



Smithsonian

National Museum of American History Kenneth E. Behring Center

Chet and Juanita Howell Rodeo Collection

NMAH.AC.0255

Barbara Kemp

1987

Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Chet and Juanita Howell Rodeo Collection
Date:	1934-1958
Identifier:	NMAH.AC.0255
Creator:	Howell, Juanita National Museum of American History (U.S.). Division of Community Life Howell, Chet
Extent:	1 Cubic foot (2 boxes)
Language:	English .

Administrative Information

Immediate Source of Acquisition

Collection donated by Juanita Howell, December 14, 1985.

Provenance

Manuscript portion transferred from the Division of Community Life (Department of Social and Cultural History, now Division of Cultural and Community Life) to the Archives Center, March 20, 1987.

Related Archival Materials

Related artifacts in the Division of Cultural and Community Life and at the Cowgirl Hall of Fame.

Processing Information

Collection processed by Barbara Kemp, 1987.

Preferred Citation

Chet and Juanita Howell Rodeo Collection, 1934-1958, Archives Center, National Museum of American History, Smithsonian Institution. Gift of Juanita Howell.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical Note

Chet and Juanita Howell were trick riders and ropers who played many of the rodeos and fairs throughout the country in the 1930s until the latter 1950s. They averaged thirty shows per year, with most of their performances being in the western and southwestern United States.

Chet was born in San Jose, California, where he learned to ride broncs and bulls and to do trick riding and roping. He doubled for Gene Autrey in "Oh Susanna" and worked in other movies. During the spring of 1935 he performed his act in Yokohama, Japan. Juanita Howell started with the King Brothers rodeo and Wild West in 1931. In 1933 she won a championship trophy as a steer rider. Juanita and Chet were married on horseback in August of 1936 in Centralia, Washington.

Chet was drafted in 1943 and served in the South Pacific. Juanita worked in Ogden, Utah, during World War II, in the quartermaster depot, first in the teletype office and then doing guard duty mounted on horseback. After World War II, Chet continued with the rodeo. In the 1950's, the Howells settled in Phoenix, Arizona, where he worked in manufacturing for five years. His last job before he passed away in 1973 was with the post office. Juanita Howell, born in 1910, is still living in their retirement home.

Scope and Contents

Mostly newspaper publicity and rodeo programs. 67 full- and half-page sheets from mostly small-town papers, with predominantly local news. The programs for performances at fairs sometimes include agricultural information, what was being judged, and the cash prize amounts. Most of the programs contain advertisements for small-town services and products. A description of the sponsors indicate close community-business relationships. Some shows were near Indian reservations and Native Americans took part in the shows.

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Arrangement

Divided into 4 series: 1) Rodeo Programs; 2) Newspaper clippings and newspaper sheets; 3) Contracts; 4) Magazines. Arranged chronologically by type of material.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Agriculture -- Western states (U.S.)
- Fairs
- Rodeo performers
- Rodeos
- Trick riding
- Women in rodeos

Types of Materials:

Contracts
Programs -- 1930-2000
Scrapbooks -- 20th century

Places:

Southwestern States
Western states (U.S.)

Container Listing

Rodeo Programs

Box 1, Folder 1 Rodeo Programs, 1934-1950

Box 1, Folder 2 Rodeo Programs, 1951-1956

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Newspaper Clippings and Sheets

Box 1, Folder 3	Newspaper Clippings, 1932-1951; undated
Box 2	Newspaper Sheets, 1934-1952

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Contracts

Box 1, Folder 3

Contracts, 1953

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Magazines

Box 1, Folder 3

Victory News, July 16, 1943

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