

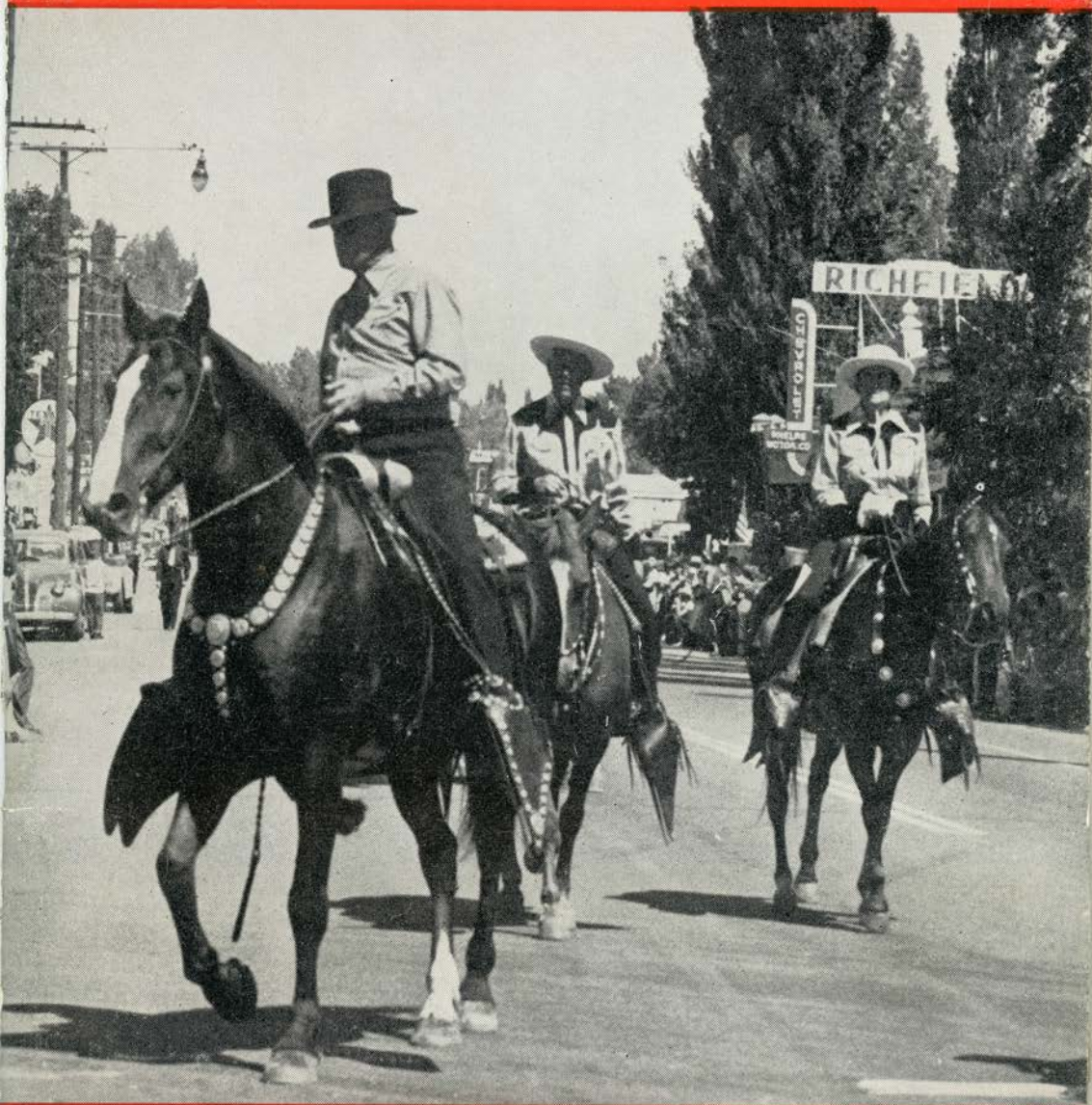
... 14th Annual ...

359

# BISHOP RODEO

SOUVENIR PROGRAM

September 4 - 5 - 6, 1948 . . Dedicated to a Small Town



Produced by

BISHOP HOMECOMING and LABOR DAY ASSOCIATION



BUTTERMILK COUNTRY . . . WEST OF BISHOP

Photo Courtesy of Ansel Adams





# This is BISHOP . . .

## A SMALL TOWN

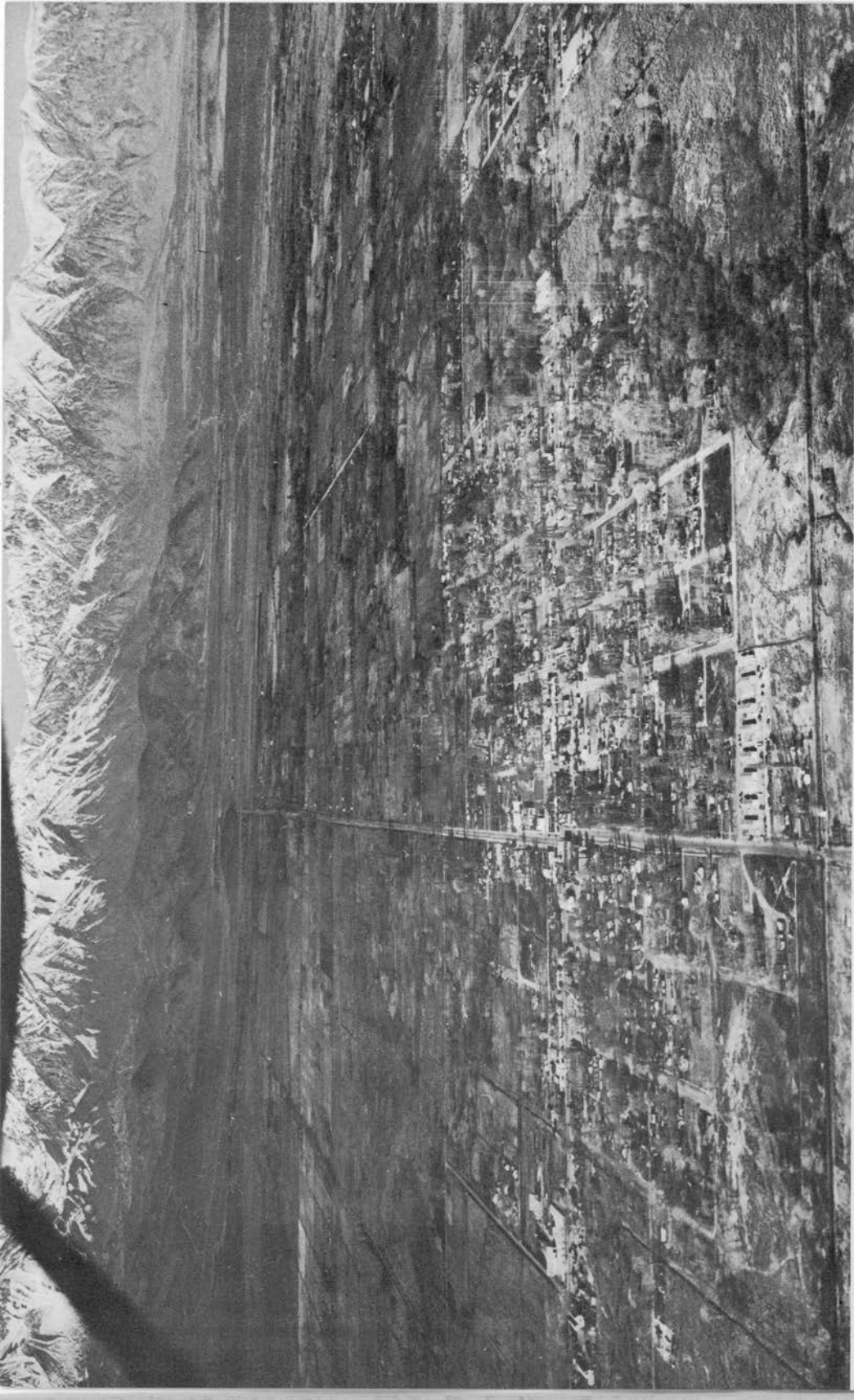
I like to live in a small town  
Where the trees meet across the street.  
Where you wave your hand and say "hello"  
To everyone you meet.

I like to stand for a moment  
Outside the grocery store  
And listen to the friendly gossip of  
The folks that live next door.

And we hear their joys and sorrows  
As we daily come and go.  
So I like to live in a small town.  
I care no more to roam.

For every house in a small town  
Is more than a house. It's a home.





**BISHOP ... Looking to the High Sierra**

Sponsored by our two drug stores: **BISHOP DRUG CO. • OWENS VALLEY DRUG CO.**



## OUR RODEO QUEENS

Every "Small Town" celebration has a Queen . . . and Bishop is no exception. From the four queen contestants shown above with Parade Marshal L. J. Horton, one will be queen of our 14th annual show this year. The young ladies, left to right are Barbara Clancy, Janice Kixmiller, Alice Stokley, and Dorothy Agrell. Veterans of All Forces March . . .

And Meet Our  
Last Year's  
Queen

Dorothy Amon—1947





### *and Some Former Queens*

*Upper Left: June  
Bright, '38.*

*Upper Right: Gebbie  
McMurry, '39.*

*Left Center: Barbara  
Tibbals, '41.*

*Right Center: Buena  
Phillips, '43.*

*Lower Left: Janice  
Yandell, '44.*

*Lower Center: Gene-  
vieve Cline, '40.*

*Lower Right: Bar-  
bara Mandich, '46.*



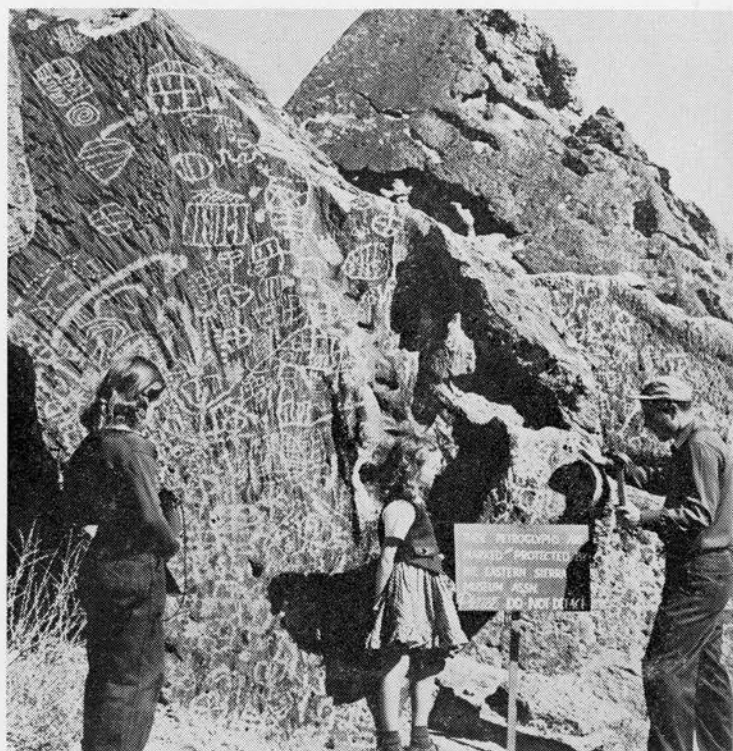




THE GOOD OLD DAYS » Probably few can remember the above horse show of 1897 held on Bishop's Main Street. Probably these horse shows were the forerunner of Bishop's annual celebration. At any rate, no one can say that Bishop was a "one-horse" town . . . even in the virile, robust young days of 1897.

- EASTERN CALIFORNIA MUSEUM ASSOCIATION

History of Eastern California is being preserved. The adjoining picture shows the Eastern California Museum Assn. sign warning against vandalism at the Owens Valley petroglyphs near Bishop.



# BISHOP HOMECOMING and LABOR DAY ASSOCIATION

## Official Roster

CLARK TALBOT	- - - - -	President
RALPH TALBOT	- - - - -	Secretary-Treasurer
L. L. "Slim" TATUM	- - - - -	Vice-president, rodeo
WILFRED PARTRIDGE	- - - - -	Vice-president, grounds
LLOYD GOODALE	- - - - -	Vice-president, admissions
TODD WATKINS	- - - - -	Vice-president, publicity



## DIRECTORS

DR. C. W. ANDERSON  
Immediate past president  
CHARLES MUMY  
LES STEWART  
JOE McNALLY  
NICK MANDICH, Sr.

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PARADE	- - - - -	STAN LLOYD
BEEF RAFFLE	- - - - -	JOE McNALLY
OLDTIMER'S PICNIC	- - - - -	LES HORTON
SOUVENIR PROGRAM	- - - - -	TODD WATKINS
AMATEUR RODEO	- - - - -	SLIM TATUM
COMMUNICATIONS	- - - - -	ED MORRISON
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STEER FEEDING	- - - - -	OWEN CLARK
CHILDREN'S SPORTS	- - - - -	COACH J. A. SCHWAB
BAND	- - - - -	WOODSON RATHJEN
QUEEN CONTEST	- - - - -	BISHOP 20-30 CLUB
FINANCE COMMITTEE	- - - - -	NICK MANDICH, Sr.
ANNOUNCING	- - - - -	CHAS. MUMY
RODEO SECRETARY	- - - - -	CLARKE DEMOREST



## ACKNOWLEDGMENTS

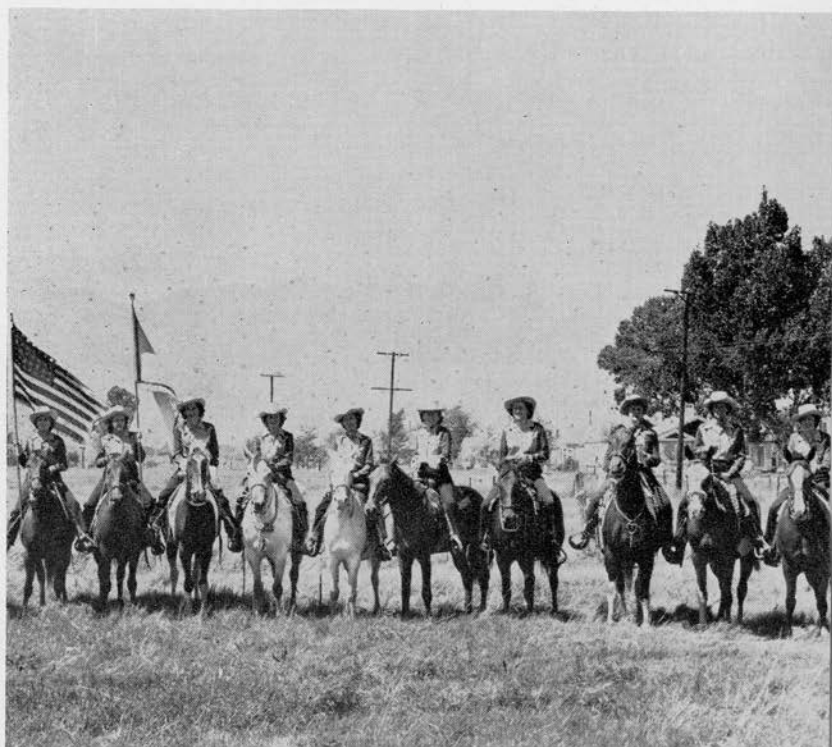
Grateful acknowledgment is made for the photographs in this program to the following: ANSEL ADAMS, Yosemite; J. E. MORHARDT, Bishop; CURTIS PHILLIPS, Bishop; THE ALL YEAR CLUB OF SOUTHERN CALIFORNIA, Los Angeles; FRASHER'S PHOTOS, Pomona; HARVEY'S PHOTO SERVICE, Bishop.





• The  
**SIERRA  
COWGIRLS**

A Bishop "Institution"



Quarter Page Sponsors: **BISHOP LAUNDRY and DOUGHERTY AUTO COURT.** • **MOTEL SIERRA, PERRY PONTIAC, PERRY SERVICE STATION.** • **VALLEY MOTEL.** • **ABE SEGEL, lives rock dealer.**

## • THIS IS COW COUNTRY

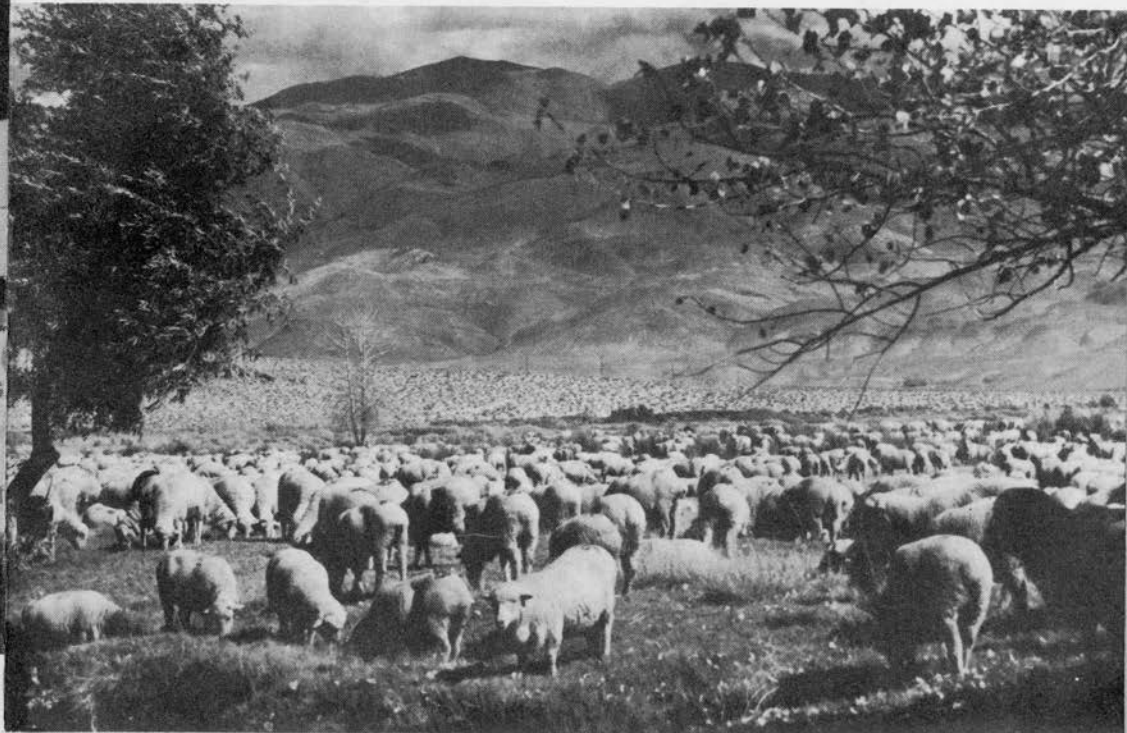
Well . . . Hello! Your'e in Cow Country

That's why you're at a Rodeo . . . 'Cause the two go hand in hand. Especially in a "Small Town." » The cowboy who "punches" cows for a living is a crazy sort of a guy . . . he likes to make fun out of his work . . . out of this fun and good competition has come, maybe not the "biggest show on earth" but certainly one of the BEST . . . The American Rodeo. » We're proud of OUR Rodeo and the local and out of town boys who come to compete . . . just as we're proud of our country . . . Inyo-Mono. » So in this souvenir program we're going to brag just a little about ourselves and our country. » For example: These are some of our cows . . . starting the drive to the "high country" in the Spring. Our cowboys and cattlemen still drive their cattle from the low valley to the mountain country in Spring and return in the Fall . . . and it's a sight, brother, it's a sight.



Quarter Page Sponsors: **MT. LIQUID GAS & APPLIANCE CO.** • **MIKE'S SERVICE STATION**, Signal oil products. • **McMURRY'S CAFE & BAR.** • **KERN WHOLESALE CO., Bakersfield.**

## SHEEP RAISING ... a principal industry

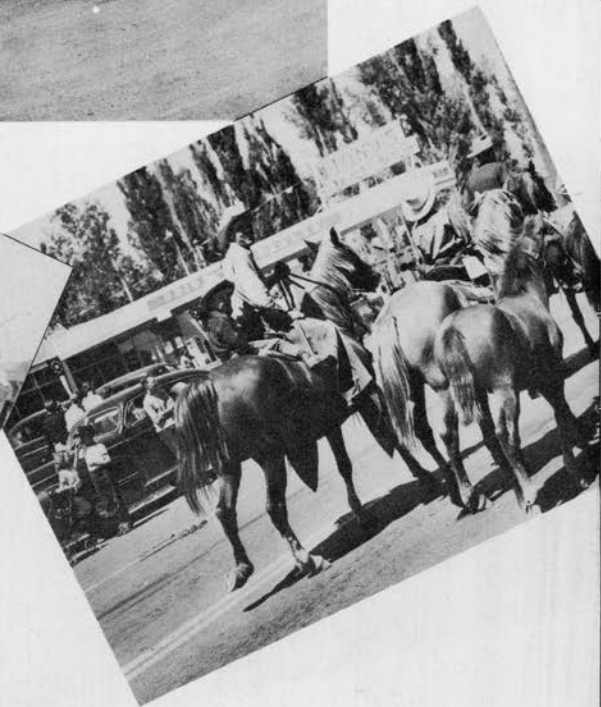
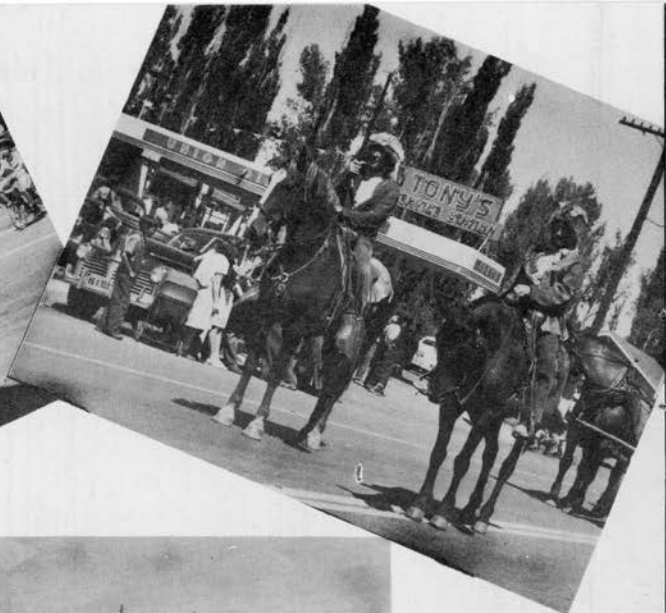


And Our **TRUCKING** industry takes 'em to market

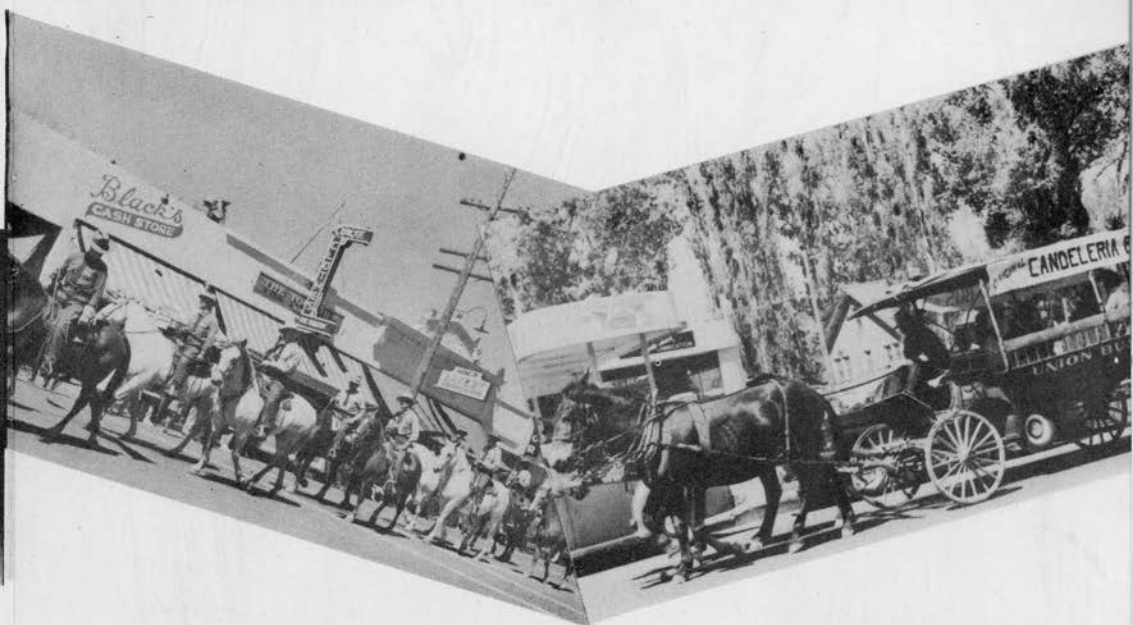


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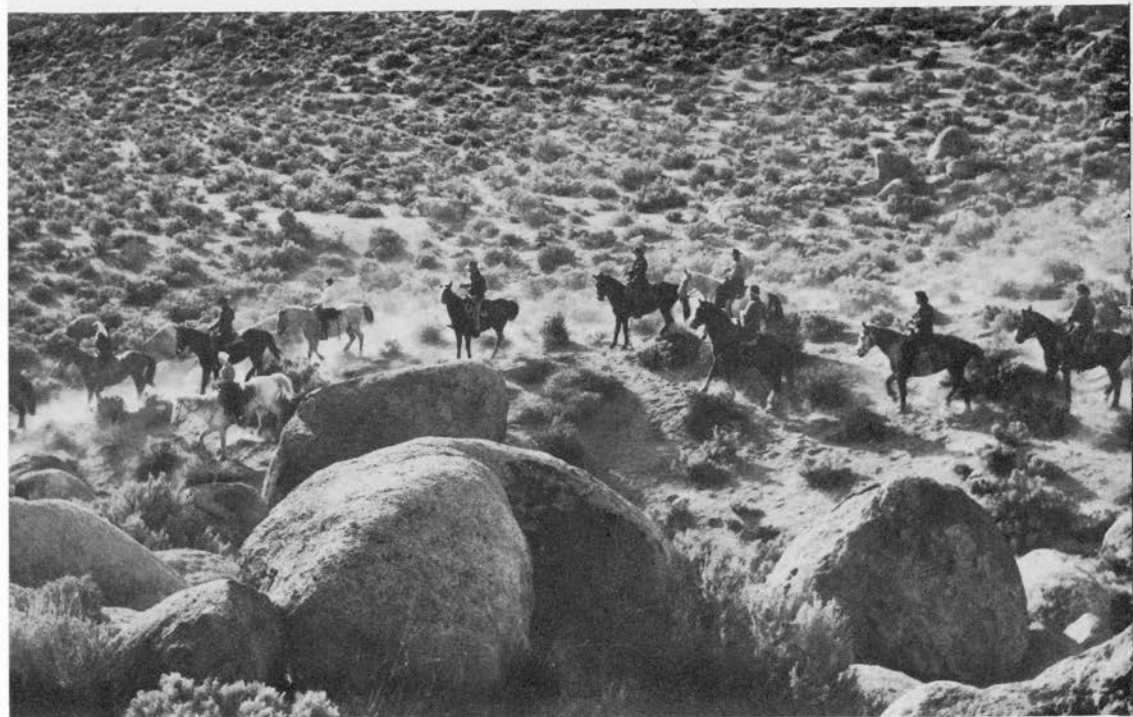


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## BISHOP COMMUNITY RIDERS...



## ...AND TIME OUT FOR A CHAT



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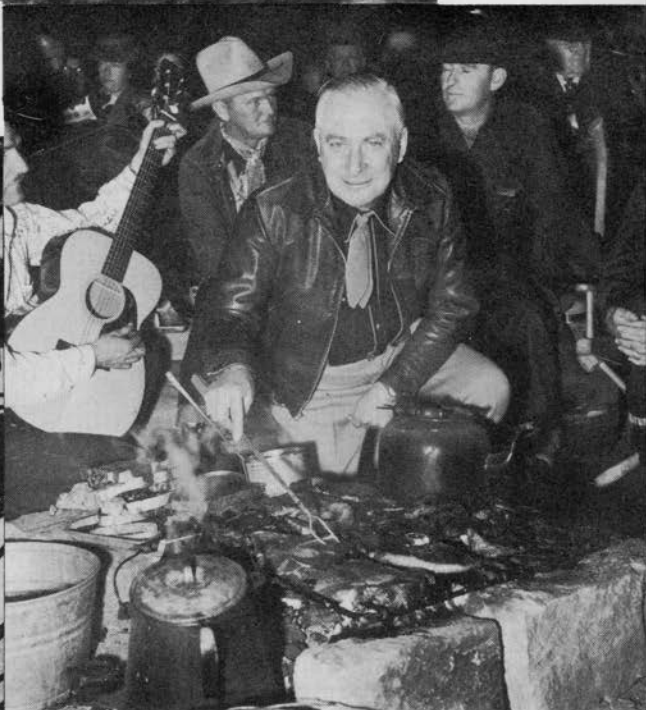


## NIGHT LIFE around the Campfire



A Cup of  
Coffee at  
fireside

Checking the Irons



Head Chef Nate Milnor at a steak fry



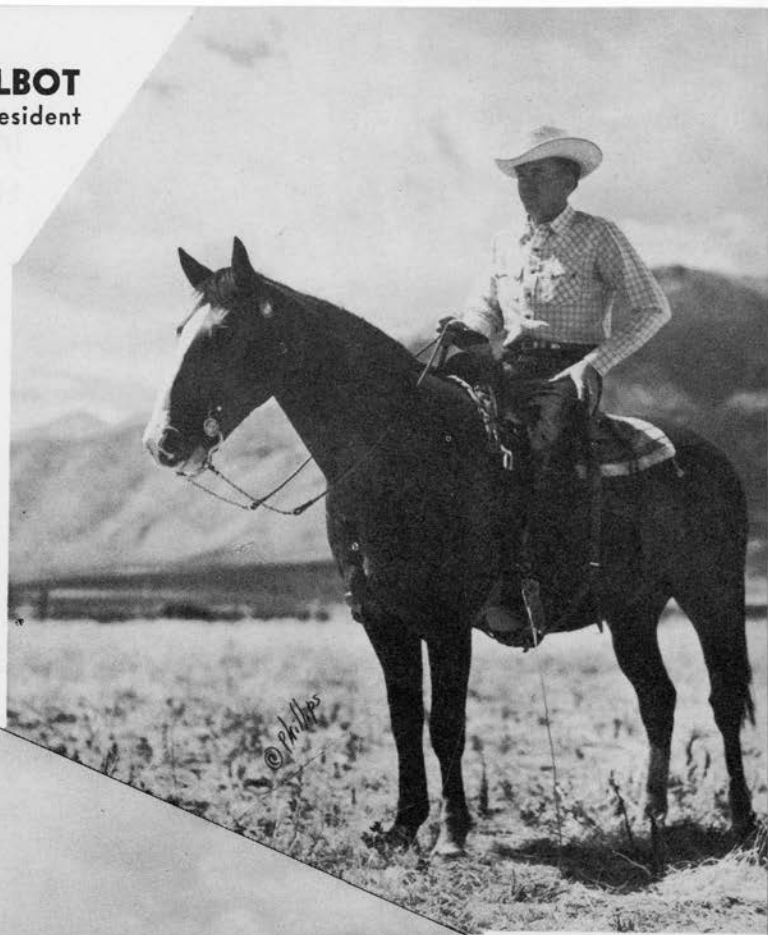
**BOATING** for young and old . . .

**PICNICKING** at the Izaak Walton League Grounds



Quarter Page Sponsors: **G. & M. HARDWARE AND SUPPLY CO.** • **J. C. FEIGE**, plumbing, heating, Frigidaire, Home Appliances. • **GEO. TUCKER SMITH**, Realtor. • **SIERRA FARMS.**

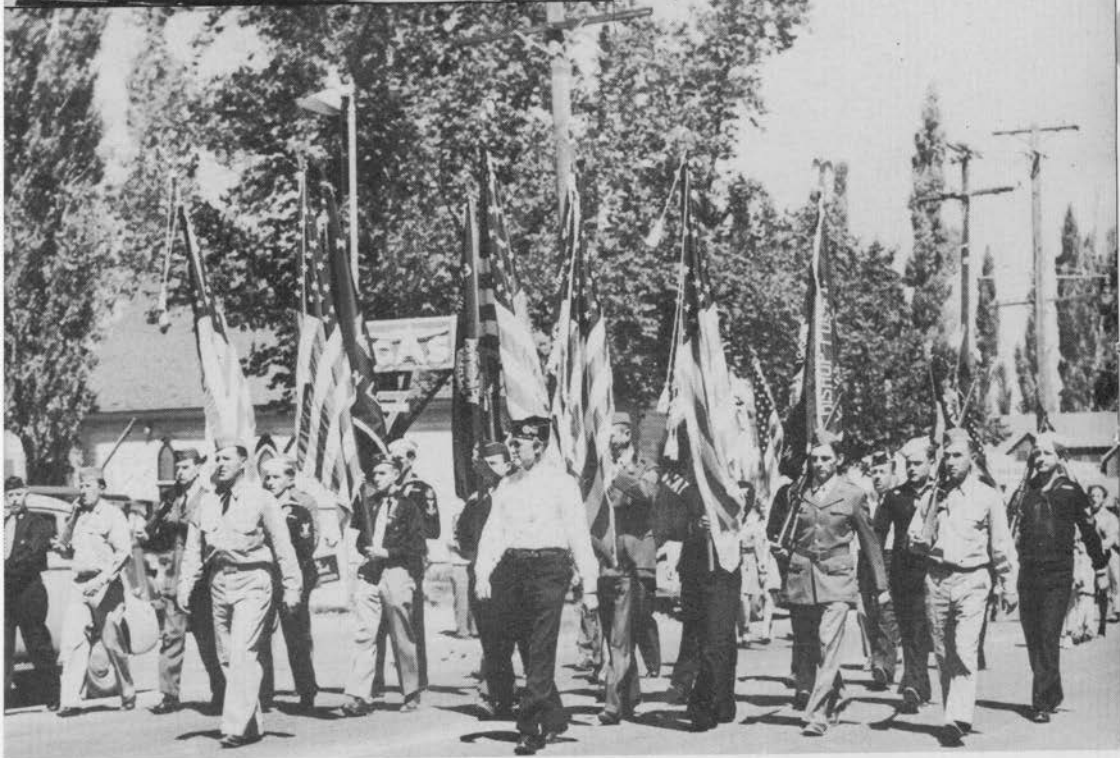
**CLARK TALBOT**  
Homecoming President



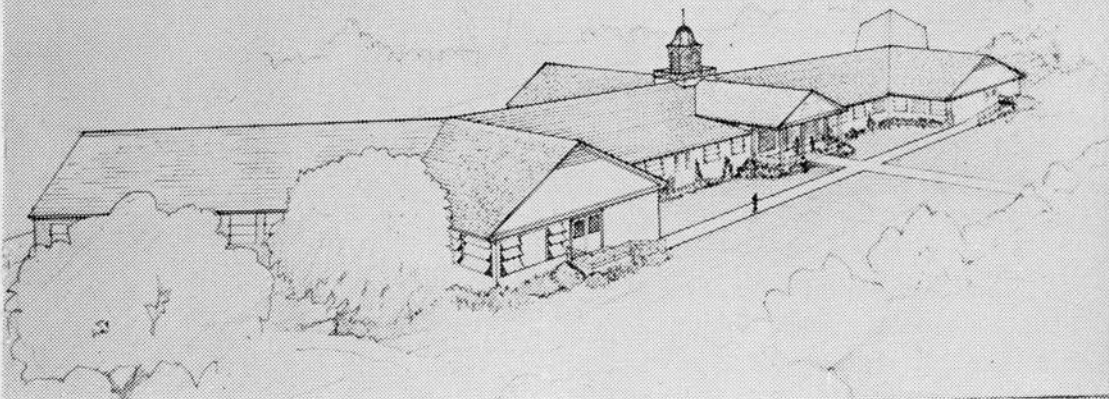
**L. L. "SLIM" TATUM**  
Rodeo Chairman



**In Their  
Honor . . .**



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• **EASTERN SIERRA DISTRIBUTING COMPANY**



The New Northern Inyo County Hospital at Bishop

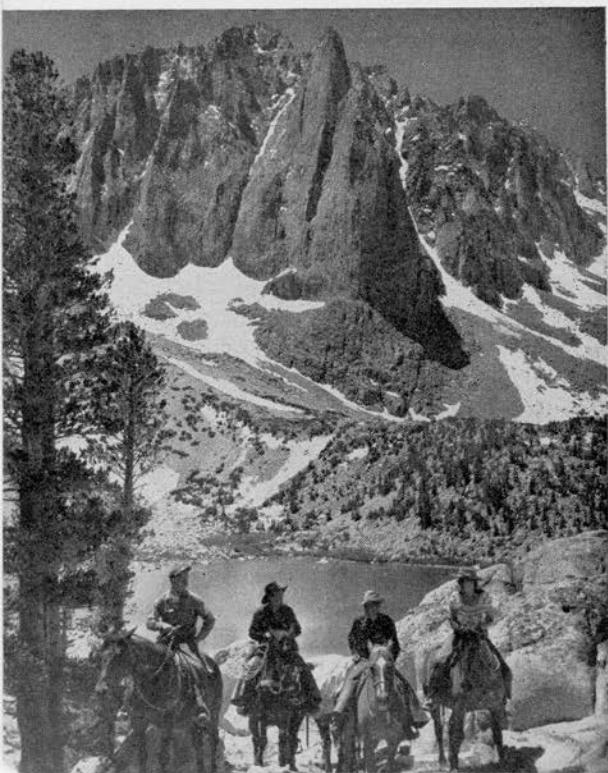
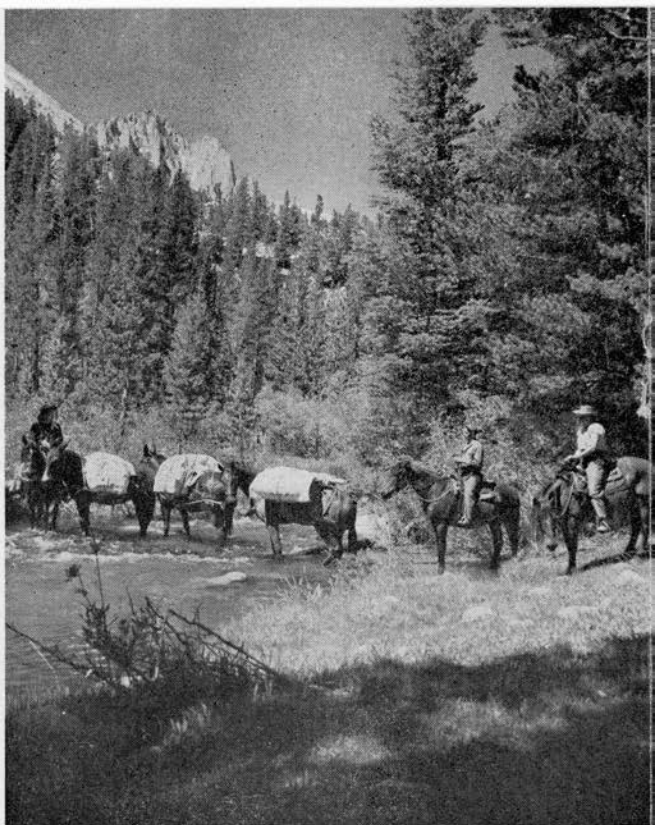


Annual Hallowe'en Free Show for Youngsters

Quarter Page Sponsors: **INYO-MONO MOTORS, INC.**, Buick & G. M. C. Trucks. • **HOWARD ELLIS**, Ford, Mercury, Lincoln. • **JOHN H. RUNKLE**, agent, Shell petroleum products.  
 • **CLYDE C. GREENWOOD**, Studebaker sales and service.

## • PACKIN' IN . . .

You'll really never know the full beauty of the High Sierra until you pack into the 'back country' . . . in primitive areas, virgin forests, and nature in the raw, you'll catch the elusive Golden Trout . . . or hunt for deer. The amazing beauty of the high mountain passes is well worth the trip. More than 25 separate pack trains operate in Inyo-Mono, with Bishop as their supply center. Better go packin' in . . . soon.



### Additional Sponsors

**MATHIAS "BUD" HUGO, Accounting**

**HIATT'S SHOE STORE**

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**OLD'S SHOE REPAIR**

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**HOWARD B. WENTWORTH, Texaco Wholesale Distributor for Inyo-Mono**

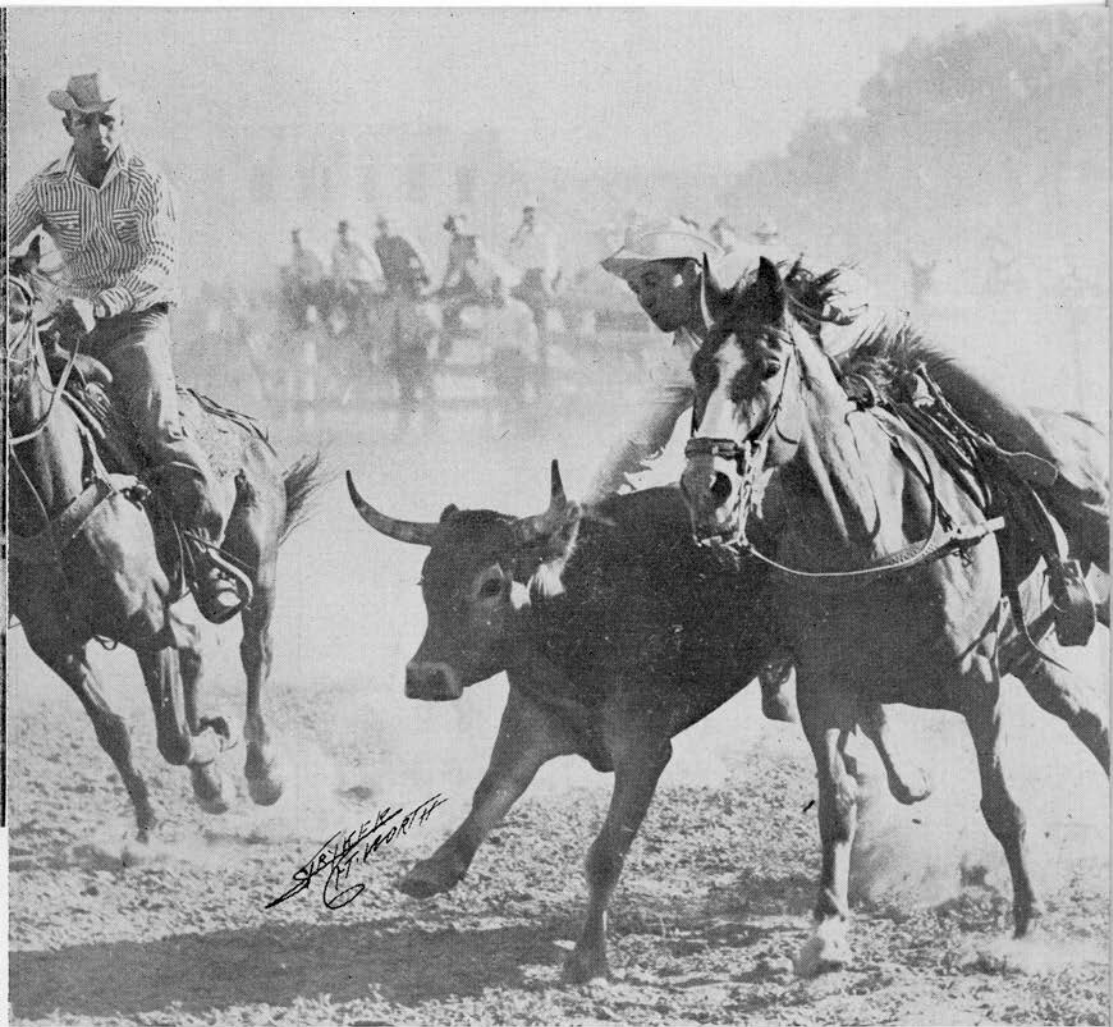
**WONACOTT'S DAIRY**

**BISHOP BARBER SHOP, P. A. Meyers**

**C. A. KIXMILLER, Union Oil Products**

**JOHN MANTEROLA, Texaco Products and Service**





## • BULLDOGGING . . .

OH! . . . so you want to rattle?

It's one thing to catch a steer with a rope and have the horse hold him, and it's another thing to ride up alongside a steer, slide out of the saddle gently on to the steer's neck, grab him by the horns with your bare hands, stop him and twist him down.

That's bulldogging . . . and this ain't no bull . . .

The other rider you'll see come out of the chute with the bulldogger, is called his hazer, or helper. It's his job to help keep the steer on a straight course.

The steer gets a ten foot head start. After he is stopped by the bulldogger he must be thrown so that he lies flat on his side with all four feet extended and head straight. A bulldogger must not abuse a steer.

It must be a fair catch and a fair throw to the ground . . . and may the best critter win!



## • TEAM ROPING . . .

This is sort of complicated and fast . . . so hang on!

On the ranch, team roping is just part of the job of being a cowboy. A critter just naturally won't stand still while you put a red-hot iron on his hip, stick a big needle through his skin—or otherwise manhandle him. So he's got to be tied. Hence team roping.

In the arena—time is the essence. A steer gets a thirty foot start, and then two cowhands go out after him. One works on his north end and one on his south. The first rider must rope him by the horns or head. His 'pardner' then has to get either one or both of the hind legs. Then they stretch. The first fellow has to go into action and tie both hind legs below the hocks.

The critter is now ready for the operation . . .

## Saddle Bronc Riding

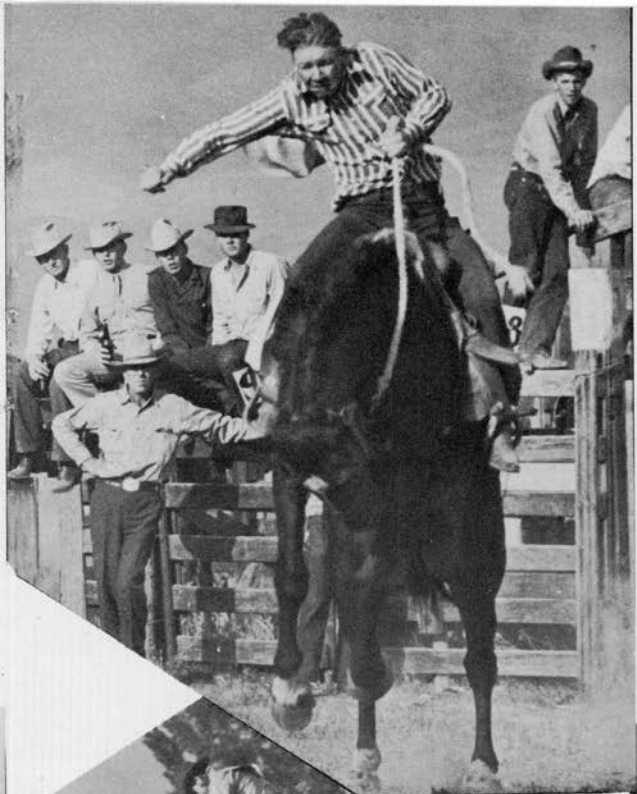
*Hold on to your hats folks—here we go!*

This is the event you see pictured more than any other in the "Heigh Ho Silver" Westerns. Glue your pants for 10 seconds to 1400 pounds of twisting, kicking, fighting, squealing horse-flesh in your mind's eye and see how it feels.

The rules say: Riders must draw for horses and no rider may have the same horse twice. Riders must use a plain halter, rope rein and association saddle.

The trick is for the rider to come out of the chute, both feet in the stirrups spurring—oh yes—he has to use spurs—the bronc on both shoulders.

Riders must not change hands on the rein—must keep one hand free, must not "pull leather" must not touch horse with hat or hand, must not remove foot from stirrup AND MOST IMPORTANT OF ALL . . . *must not be bucked off before the whistle blows.*



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## WILD BULL RIDING ....



The trick is for the rider to keep the bull between his legs, keep one hand in the air, and hold on to the rope with the other without twisting the rope around his wrist.

If he manages to stay on top for 8 seconds the show is only half over. In other riding events you notice a pick-up man on horseback come along and pick the rider off the bucking bronc.

Not so with the bull rider. He gets off by himself and hikes for the tallest fence . . . usually the bull is getting madder and madder by this time, and is in hot pursuit.

That's where the clown comes in.

Maybe you didn't know it but some clowns are bullfighters . . . and the rules say there has to be a bullfighter in the arena in this event. The clown may be a scream to you but to many a bull rider he's the answer to a cowboy's prayer.



"The End of a Perfect Rodeo"



**Bishop Union High School**

**... And Bishop Elementary School**



Quarter Page Sponsors: **JOSEPHS • HARTSHORN & SONS**, general hardware, John Deere dealers, welding, general blacksmithing. • **GOLDEN STATE CAFE**. • **N. HOYT, Jeweler**.

A Great Place  
For Kids . . .



Kids Street Sports



A True American



Western Miss



Junior Cowboys

Half Page Sponsors: **HERRON'S SPORTING EQUIPMENT AND WESTENER.**  
**WESTERN TRUCK LINES**



## The Goodfellows Club annual Christmas Day Party for youngsters

... And the Hallowe'en Night Parade of 700 Youths

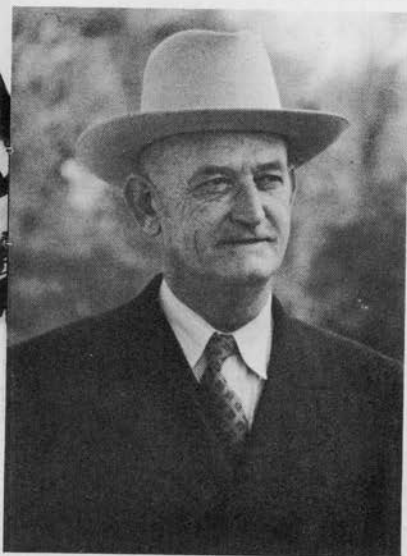


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Generals George Marshall and H. H. Arnold at Bishop Banquet



State Senator Chas. Brown



Rep. Clair Engle

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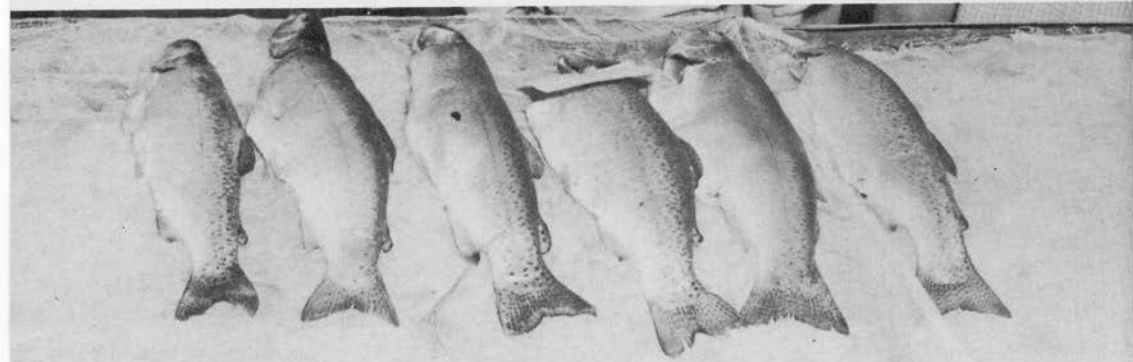


**He got away last year . . . But just wait 'til May 1**

## **TOURISTS — Hunting & Fishing**

**FISHIN' AND TALKIN' FISHIN'** is the main pastime in Bishop . . . as well as in Inyo-Mono. Each season more than 500,000 tourists and anglers pass through Bishop. When the season opens May 1, they usually wait around for Annual Rainbow Day . . . the nationally-famous trout display, a minor part of which is shown below. Just another "small town" institution.

## **. . . Rainbow Day Trout Display**

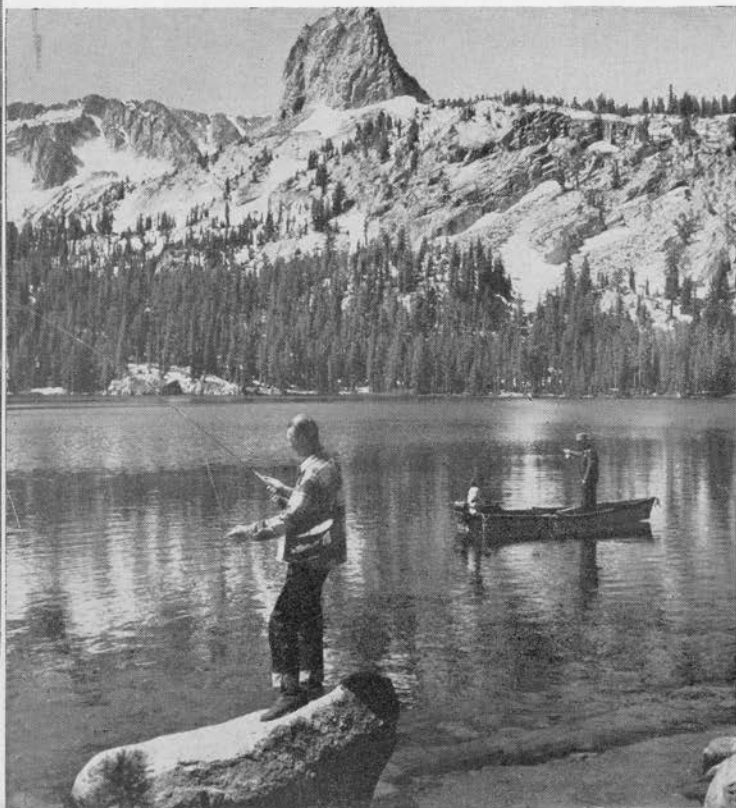


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## • FISHING . . .

If you see a sign on the door that reads "Gone Fishin'" chances are, the feller is out doing just what you see here. This area has long been known as the fisherman's paradise of the West. Over 2,000 high mountain lakes are stocked with trout. Scores of small creeks tumble down from snowy peaks . . . two major rivers, the Owens and the West Walker are full of battling fish in the Wel-terweight class.

And Inyo-Mono is the home of the famous Golden Trout. So . . . try your luck! And if the big one gets away, mark the spot, maybe next time you'll get 'im!



### Additional Sponsors

**LUCY ABRIBAT, Insurance**  
**BISHOP LUMBER CO.**  
**BLACKS MACHINE SHOP**  
**BISHOP POTTERY & GIFT SHOP**  
**DR. D. BRENNAN, Optometrist**  
**W. A. (Bob) CROSBY, Auto Club**  
**of Southern California**  
**CHARLIE'S BARBER SHOP**  
**CLELAND BROS., Truck and Auto**  
**Recapping**  
**DEWEY'S CAFE**  
**THE ELM'S MOTEL**  
**THE FASHION SHOPPE**

# • HUNTING . .

Hunting is second only to fishing in this country. Doves in the late summer open the season.

Deer are plentiful

Pheasant season annually brings thousands of nimrods to the area.

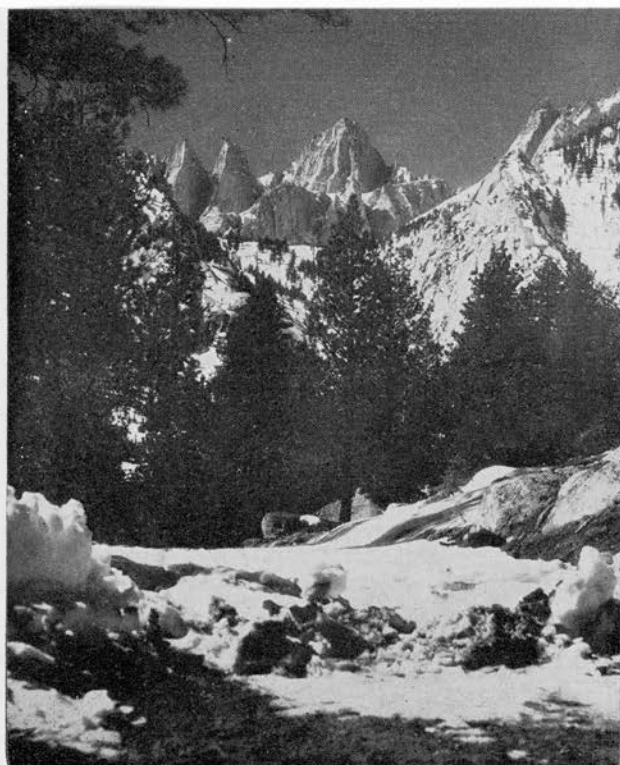
Quail are growing more plentiful, and ducks and geese are returning to the swamps and open water of the lowlands and the Long Valley district.



## Additional Sponsors

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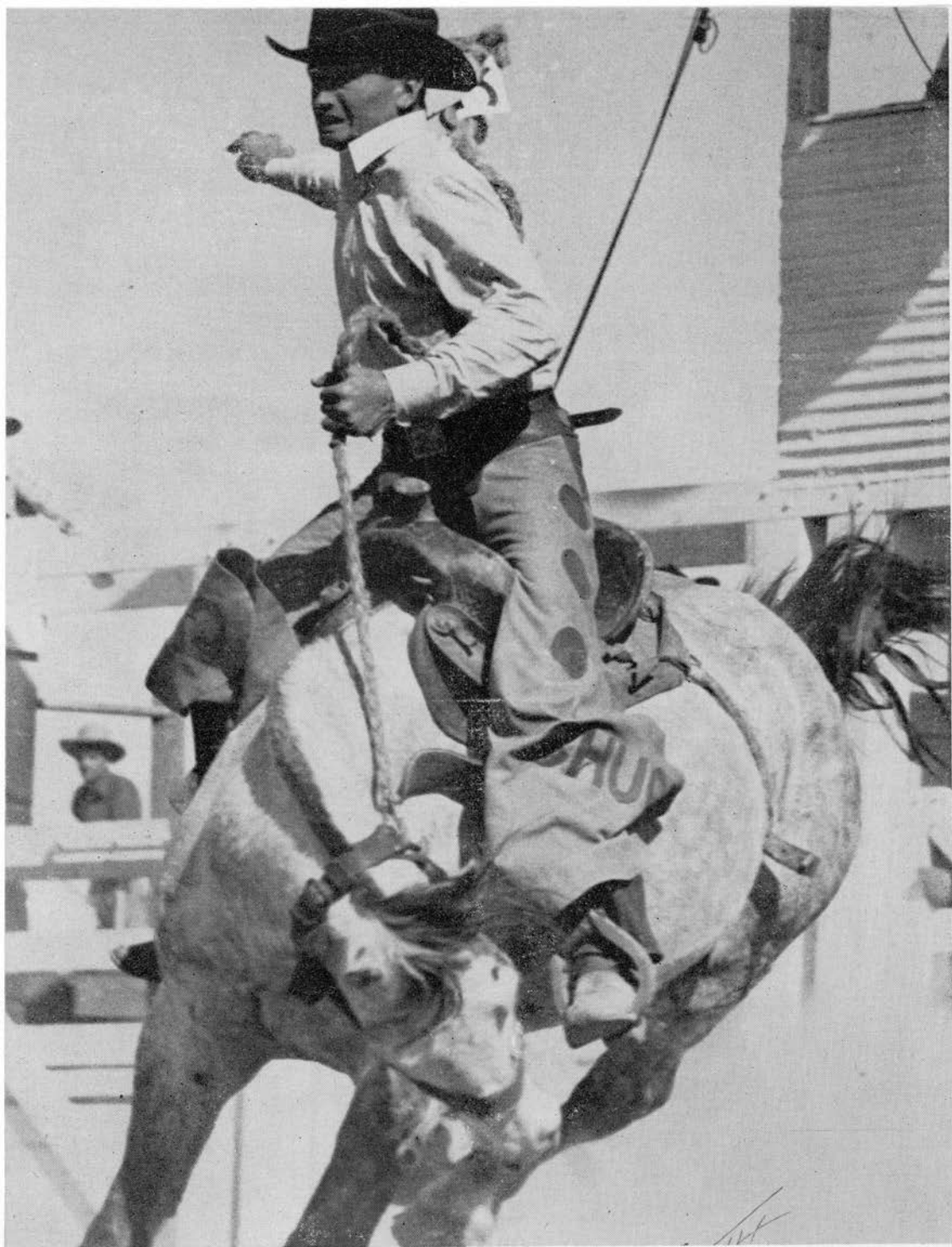
## • LONE PINE . . .

Our sister town of Lone Pine, down the valley a few miles, puts on a swell rodeo every Spring . . . The LONE PINE STAMPEDE. Usually held around the end of April. Write the Lone Pine Chamber of Commerce for details when the Spring urge to travel hits you. Lone Pine is between Mt. Whitney and Death Valley, the nation's highest and lowest points.

MT. WHITNEY: Elevation 14,496 Feet

DEATH VALLEY: Elevation 279 Feet Below Sea Level



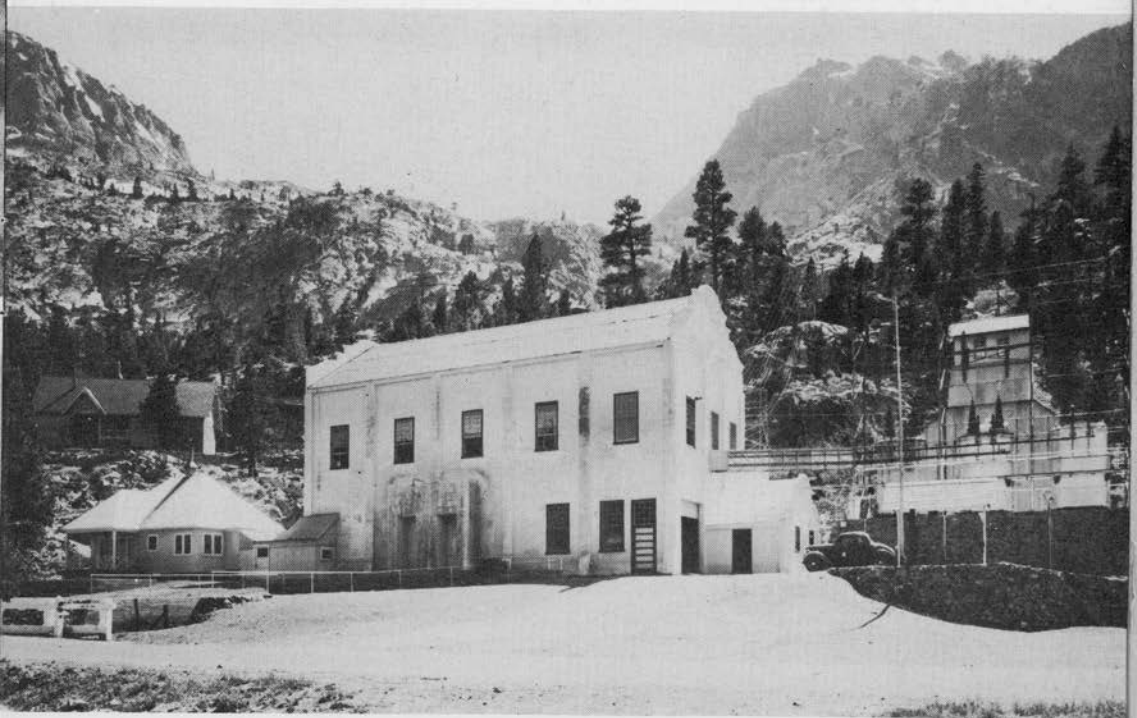


INDIAN WELLS VALLEY each year puts on action-packed rodeo at Ridgecrest, just south of Owens Valley. Watch for their Fourth Annual Show next Spring. Proceeds from the 2-day rodeo go to sponsor Camp Kemerec, a youth camp in the High Sierra. A good show . . . and a wonderful project. And the folks of Indian Wells Valley are fine neighbors to us of the High Sierra.



**Inyo Lumber Company . . .**

**. . . California Electric Power Co.**



**Full Page Sponsor: INYO LUMBER COMPANY.**



**U. S. Vanadium Mill at Pine Creek . . .**

**Keough Hot Springs . . . 8 Miles South of Bishop**





# Activities at the **INDIAN RESERVATION**

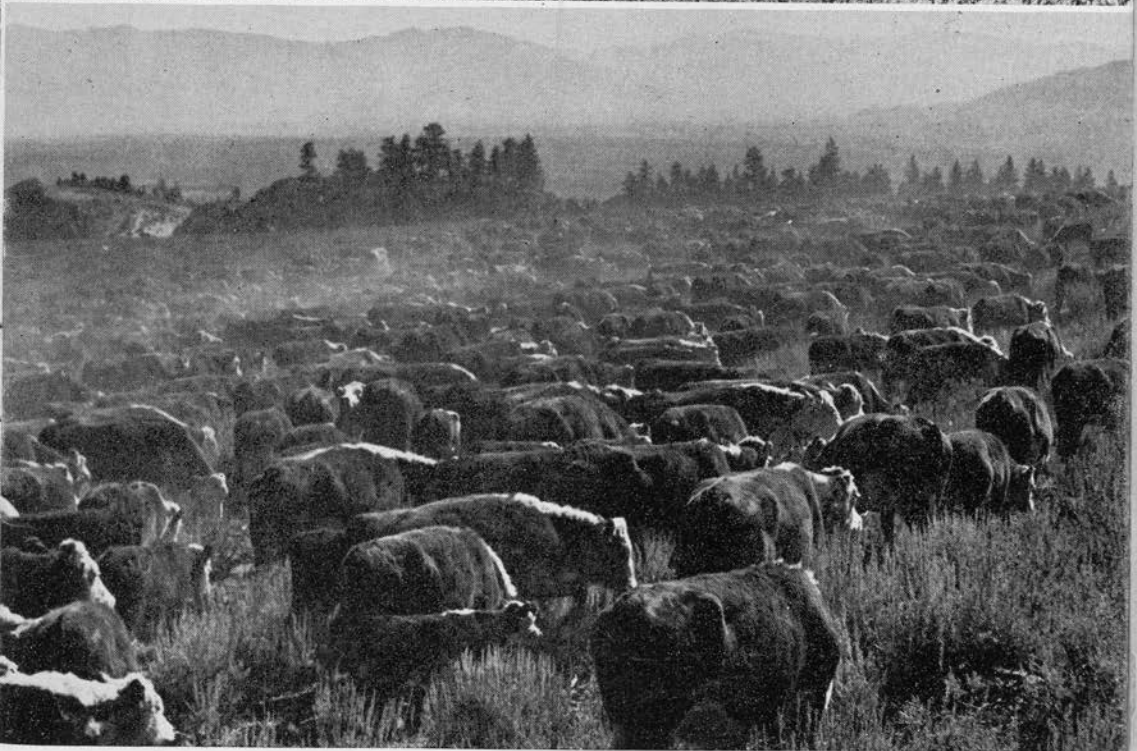
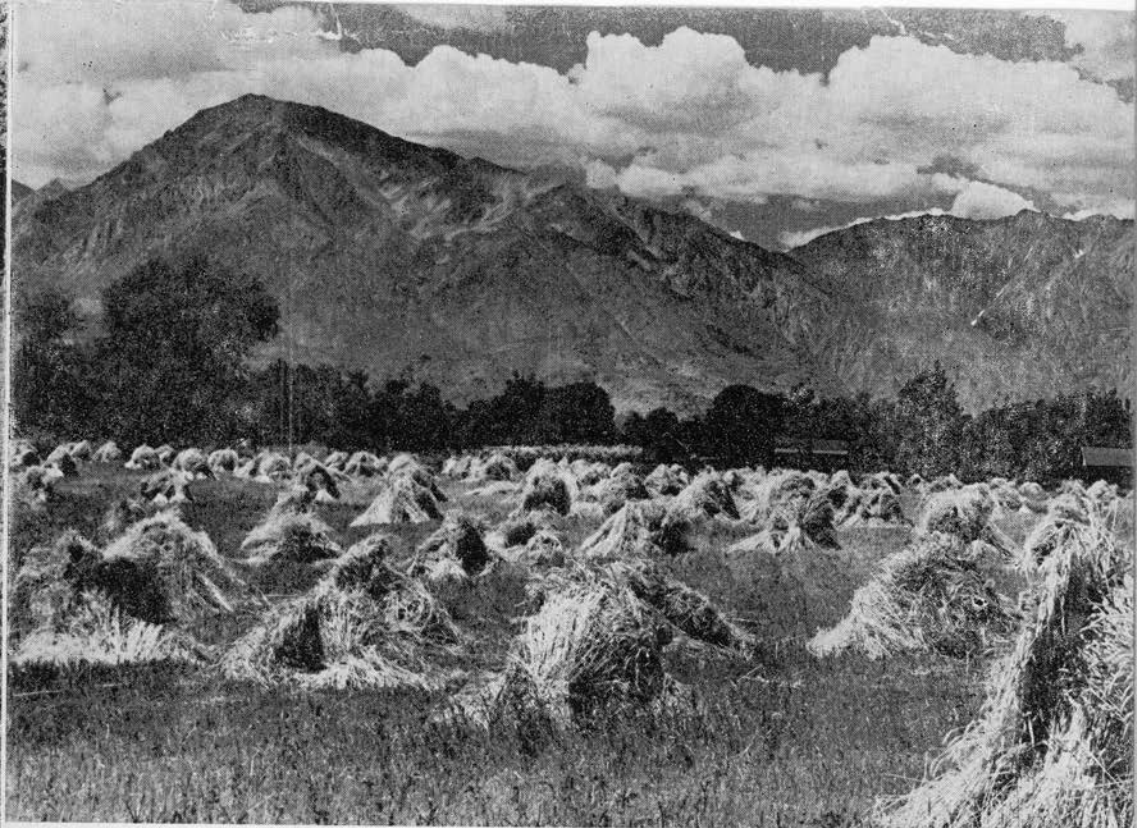


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## PIUTE ENCHANTMENT at the Rodeo Grounds . . .

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• **SIERRA LIQUOR STORE**, fine wines and liquors.



Compliments of S. P. GRIFFITH  
PLYMOUTH

DODGE

DODGE "Job-Rated" TRUCKS



"SUNSET OVER BISHOP"

