

Lalla Rookh Grotto



RODEO



JULY

25-30

1949



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We, of Lalla Rookh Grotto, are heartened each year at Rodeo time to find so many old friends in the audience.

As Monarch of the Grotto I wish to thank all friends of this 14th Annual Rodeo, both old and new, for their fine support.

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THE RODEO

This is the 14th annual Rochester rodeo, which is not a Wild West show, but a real contest of cowboy sports with a total of \$5,000 in cash awards.

The rodeo is under the personal direction of Col. Jim Eskew, rancher from Garland, Texas, who has staged many of the greatest rodeos throughout the Southwest before coming to the East.

The outlaw horses and wild steers are not trained but are like our gangsters with a mean streak in their blood that will never clear up.

The success of the rodeo depends not only on the



cowboys and cowgirls but on the stock. The outlaw horses and wild steers get more of a break than do the cowboys and cowgirls.

In this contest no cowboy or cowgirl is permitted to ride the same horse or steer twice during an engagement, and they never know what horse or steer they will draw till the notice is posted on the board, and in this way there is no chance of "fixing" to get a certain horse or steer.

The cowboys and cowgirls come here at their own expense and compete for valuable prizes.

May The Best Contestant Win!

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COLONEL JIM ESKEW, Arena Director

The Arena Director is the man who is responsible for the fast, snappy manner in which the Rodeo performance is unfolded to the spectator. It is no small job, for it must be borne in mind that the Rodeo is what might be termed an impromptu performance—it is unrehearsed.

It takes executive ability to handle a hundred or more cowboy and cowgirl contestants and at the same time look after a couple of hundred head of stock. It takes showmanship to take a program made up of a series of contests and arrange it in a workable manner for smooth and pleasing performance.

Col. Jim Eskew, the Arena Director, is a well known Texas rancher, a former contestant, and seems to be a born showman. He knows cattle, horses and the Rodeo game in its entirety, and that he is well qualified for the position you will have no doubts when you have witnessed this performance.



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JIM ESKEW, JR.

Junior Eskew, as he is commonly called, might also be called America's Wonder Horseman. Raised on a ranch in Texas, almost before he learned to walk he was riding like the wind over Texas ranch lands, having, like most kids brought up in the environs of the cattle industry, taken early to the saddle and rope.

When he had reached the age of ten years, he had become a good enough rider to take part in his father's rodeos at county fairs, and with his first appearance before the public in exhibitions there seems to have been born within this Texas lad to desire to excell, to reach the top rung of the rodeo field, or in other words, to be classed as a "Top Hand."

Junior Eskew is without question the world's greatest Trick and Fancy Roper, he is a marvelous trick rider and one of the finest pickup men in the rodeo game. He can ride bucking horses when it is necessary, and bulldog steers when he wants to, he is one of the fastest calf ropers the West has ever produced. Many of the roping stunts performed by Young Eskew in the arena are of his own origination, and don't fail to keep your eye on his horse "Blue" trained by Junior and one of the finest horses in America.



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Front: Madonna Eskew.

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From the early days of the cattle industry, from the unfenced era of the West, sprang cowboy sports or contests now know as the rodeo (a typical red blooded American sport) In those days it was the height of a puncher's ambition to win the title of best bronc rider or fastest roper of his section of the cattle country, now spurred to the highest pitch of endeavor in the most daring sport in the world by thousands



of dollars in cash prizes. The rodeo contestants reflect credit upon the pioneers of the West, from the bow-legged Vaqueros of the cattle kings of the longhorn country of yesteryear. A heritage of determination and courage unsurpassed is displayed by these present day rodeo contestants who are daily proving that the world's greatest horseman is the American cowboy.

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Col. Jim Eskew	Waverly, N. Y.	Paul Finnerty	Vinita, Okla.
Dolly Eskew	Waverly, N. Y.	Pic Sporn	Medora, N. D.
Francis Sparks	Ardmore, Okla.	Dickey Dyer	Kissimmee, Fla.
Jack Kennedy	Kissimmee, Fla.	Bill Dyer	Kissimmee, Fla.
Tom Eskew	Waverly, N. Y.	Doodle Finch	Kissimmee, Fla.
Buddy Mefford	Kissimmee, Fla.	Gerry McClain	Kissimmee, Fla.
Red Lund	Grand Island, Nebr.	Smoky North	Billings, Mont.
Charles Aldridge	Colorado Springs, Colo.	Ray Rubin	JE Ranch
Ralph Collier	Coleman, Texas	Willie Wilson	Ardmore, Okla.
Betty Kennedy	Kissimmee, Fla.	Ronnie Bradford	Darien, Conn.
Chuck Dent	Mascalari, N. M.	Red Johnson	Indianapolis, Ind.
Jack Yale	Amarillo, Texas	Bobby Boulter	Gainesville, Fla.
Frank Merrill	Dodge City, Kans.	Maxine Boulter	Gainesville, Fla.
Jimmy Miller	Ardmore, Okla.	Ray Correll	Sheridan, Wyo.
Mary Parks	Walsenburg, Colo.	Howard Crouch	Okechobee, Fla.
Lorraine Yale	Amarillo, Texas	Rex Rossi	Hollywood, Calif.
Eva Rogers	Tyler, Texas	Clyde Rogers	Tyler, Texas
Beryl Jackson	Houston, Texas	Marvin Hoover	Montezuma, Ind.
Louise Mefford	Kissimmee, Fla.	Brahma Rogers	Tyler, Texas
Madonna Eskew	Ardmore, Okla.	Steve White	West Plains, Mo.
Betty Thomas	Calgary, Canada	John Crethers	San Antonio, Texas
Jim Eskew, Jr.	Ardmore, Okla.	Stanley Goode	Ardmore, Okla.
Bob Matthews	Phoenix, Ariz.	Grace Lay	Los Angeles, Calif.
Bill Parks	Gordon, Nebr.	Frank Merrill	Ardmore, Okla.
Johnny Davis	El Paso, Texas	Wiley Elliott	El Reno, Okla.
Curley Hatchell	Alpine, Texas	Bob Larson	Fort Worth, Texas
Al Krumm	Pennsville, N. J.	Bob Rankin	Calcutta, India
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Event No. 3

INTRODUCTION OF OFFICIALS AND SPECIAL CHARACTERS

Event No. 4

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Claude Rogers	Couple No. 2	Eva Rogers	Rex Rossi	Couple No. 5	Betty Thomas
Jack Yale	Couple No. 3	Lorraine Yale	Bill Parks	Couple No. 6	Mary Parks

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Event No. 5

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Event No. 6

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Event No. 7

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Event No. 9

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Event No. 11
LOCAL RIDERS EVENTS

Event No. 12
DALLY STEER ROPING CONTEST

Event No. 13
COWGIRLS CLOVERLEAF BARRELL RACE
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Event No. 14
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Event No. 16
COWBOYS' STEER WRESTLING CONTEST

Event No. 17
THE MARVIN HOOVER FAMILY AND
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Event No. 18
COWBOYS' WILD BRAHMA BULL RIDING CONTEST

Event No. 19
COWBOYS' AND COWGIRLS' TRICK AND FANCY RIDING

FINALE

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Bareback Bronc Riding

PURSE \$1,200.00 — Entry Fee \$15.00 Per Man

Principal Points in Bareback Bronc Riding Rules

Rules in bareback bronc riding are principally the same as in saddle bronc riding, except riders ride with a circingle, one hand on the circingle, the other hand in the air. Horses have no reins in bareback riding. Riders must not change hands on circingle or touch horse in any manner with free hand.

The masterfulness of the manner in which the ride is made with the amount of scratching done by the rider and the roughness of the horse are the deciding factors with the judges.



Saddle Bronc Riding

PURSE \$1,200.00 — Entry Fee \$15.00 Per Man

Principal Points in Saddle Bronc Riding Rules

All riders draw their mounts by lot and must attempt to ride the horse they draw. Riders will be disqualified if they cheat horse to keep him from doing his best.

If saddle comes off, rider is entitled to a re-ride on same horse. Should horse fall before ride is completed rider will be given a re-ride but if rider makes an honest effort and horse fails to buck rider will be allowed to draw another horse for a re-ride.

Any of the following offenses disqualifies rider: Losing stirrup, change-hands on rein or losing rein, being bucked off, failing to scratch (keeping feet moving in kicking motion), wrapping reins around hand, pulling leather, hitting horse with hat or hand.

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RODEO, The Sheriff's Posse Rodeo, Los Angeles, Calif., Aug. 22nd, drew.....	104,000
BASEBALL: Biggest attendance game of the World's Series, Cleveland, Ohio, Oct.	90,000
FOOTBALL: Army-Navy, Philadelphia, Thanksgiving Day	102,000

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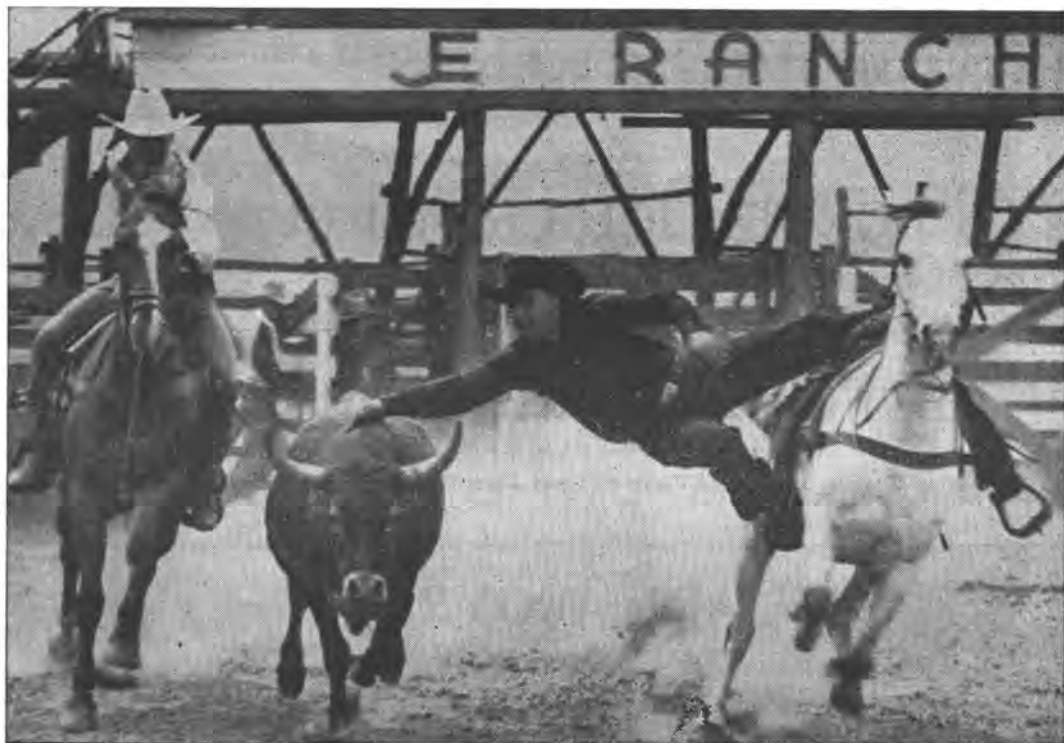
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Steer Wrestling

PURSE \$1,200.00 — Entry Fee \$15.00 Per Man



Principal Points in Steer Wrestling Rules

All wrestlers draw their steers by lot. Wrestler and hazer are allowed to leave the chute with steer, but must not touch steer or leap until after the steer has crossed the starting line and starter's flag has dropped.

Wrestler must twist steer down. If steer is thrown by wrestler pressing horns against the ground, steer must be let up and twisted down. If

steer falls in the opposite way from which it is being twisted (Dog Fall) then steer must be let up and twisted down again, or rolled where all four feet are out from under steer.

The official recorded time is the time elapsing between the starter's flag and the flag of the field judge who signals that the throw has been completed.

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Roper must not start before starter's flag drops; penalty for breaking barrier 10 seconds.

Roper must make catch that will hold calf until he gets to him. Five to ten seconds fine for roper jerking down or busting calf with lariat in making the catch. Roper's horse must not drag calf over three feet at any time; penalty 20 seconds. Roper must throw calf by hand. If calf has fallen down when roper gets to calf he must allow calf to regain feet and then throw by hand. Roper may cross any three feet and tie. Tie must hold until after judge has passed upon same.

Each roper is allowed two loops and failing to catch with either must retire from the arena and will be given no time.

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Principal Points in Steer Riding Rules

Riders draw their mounts by lot and must attempt to ride each animal drawn; to turn one animal down or refuse to ride would disqualify rider.

Steer or bull riding is done with loose rope drawn around animal's withers. Riders must ride one hand on this rope the other hand in the air, must keep feet moving in a kicking motion, must not touch animal with free hand. No knots or hitches in rope is permitted. Judgment on rides is based upon the masterfulness of the manner in which the ride is made, the roughness of the animal and the amount of scratching done by rider.



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It must be remembered that there were no horses of any kind in America until the 16th century, when the Spanish Conquistadors came over. They brought the horses, and we are indebted to Cortez, the Spanish explorer, who came up into our country in search of gold, and to De Soto who came later, for leaving a great number of their horses in this country and thereby starting the life and existence of the noble equine in America.

For about three centuries the offsprings of that first herd of Spanish horses ran wild. Three centuries of running wild and inbreeding developed a different type of horse, and, while he lost in size and weight, he retained the stamina of the original breed, gained speed, and developed a resourcefulness and animal cunning not in his forefathers.



Bucking horses, that is good ones, are getting very scarce, because the old Spanish strain is running out, and there are fewer outlaw bucking horses now than there has ever been during the past two centuries.

No person, not even Jim Eskew with all his knowledge of bucking horses, can look over a herd of wild horses and pick out the outlaw. That outlaw trait is discovered in the process of breaking, the outlaw horse being of a certain temperament and disposition that causes him to defy all efforts at subjugation so far as becoming a saddle horse is concerned. The ordinary wild horse will buck for a time and quit, the outlaw will continue to buck every time an attempt is made to ride him or that he is saddled, and there are in the annals of rodeo bucking horses cases where horses have continued to buck over a period of twelve and fourteen years of active arena service, and if they are trained, as some people believe, they train themselves.

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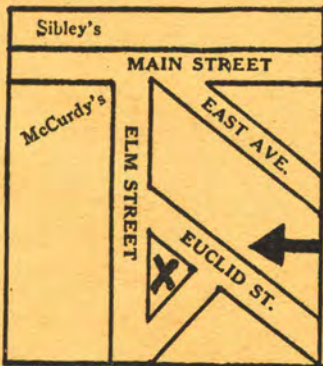
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