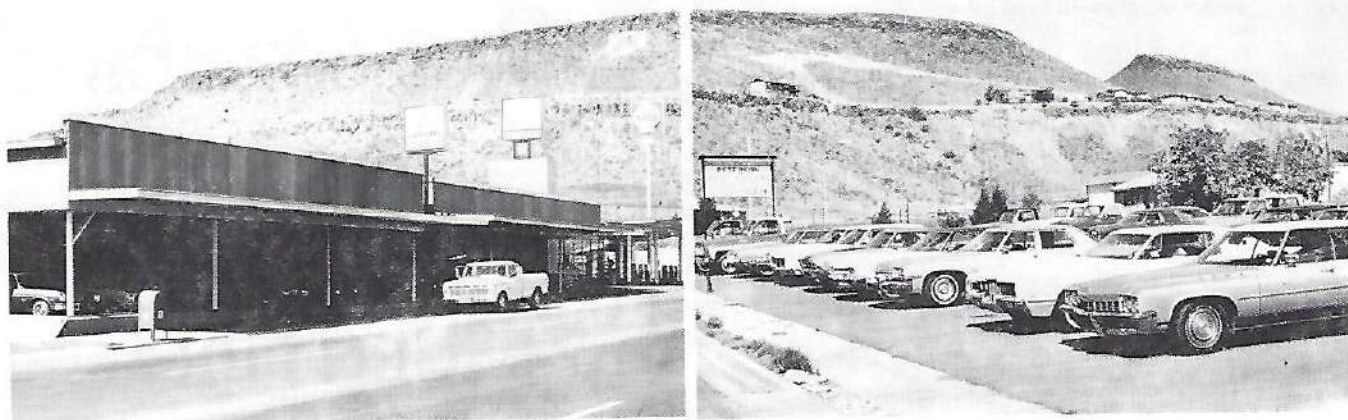
**HOME GROWN BROILED STEAKS
THE FINEST BROASTED CHICKEN**



Cedar City, Utah

and R.C. ATKIN Herefords - Quarter Horses

PETERSON BUICK & PONTIAC INC.



BUICK

SALES-SERVICE-PARTS

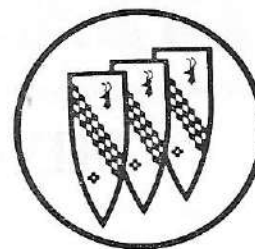
Authorized

✓ **BUICK**

✓ **GMC TRUCKS**

✓ **PONTIAC**

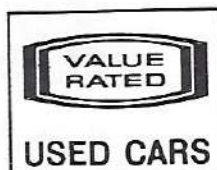
A Complete Service



St. George

673-3505

391 WEST 100 NORTH
ST. GEORGE, UTAH



24 HR. TOWING
NITE CALLS
673-2521

BROWNING-WEATHERBY-SUZUKI-HUSKY-POLARIS

McKnight's Sporting Goods

Complete Sportsman's Headquarters

SALES & SERVICE

One of the West's Largest Gun Dealers

PHONE
673-4919

968 East 100 North
St. George, Utah 84770

Good Luck to Contestants!!

McAllister Music Co.

Baldwin Pianos and Organs

*New and Used
Also Refinishing*

St. George, Utah

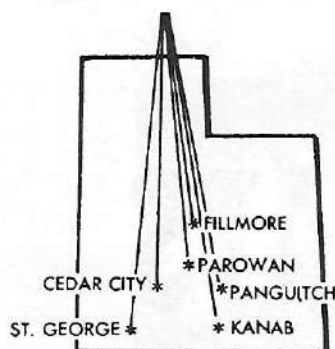
GARDNER HEREFORD RANCH

REGISTERED AND COMMERCIAL
HEREFORD CATTLE

Dean C. Gardner & Sons

St. George and Pine Valley, Utah

SECURITY TITLE CO. OF SOUTHERN UTAH



- ABSTRACTS
- TITLE INSURANCE
- ESCROWS

667 East Tabernacle, St. George, Utah

Marion Bowler's

Dixie Appliance

"Your Hotpoint and Motorola Dealer"

Phone: 673-2444

7 North Main

St. George, Utah

REGISTERED BARZONA CATTLE

*The Tough Beef Breed Developed for
our Desert Southwest Ranges.*

Southern Utah Burial Vault
c/o Charles Crosby
St. George, Utah

Congratulations Lions . . .

HURST



160 N. 500 West

HURST VARIETY

1 North Main - St. George, Utah

"See Hurst First"

**WHOLESALE MEATS
CUSTOM PROCESSING**

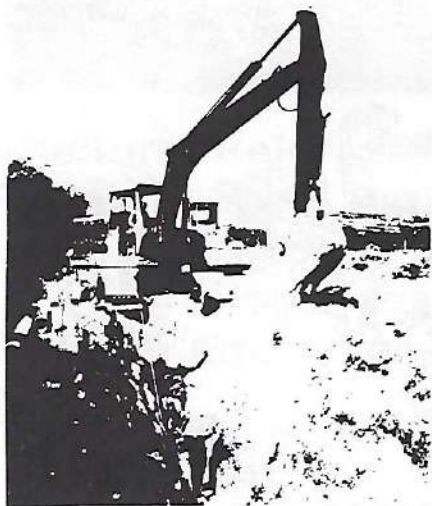


LEWIS MEATS

St. George, Utah—Phone 673-3234

Kanab, Utah—Phone 644-2419

Jackson Construction GENERAL CONTRACTORS



COMMERCIAL—INDUSTRIAL

Excavating—Grading

Earth—moving

No job too large or too small

Rex L. Jackson 3088 Sugar Leo Rd. Bloomington

Congratulations to St. George Lions



Market Basket

198 East 300 South St. George

Shirl and Dick

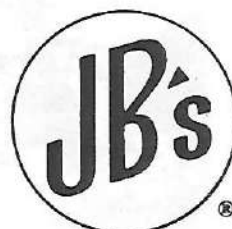
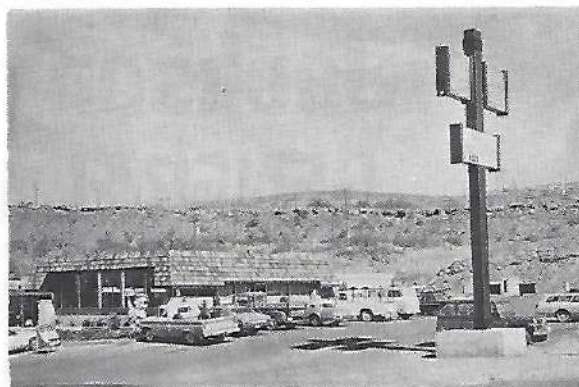
"Keep on a Flossen"

**THE
DENTAL LAB**

**SOMMERFRUCHT
SHEET METAL &
AIR CONDITIONING, INC.**

LICENSED CONTRACTOR
PHONE 673-4329

BEL AIRE TRAILER COURT
PHONE 673-4374

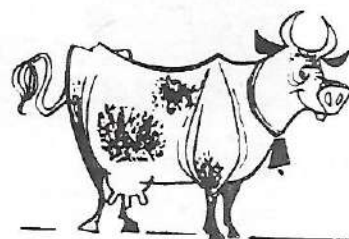


**BIG BOY
FAMILY RESTAURANT**

KDXU
1450

KDXU-FM
93.5

**Gentry
Dairy**



Eldon Gentry
St. George, Utah

Welcome to St. George
Lions Dixie Roundup

SCHOLZEN PRODUCTS

Structural-Reinforcing
Shafting Steel Pipe
Casing
Wire Rope
Welding Equipment

Hurricane, Utah
635-4441

Congratulations Lions

BUCKSKIN TAVERN

For Your Favorite
Mixed Drink

Complete Package Goods

*Live Music and Dancing
Every Saturday Night*

Fredonia, Ariz.

Compliments to
Dixie Roundup

SUNSET CANYON RANCH

Home of Running
Quarter Horses

Virgin, Utah

"Where Every Dollar
You Spend Builds
Something"
Lumber for Everything
From a Picket Fence
to a Mansion

Shamo Box and Lumber Co.

George H. Shamo, Mgr.
HURRICANE, UTAH 635-2517

State Bank of Southern Utah

The People-to-People Bank

"Mastercharge It" **26 North Main**
Cedar City, Utah
586-9456

Kellwood Company **JUDSON GROUP**



Tents and Sleeping Bags **500 Industrial Road**
St. George, Utah

For Fast, Dependable and Courteous Service

See Your Friends at

Southern Utah Title Company



★ Abstracts ★ Title Insurance ★ Escrows

Howard H. Carter—President

40 South 100 East, St. George, Utah

673-5311 or 673-4649

LAMPLIGHTER INN

Four Blocks West of City Center

Dick Jensen, Owner

Catering to Retired Couples

SOUTHERN TRAILER PARK

PAUL'S TIRE SALES

Toy Mart
Large Selection



New-Used-Retreads
Spin Balancing

296 North Bluff

673-2644

St. George

DUNLOP TIRES HAVE NOW BEEN
ADDED TO OUR LINE
COME AND SEE US



You will find the nicest things at:

Evelyn's, Inc.

TOP BRAND NAMES

Jonathan Logan R & K
Loubella Gay Gibson
Butte Knit Garland

Evelyn
Bleak,
Mgr.

673-3951
49 N. Main, St. George

"Thanks for your

Continuing Community Interest"

RALPH LAMOREAUX

**ABSTRACTS OF TITLE &
TITLE INSURANCE**

95 East Tabernacle St., St. George, Utah

COMPLIMENTS OF ...

Lunt Motor Co.

St. George, Utah - 673-3241

Cedar City - 586-6591



Dodge Cars

Dodge

Dodge Trucks



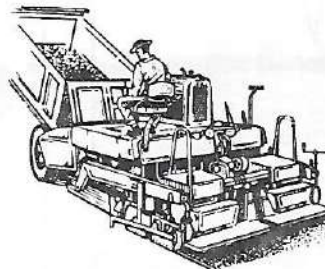
CHRYSLER

*"Let the Cowboys Do the Rough
Riding — Do Your Riding
in a Smooth Dodge"*

WESTERN ROCK PRODUCTS CORP.

GENERAL ENGINEERING CONTRACTORS

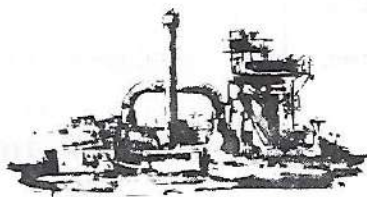
- ★ SURFACE RESTORATION
- ★ PARKING LOTS
- ★ SUBDIVISIONS
- ★ SHOPPING CENTERS
- ★ SERVICE STATIONS
- ★ MOTELS
- ★ STREETS
- ★ SCHOOLS



EXCAVATING
GRADING

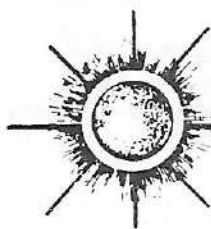
MANUFACTURERS OF ASPHALTIC CONCRETE

ASPHALT
PAVING



CALL
673-9365

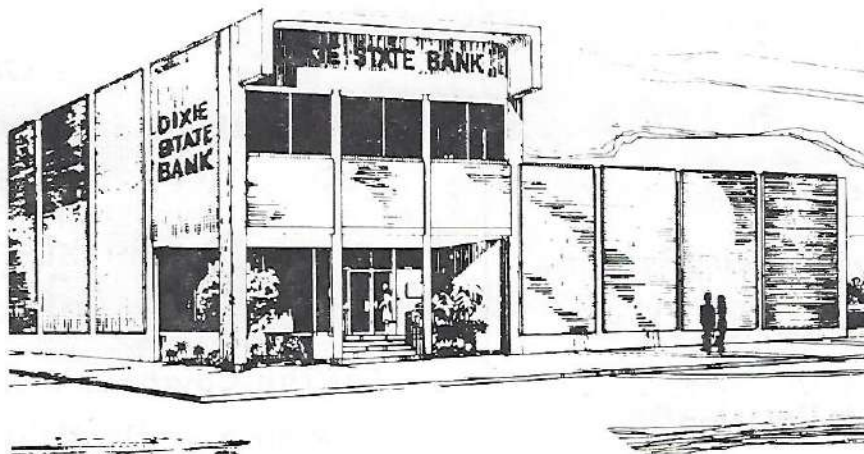
St. George



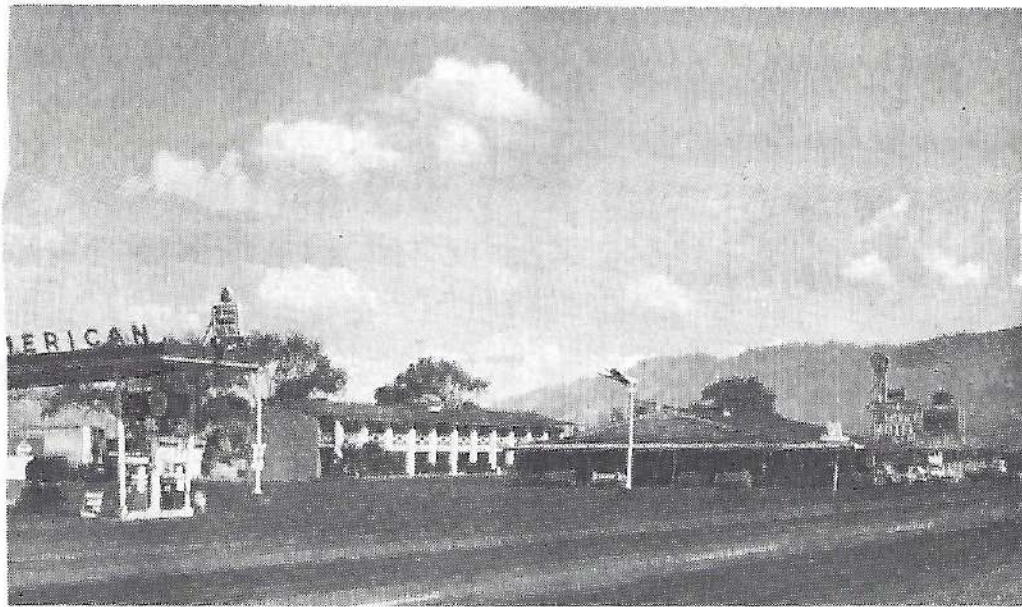
DIXIE **STATE BANK**

You've Got a Friend at Dixie State Bank/St. George

**"Best Wishes For a
Most Successful
Dixie Roundup"**



"The Bank That Does More For You"



WESTERN VILLAGE

RESTAURANT & GIFT SHOP

2 Miles West of Mesquite, Nevada

Motel - Swimming Pool - Service Station

WE NEVER CLOSE

Phone Area Code 702-346-5232

Do Your Shopping At...

SNOW'S DISCOUNT

37 E. 100 N.
St. George

9:00 a.m.-

8:00 p.m.

Closed Sundays

★ Extra Friendliness

★ Extra Courtesy

★ Extra Service



Operated by J. C. Snow Company

Nationwide Finance Company

81 North 100 East, St. George, Utah



*Welcomes you
to the Lions'
Dixie Round-up*

We offer all lines of Financing

*Including: Mobile Homes, Auto, Signature, First and
Second Mortgage Real Estate Financing, Complete
Consolidation Loans, Re-Payment Plans up to 84 Months.*

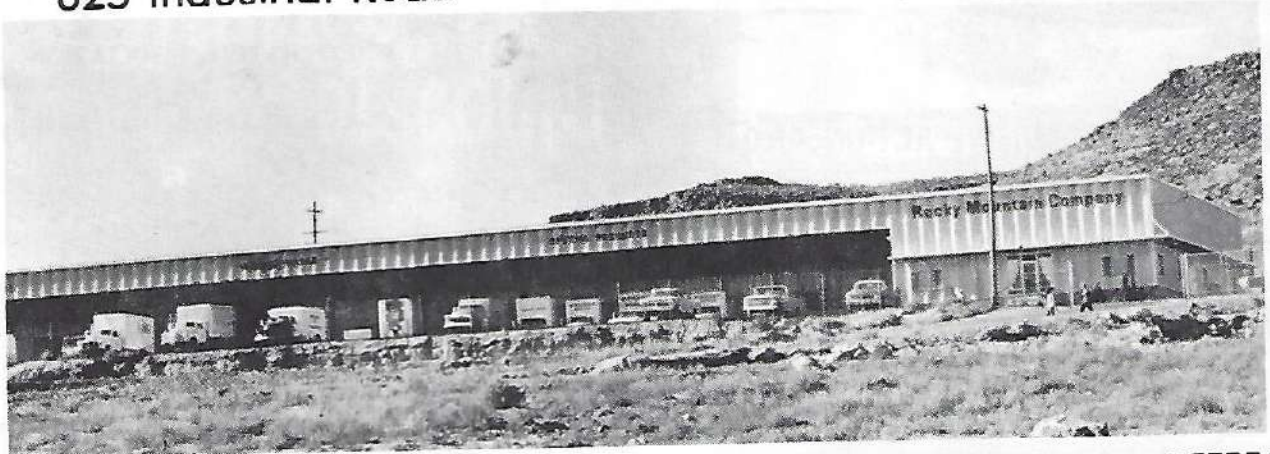
Amounts to \$10,000.00

Call: 673-4631

Rocky Mountain Produce Co.

825 Industrial Road

673-3583



"Our Best To You"

**Call us for all
your needs!**

**WHOLESALE DISTRIBUTOR SERVING
UTAH, ARIZONA AND NEVADA**

- ✓ FARM FRESH FRUITS AND VEGETABLES
- ✓ COMPLETE BREAD AND PASTRY PRODUCTS
- ✓ CANNED GOODS, GROCERIES

**Best Wishes For A
Successful Roundup**



**KAY BUNDY LIVESTOCK &
GENERAL CONTRACTOR &
RODEO PRODUCER**

St. George, Utah-673-3303

**Good Luck,
Cowboys!**

Ken's Super Shell	Burke's Phillips 66
Hilltop Standard	Bybee's American
Mont's Standard	Westside Shell
Mont's Texaco	Ron's Mobil
Gene's Union	Stan's Texaco
Ron's Phillips 66	Tom's Texaco
Whitney's Gulf	Cal's Conoco



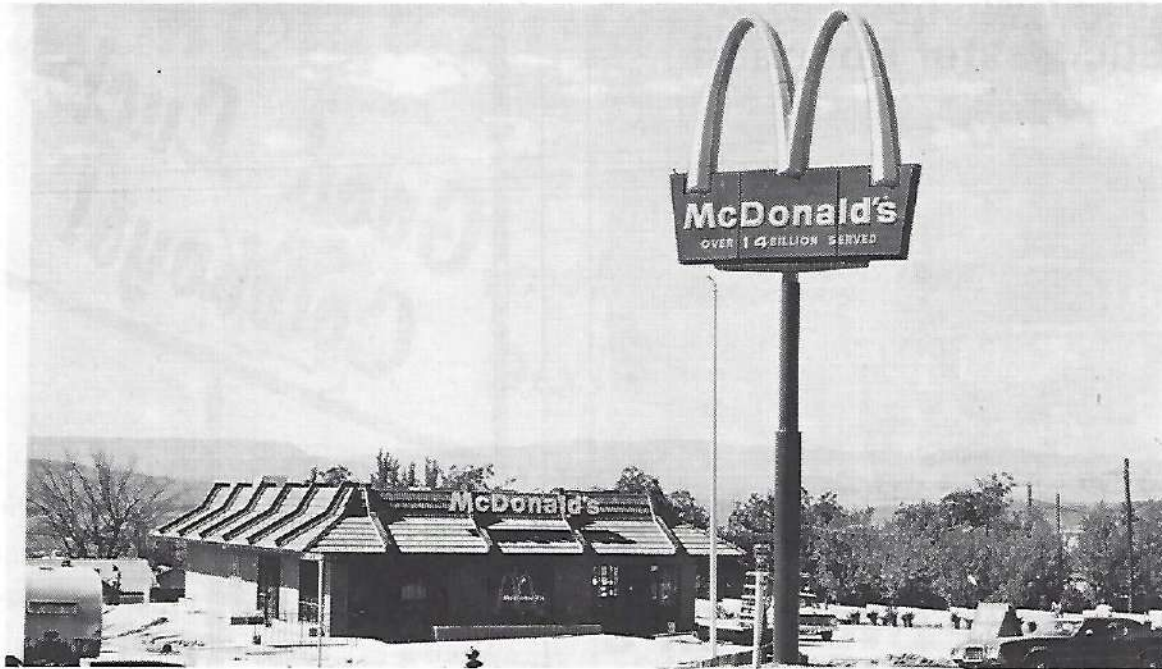
COMPLIMENTS OF
El Chaparral Motel

MR. AND MRS. LEON GLAZIER,
OWNERS

**CORAL HILLS
MOTEL**

*King and Queen Beds
Complete Game Room
(Including Pool Tables & Table Tennis)
40 Beautiful Rooms
Free Color TV in All Rooms
Heated Swimming Pools
Restaurant Opposite*

- **Sauna &
Therapy Pool**
- **Bridal Suite**



**Welcome to our new
McDonalds Family Restaurant**

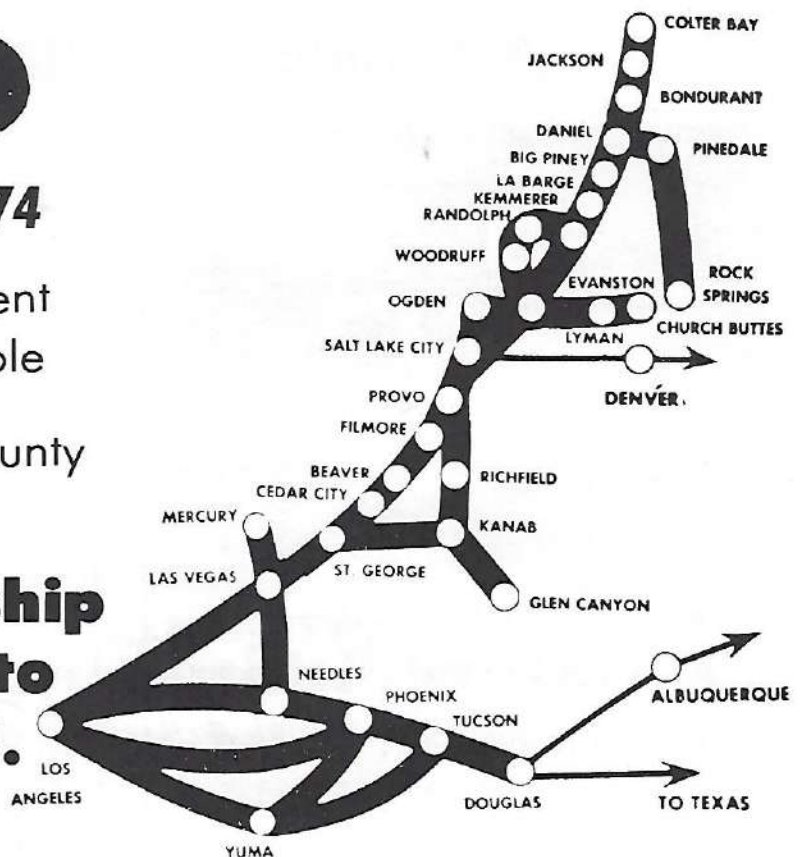
MILNE
TRUCK LINES INC.

OUR GOAL FOR 1974

To Render More Efficient
Service To More People

Serving Washington County
Since 1916

**It's better to ship
it Milne than to
wish you had.**

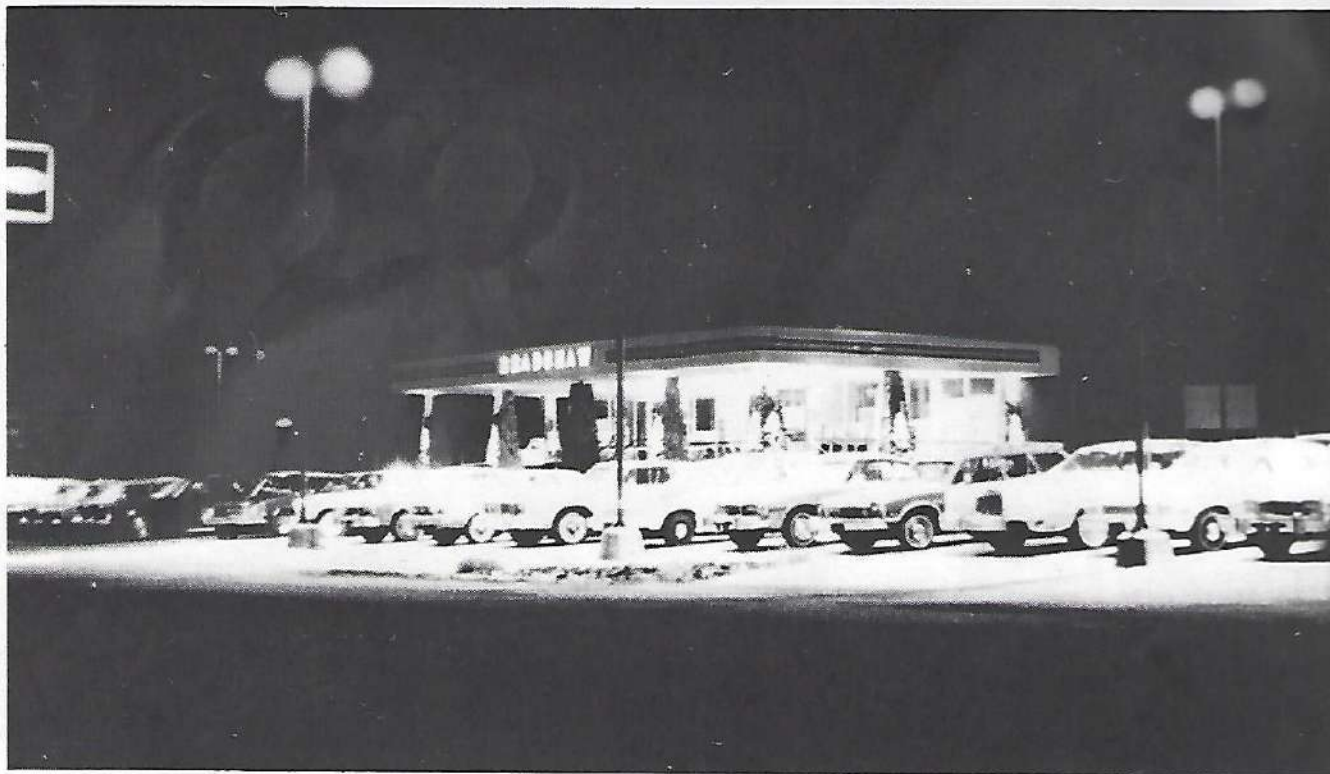


BRADSHAW

FORD • MERCURY, INC.

"WE SELL—TO SELL AGAIN"

SOUTHERN UTAH'S LARGEST AND NICEST AUTOMOTIVE DEALERSHIP



FEATURING

NEW FORDS-MERCURYS-LINCOLNS-FORD TRUCKS-COURIER PICKUPS

(We sell everything produced by FORD MOTOR COMPANY)

PLUS

ALL KINDS OF SERVICES

TUNE UPS & MAJOR REPAIR

FRONT END ALIGNMENT

AIR CONDITIONING SERVICE

BODY, GLASS, PAINT & UPHOLSTERY WORK

- BILL SEVEY, Service Mgr.
- KIM EARDLEY, Parts Mgr.
- MEL KREITZER, Parts
- ELWOOD GRAFF, Parts
- ANDY ANDERSON, Body Shop

SALES—LEASING

CLARON BRADSHAW, President

- BOB BRINGHURST, Sales
- GARY CALL, Sales
- KEN CHRISTENSEN, Sales
- WADE ROBERTS, Sales
- GARY STAHLIE, Leasing
- PACE WEBSTER, Sales

CALL ST. GEORGE

673-4831

1275 N. HIGHLAND DR.

"WE SELL TO SELL AGAIN"

Congratulations to St. George Lions



Pepsi People, feelin' free. You see 'em everywhere. And everywhere you see 'em, they're livin' a little more than anyone else around. Pepsi-Cola

didn't make 'em what they are—they made Pepsi what it is. The official drink of people who make the most of everyday livin'...every day.

**Join
the Pepsi People
feelin' free!**



*Dean T. Terry's Real Estate Investments Wishes Success To
The St. George Lion's Club With This Years Dixie Round-up*

OWN YOUR OWN VIEW LOT ON DIXIE DOWNS ROAD

Racing Ranch **MOBILE HOME ESTATES**

Dean T. Terry, Owner

Phone, 673-3059

June Stewart
1974

Washington County Queen

sponsored by

Spilshury & Graff
Mortuaries

Cedar City: Tanya and Clark Graff
Kanab: Mr. and Mrs. Wayne Robinson
St. George: Bette Lu and LeGrand
Spilshury, Vivian and Ted Spilshury
Hurricane: Carol and Keith Tobler





FENTON'S REXALL PHARMACY

WELCOMES YOU
COME IN AND SEE THE DRUG STORE
OF TOMORROW—TODAY

61 NORTH MAIN
ST. GEORGE

Massey-Ferguson

Farm & Industrial Tractors

Floyd Ence & Sons

St. George, Utah

McAllister Shoe Store

ACME-Dan Post Boots
Redwing Work Boots
Shoes And Boots For All The Family

45 E. 100 North
673-2162

FARMERS INSURANCE GROUP

CLEON DAVIES

WILDON CARTER

AUTO-FIRE-LIFE-COMMERCIAL

423 E. 100 N. ST. GEORGE, UTAH

Larsen Construction

3162 Swapps Road
Bloomington, Utah

Phone 673-2701

DIXIE GLASS & PAINT

Quality Benjamin
Moore Paint

Phone 673-4389

The Dixie Insurance Agency

INSURANCE COUNSELORS

65 North Main, St. George 673-4851
Dick Isom Ed DeMille

154 N. Main, Cedar City 586-9463
Dixie Leavitt Ken Middleton

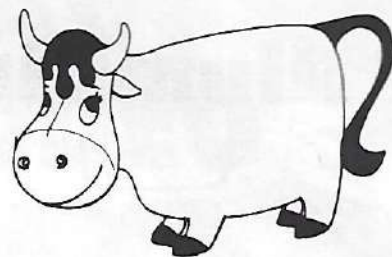
Gaylen Heppler Co.

INSURANCE ADJUSTERS
MULTIPLE LINE
ADJUSTING
24 HOUR
CLAIM SERVICE

67 N. 100 E.

673-4414

Compliments of
**St. George
Ice Company**



**Distributors of
Creme-O-Weber Dairy Products**

Serving St. George area with daily
fresh dairy products with
service we're proud of.



Ken Iverson-Stan Sorensen
St. George 673-2801

A & W ROOT BEER DRIVE IN



140 West 100 North—Phone 673-2032

Manager and Owner- Dee C. Bingham

WHEN ...

ACE Plumbing



**Does Your Work -
Nothing Leaks Out!**

55 N. 600 East - Phone 673-5303

BRENT & LINDEN HATCH

B & L Arco

298 W. 100 N.
St. George, Utah

673-2382



BATEMAN PHARMACY

City Center
St. George, Utah

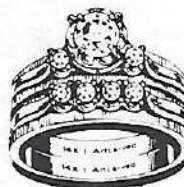
MILNE JEWELRY CO.
Diamonds Are Our Business

WES MILNE

From \$80 to \$510.

Art Carved

From the makers of Lenox China & Crystal



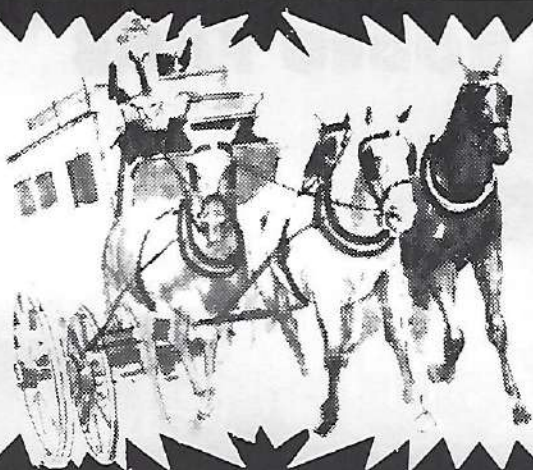
D&C79529
MALDON



MD&C83623
GOLDEN GARLAND

43 EAST 100 NORTH
ST. GEORGE, UTAH

PHONE
801 673-2552



SKAGGS RODEO DAYS

**22 LONG
RIFLE SHELLS**

69^c

Our reg. 79 cent
You save 10 cents

DORITOS

10 oz. bag of toasted
corn chips

2 FOR \$1

Our reg. 66 cent
You save 12 cents

**STADIUM
SEATS**

4⁹⁹

Our reg. \$5.99
You save \$1.00

Watch the rodeo in comfort
and save your back.

**SUPER 8
MOVIE FILM**

2⁶⁹

Eastman Kodak—
comes in 50' cartridge

**INSTAMATIC
FILM**

1¹⁵

CX110-12 film—for crisp
sparkling color photos.

**MAGIC
CUBES**

1²⁹

Our reg. \$1.43
You save 14 cents
Sylvania—3 cubes to a
pack

**BOOK
MATCHES**

16^c

Box of 50 matchbooks

SKAGGS
Drug Centers

545 E. 100 N., ST. GEORGE

PEPSI

1³⁹

Our reg. \$1.59
You save 20 cents
8 pack 16 oz. disposable
bottles with bag of ice

WELCOME RODEO FANS



**Have
Yourself**

A B-I-G TIME

**OUR COMPLIMENTS to the hardworking
sponsors in the Lions Club. OUR BEST WISHES
to all contestants.**

ST. GEORGE MOTEL ASSOC.

**These Association members are boosters for
the area:**

Bennett Motel

Wittwer's Travel Inn

Travelodge

Big D

Lamplighter

Sands

Bone's Colonial

Oasis

Shady Acre

Coral Hills

Quality Court

Stardust

Evans Chalet

Royal Inn

El Peso

Four Seasons

Sails

Draney's

Serving the People Since 1935

100 East on Highway



Dick's Cafe & Gift Shop, Inc.

"A restaurant that has proven its worth for over 39 years.
The Hammer Family always has the 'Red Carpet' out for you."



This Book is from the Presses of
WASHINGTON COUNTY NEWS

23 EAST 100 NORTH / ST. GEORGE, UTAH 84770 / TEL.: (801)673-4341

**The best equipped printing firm in Southern Utah.
Offering the best in offset and letterpress.**

- Letterheads
- Envelopes
- Handbills
- Wedding Announcements
- Business Forms

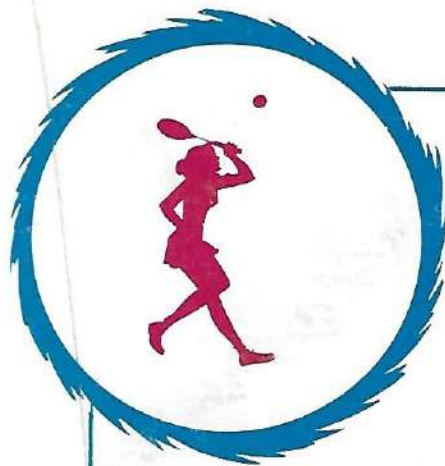
- Circulars
- Menus
- Placcards
- Business Cards
- Full Color Brochures



Publishers of
"The Washington County News"

Featuring coverage of Washington County

Boasting the best readership



*"Where The Summer
Sun Spends The Winter"*



St. George City

*"The Heart Of
Utah's Dixie"*

