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Dixie Roundup

Lions' Dixie Sun Bowl

Sept. 11-12-13, 1975

St. George, Utah



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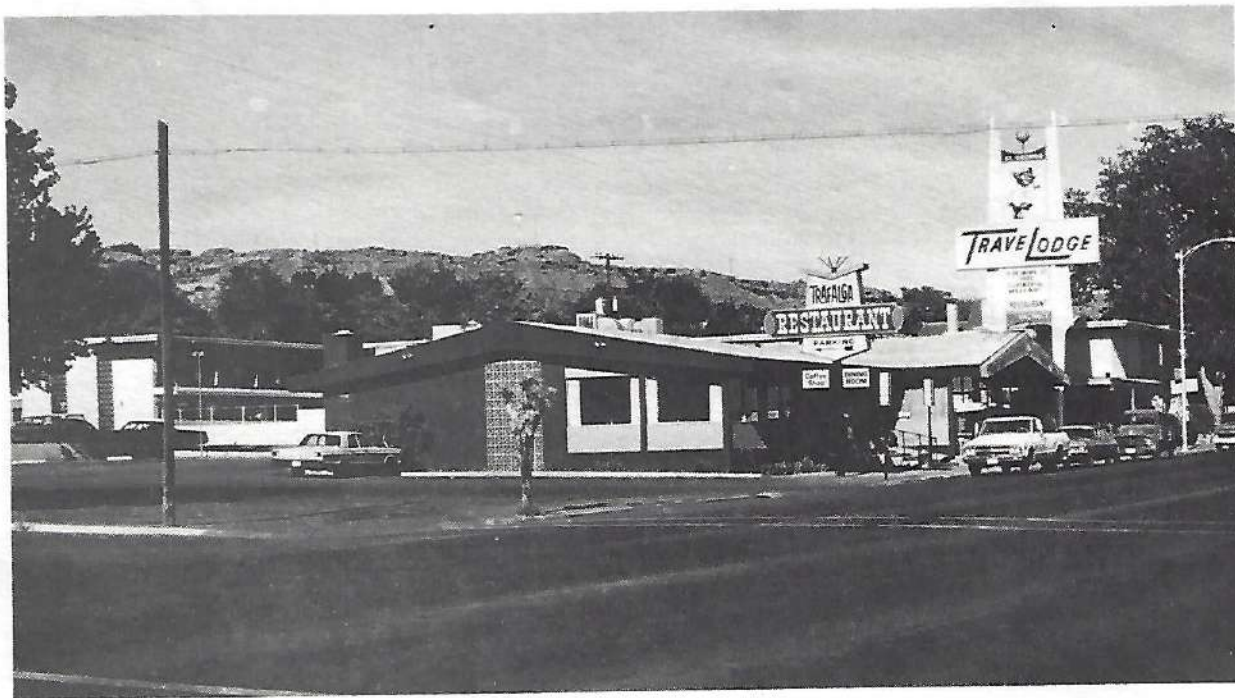
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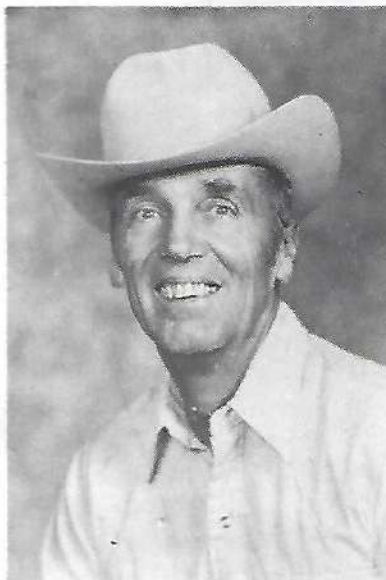
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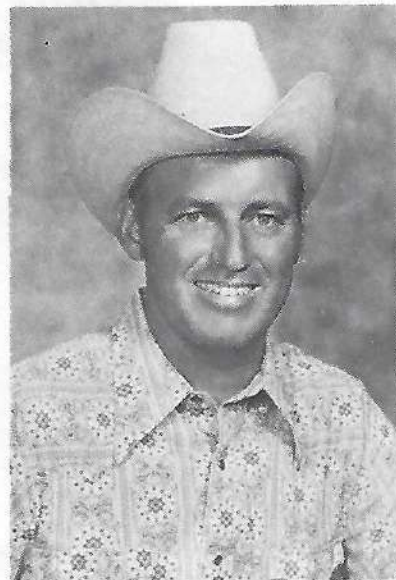
St. George Lions Dixie Round-up Chairmen



LaVar Foremaster



Dwane Esplin
Chairman



Sherrell Newby

1975 Dixie Round-up Queen and Princess



Valerie Holt
Round-up Queen



Cindy Welch
Round-up Princess

St. George Lions Membership Roster

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L. Bard Blackham
Vertis K. Benson
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J. W. Bringham
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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
Nick Hammer
W. K. Hammond
Donald Hitchcock
Bill Hickman
Gerald Holt
J. Andrew Holt
Charles Horlacher
Joe Hutchings
Karl Hutchings
Dick Isom
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
Dwight Miller

Dick Miles
Wesley Milne
Irvin Milne
Asa Mountford
Ronald Nelson
Sherrell Newby
Rodney Orton
Harold Norton
Wayne Nuttall
K. J. Parkinson
Theo Pendleton
Herbert Pitchforth
Shirl Pitchforth
John Reber
R. M. Reber
Victor Rainey
Eddie Riggs
Doyle Sampson
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E. N. Hammer
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
Ray Whipple
Evan Whitehead



President's Message

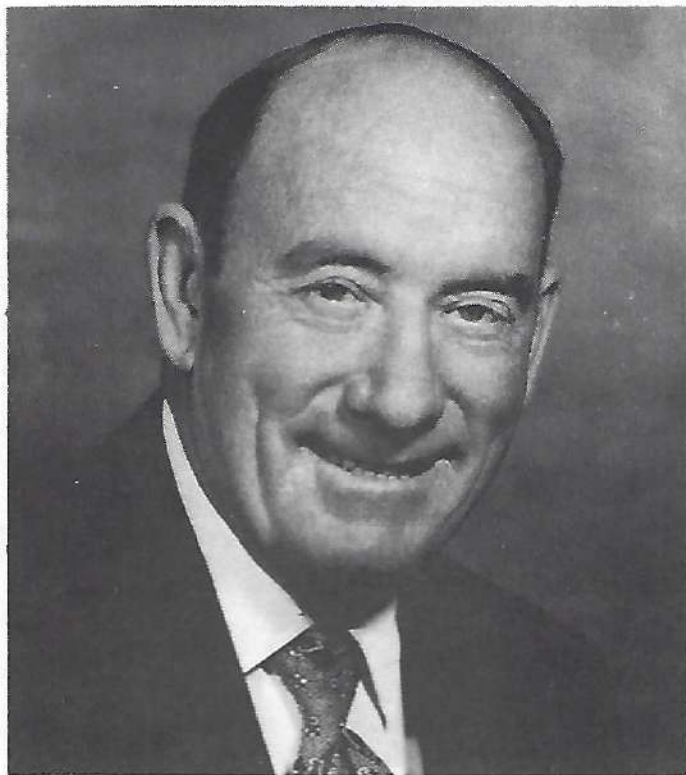
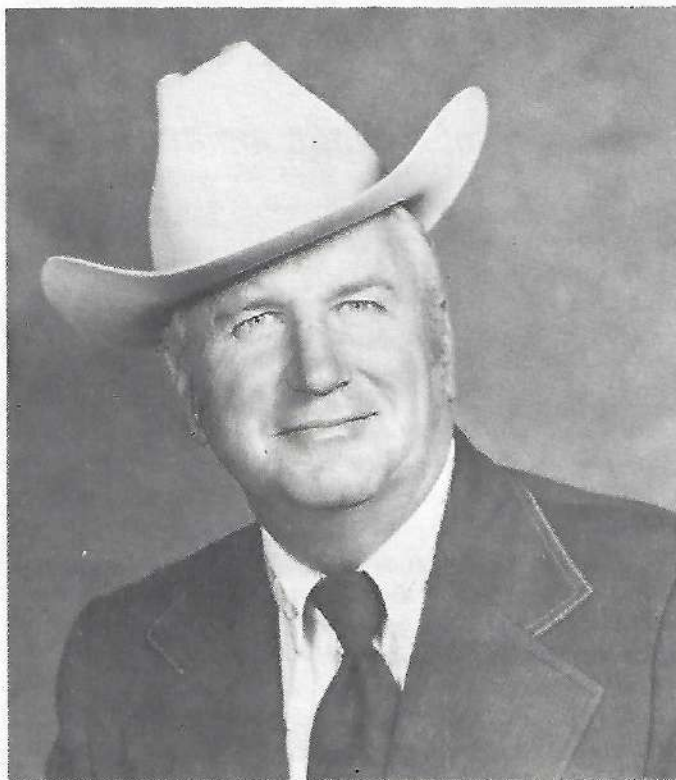
Welcome to the 41st Annual St. George Lions
Dixie Roundup.

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.

GERALD HOLT, St. George Lions Pres.



Mayor's Message

The city of St. George is pleased to once again
welcome everyone to this—the 41st 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

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.



Ronald McArthur, Lions Club Secretary



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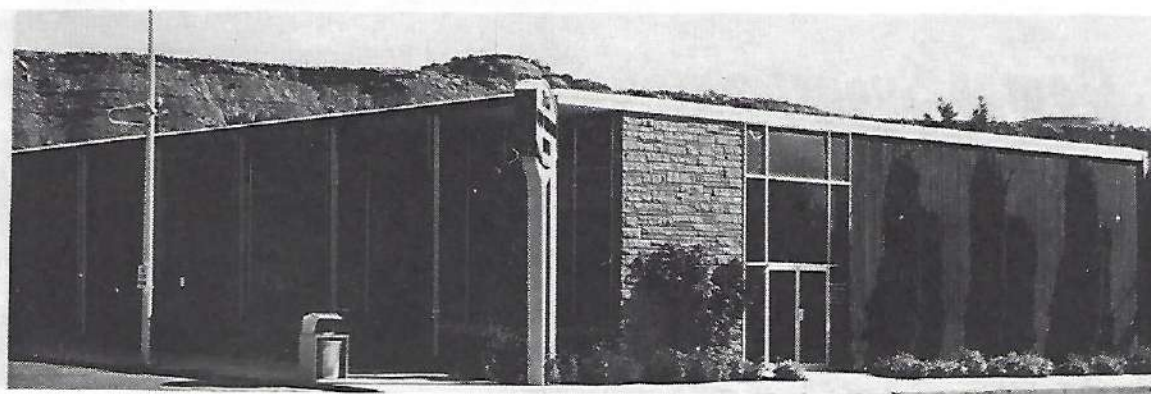
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Rodeo Producer



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.

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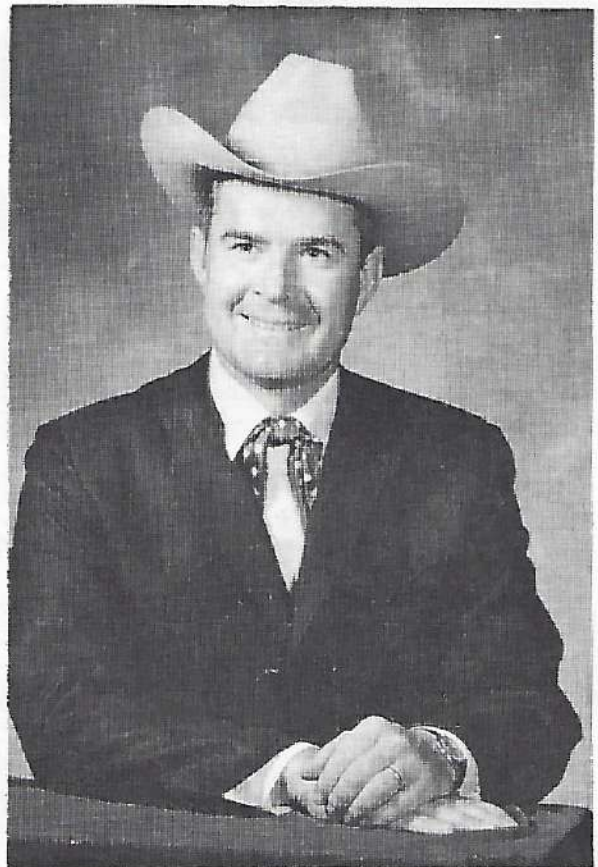
Rodeo Announcer

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 4th year is **JAY HARWOOD** of Billings, Montana, regarded as one of the top announcers in professional rodeo, and veteran of 14 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.



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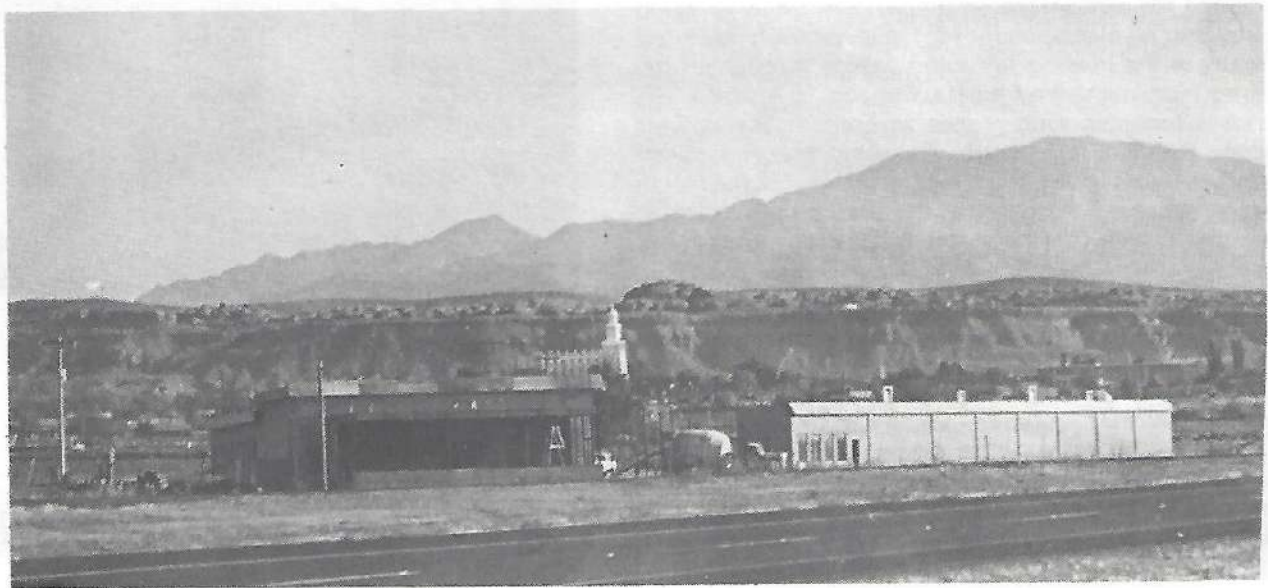
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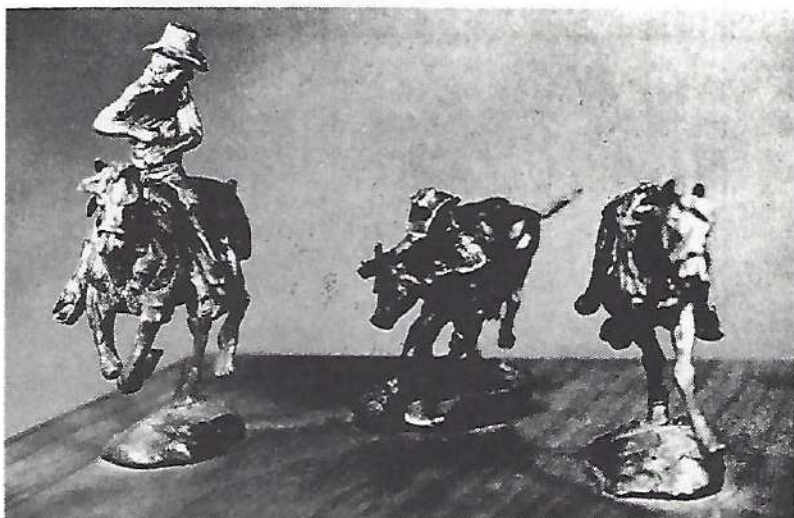
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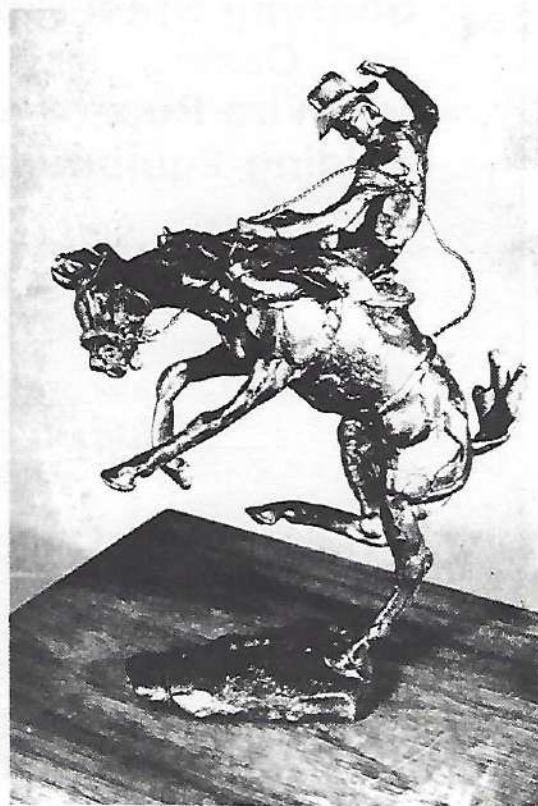
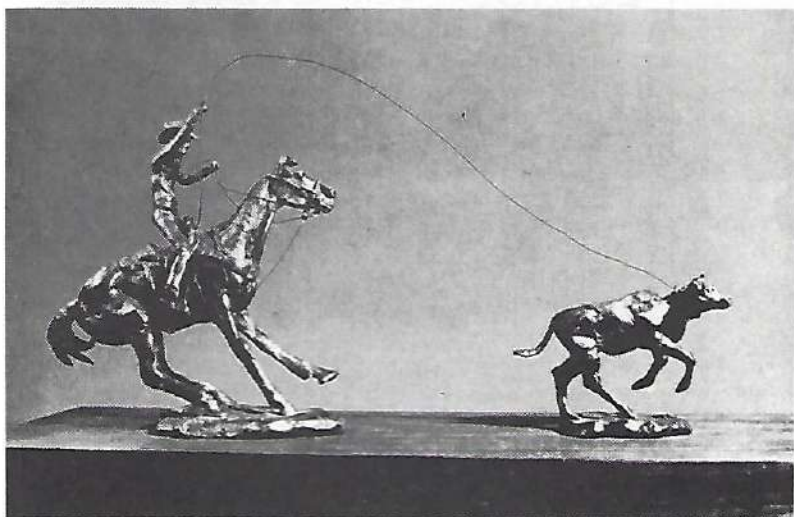
Steer Wrestling

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.

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.



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.

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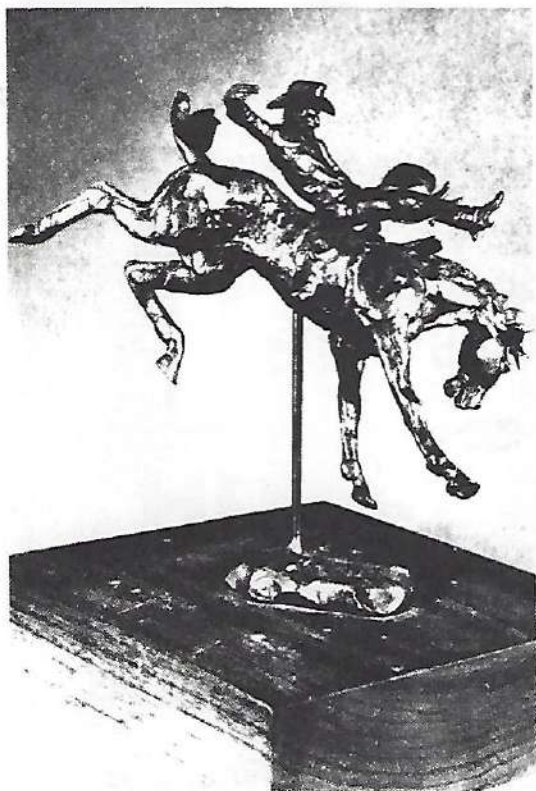
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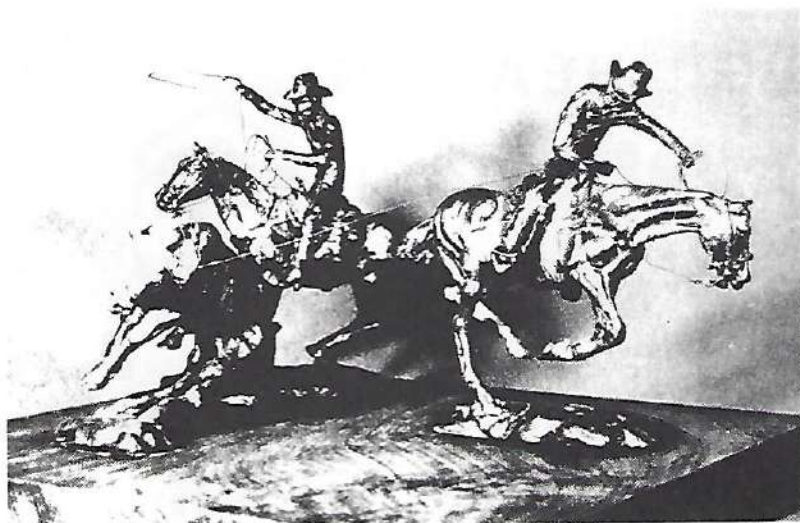
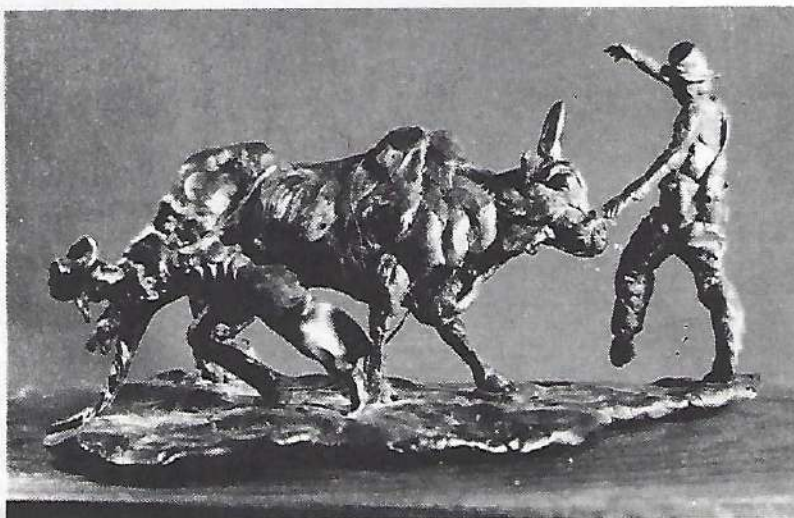


Bareback Bronc Riding

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.



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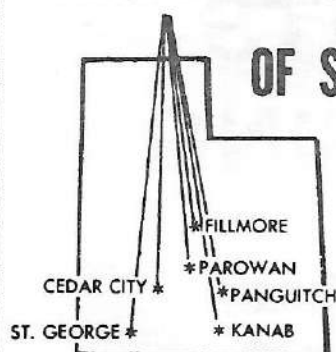
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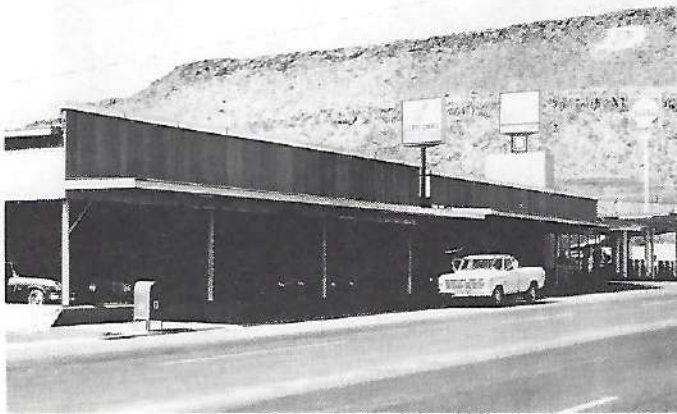
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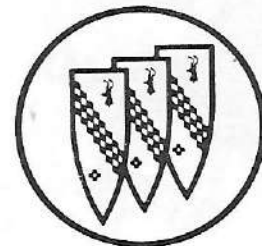
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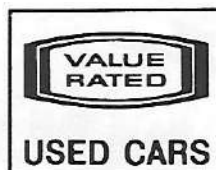
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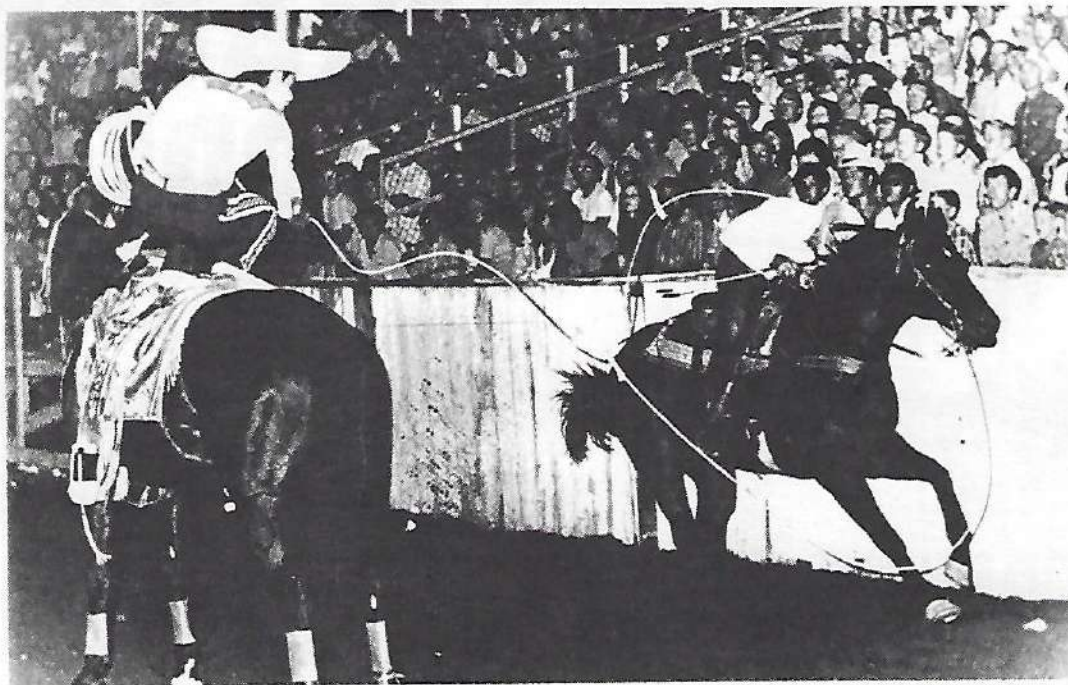
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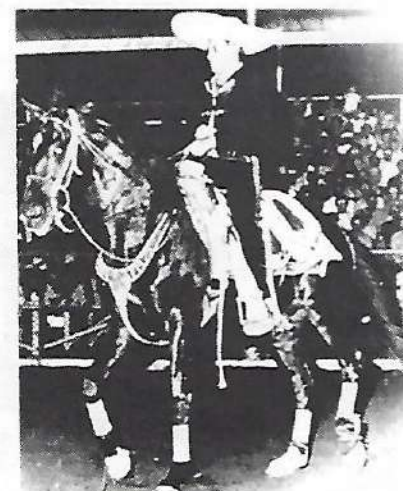
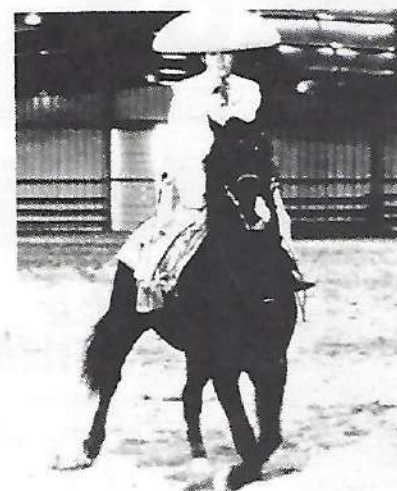
Francisco Zamora is a professional Charro, which is the authentic representative of Mexico. He is a leading exponent in the artistry of classical Magey roping, or Floreo de Reata, and appears with his horses trained in the tradition of the Mexican Charro with movements of the Spanish Riding School.

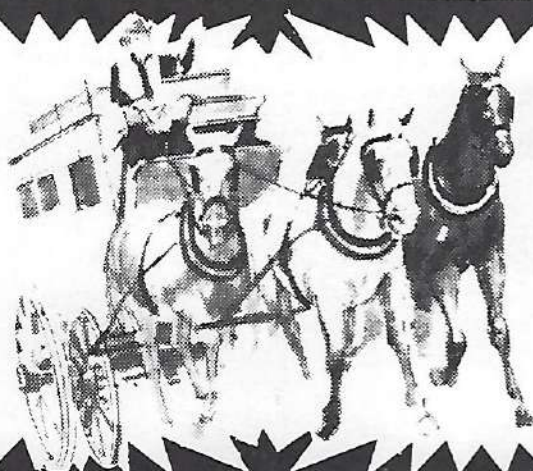
Francisco exhibits a mastery of showmanship whether on a stage, in an arena, before children in fairs, schools or hospitals, as guest speaker to numerous community service groups, on radio and television shows across the county — with or without his rope, on or off his horse, that is unequaled by any of his contemporaries. He displays expertly that unique and colorful skills of the professional Charro, who is a living symbol of the patriotic heroes and elite citizenry of Mexico.

Francisco's famous horse, The Tijuana Taxi, so-called because the only speed the big horse knows is fast, is a Thoroughbred stallion who is trained in the style of the Mexican Charro and the Spanish Riding School. Taxi's saddle displays ornamental trappings of silver and fine leather work together with hand embroidered designs depicting the true culture of Mexico.

Francisco's attractive wife, Barbara, along with her trained horse, Mr. Shipps, adds style and grace to the performances with her equestrian feats side saddle.

Francisco is the only professional performer ever to receive a special plaque of appreciation in the history of the California Rodeo and Fair in Salinas. He starred in Madison Square Garden earlier this year, and was voted leading performer by all ages at the Calgary Stampede and Exhibition, Cheyenne Frontier Days, as well as the Utah State Fair.





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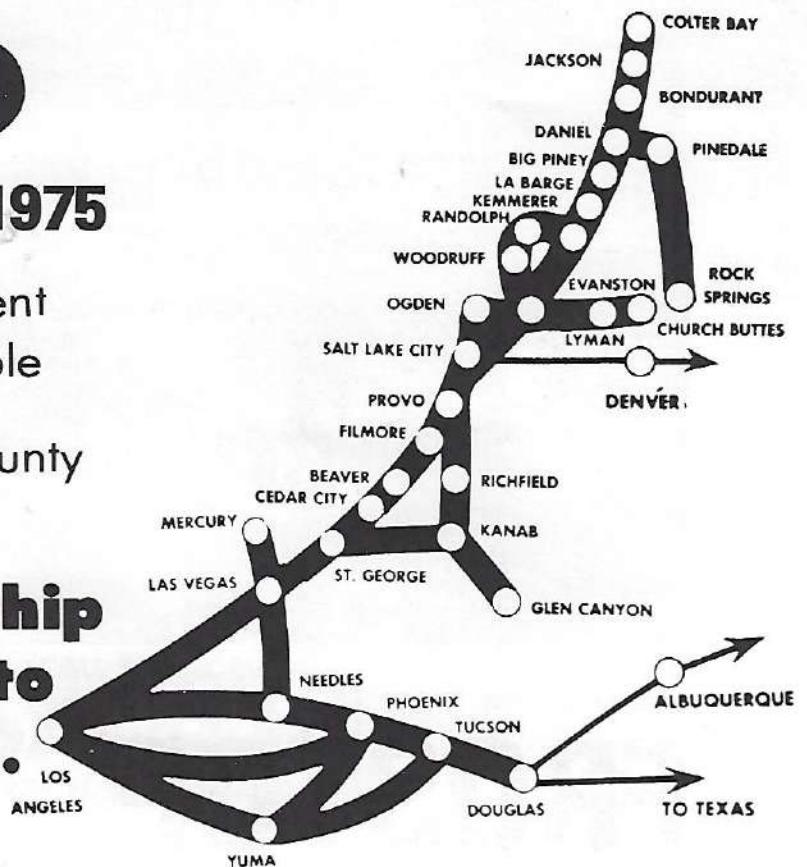
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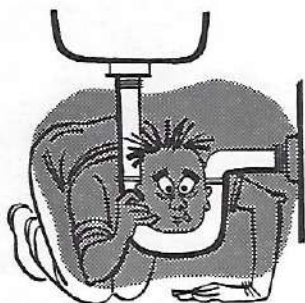
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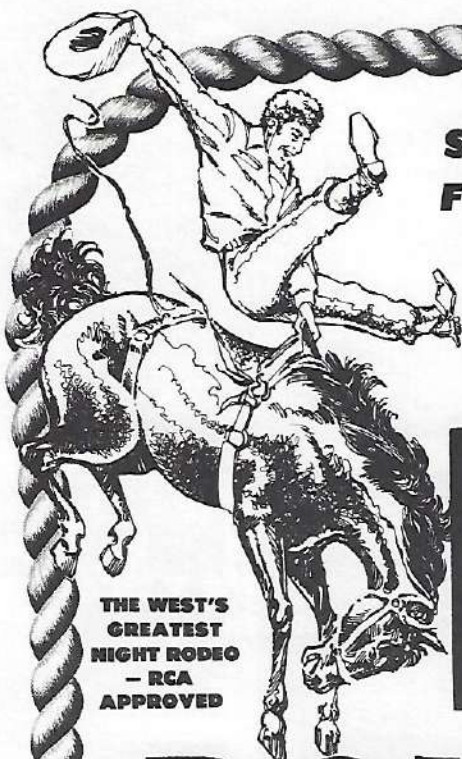
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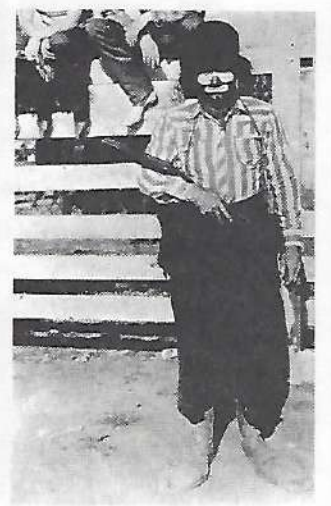
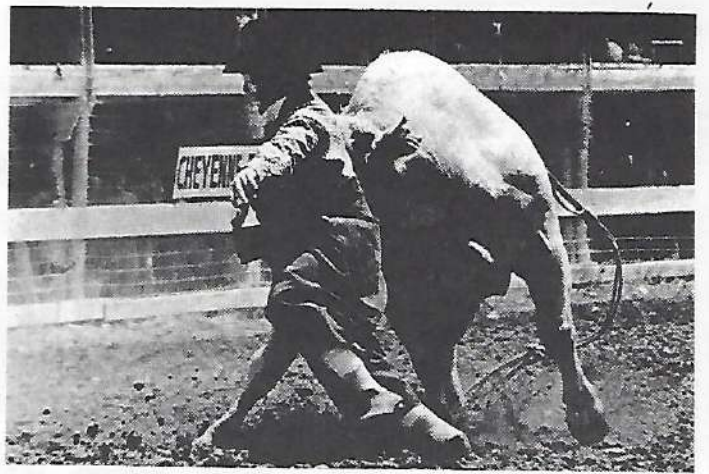
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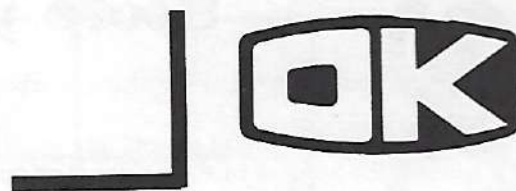


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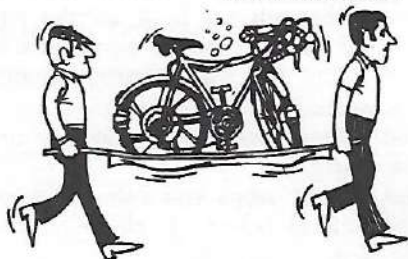
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There's more to rodeo than just watching cowboys 'hit the dirt.'

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.

CONTESTANT	ANIMAL	RIDER	YOUR SCORE	JUDGE'S SCORE
Bareback Riding				

SC

...the eight second buzzer.
...will tell you, are among the

Saddle Bronc Riding

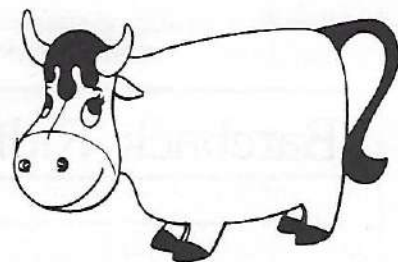
Bull Riding

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RODEO CLOWNS ~

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Tell me, said the rodeo man, about the rodeo clowns.

They're not so much. Usually just grease painted characters in baggy pants and striped shirts getting their kicks cruising the rodeo circuit. They're pretty strange what with their henna wigs and pink rose hats, baggy jeans ten times too big, silly putty noses and technicolor faces. Funny guys, really.

About as funny as a dead man.

The idea behind the clown is simple. For all his cut ups, the threadbare character down in that arena you are watching is pretty serious about what he's doing—he's probably saved more limbs and lives and maimings than a team of surgeons. His end is to keep the cowboy together—if the rider has to be sewn back up again, or buried, the funny man in the rubber barrel really hasn't done his job at all.

Although they're around most of the day, the clowns don't come into their own until the start of the bull riding events. Then, when a rider ties his hand to a rope harness, makes his peace and takes off on an eight second ride atop one of the animal world's dirtier creatures, the clown really begins to get it on.

When the cowboy's off, usually in a crazy tangle of arms and legs, the only thing between him and 15 inches of horn is the funny clown guy who's waving his arms, shouting and otherwise doing his best to convince the bull that he, and not the downed rider, is the best one to take a shot at.

Thank you Mr. Clown, says the cowboy afterwards, you've saved my life.

To really understand their business, according to the clowns, you have to look first at the brahma bull.

There are a few special characteristics that set the brahma apart. He's always big (usually if he weighs less than a ton he's discarded as too light for the job), there's a hump of muscle behind his head, he's invariably surly and simply not considered healthy if he's anything but mean and nasty. Hooves are usually as big as a man's head and hard enough to dent steel sidings without splintering. More than one bull has been known to kick and butt his way out of galvanized pens and wire mesh fences.

In an almost grudging tribute to the animals, both the clowns and the riders have given them names. "Bad News," "Captain Hook," "Wheel of Fortune," "Misfit," and "Groucho" are a few of the milder endearments used. There was once even a semi-mythical animal known only as "#000." Legend has it that this especially violent creature ate human flesh and rejoiced at the sounds of breaking bones. He was

so mean, in fact, that no one was able to come up with a suitable name—they just called him #000 and did their best to stay out of his way.

Don't pity the poor cowboy; he only has to ride the bull. Pity instead the rodeo clown.

The clown's first order of business, once the rider is down, is to distract the animal. Usually this is done by waving objects as silly as broken french parasols, red bandanas and old tires as close to the face of the near-sighted bull as possible. If things go as they're meant to (which is the rarity rather than the rule) the brahma attacks the clown and his prop—ideally giving the fallen rider a chance to scramble to safety.

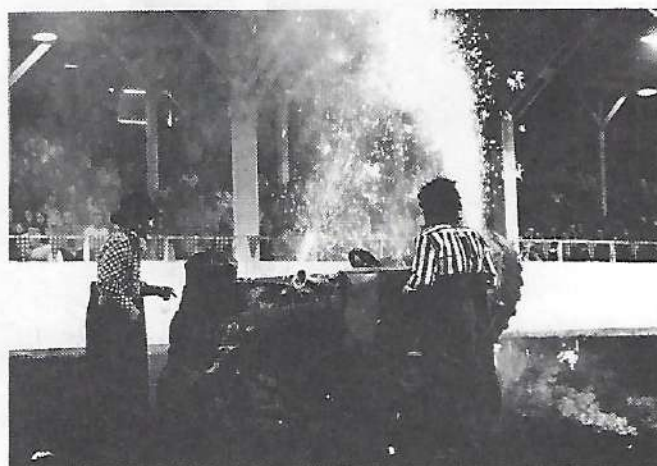
More often, though, there are complications to the thing. If the rider is especially unlucky his hand often gets caught in the bull's harness. There he stays, flopping around like a broken doll, helpless and tied to a homicidal animal doing its best to get its horned head far enough around to kill him.

If the clown is good (and bad ones simply aren't allowed to last) he'll make swift, curving passes in front of the bull's face in an effort to keep the bull turning in a tight circle. If this is done long enough the rider is usually thrown loose—often with nothing more serious than a wrenched arm and a bruised wrist.

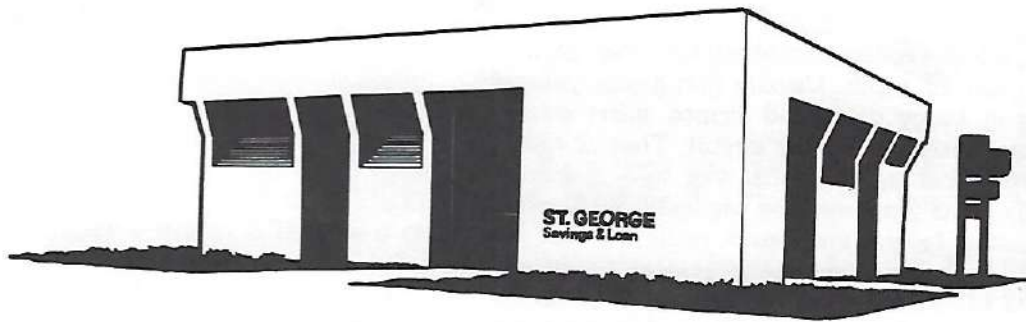
But there's still a loose bull, irritated with all this poking and prodding of things, who's dead bent on getting those funny men in the baggy pants. Heaven now to the clown is an open-ended barrel, usually made of old tires or some other dent-resistant type of material into which he safely dives with only the hot breath of the bull behind him.

They're a crazy and exclusive fraternity of rodeo people, these clowns, and their names read like a litany of the rodeo trails. There's Quail Dobbs, Wilbur Plaugher, Seth Doulton, John Taylor, Bill Lane, Chuck Henson, Jerry Olson, Wiley McCrea. There's the Cajun Kid, Duane Reichert and Dave Rutherford, B. C. Cogburn and Donnie Green.

Each one has been credited with saving lives; each one has laid his own body and life out for grabs in an effort to save someone else. They're a very special brand of athletes and they love what they do. They're rodeo clowns.



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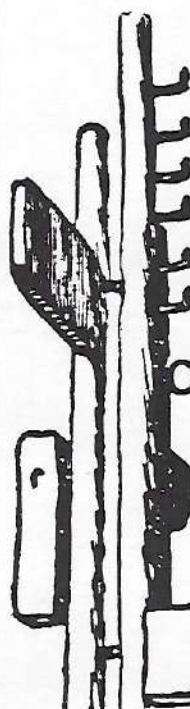
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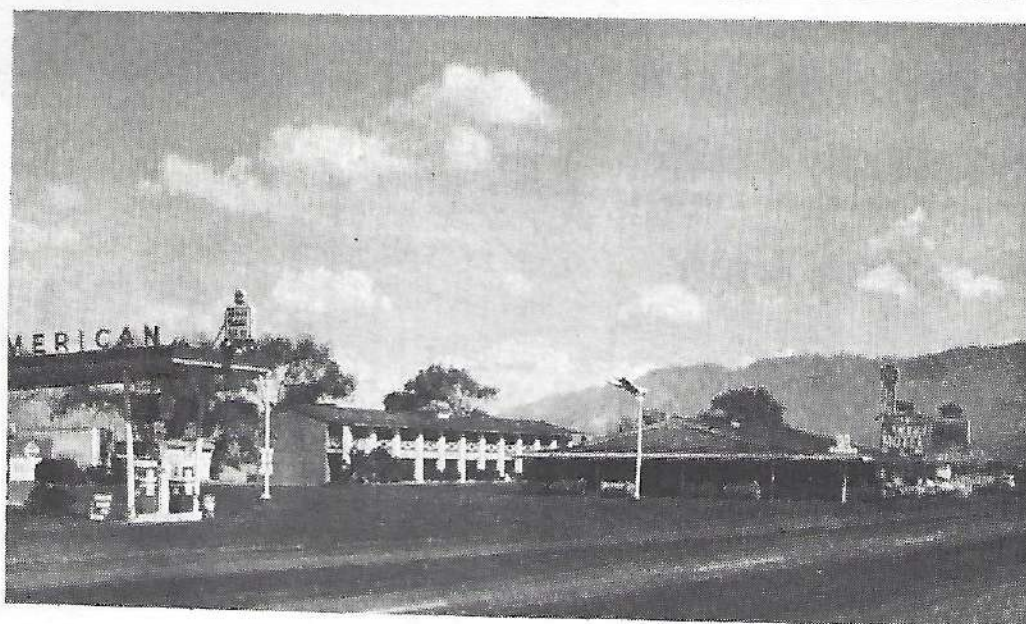
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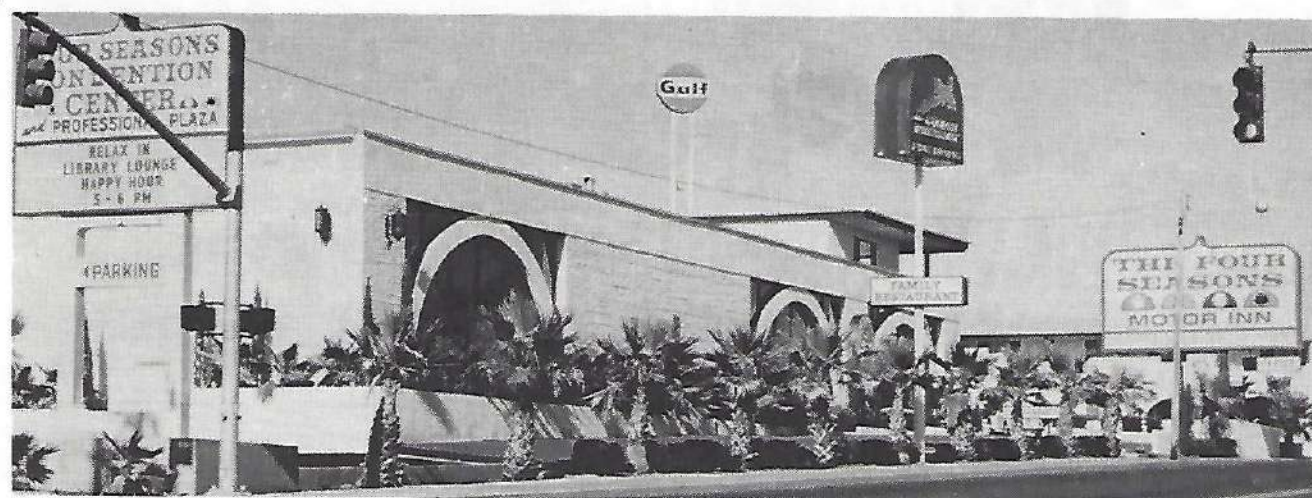
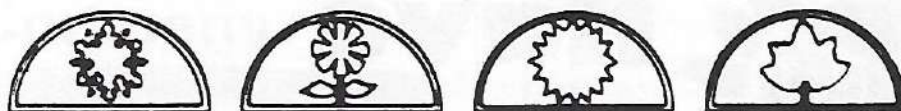


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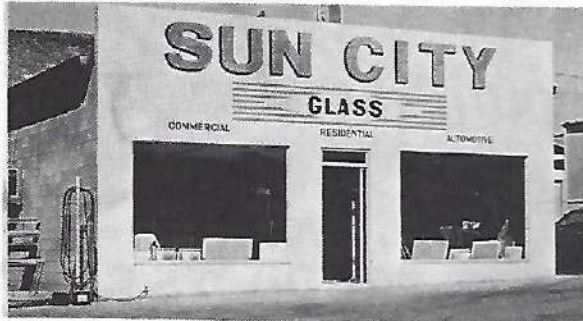
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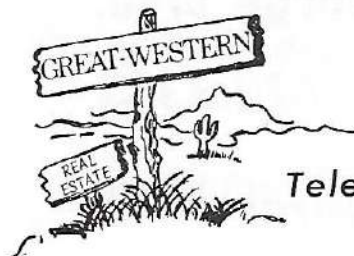
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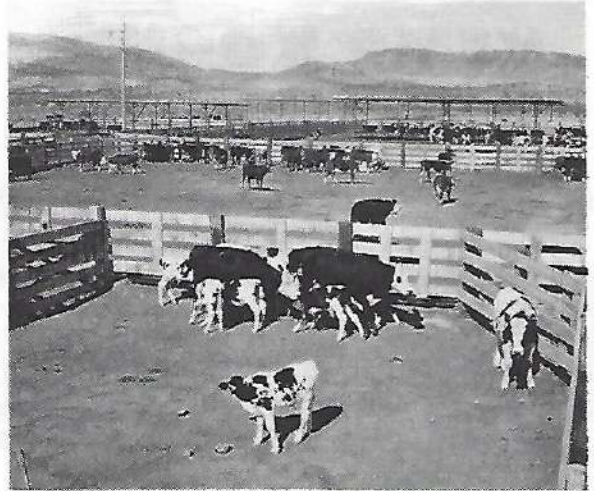
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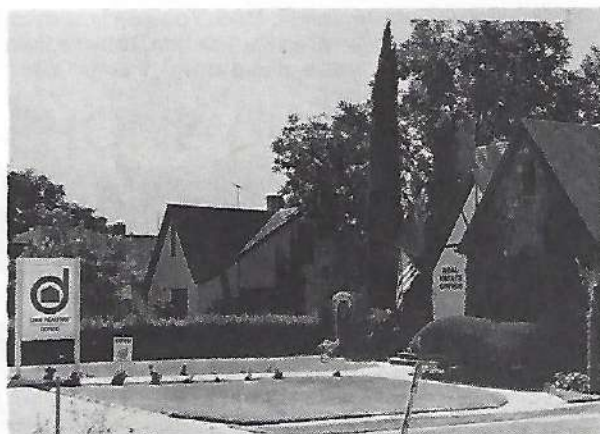
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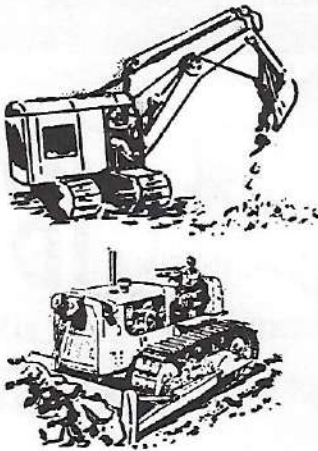
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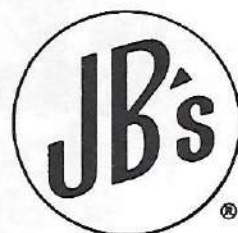
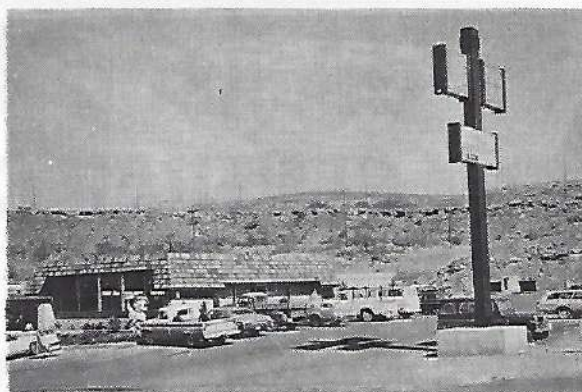
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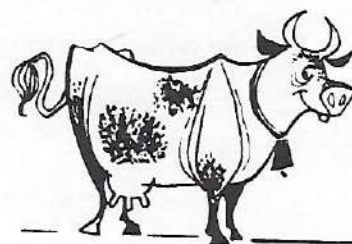
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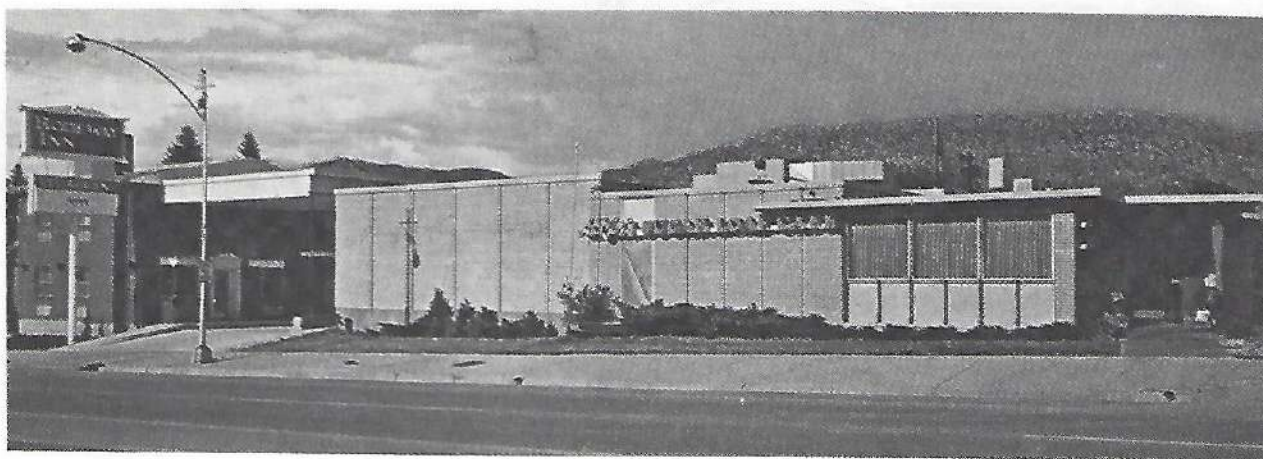
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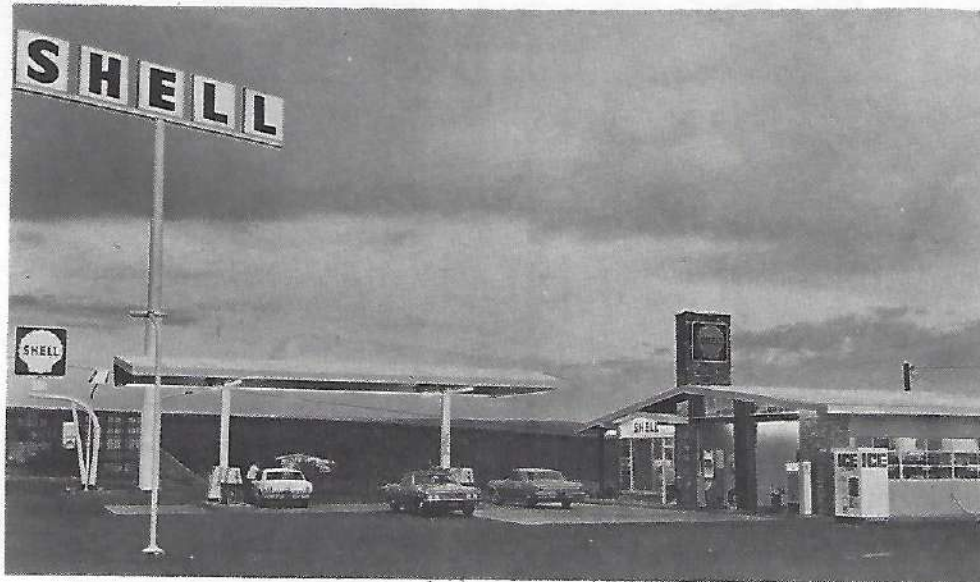
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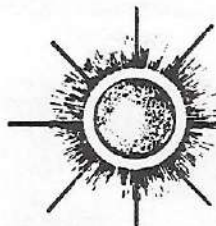
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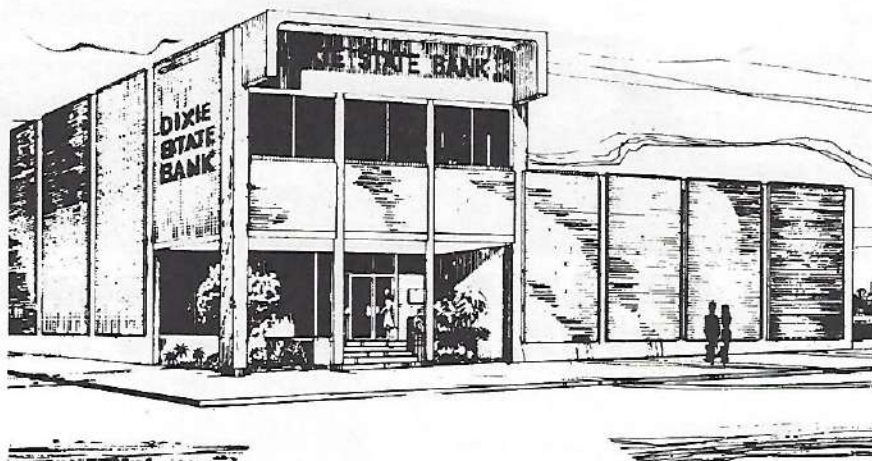
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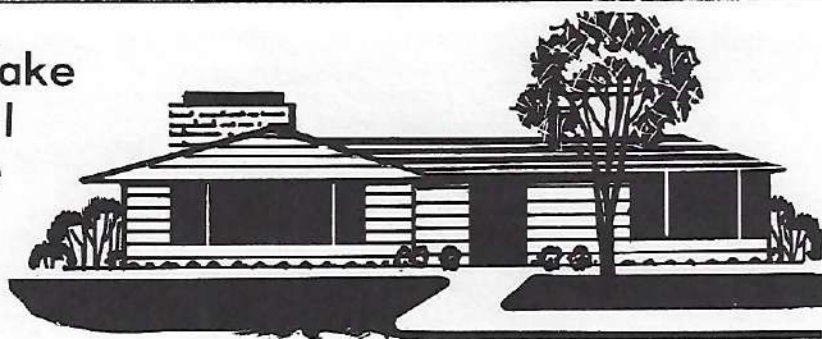
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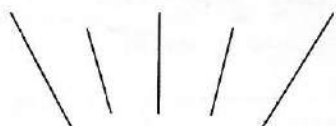


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