Ben H. Woodson President

## Message from the President

# Memphis Cotton Carnival Association

"Our primary objective is to do what is best for the people of our city — to give them a Carnival in which we can all participate and enjoy to the fullest."

The year 1981 will be a historic one for Cotton Carnival in many respects.

This is our fiftieth anniversary celebration — but more importantly, it is a year of ambitious change and expansion of Carnival activities. This year our festivities begin May 22 and continue through June 7, offering to citizens of Memphis and the Mid-South 18 full days of music, pageantry and good old-fashioned fun.

The most sweeping change has been the addition of MusicFest, a 10-day extravaganza of entertainment featuring some of the biggest musical talents Memphis has ever seen. This mammoth undertaking would not have been possible without the support of certain members of our business community, the guarantors of the project. All 31 of them have faith in Memphis as a site for major attractions such as MusicFest, and we believe that faith is justified.

The restructuring of the Cotton Carnival to include Krewes and Grand Krewes has broadened the concept of our festival. We still have all the wonderful pageantry and color that Memphians have traditionally enjoyed at Carnival time, and now we have even more activities to enrich the entire community.

It is fitting that we should do this. Our primary objective is to do what is best for the people of our city — to give them a Carnival in which we can all participate and enjoy to the fullest.

After 50 years of Carnival, we hope this will be our best yet — it's music, spectacle, fun — and splendid entertainment. Enjoy!



# Presenting His Majesty . . .

No one could be more excited about Cotton Carnival's new look than King Owen Tabor.

"I think this is not the end of the old Carnival spirit, but instead, allows everyone to have a better time and lets Carnival continue to be meaningful and fun."

For the first time in Cotton Carnival history, the King is a practicing orthopedic surgeon and therefore not directly associated with the cotton industry.

Although not a native son, he is heir by adoption to the benefits of the cotton industry and to the civic and cultural advantages which cotton historically brings to Memphis and the Mid-South.

The new King feels Cotton Carnival not only spotlights King Cotton, but also draws attention to the other resources the city has to offer.

"Our educational system, our parks and our people are all to be celebrated," he said. "Memphis is a wonderful place to live, work and raise a family. Cotton Carnival is a way to celebrate the people here."

King Owen was born in Philadelphia 43 years ago, the son of the late Mr. and Mrs. Roy Dillard Tabor of Tifton, Georgia. He is a grandson of the late Mr. and Mrs. John Edmund Tabor of Toccoa, Georgia, and the late Mr. and Mrs. Henry Hardy Britt of Tifton.

The 1981 King is married to the former Margaret Walker Wellford, daughter of Mr. and Mrs. Alexander White Wellford of Memphis. The Tabors have four children, Margaret Kyle Tabor, Mary Britt Wellford Tabor, Owen Britt Tabor, Jr., and Alexander Wellford Tabor

The King's love affair with the Cotton Carnival began in 1966 when he participated in his first carnival; his growing appreciation for Memphis and the Mid-South



King Owen has a hug for the "Forgotten Woman," wife Margaret.



A musical family, the Tabors often gather around the piano. Left to right: Kyle, Wellford, King Owen, Mary, Margaret, and Owen, Jr.

has developed from the time the Tabors moved to the city when King Owen began an orthopaedic residency at the Campbell Clinic.

Quickly recognizing that Memphis is "a place of good abode," the King determined that he and his family would be Memphians.

His affiliation with the Cotton Carnival began as committeeman of Osiris. He was King of Osiris in 1979 and Master of Ceremonies of the 1980 Crown and Sceptre Coronation Ball. His wife was Princess to the Memphis Country Club in 1957 and Queen of Osiris in 1958. His son, Owen Jr., served as Page to King Hallam Boyd Jr. in 1977; his son, Wellford, was crowned King of Chi Omega in 1977 and served as Page to King Goodloe Early in 1978. His daughter, Kyle, is Lady in Waiting to the Little Garden Club of Memphis. His nephew, Alexander Wellford III, is Page to the King.

King Owen graduated from The William Penn Charter School in Philadelphia in 1955, and received a bachelor of arts degree from Wesleyan University in 1959. He received his medical degree from Duke University Medical School in 1963. He was discharged from the Navy in 1967, with the rank of Lieutenant Commander and from 1967 to 1970 was a fellow at The Campbell Clinic. He has been in private practice since 1971.

Active in many civic organizations, the King is also a talented pianist. He is a member of Idlewild Presbyterian Church and an instructor at the University of Tennessee Center for the Health Sciences.

# **And Her Majesty**

"Being selected Cotton Carnival Queen is the hardest secret I've ever had to keep," says 1981 Queen Peggy

The 20-year-old daughter of Mr. and Mrs. Neely S. Garrott Jr., said when she was asked to be Queen last summer she was determined to trick everyone into not guessing who the new queen would be.

"I figured since I was so young, no one would guess I was Queen, but many have asked and some have

guessed," she said.

It's really no surprise that Queen Peggy was chosen to reign over this year's Carnival. A Cotton Carnival Princess for the Memphis Garden Club in 1979, the new Queen and her family have always been active in the yearly festivities.

Her sister, Lucy, was Princess to the Memphis Garden Club in 1968 and Queen of Osiris in 1970. Lucy is married to Ben Woodson, 1974 Cotton Carnival King and the present Cotton Carnival Association president. Oueen Peggy's brother, Stanley, who lives in New York, was Prince to the Memphis Country Club in 1975.

The new Queen has another sister, Dorothy, who is living in Fort Walton Beach, Fla. Queen Peggy, who has taken a year off from her studies at Mount Vernon College in Washington, D.C., lives with her parents and works as a teller for Union Planters Bank.



"Queen Mother" Dottie helps a radiant Queen Peggy prepare for another fast-paced day of Carnival celebration.



Helping Queen Peggy put on the finishing touches are her mother, Dottie Garrott and her sister, Lucy Woodson.

Queen Peggy says she grew up on her family's farm in Louise, Ark., where her father, a cotton producer and ginner, helped run N. S. Garrott and Sons Cotton Producers and Ginners.

Her paternal grandparents were the late Mr. and Mrs. Neely Stanley Garrott. Mr. Garrott was president of the cotton firm. Queen Peggy's maternal grandparents were the late Mr. and Mrs. William A. Webster, Mr. Webster was President of William A. Webster Pharmaceutical Company.

Celebrating cotton and Memphis heritage with Cotton Carnival is "what our region is all about" says the new Queen. And the addition of the Krewe system has her

excited about this year's Carnival.

"It's about time the Carnival was really, totally, brought to the people," she said. "The neighborhood Krewes and the MusicFest will really include everybody in some way. I'd like to see all the stores shut down for a week during Carnival for total civic

Queen Peggy is a graduate of the Hutchison School, where she was voted Most School Spirited. Active in many organizations, she was president of Chez Nous Intersorority, a member of Four Seasons and is currently a member of Girls Dinner Club and Falderal.

A member of Second Presbyterian Church, the 1981 Queen was presented at the Memphis Country Club Holiday Ball in 1978.

When not working, Queen Peggy enjoys tennis, bicycle riding and has taught and worked in a needlepoint shop in Washington, D.C.

## **Crown and Sceptre**



Joanie Ball, Duchess representing Lowenstein's/Maison Blanche



Billie Ann Johnson representing Browning Ferris Industries



Cindy McDonald, Duchess representing National Bank of Commerce



Neely Sims, Duchess representing First Tennessee Bank



René Cruthirds, Duchess representing Union Planters National Bank



Kelly Fisher representing Tom Wells Interior Design



Julie Gassaway representing Flowers By Sandy, Inc.



Christianne Walton representing Eastex Packaging, Inc. Memphis Division

# Royal Court of 1981

Cotton Carnival

### Crown & Sceptre Queen



Miss Billie Ann Johnson representing Browning-Ferris Industries after being crowned Queen of Crown & Sceptre.

### Royal Pages - 1981



KING'S — L. to R. Joseph Orgill Boone, Wilson Perry Barton, III. Alexander White Wellford, III, Bruce Cameron Taylor, Jr., Edward Johnstone Dobbs



QUEEN'S — L to R, Frank Crump Allan, Buchanan Dobson Dunavant, John H, Pritchard, III, David Foote Sellers Shy, George Coors Arthur

# Special Princesses



MARY JOSEPHINE GILLILAND King's Princess Prince: David Murray Dunlap



HELENE EAKIN NORCROSS
Queen's Princess
Prince: Jeffry Daniel Draughn



VIRGINIA BIGGS MENZIES Past Kings' Princess Prince: Curt Middlekauff



ELIZABETH ANN CAMP Cotton Princess Prince: Dominic Parker Canale



SUSAN JEFFERIES MANN Carnival Princess Prince; Frank Norfleet Abston



SUSAN BLAKE FIELD Court Special Princess Prince: Frank Crutcher



NANCY BURGESS HAMMOND President's Princess Prince: Freeman Anthony Marr



EILEEN WILSHIRE ALLAN Past Presidents' Princess Prince: Thomas Dudney Ham



TAMA THERESE DUDLEY Royal Club Princess Prince: David Hale Peeples



CYNTHIA BOYCE BRITTON Festival Princess Prince: Judd Pankey Chris Clark

# Club Princesses



MARY ANNETTA WILLIAMS Al Chymia Shrine Prince: Robert Darrell Stacey



JAN STRINGER Chickasaw Country Club Prince: William Scott Sneed



MARY STAFFORD SAMUELSON Lastnighters' Prince: Fleet Abston



CORNELIA SCOTT CANALE Memphis Country Club Prince: Samuel Brinson Hollis, Jr.



MICHELE RENEE DOTE Navy League/Navy Memphis Prince Lt. John Allen Derivaux, Jr. JAGC USN



ALICE MURLEY GOODMAN Nineteenth Century Club Prince: Mitchell D. Wood



CAROL ROBBINS CARRUTHERS Summit Club Prince: Louis Hobson Dickinson, III



KATHRYN CHALMERS PEYTON University Club Prince: Walter Marion Broadfoot, III

# Ladies in Waiting



REBECCA RUTH CLENDENIN Association for the Preservation of Tennessee Antiquities Escort: Robert Franklin Ashley



MARY VERONA ELLIS Beethoven Club Escort: David F. Shy



HELEN F. HENRY Better Films Council Escort: Glenn A. Davis



DOROTHY ANNE HALLIDAY Brooks Art Gallery League Escort: David C. Calhoun



ELIZABETH LADSON MANN Chickasaw Garden Club Escort: Tom Barzizza



SHERYL DIANNE DAVENPORT Duration Club, Inc. Escort: Ellis Alford



KIMBERLY OBRIAN DOBSON Eastwood Manor Association Escort: Samuel Jonathan Garrett



VICKI LYNN CORTNER Fortnightly Club Escort: Scott Reynders



LILLIAN FRAZIER WEEKS Good Earth Garden Club Escort: Bob Henritze



HOLLY HAROLD FUGITT Home Builders Association Escort: John Huffman



SHARON MONICE PEACE Jack & Jill of America, Inc. Escort: Curtis Andre Chism



ANNE HILLIARD GOLWEN Josephine Circle, Inc. Escort: Randolph Reeves

# Ladies in Waiting



ANNE BRAY EVERETT Junior League Garden Club Escort: Rhodes Harrison



SARAH FRANCES KING HARRISON Kappa Alpha Theta Escort: David Crisler Mayer



TAMMY JOY TREXLER Kiwanis Club of Memphis Escort: Leigh Bailey



CAROL SHELLEY THOMAS LaJeunesse Charity Organization Escort: Christopher Thomas Lewis



ANDREA JEAN SIMPSON Landmark Womens' Club Escort: Tim Walsh



JEAN McCLANAHAN Las Lectoras Escort: William Henry McHorris, III



CAROLYN LOUISE GEORGE Laurelwood Garden Club Escort: E. W. Atkinson



ELIZABETH TAYLOR LeBonheur Club of Memphis Escort: Andrew Brooks Dillon



VIRGINIA BRODNAX RAINES Les Passees, Inc.



JEANNE ROBERDS BURROW Les Passees Fine Arts



MARGARET KYLE TABOR Little Garden Club Escort: Scott Newton Stevens



GAYE GOULD Lunch Forum Escort: Barry Crain

# Ladies in Waiting



STEPHANIE CHRISTINE WEAVER Madonna Circle Escort: Mr. Steven Alan Alford



ELIZABETH RUTH Van BROCKLIN Maternal Welfare League Escort: Jeff Sater



KATHERINE DAWN TALLEY Memphis Board of Realtors Escort: Charles Eugene Dalton



MARY POWEL JABALEY Memphis Chapter Colonial Dames of America Escort: Gilbert Barrow Wilson



LISA CAROLE FRANKLIN Memphis Hydraulic Cotton Press Association Escort: John Robert Colmer



KRISTIN ELIZABETH COFFMAN Memphis Cotton Wives Escort: Keith Kimbrough Roberson



MARION WILSON TURNER Memphis Garden Club Escort: John K. Wilbourn



SUSAN McCAULL Memphis Rose Society Escort: Scott Winter Schaefer



PATTI JEAN SAWTELLE Memphis Rotary Club Escort: Steve White



KAREN DANA ANDERTON Oak Grove Home & Garden Club Escort: Lloyd Donelson Miller



JULIE ANNETTE PLEDGER Subsidium Escort: Joe Manuszak



LISA ANN RAGEN Wood Grove Park Garden Club Escort: John Shipman Rucker

# Ladies of the Realm



LOUISE GRAVES GREGORY Athens, Georgia



SUZANNE ELAINE CRAWLEY Beebe, Arkansas



MELESSIA EASON Brownsville, Tennessee



JUDITH ANNE SULLIVAN Burdette, Arkansas



JILL ANN ARRINGTON Coffeeville, Mississippi



VIRGINIA HARDY EVANS Columbus, Mississippi



MARY ANN McFALL Corinth, Mississippi



MIMI JILL MOORE Covington, Tennessee



LUCINDA BUCK SPENCE Dyersburg, Tennessee



MARGARET GREENWAY McKEE Friars Point, Mississippi



ANNE CLARKE LITTLE Greensboro, North Carolina



SYBIL ANDERSEN BLEDSOE Greenwood, Mississippi



JENNIFER CAMILLE PUCKETT Gulfport, Mississippi



SALLY ROSS FOWLER Hattiesburg, Mississippi



BETTY LAMBERT CHOATE Helena, Arkansas



TARA ELIZABETH FANT Holly Springs, Mississippi

# Ladies of the Realm



ANNE BRIGHAM ATKINS Humboldt, Tennessee



JANE SHANNON YANDELL Jackson, Mississippi



NINA GAYNEL QUINN Jackson, Tennessee



CARLA CHEATHAM NEBHUT Jensen Beach, Florida



CYNTHIA DAKE LANNOM Lebanon, Tennessee



AUDREY LEIGH PETTY Mason, Tennessee



MARY COYLE ABBOTT Mountain Brook, Alabama



SUSANNE WARNER BASS Nashville, Tennessee



LISA LARINWE HARRIS Okolona, Mississippi



KATHERINE ANN COLE Schlater, Mississippi



KARE ALFORD Steele, Missouri



JULIANNE BATTAILE Tupelo, Mississippi



AMY CAROL CRITCHLOW Union City, Tennessee



SUSAN STURDIVANT YANDELL Vance, Mississippi



KAREN LIND ECKSTEIN Virginia Beach, Virginia



DATY DIBRELL ASHLEY West Memphis, Arkansas

# MusicFest Debuts In



Highlighting the opening of MusicFest May 29 will be the Charlie Daniels Band. Country singer Juice Newton will also be on the program



Teddy Pendergrass appears June 1 on the Main Stage along with disco queen Evelyn "Champagne" King.

### Music, Music, Music and More

"The biggest stars under the sun . . . at the lowest price on earth."

That's the MusicFest themeline, because Carnival's newest event, May 29 to June 7 at the Mid-South Fairgrounds, gives Memphis big name entertainment for a bargain price.

Something will be happening all the time, from the moment the gates open at noon until the last music encore adds a final exclamation point to the fun-filled hours. No matter what kind of entertainment you prefer, you'll find it during MusicFest.

It's big name entertainment in big measure. If MusicFest lasted only one day, there would be reason to visit Memphis. With the events filling out 10 days, the reasons become 10 times more compelling.

The modest admission price — \$5 for adults, \$1 for seniors, and free admission for children 10 and under accompanied by a parent — brings fun that would normally cost up to \$30 a day. Adult tickets on advance sale cost only \$3.50.

MusicFest's daily Main Stage entertainment is outstanding — see complete schedule on pages 10-13.

# Carnival's 50th Year

In all, there are seven separate entertainment areas. They are the Main Stage seating 18,000 persons, a separate stage for country music, one for jazz and blues, one for rock music, a comedy/cabaret, a dance hall arcade and a children's entertainment area.

MusicFest officials have had to figure out how to organize 250 acts and nearly 1,000 entertainers to keep them performing 12 hours a day for 10 days in seven different places.

One way you attract top entertainers is with money, MusicFest is budgeted at nearly \$2 million; about half that amount is earmarked for entertainment.

Overseeing the MusicFest operation is Ben H. Woodson, Carnival president; Samuel S. Rembert III., chairman of MusicFest; W. Wise Swepston Jones, chairman of the board; and Bill M. Morton, executive vice president and general manager. Along with worrying how a couple million dollars is being spent, they have to worry about such things as security, admission policy, transportation for entertainers, parking, people flow, food service and portable toilets. To assist them, Cotton Carnival hired Festivals, Inc., Milwaukee-based consulting firm with years of experience in festival production.

Other than on the Main Stage, there are additional top name acts in the remaining entertainment areas. The list includes:

Budweiser-WLVS Country Stage — Bill Monroe, Bobby Bare, Asleep at the Wheel, Gatemouth Brown, Tony Joe White, Don King and Carl Perkins.



One of the top rock bands in the country, Cheap Trick performs June 4 at MusicFest,



The Marshall Tucker Band Is one of the highlight acts of the concluding week of MusicFest. The band appears at 7:30 p.m. June 6 on the Main Stage along with Memphian Keith

## Big! That's the Only Way To Describe It.

The scope of the new MusicFest can be shown by a collection of statistics about the event.

- Music Nearly 250 acts, comprised of 1,000 musicians, costing \$1,000,000, with a mixture of national performers and local artists.
- Materials To set up the Mid-South Fairgrounds for the festival, workers used 200,000 pounds of structural steel to build the bleachers, 10 miles of lumber to construct 33,000 seats, 25,000 square feet of carpeting, 1,000 square feet of candy-striped tenting, 130 microphones using three miles of audio cable and five refrigerated semitrailers to store beer and food.
- Jobs The 10 day event provides about 1,000 jobs, including those for 500 food and beverage workers, 100 groundskeepers and 150 private security guards, exclusive of Memphis police and firemen.
- Budget The budget for just the MusicFest portion of Carnival was \$1.7 million, putting it in the upper 10 percent of Memphis contributors to the economy.

# **MusicFest'81**

Miller High Life Jazz/Blues Oasis - Neville Brothers/Wild Tchapitoulos, Levon Helm & the Cate Brothers, Spyro Gyra, Willie Dixon and Ramsey Lewis. Comedy/Cabaret - Henny Youngman, Jackie

Vernon, Jimmy Damon, the Brass Band, the Russ Morgan Orchestra, the Guy Lombardo Orchestra and Edmonds & Curley.

Federal Express Rock Stage — Chubby Checker, The Dregs, Nighthawk, Head East, Robin Lane & The Cartbusters, LaRoux, and Split Enz.

While music is undeniably the major attraction at MusicFest, it is not the only one. About 20 Memphis area restaurants will sell food at the fest.

You'll be able to order anything from a hamburger to ribs, pizza, or egg roll at reasonable prices. Participating restaurants include Bombay Bicycle Club, Coletta's, Fairview Restaurant, Friday's, Gaffer's, Gonzales & Gertrude's, Grisanti's, Peppers Pizza, Public Eye,



Spyro Gyra, a top-jazz group with several million selling records headlines the Miller High Life Jazz/blues stage June 6 and 7.

Rendezvous, Solomon Alfred, Swensen's Ice Cream Factory, Wall Street Deli and Johann Sebastian Bagel.

In addition, Gooding's Million Dollar Midway will operate 50 carnival rides. There is no additional admission charge to enter the Midway, but there is a charge for each ride. The same holds true for Libertyland which is included in the MusicFest admission ticket - children free, of course - and then rides are charged individually.

MusicFest also has a Marketplace with 52 arts, crafts and souvenir booths. The children's area has a magician, a one-man band and a special theatre for kids, all inside and air conditioned. Also in air conditioned comfort is the dance hall and a game arcade with pinball and electronic challenges.

MusicFest is undoubtedly the biggest music festival ever held in the South.

### **MusicFeast**

Good food may not be enough to attract the crowds to a festival like MusicFest, but poor food is more than enough to keep them from returning.

That's the idea behind the food at MusicFest. Carnival officials wanted this year's premiere to pave the way toward making the festival the best spring event in the country. And food is a top priority item.

A score of Memphis restaurants will sell their specialties from outdoor booths at the Mid-South Fairgrounds. Menu items are offered at the same price or less as in the restaurants, prices adjusted accordingly. Costs range from 50 cents for ice cream or popcorn to \$5 - top price for a meal.

Although some local restaurants weren't willing to chance losing money, Bill Morton, general manager, said he is pleased with the resulting food selection.

"Many restaurant owners were willing to put their necks on the line (initial investment for setting up a booth ranges from \$2,000 to \$3,000) out of a sense of civic pride. They said it was about time Memphis offered such an event," Morton said.

Vendors were allowed to select their own locations. Numbers were pulled from a hat and the owner who drew #1 picked first, followed in order by the others. The food ranges from hamburgers, to pizza, to barbecued ribs, to egg rolls, to chicken, to hot dogs, to corn-on-the-cob, to sausages, ice cream and popcorn.

There are no sit-down restaurants, but there are literally thousands of fixed benches and tables and chairs.

Budweiser and Miller High Life beers will be sold at 10 locations at 75 cents for a 12ounce cup. Coca-Cola and other soft drinks will be 50 cents for a 12-ounce cup

The MusicFest lineup of local restaurants: Bombay Bicycle Club, Coletta's, Fairview Restaurant, Friday's, Gaffer's, Gonzales & Gertrude's, Grisanti's, Peppers Pizza, Public Eve. Rendezvous, Solomon Alfred's, Swensen's Ice Cream Factory, Wall Street Deli, and Johann Sebastian Bagel.

### May 29 - June 7

"MusicFest is a genuine community effort. The whole festival idea sprouted into a major Memphis promotion because of the involvement of business executives, public officials and the general public. And without the news media, we could not have reached the public."

"As an example, the Miller Jazz/Blues Oasis is only one of seven major entertainment areas at MusicFest." Eddie Rabbitt Woodson points out, "yet it in itself has an entertainment lineup that surpasses many other topranking jazz festivals in the United States."

MusicFest has 40 jazz or blues attractions consisting of 250 musicians, operates on an entertainment budget of \$100,000 and provides 12 hours of musical entertainment a day for 10 consecutive days.

"That area compares very favorably with Newport New York Jazz Festival," Woodson added. "We feel the other MusicFest entertainment areas rate just as high nationwide. The Budweiser/WLVS Radio Country Stage would rate with any 20 days in Nashville. The Federal Express Rock Stage is unsurpassed in the South, as is our Main Stage headline music."

But it isn't just high value at a low price that makes MusicFest outstanding, Mostly MusicFest is a convincing demonstration of community cooperation that enlists the best efforts of public officials, business leaders, professional people and men in the street -all eager to show the world that Memphis is a happy city.

"MusicFest is a genuine community effort. The whole festival idea sprouted into a major Memphis promotion because of the involvement of business







Keith Sykes



executives, public officials and the general public. And without the news media, we could not have reached the public." Woodson said.

MusicFest was conceived as a spectacular event to add to Cotton Carnival's Golden Anniversary this year. It now is planned to be a yearly part of Carnival.

Undertaking such a major event required more than verbal support. To insure the financial success of Carnival '81, more than 30 corporations stepped forward in quick unison to provide three quarters of a million dollars in financial guarantees to support the giant program. They include: Ardent Recording Studios, D. Canale & Company, Commercial & Industrial Bank, Coca-Cola Bottling Company of Memphis, Commerce Union Bank, Cook Industries, Inc., Dunavant Enterprises, Federal Express, First American Bank, First Tennessee Bank, Hohenberg Cotton Company, W. Wise Swepston Jones, Saul Kaplan, McDonald's Restaurants, Miller Industries, Inc., Morgan Keegan & Company, Leader Federal Savings & Loan, M. A. Lightman, Malone & Hyde, Inc., Memphis Bank & Trust, Memphis Compress & Warehouse Co., Naegele Outdoor Advertising, National Bank of Commerce, Overton Square, Inc., Robert G. Snowden, Taylor Machinery Company, Richard A. Trippeer, Union Planters National Bank, Union Service Industries, Inc., United American Bank, and United

Judging from early indications, it looks as if Carnival MusicFest and Memphis have a hit on their hands.

## MusicFest Schedule of Stars

FRIDAY, MAY 29

#### **CHARLIE DANIELS BAND** JUICE HEWTON

Budweiser/WLV5 Country Stage 12:15 PM Silver City 3:30 PM The River Bluff Clan To Be Announced

10 PM BILL MONROE Miller High Life Jazz/Blues Oasis Mississippi Fife & Drum Band 3:15 PM R. L. Burnside & the

Sound Machine Tim Krekle NEVILLE BROS / WILD 9:45 PM TCHAPITOULOS

Federal Express Rock Stage

1 PM Galaxy 415 PM Visions 7.45 PM To Be Announced DOC HOLIDAY Comedy/Cabaret

Michael Strickland To Be Announced 5 & 8 PM To Be Announced The Brass Band 6.15 & 9.15 PM 645 & 945 PM HOMAG YMMIL

Coca-Cola Children's Area Bob Ford Magic Show 12.50 & 2.50 PM One-Man Band

1 & 3:30 PM 4:50 PM The Brass Band

Dance Hall & Game Arcade Electronic Pinball Games Moon-Midnight Noon-Midnight Recorded Music & Radio Personalities

Dancing Other Activities

Gooding's Million Dollar Midway rides & games Noon-Midnight Libertuland Theme Park Hoon-Midnight

Marketplace-Arts, Crafts, Live Radio & TV Broadcasts WMC PM 100 Information



SATURDAY, MAY 30 CARHIVAL COUNTRYFEST

#### MICKEY GILLEY JOHNNY LEE JERRY JEFF WALKER

McGUFFEY LANE BAND URBAN COWBOY BAND MAIN STAGE 3 PM TILL 9:30 PM

Budweiser/WLV5 Country Stage 12-15 PM To Be Announced 12:15 PM To Be Announced 3:30 PM Double Edge Band 645 PM To Be Announced

10 PM CLARENCE "GATEMOUTH" BROWN Miller High Life Jazz/Blues Oasis Rachel West & Front Street 12 Noon

3.15 PM RUFUS THOMAS NEVILLE BROS / WILD TCHAPITOULOS

Federal Express Rock Stage 1 PM Windows 4 15 PM Toots & the Tantalizers THE MIGHTHAWKS 9 PM

Comedy/Cabaret T. O. Earnhardt & Co. To Be Announced GUY LOMBARDO ORCHESTRA 5 & 8 PM 6.15 & 9.15 PM The Brass Band 6.45 & 9.45 PM HENNY YOUNGMAN

Coca-Cola Children's Area 12, 2 & 3 PM Bob Ford Magic 9 12,30 & 2,30 PM Professor Gizmo Bob Ford Magic Show One-Man Band 1 & 3.30 PM Children's Theatre

4.50 PM The Brass Band Dance Hall & Game Arcade Noon-Midnight Recorded Music & Badio

1-11 PM Dancing Other Activities Gooding's Million Dollar Noon-Midnight

Midway rides & games Libertyland Theme Park Noon-Midnight Marketplace-Arts, Crafts, Live Radio & TV Broadcasts Noon-Midnight WMC FM 100 Information

SUNDAY, MAY 31

**EDDIE RABBITT** 

ROSANNE CASH MAIN STAGE 3 & 7:30 PM

Budweiser/WLVS Country Stage 12:15 PM Shilloh 3:30 PM To Be Announced 3.45 PM Bill Black Combo 10 PM CLARENCE "GATEMOUTH"

Miller High Life Jazz/Blues Oasis Memphis Dixieland Jazz & Blues Band Ma Rainey & the Beale St. All-Stars

Big Twist & the Mellow Fellows LEVON HELM & THE 9:45 PM Federal Express Rock Stoop

1 PM 4:15 PM Model A 7.45 PM The Breaks 9 PM SPLIT ENZ Comedy/Cabaret

> 2-50 PM To Be Announced 4 PM To Be Announced 5 & 8 PM GUY LOMBARDO ORCHESTRA

645 & 9.45 PM HENNY YOUNGMAN Coca-Cola Children's Area 12, 2 & 5 PM Bob Ford Magic Show 12:30 & 2:30 PM Professor Gizmo

One-Man Band 1 & 5:30 PM Children's Theatre 4:30 PM The Brass Band

Dance Hall & Game Arcade Noon-Midnight Recorded Music & Radio Personalities 1-11 PM

Other Activities Gooding's Million Dollar Moon-Midnight Midway rides & games Libertyland Theme Park Noon-Midnight Marketplace-Arts, Crafts Souvenirs

Noon-Midnight Live Radio & TV Broadcasts WMC FM 100 Information Noon-Midnight

MONDAY, JUNE 1

### **TEDDY PENDERGRASS**

EVELYN "CHAMPAGNE" KING MAIN STAGE 7:30 PM

Budweiser/WLV5 Country Stage 12:15 PM To Be Announced 5:30 PM To Be Announced 5.45 PM Ben Wages 10 PM BOBBY BARE

Miller High Life Jazz/Blues Oasis 12 Moon Little Laura Dukes 3.15 PM Cindy Farr & Ben Cauley DOWNCHILD BLUES BAND

Federal Express Rock Stage

Rock City 9 PM CHUBBY CHECKER Comedy/Cabaret

2:30 PM To Be Announced To Be Announced 5 & 8 PM Bob Westbrook & Riverside Drive The Brass Band 6 15 & 9 15 PM

6:45 & 9:45 PM Coca-Cola Children's Area Bob Ford Magic Show 12:30 & 2:30 PM Professor Gizmo One-Man Band 1 & 3.30 PM Children's Theatre

4:30 PM The Brass Band Dance Hall & Game Arcade Moon-Midnight Electronic Pinball Games Noon-Midnight Recorded Music & Radio Personalities

1-11 PM Other Activities Noon-Midnight Gooding's Million Dollar Midway rides & games

Noon-Midnight Libertyland Theme Park Noon-Midnight Marketplace-Arts, Crafts, Souvenirs Live Radio & TV Broadcasts

Noon-Midnight Noon-Midnight WMC FM 100 Information TUESDAY, JUNE 2

THE OUTLAWS DELBERT McCLINTON MAIN STAGE 7:30 PM

Budweiser/WLV5 Country Stage 12:15 PM Southern Jam Band 3:30 PM To Be Announced Buffalo Chips 6.45 PM 10 PM BOBBY BARE Miller High Life Jazz/Blues Oasis 12 Noon To Be Announced 3:15 PM Ben Wilson & the

Hollywood All-Stars 6.50 PM DOWNCHILD BLUES BAND 9.45 PM RAMSEY LEWIS LEVON HELM & THE CATE BROTHERS Federal Express Rock Stage

1 PM 4 15 PM 1 PM Azia 4:15 PM Gambler Debra de Jean Larry Raspberry & the Highsteppers THE CHARTBUSTERS To Be Announced Comedy/Cabaret

1 PM 2:30 PM To Be Announced To Be Announced To Be Announced 5 & 8 PM Bob Westbrook & EDMONDS & CURLEY Riverside Drive 615 8 9 15 PM 645 & 9.45 PM EDMONDS & CURLEY Coca-Cola Children's Area

12, 2 & 3 PM Bob Ford Magic : 12:30 & 2:30 PM Professor Gizmo One-Man Band 1 & 5.30 PM Children's Theatre

The Brass Band Dance Hall & Game Arcade

Noon-Midnight Noon-Midnight Electronic Pinball Games Recorded Music & Radio Personalities 1-11 PM Dancing

Other Activities Moon-Midnight Gooding's Million Dollar Midway rides & games Libertyland Theme Park hoon-Midnight Marketplace-Arts, Crafts

Souvenirs Live Radio & TV Broadcasts WMC FM 100 Information Noon-Midnight

WEDNESDAY, JUNE 3

#### SMOKEY ROBINSON **FOUR TOPS** MAIN STAGE 7:30 PM

Budweiser/WLV5 Country Stage 12:15 PM Dixie Doughboys 3:30 PM To Be Announced 6-45 PM To Be Announced 10 PM VASSAR CLEMENTS

Miller High Life Jazz/Blues Oasis 12 Moon Ironing Board Sam & Fari Reeves 3.15 PM Don McMinn 6.30 PM Jazzmobile

9.45 PM RAMSEY LEWIS Federal Express Rock Stage 1 PM Secrets 4.15 PM Dealers

7.45 PM Tommy Hoen 9 PM HEAD EAST Comedy/Cabaret To Be Announced 2:30 PM To Be Announced To Be Announced 5 & 8 PM 6 15 & 9 15 PM To Be Announced The Brass Band

6.45 & 9.45 PM DUKES OF DIXIELAND Coca-Cola Children's Area 12 2 8 3 PM Bob Ford Madic Show 12:30 & 2:30 PM One-Man Band 4:50 PM The Brass Band

Dance Hall & Game Arcade Noon-Midnight Electronic Pinball Games Noon-Midnight Recorded Music & Radio Personalities.

Dancing Other Activities Noon-Midnight

Qooding's Million Dollar Midway rides & games Hoon-Midnight Libertyland Theme Park Marketplace-Arts, Crafts, Moon-Midnight Souvenirs Live Radio & TV Broadcasts Noon-Midnight WMC FM 100 Information Center

Cotton Carnival MusicFest gratefully acknowledges the support of Memphis Publishing Company



Bill Monroe



CARNIVAI MUSICFEST THURSDAY, JUNE 4

#### CHEAP TRICK MICHAEL STANLEY BAND MAIN STAGE 7:30 PM

Budweiser/WLV5 Country Stage 12:15 PM Ozark Express 3:30 PM To Be Announced 10 PM ASLEEP AT THE WHEEL

Miller High Life Jazz/Blues Oasis 12 Hoon To Be Announced
5.15 PM Prince Gabe & The Millionaires
6.50 PM Mighty Joe Young
9.45 PM WillLE DIXON
13.15 PM Will Manno

Federal Express Rock Stage 1 PM 4:15 PM Anderson Tully Band 7.45 PM David Olney & the X-Rays Comedy/Cabaret

PM To Be Announced 2:30 PM To Be Announced To Be Announced To Be Announced 5 & B PM 6.15 & 9.15 PM The Brass Band 6.45 & 9.45 PM DUKES OF DIXIELAND

Coca-Cola Children's Area 12, 2 & 3 PM Bob Ford Magic Show 12 30 & 2 30 PM Professor Gizmo One-Man Band 1 & 3.30 PM Children's Theatre 430 PM The Brass Band

Dance Hall & Game Arcade Noon-Midnight Electronic Pinball Games Noon-Midnight Recorded Music & Radio Personalities 1-11 PM Dancing

Other Activities Hoon-Midnight Gooding's Million Dollar Midway rides & games Libertyland Theme Park Hoon-Midnight Marketplace-Arts, Crafts Souvenirs Live Radio & TV Broadcasts WMC PM 100 Information Noon-Midnight

Center Celebrity transportation courtesy of Pryor Oldsmobile Co Drums Courtesy of Slingerland Co., Chicago Bose is the official sound source for MusicFest

Noon-Midnight

FRIDAY, JUNE 5

#### **ALLMAN BROTHERS** ATLANTA RHYTHM SECTION

MAIN STAGE 7:30 PM Budweiser/WLVS Country Stage 12-15 PM To Be Announced 3-50 PM To Be Announced 6-45 PM David Mayfield

To Be Announced Bill Mobiey Quintet 6.50 PM Mighty Joe Young 9.45 PM WILLIE DIXON

Federal Express Rock Stage 1 PM Chance 4:15 PM The Crime 9 PM TO BE AMMOUNCED Comedy/Cabaret 1 PM To Be Announced To Be Announced To Be Announced 2:30 PM

4 PM

5 & 8 PM 6:15 & 9:15 PM 6:45 & 9:45 PM The Brass Band JACKIE VERNON Coca-Cola Children's Area 12, 2 & 3 PM Bob Ford Magic Show 12, 50 & 2, 50 PM Professor Gizmo One-Man Band 1 & 3:30 PM Children's Theatr 4:30 PM The Brass Band

To Be Announced

Dance Hall & Game Arcade Electronic Pinball Games Hoon-Midnight Recorded Music & Radio Personalities

1-11 PM Dancing Other Activities Noon-Midnight Gooding's Million Dollar Midway rides & games Noon-Midnight Libertyland Theme Park Marketplace - Arts, Crafts, Noon-Midnight

Souvenirs Noon-Midnight Live Radio & TV Broadcasts Noon-Midnight WMC FM 100 Information Center

SATURDAY, JUNE 6

#### THE MARSHALL **TUCKER BAND** KEITH SYKES

MAIN STAGE 3 & 7:30 PM Budweiser/WLV5 Country Stage

12:15 PM To Be Announced 3:30 PM Sidekick 6.45 PM Don King 10 PM TONY JOE WHITE Miller High Life Jazz/Blues Oasis

12 Hoon Mempin-3.15 PM Eros 5.0 PM To Be Announced Memphis Community Singers

Federal Express Rock Stage 1 PM Panther Burns 1 PM 4.15 PM 7.45 PM To Be Announced Joyce Cobb & Hot Fun

Comedy/Cabaret To Be Announced 2.50 PM 4 PM Steeler To Be Announced 5 & 8 PM 6 15 & 9 15 PM RUSS MORGAN ORCHESTRA The Brass Band 6.45 & 9.45 PM JACKIE VERNON

Coca-Cola Children's Area 12, 2 & 3 PM Bob Ford Magic Show 1230 & 230 PM Professor Gizmo One-Man Band 1 & 5:30 PM Children's Theatr 4:30 PM The Brass Band Children's Theatre

Dance Hall & Game Arcade Moon-Midnight Moon-Midnight Electronic Pinball Games Recorded Music & Radio Personalities 1-11 PM Dancing

Other Activities Gooding's Million Dollar Moon-Midnight Midway rides & games Libertyland Theme Park Noon-Midnight Marketplace-Arts, Crafts, Souvenirs

Live Radio & TV Broadcasts Noon-Midnight Hoon-Midnight WMC FM 100 Information Center

Chubby Checker

**5UNDAY, JUNE 7** 

#### DICK CLARK'S GOOD OL'ROCK 'N' ROLL **JERRY LEE LEWIS**

COASTERS, SHIRELLES, FREDDIE CANNON MAIN STAGE 3 & 7:30 PM

Budweiser/WLV5 Country Stage 12:15 PM To Be Announced 3:30 PM Jericho 6:45 PM To Be Announced 10 PM CARL PERKIH5

Miller High Life Jazz/Blues Oasis
12 Noon
5.15 PM
6.50 PM
Floyd Newman Sextet

9.45 PM SPYRO GYRA Federal Express Rock Stage 1 PM Silver Streak 4.15 PM Hot Biscuits 7.45 PM George Faber George Faber & Stronghold THE DREGS Comedy/Cabaret

1 PM To Be Announced 2.30 PM Pastels To Be Announced RUSS MORGAN ORCHESTRA 5 & 8 PM 6.15 & 9.15 PM The Brass Bank 6.45 & 9.45 PM JIMMY DAMON

Coca-Cola Children's Area 12, 2 & 3 PM Bob Ford Magic S 12, 30 & 2, 30 PM Professor Gizmo Bob Ford Magic Show One-Man Band 1 & 3:30 PM Children's Theat 4:30 PM The Brass Band Children's Theatre

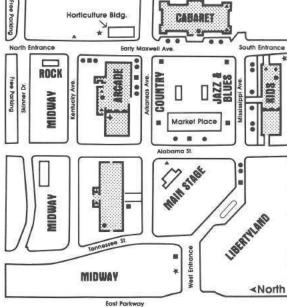
Dance Hall & Game Arcade Noon-Midnight Electronic Pinball Games Recorded Music & Radio Personalities Noon-Midnight

1-11 PM Dancing Other Activities

Gooding's Million Dollar Noon-Midnight Midway rides & games Libertyland Theme Park Marketplace—Arts, Crafts, Moon-Midnight Moon-Midnight

Souvenirs Live Radio & TV Broadcasts Noon-Midnight WMC FM 100 Information Moon-Midnight

Talent subject to change



■ Beer ▲ Restrooms

**♦** Lost Persons ☐ Indoors

Key

● Food

**★Information** First Aid



Fifty acres of fun at the Mid-South Fairgrounds





The Brass Band







Carl Perkins



## Carnival's Golden Celebration

# Something Old ...

The celebration continued as an annual event until the city lost its tax revenue and was forced to surrender its charter and become a simple tax district of the State. The last Mardi Gras Carnival was held in 1881.

In 1929, The Great Depression again struck a blow to the city. Cotton, the major product of the region, was selling at only five cents per pound. This destroyed the economic base of the city and once again Memphis was confronted with survival as an economic market center.

In 1930 a group of civic leaders, searching for a way to help the city's sagging economy and to lift the depressed spirits of the citizens, found a box in the public library containing the records of the Carnival of the 1870's and 80's. This group determined to use the same vehicle, Carnival, to revitalize the city and in doing so, to honor and bolster the then major product of the South — cotton. Thus was born the "Memphis Cotton Carnival Association."

The first Cotton Carnival was staged in March of 1931. The Carnival was a celebration of great success and served to move the city to the attention of the nation, and eventually the world.

For 50 years the Carnival has promoted Memphis as a commercial and agricultural market and as an industrial location, attracting business and industry and jobs to the "City of Good Abode."





#### Memphi, Memphis and the Maid

Memphi, one of the oldest Carnival organizations, is stepping out front again. On Tuesday, May 26, members of the Grand Krewe of Memphi will rally the public to welcome the Maid of Cotton back to her "second home." "Memphis Meets the Maid" is the official name of Memphi's public event, one of two Grand Krewe-sponsored events this year.

At noon, banners will fly and flutists will flute to signal the return of Maid of Cotton Karle Ross from a two-month whirl around the world to Memphis, where her travels began last January. Carnival and The Memphis Press Scimitar were initiators of the Maid of Cotton selection in 1938, and remain co-sponsors of the program with the National Cotton Council. The Maid has become the international goodwill ambassador of the U.S. cotton industry.

"I'm visiting a lot of exciting places, but I can hardly tell you how eager I am to return to Memphis — it really does seem like my second home." the Oklahoma Maid said. She is the first Maid of Cotton to have visited the People's Republic of China and she will be arriving from Spain for Carnival.

Edwin Hubbard and fellow musicians will entertain for her arrival, beginning at 11:30 a.m. They will pause for brief welcoming ceremonies at the Civic Centre Plaza where the Maid will be greeted by city and Carnival officials, then resume playing until 2:00 p.m. All well-wishers welcome!

## Fifty Years of Fun Continues...

### Something New...

In 1980, Carnival directors recognized the need to expand and modernize in order to help the city and region meet the challenges of the 1980's and 90's. They tackled a major undertaking — the careful and total revision of Carnival's charter, bylaws and general structure.

Today Carnival is a broad based civic organization whose purposes are to promote and enhance our region's many commercial and industrial concerns and to enrich the lives of area residents. It is engaged in a variety of new and beneficial programs, all designed to assist our city and surrounding area to reach their highest potential.

To add to the new Carnival look, changes were made in the structure of its support groups. The former secret societies became Grand Krewes — an official designation given by the Memphis Cotton Carnival Association to any qualifying civic or social group which is organized for the purpose of being a Cotton Carnival support group. There are eight Grand Krewes this year: Jubilee, Memphi, Nile, Osiris, Ptah, Ra-Met, Shelbi and Sphinx.

In addition to the Grand Krewes, neighborhood and civic associations and social clubs are being designated as Krewes and are also participating in the new Carnival. Krewe events this year include block parties, arts and crafts shows, softball games and other activities. Each group will also have a float in the new Krewe parade on May 23.

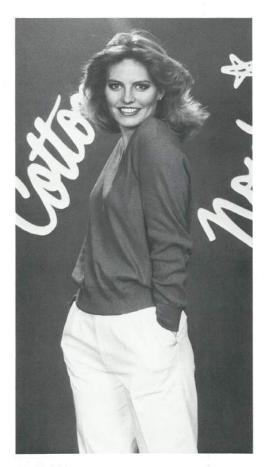
The changes and expansions of Cotton Carnival are something new — but all the old traditions and fun are still there. It's Cotton Carnival's new direction, and it will be good for Memphis.







# Pretty Maid All In A Row... Of Cotton!



### Karie Ross 1981 Maid of Cotton

As the first Maid of Cotton to travel to the People's Republic of China, Karle Ross is continuing the tradition of serving as Cotton's Ambassador to the World.

In addition to visiting China, the largest customer for U.S. cotton, Karie has just returned from Canada, Japan, Korea, Hong Kong, Singapore. Thailand, India, Italy and Spain. In each country, she met with transportation, finance, and retail leaders as well as those in government and the textile industry to highlight the benefits of U.S. cotton and encourage its importation.

Before her worldwide tour, the 21-year-old Oklahoma native met cotton industry leaders across the Cotton Belt and legislators and government officials in Washington, D.C. including a trip highlight — a meeting with President Reagan.

Karie is a senior journalism major at the University of Oklahoma. She is the daughter of Mr. and Mrs. C. L. Ross. Her father is co-owner of Tri-County Oil Co., Metro Oil Co., and Sun Belt Co.; and is also president of the University of Oklahoma Alumni Association. Her mother is a homemaker and secretary and her brother is a senior at Clinton High School.

The 1981 Maid is majoring in journalism with a minor in radio/television broadcasting. She maintains a 3.2 grade point average on a 4.0 grading system. She is on the Dean's Honor Roll, is a reporter for the Daily Oklahman, is a member of Chi Omega social sorority and a student recruiter for the University's student affairs department.

In addition to her university activities, she is also a part-time writer and photographer for the Clinton Daily News.

As Maid of Cotton, Karie will spend six months on tour explaining the benefits of cotton and the importance of cotton to national and international economy. Her upcoming duties include a speaking tour during the month of June of civic clubs in major American cities.







# Fifty Years of Fun...



"Every city has a history of something that arose to serve a particular need — and in Memphis it was the river, music and cotton," says Dr. Owen Tabor, King of this year's Cotton Carnival. And to celebrate the importance of cotton and

its role in Memphis heritage, Cotton Carnival was born fifty years ago.

The historic Carnival dates back to 1871 when the Mardi Gras Carnival was created to save the city of Memphis from the forces of despair and helplessness which had grown from the devastating effects of the Civil War and the Reconstruction Period. The city's commercial markets had all but disappeared and the city was torn by hostile political factions. The Carnival celebration was instituted to unify the people and to revitalize the markets as trading centers.

And the idea worked...

### Jubilee Enters Carnival in Golden Year

The entrance of the historic Cotton Makers' Jubilee into this year's Cotton Carnival adds a new dimension to the activity-packed Carnival. Designated the Grand Krewe of Jubilee, it is the first major black Carnival organization, and will participate fully with other Grand Krewes in all Carnival events. Jubilee, one of only two Grand Krewes that are sponsoring public events this year, will host the traditional favorite, the Cotton Makers' Jubilee Parade on May 29, as well as several other Jubilee activities.

"The extension of our program will help do more that is meaningful for our city and promote goodwill between the races. Working with the other Grand Krewes will inspire us to make even greater contributions later," said Mrs. R. Q. Venson, Chairman.



WEDNESDAY, JUNE 3

FRIDAY, MAY 29

## CHARLIE DANIELS BAND

JUICE NEWTON

MAIN STAGE 7:30 PM

SATURDAY, MAY 30

CARNIVAL COUNTRYFEST

### MICKEY GILLEY JOHNNY LEE JERRY JEFF WALKER

McGUFFEY LANE BAND URBAN COWBOY BAND MAIN STAGE 3 PM TILL 9:30 PM

SUNDAY, MAY 31

## EDDIE RABBITT

ROSANNE CASH

MAIN STAGE 3 & 7:30 PM

MONDAY, JUNE 1

### TEDDY PENDERGRASS

EVELYN "CHAMPAGNE" KING MAIN STAGE 7:30 PM

TUESDAY, JUNE 2

DELBERT McCLINTON MAIN STAGE 7:30 PM

SMOKEY ROBINSON **FOUR TOPS** 

MAIN STAGE 7:30 PM

THURSDAY, JUNE 4

### CHEAP TRICK MICHAEL STANLEY BAND

MAIN STAGE 7:30 PM

FRIDAY, JUNE 5

## **ALLMAN BROTHERS** ATLANTA RHYTHM

MAIN STAGE 7:30 PM

SATURDAY, JUNE 6

## THE MARSHALL TUCKER BAND

KEITH SYKES

MAIN STAGE 3 & 7:30 PM

SUNDAY, JUNE 7

## DICK CLARK'S

GOOD OL/ROCK 'N' ROLL

COASTERS, SHIRELLES, FREDDIE CANNON MAIN STAGE 3 & 7:30 PM







