



# The Wild West

## HOWDY FOLKS!

This year is the **100th** Celebration, that's right the Centennial, of the Buffalo Bill Cody Stampede right here in this great town of Cody, Wyoming! We are ready to kickoff our festivities with nightly rodeos, entertainment in city park, fireworks over the 4th of July, and much more right downtown.

Our small diamond in the rough at the east gate of Yellowstone National Park, offers so much for the traveler and the local. We have options to enjoy western hospitality, outdoor activities, museums, live entertainment, tours, wildlife, and our crowning jewel, nightly rodeo all 90 nights of the summer!

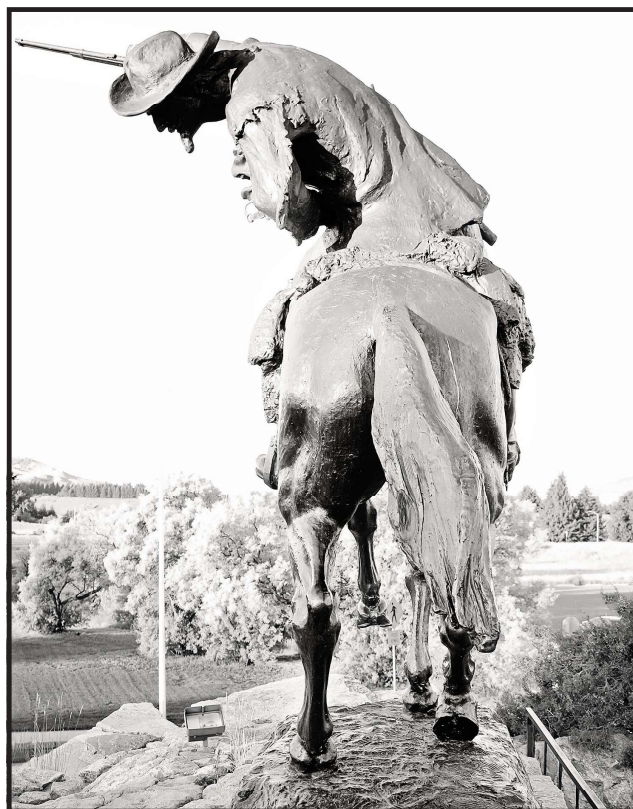
This truly Western tradition has its roots founded in ranch contests that were prominent across the Great Plains, the Southwest, and Rocky Mountain regions in the mid-1800s where cattlemen hired "cowboys" to ride the range. These cowboys were thirsty to prove their medal against others in the business and as a result, contests started in the pasture. As these friendly, prodding contests of skill grew into local spectator sports in these ranching communities, there were people like those in Cody in the early 1900s that kept tradition alive by borrowing drama from the world famous Wild West Shows produced by the late Col. William F. "Buffalo Bill" Cody who died in 1917, to birth a movement that today is a fully professional, sanctioned sport that millions of spectators flock to witness.

### "Cody, Wyoming is the Rodeo Capitol of the World."

This sport birthed out of a way of life in the West, is a cornerstone that holds strong that many see as the last of the "Wild West" in the United States. More than 43 million people identify themselves as prorodeo fans. Yearly, people fill the grandstands to watch the best of the cowboy match the best of the stock in the business.

Caroline Lockhart, Cody's family newspaper editor, novelist, and free-spirited western lady, was the Stampede's first president. She helped to spear-head the Cody community into formalizing and combining activities into one main event that we now call "the rodeo."

It's a performance the tourist and local alike can witness EVERY night June, July, and August at Stampede Park.



The Cody Nite Rodeo is our nightly rodeo that is an open contest, meaning any cowboy/cowgirl can enter to test their skill against other contestants. Many cowboys spend their summers in Cody, competing nightly and enjoying the lifestyle afforded by this great Western community.

Our town's fame reaches its peak July 1-4 each year with the Stampede. Top cowboys and cowgirls from across the world come to the Stampede. We are coined one of rodeo's crown jewels that contestants often add to their travel schedule during "Cowboy Christmas," a weekend in which so many top rodeos are packed together for our country's Independence Day celebrations that it is the richest week in rodeo. The Stampede Rodeo boasts a large purse, and is one of the "richest" one-header's in the industry today. Wrangler National Finals Rodeo quality stock call Cody home for 4 days as the boys roll into town to put on a premier event where it is an ultimate matchup of man vs. beast.

This is your commemorative program to share with your friends and family! This publication is filled with history, photographs, memorabilia, and traditions that need to be shared with the world. Show others what Western hospitality and the Wild West is all about here in our little corner of where the west is still alive to this day.

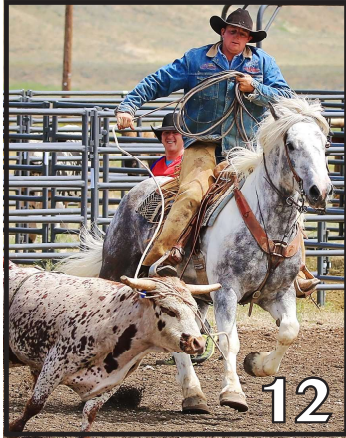
**AUTHOR...Kim Zierlein**



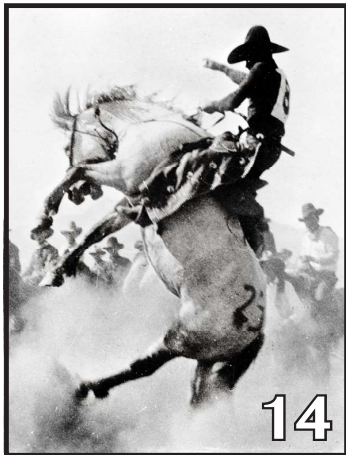


FEATURED ARTICLES

▼ LIFE OF A COWBOY  
*Road Warrior*



▼ CODY IS RODEO  
*The Wild West*



▼ NITE RODEO  
& Mobetta Rodeo



# Cen

## 6 *Stampede Parade Committee*

An amazing group of volunteers that coordinate 3 parades with over 100 entries each year for our 4th of July celebration here in Cody, WY.

## 10-&-11 *Stampede Board*

This year marks the Centennial Celebration of the Cody Stampede Rodeo. These pages introduce you to the ones that make this event happen.

## 13 *Saga of Rodeo*

What is rodeo and why is it so big in Cody, WY?

## 17 *Women in Rodeo*

Before equality on the voting card, women were bustin' broncs in the arena with men.

## 27-32 *How to Watch Rodeo*

Read about each event, and the equipment needed to play the game in the arena where it is man vs. beast and you never know who is going to win.

## 36 *Frontier Rodeo Co.*

Frontier Rodeo Company made a bit of history October 14 by sweeping the 2011 PRCA bucking horse of the year awards. They are our stock contractor for the centennial!



# Centennial 2019



**EVERY COWBOY**  
*Wants to be a Champ*



**MISS CODY**  
*Stampede 2019*



**BUFFALO BILL'S**  
*Country*



**COWBOY'S**  
*Prayer*

## 50-&-51

### *The Men That Make it Happen*

It takes a team to produce a rodeo and entertain thousands of fans each year. Check out those that are the ones working at the rodeo.

## 60-65

### *Cody Stampede Parades*

These are amazing photo spreads that give you a taste of the parade festivities that happen annually right downtown in Cody on Sheridan Ave.

## 74-&-75

### *Tough Enough to Wear Pink*

Rodeo's support in the fight against cancer.

## 86

### *Honoring Our Veterans*

Veteran's Memorial Park hosts an annual event over the 4th to honor our armed forces and those that have served.

## 97

### *A Century of Rodeo*

This year, 2019, marks the Stampede Centennial Celebration in Cody, WY.

# Stampede Board OF DIRECTORS

**THE BOARD OF DIRECTORS** consists of a group of local businessmen, whom all volunteer their time to run the Stampede Rodeo Celebration. Many hours are devoted to the Stampede by these individuals and their efforts make this celebration possible. They will produce 95 rodeo performances this season including the Cody Nite Rodeo, the PRCA sanctioned Stampede rodeo, and the Xtreme Bulls event in conjunction with the Bullfighters Only Tour.

The Cody Stampede ranks among the top 15 outdoor rodeos in the world with a total purse of \$400,000. The Stampede Board, with the help of both national and local sponsors is again putting up a purse of \$25,000 for each event in added money for the 2019 Stampede.

The Board has won prestigious awards including the PRCA "Large Outdoor Rodeo Committee of the Year" consecutively in 1998 and 1999. They were voted Rodeo of the Year by the WPRA in 2014. And this year, in 2019, the Cody Stampede Committee will be inducted into the ProRodeo Hall of Fame in Colorado Springs, CO.

## CODY STAMPEDE GOLD CARD MEMBERS

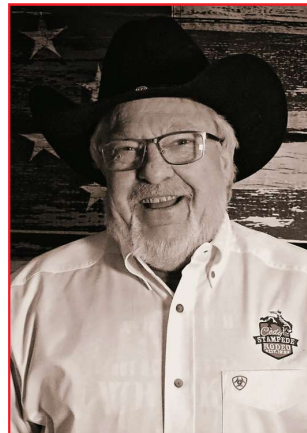
**Mike Schnell, Ed Webster, Jerry Nolan,  
Loren Tope, Marv Allerheiligen,  
Paul Fees, Chip Richard,  
and Al McCreery**



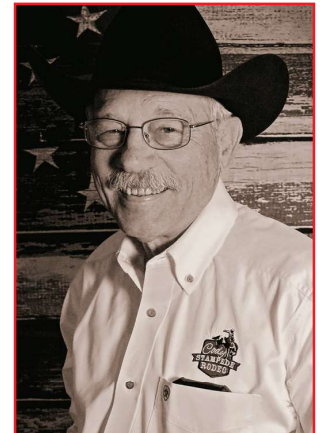
**MARC THOMPSON**  
CO - PRESIDENT  
Member 21 years



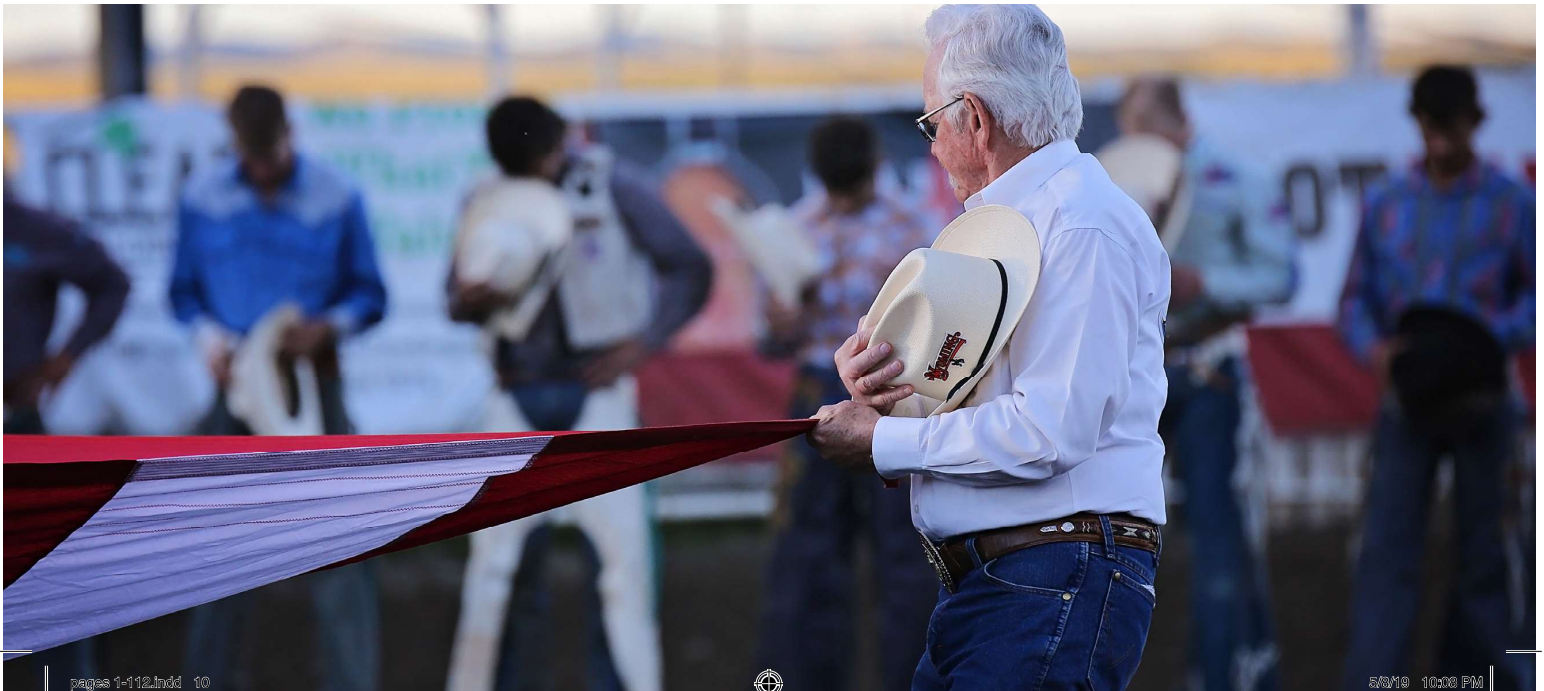
**MIKE DARBY**  
CO - PRESIDENT  
Member 9 years



**LARRY ALLSHOUSE**  
VICE PRESIDENT  
Member 6 years



**TONY SCHEIBER**  
VET/TREASURER  
Member 29 years

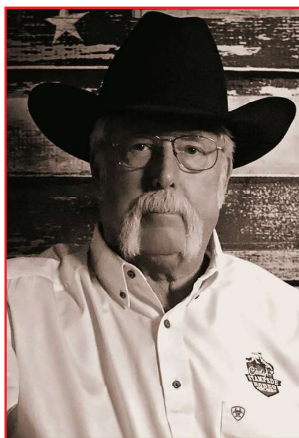




**JIM FACINELI**  
DIRECTOR  
Member 48 years



**CHAD BALL**  
SECRETARY  
Member 6 years



**LARRY JOHNSON**  
DIRECTOR  
Member 25 years



**ED PHILIPS**  
DIRECTOR  
Member 13 years



**JUSTIN LUNDVALL**  
DIRECTOR  
Member 6 years



**BRAD THYNG**  
DIRECTOR  
Member 2 years



**JERI GILLETT**  
ASSOCIATE  
2019



**PAT NIETERS**  
ASSOCIATE  
2019



**LEE LIVINGSTON**  
ASSOCIATE  
2019



**LARRY THYNG**  
ASSOCIATE  
2019



**BEN WILLIAMS**  
ASSOCIATE  
2019



# Nite Rodeo HISTORY

*CODY, WYOMING...*

*WE RODEO UNTIL THE LIGHTS GO OUT.*

It's not just the Stampede that gives us this distinction. Yes, the Stampede started almost five generations back. It was founded in 1919 just as Prohibition was made the law of the land, so it was the nation's first "dry rodeo."



It has grown to become one of the world's richest 4th of July cowboy blowouts. But what makes Cody unique, is the Cody Nite Rodeo with its 90 performances yearly June, July, and August. There simply is more rodeo action in Cody, for spectators and contestants alike, than any place else on earth. Rodeo in Cody is as old as the town itself. Buffalo Bill Cody started ranching on the TE Ranch on the South Fork of the Shoshone River in 1895. Within a year, there were impromptu rodeos in the new town of Cody.

Not only did it bring the area cowboys and cowgirls together for fun and excitement, but also served as informal auditions for Buffalo Bill's Wild West. In those early days, the competition was held right on Sheridan Avenue, Cody's main street, and photographs show spectators filling the windows and lining the roof of the Irma Hotel.

After 1919, the town and its newly formed Stampede Board built an arena just northeast of town where Circle Drive and Nielson Park now surround the LDS Church and its Historic Cody Murals.

For the next twenty years the Stampede grew in prominence as a regional event and became, "the saltiest show in northern Wyoming." Depression hit in the United States and it became harder to raise the annual prize money,

and the locals grew hungry for more rodeo action. In the summer of 1938 a group of townspeople organized Cody's "premier Amateur Rodeo" which took place on August 6. The announcer was Buffalo Bill's grandson, Bill Garlow, and the Boot & Bottle Club staged a parade that wound through town from the Buffalo Bill statue to the Stampede Grounds. Local businesses donated prizes such as hams, theater tickets, and cases of motor oil for the contestants in the riding events, roping events, and for the winners of "novelty races."

Since 1938 was an election year, there was even a special novelty prize: "Donated by Bill DeMaris—a horse collar, hand-decorated by artist Bill Miler, to the loser of the Political Candidates' race." The first "Cody Amateur Rodeo" was such a success. It drew more than 600 paying spectators, both locals and visitors that the next step was obvious. In the spring of 1939, Cody cowboy, Carly Downing began planning what he first called "an informal rodeo."

The Downing family's roughriding credentials were impeccable. Carly's older brother Gail not only was a noted bronc riding champion, but also worked in the movies as a stunt man with Douglas Fairbanks, Sr.

Hardly to be outdone, Carly and his sister, Orilla, had ridden with Buffalo Bill's Wild West. With an eye for the grand send off, Carly managed to organize the opening night to coincide with the annual national convention of BPOW Does, scheduled in Cody. On Saturday, June 24, a grandstand full of locals, visitors, Lady Elks and their swains thronged to a full program of bucking broncs, bulldogging, calf roping, and novelty races.

**"...presenting native riders with  
experience, before spectators  
and as a novel attraction  
for tourists."**

A contingent of Crow Indian people also entertained with music and dancing. The Cody Enterprise applauded the event for "presenting native riders with experience, before spectators and as a novel attraction for tourists." After the conclusion of the annual Cody Stampede, just a little over two weeks later, Carly Downing's "Pup Rodeo" began nightly performances. Ever since, except for three seasons during World War II, 1943-1945, every summer night has been rodeo night in Cody.



With the end of war, Americans hit the road in record numbers, and in 1946 proved to be the biggest year yet for visitation to Yellowstone National Park—and to Cody.

The town and its museum celebrated the Centennial of Buffalo Bills' birth. The Cody Stampede and the Nite Rodeo celebrated by moving to a new rodeo grounds at the top of the Post Office Hill. Carly Downing and his successor, roman-riding star Jimmy Tuff, turned the reins of the Nite Rodeo over to Merle Fales and Wilkie Braten. The next 60 years have seen the rodeo produced by a line of local and national legends among stock contractors: Ky Kiamann, Al Hodson, Dick Curtis and Lyle Ellis, the Stephen Brothers and Jim Houston, Ike Sankey, Ray Owens' Z-5 Rodeo, Jim Ivory with Ivory Rodeo Company had two stints as contractor, and currently former timed-events star Maury Tate.

In 1976, Cody's Stampede Board built yet another new home for rodeo just west of town. The Cody Stampede Park is now one of the largest outdoor rodeo facilities in the nation for contestants, spectators, and livestock.

The Cody Nite Rodeo is still an "amateur rodeo." However, the cowboys and cowgirls are competing for real prize money, trophy buckles, and saddles. All the contestants pay an entry fee for the privilege of testing themselves. The Nite Rodeo has the same relationship to the Cody Stampede and other top PRCA rodeos as baseball farm teams have to the major leagues. Just as baseball's stars get their start in the minors, so have a galaxy of ProRodeo Hall-of-Famers. Most have saddled up or honed their skills at the Nite Rodeo.

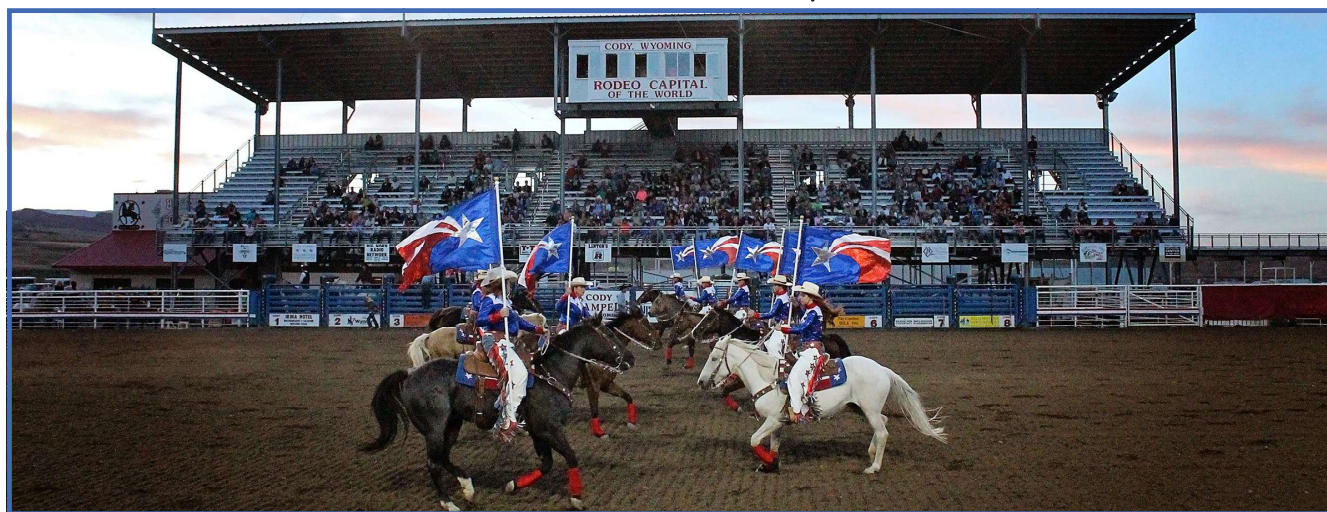
The list of legends who once called the Nite Rodeo home include Mel Stonehouse, Chuck Swanson, Jerry Hixson,



Rick and Jim Smith, Bob Ragsdale, Walt Linderman, Enoch Walker, Freckles Brown, "Cody Bill" Smith, Jim Houston, all-around great Tom Ferguson, Deb Greenough, and bareback-bronc champion Chris LeDoux who went on to become a singing and song-writing legend. A couple of Nite Rodeo cowboys even rose to stardom in the movies—Richard Farnsworth and Slim Pickens.

The Cody Nite Rodeo was, is, and always will be a stomping ground for the immortals of tomorrow. In fact, even four-legged champions get their start in Cody.

Cody is the starting place for many new rodeo fans. Nearly 100,000 people buy tickets to the Cody Nite Rodeo every year, and almost 90% of them are seeing their first-ever rodeo. Their applause encourages young cowboys and cowgirls, and their support of the Nitely in turn provides the financial footing for the annual Cody Stampede and the community.



# Mobetta

## RODEO COMPANY

"Mo" Betta began as a small western shirt company in 1987. Maury Tate had a few ladies making custom western shirts that he took on the rodeo circuit to sell. One year at the National Finals, every tie-down roper was wearing a "Mo" Betta shirt. From that point, "Mo" Betta was on its way, with customers that include Garth Brooks, Tracy Lawrence, Tim McGraw, Joe Diffie, and others.



In 2005, "Mo" Betta Rodeo Co. became the contractor for the Cody Nite Rodeo. The "Mo" Betta family has now been a part of the "Rodeo Capital of the World" here in Cody, WY for 12 years. Maury brings experience and hands on knowledge to his latest enterprise. He was a professional tie-down roper for 18 years, finishing consistently in the top

"Maury is an enthusiastic supporter of rodeo; being featured in many national magazines..."

30. He has won many of the major rodeos, such as: Reno, Greeley, Springdale, Colorado Springs, Pecos, Livingston, Prairie Circuit Finals, Dodge National Circuit finals, and

was a team member on the 1991 US Olympic Rodeo Team.

Maury is an enthusiastic supporter of rodeo; being featured in many national magazines such as: People, Western Horseman, Country Weekly, Top Entrepreneur, and featured on the Crook & Chase television show. He was the official spokesman for the Oklahoma Chevy Team for 5 years, doing all of the TV and radio ads, as well as speaking engagements and live radio remotes. Chevrolet designed a special edition, "Mo" Betta Chevy truck, and a car they called the "Mo" Betta Berretta, which were available only in Oklahoma.

With all the experience in the rodeo arena and promotion of the sport, Maury brings a great expertise and dynamic to the Cody Nite Rodeo. "Mo" Betta Rodeo Co. has developed a great show and a great rodeo for the contestants. For 90 nights there is a full performance put on and "Mo" Betta has added a Cody Nite Rodeo finals. This is a summation of the summers top 10 athletes in each event. There are year-end prizes and a large cash pot for the cowboys/cowgirls to run after. Custom saddles are awarded to the top All-Around Cowboy and Cowgirl. The finals is an action packed 3 performances the last 3 nights of August.

Along with producing a great rodeo in Cody, WY (the Tates summer home), Maury has initiated several events in his hometown, which include the "Mo" Betta Invitational Calf Roping, the Celebrity Quail Hunt, the Apache Rattlesnake Contest, and the "Mo" Betta Bull Bash and Futurity. All of these events continue to run today.

Maury, his wife Nikki, and their two daughters, Cydney and Hadley, are committed to the Cody community and are dedicate each year to promoting rodeo to new and old fans alike in Cody.







**RODEO...A FAMILY TRADITION!**







# Wrangler NFR 2018 WORLD CHAMPIONS

**ALL-AROUND**



**TREVOR BRAZILE**  
2018 Earnings - \$335,679

**BAREBACK**



**TIM O'CONNELL**  
2018 Earnings - \$319,801

**STEER WRESTLING**



**TYLER WAGUESPACK**  
2018 Earnings - \$260,013

**SADDLE BRONC**



**WADE SUNDELL**  
2018 Earnings - \$280,636

**TIE-DOWN ROPING**



**CALEB SMIDT**  
2018 Earnings - \$232,817

**BARRELS**



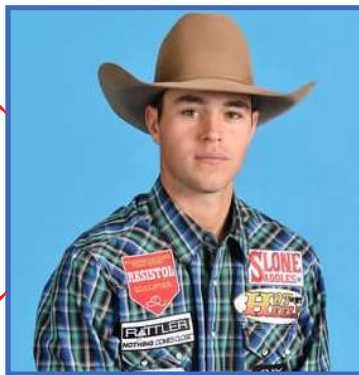
**HAILEY KINSEL**  
2018 Earnings - \$350,699

**BULL RIDING**



**SAGE KIMZEY**  
2018 Earnings - \$415,262

**TR (HEADER)**



**CLAY SMITH**  
2018 Earnings - \$289,921

**TR (HEELER)**



**PAUL EAVES**  
2018 Earnings - \$289,636







# LAND OF THE FREE BECAUSE OF THE BRAVE

