

St. George Lions' Forty-Third Annual

# Dixie Roundup

Lions' Dixie Sun Bowl

Sept. 15-16-17, 1977

St. George, Utah



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# General Committee

## St. George Lions Club Dixie Roundup Chairmen



**Doyle Sampson**



**LaVar Foremaster  
Chairman**



**E. J. Foremaster**

## 1977 Dixie Roundup Queen and Princess



**Julie Herman  
Roundup Queen**



**Tammy Minnear  
Roundup Princess**

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## President's Message

On behalf of the St. George Lions Club, I would like to welcome all of you to our 43rd Lions Dixie Roundup.

Thanks to your support and that of the local neighboring business sponsors, this has become one of the leading rodeos in the West, drawing the top cowboys in the nation.

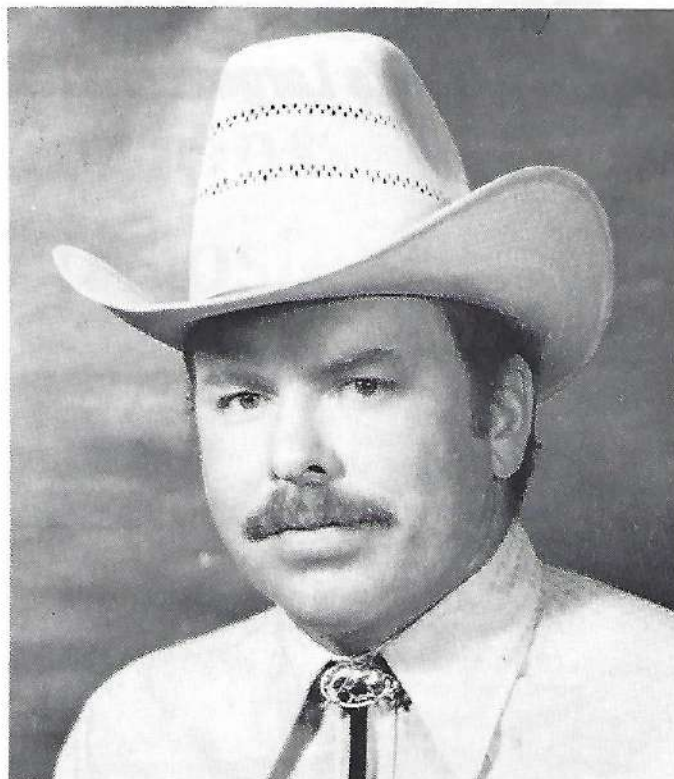
I would also like to thank the Lions Club members that gave so readily of their time for many months to put this show together.

We hope you enjoy the rodeo and continue with your support.

Thank You!

**Chuck Horlacher**

Lions Club President



## Mayor's Message

The City of St. George is pleased once again to welcome everyone to this — the 43rd annual Dixie Roundup, and it is a real pleasure for me to offer congratulations and thanks from the City of St. George to the Lions Club for their contributions both civically and of the now famous "Dixie Sun Bowl" and Lions Roundup to our city.

**Neal M. Lundberg, Mayor**

City of St. George



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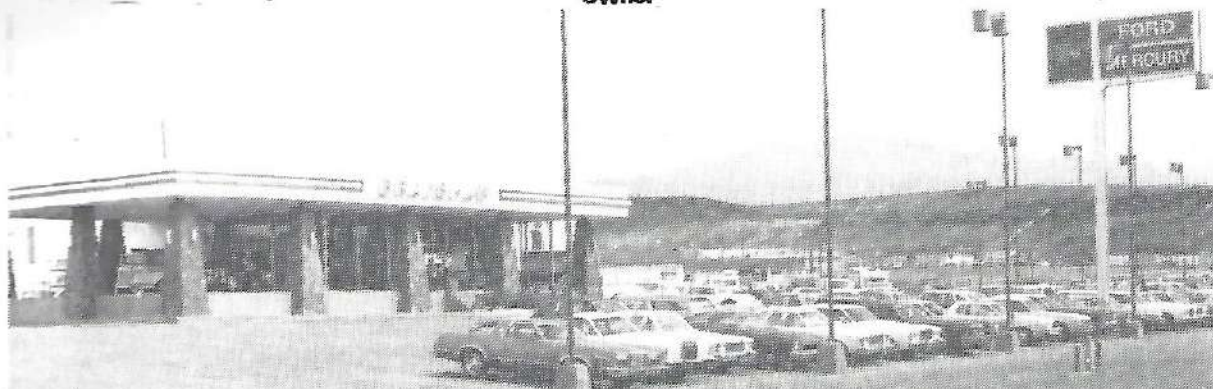
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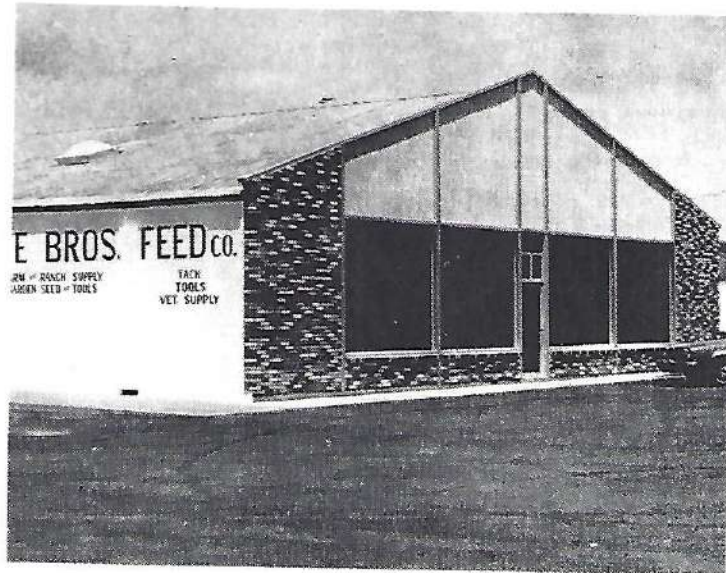
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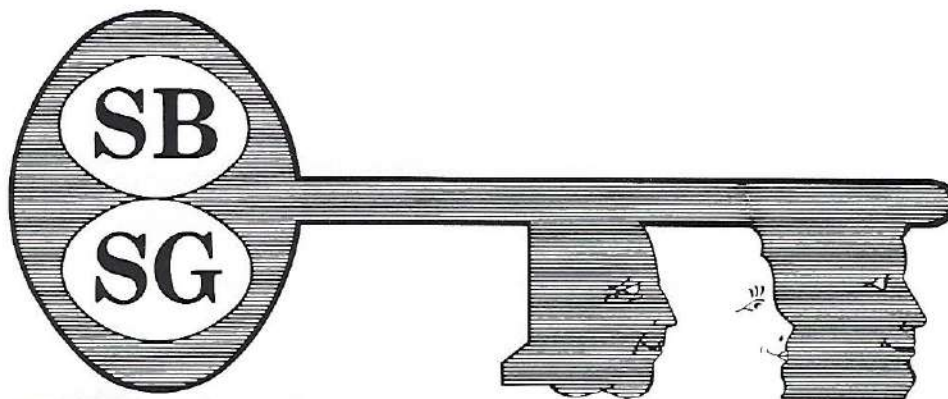
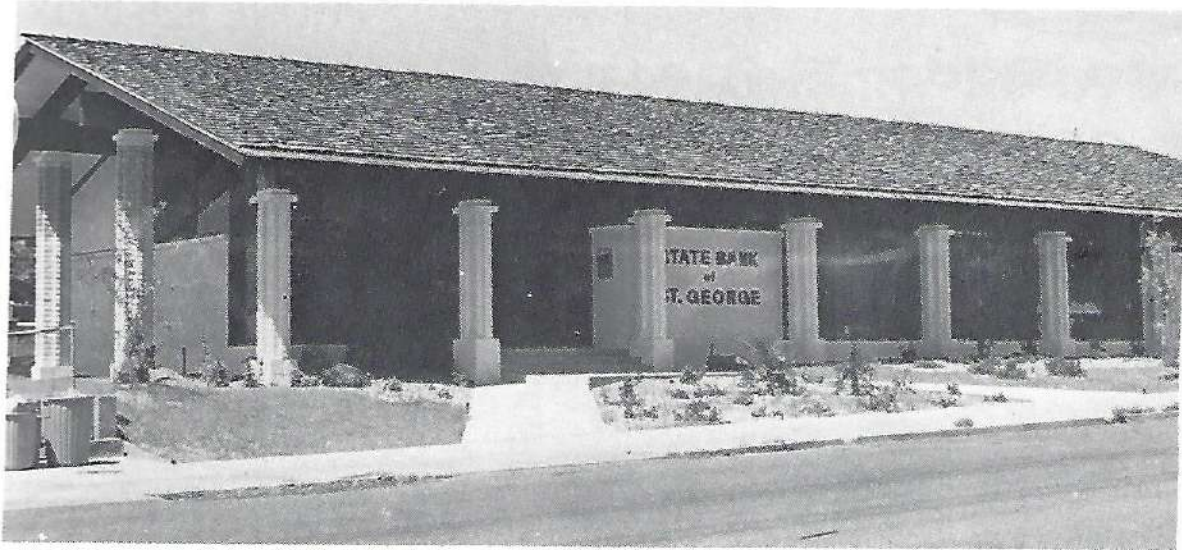
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ST. GEORGE



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The handle of the key is so constructed to include the familiar "SB" "SG" ellipsoids, retaining the thought of the friendly faces you've come to know at State Bank.

The most prominent feature of the "Key" is faces that have been used to form the bit (the front part of the key). The "people are the key" in both the illustration and in the way we conduct our business. We feel the success or failure of our, or any, business is the way we treat our customers . . . and YOU, our customer, are the most important part of everything we do.

This is also the reason we have adopted as our slogan, "People Are The Key". Personal service to you is our goal, and we have the key people at State Bank to achieve that goal.

We hope that whenever you see our "Key" or hear our slogan, you will think of the State Bank of St. George as the key to your financial happiness.

## State Bank of St. George



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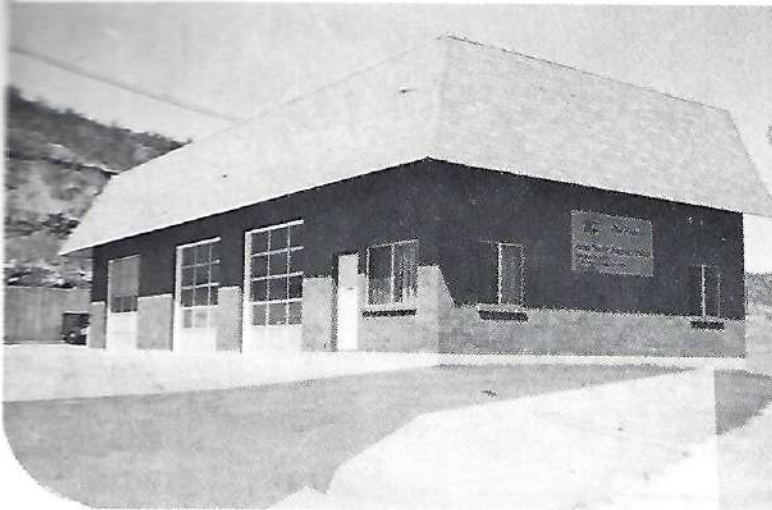


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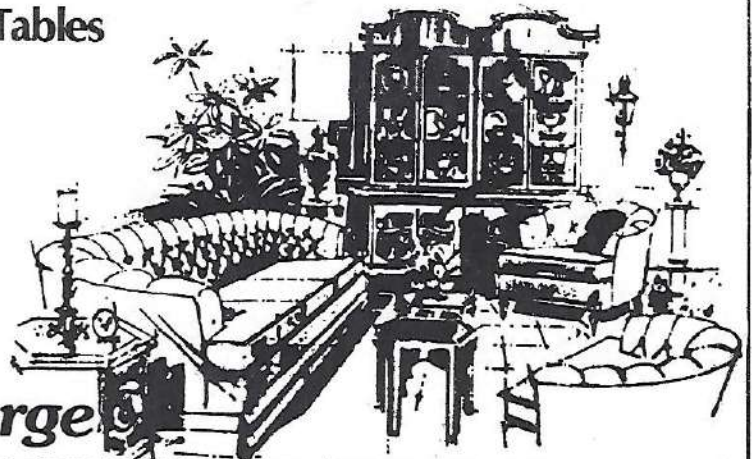
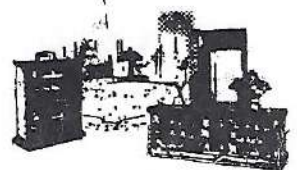
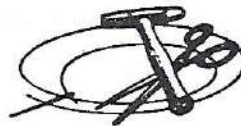
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# Rodeo Producer



## Swanny Kerby's Bar T Rodeo

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 cotracting firms in the nation.

Four 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 spen 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 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 Brahama bulls, steers and calves for events.

He acquires Brahamas 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.

## *St. George Sponsors*

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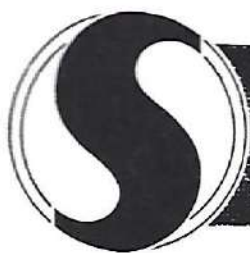
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# Rodeo Rules

## **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



Congratulations St. George Lions!



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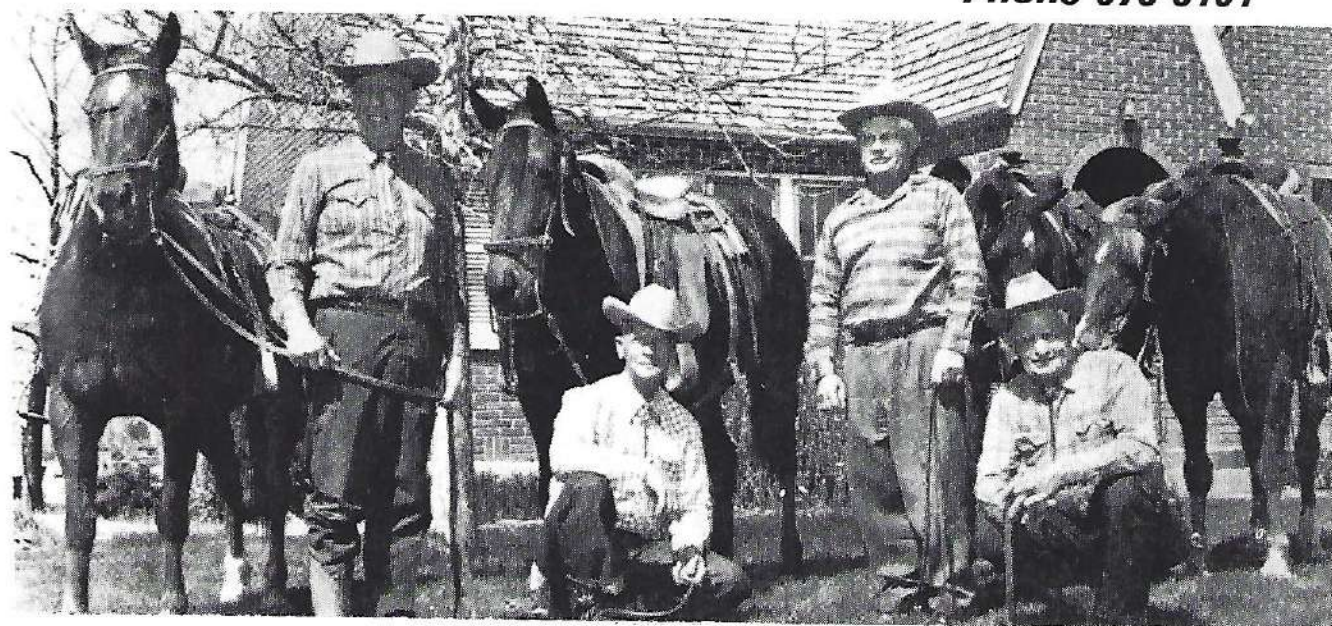
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Phil

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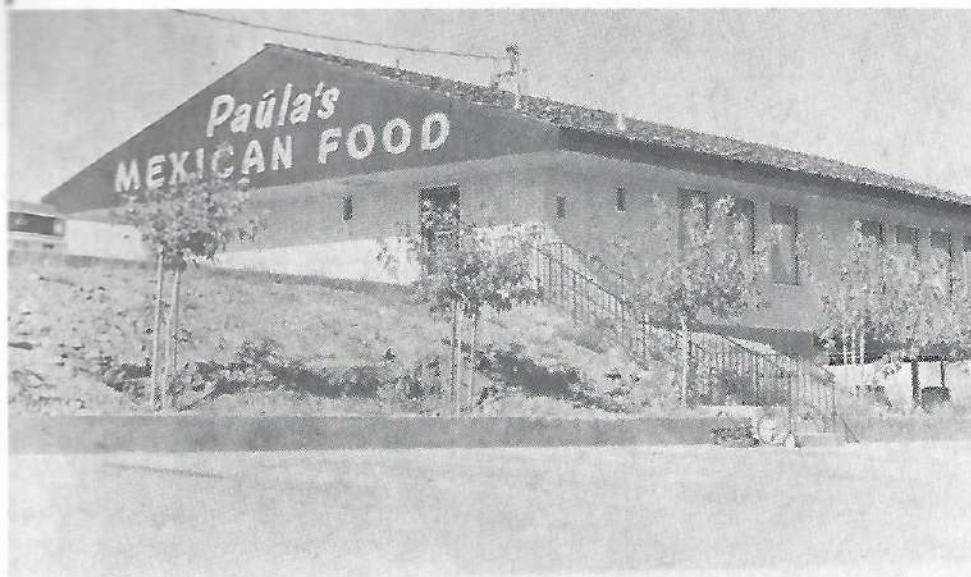




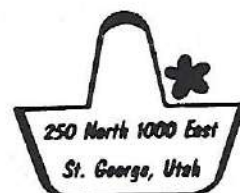
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# Rodeo Announcer

## Jay Harwood

Jay Harwood, well-known rodeo personality from Albuquerque, New Mexico is recognized at the microphone for his ability to capably relay the excitement, spirit and thrills of the arena activity to the audience.

Jay is returning to the Dixie Round-up for his 7th consecutive appearance this year. He is regarded as one of the sports top spokesmen and has a wealth of information about the participants accomplishments and records. He makes every rodeo performance more enjoyable by turning the information over to you, the spectator.

Each year his schedule includes some 25 announcing engagements from Prescott, Arizona to northern Canada, including the Days of 47 Rodeo at Salt Lake City; Montana State Fair, Great Falls; Nebraska's Big Rodeo at Burwell; the Calgary Stampede, and many more. He has twice been selected to announce the World Series of Rodeo, the National Finals at Oklahoma City.

Jay's comments about the fast arena action will add much to your enjoyment of the greatest western sport of them all, rodeo.



## ***St. George Sponsors***

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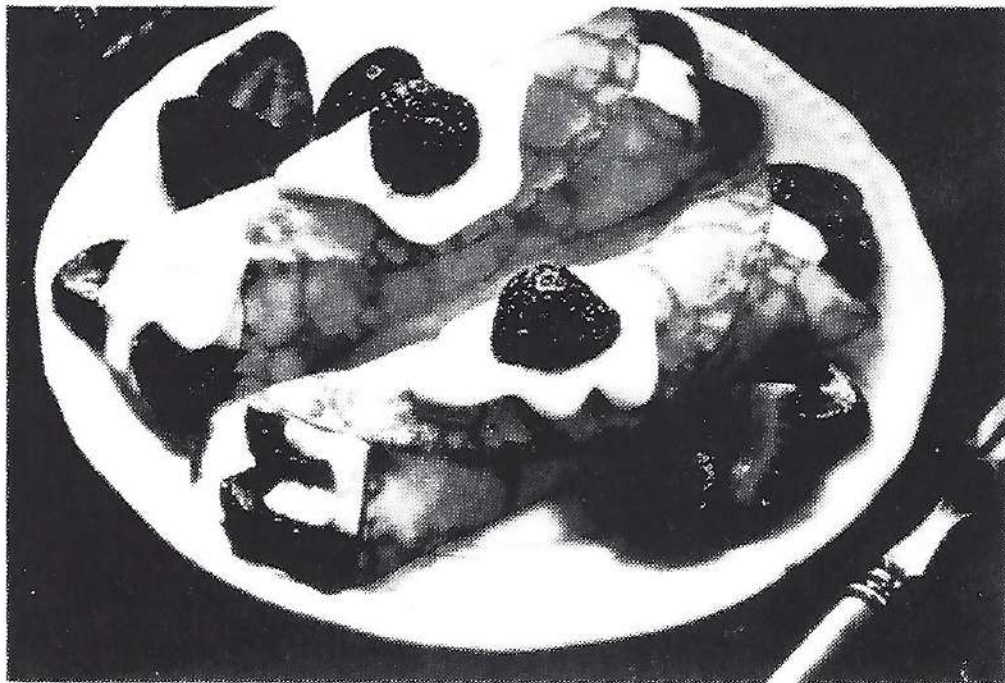
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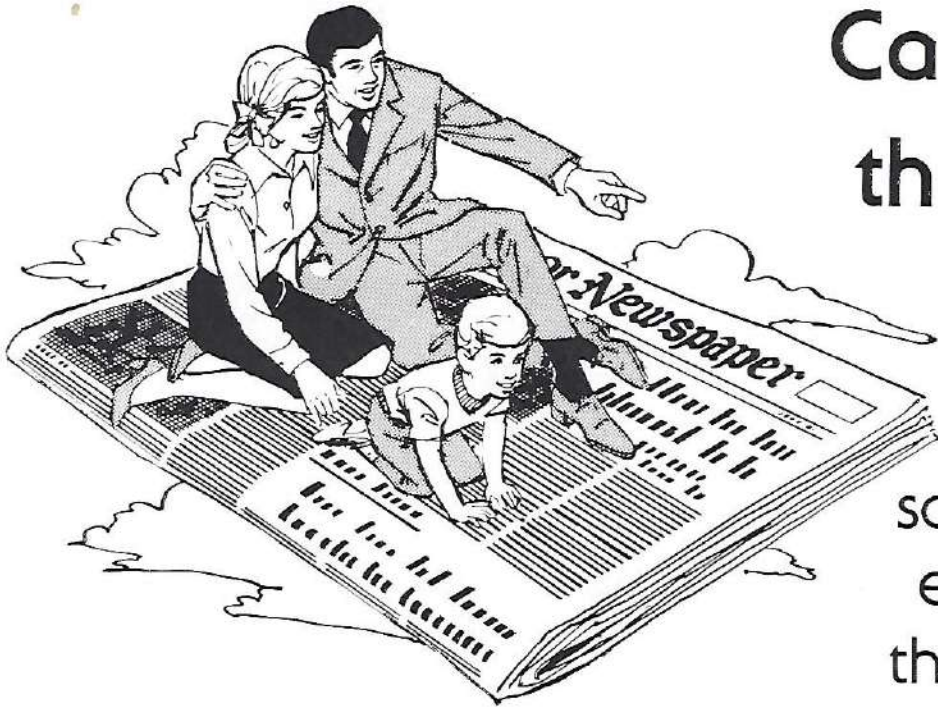
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# Johnny Tatum — Roundup Clown and Bullfighter



Johnny Tatum, a ten year veteran of Professional Rodeo, has been selected to appear as clown & bullfighter at this year's rodeo.

A native of Benton, Arkansas, Johnny moved to Phoenix, Arizona while in his mid-teens where he began competing at Junior and High School rodeos. After completing school he rodeoed full time, riding bulls and bareback horses. While traveling with a professional rodeo clown, Johnny became interested in bullfighting. With instruction and encouragement from his travelling partner he tried his hand at bullfighting, thus starting his career.

Johnny's feature clown act is a Cowboy Monkey & Sheep Dog. Prepare to double up with laughter when the Cowboy Monkey mounts his "Border Collie Bronco" and herds sheep to various points in the arena.

This act has been so well received with rodeo fans of all ages it has been returned several consecutive years at many major rodeos.

**Johnny  
Tatum**



- \*Bullfighter
- \*Barrel Racing  
Greyhound
- \*Cowboy Monkey  
feature act
- \*National Finals  
Bullfighter  
1976







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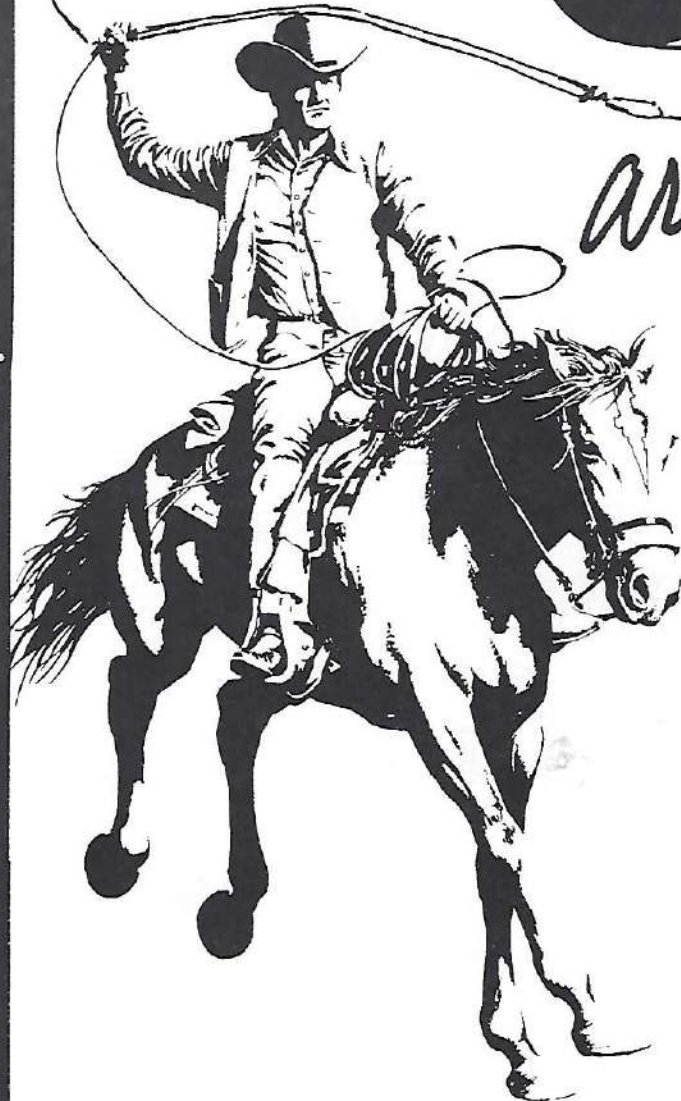
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No Service Charge  
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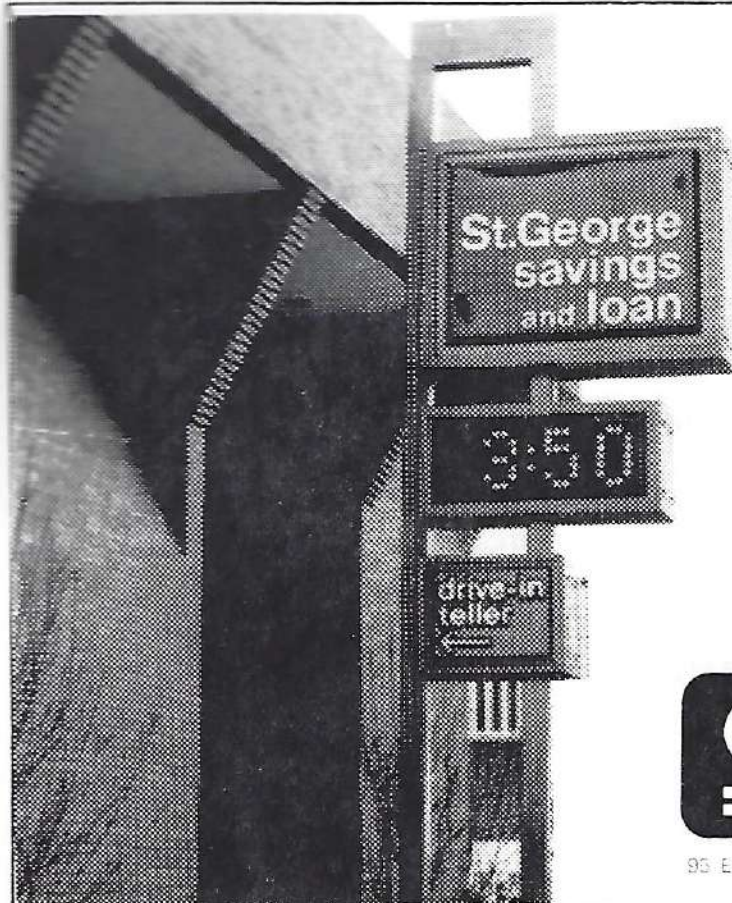


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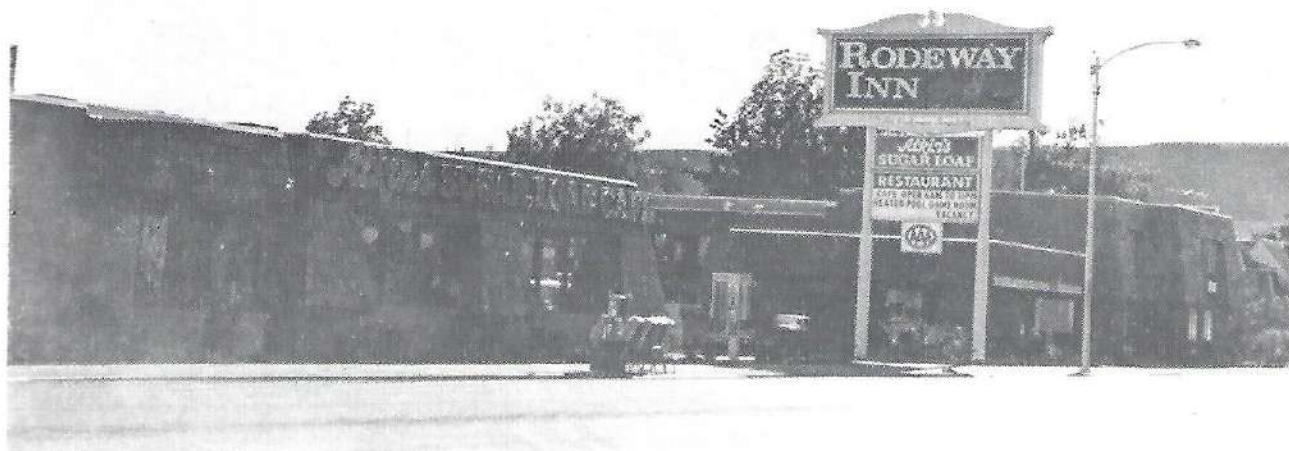
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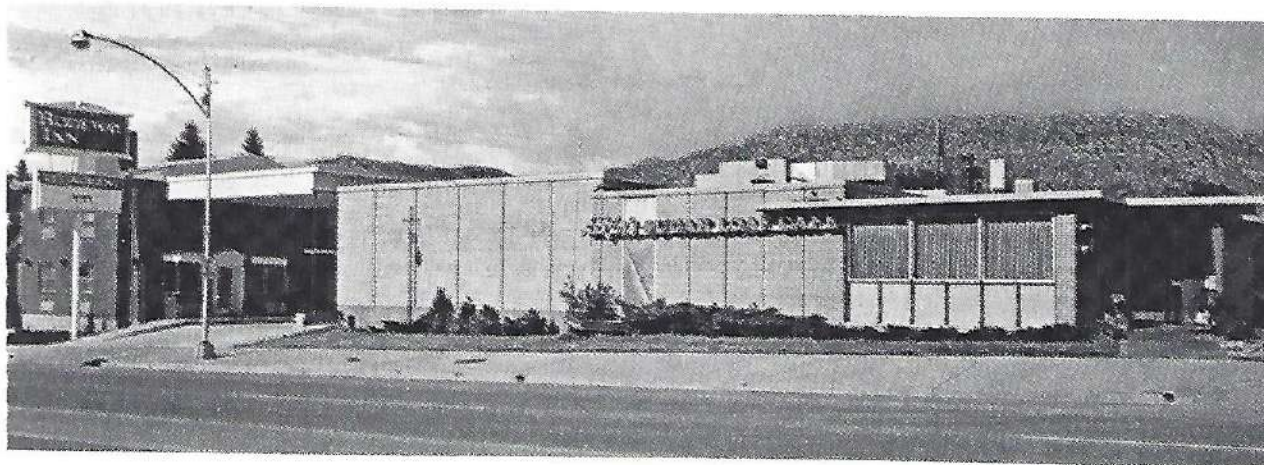


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**Cedar City, Utah**



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Valerie Hoyt  
1975



Jean Bundy  
1969



JULIE HERMAN  
Roundup Queen 1977

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Sharlene Squire  
1974



Shirlee Esplin  
1968



Louise Gardner  
1973



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1967

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Tamera Staheli  
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Georgette Bracken  
1972



Carmen Iverson  
1966



Marita Hunt  
1971



Gai Reber  
1965



Randi Beatty  
1970



Helen Holt  
1964





# J. W. Stoker — Roundup Specialty Acts

Black Light Roping, probably one of the most imitated acts in rodeo, was originated by J. W. Stoker of Weatherford, Texas, after performing for American servicemen in Korea.

The act has recently been changed, whereby Stoker makes an entrance through a large paper horseshoe, which is glowing under the magic of Black-lites. As the white horse jumps through the horseshoe, she too lights up as though luminous — along with all of the equipment and ropes. His entrance is accentuated by spinning of a 75-foot rope called the Cowboy's Wedding Ring.

The routine consists of various butterfly and flat loop routines, both on horseback and on the ground. He also performs tricks with two ropes, and puts the finishing touch on the act with the famous Texas Skip.

Stoker started his career in 1939 as a juvenile performer with the Clyde S. Miller rodeo.

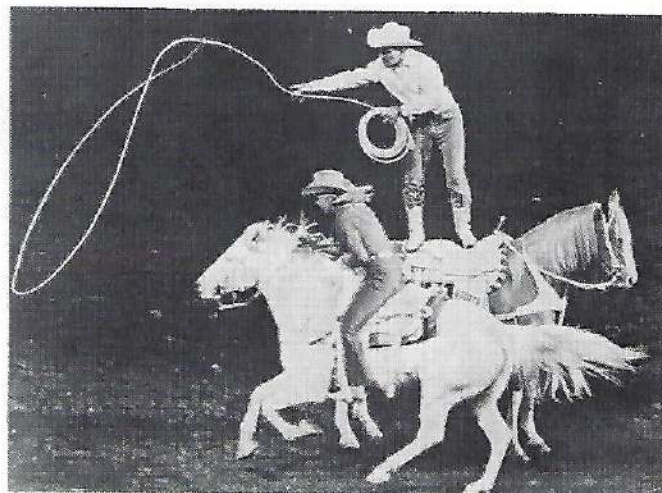
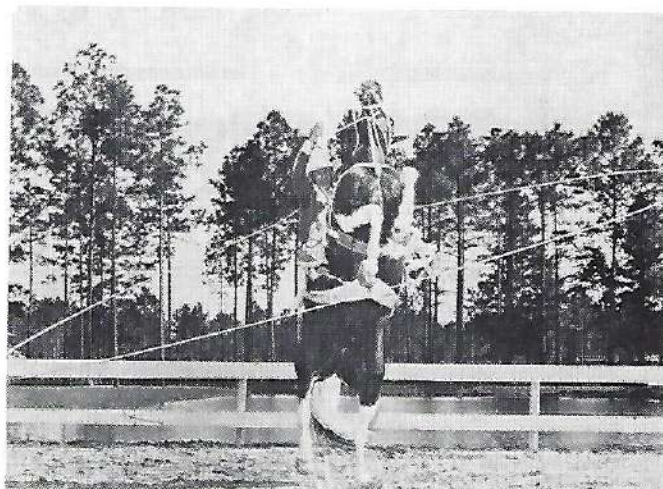
At the age of 12 he had his picture on the back of "Wheaties" as the Juvenile Champion Trick Rider. He has rodeoed steadily with the exception of the war years and his two-year hitch during the Korean conflict.

In addition to his Black Light Rope Spinning, J. W. Stoker is known for his trick riding and fancy horse catches. His trick riding has been filmed for newsreels and performed on the Arthur Godfrey television program. For this act, Stoker rides a fast-running, stocking-legged light sorrel horse with a wide blaze, white mane and tail. This horse, "Pumpkin," is only one of five horses which Stoker uses in his act.

When making his rodeo circuit, Stoker uses two horses (both broke for trick riding) in his fancy horse catching routines. For these, he uses a Mexican Maguey rope to lasso both horses while standing on his head. Three jump-through loops on horseback and the sommersault catch are also parts of this act.

He has worked nearly all of the big rodeos in the country at one time or another. The majority of them he has worked several times.

He is the most widely traveled rodeo contract act in the business. His season usually takes him some 50,000 miles annually. With him he carries around eighteen different costumes for the arena alone with about eight various hats, and some eight to ten pairs of boots.





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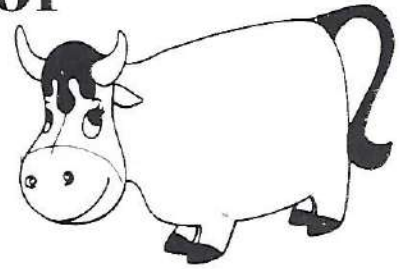
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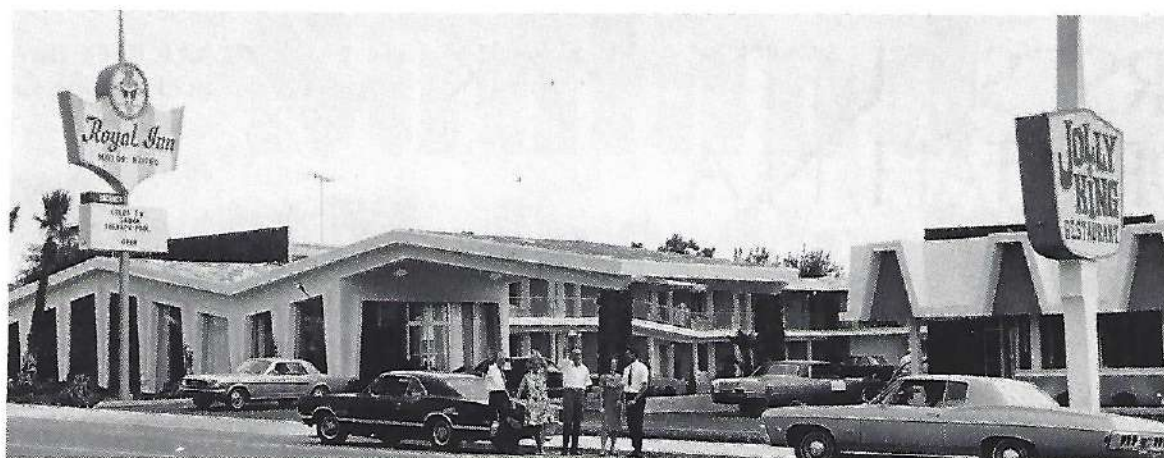
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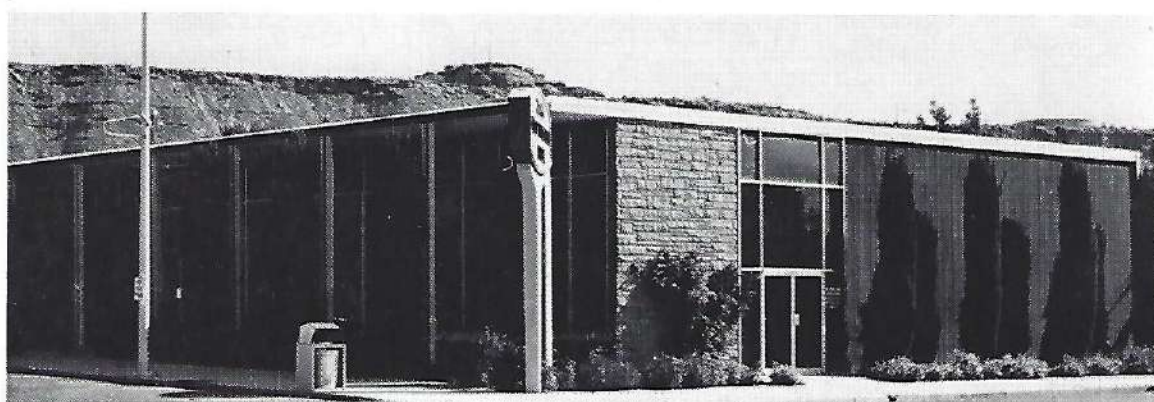
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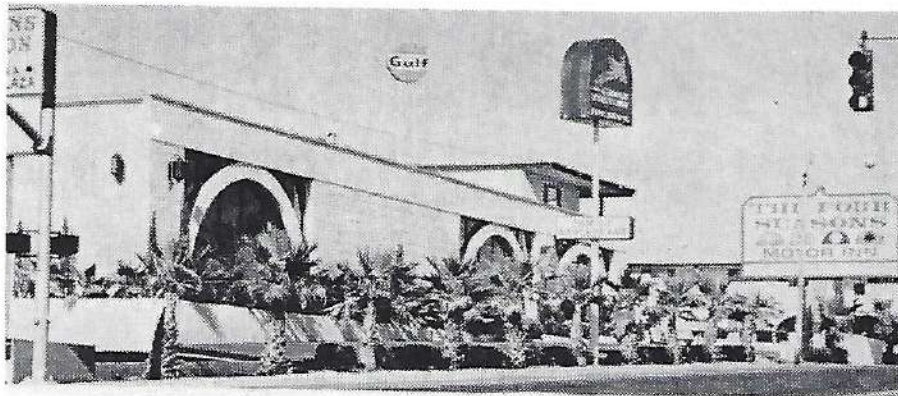
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# Score your own...

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.



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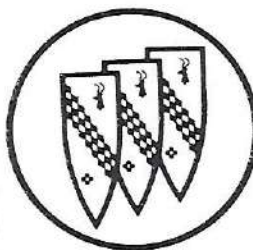
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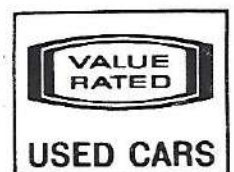
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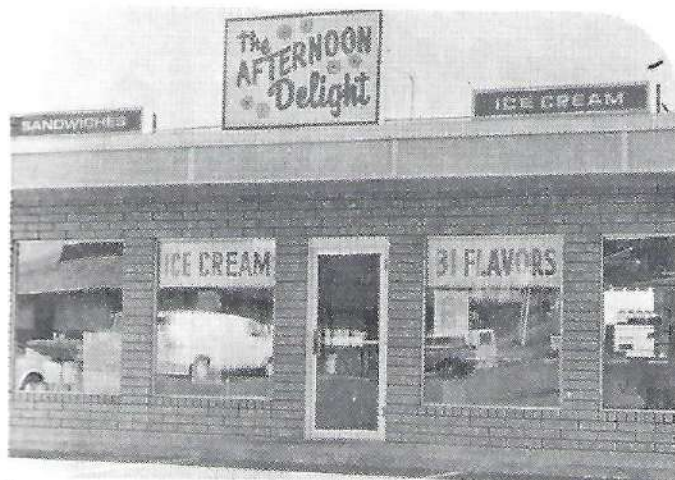
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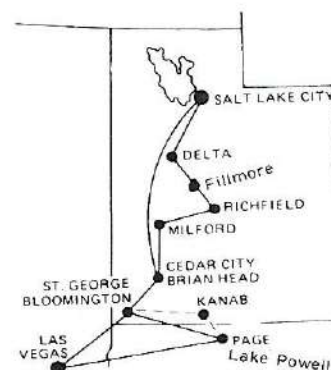
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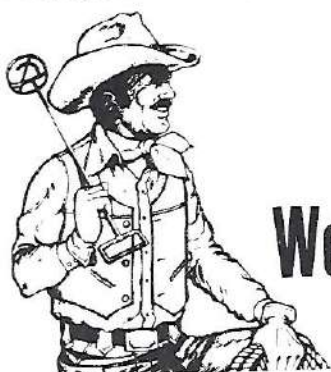
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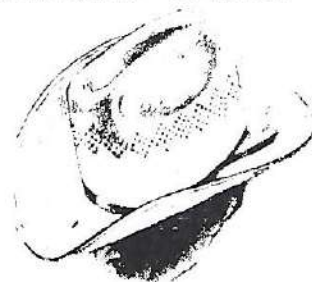


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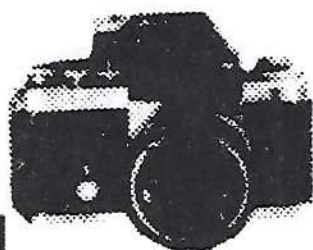
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Tell me, said the rodeo man, about the rodeo clowns.

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.

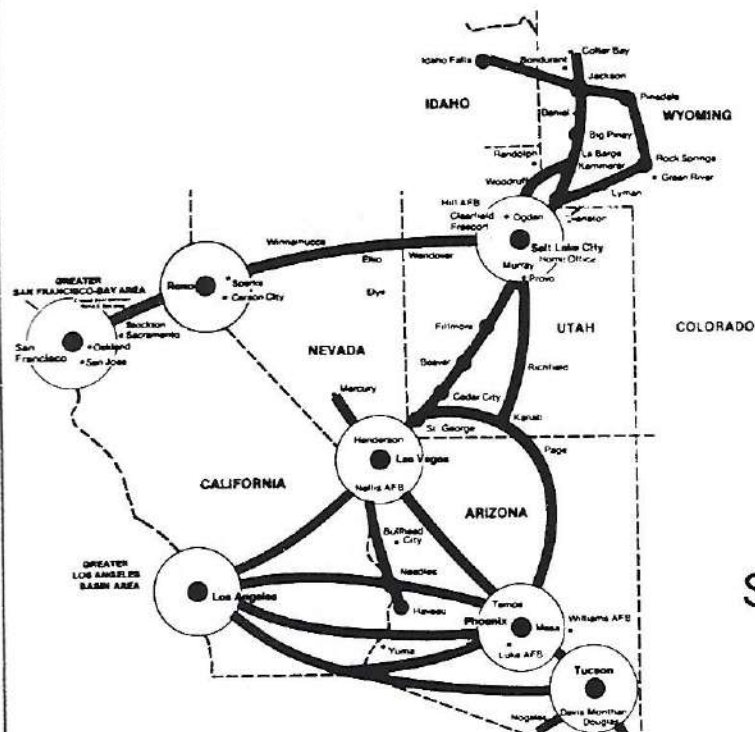
But there's still a loose bull, irritated with all this poking and prodding of things, who's dead bent on getting those funny men in the baggy pants. Heaven now to the clown is an open-ended barrel, usually made of old tires or some other dent-resistant type of material into which he safely dives with 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 Kajun Kid, Duane Reichert and Dave Rutherford, B. C. Cogburn and Donnie Green.

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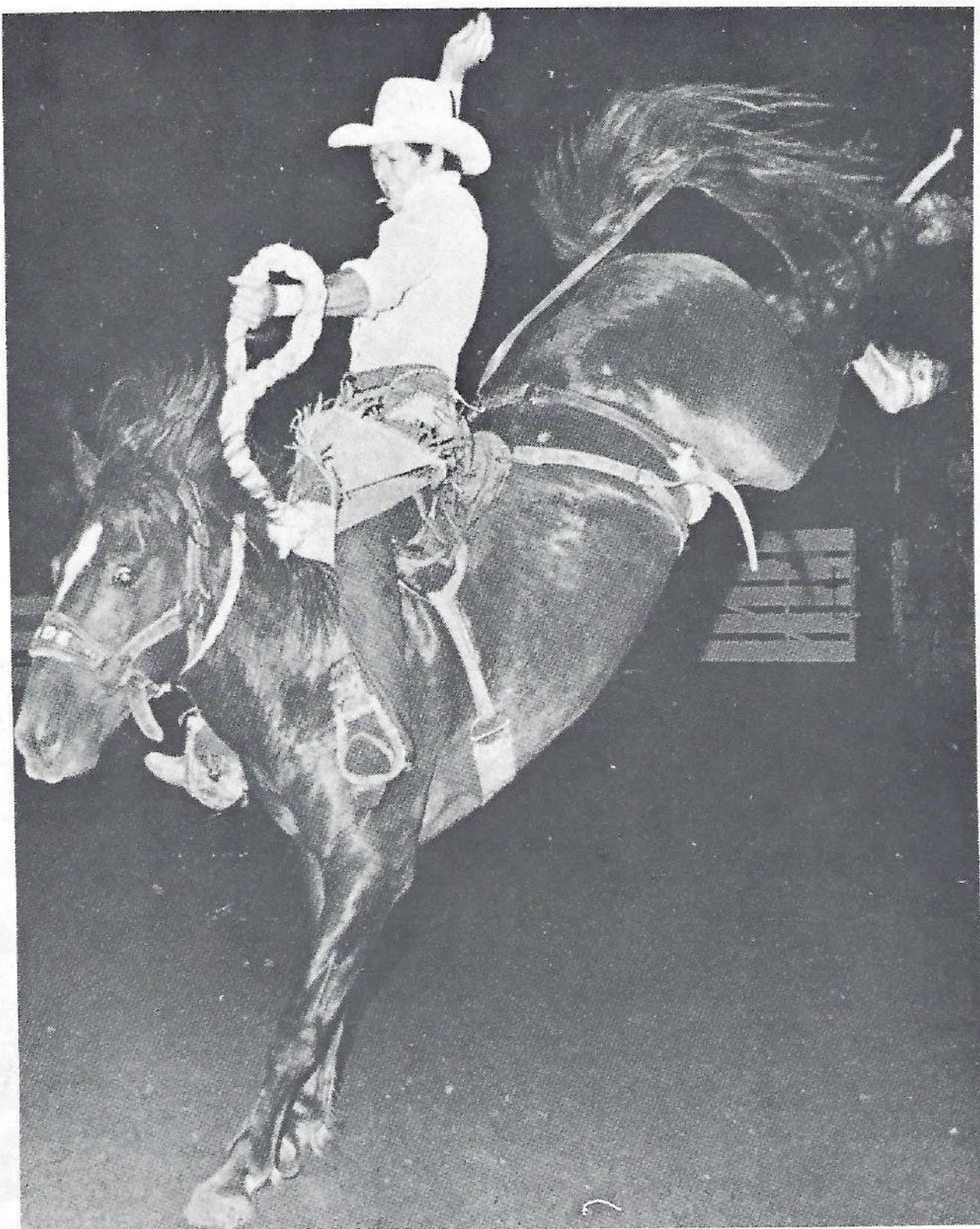
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Lyle Sankey on Kerby's Hyrum Special at Preston, Ida. (photo by Jim Fain)



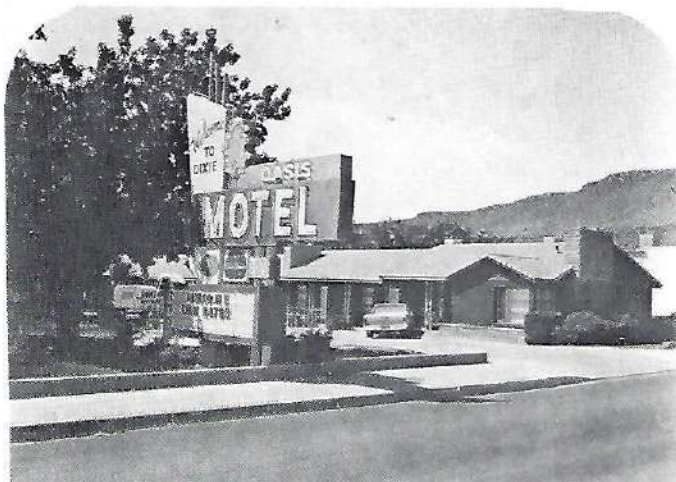
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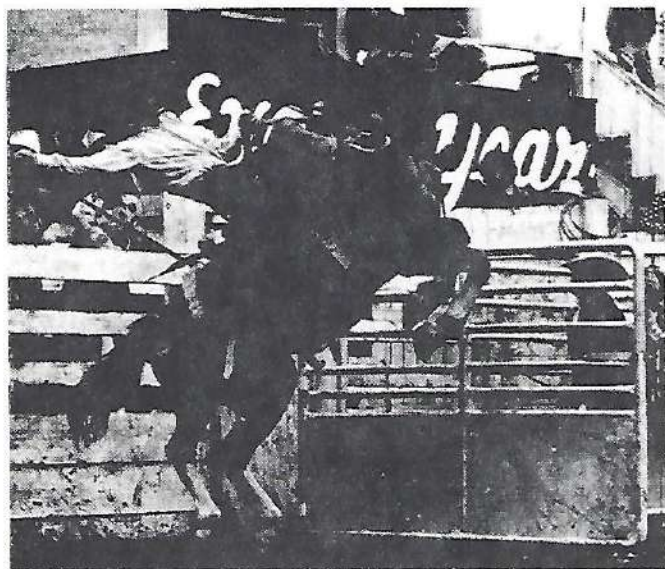
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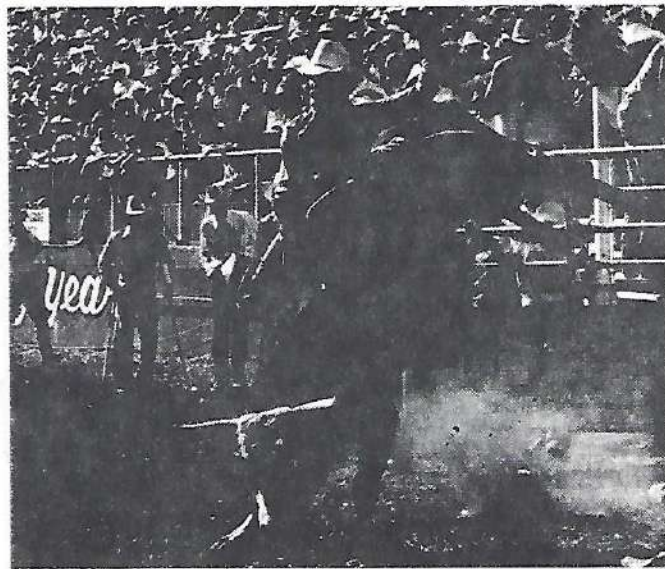
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# CHAMPION BUCKING STOCK



*Sarcee Sorrel (Harry & Wayne Vold)*



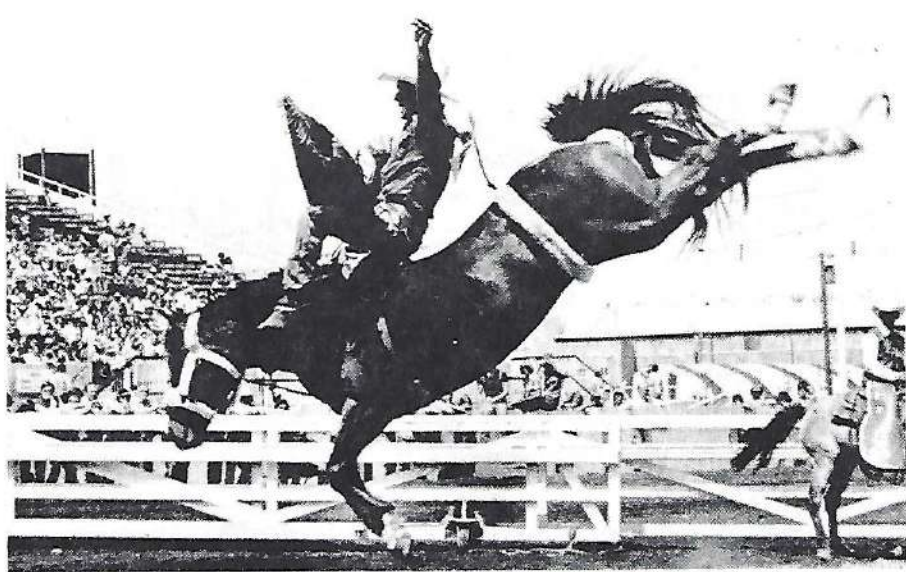
*#33, Panda Bear (Harry Vold)*

The top bucking bull and horses of 1976 were named by the PRCA after a poll of the top cowboys in bareback, saddle bronc and bull riding.

Voted Bucking Horse of the Year in saddle bronc riding is an 11-year-old gelding named Sarcee Sorrel, owned by Harry Vold of Fowler, Colo., and his son, Wayne Vold of DeWinton, Alta.

The Volds bought the horse from the Sarcee Indians in Canada in 1964, and began bucking him in 1969. The horse was twice named top bronc of the Canadian rodeos, and has continued to throw would-be riders. Cowboys consider him a "rank" horse, hard to ride. He bucks straight-away for a few jumps, then turns back sharply one way or another, often leaving his rider airborne. In 1976 the horse was bucked 35 times, disqualifying 20 riders.

Harry Vold also owns the Bull of the Year, a 1,500-pound horned, cross-bred named Panda Bear. The bull was purchased for Harry by Bill Milnes of Littleton, Colo., and last year bucked 50 times at rodeos in ten states. He was successfully ridden only four times, carrying



*Moon Rocket (Calgary)*

three of the four cowboys to first-place wins, and the other to a third. Panda Bear bucks and spins in either direction.

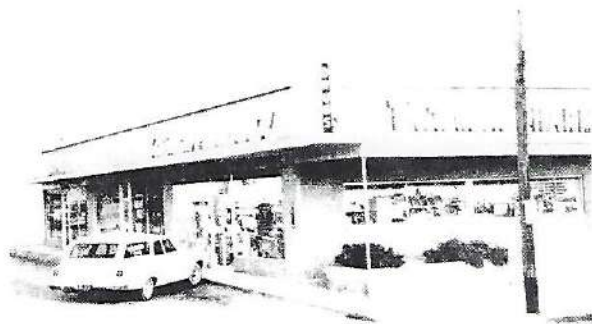
A horse named Moon Rocket, one of the most spectacular bucking horses ever, was voted top bareback bronc of 1976.

Moon Rocket is owned by the Calgary Stampede at Calgary, Alta., and is rated one of the best bucking horses to ride; he leaps high in the air and kicks.

Cowboys frequently ride him to the whistle, and when they do, they usually win first, according to Winston Bruce, former world champion saddle bronc rider, and now Calgary rodeo director.

Moon Rocket was voted third best horse of the Finals in 1975. He was voted top bareback horse of Calgary and of Canada last year, and was in the 1976 NFR.





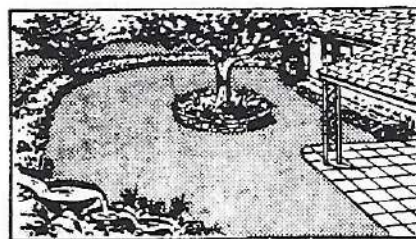
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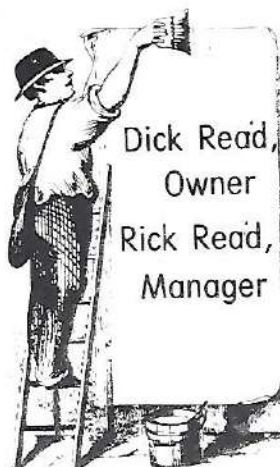
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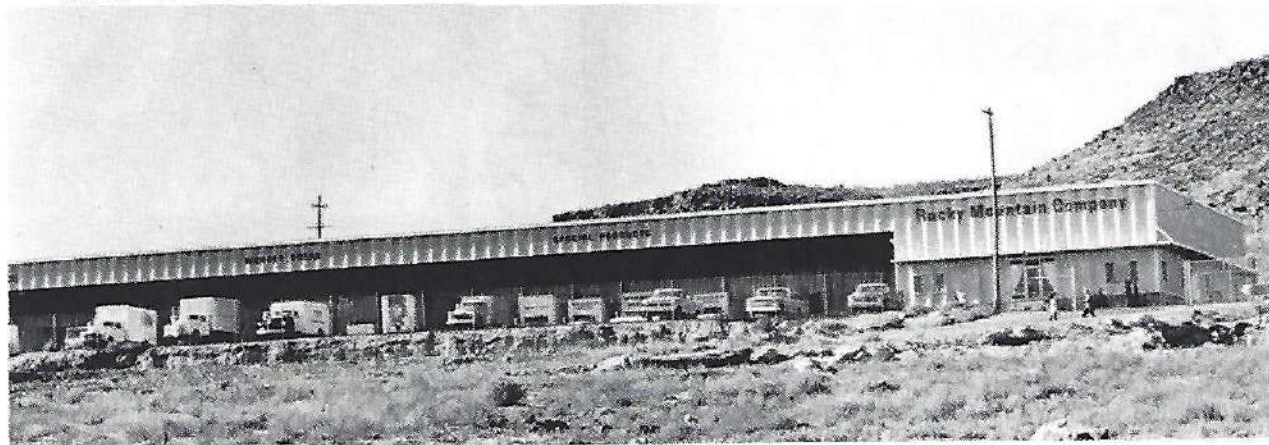
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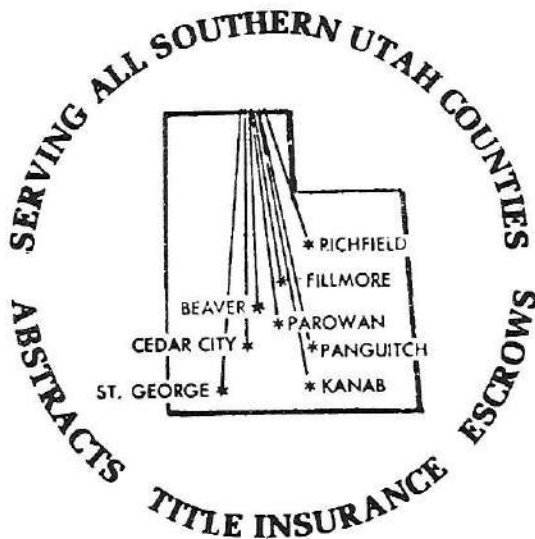
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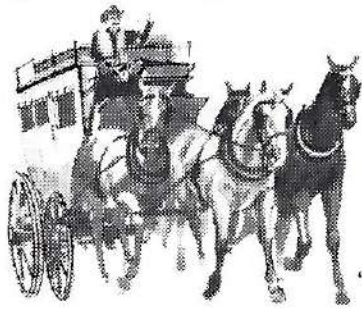
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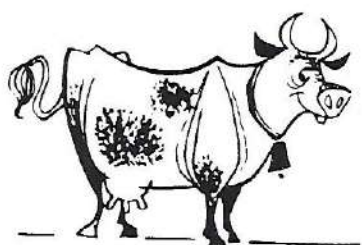


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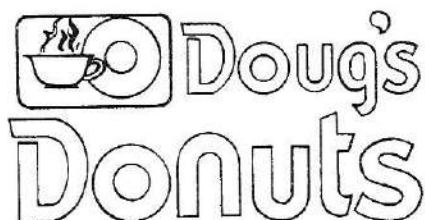
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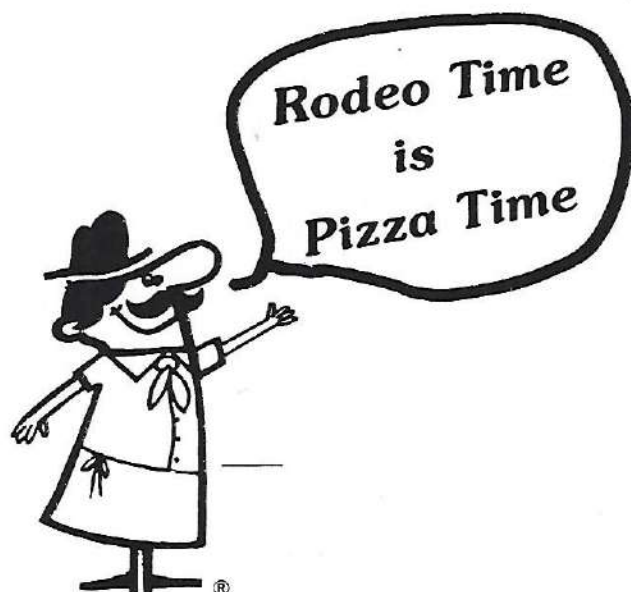
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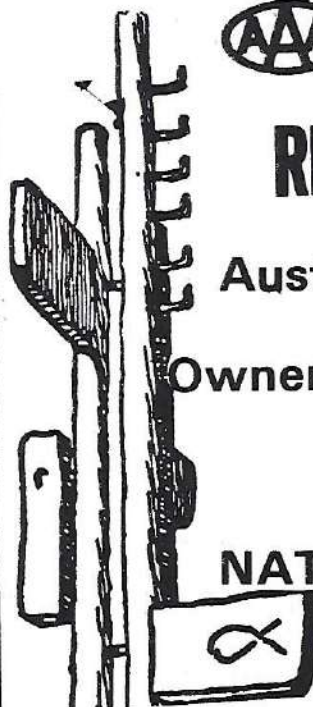
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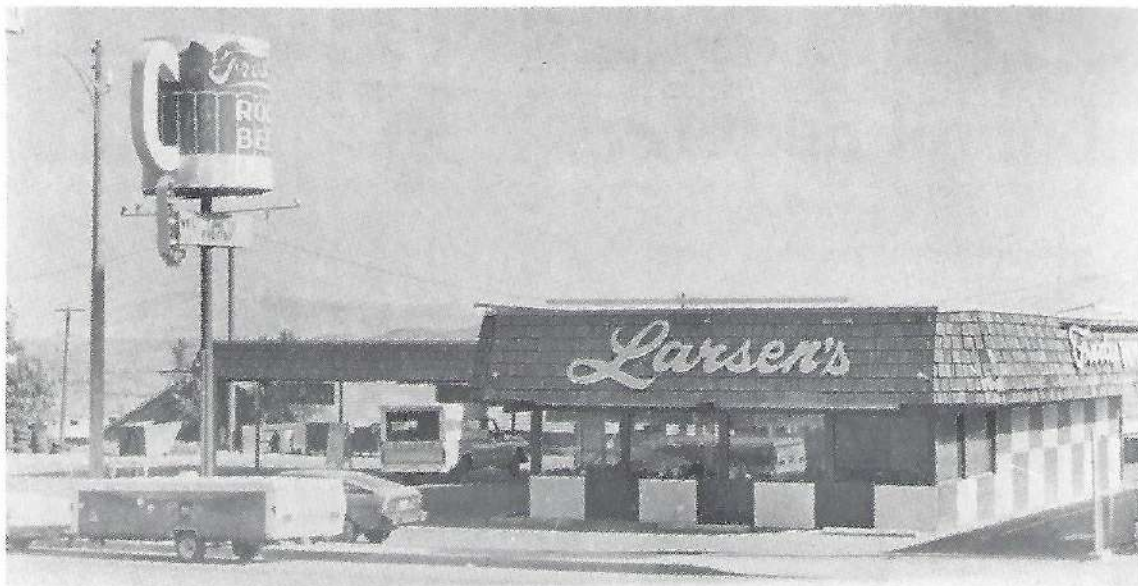
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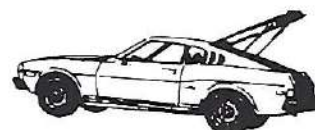
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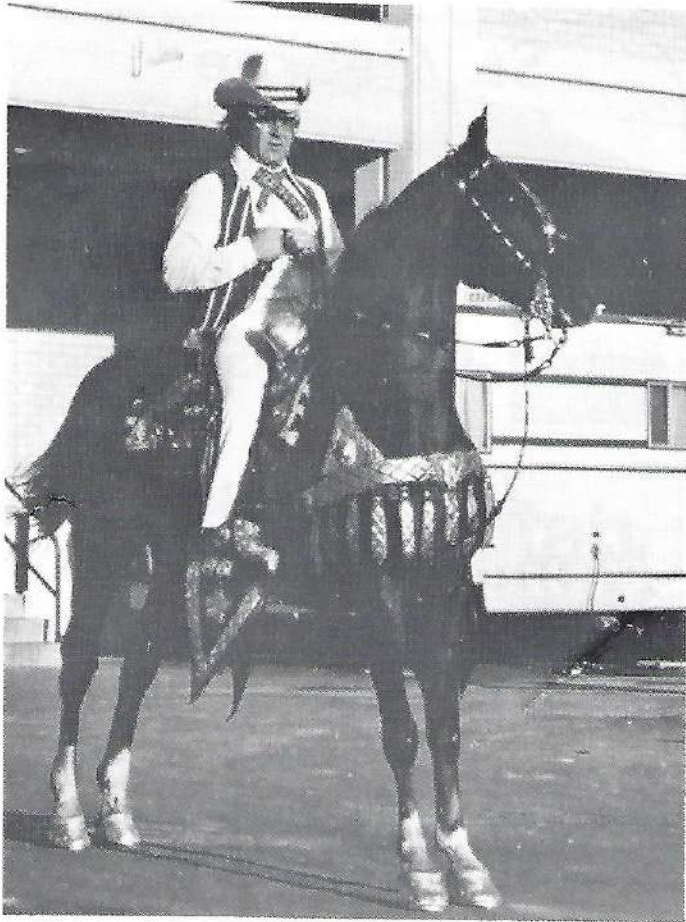
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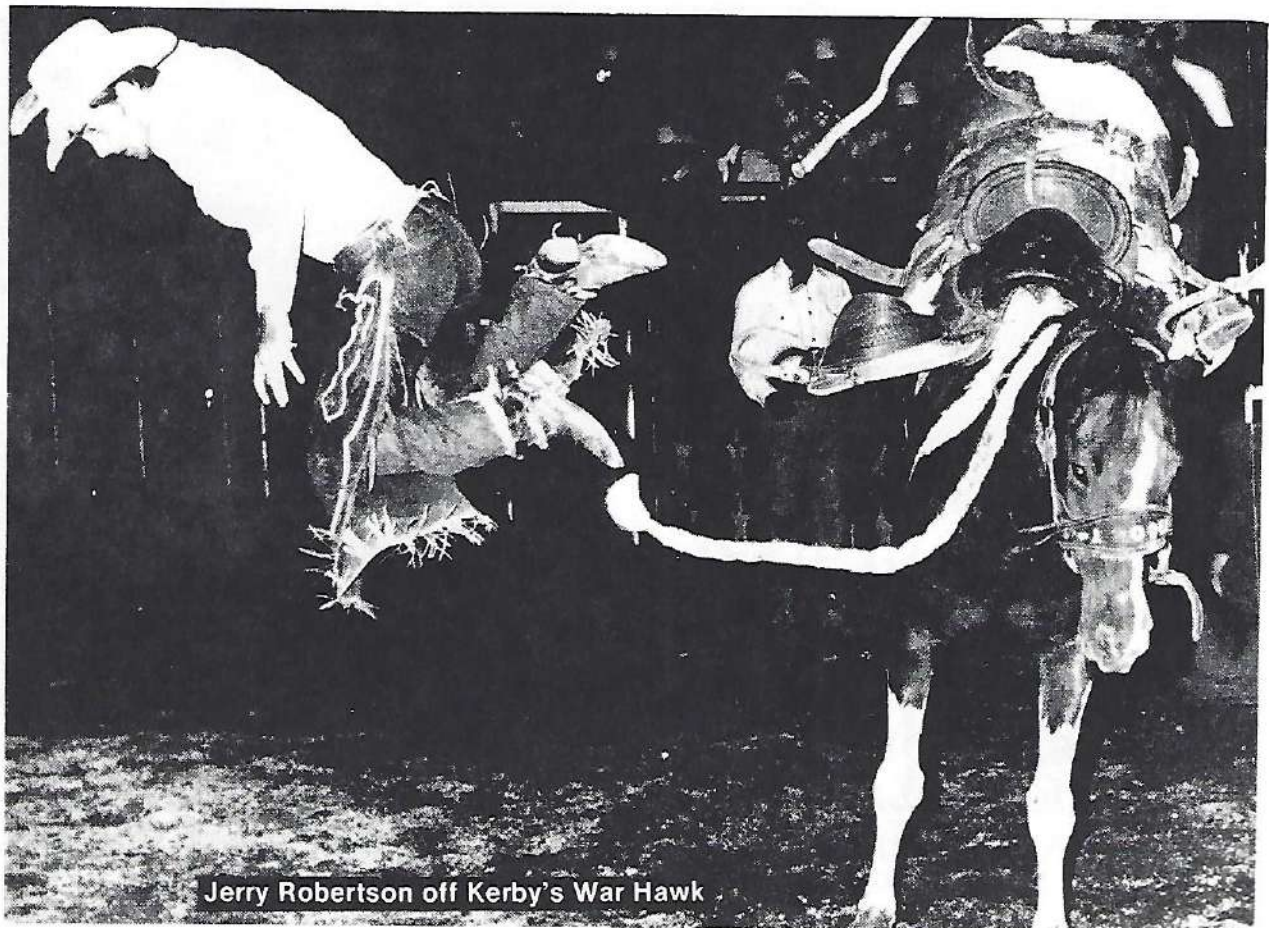
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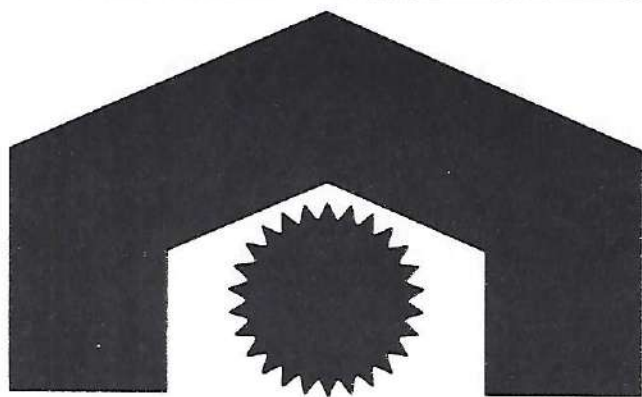
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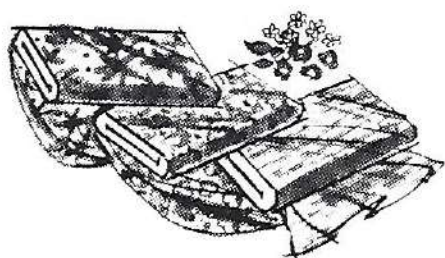
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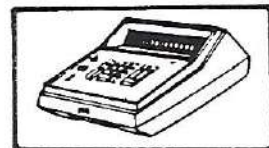
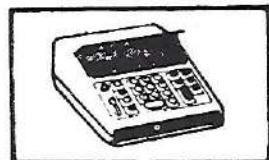
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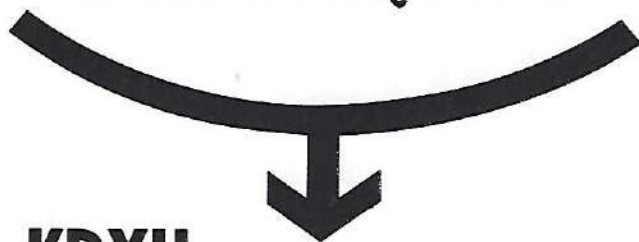


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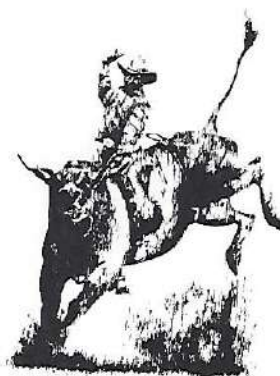
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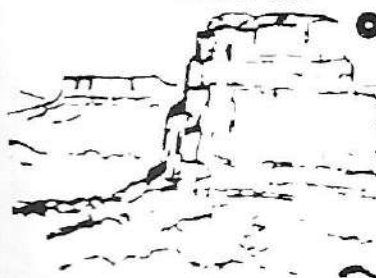
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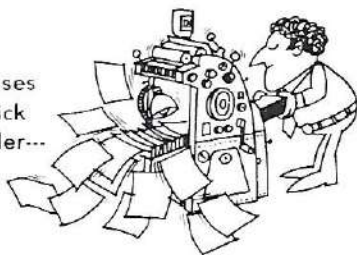
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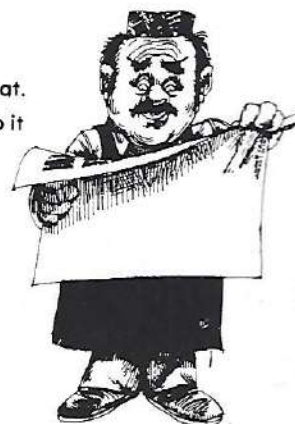


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