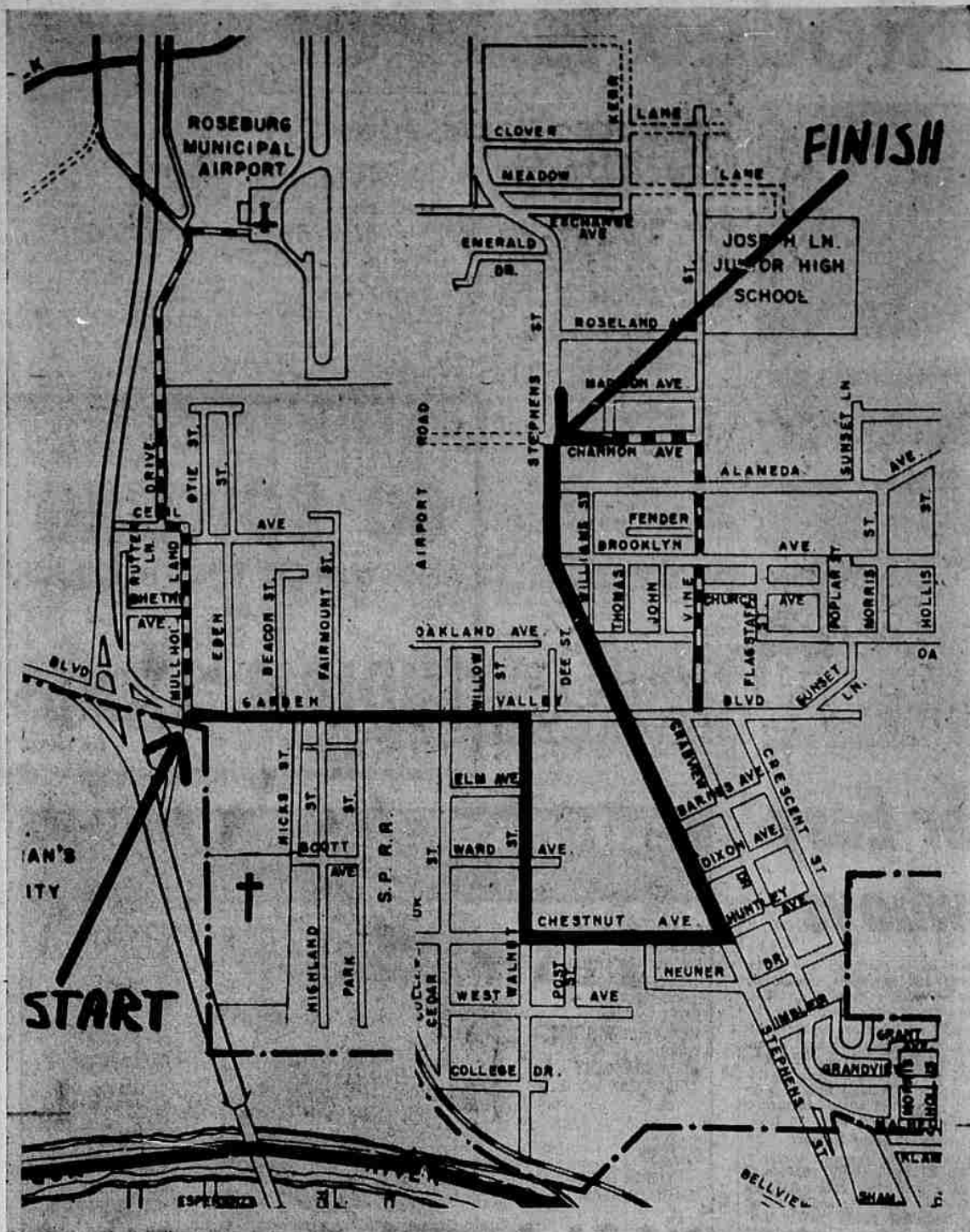




Parade Offers More In Prizes Than Ever

Five anonymous judges will be deciding on a lot of money Saturday morning for what is expected to be one of the biggest Douglas County Rodeo parades in the 19-year history of the event.

About \$1,000 worth of cash and prizes will be on the line for parade competitors in six divisions. First prizes in each division will amount to at least \$60 and second prizes, \$30. Trophies will be awarded to the "show" entries.

The big purse, however, will go to the sweepstakes winner, which will collect \$350. This prize tops last year's by \$100.

Categories in which prizes will be awarded are: bands and marching units, mounted groups, mounted individuals or duos, novelty, floats and commercial.

Prizes for the second year will be awarded by North Roseburg merchants. The parade will take place in North Roseburg along the following route: From the starting point at NW Garden Valley Blvd. and Mulholland Drive, it will go east to Riverside School, south on Cedar to Chestnut, east on Chestnut to NE Stephens, north on Stephens to the Safeway store for disbanding. (See map above).

The reviewing stand will be at the intersection of Garden Valley Blvd. and NE Stephens. Bob Johnson will be master of ceremonies.

Marshal for the parade will be Cap'n Shipwreck, a television personality from Eugene.

WORLD CHAMPS VIE

You'll still see rodeos all over the country billed as "World Championship." They have every right by the rules, strictly interpreted, to be called that. For if a rodeo has the approval of the Rodeo Cowboys' Association, every dollar of prize money won at it will count in the race for the world's championship. And no rodeo is big enough that a man can win a world's championship at that rodeo alone.

The News-Review

SPECIAL SECTION ROSEBURG, OREGON FRIDAY, JUNE 14, 1963 ★ ★ 140-63

The Rodeo Schedule

FRIDAY, JUNE 14

8:30 p.m. — Teen Dance at Elks Ballroom. Dick Booth master of ceremonies.

8:30 p.m. — Square Dance sponsored by Umpqua Area Council of

SPORT SCANDAL-FREE
Rodeo is the only major American sport that has never had a scandal, partly because of the attitude of the men in the sport and partly because of the futility of bribing or dealing with a wild bronc, a bull or a dogging steer.

LONG SEASON

The rodeo season is the longest in the world of sport, starting in January with the rodeo at the National Western Stock Show in Denver and running through the rodeo at the Grand National Livestock Exposition at the Cow Palace in San Francisco in November.

ART WORK SHOWN

Drawings and some of the information appearing in this edition were secured from the Levi Strauss & Co. of San Francisco. The drawings are from a classic collection owned by the company.

Square Dancing. Ronnie Telford of Alturas, Calif., will be caller. Exhibit building at Fairgrounds.

9 p.m. — Popular Dance in Community Building at Douglas County Fairgrounds. Bill Borchert and band to play.

SATURDAY

10 a.m. — Rodeo Parade in North Roseburg (see map above). Prizes will be awarded to winning entries in several divisions. Grand sweepstakes prize is \$350.

SEE You At the RODEO!



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It's

RODEO

Time

The big weekend starts tonight with more dances than the city has seen at one time for many years. It's Rodeo weekend for the 19th straight year.

Many of the cowboys have already arrived, and the stock they will battle came in Wednesday and Thursday so they would be rested up for the big show.

The main events in the big weekend are scheduled Saturday night at 8 and Sunday afternoon at 1:30. At stake in the world championship rodeo will be \$5,600, and every dollar of that counting as a point toward individual event world's championships and all-around cowboy events.

Top Cowboy Selected

The man winning most money will be acclaimed as the all-around cowboy at the 1963 Douglas County Rodeo.

To build up to the big rodeo, two major events are on tap. The first, of course, is tonight when dancing will be available for everyone from the jitterbug to the sedate two-stepper. The Umpqua Area Council of Square Dancing has scheduled one of these dances in the exhibit building at the Douglas County Fairgrounds. The club had originally planned to hold the event outdoors, but the ground had not dried enough to allow solid footing for an outdoor dance floor.

Then, in the Community Building at the Fairgrounds, popular dancing is planned to the music of Bill Borchert and his band.

Teen-Agers Defice

Finally, downtown, the teen-agers



TRUDY ESSELSTROM

... her majesty, the queen

ers will have their own arena. They will be dancing at the Elks Temple to recorded music, with Dick Booth as master of ceremonies.

Entry to all these dances is by "booster" button.

Interest in the rodeo will continue to build Saturday with the annual Rodeo parade. For the second year, it will be sponsored by North Roseburg merchants. Parade chairman is Frank Lowery.

The big event Saturday night, of course, is the first section of the rodeo. It has been scheduled at night again in order to make it more convenient for rodeo buffs to attend.

Bright and early Sunday morning, it's time to eat. From 7 a.m. to 11, the auxiliary of the Douglas County Mounted, which is sponsoring the rodeo, will hold its traditional cowboy breakfast. For a small price, you can eat all you can hold.

Final Section Set

The big weekend will end with the main section of the rodeo Sunday afternoon.

Reigning over this year's rodeo will be Queen Trudy Esselstrom. She and the members of her court have been busily selling "booster" buttons for the last few weeks. The top salesgirl of the five-girl court will win a prize.

Other members of the court are Miki Utterback, Charlene Wilson, Maggie Thomason and Mary Felt.

It promises to be a festive weekend, so come on thar podner and let's shake off the dust while we enjoy one of the best rodeos in Oregon Saturday and Sunday.

19th Annual
DOUGLAS
COUNTY
PIONEER DAYS

RODEO

Saturday—June 15—8 P.M. Under The Lights

Sunday—June 16—1:30 P.M.

★ FRIDAY—JUNE 14

3 BIG RODEO DANCES

1. TEEN DANCE—At Elks Lodge 8:30 P.M.
2. SQUARE DANCE—Fairgrounds 9 P.M.
3. MODERN DANCE—Community Bldg. 9 P.M.

★ SATURDAY—JUNE 15

Rodeo Parade—10 A.M.

North Roseburg

Ray Kohrs Rodeo Stock
Karl Doering Rodeo Clown

★ SUNDAY—JUNE 16

Cowboy Breakfast

7 to 11 A.M.

Fairgrounds Community Bldg.

- TOP COWBOYS
- THRILLING STOCK
- HORSE RACING
- CHARIOT RACING
- 4-H RELAY RACES

