

### Kill a Cowboy? Gotta Cut Off Head Bury It Where He Can't Find It

"The only way you can kill a rodeo cowboy," they say back of the chutes, "is cut off his head and bury it where he can't find it."

Take an afternoon off to watch those leather limbed bronc stompers at work some day, and you'll begin to believe that it's true.

There's no such thing as a non-dangerous event in rodeo. Bronc and bull riders get bucked off on their heads, kicked on the way down, and trampled after they land.

Steer-wrestlers, dropping from the saddle of a high-balling horse to the horns of a wild critter that outweighs them nearly four to one, can expect a rough time, and they frequently get it. One slip in timing and they might catch a horn in the face or the abdomen, or they might fall under the hooves of the steer or their own horse.

Even calf roping's no country picnic. The unwary roper can lose a finger, caught in the slack jerked tight by a calf charging full tilt to the end of the rope. On the ground they face a bundle of bucking, kicking and bawling beef that may run three hundred pounds or better, stout enough to flatten any man.

Champion all round cowboy Jim Shoulders, who ought to know, calls professional rodeo "the suicide circuit."

The only thing really surprising about rodeo injuries is that they aren't more frequent and that even more seldom do they stop a man from competing.

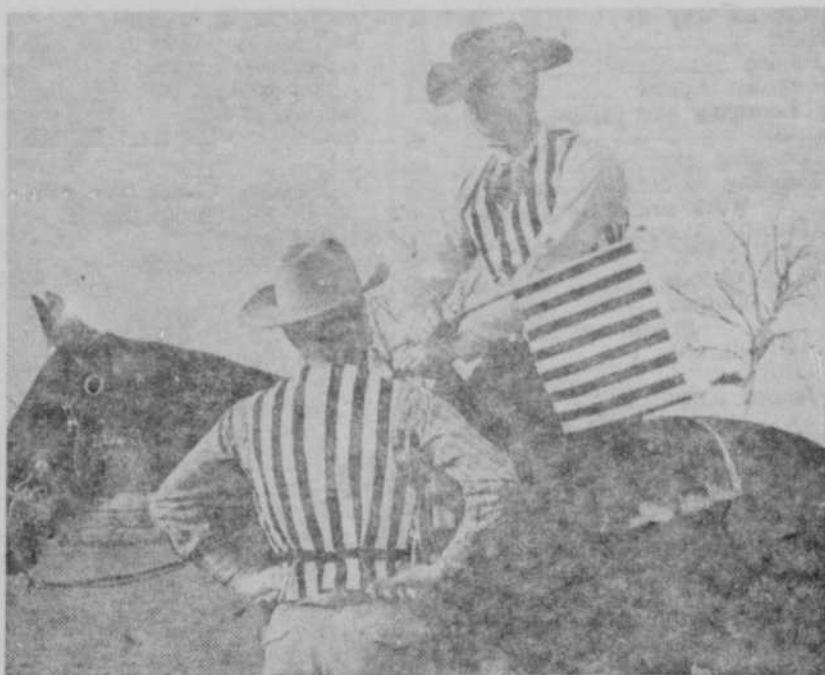
At Lewistown, Ida., a year ago, Shoulders took such a jerk on his riding arm from a bareback bronc that his collar bone was broken off at the shoulder. He not only finished his ride on that horse—winning the day money in the process—but rode another bareback bronc to win the event, and another bull to win bull riding day money before laying off a week to let the break heal.

That's what bothers the rodeo hand more than the injury—the time lost healing. For in rodeo, there are no salaries, no guarantees. The only money a man can make is the prize money he can win.

A few years ago at the Grand National in San Francisco's Cow Palace, steer wrestler Bob Henry missed his jump at a steer, landed hard and broke both arms below the elbows. A few days later, when Henry's next steer was called up, the dogged bulldogger was ready.

With both arms in casts from his palms to his biceps, he threw the steer in 5.2 seconds—fast enough to split first money in the go round.

Fatalities are few, averaging about one a year among the 2,000 members of the Rodeo Cowboys association during the 12-month season of nearly 500 rodeos. The



Judges you can see new in rodeo this year, in these official judge's vests and flags recently approved by Rodeo Cowboys' association. By keeping an eye on the judges, spectators at rodeos can now keep closer tab on which cowboys quality, which are ruled out of the money. (Story on page 2.)

bad breaks—the kind that would retire many other athletes—are frequent enough, but have little effect on the cowboy's courage, his resolution to come back.

Some seasons ago, a bronc named Red Ryder bucked off Buster Ivory at Salinas and broke the cowboy's neck. The doctors told Ivory he'd be lucky to walk again, let alone ride even a gentle horse. Two years later, back to riding

saddle broncs full time, Ivory drew the same Red Ryder that had nearly paralyzed him for life. He rode the horse to the day money.

Disagreeing with doctors about the seriousness of their ills is a standard cowboy characteristic. The cowboy habitually goes back to competition before any doctor would agree that he's ready. "One good thing about being a

rodeo cowboy, though," veteran contestant George Mills once opined, "you sure ain't bothered by insurance salesman." He was right.

Until six years ago, the rodeo cowboy was considered uninsurable—and he still is by all but one company. The Cowboys' Rodeo Association arranges each year with the Republic National Life Insurance Co. of Dallas for group accident coverage for all RCA members. The premium is \$20 per year, taken out of the cowboy's annual dues of \$25. The policy provides for payments of medical expenses up to \$600 for each injury and death benefits up to \$2,500.

The insurance, one of the most important improvements the RCA has made in the cowboy's lot, has also had a tendency to send the hard riding hands to the doctors sooner and more often.

But, by and large, a rodeo hand remains a medic unto himself. When Billy Weeks was banged into a chute gate by a bareback horse at the National Western in Denver last January, he finished the ride. Later, back of the chutes, Weeks pulled off his boot and stomped his stockinged heel on the pavement several times. "Nope," he diagnosed, "She ain't broke."

The next morning, when his ankle was so swollen he couldn't put his boot on, he went to a doctor for X-rays and was told he had a fractured ankle.

Weeks rode no more broncs at Denver that year. "You can't spur 'em out barefoot," he explained.

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Listed here are fifteen words which apply to sewing. These are words we all know and use frequently—only the order of the letters has been changed. For example: the first one, IALREMAT, when unscrambled becomes MATERIAL. The second, BROIDEMRE, becomes EMBROIDER. It's a challenge—and it's fun for the whole family!

#### CONTEST RULES

1. Write or print the unscrambled words in the space provided.
2. Print your name and address clearly. If you wish, you can make a copy of the entry blank on another sheet of paper. Only one entry per family.
3. Mail or bring your entry to our store. Name and address is on this page. You do not have to be present or buy anything to win.
4. In case of tie for first prize, neatest entry will be the winner. Decision of the qualified and impartial judges is final. No entries will be returned.
5. Everyone is eligible to enter except employees (or their families) of the store sponsoring this contest, the newspaper in which this ad appears, or Adler Industries, Inc.

#### ENTRY FORM

Unscramble these words. Hint: They all apply to sewing.

IALREMAT _____	HRAEDT _____	GRAMNOMO _____
BROIDEMRE _____	SARND _____	FLERUF _____
MEAS _____	KTUC _____	SBATE _____
PERZIP _____	DEMN _____	HME _____
QTUIL _____	TUBTON _____	ITCHST _____

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ADDRESS \_\_\_\_\_

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