

B.L.

THE LOCAL CATTLEMAN'S OWN SHOW

Rodeo



FIRST ANNUAL

LA GRANGE RODEO

APRIL 25, 1948
California
LA GRANGE Centennial
CELEBRATION

SOUVENIR PROGRAM 25¢

"IF YOU FEEL LIKE
CENTENNIAL SPIRIT
WE HAVE IT HERE"



★
49 CLUB



Mixed Drinks
Liquors of All Kinds

We Specialize In Spanish
And American Dishes

JAMESTOWN, CALIF.

LA GRANGE RODEO ASSOCIATION

In November of 1947 a community meeting was held with members of the Stanislaus County Centennials Planning Committee present to discuss the possibility of having the County's first Centennial Celebration here in La Grange.

Due to the fact that La Grange was the ~~first~~ County Seat and at the same time the County's most thriving city, it was decided to focus statewide attention on her on April 25, by staging a celebration everyone would remember for years to come.

Mr. Carl Washburn was elected General Chairman of the La Grange Centennial and he asked for suggestions from everyone in order to map out a program that would attract and entertain a large number of people.

A rodeo was suggested and the idea, long tampered with, was approved as being a good way of bringing back some of the color to our once booming mining town.

Jack Welch was appointed to call a meeting of the cattlemen and cowboys of our vicinity to see what they thought they could provide. A most enthusiastic meeting was held and enough money advanced by the crowd to purchase materials for construction of rodeo grounds.

A rodeo association was formed; officers were elected and committees appointed. Use of the old ball diamond as a rodeo site was offered by Jeff Doolittle and was accepted as a very attractive location.

Dick McGuire of the Tuolumne Gold Dredging Company kindly provided equipment and the area was leveled so construction could begin.

It had been decided to hold an annual rodeo and parade, so the best of corrals were built, large enough to stage a show that would make people return every Spring.

Construction of the whole arena has been done by association members and people of the community who approve our plans for an annual rodeo. Many prizes and trophies have been donated by merchants from nearby towns who wish us success.

We wish to express our thanks to everyone who has been so helpful.

Have a good time today — and we'll see you again next spring.

The La Grange Rodeo Association, Inc.



Jamestown, California

THE SMOKE

Our Specialty
CHINESE DISHES
And Fine Meals

— COCKTAILS —

Hap Collard, Prop.

Jamestown, California

RODEO LINGO

BICYCLING — The act of scratching with first one foot then the other in the manner of riding a bicycle.

BLOWING A STIRRUP — Losing a stirrup, which disqualifies rider.

CHUCK-WAGON — A wagon used for carrying food supplies, particularly during branding expeditions.

COASTING — When a cowboy attempts to quiet a bronc by holding its head and not spurring.

COMMUNITY LOOP — Extra large loop thrown by roper.

CROW-HOPS — A term contemptuously applied to mild bucking motions.

HURRICANE DECK — The saddle seat on a horse. When a cowboy is bucked from the bronc, he is thrown from its "hurricane deck."

PULLING LEATHER — Holding on to the saddle horn with the hand while riding a bucking animal. Prohibited by the rules, and scorned by all real cowboys.

SCRATCHING — The act of keeping the feet moving in a kicking motion in riding bucking animals—one of the acts necessary to win.

DOG-FALL — Putting a steer down with its feet under him.

SALTY — If speaking of a man, it means "He's a good hand;" of a horse it means "He's a hard bucker."

★

MODESTO DRUG CO.

Specializing In

Prescriptions

Veterinary Supplies

Trusses, Surgical Belts

Elmo and Ex-Cel-Cis Cosmetics

PHILIP. J. TAGLIO
Prop.

Phone 335

MODESTO, CALIF.

Do You Need —

I N S U R A N C E ?

If You Do — It Will Be A
Good Idea To Call

★
E D . Z I M M E R M A N

He Says
"If It's Insurance, We Write It"

Phone 4202

639 Third Ave. Oakdale, Calif.

ASSOCIATION
COUNTY FAIR
SHOW



Photo by Geo. Pitts, Sonora

modesto's
leading clothiers

DOBBS HATS

KUPPENHEIMER
Good Clothes

Manhattan Shirts
and Underwear

Hickock Belts
and Jewelry

J. S. WILLIAMS CO.

804-806 TENTH ST.

PHONE 737

Modesto

California

WEAVER'S
At Yosemite Junction

SPECIAL STEAK
and
CHICKEN DINNERS

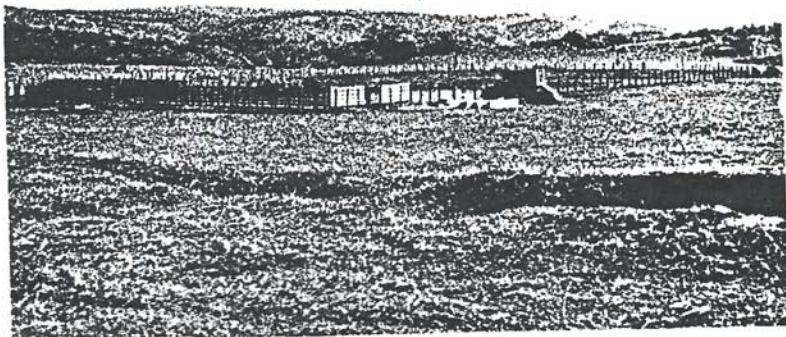
DRINKS SERVED

STANDARD OIL PRODUCTS

at

YOSEMITE JUNCTION

<p>NED SULLAVAN Deputy Sheriff Waterford</p>	<p>COOPERS GARAGE Waterford</p>
<p>BROOKS & FAGER Barber Shop Waterford</p>	<p>STANDARD OIL PRODUCTS O. Breshear Waterford</p>
<p>RASMUSSEN GROCERY Waterford</p>	<p>WATERFORD POOL HALL Waterford</p>
<p>WATERFORD FEED STORE H. C. Munk Waterford</p>	<p>HIWAY GARAGE Waterford</p>
<p>WATERFORD TIRE SHOP Waterford</p>	<p>ARMENTROUT SERVICE Waterford</p>
<p>WATERFORD COLD STORAGE Waterford</p>	<p>WATERFORD PHARMACY M. A. Rager Phone 37 Waterford</p>



THE START - LaGrange Rodao Grounds

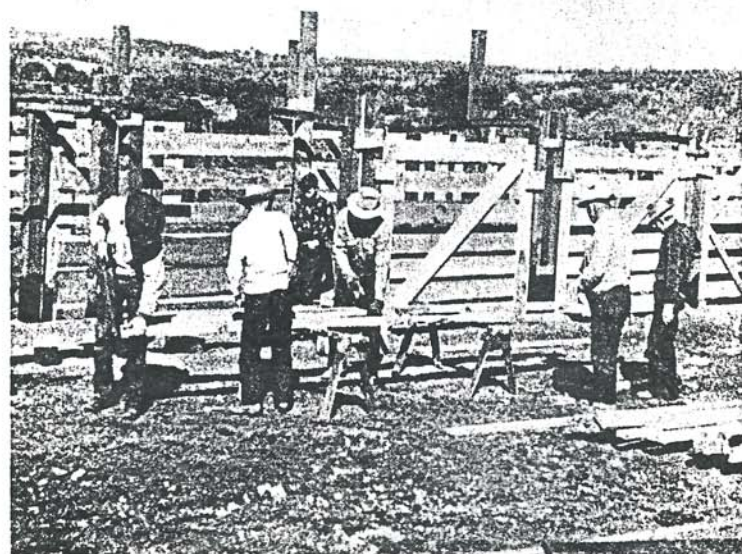
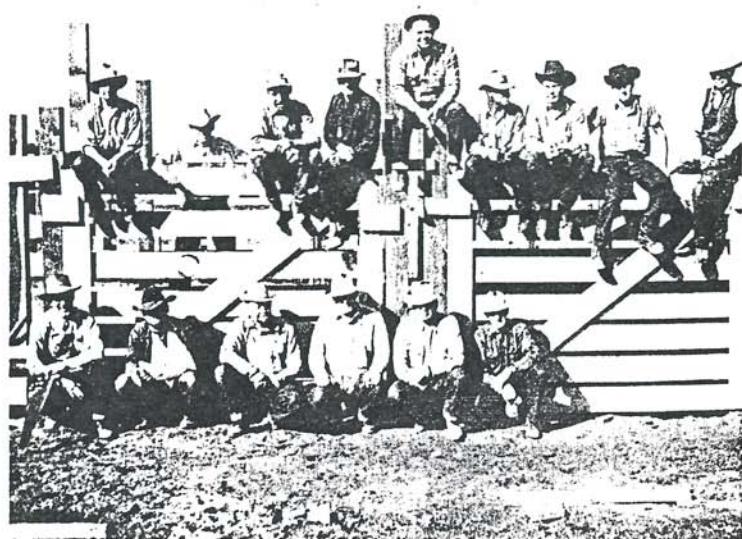
★
STANLEY
&
KIRKMAN
INSURANCE

GRAIN
730 10th ST.
PHONE 842
MODESTO

Established 1851

LEE PROUDY
electric welding

★
BRANDS
and
BRAND HEATERS
PHONE 3-W
WATERFORD





JACK L. WELCH
RODEO CHAIRMAN



CLAYTON E. BRADLEY
SECRETARY-TREASURER

ALBERT ROEN



RODEO DIRECTORS



PAUL ERICKSON



IVER ERICKSON

HOLLIS INGALLS



WILLIAM WELCH



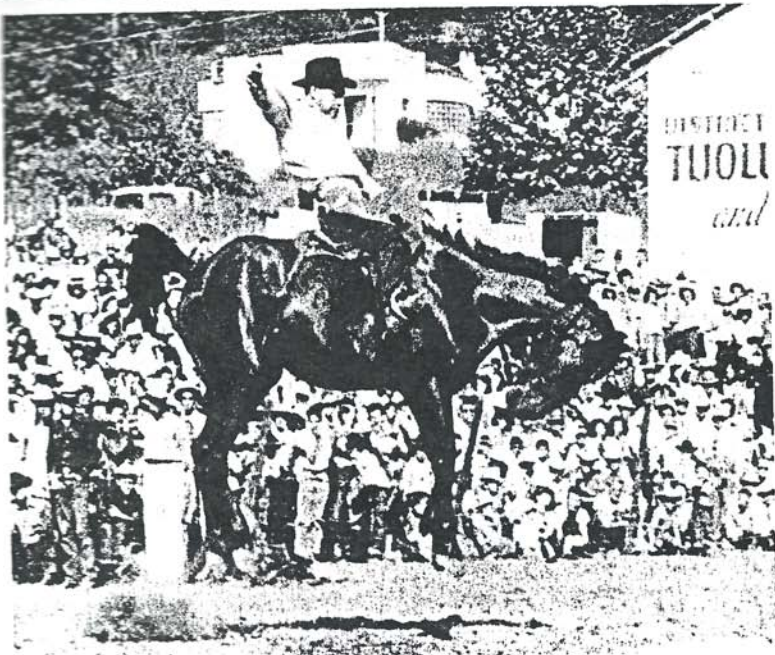


Photo by Geo. Pitts, Sonora

Ph: 4191

Res. Ph: 4167

H. R. HARPER

BUTANE & PROPANE

HOUSEHOLD APPLIANCES

HOLLIS HARPER

Owner & Manager

East Sonora Highway

P.O. Box 1109

OAKDALE CALIF.

WATERFORD
GARAGE

General Repairing

Tires & Parts

Phone 5-W

WATERFORD

CALIFORNIA

TROPHY DONORS

- SAN JOAQUIN MANUFACTURING CO. — OAKDALE
Silver Buckle — All-Around Cowboy
- OAKDALE STABLES — OAKDALE
35 Ft. Nylon Rope — 3rd Place Bridle Class
- WARDROBE — OAKDALE
Levi Jacket and Overalls — Winner of Calf Roping
- WATERFORD GARAGE — WATERFORD
Headstall and Reins — Bridlehorse Class — 1st Place
- WATERFORD DRUG and VARIETY STORE — WATERFORD
\$10.00 Merchandise Order — Trail Class 3rd Place
- CECIL WRIGHT SADDLERY — MODESTO
4 Plymouth Ropes to Winners of Roping Events
- CLARK MOTOR CO. — OAKDALE
1 Ford 18-month Battery to Winner of Bull Riding
- MODESTO HARDWARE CO. — MODESTO
1 Pair of Spurs — 1st Place Saddle Bronc Rider
- MADONNAS LIQUOR STORE — 1214 H St., MODESTO
1 Case of Beer — 2nd Place Cow Mugger
- YOSEMITE DISTRIBUTING CO. — MODESTO at 12th & C
1 Case of Ale — 1st Place Cow Mugger
- BAUGHMANS — LIVERMORE, CALIF.
Complete Outfitters To Men
1 Silver Buckle Set — 2nd Place Hackamore Class
- E. D. BLAKELY & SON — HANCOCK DISTRIBUTOR, MODESTO
3 Pair Levis — 3rd Place in Three Riding Events
- WALTER P. SHOEMAKE — JEWELER — MODESTO
Horse Statue — 1st Place Trail Class
- P. L. MARSH — LEATHER GOODS — 918 H — MODESTO
1 Hair Rope — 1st Place Hackamore Class
1 Plymouth Lariat — 2nd Place Bridle Class
- SWAN JEWELRY — 1027 10th St. — MODESTO
Bill Beaty, Prop.
1 Tie Holder — 2nd Place Trail Class
- MONTGOMERY WARD CO. — MODESTO
1 Roping Bit — 2nd Place Wild Cow Milking
- THE TOGGERY (Dozier & Lieter) 815 10th St. — MODESTO
\$5.00 — 3rd Place Hackamore Class
- JÔE DE BOER
1 Silver Belt Buckle — 2nd Place Calf Roper
- LEVI STRAUSS CO. — SAN FRANCISCO
3 Pair of Levis
2nd Place in the 3 Riding Events
- REGAL PALE DISTRIBUTING CO. — MODESTO
Comer Lee, Mgr.
\$10.00 — 2nd Place Team Roping
- DICK KEELER — LA GRANGE
\$5.00 — 3rd Place Team Roping



Compliments of

A. L. Gilbert Company

Oakdale, California

G R A I N

F E E D

I N S U R A N C E

Phone 6011

Oakdale, Calif.

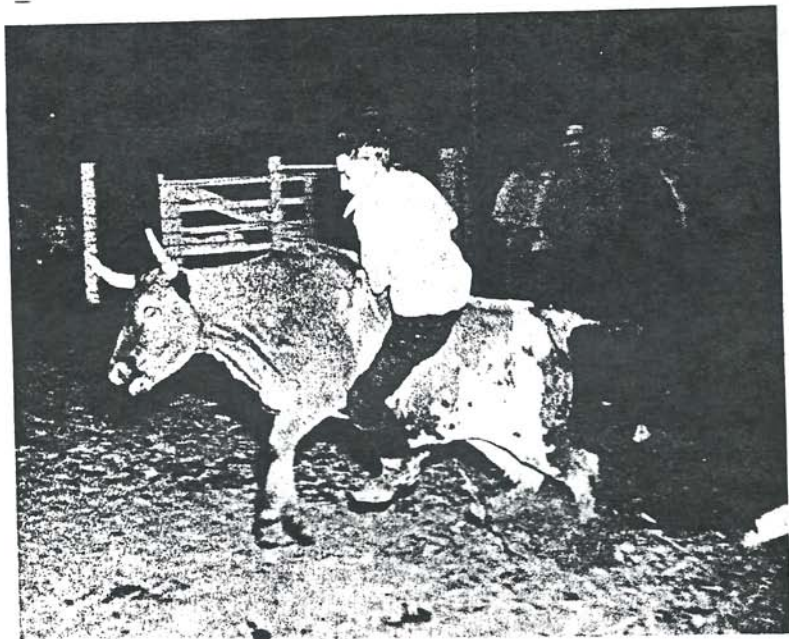


Photo by Geo. Pitts, Sonora



Pioneer Club - Cafe

Lee and Erma Conklin
JAMESTOWN, CALIF

★ HEADQUARTERS

LEVI OVERALLS
Shirts & Riders

PENDLETON SHIRTS

★ OLSEN STELZER BOOTS

ROWELL BELTS & BUCKLES

BAER'S

SONORA, CALIF.



Photo by Geo. Pitts, Sonora

CLUB



LUNCHEtte

CAFE

PHONE 883



SONORA, CALIF.

Good Luck
Cowboys!

LEONARD C. SISSON

CATTLE
&
GENERAL HAULING

PHONE 7711

P.O. BOX 411

961 SECOND AVE. OAKDALE



Photo by Geo. Pitts, Sonora



Success To The La Grange Rodeo

SERVE NTE GROCERY

IMPORTED and DOMESTIC GOODS

Olive Oil, Cheese, Macaroni of All Kinds

SERVE NTE BAR

OFF SALE — ON SALE

GOOD FOOD

SONORA, CALIFORNIA

IN TUOLUMNE COUNTY
IT'S
HALES & SYMONS

HEADQUARTERS FOR

PROPANE

BUTANE

FUEL OILS

APPLIANCES

PLUMBING SUPPLIES

BUILDING MATERIALS

FEED — GRAIN

MINING SUPPLIES

PHONE 444

SONORA

Marshall's
Boot & Leathercraft



Boots Made
and Repaired

609 12th St. — Phone 635-W

MODESTO

IN SONORA
IT'S THE
MOUNTAIN CLUB

See Our

GOLD EXHIBIT

SONORA, CALIF.

"Home Institution"

J. S. West & Co.

SONORA, CALIF.



AL DEVOTO, PROPRIETOR

SONORA, CALIF.

★

G M C TRUCKS



1/2 TON PICK-UP TO
10 TON DIESEL

DAVIS MOTORS

SONORA, CALIFORNIA

John Bates



Central Motors Co., Inc.

SALES and SERVICE

JOHN E. KELLEY



Buy "Kelley" Cars

24 HOUR SERVICE

Phone

448

Sonora

