

Mr. Rodeo to Compete at Harrisburg

(Ed. note — In a sport which had its beginnings in the actual ranch chores of western cowboys, and finds its "young blood" among men who develop the required rodeo skills working on modern ranches, few cowboys are consistently superior to all other

The greatest of those few, Jim Shoulders, is at his peak, towering above the field. Not only is he a great competitor in the arena, but he is recognized as one of the finest gentlemen of the west.

Competing in two of the wildest and most dangerous events of rodeo, he has carefully saved his winnings and invested them in one of the finest small working ranches anywhere. Through Jim Shoulders, Lancaster Farming salutes the thousands of competing rodeo cowboys — participating in the only major sport to grow from American Agriculture)

As befits his stature as the greatest rodeo champion in the history of the cowboy contests, "Slim Jim" Shoulders, 30-year-old Henryetta, Oklahoma world's champion became the first of an expected 200 cowboys to place entry fees for the World Champion Rodeo in Harrisburg next week.

In 1949, the slim, soft-spoken and painfully shy cowboy became the youngest "waddie" in history to win the World's All-Around Cowboy Championship. He repeated the feat in 1956 and '57, boosting his total of world's championship to 18, well above the previous record compiled by the colorful Casey Tibbs, another rough-string rider from Fort Pierre, S.D.

Shoulders has won more than \$300,000 on the whipping backs of thousands of bareback broncs and brama bulls, in the only

He is the first and only cowboy to collar three All Around titles and with the winning of a fourth, his records may never be equaled

Last year, the residents of his adopted home-town of Henryetta ignored his pleas to spend their money on "something useful" and erected a huge sign near his ranch claiming him once and for all time as "their's" and the world's No 1 cowboy.

Natives of Calgary, Ontario provided him with his nickname of "Slim Jim" several years ago and offered to adopt him at any time he cared to move north.

Shortly before the 1957 rodeo season, a truck-load of hay was to be hauled from a barn on the 5,000 acre J Lazy S ranch to Arizona. The truck and driver arrived, and there were three helpers on hand to help load.

The driver later reported Jim came down from the house and insisted upon helping "Jim actually handled more bales, by count, than all three of those helpers," the driver stated.

Jim met his wife in the early Forties, when they were both students in a small consolidated high school. On their first date, he naturally took her horse back riding. Years later, after he was established in rodeo, they were married and now have three children.

Jim hopes his son will become a rancher, not a rodeo cowboy; reflecting his love of rodeo's true beginning.

Shoulders won \$43,000 two years ago and \$33,000 last year. This year he leads Benny Reynolds, young Melrose, Montana brone rider, by 6,000 points or dollars, in the title race. He is



JIM SHOULDERS, holder of 18 World's Championships in professional rodeo, three All-Around titles, winner of more than \$300,000 and a solid "dirt" rancher. The No. 1 cowboy of rodeo history.

considered a cinch for at least three times — and genuine modesty.

In contrast to the wild ways of former rodeo eras, Jim personally fits the modern cowboys, with his scientific ranch operation.

devotion to his family, well groomed appearance — at all times — and genuine modesty. For these and many other reasons, he is firmly established as THE "cowboys' cowboy."

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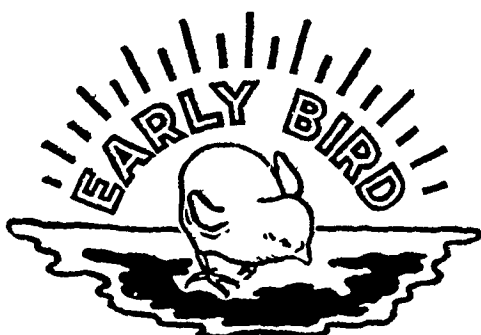
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