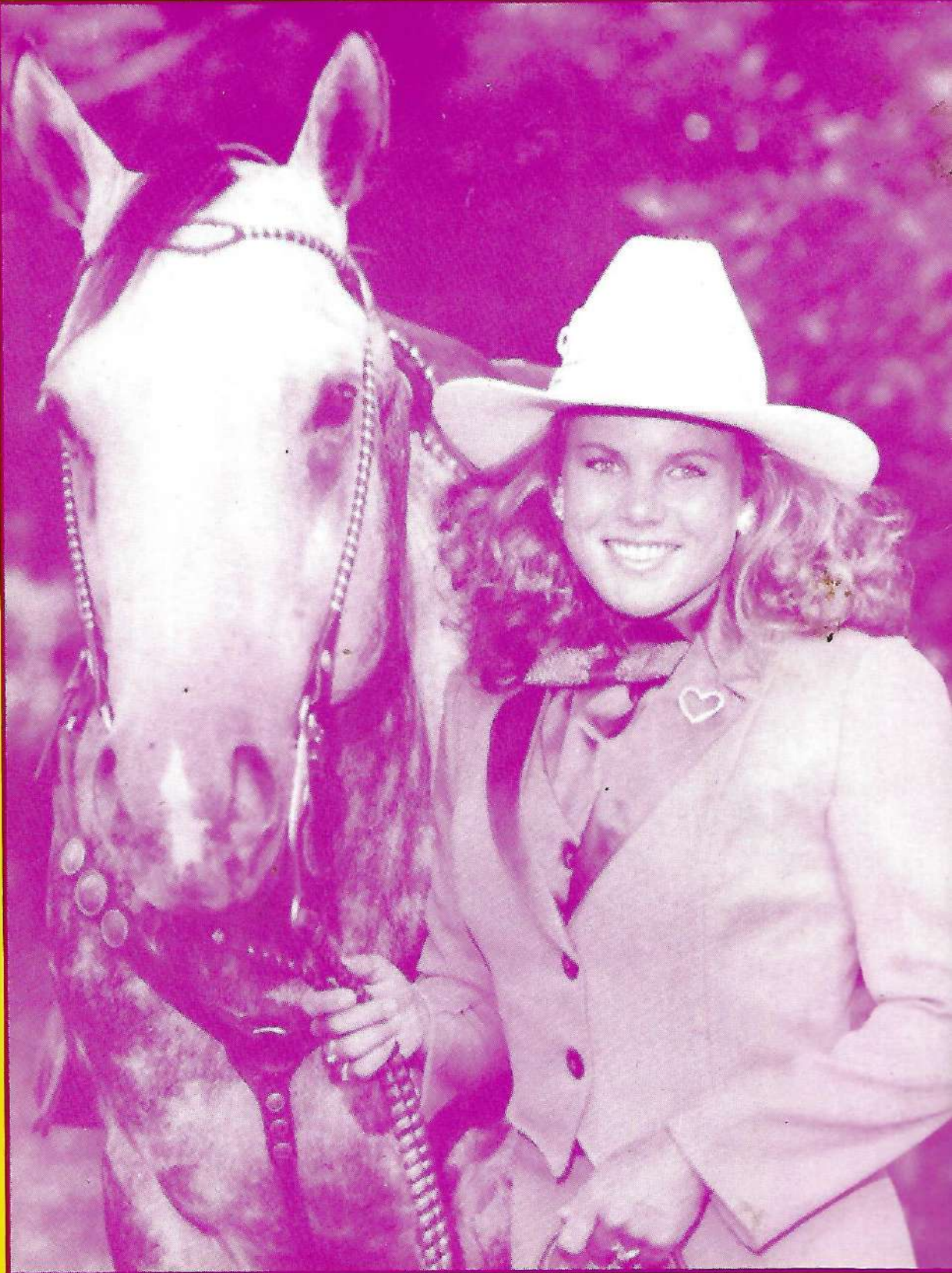


**St. George Lions 55th Annual**

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**Queen Susette Gubler**

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Lions' Dixie Sunbowl  
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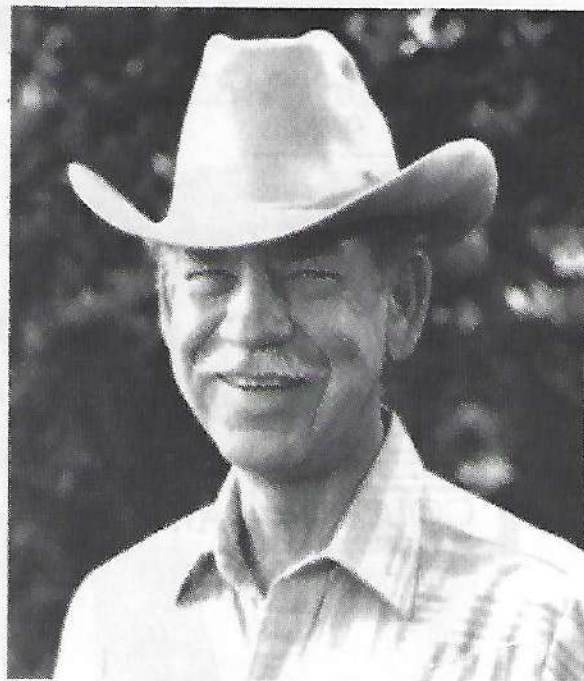
## Lions President's Message

Welcome! It's Roundup time in Dixie again! The Lions Dixie Roundup has been a part of the St. George area for the last 55 years. Every year the money generated from this Pro Rodeo event goes to fund our many worthwhile projects that benefit St. George and the surrounding communities.

We appreciate the help and support we receive from the businesses and surely from the great people who participate in our Roundup. A special thanks to all the hard working Lions and Lady Lions.

Now sit back and enjoy the events and specialty acts. May this be a memorable evening that will encourage you to return again and join us for the great tradition of Rodeo

*E.J. Foremaster  
Lions Club President*



## Mayor's Message

As Mayor of St. George - "The Other Palm Springs" and one of the fastest growing cities in the West, it is a pleasure to welcome you to the Lions Dixie Roundup and to offer you the hospitality that the citizens of Utah's Dixie have always extended to visitors to our city.

Recently we have been nominated as one of the most desirable cities in the Nation in which to retire to. Few cities can boast the beauty, variety, and stability that St. George can. We are a city surrounded by breathtaking scenery, nestled in a temperate climate and anchored to a proud heritage.

We appreciate the impact the St. George Lions Club have on our community through their work on the Sun Bowl, the Dixie Downs Race Track, the Dixie Center and the Pine Valley Lions Lodge area, plus other civic programs they support with funds derived from the Roundup.

We invite you to spend a few days, months or even a lifetime in our beautiful area. This 55th Annual Dixie Roundup is being presented for you — please enjoy!

*Mayor Karl Brooks  
City of St. George*



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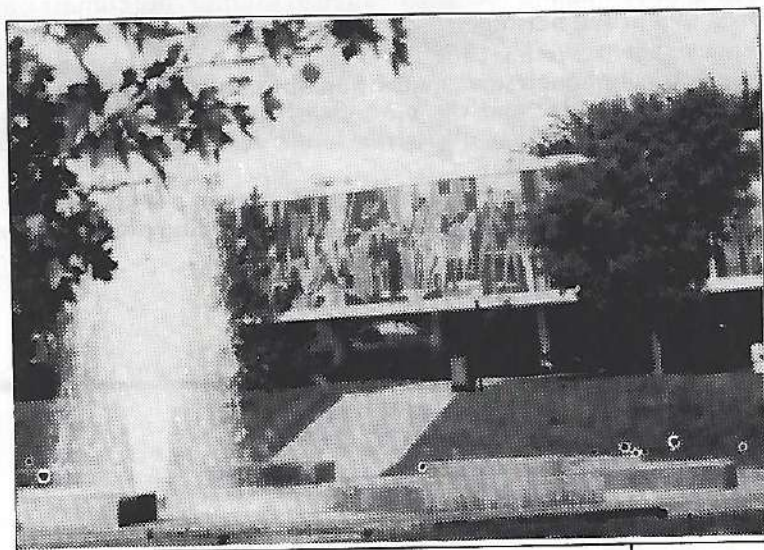


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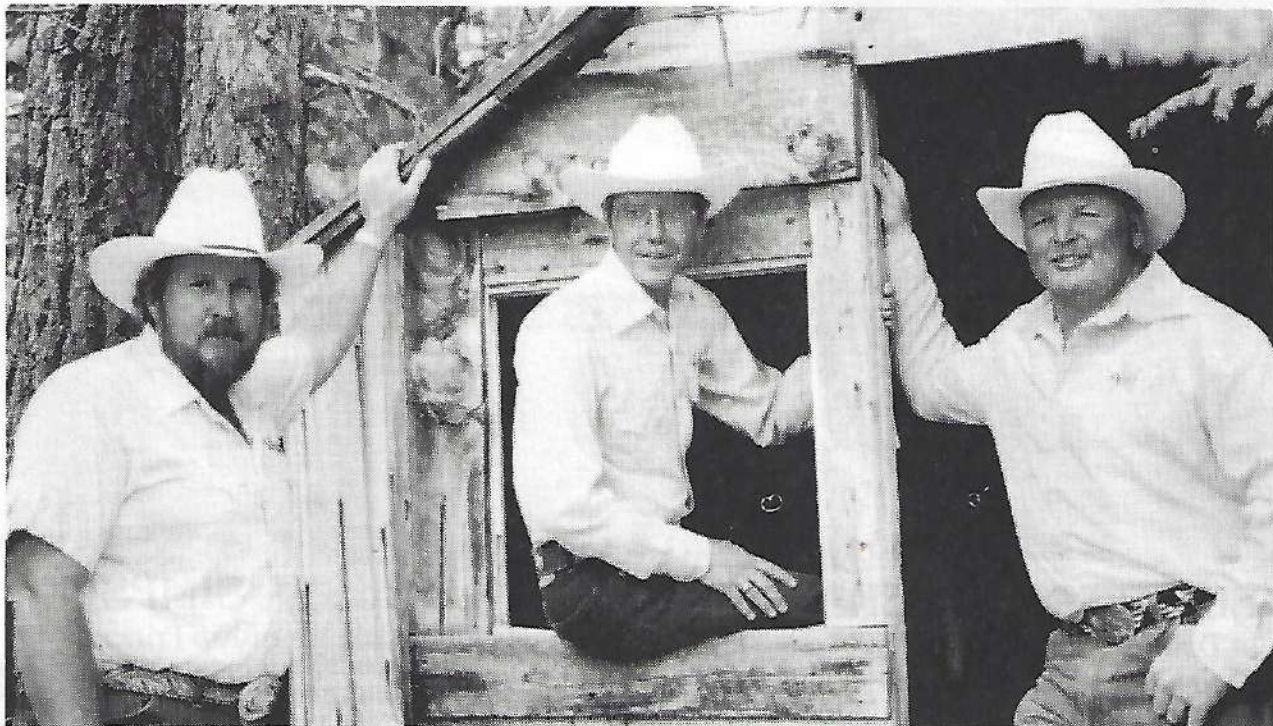
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# General Committee

## St. George Lions Club Dixie Roundup Chairmen



DEAN JONES

JERRY J. PARKER

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Chairman

The 1989 Rodeo Committee would like to welcome everyone to the 55th Annual St. George Lions' Dixie Roundup. We are proud of this year's show and proud to continue the tradition of the rodeo committees before us.

Again this year the Roundup is a PRCA-sanctioned rodeo. What this means, to both the casual and serious rodeo fan, is that this year's Roundup will again draw some of the best cowboy-athletes and animal-athletes in the country. To insure this happening, the Lions have added over \$9,000 to the cowboys' prize money and we have signed bullfighters, rodeo clowns, and a specialty act which we are convinced that you will all enjoy.

It would be impossible for the Lions to present the Roundup

without the cooperation of our partner in the Sun Bowl, the City of St. George. Our thanks to the many department heads and city employees who have again helped the Lions to make the Roundup possible.

The Roundup and what it takes to make it happen is a big part of what is called the Spirit of Dixie. Another part of this "spirit" is the many hours of work the members of the St. George Lions and Lady Lions have donated preparing for the 55th Roundup and the hours of work they will donate to bring it to a success.

This year's Rodeo Committee wishes to thank all those involved in making Roundup '89 a great success and ask you to join us now in enjoying the show.

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# 1989 Dixie Roundup Queen & Princess



**SUSETTE GUBLER**  
Dixie Roundup Queen

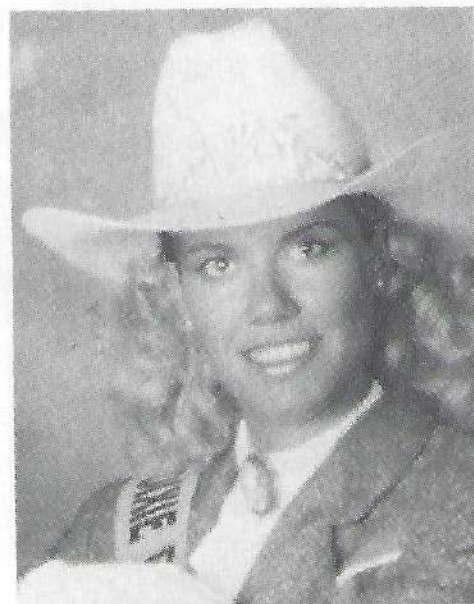
Susette Gubler is the 20 year old daughter of Lion Bryce and Kathleen Gubler. She is a graduate of both Dixie High School and Dixie College. She will be attending Southern Utah State College this fall, majoring in Elementary Education.

When Susette was crowned the 1989 Dixie Roundup Queen, it was the fulfillment of a dream. During her reign, Susette has truly enjoyed fulfilling her duties, which have included many public appearances, parades and rodeos. One of the highlights of her year was trying out for the Miss Rodeo Utah Pageant.

Susette enjoys water skiing, softball and riding horses.

I would like to thank all those people who have made this rewarding, memorable year possible for me.

SUSETTE



**TRESSA SIMPSON**  
Dixie Roundup Princess

Tressa Simpson is the 17 year old daughter of Toni & Ralph Simpson and a senior at Pine View High School. She has lived in the St. George area for five years and loves it here.

Horses have always been a great part of Tressa's life, learning to ride at an early age and participating in the 4-H horse program since she was eight years old. She has been very active in high school rodeo participating in queening, breakaway, barrels, poles and this year, cutting.

Tressa is volunteer 4-H leader, president of the Washington County 4-H Teen Council and she recently won a blue ribbon at state 4-H contest in horse illustrated speaking which gave her the first alternate to the national finals.

Tressa participated in the Dixie Roundup Princess Contest three time before being crowned princess this year which she says makes the honor even more special. She has had a very fun and busy summer participating in many parades, rodeos, radio interviews and public appearances promoting the Roundup.

Tressa plans to attend Utah State University majoring in Animal Science and continue queening and rodeoing.

## *A Good Place To Eat During The Rodeo*

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# Bar T Down Rodeos



**Bud Kerby and D.A. "Swanny" Kerby**

Bar T Down Rodeos began more than 40 years ago as a small business on the banks of the Colorado River near Moab, Utah. From the roots of ranch life, Swanny Kerby, founder of the Bar T Down, learned about horses from the feedbag up and competed at local fairs and rodeos. His dream of a rodeo business was launched when he leased livestock to county fairs. Bucking stock was scarce in the Four Corners area (Utah, Colorado, Arizona, New Mexico) so Swanny rounded up wild mustangs and shipped in the first Brahma bulls to the

Canyonlands area. Following World War II, he began contracting professional rodeo stock fulltime. Rank and tough bulls became Swanny Kerby's specialty.

Today, the Bar T Down Rodeo is one of the five largest rodeo companies in the rodeo world.

Bar T Down has furnished stock for rodeos throughout the United States from California to Virginia and has furnished stock every year for the National Finals Rodeo since it first

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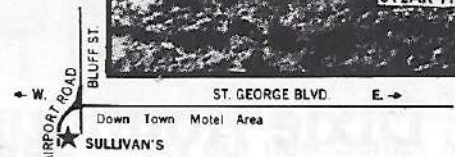
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## Stock Producers for Dixie Roundup

started in Dallas, Texas in 1959. The Bar T Down has had more than 200 animals selected for the National Finals in Oklahoma City, Oklahoma and the NFR's now held in Las Vegas, Nevada.

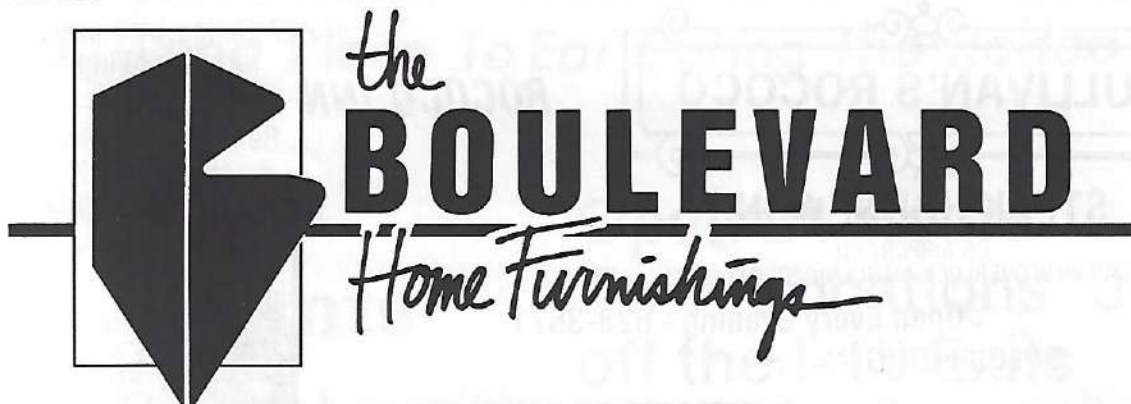
Stock at the 1988 NFR: SB - Banner, Deception, High & Mighty, Reception, Sparrow; BB - Sadie; BR - 1, -2, S2, 88, 186, 66 (alternate), 89 (alternate).

The Bar T Down Rodeo Company is made up of two families - Swanny and his wife, Verda, and their son, Bud Kerby and wife, Evelyn. Bud Kerby began his rodeo career when he was 15 years old as a calf roper and became a top saddle bronc rider on the rodeo circuit. Bud is now one of the best pickup men in the rodeo business today. His greatest challenge in the business is to see that his horses give audiences the thrilling performances they've come to expect from Bar T Down stock.

Verda, the former rodeo secretary, is the business manager, and Evelyn is the rodeo secretary for all cowboy entry fees, working directly with the Professional Rodeo Cowboys Association in Colorado Springs, Colorado.

The Bar T Down's string of bucking stock consists of 150 horses, 80 bulls, 25 pickup/flag horses, 80 steers, and 60 roping calves. Swanny and Bud travel thousands of miles each year to add the toughest bucking stock.

As Swanny himself states, "It takes a lot of equipment, stock, personnel and hard work to put on a professional rodeo, but we don't lack anything that it takes to put on the best rodeo in the world." The million miles traveled and thousands of rodeos Kerbys have produced haven't dimmed their enthusiasm to put on the very best, most exciting rodeo possible.



**We Support The St. George Lions Club  
Dixie Roundup!!**



# ZEB BELL

## PRCA ANNOUNCER

### Hansen, Idaho

Zeb Bell joined the PRCA in 1973 after three years in the amateur ranks. He has been the "Man behind the Mike" at major rodeos from Washington to Wisconsin, and has been invited back to every rodeo he has announced.

A microphone has been a part of his "wardrobe" for years. In the early '70's, Zeb was one of Southern Idaho's best known radio and sports personalities.

Zeb has a promotion company and a radio agriculture program. He lives with his wife Deanne, and children Jake and Tobee Jo on a small ranch south of Hansen, Idaho, raising calves and horses.

Despite the fact that Zeb's on crutches, stemming from a bout with polio, he is an active PRCA team roper and NCHA cutter when not informing rodeo fans about the arena action.

Rodeo announcers are the key and the link to the action. They're the pacesetters, scorekeepers and teachers. They acquaint the crowd with the cowboys, the stock, and the sport. Zeb Bell, our rodeo announcer, does an excellent job in setting the action and the atmosphere. He is another reason for a great rodeo.

As much a part of the rodeo as the bulls, clowns, and cowboys is the rodeo announcer. He calls each of the events, adding on little anecdotes about the cowboys and stock, trades insults with the clowns and helps the fans enjoy the rodeo just a little bit more.

Zeb Bell's philosophy of calling rodeos is a basic one. "The people who come to the rodeo want to have fun," Bell said. "When someone starts to have fun, it spreads throughout the crowd."



**ZEB BELL:** Hansen, Idaho; **NFR:** (2) 1982, '83 (alternate '84); **BORN:** Oct. 2, 1947, at Fort Atkinson, Wis.; **COLLEGE:** Brown Institute of Technology (Minneapolis, Minn.), Engineering Degree; **FAMILY:** wife, Deanne; daughter, Tobee Jo; son, Jake; **OTHER OCCUPATION:** Manager-Owner of "Chute 2 Promotions", farm broadcaster on various radio stations; **SPECIAL INTERESTS:** team roping, fishing; **PRCA MEMBERSHIP:** 1974; **ACHIEVEMENTS:** NIRA Finals Announcer, 1983-87; Indian National Finals, 1979; NHSRA Finals, 1980, '83; eight-time Wilderness Circuit Announcer; national Network T.V. broadcast of NIRA Finals; Zeb Bell "Ag Minutes" voted best agriculture program in Idaho, 1987; 1987 Announcer for Network TV coverage of College National Finals; 1988 Announcer for National Snaffle Bit Futurity; 1988 Announcer for World Championship Snaffle Bit Futurity; 1988 National Old Timers Rodeo Finals; 1989 National Finals Snaffle Bit Futurity.



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Wally Mathis

Lynn Milligan

Wes Milne

Verl Milne

Doug Mittleberger

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# JERRY WAYNE & JUDY OLSON and THE BLACK ROMANS

On the north end of the Black Hills, eight miles east of Belle Fourche, South Dakota, sits the home of Jerry Wayne and Judy Olson. But during the rodeo season their home is many different rodeo arenas across the country.

Jerry Wayne is the third generation of rodeo performers. His grandfather, LaRue Olson,

began the tradition with the renown buffalo act, never to be duplicated. His father, Jerry L. Olson, is well known throughout the country for his Roman riding, bullfighting and buffalo act. Jerry Wayne began his career at the tender age of 18 months, riding on his father's shoulders while Roman riding.



Judy also came from a rodeo oriented family in Iowa. Her father was a rodeo clown and her older sisters trick riders. Being the youngest, it seemed only natural for her to follow in the performing path. She competed in Little Britches, America's largest rodeo youth organization, along with her performing talents.

Jerry Wayne, Judy and their sons travel many miles during a year's time and find it enjoyable and rewarding, just as they do when they are at home in the Black Hills tending their herd of miniature horses they are raising.

*"Specialty acts very important part of rodeo events."*

While not actually involved with the competitive aspect of rodeo, specialty acts are still a very important part of the event. They add the showmanship, color and humor that rodeo fans have come to expect for their rodeo dollars.

As with all people connected to the sport, theirs is a gypsy

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good time!"*



*LeGrande,  
Pete and  
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lifestyle of living on the road, from city to city, following the rodeo trail. Some travel with horses, dogs and even buffalo or other animals as a part of their acts. Others have mechanical props or just elaborate costumes to support their routines.

Many specialty act performers have other ties with the sport, usually evolving from the competitive arena or work as timers or secretaries. Some still compete when not performing.

The acts seen on the rodeo circuit today are often traditional exhibitions of Roman or trick riding, sometimes handed down through many generations of showmen, or dog acts with a western theme. Some are newly evolved, highly technological art forms adapted for a Western audience. Either way, the result is a happy crowd which will come back time and time again.

Specialty acts also help the rodeo competition move more smoothly by allowing contestants time to get ready for the next event. The PRCA recognizes the important contribution specialty acts make to the sport and award annual honors to those acts chosen as best in their field. Jerry and Judy Olson were the PRCA Contract Personnel of the Year in 1988.



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# St. George Lions Club Membership Roster



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Anthony Atkin  
A. Garth Belliston  
Joseph H. Bowcutt  
Lewis Bowler  
Marion Bowler  
William A. Boyes  
Delwyn L. Bracken  
Mark Brienholt  
J.W. Bringham  
Keith Burgess  
William Condie

Gerald Cox  
Jim Cox  
V. Loraine Cox  
Russell Davis  
Conrad Dominguez  
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Floyd Ence  
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Jay Ence  
Frank Enlow  
George Fargo  
LeGrande Fawcett  
Robert N. Fenton  
Kevin Flowers  
E. J. Foremaster  
LaVar Foremaster  
Neil Glauser  
Bryce Gubler  
Banard Hafen  
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H. Val Hafen, Jr.  
Jon Hall  
E.N. Hammer  
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J. Andrew Holt  
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Clark Houston  
Joseph K. Hutchings

Karl Hutchings  
Karl Hutchings Jr.  
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Dean Jones  
Tom Joy  
Frank Kell  
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David Limbacher  
Harry Lundin  
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Ken Massanari  
Wallace R. Mathis  
Dick Miles  
Lynn J. Milligan  
Verl Milne  
Wesley Milne  
Douglas Mittleberger  
Asa L. Mountford  
Kenneth Newby  
Sherrell Newby  
Jeff Norton  
Harold Norton  
Rodney Orton  
Jerry J. Parker  
Vinton Parker

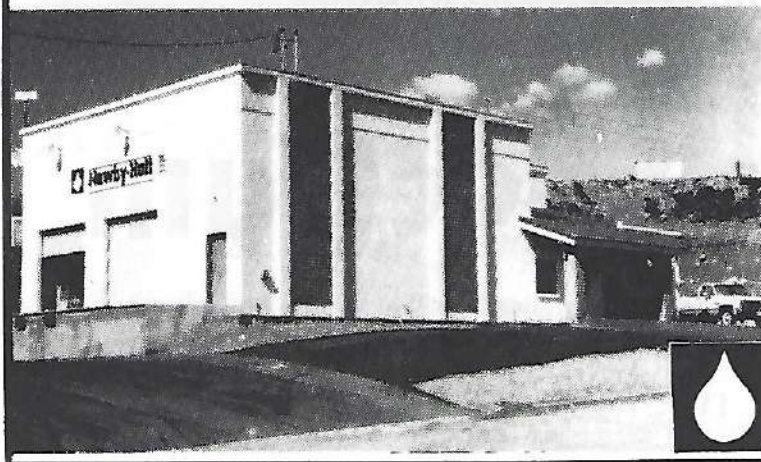
Theo Pendleton  
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Kent Provstgaard  
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R.M. Reber  
Robert John Reber  
Bill Sampson  
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# Bullfighting and Clowning are Super Entertainment!

## Scott Dechow

Returning this year for his fourth stint at the St. George Lions Dixie Roundup will be Scott Dechow, rodeo clown and bullfighter. Scott hails from Conroe, Texas, where he bases himself and dabbles in real estate when he is not on the rodeo circuit. His wife's name is Renee.

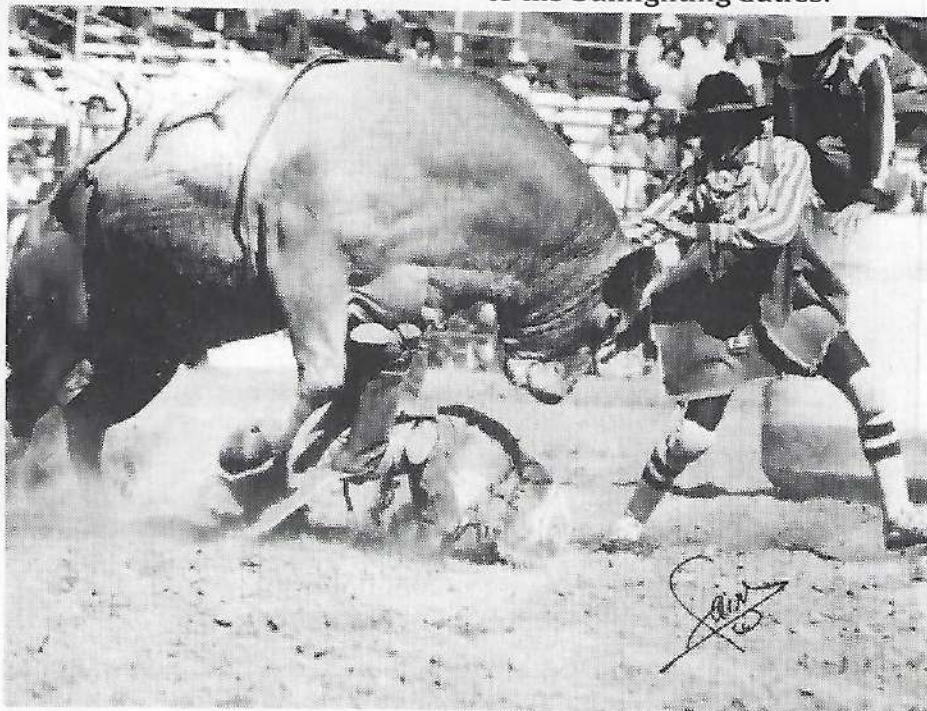
Born July 22, 1960 at Trenton N.J., he attended schools there and graduated from the Univer-

sity of New York State at Delhi. It was during his formative years that he became an avid rodeo participant and this evolved into a career as a rodeo clown and bullfighter. He received his PRCA contract card in 1984. He reached the Texas Rodeo Assoc. finals in 1982-83.

According to Scott, rodeo is one of the major up and coming sports in America today. Rodeo clowns and bullfighters play an important part of a rodeo. There are three serious roles clowns

and bullfighters play in this sport: (1) Protection of the cowboy who may be in trouble; (2) Satisfy the Rodeo contractor and committeemen as far as promotional work and performance; (3) Entertain the spectators - comedy acts, quality bullfighting and the media. These three factors are important, as a clown to put on a successful rodeo.

Scott Dechow will bring his duck mobile into action for the Dixie Roundup fans, in addition to his bullfighting duties.



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# BULLFIGHTERS & CLOWNS

## Mike Horton

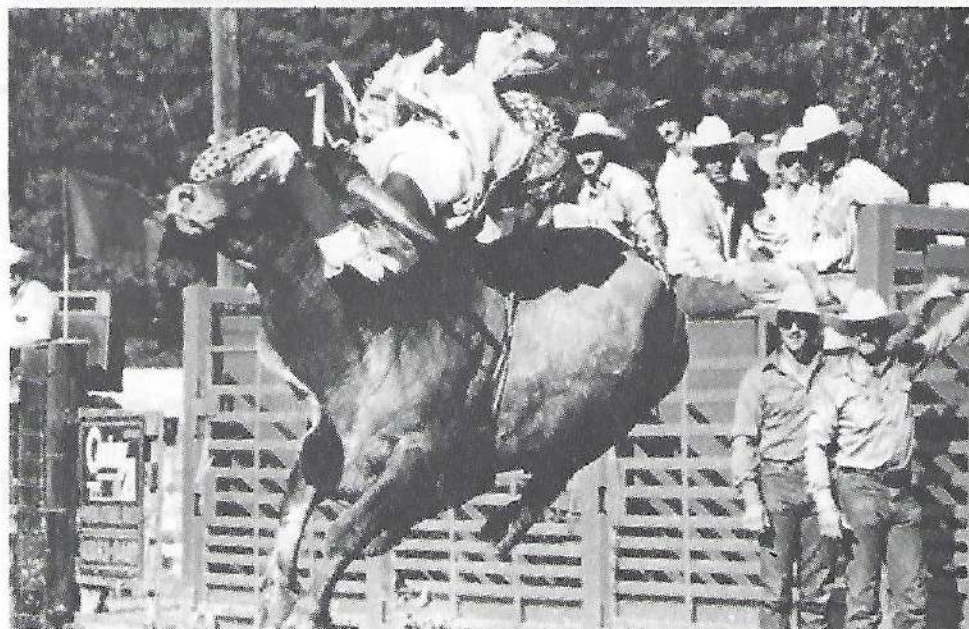
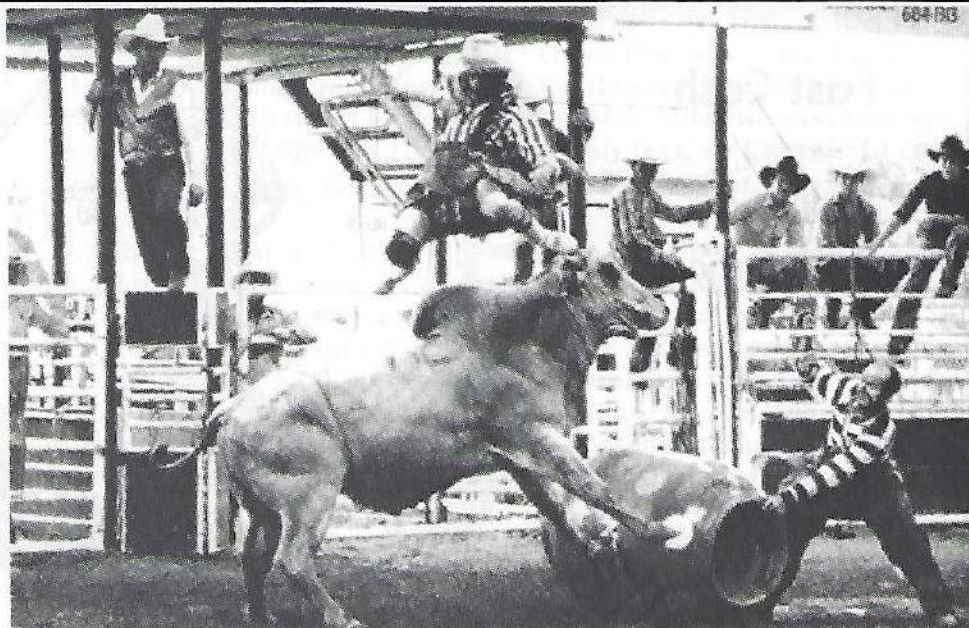
Affectionately known as "Smurf" on the rodeo circuit, Mike Horton in 1988 made his second consecutive National Finals Rodeo appearance as a bullfighter.

Like Miles Hare, Horton worked double duty at the 1988 NFR when he also qualified for the Wrangler World Bullfight Championships. As a rookie on the 1987 Wrangler Bullfight Tour, Horton, then 25, won more than \$50,000 and his first world title. In 1988 he won more money than any other bullfighter at the Finals, but not enough to catch Hare and Rob Smets. He finished the '88 tour ranked third.

Horton, who received his PRCA card when he was only 18 years old, was the youngest and smallest (5 feet, 5 inches and 134 pounds) bullfighter to qualify for the 1987 Wrangler World Bullfight Championships.

Horton's spectacular style of bullfighting expands on the traditional concepts of the event, and has forced his peers to take even more risks in the arena.

"The idea that bullfighters are crazy is a bunch of bull," said the Arkansas native. "Bullfighting is both mental and physical, and it takes a bunch of hard effort to fight bulls on the Wrangler Tour."



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# RODEO BULLFIGHTERS



## Steve Tomac

What do a rodeo clown and a politician have in common? Pro-veteran rodeo clown, Steve Tomac will tell you...."both have to keep ahead of the bull"; and he should know, he's been elected and serves in the North Dakota House of Representatives and now in a prepared statement from his ranch at St. Anthony, Steve Tomac has announced his intention to campaign for action filled, innovative, progressive and fun-filled, crowd pleasing rodeos across the U.S. and Canada.

Tomac, one of the funniest barrelmen in the PRCA today, takes three months off every other year to serve in North Dakota's biennial legislature. The rest of the time he's either home tending to

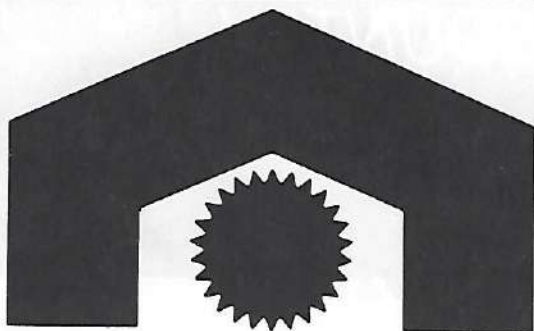
his ranch near St. Anthony, ND, but more likely logging some of the nearly 25,000 miles he travels annually entertaining rodeo crowds from Omak, WA to Marquette, MI.

As the second oldest of 18 children, Tomac's brothers and sisters taught each other a sense of humor as they grew up on a cattle ranch in southwest North Dakota. And it shows through in every rodeo performance Steve works with his fire engine car act, his barrel and numerous other acts Steve uses to entertain.

A rodeo clown for some 18 years, Steve got his first chance to clown at a rodeo when the

clown that was hired didn't show up. He says, "I kinda knew my way around cattle and was fairly quick on my feet, so I asked if I could try. Right after the rodeo was over, they hired me for the next year! And I was hooked!"

Early in his career, Steve realized his strong suit was his humor. Stock contractors and committees hired him not only because he was a good bullfighter, but he was funny. As his reputation spread, he began to develop acts. Some he sold, some he kept. Eventually he built a barrel and switched from the cowboy saving shores to focusing on the comedy and being a barrelman.



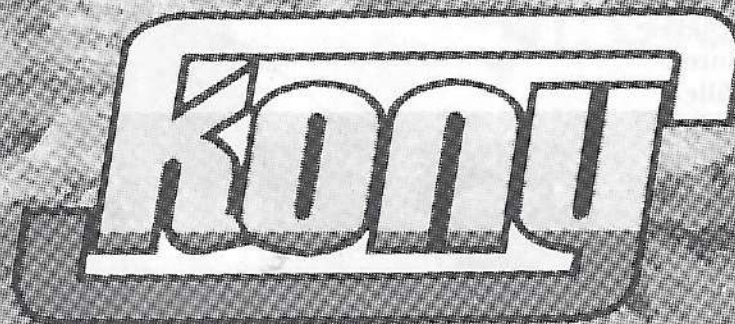
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# WORLD CHAMPIONS



## THE EVENT

Known as the "ultimate cowboy crown," the title of PRCA World Champion All-Around Cowboy is the most prestigious in the sport of rodeo. The PRCA all-around champion is recognized as the most talented and versatile cowboy in the world. The rodeo athlete who wins the most prize money in a single year in two or more events earns the crown of cowboy king. Only prize money earned in PRCA rodeo competition is tallied in determining the winner.

## THE CHAMPION

Dave Appleton's self-styled nickname - "The Lone Roo" -

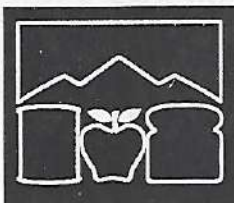
has taken on a whole new meaning. Boosted by an average-competition win in the bareback bronc riding at the 1988 National Finals Rodeo, the Australian-born cowboy claimed the world all-around champion's crown to become the first cowboy from "Down Under" to earn a world all-around title in professional rodeo.

Appleton assumed his "Lone Roo" identity eight years ago when he moved from his native Queensland, Australia, to hospitable Arlington, Texas. Though the newcomer was readily accepted, his background certainly certified him as a novelty in the Lone Star State.

Appleton came to the United States with hopes of proving to himself and the world that he was, indeed, a world-class rodeo cowboy. As his new home he selected Texas, the place he considered the best rodeo training ground in the world. He still lives there with his wife, Keely.

Appleton, a 10th-grade dropout, had aspirations other than those in the rodeo arena. He wanted an education as well. He attended Western Texas College in Snyder on a rodeo scholarship and earned an associate's degree in applied science.

Appleton didn't achieve prominence overnight, although he did rise quickly among the ranks of professional rodeo's roughstock specialists. By 1982, Appleton decided to get serious about his rodeo career. He set a



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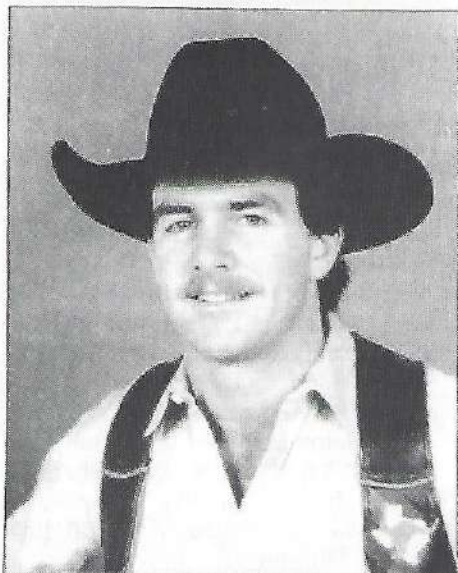
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# WORLD CHAMPIONS



**DAVE APPLETON**

goal of qualifying for the 1982 National Finals Rodeo and stunned the rodeo world by doing just that. To prove that his early success was no fluke, Appleton has qualified for every NFR since.

Although bareback riding is his specialty, Appleton has competed in both bareback riding and saddle bronc riding at three NFRs (1984-86), and barely missed double qualifications in 1987 and 1988.

Appleton's good looks and easygoing style have opened yet another career avenue. Since 1984, he has moonlighted as a professional model and actor, landing roles in such popular television shows as "Dallas."

But by far the biggest role Appleton has captured to date is in the rodeo arena - as the world's best all-around cowboy.



## THE EVENT

Rodeo's "classic event," saddle bronc riding, has its roots deep in the history of the Old West. For amusement and to relieve the monotony of ranch work, hands would often gather and compete among themselves to see who could ride wild horses with the most style.

From this early competition today's rodeo event was born. Each rider must begin his ride with his feet over the bronc's shoulders and is judged on how hard the horse bucks and how well the cowboy rides. A good ride is notable for smooth spur strokes extending from the horse's neck back to the cantle of the saddle.

It is important for the cowboy to synchronize his spurring motion with the rhythm of the horse's jumps. The cowboy's feet should be straight out in front when the bronc's front feet hit the ground; they should strike the back of the saddle, knees bent, when the horse next lunges into the air.



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# WORLD CHAMPIONS

## THE CHAMPION

By all accounts, 1988 couldn't have been a better year for veteran saddle bronc rider Clint Johnson.

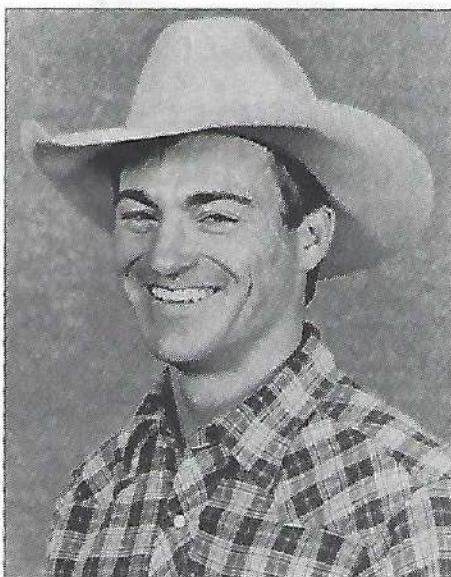
He entered the year newly crowned as the world saddle bronc riding champion for the second time in his professional rodeo career. In February, Johnson took home the gold medal from the Rodeo '88 Challenge Cup, an exhibition rodeo conducted in conjunction with the XV Winter Olympic Games in Calgary, Alberta. In July, he captured the \$50,000 bonus at the Calgary Stampede. Finally, he capped the year by strapping on his third world championship gold buckle.

But life was not always so golden.

His first saddle bronc title came in 1980, but his second didn't come for seven more years. During three of the years in between - 1983, 1985 and 1986 - Johnson found himself the so-called "bridesmaid" of saddle bronc riding, finishing second in the year-end world standings. To make matters worse, during two of those three years Johnson held the lead going into the final round of the National Finals Rodeo, only to slip behind and watch other bronc riders claim the championship title.

"In 1985 and '86, I went into the last day of the Finals with the world lead and finished second both times," he said. "I can sure feel for the guy who gets bumped off there."

In 1988, it was Johnson who came



### CLINT JOHNSON

from behind to win. He was within striking distance throughout the NFR, and was one of only three cowboys who successfully rode all 10 broncs at the \$2 million rodeo.

Johnson's affiliation with rodeo isn't just as an athlete; he's also a highly respected member of the Professional Rodeo Cowboys Association Board of Directors.

"Everything I have accomplished has been made possible by the PRCA," he said. "I guess it's time to start putting something back into the Association."

But the competitive aspect of rodeo still is the most important part to Johnson as he constantly strives to improve his riding style.

"I always want to ride better. I sure have room for improvement, and I don't want to level out," he said. "Winning first isn't always the most important thing. Doing well is. Making great rides is."

But, Johnson admits, winning a world title is a great feeling.

"Three titles is quite an honor," he said. "It means an awful lot ... I'm the luckiest guy in the world."

Johnson also feels lucky in another respect. Last year, he married Mindy Michael, granddaughter of Hall of Fame inductee Benny Binion.



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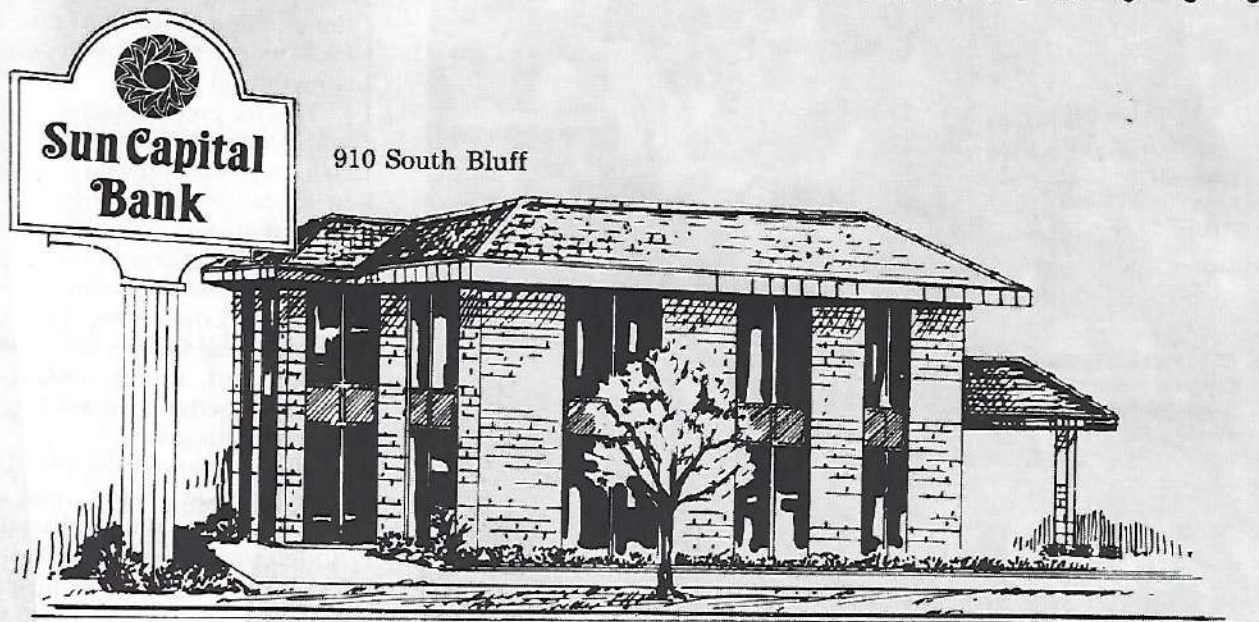
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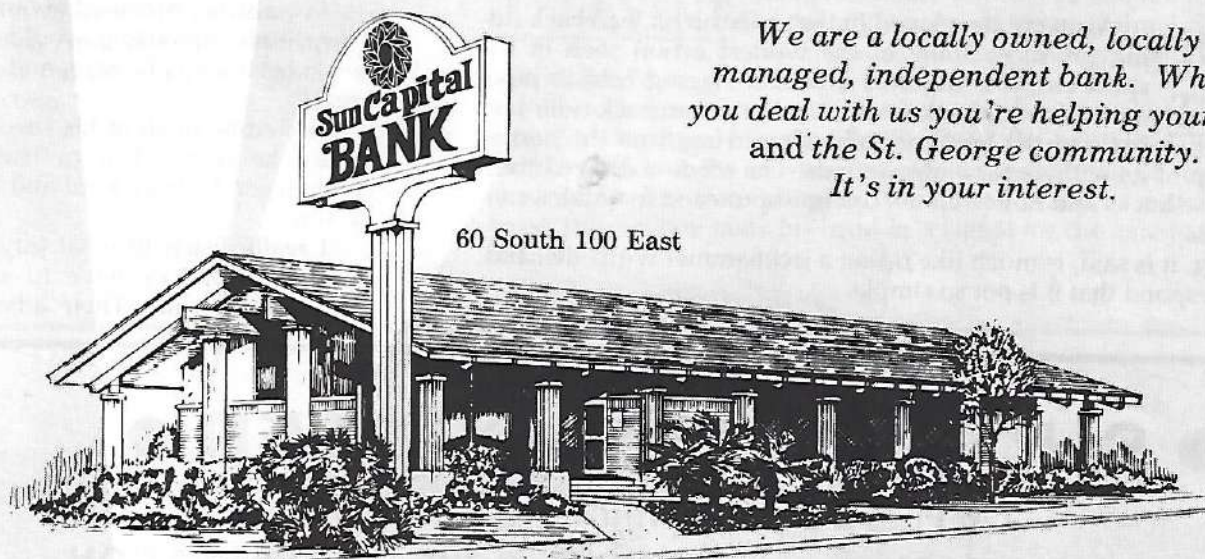




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# WORLD CHAMPIONS

## THE CHAMPION

but Marvin Garrett, a quiet young bareback rider from Gillette, Wyo.,

He may have received his first world championship gold buckle in 1988,

says it won't be his last.

"I'm lucky that things have come together so fast for me, and that they aren't done coming together," he said. "I'm coming back next year to hopefully do the same thing."

Garrett led the 1988 world bare-

back riding standings all fall and throughout the National Finals Rodeo in December.

"It was a great fall," he said. "It was kind of unbelievable, really. Every time I got off a horse, I seemed to be winning the rodeo."

Even more unbelievable for Garrett was the realization that he was the odds-on favorite to take home a 1988 world title in bareback riding competition.

"I was pretty tickled when it (a world championship) started materializing," Garrett said. "It wasn't official, but after the eighth round, I figured it was mine. That's when I started feeling comfortable."

Like all rodeo competitors, Garrett started dreaming of the championship long before his 1984 rookie season. But, unlike most cowboys, he had a better-than-average chance to realize his goal.

He was named the 1984 bareback riding rookie of the year and has qualified for the National Finals Rodeo every year since 1986. In 1987, Garrett found himself in the No. 2 post at the end of the year and resolved to make the climb to No. 1 by the end of 1988.

"I've always dreamed about how a world championship would feel," he said. "It's finally here, and I feel great."

He credits much of his success to advice he received from bareback riding legends Bruce Ford and Mickey Young.

"I really listen to what guys like Bruce and Mickey have to say to me," Garrett said. Their advice is



## THE EVENT

An event developed in the rodeo arena, bareback riding produces some of the wildest action seen in the sport today. Using only a leather rigging held in place on the horse's back with a cinch, the bareback rider lays back on the bucking animal, spurring from the horse's neck up to the top of its withers for eight seconds. The score is derived from how hard the horse bucks and how well the cowboy spurs and maintains control during the ride.

Bareback riding, it is said, is much like riding a jackhammer with one hand. Bareback riders respond that it is not so simple.

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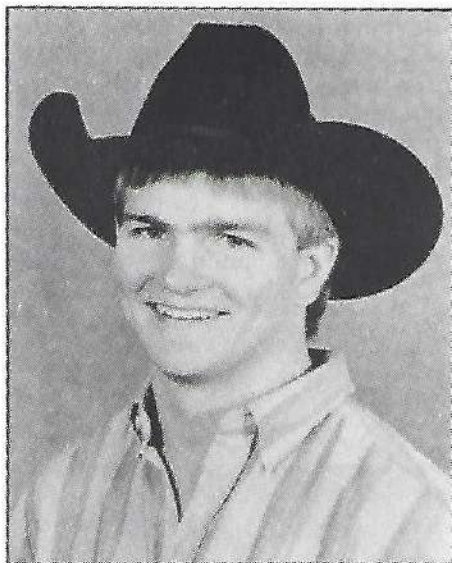
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# WORLD CHAMPIONS



**MARVIN GARRETT**

what made this year "just fall together," he added.

Garrett and his wife, Lisa, have a son, Weston, and a daughter, Cathy.

Garrett insists that winning the bareback riding championship won't change him in the least.

"I just have a different belt buckle to put on," he said.

But it's a sure bet that he'd like to have a drawer full of those special buckles. And Marvin Garrett might be just the man to complete such a collection.



## THE EVENT

Spurring is not required in bull riding, unlike bareback and saddle bronc riding. And the reason is obvious. It's usually impressive enough just to remain seated for eight seconds on an animal that weighs over a ton and is as quick as he is big. But if a bull rider manages to spur during his ride, he'll receive a higher score.

After climbing down onto the bull's back in the chute, the rider slips his gloved riding hand into the handhold of a flat-braided rope. The rope is then pulled tight and the cowboy usually wraps the tail of the rope around his hand to keep it from slipping. When he's ready to match moves with the beast, the cowboy nods his head as a signal for the gate to open and the contest to begin.

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# WORLD CHAMPIONS

## THE CHAMPION

Jim Sharp rewrote National Finals Rodeo history in 1988.

He successfully rode all 10 bulls during the Finals, a feat that North America's best bull riders had failed to accomplish in the NFR's 30 years of competition. The suspense awaiting Sharp's 10th-round ride was multiplied by the fact that he was the final competitor of the rodeo.

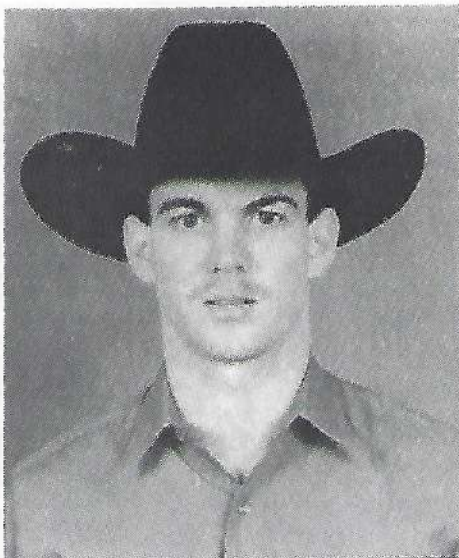
Fans waited anxiously for the moment when Sharp – the only bull rider who had made qualified rides on every bull through the ninth round – would climb aboard Skoal Cyclone, a strong bull from the stock contracting company of Beutler and Son. Sharp had ridden the bull before, but even some of Sharp's fans feared that the pressure might cause him to break.

Despite Skoal Cyclone living up to his name and whipping Sharp violently at times during the ride, the young cowboy stayed aboard until the whistle.

"I came here wanting to ride all 10. I've always wanted to be the first to ride all 10 bulls at the Finals, win the NFR average and the world," Sharp said. "You don't really come here expecting to fall off.

"I got lucky and did it all in one year," he continued. "I've been wanting to win the world since I was a little boy."

Sharp's rodeo prowess goes back a long way, and the honors have been pouring in since he was a



### JIM SHARP

youngster. Among the top titles, he was the American Junior Rodeo Association bull riding champion in 1981, '83 and '84, and was the Texas high school all-around champion in 1984.

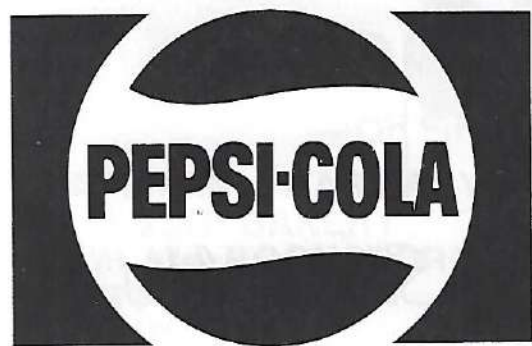
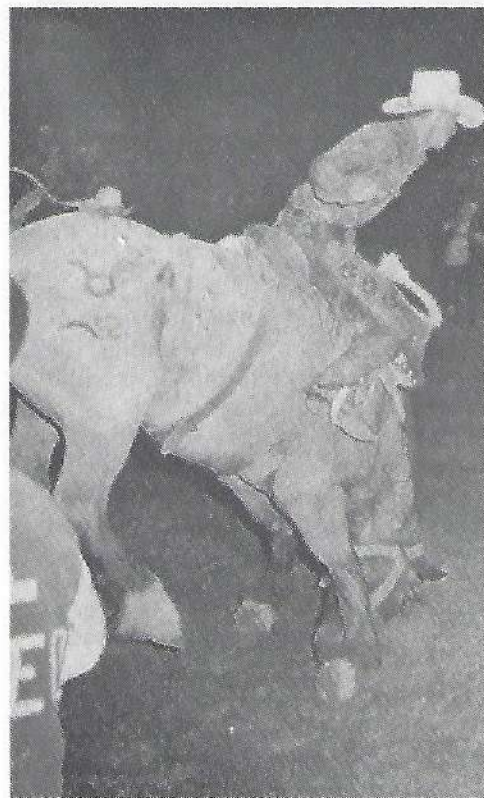
Sharp is well-known for the consistency and strength that carried him to the world title. He rarely gets bucked off, and nearly always makes a ride look much smoother than it really is. In fact, some observers say Sharp's scores sometimes suffer because his smooth style makes it all look so simple.

"I've heard people say I sometimes make it look too easy," he said. "But I figure whether you look good or bad, if you just keep staying on, you're going to win."

Sharp was the Professional Rodeo

Cowboys Association rookie of the year in 1986 and hasn't missed a National Finals Rodeo since joining the PRCA. And every year has been a successful one for the young bull rider.

He holds the record for most money won during a rookie season (\$100,160), and ended up among the top five bull riders in 1987.



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# WORLD CHAMPIONS



## THE EVENT

Like bronc riding, calf roping is an event born on ranches of the Old West. Sick calves were roped and tied down for medical treatment. Today, a cowboy's success in calf roping depends largely on the teamwork between him and his horse. The luck of the draw is also a factor. A feisty calf that runs fast or kicks hard can foil a roper's finest effort.

After giving the calf a predesignated head start, the rider chases his bovine challenger on horseback and catches it with his rope. As his horse stops, the roper dismounts, runs down the rope and flanks, or throws by hand, the calf to the ground. He then ties any three legs of the calf with a short rope, called a pigging string, which he has carried in his teeth. The clock is stopped when the roper throws his hands in the air. The calf must remain tied for six seconds after the cowboy remounts his horse.

## THE CHAMPION

Joe Beaver and his horse, Pat, are an unlikely pair of world cham-

pions. In an event that requires a bit of running from both horse and rider, these two tend to limp a little in the arena – and all the way to the bank.

Maybe that's why they've gotten so quick about catching calves. Beaver says he and Pat have a deal: "I don't try to make him run any farther than he has to, and he doesn't try to make me run any farther than I have to."

With the lightning-quick efforts that Beaver and Pat produced at the 1988 National Finals Rodeo, they certainly didn't have to do much running. Beaver roped and tied 10 calves in 117.1 seconds – nearly five seconds faster than his nearest competitor. He took home his second straight NFR average title, along with his third world championship.

And he did it all while nursing an injured left knee. Beaver aggravated the recurring injury during the National Finals Steer Roping in November and was limping noticeably two weeks later during the National Finals Rodeo. But he says the injury made this championship even more cherished.

"This one meant more," he said. "I came here hurt. This tested me."

Although he passed the test with flying colors, Beaver said he was relieved when it was over. "For the first

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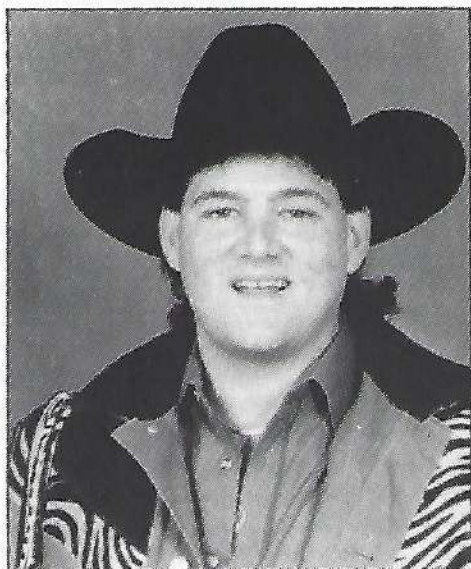


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# WORLD CHAMPIONS



**JOE BEAVER**

time, I'm glad to see the Finals are over. It seemed like this week lasted three months," he said immediately after the NFR.

Beaver underwent arthroscopic surgery just a week after the Finals, and planned to be back in full swing by the end of January.

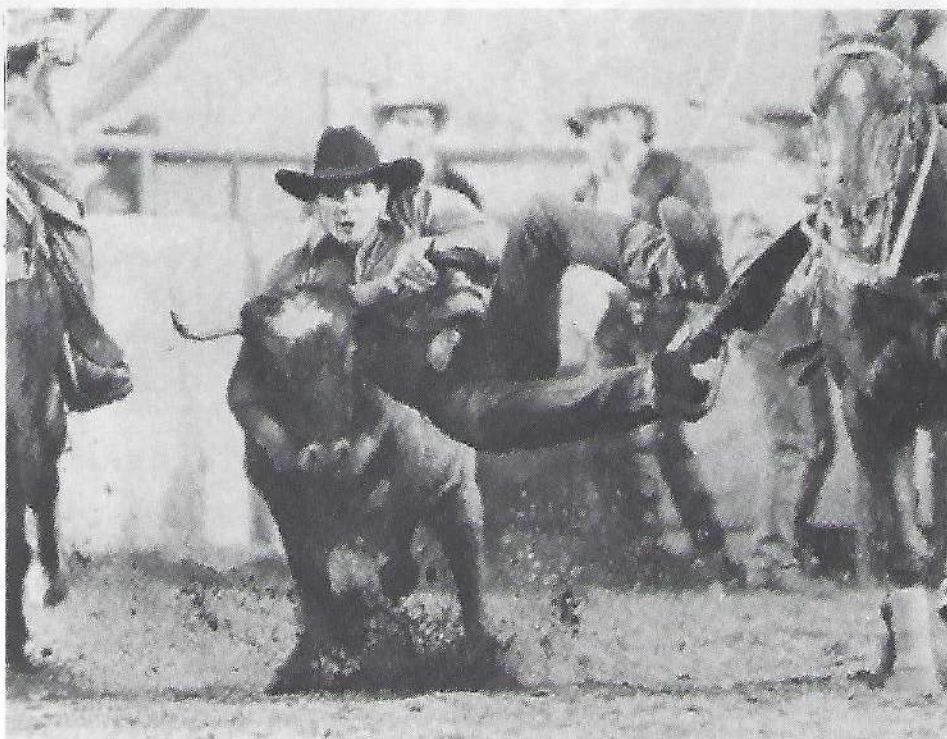
The young Texan's goal is to win at least five consecutive calf roping titles, and it appears he may be well on his way. Beaver led the world calf roping standings most of the 1988 season, and didn't relinquish his lead at any time throughout the 10-round National Finals Rodeo.

Beaver was only a rookie in 1985 when he claimed his first world championship. After finishing a disappointing seventh in 1986, Beaver returned with a vengeance in 1987.

Although Beaver's specialty is calf

roping, his skill in all the roping events helped boost him to third place in the final world all-around cowboy standings. In all, Beaver claimed more than \$108,700 in 1988.

In addition to his \$91,213 in calf roping in 1988, Beaver earned \$3,228 team roping and \$14,263 in steer roping. He closed the season ranked 13th in the world steer roping standings.



## THE EVENT

The key to successful steer wrestling lies in coordination between two cowboys, two horses and a steer. As in calf roping, the steer is given a head start. The steer wrestler then starts his horse in pursuit of the steer, keeping to one side of the steer. A second mounted cowboy, called a "hazer," pursues from the opposite side of the steer. As the pair draws along both sides of the steer, the contestant slides down on top of the steer, his arms around its horns, with his boot heels digging into the ground in front of him.

As the steer slows down, the cowboy turns the animal, lifts up on its right horn and pushes down with his left hand to gain the leverage needed to throw the steer. As in all timed events, the fastest time wins.

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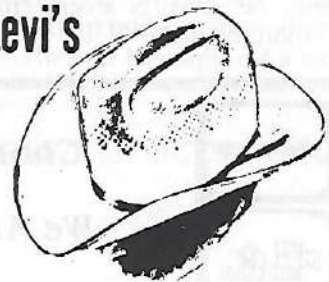
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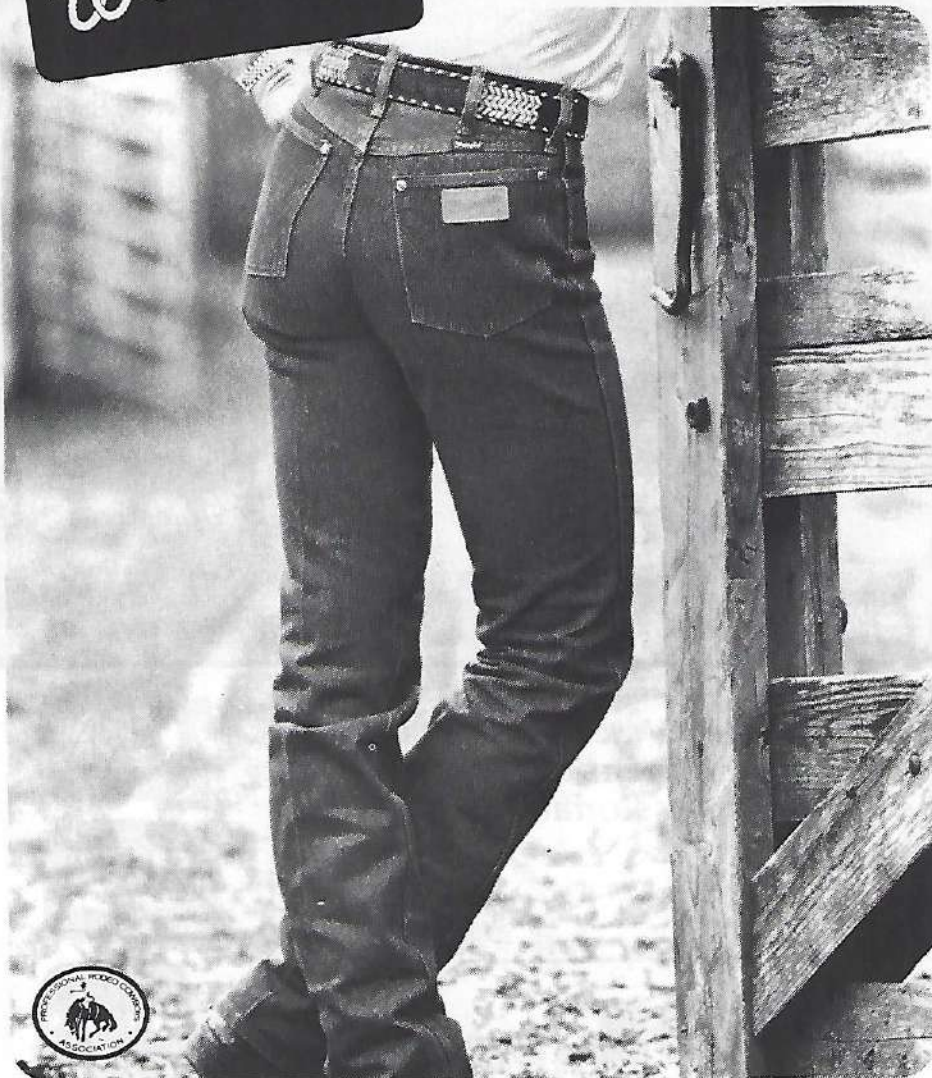


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# WORLD CHAMPIONS

## THE CHAMPION

Perhaps it was in the stars for John W. Jones Jr. to win his second world steer wrestling championship in 1988. Or perhaps it was simply in the genes.

Jones and his father make up one of the most famous family duos in the sport of professional rodeo. They are the only father and son who each have won both the rookie of the year and world steer wrestling titles.

Jones Jr. was the PRCA rookie of the year in 1981; his father captured that honor in 1956. The elder Jones was a world steer wrestling champ in 1970; the younger Jones claimed his first title in 1984.

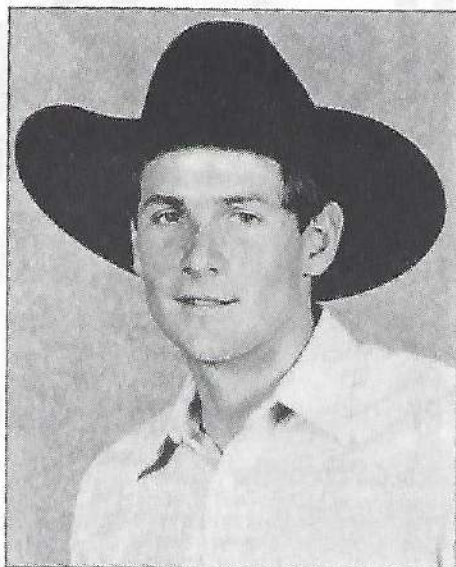
With his victory this year, John Jr. went one title up on his father.

"I've always been in Dad's shadow," he said. "Maybe this'll push me out of it."

For the better part of the 1988 season, Jones had a strong hunch that the title might come his way. He kept remembering a prediction that a psychic had made in June about the steer wrestling championship.

"A family comes to mind," she had said. "It has something to do with family." Although it wasn't an all-consuming idea for Jones, "I kept thinking all year about the thing the psychic said about family," he said.

Jones said he doesn't really care what brought the buckle back to him; he's just glad to have it. And this one, he said is even "more sweet" than the first.



JOHN W. JONES JR.

Jones entered the 1988 National Finals Rodeo a dark horse candidate for the steer wrestling championship. He opened the 10-round rodeo in sixth place and facing 14 other men – most taller and heavier

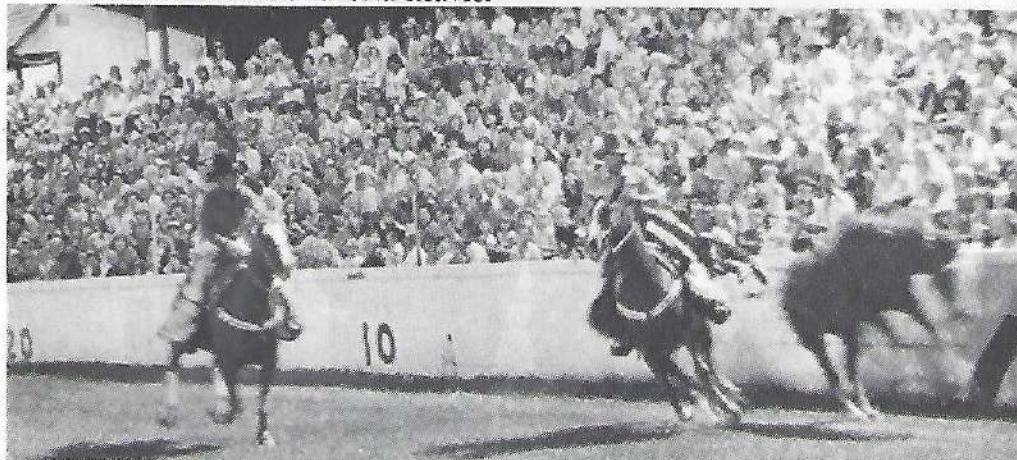
– who wanted the title just as much as he did.

At 6 feet and 185 pounds, Jones is smaller than today's average steer wrestler. He's proven, however, that style more than brawn is the key to successfully wrestling a steer to the ground.

Jones earned the 1988 steer wrestling title with a consistent performance in the Finals. He bulldogged 10 steers in 64.1 seconds to win the "average" competition and a bonus of nearly \$20,000. That bonus was key in his burst into the world lead. Also a capable calf roper, Jones was ranked fourth in the world all-around cowboy standings in 1988.

He has qualified for the National Finals Rodeo in steer wrestling every year since 1982, and he also earned an NFR berth in calf roping in 1982 and 1984.

Jones and his wife, Sherrie, have two daughters: Katie Lynn and Shannon Leigh.



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# WORLD CHAMPIONS



## THE EVENT

The only event in rodeo in which two contestants work together for a single time is team roping. One partner, the "header," throws the first rope and catches the steer's head or horns. The header dallies his rope around the saddlehorn and, as the rope becomes taut, turns the steer away. The second partner, the "heeler," throws the second loop and catches the steer around its hind legs, then dallies around his saddlehorn. Timing and teamwork between horses and riders is essential. When both ropers' horses are facing the steer and ropes are taut, time is complete. A five-second penalty is added for catching only one hind leg.

## THE CHAMPIONS

No one, it seems, wonders anymore whether Jake Barnes and

Clay O'Brien Cooper will win the world team roping championship. The only question remaining is how many times they'll do it.

This year, they topped their closest competition by more than \$34,000. With the lead they carried into the National Finals Rodeo, it would have taken nothing short of a miracle for any other team roper to edge past them. Barnes and Cooper had the world championship statistically locked up midway through the Finals.

The pair has captured a record four

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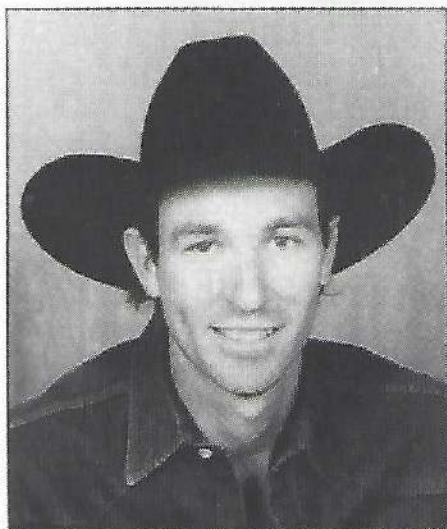


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## JAKE BARNES

consecutive sets of team roping crowns, and they don't appear to be ready to loosen their iron grip on the event.

"Our priority from the first day of the season is to win a world championship," Barnes said. "We'll be back at

it next year. There are a lot of teams that rope well, but we put a lot into it and go to as many rodeos as we can."

Both Cooper and Barnes say the secret to their phenomenal success in team roping lies in the word "team."

"Team roping was dog eat dog for so many years," Cooper said. "Jake and I set goals for our team, and we've stuck it out through good times and bad. Ours is a team effort."

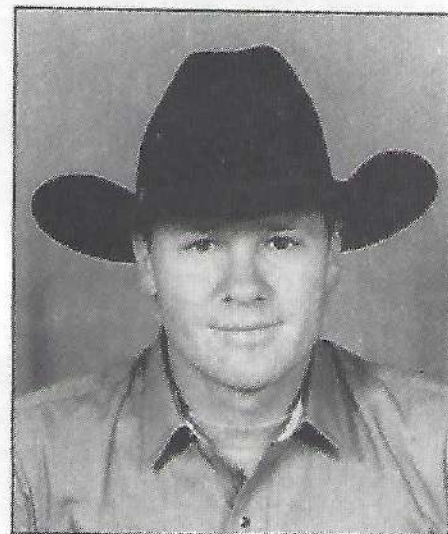
They also give a great deal of credit to each other as individuals.

"Clay's just by far the greatest heeler there is," Barnes said. "He's in a class of his own."

Cooper is just as quick to credit Barnes for the team's dominance.

"Without Jake, I couldn't have done it," he said. "We talk, we're friends and we keep on rolling."

With each world championship, Barnes and Cooper forge their way deeper into the record books. In 1988, they took home a record fourth con-



## CLAY O'BRIEN COOPER

secutive world title, tying the record for most championships previously held by team roping legends Leo Camarillo and Jim Rodriguez Jr.

Barnes is single; Cooper and his wife, Beth, have a daughter, Bailey.

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# NATIONAL FINALS RODEO

Nothing defines professional rodeo's color, excitement and ultimate action like the National Finals Rodeo. This spectacular championship event, which now boasts annual prize money exceeding \$2 million, brings together the world's finest cowboys and the toughest livestock to produce a one-of-a-kind extravaganza.

Since the NFR's 1959 inception it has been reserved for each year's respective top 15 cowboys in saddle bronc riding, calf roping, team roping, bull riding, steer wrestling and bareback bronc riding, and the top 15 women barrel racers. Every contestant competes in each of 10 rounds; along with the huge payoffs in the go-round and average competitions, there also are world championships to be won or lost. And the bulky prize money means that even the cowboy entering the NFR in the 15th slot has a legitimate shot at a world crown.

This year, the Professional Rodeo Cowboys Association will sanction more than 700 major rodeo events. Each of those is considered a stepping stone toward the National Finals Rodeo.

The NFR debuted in Dallas, Texas, in 1959 as an international showcase of rodeo skill and pageantry. In 1962 the NFR moved to the West Coast for a three-year stint in Los Angeles, Calif., before moving to Oklahoma City, Okla. The NFR remained in Oklahoma City for 20 years, gaining prestige and growing continually in terms of prize money, attendance and media exposure.

Four years ago the NFR made perhaps its biggest and most crucial

move. Following an indepth study by the PRCA Board of Directors, the National Finals Rodeo uprooted in 1985 and traveled west from Oklahoma City to glamorous Las Vegas, Nev. The switch has proved extremely successful in every aspect, especially in the prize-money column — the 1984 purse of about \$900,000 doubled immediately, then surpassed the \$2 million mark in 1988. An agreement to keep the NFR in Las Vegas through 1994 could push the prize money to a stagger-

ing \$3 million.

During the NFR's final 11 years in Oklahoma City, the championship rodeo was sold out prior to the start of each season's event. However, the move to Las Vegas and the 16,300-seat Thomas and Mack Center created a larger seating capacity. Each year has brought with it a new attendance record, with the 1988 crowd reaching 165,467.

The Las Vegas format has also helped to produce stronger media exposure. More than 400 members of the working press attended the 1988 NFR, which was broadcast on the ESPN sports network.

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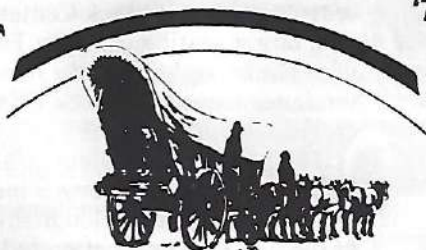
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## PROFESSIONAL RODEO WORLD RECORDS

### HIGHEST CAREER ARENA EARNINGS

\$1,106,088 by Tom Ferguson (1972-88)

### HIGHEST ANNUAL EARNINGS

\$166,042 by Lewis Feild in 1986

### MOST MONEY WON AT A RODEO

\$75,219 at 1987 NFR by Lewis Feild

### MOST MONEY WON AT REGULAR-SEASON RODEO

\$17,635 by Butch Myers at Fort Worth, Texas, in 1989

### MOST MONEY WON IN ROOKIE YEAR

\$100,160 by Jim Sharp in 1986

### MOST MONEY WON IN ONE YEAR, BY EVENT

Saddle Bronc Riding: \$100,932 by Bud Munroe in 1986

Bareback Riding: \$114,675 by Lewis Feild in 1986

Bull Riding: \$137,061 by Tuff Hedeman in 1986

Calf Roping: \$122,455 by Roy Cooper in 1983

Steer Wrestling: \$114,535 by Steve Duhon in 1986

Team Roping: \$99,048 each by Jake Barnes and Clay O'Brien Cooper in 1985

Steer Roping: \$41,289 by Guy Allen in 1984

### MOST WORLD TITLES

Combination of events: 16, Jim Shoulders

All-Around: (tie) 6, Larry Mahan and Tom Ferguson

Consecutive All-Around: 6, Tom Ferguson

Saddle Bronc Riding: 6, Casey Tibbs

Bareback Riding: (tie) 5, Joe Alexander, Bruce Ford

Bull Riding: 8, Don Gay

Calf Roping: 8, Dean Oliver

Steer Roping: 6, Everett Shaw

Team Roping: (tie) 4, Jim Rodriguez Jr., Leo Camarillo, Jake Barnes and

Clay O'Brien Cooper

Steer Wrestling: 6, Homer Pettigrew

### HIGHEST SCORED RIDES

Bull Riding: Denny Flynn scored 98 points on Steiner's "Red Lightning" at Palestine, Ill., in 1979; Don Gay scored 97 points on RSC's "Oscar" at San Francisco in 1977

Saddle Bronc Riding: Doug Vold scored 95 points on Franklin's

"Transport" at Meadow Lake, Saskatchewan, in 1979; Kent J. Cooper scored 93 points on Kerby's "Hang 'em High" at Vernal, Utah, in 1980

Bareback Riding: Joe Alexander scored 93 points on Beutler Bros. & Cervi's "Marlboro" at Cheyenne, Wyo., in 1974; Bruce Ford scored 90 points on Beutler Bros. & Cervi's "Slim Jim's Velvet" at Nampa, Idaho, in 1982

### FASTEST TIMES ON RECORD

(Arena conditions and sizes vary)

Calf Roping: 5.7 seconds by Lee Phillips at Assinobia, Saskatchewan, in 1978 (did not leave box); 6.7 seconds by Joe Beaver at West Jordan, Utah, in 1986; 6.9 by Paul Tierney at Killdeer, N.D., in 1984

Steer Wrestling: 2.2 seconds (without barrier) by Oral Zumwalt in the 1930s; (tie) 2.4 seconds (with barrier) by Jim Bynum at Marietta, Okla., in 1955; by Gene Melton at Pecatonica, Ill., in 1976; and by Carl Deaton at Tulsa, Okla., in 1976

Team Roping: 3.7 seconds by Bob Harris and Tee Woolman at Spanish Fork, Utah, in 1986; 3.8 by Dee Pickett and Mike Beers at Abilene, Texas, in 1983

Steer Roping: 8.5 seconds, Shaun Burchett at Fredonia, Kan., 1987

### YOUNGEST WORLD CHAMPION

Jim Rodriguez Jr., 1959 team roper at age 18; Bill Kornell, 1963 bull rider at age 19; and Guy Allen, 1977 steer roper at age 19

### OLDEST WORLD CHAMPION

Ike Rude, 1953 steer roper at age 59; and Joe Glenn, 1967 team roper at age 53

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