

## HEART OF AMERICA CHAMPIONSHIP RODEO

THIRD PERFORMANCE, SATURDAY NIGHT

July 15, 1978

PRODUCER: Larry Clayman

ANNOUNCER: Ted Baily

PICKUP MEN: Jack Clayman  
Gary McBurryTIMERS: Lynn Thompson  
Cyndi White

CLOWNS: Max Johnson and Bill White

OPENING

INTRODUCTION OF FLAGS

INVOCATION AND NATIONAL ANTHEM

COWBOYS BAREBACK BRONC AND SADDLE BRONC RIDING

106	Glen Webb	Prairieville, LA	224 Little Blue
70	Brad Mattox	Wichita, KS	3+ Grand Island
91	Lyle Sankey	Augusta, KS	J10 Grand National
2	Charlie Allen	Lowell, AR	9 Buster
111	Kenny Wilcox	Greenbrier, AR	44 Sundowner
57	Dave Kelsey	Lockeford, CA	33 Banjo Eyes

RODEO CLOWNS--MAX JOHNSON AND BILL WHITE

COWBOYS CALF ROPING

38	Jimmy Gaylon	Fair Grove, MO	_____
16	Larry Brown	Fairview, MO	_____
108	Rick Whitehead	Fairview, MO	_____
113	Bob Zipf	Springfield, MO	_____
104	Jack Turner	Tahlequah, OK	_____
10	Max Bell	Creighton, MO	_____
54	C. Alan Jones	Siloam Springs, AR	_____

FIRST SECTION--COWBOYS BULL RIDING

48	Mike Henderson	Logansport, LA	2044
52	Jay Huff	Grand Rapids, MI	284
80	Terry Parker	Delaware, AR	28007
69	Gary Matlock	Enid, OK	17
53	Danny Huffman	Douglas, OK	v47
78	Tom Osburn	Santa Maria, CA	61



NEXT PERFORMANCE: TUESDAY NIGHT, JULY 18, 1978

*Adds life to Pro Rodeo . . . and*

KIDS CALF SCRABBLE

COWBOYS STEER WRESTLING

22	Rick Chaffin	Ozark, MO
10	Jack Turner	Tahlequah, OK
26	Ricky Dees	Webb City, MO
61	Bill Lee	Ozark, MO
62	Randy Lee	Ozark, MO
19	Bob Carder	Monett, MO

MAX AND JUNKY

COWGIRLS BARREL RACE

55	Laura Jones	Siloam Springs, AR
9	Chris Bell	Creighton, MO
43	Jeanne Hall	Marionville, MO
30	Vicki Epperly	Branson, MO
3	Gail Alsup	Fair Grove, MO
77	Kathy Nicholas	Willard, MO
100	Lynn Thompson	Hollister, MO
88	Peggy Rohrer	Kirbyville, MO
32	Sandra Fowler	Boxley, AR

JERRY OLSON AND THE FLYING JETS

COWBOYS BULL RIDING

34	Daryl G. Garner	Dardanelle, AR	007
109	Ken Whitney	Prineville, OR	42
50	David Hood	Mt. View, MO	44
92	Benny Scarberry	Clinton, AR	100
111	Kenny Wilcox	Greenbrier, AR	R96
73	Marvin McGuire	Ft. Gibson, OK	4
93	Marvin Shoulders	Henryetta, OK	T23
66	Randy Magers	Comanche, TX	V-
25	Jimmy Crowther	Gypsum, KS	LS

THANKS FOR COMING.....WE HOPE YOU ARE ENJOYING

YOUR STAY IN THESE BEAUTIFUL OZARK HILLS.

a Cowboys best reward is a cold . . .



# Winston-Six Years On The PRCA Circuit



The Winston rodeo scoreboard helps fans keep posted.



Cindy Alexander  
Miss Winston Rodeo

During the past six years, Winston cigarettes through its rodeo awards program has paid out more than a half million dollars as bonus money to top ranked members in the Professional Rodeo Cowboys Association.

In addition to their support of the sport through cash bonus program, Winston supports local rodeo committees by providing advertising and publicity support with the goal of creating new rodeo fans throughout the nearly 600 rodeos sanctioned by the PRCA.

Another important part of the Winston program is Cindy Alexander, Miss Winston Rodeo. Cindy spends a good part of each year on

the PRCA circuit working with the news media helping promote and publicize the growing sport of PRCA rodeo.

Rodeo fans have been uniform in their praise of the Winston rodeo scoreboards. Six of these units are on the road during the year to help keep fans better posted on events as they unfold during the performance.

During 1978 Winston will put \$175,000 up as bonus money for PRCA contestants; a \$25,000 increase from 1977. In addition, top barrel racers in the Girls Rodeo Association will share a \$10,000 bonus.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

# Winston Rodeo Awards \$150,000 in 1977

All Around Champion

**\$10,000**

Tom Ferguson continued his dominance of the prestigious All-Around Title making it four in a row in 1977. The modest Oklahoman that calls Miami home also won the steer wrestling world's championship. He will be a hard man to beat this year with super skill in both steer wrestling and calf roping.



ALL-AROUND &  
STEER WRESTLING  
Tom Ferguson  
Miami, Okla.

## \$30,000 — Event Champions



BAREBACK RIDING  
CHAMPION  
Jack Ward  
Springdale, Arkansas



CALF ROPING  
CHAMPION  
Jim Gladstone  
Cardston, Alberta



SADDLE BRONC  
RIDING CHAMPION  
J.C. Bonine  
Hysham, Montana



BULL RIDING  
CHAMPION  
Don Gay  
Mesquite, Texas



TEAM ROPING  
CHAMPION  
David Motes  
Fresno, Calif.



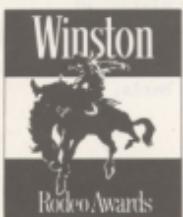
TEAM ROPING  
CHAMPION  
Dennis Motes  
Mesa, Arizona

\$55,000 PAID TO FIRST HALF WINNERS



\$55,000 PAID TO SECOND HALF WINNERS

## \$10,000 TO THE GIRLS RODEO ASSOCIATION



The Winston payoff for the barrel racers is decided at the conclusion of the National Finals Rodeo. The top five cowgirls for the year divide the \$10,000 with \$5,000 going to the champion.

Going Down the Road  
Winston and Rodeo . . .

