



HIT THE DIRT . . . A Brahma bull, owned by world famous rodeo trainer Andy Jauregui, lets a cowboy know he doesn't like to carry riders. Jauregui's livestock, which was selected more than any other animal string in the United States for the 1964 National

Finals Rodeo, will be in Torrance Aug. 7 and 8 to give the Rodeo Cowboy's Association members a rough and tumble time. The Rodeo, co-sponsored by the Torrance Mounted Police and the Junior Chamber of Commerce, will climax Rancho Days here.

RANCHERO DAYS 1965

Famed Trainer to Bring Broncs, Bulls for Rodeo

Flashing hooves, violent action, colorful cowboys, flying flags, excitement, crowds—these are the trademarks of the rodeo, America's own sport. But, in the Torrance arena at the Del Amo Center there is another trademark of top-flight western entertainment. This is the figure in a bright shirt and leather leggings, always near the scene of action, riding a good looking, well-mannered horse. He is Andy Jauregui of Newhall, dean of all rodeo livestock contractors and the man who has been responsible for much of Southern California's great increase in rodeo interest and activity.

These were the golden days of Tom Mix and Buck Jones, and Andy often doubled these cinema cowboys. His first accumulation of horses, bulls, and steers was for use in motion pictures, but Andy soon sensed the long range future in rodeo lay in stock contracting rather than contesting. BY 1940 he had built a string of broncs and bulls equal to any rodeo's entry list. Since that time he has furnished stock for every major rodeo in the Pacific Southwest at some time, from Tucson to the San Francisco Cow Palace. The sport of rodeo has changed faster than any other part of the athletic or entertainment world. What was a cow country pastime 20 years ago is today one of the nation's major spectator attractions, with just under 10,000,000 paid attendance last year to the Rodeo Cowboys Association events. Jauregui is the one "old-timer" to successfully make the transition. In fact, his rodeos set the pattern for increased showmanship and fast-paced action to please the audience. ANDY HAS HELD every official position in pro rodeo open to men in the field. He has served as a trustee of the Rodeo Foundation, as the Pacific Zone stock contractor representative of the Rodeo Cowboys Association and as an advisor to the National Finals Rodeo. This year he brings to Torrance, in Andy's own words, "The strongest string of bucking stock I've ever owned." His statement is backed up by the fact Jauregui's Jay Spear broncs and bulls led all pro rodeo strings in total number selected for the 1964 National Finals—the surest guarantee that spectators will see even greater action at the Mounted Police Rodeo this year than ever before.

event, scheduled Aug. 7 and 8 and co-sponsored by Torrance Mounted Police and the Junior Chamber of Commerce. But the 62-year-old arena veteran has a rodeo career spanning 38 years. Rodeo has been Jauregui's entire life since he rode down from the family ranch in Ventura County to enter his first contest. He has won the admiration and respect of those in every phase of rodeo. He began as a bronc rider and roper—his skill with a lariat won him two World Championships, in 1931 and in 1934—and his horseback ability and daring soon won Jauregui attention from the early-day motion picture business, which filmed many westerns around his Newhall home area.

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