



HOOT GIBSON'S
GOLDEN STATE RANCH

RODEO

Sat & Sun
April 25-26
SAUGUS
CALIF

SOUVENIR PROGRAM



**ALL THE
ICE CREAM
FOR THIS RODEO**

**BETTER ICE CREAM
For » All » Occasions**

**KEPT COLD
BY DRY ICE**

**SAFEST AND
CLEANEST FOR
THE KIDDIES**

FURNISHED BY

The **SPECIALTY
ICE CREAM CO.**



**WATCH FOR THE
THREE-WHEEL
ICE CREAM
BICYCLE THAT GOES
BY YOUR DOOR**



OXFORD 0255

**409 N. Maple Drive
BEVERLY HILLS**

m. zeck
5-

HOOT GIBSON

Presents

Sixth Annual

GOLDEN STATE RANCH R O D E O

(Formerly Baker Ranch)

SATURDAY and SUNDAY

April 25 and 26, 1931

SAUGUS, CALIFORNIA



OFFICIALS

Personal Direction of
HOOT GIBSON

Arena Director
"SKEETER" BILL ROBBINS

JUDGES

Harry Robbins, Casper, Wyo.
Tommy Sutton, Lewiston, Idaho
Art Manning, Mgr. Reginald Denny Ranch, San Bernardino, Calif.

TIMERS

Andrew Donahue, Saugus, Calif.
Hosea Steelman, Newhall, Calif.
Carl E. Bradley, Marin County, Calif.

Arena Secretary—F. C. Marshall

Announcer—Abe Lefton

Public Address System Donated Through the Courtesy of the Local

Texaco Dealers

and the

Texas Company

EL RODEO ♦ ♦

A Colorful Page from the Historic Past

JUST as England's triumphs in battle have been credited to the training of that nation's war leaders on the football fields of Eton, so has the winning of the West given immortal glory to that far sturdier breed whose dashing horsemanship, learned and nurtured on ranch and range, vanquished mountain, desert and plain, and won the way to the Pacific.

It is to bring back and perpetuate a true picture of that great epoch in the history of this nation that the Golden State Ranch invites you to spend an afternoon in the great outdoors, with a touch of the desert before you and the high hills walling you in with the glamorous, colorful past. Today you are living history with the sons and grandsons of the men who made it.

This year the prize money has been considerably increased, in order to insure participation at the Rodeo of the best riders in the world. Additional seating accommodation has been provided, and every care taken for your safety and comfort.

We offer you this year the greatest bronco herd that has ever been gathered together. Among their number are several with international reputations. My own stock has been augmented by a herd from the northern part of the State. The cowboys and cowgirls who compete and succeed in their rides may well be credited with rare courage and horsemanship of the highest type. The cattle are the best Brahma stock the country affords, particularly adapted, because of their speed, for testing the ability of competitors.

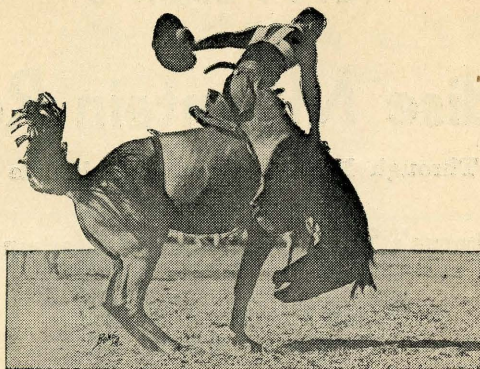
The Golden State Ranch Rodeo has already achieved recognition as a national event bringing to the Southwest the fame it justly deserves as one of the great horse and stock centers of the country. No expense has been spared in bringing this about. Each year the Rodeo grows bigger and better and enjoys the increasing support of the people.

I greet you as my guests for today, and in thanking you for your patronage want you to feel that every year, for at least one day of care-free recreation, the Golden State Ranch "es su casa" (is your home).

Cordially,

HOOT GIBSON.

Riding to Championships



On Lichtenberger-Ferguson Celebrated Saddles

Let 'er buck—you know he'll stick and win, for he's saddled with the best—Lichtenberger-Ferguson.

For the most experienced horseman or the novice, superior equipment is essential to good riding. And good equipment means Lichtenberger-Ferguson celebrated saddles, made of the finest leather—true quality that is the mark of excellence.

All bronc saddles used in this rodeo are made by Lichtenberger-Ferguson. Watch them today and see how they

perform. Then you will know that you, too, must choose Lichtenberger-Ferguson highest quality saddles for your new riding needs.

Today everybody rides in this glorious country. Lichtenberger-Ferguson offers you superior saddlery that will let you make the most of your riding.

A complete array of all riding equipment—saddles, bridles, boots, spurs, chaps, blankets, stirrups, lariats, etc., for your approval at our Los Angeles store. Everything for the well-groomed horse and rider.

All Bronc Saddles Used in this Rodeo Made by

LICHTENBERGER-FERGUSON CO.

Los Angeles Street at Third—Los Angeles

MAKERS OF FINE HARNESS SINCE 1900

NOAH BEERY'S
Paradise Mountain Resort

Through Mint Canyon via Palmdale

Major Dragna's String of English and Western Horses

Dining and Hotel Service

DINNER DANCE EACH NIGHT OF RODEO

Tennis and Swimming

**PUT EASTSIDE
INSIDE
THE PERFECT BREW
IT MAKES THE FOOD
TASTE BETTER**

IF IT'S A HORSE—"Let him buck"
IF IT'S A CAR—

SEE
WOOD'S GARAGE
"THE SQUARE GARAGE AT THE CURVE"

NEWHALL 38
SAUGUS, CALIF.

AL LEVY'S TAVERN
Vine Street
Hollywood

Event No. 1
Grand Entry

A dashing cavalcade of World Famed Riders from the United States, Canada and Mexico, led by Hoot Gibson, Cowboy Champion and noted Motion Picture Star.

COMPLIMENTS
OF
BRUNSWIG DRUG CO.

**Riding Boots, Habits, Golf Togs
and Sports Clothes**



For Men, Women and Children

WHOLESALE

Prices to you

Plus a small service charge

Mail Orders Promptly Filled

Standard Mercantile

Company, Inc.

753 South Los Angeles St. (Between 7th and 8th)

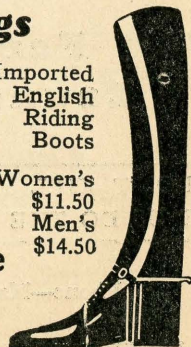
TUcker 3022

Free Parking Next Door

A visit to Standard Mercantile Co. will save a trip to London

Imported
English
Riding
Boots

Women's
\$11.50
Men's
\$14.50



**GREEN LANTERN
PHARMACY**

Green Lantern Ice Cream
LUNCHES SERVED

Telephone—Main 234

Bryant Pharmacy

PRESCRIPTION SPECIALISTS

Porter Hotel Bldg.
SAN FERNANDO, CALIF.

Lessons in Equitation.
Fine Saddle Horses for Hire.
Boarding and Training of All Kinds
of Horses.

**California Riding
Stables**

Only Cork Riding Ring in the West
VISITORS ALWAYS WELCOME
All New Uniform Equipment

Phone—NOrmandy 4300
3061-71 Riverside Drive—East of
Breakfast Club.
LOS ANGELES, CALIFORNIA

J.C. PENNEY CO. INC.

READY WITH THE NEWEST
SPRING WEARING APPAREL

Event No. 2

Cowboys' Pony Express Race

PURSE \$150

Daily—\$75; First \$40; Second \$25; Third \$10

Conditions: Riders to make pony express mounts. Each rider is allowed two horses. Contestants must make four laps of the track.

W. ADAMI

J. RUTHERFORD

CENTER GRILL

1130 PORTER AVENUE

SAN FERNANDO, CALIF.

**San Fernando
Laundry**

DON'T KILL YOUR WIFE
LET US DO THE DIRTY WORK

Phone—Main 164

SAN FERNANDO, CALIF.

Gust. Picoulas & Co.

WHOLESALE PEANUTS
and CONFECTIONERS' SUPPLIES

746 Towne Avenue
LOS ANGELES

John Caput

Jack Kordich

1107 Porter Avenue

Phone 175

Phone—2854

J. J. CAFE

OPEN DAY AND NIGHT
COME ONCE AND YOU WILL
COME AGAIN

A Good Place to Eat

1110 Porter Ave. SAN FERNANDO

Southern Hardware Company

SAN FERNANDO, CALIF.

Builders' and General Hardware.
Paints and Household Goods.
Sporting Goods.
Toys and Wheel Goods.
China and Glassware.
Stoves and Ranges.

BEFORE AND AFTER THE
RODEO

WHITE KING SOAP

Event No. 3

Brahma Steer Riding Contest

Daily Cash Prizes \$100—First \$50; Second \$25; Third \$15;
Fourth \$10

Steers must be ridden with one hand and loose rope.

TELEPHONE 223

San Fernando Pharmacy

"MIDDLE OF THE BLOCK"

1013 PORTER AVENUE

SAN FERNANDO, CALIF.

Pool and Snooker, Cigars Tobaccos
Cigarettes, and Candies.

Spend Your Leisure Hours with the

Athletic Club Pool Hall

Alexander Eckel, Proprietor

YOUR PATRONAGE
SOLICITED

1122 Porter Ave. SAN FERNANDO

STOP AT

EL CAMINO CAFE

HAYDON'S Famous
Ice Cream Double Deck Cones

Good Food—Prices Right

SAN FERNANDO

MOTOR STAGE CAFE

AT

Newhall

Where All the Stages Stop

CLEAN, WHOLESOME FOOD AT POPULAR PRICES

I. I. HIXENBAUGH

LEO LOGAN

Event No. 4

Cowgirls' Relay Race

Four Laps of the Track

PURSE \$200

Daily \$100—First \$50; Second \$30; Third \$20

Conditions: Each rider to use two horses. Rider to change mount each quarter mile. Riders allowed to go over top, but must do so unassisted.

Event No. 5

Cowboys' Pony Race—Half Mile

PURSE \$100

Daily \$50—First \$25; Second \$15; Third \$10

Conditions: Riders to use regulation stock or relay saddle, weighing not less than 18 pounds. No class of horses barred.

DR. J.T. REES
LEG
SPECIALIST



VARICOSE VEINS

Permanently Reduced After All Other Methods Have Failed—No Surgery—No Serum—No Elastic Stocking

Ulcers *Positively and Quickly* **Healed**

with "REESLIN HEALING OINTMENT"

No elevating leg, lying in bed, loss of time. More you walk, quicker sore heals. Home or office method gives relief at first dressing. Poor circulation, cramps, pains, eczema, swollen legs healed. Fees reasonable. Examination and booklet free.

DR. JOHN T. REES, Leg Specialist

Established—Los Angeles—1902.

Hours, 9 to 5. Tues. and Fri. Nights Until 8.

707 S. BROADWAY—ROOMS 1221-22

Los Angeles, Calif.

Phone VA. 4282

"Yassir!" Cowboy!

This Heah Program

WAS ROPED, THROWN
TIED AND BRANDED
IN THE PLANT OF THE

Brown Printing Company

105 N. Maclay Ave.—SAN FERNANDO

Event No. 6

Coyboys' Bronc Riding Contest
First Section

PURSE \$700 AND ENTRANCE FEES

Daily \$100—First \$50; Second \$25; Third \$15; Fourth \$10

Final—First \$250; Second \$125; Third \$75; Fourth \$50

Entrance Fee \$10, to be added to final money and split 40%, 30%,
20% and 10%, and Championship Belt presented by Ed H. Bohlin
Saddlery, 1600 Cahuenga Blvd., Hollywood, Calif.

Event No. 7

Coyboys' Novelty Race

PURSE \$50

Daily \$25—First \$15; Second \$10

Conditions to be announced prior to event.

Event No. 8

Bareback Bronc Riding Contest

PURSE \$100

Daily \$50—First \$25; Second \$15; Third \$10

Entrance Fee, \$5.00, to be added to purse, to be split 50%,
30%, 20%. (Riding to be done one hand and loose rope.)
A limited number of entries taken in this event.

Soda
Cigars

Drugs
Candy

After the Show, stop at the coolest place in town
and get a Cool, Refreshing Drink

LIMEADE LEMONADE ORANGEADE SODAS

RENFRO'S PHARMACY

V. A. RENFRO, Proprietor

"Nyal Service Drug Store"

SAUGUS

CALIFORNIA

ALL ORANGE JUICE SERVED
AT THIS RODEO

FURNISHED BY

Old Homestead Products Co.

698 S. RIO ST.

Los Angeles

ANgelus 5569

FRUIT PUNCHES OF ALL KINDS
FOR ALL OCCASIONS

Event No. 9

Trick and Fancy Roping

Contract and Trophies to winner.

To the winner of the trick roping, Strauss Bootery is presenting a pair of Western Boots.

Strauss Bootery—5519 Hollywood Blvd., Hollywood, Calif.

Tillie Bowman

Frank Gusky

Hank Darnell

Gordon Jones

"Montie" Mickel Montana

Sammy Garrett

Event No. 10

Cowgirls' Pony Race—Half Mile

PURSE \$100

Daily \$50—First \$25; Second \$15; Third \$10

Conditions: Riders to use regulation stock saddle, weighing not less than 18 pounds. No class of horses barred.

Event No. 11

Cowboys' Bronc Riding Contest

Second Section

O. W. BERCAW

General Merchandise

Trade Where You Can

Get Everything

SAUGUS, CALIFORNIA

**MISSION PHARMACY
WHITE CROSS DRUG CO.
San Fernando, Calif.**

Event No. 12

Cowboys' Relay Race
Four Laps of the Track

PURSE \$200

Daily \$100—First \$60; Second \$25; Third \$15

Conditions: Two horses to a string. Riders must change saddles and horses each quarter mile. Saddles to weigh not less than 18 pounds. No cinch barred.

Event No. 13

Calf Roping Contest
Two Calf Average

PURSE \$500

Final—First \$250; Second \$125; Third \$75; Fourth \$50

Entrance Fee \$10, to be paid, as day money, 50%, 30% and 20%, to three contestants making fastest time on first calf, and Championship Saddle made by Hamley & Co., Pendleton, Oregon, makers of championship rodeo saddles (Cowboys say: "Nuff sed")—presented by Hoot Gibson.

Event No. 14

Roman Standing Race
Two Laps of the Track

PURSE \$100

Daily \$50—First \$25; Second \$15; Third \$10

Conditions: Riders to rise within fifty feet of start and remain standing throughout the race.

STOP AT

CRAWFORD'S CAFE

Last Place in San Fernando on Way to RODEO
First Place Going Home

FOR DELIGHTFUL CHICKEN DINNER

Specializing
**HORSE AND CATTLE
RANCHES**

DUDE RANCHES · FISHING PROPERTIES
Groves Seashore Mountains

J. NEIL PATTERSON, Pasadena

385 E. Green Street

Event No. 15

Steer Decorating Contest

Two Steer Average

PURSE \$350

Final—First \$175; Second \$100; Third \$50; Fourth \$25
and Championship Belt donated by Ed H. Bohlin Saddlery, 1600 Ca-
huenga Ave., Hollywood, Calif

Entrance Fee \$5.00, to be added to purse and paid as day money,
50%, 30% and 20% on three fastest times made on first steer. Steer
to be given deadline start. Contestant must catch steer without
throwing and place rubber on nose.

Event No. 16

Cowboys' and Cowgirls' Trick and Fancy Riding

Contract and trophies to winners.

Vera McGinnis Farra

Donna Cowan

Mabel Strickland

Paris Williams

Hank Darnell

Ed Bowman

Frank Gusky

Hank Potts

Event No. 17

Rough Riding Contest for Cowboy Clowns

PURSE \$300 AND CHAMPIONSHIP TROPHY

Ed Wright, Burbank, Calif.

Ikey Lewin, North Hollywood

Shorty Knapp, Hollywood

Homer Holcomb, American Falls,

Idaho

Official P. C. A. A. Garage

AT YOUR SERVICE

Repairing and Storage

NEWHALL GARAGE

Gas—Oil—Accessories

Tow-Car Service

W. J. DAVIS

C. L. HOUSEHOLDER

Weber's

BREAD and BUNS

Used Exclusively at the

H O O T G I B S O N
R a n c h a n d R o d e o

S A U G U S
C A F E

Established

1898

24-Hour Service

REMEMBER

THE NAME

S A U G U S
C A F E
S A U G U S
C A L I F O R N I A

Second Auction Sale

of the

CALIFORNIA HORSE SALES ASSOCIATION, Ltd.

May 16th—10 a. m., Sharp

SALE OF PLEASURE AND USING HORSES

AT

GRIFFITH PARK RIDING ACADEMY

3224 Riverside Drive

PHONE—OLYMPIA 1961

LOS ANGELES, CALIF.

Entries for the Sale will close May 9th

CHAS. K. WIESE, Auctioneer

◆ S A F E ◆

Airplane Transportation

ANYWHERE IN

U. S. A.

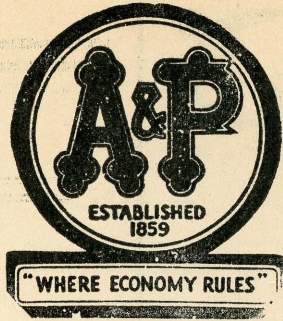
J. E. GRANGER, Inc.

PHONE

Santa Monica 64881

CLOVER FIELD

Santa Monica



THE WORLD'S LEADING
FOOD RETAILERS
SINCE 1859

THE GREAT **ATLANTIC & PACIFIC** TEA CO.

PUBLIC ADDRESS SYSTEM

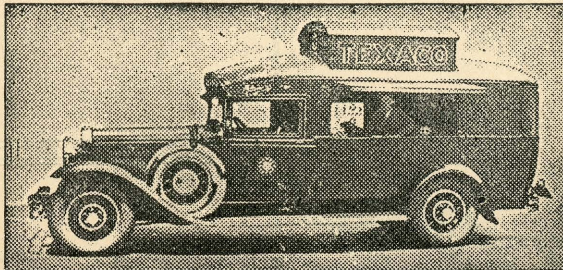
donated through the courtesy of

Local TEXACO Dealers

TEXACO
New and Better
GASOLINE

TEXACO
Dry Ethyl
GASOLINE

TEXACO
Crack-Proof
MOTOR OIL



THE TEXAS COMPANY

Coca-Cola

Enjoy
Coca-Cola
AT HOME



Carton
of
12 BOTTLES 50¢
36¢ deposit for Bottles

Coca-Cola

=====
=====

COMPLIMENTS
OF

Mr. and Mrs.
Archie
McLaren

=====
=====

THE WEST'S GREAT LIVESTOCK SHOW

Be Sure to Attend

**Great Western
Livestock Show
and Rodeo**

6th ANNUAL CHRISTMAS
LIVESTOCK SHOW

NOVEMBER 28 -- DECEMBER 5

AT THE

Los Angeles Union Stock Yards

An International Exhibit Representing
the World's Greatest Flocks and Herds
Auction Sales Fat and Breeding Stock

*Action! Entertainment!
Thrilling! Educational!*

HOOT GIBSON'S

Golden State Ranch Rodeo

Sunday, May 3, 1931

EVENTS AND CONTESTANTS

Event No. 2

Cowboy's Pony Express Race

	Post	Positions
21. Josie Anderson		1
109. Hoot Gibson		2
72. Cuff Burrell		3
26. Dona Cowan		4
16. A. G. Schrieber		5

Event No. 3

Brahma Steer Riding Contest

1. Jim Hill	10. Lute Palmer
3. Fox O'Callahan	11. Ruber Roberts
4. Smokey Snyder	12. Floyd Pruitt
6. Ralph Buckingham	13. Jim Sinott
7. Slim Sundown	15. Frank Schneider
8. Luther Marsh	27. Si Cook
81. Shorty Lee	47. Eddie Woods
83. Burt Dillard	49. Pat Woods
88. Carl Beasley	55. Roy Cox
91. Pete Gennett	77. Cliff Helm
102. Tom Cardwell	80. Homer Ward
104. Bill Till	108. John Schneider

Event No. 4

Cowgirls' Relay Race

Four Laps of the Track

	Post	Positions
74. Mabel Strickland		1
20. Babe De Freest		2 2
109. Vera McGinniss		3
17. Della Shriver		4 1
26. Donna Cowan		5

Event No. 5

Cowboys' Pony Race—Half Mile

20. Babe De Freest	38. Cleve Halm
21. Josie Anderson	66. Fred Cole
26. Donna Cowan	67. W. W. Wakeham
31. Frank Lipscomb	72. Cuff Burrell
36. A. Powell	82. Godfrey-Hudkins Stable
103. Chick McKnight	109. Hoot Gibson

Event No. 6
Coyboys' Bronc Riding Contest
First Section

RIDER (to be Announced)	HORSE
No.	10. Hoot's Hooter
No.	19. Tumbleweed
No.	20. Kickapoo
No.	24. Lindbergh
No.	2. Chris Evans
No.	16. Tejon
No.	23. Livermore
No.	18. Limber Jim
No.	15. Whirlwind
No.	17. Sampson's Cat
No.	5. Tadawawa
No.	6. Wild Boy
No.	27. Tar Baby
No.	25. St. George
No.	28. Handy Mandy
No.	14. Gainsburg
No.	26. White Sox

Event No. 7
Coyboys' Novelty Race

Event No. 8

Bareback Bronc Riding Contest

1. Jim Hill	15. Frank Schneider
3. Fox O'Callahan	27. Si Cook
4. Smokey Snyder	47. Eddie Woods
5. Ray Bartram	55. Roy Cox
10. Lute Palmer	64. Palomino Kid
11. Rube Roberts	74. Kenneth Cooper
13. Jim Sinnott	81. Shorty Lee
96. Bob Waltham	102. Tom Cardwell
108. Johnny Schneider	

Event No. 9

Trick and Fancy Roping

Tillie Bowman	Gordon Jones
Frank Gusky	"Montie" Mickel Montana
Hank Darnell	Sammy Garrett

Event No. 10

Cowgirls' Pony Race—Half Mile

20. Babe De Freest	109. Vera McGinniss
21. Josie Anderson	66. Miss Cole
26. Donna Cowan	72. Mabel Strickland
31. Mrs. Limpscomb	82. Miss Hudkins
32. Miss William	

Event No. 11

Cowboys' Bronc Riding Contest

Second Section

RIDER (to be Announced)	HORSE
No.	1. Eskimo Pie
No.	9. Modoc Kid
No.	8. General Curry
No.	29. Ace Hudkins
No.	3. Black Diamond
No.	4. Done Gone
No.	7. Cimmaron
No.	11. Gone Again
No.	12. Salmon River
No.	13. Locomotive
No.	21. No Name
No.	22. Verdie Kid
No.	Strawberry Roan
No.	Misty Mix
No.	Hoot's Brown

Event No. 12

Cowboys' Relay Race

Four Laps of Track

	Post	Position
26. Donno Cowan	1	
72. Cuff Burrell	2	
16. A. G. Schriver	3	
21. Josie Anderson	4	

Event No. 13

Calf Roping Contest

Two Calf Average

94. Frank Rouff	42. XEverett Bowman 38.0
92. XCarl Sheppard 38.0	41. XFrank Brown 36.0
80. XHomer Ward 34.3	40. Hugh Bennett
75. Richard Merchant 29.7 Winner	39. Dick Truitt
68. XE. Pardee 27.2 3	33. XMike Stewart 33.1
50. Andy Jauregui	27. Cy Cook
48. XJohn Bowman 41.12	

Event No. 14

Roman Standing Race

Two Laps of Track

16. A. G. Schrieber	72. Cuff Burrell
34. Frank Gusky	

Event No. 15
Steer Decorating Contest
Two Steer Average

- | | |
|--------------------------|------------------------|
| 108. John Schneider 14.0 | 48. John Bowman 09.2 |
| 91. Pete Genant | 44. Gene Ross |
| 62. Perry Ivory | 42. Everett Bowman |
| 57. X Joe Edwards 11.1 | 40. Hugh Bennett |
| 56. X Clay Carr | 39. X Dick Truitt 07.1 |

Event No. 16

Cowboys' and Cowgirls' Trick and Fancy Riding

- | | |
|---------------------|--------------|
| Vera McGinnis Farra | Hank Darnell |
| Donna Cowan | Ed Bowman |
| Mabel Strickland | Frank Gusky |
| Paris Williams | Hank Potts |

Event No. 17

Rough Riding Contest for Cowboy Clowns

- | | |
|-----------------------------|--------------------------------|
| Ed Wright, Burbank, Calif. | Shorty Knapp, Hollywood |
| Ikey Lewin, North Hollywood | Homer Holcomb, American Falls, |

LIST OF PRICES

NOTICE TO PATRONS: Patrons are requested to kindly report to management any charge in excess of following prices:

- | | |
|-------------------------|------------------------|
| Programs, 15c | Peanuts, 10c |
| Cushions, 15c | Pop Corn, 10c |
| Hamburger Sandwich, 15c | Orange Juice, 10c |
| Hot Dogs, 10c | Cigarettes, 20c |
| Soda, 10c | Cigars, 2 for 25c |
| Rainier Beer, 15c | Barbecue Dinner, 50c |
| Kingsbury Beer, 25c | Barbecue Sandwich, 25c |
| Ice Cream, 10c | |

GLEN B. MAPES, Concessionaire

Meats furnished by
International Provision Co.