

Official Magazine & Program
May 26 - June 4 1978 — 50c

Memphis
Cotton Carnival Association
presents **CARNIVAL '78**



Memphis **COTTON CARNIVAL**

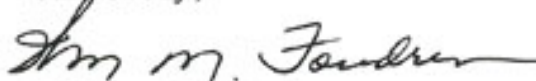
WELCOME TO THE 1978 COTTON CARNIVAL:

Cotton Carnival '78 has something for everyone.
Its program was built with you in mind.

The 44th traditional Carnival highlights the River Pageant, the Grand Parade, the new Children's Parade, musical events, cultural and sports activities and talent shows. The entertainment package offered is really a family affair. We believe you will enjoy participating.

Cotton Carnival is possible only because of community support and the hundreds of dedicated volunteers who give so freely of their time and talent to put Carnival together. The volunteers literally make it go. To each one a warm thank you.

Sincerely,



William M. Fondren
Major General, U.S. Army-Ret.
President

WMF:er





Photography
by
Rod Phillips

CARNIVAL '78 SALUTES ROYALTY . . .

From royalty to rock and roll, from dazzling balls to corn-on-the-cob—it is the aura of excitement that is the Memphis Cotton Carnival. The colorful rite of early spring has become almost a part of the landscape, arriving while the dogwood is blooming and remaining to impart a fresh bit of pleasure in the wake of winter's scene.

Riding the crest of the festive wave that is Carnival '78 are Queen Mimi Norfleet Fuller and King Goodloe Early, the royal couple was presented officially April 15 at the Crown and Sceptre Ball at Holiday Inn-Rivmont. This year's royal twosome follows in the richest tradition of the Cotton Carnival. They are solid in their allegiance to Memphis and the Mid-South and cotton has been important in both their lives.

Queen Mimi, daughter of Mr. and Mrs. William Thompson Fuller of Memphis, has been exposed to the cotton industry all her life through both her immediate family and other relatives. Her father raises cotton near Augusta, Ark. and a family gin is located there. She is related to two other East Arkansas cotton producing families, the Thompsons and the Gregorys, through her grandmother, Mrs. Ada Norfleet Fuller.

The 22-year-old queen is a senior education major at the University of Alabama. She attended Hutchison School

and Immaculate Conception High School for Girls before enrolling at Alabama where she is specializing in early childhood development. She has been a member of La Jeunesse, Les Debs, Chez Nous and the Kings Daughters. She is a member of the Girls Dinner club and serves as house president of Delta Delta Delta Sorority at the University.

Her mother is the former Mary Clare Dortch of Annapolis, Md. The queen is a member of Second Presbyterian Church and she lives with her parents at 4250 Heatherwood Lane.

Queen Mimi's family includes four generations of Carnival royalty. Her great uncle, J. P. Norfleet, was king of carnival in 1932. She has three cousins who were carnival monarchs. They include R. Vance Norfleet, King 1946 (Cotton Carnival Association president in 1937); Frank M. Norfleet, King 1960 and Elinor Turner Giobbi, 1951 Queen. Her god-mother, Mrs. Norfleet Turner, is a former queen of Memphis, carnival secret society.

The 1978 King of Cotton Carnival is acutely aware of the impact of cotton on the life of the community. His father, George Goodloe Early, was a partner in the cotton lint firm of Trammell-Early and Co. His uncle, the late William Cole Early, Jr., was a partner in Kortrecht-Early Co., cotton shippers and owners of Dixie Pickery. His mother is the former Priscilla Painter.

King Goodloe is associated with Cook-Treadwell & Harry Inc. He is a former vice president of Percy Galbreath & Son, Inc., a former loan officer for First National Bank of Memphis and a former project manager for Cook Investment Properties, Inc.

He attended Memphis University School and Vanderbilt University and earned a bachelor's degree in business administration from Memphis State University. King Goodloe is a graduate of the mortgage banking school of Northwestern University and is a former member of the U.S. Navy. The carnival king was 1976 chairman of Osiris Secret Society of which he and his wife, the former Dorritte Evans, are members.

This year's king is president of the Presbyterian Day School Alumni Association and is a former president of the MUS Alumni Association. He is a former officer in the Phoenix Club Association and has served on the Episcopal Planning Commission. The Earlys have three children. ♦



KING GOODLOE...of the House of Early

George Goodloe Early, Jr., can occupy the throne as King of the Memphis Cotton Carnival with an appropriate and full line of credentials. His involvement in business, social, educational and cultural activities in the Memphis area testifies to the qualities required of Carnival Royalty.

King Goodloe has more than a speaking acquaintance with the Carnival and the cause it espouses. He is a member of the association's Board of Directors and is a former vice

Carnival '78

president in charge of riverfront activities for the Carnival. King Goodloe's father, George Goodloe Early, was a partner in the cotton linter firm of Trammell-Early and Co. The King's uncle, the late William Cole Early, Jr., was a partner in Kortrecht-Early Cotton Co., cotton shippers and owner of Dixie Pickery.

The 1978 King of Cotton was born in Memphis 37 years ago. His mother was the former Priscilla Painter. His grandparents were the late Mr. and Mrs. William Cole Early and the late Mr. and Mrs. George Frederick Painter. He married Dorritte Evans, daughter of Dr. and Mrs. John Dorritte Evans of Memphis in 1964 and they are parents of three children.

King Goodloe is a graduate of Memphis University School. He attended Vanderbilt University where he pledged to Phi Delta Theta Fraternity. He earned a Bachelor's Degree in Business Administration from Memphis State University and is a graduate of the Mortgage Banking School of Northwestern University.

The Carnival monarch is a former vice president of Percy Galbreath & Son, Inc., and a former loan officer of First Tennessee Bank of Memphis. He was at one time project manager for Cook Investment Properties, Inc., and is now an account executive with Cook, Treadwell and Harry Insurance Agency, Inc.

He is current president of the Presbyterian Day School alumni Association and is chairman of the Finance Committee for the Memphis in May International Festival. King Goodloe is a former president of the MUS Alumni Association, a former officer of the Phoenix Club Association, and a former member of the Episcopal Planning Commission.

King Goodloe also has served on the Associate Liaison Council of the Home Builders Association of Memphis and as an officer of the Young Men's Activities Committee of the Mortgage Bankers Association. He is a former member of the Citizens' Study Committee for Shelby United Neighbors.

This year's Carnival King was chairman of Osiris Secret Society in 1976. One of his sons, George Goodloe Early, III, was king of the Chi Omega May Festival in 1975 and was a page to Queen Daphne Boyle last year.

King Goodloe is a devoted family man who also enjoys duck hunting and trout fishing. He and his wife are avid fans of Memphis State sports activities and they seldom miss Tiger football or basketball games. The King is a former member of the U.S. Navy. ♦

QUEEN MIMI...of the House of Fuller



Mimi Norfleet Fuller's relatives form a long line of royalty in the Memphis Cotton Carnival. Family participation in the cotton industry covers four generations of planters and the royal lineage dates back to 1932 when her great uncle, J. P. Norfleet served as King.



The Virginia-born queen of the 1978 Cotton Carnival was Lady-in-Waiting of Memphis Kiwanis Club in 1975. Her parents, Mr. and Mrs. William Thompson Fuller of 4250 Heatherwood Lane, are members of Osiris Secret Society.

Queen Mimi is a senior at the University of Alabama where she is majoring in Education, specializing in early childhood development. She attended the Hutchison School and Immaculate Conception School in Memphis. She lists among her club affiliations Chez Nous, which she served as a special officer, LaJeunesse, Les Debs, Junior Cotillion, Girls Dinner Club and Kings Daughters. She is a member of Delta Delta Delta Sorority at Alabama where she is house president. Queen Mimi is a member of Second Presbyterian Church in Memphis.

Her mother is the former Mary Clare Dortch of Annapolis, Md. Her paternal grandmother is Mrs. Ada Norfleet Fuller of Memphis and her maternal grandmother is Mrs. Isaac Foote Dortch, formerly of Annapolis, widow of Capt. Isaac Foote Dortch of Gadsden, Ala.

In addition to J. P. Norfleet, Queen Mimi has three cousins who have served as Carnival royalty. R. Vance Norfleet, 1946 King (and president in 1937) Frank M. Norfleet, 1960 King and Elinor Turner Giobbi 1951 queen. Her godmother, Mrs. Norfleet Turner, is a former Queen of Memphis.

The 1978 queen's leisure pursuits label her as an active person. She enjoys water skiing, snow skiing, tennis, flying and traveling. ♦

SOMETHING FOR EVERYONE . . .

Carnival '78

It could aptly be called a season for all people, but it is still the Memphis Cotton Carnival. Whatever the title, Cotton Carnival '78, May 26 through June 4 will have something to meet the taste of the broadest possible spectrum of Mid-Southerners.

From the Carnival royalty to the Great River Pageant to daily band concerts, sports events, luncheons, pet show, parade and Gooding's Million Dollar Midway, few residents or visitors in Memphis will escape some involvement in Carnival '78.

Although the Mid-South Fairgrounds is the focal point for the Carnival celebration, a vast amount of the festivities will take place throughout the city. One of the most highly-anticipated programs each year is the Great River Pageant. That event on the river front adjacent to downtown Memphis annually draws one of the largest crowds of Carnival season.

With four authentic Civil War cannons booming, parachutists of the U.S. Army's Golden Knights Parachute team soaring through the air, a massive fireworks display, as sponsored by Coca Cola Bottling Company of Memphis, marching bands and presentation of the Carnival King and Queen and their court, the river pageant commands spectators by the thousands.

There will be daily concerts on Mid-America Mall each day during Carnival and the Cotton Carnival Family Tennis Tournaments will unfold at Wooddale Tennis Center May 22-27. On Saturday, May 27, and Saturday, June 3, there will be hikes of the Memphis Historical Trail, starting just west of the Rivermont and including various points of interest, such as the Memphis Cotton Exchange and the Cotton Carnival float shops.

The Carnival for Karts at Big M International Raceway is scheduled May 27-28 at the track at Summer Avenue and Bartlett Road. Art shows are set for May 28 through June 2 at the national Bank of Commerce and May 1 through June 4 at LeMoyné Owen College's Hollis Price Library.

Memphis Park Commission and the Memphis Cotton Carnival Association will sponsor a Children's Parade Sunday, May 28, at 3 p.m. It will start on Central at Hollywood and proceed west to Parkway, south on Parkway to the old Rose Garden Gate of the Fairgrounds and then into the Fairgrounds.

The Maid of Cotton Fashion Show and Luncheon is at noon Wednesday, May 31, at the Rivermont. The Mid-South Mayor's Breakfast, sponsored by Federal Compress, will be on June 1 as will the Mid-South Mayor's Luncheon sponsored by the Commercial Appeal.

Among other events will be softball and baseball tournaments at all city diamonds, a Children's Pet Show sponsored by The Commercial Appeal and the Park Commission June 4 at Overton Park and a Skateboard Tournament May 27 at Jetway Skateboard Park in Bartlett.

Rounding out the list of off-Fairgrounds activities are two major attractions—the Grand Carnival parade June 3 and Southern Railway's "Best Friend of Charleston" exhibit on the tracks at Southern Avenue and Early Maxwell Boulevard June 3-4.

Southern Railway's exhibit will include two cars of memorabilia from early days of the railroad. The train will be unloaded and shown on June 3 and will offer free rides for the public during the afternoon on June 4.

The Grand Carnival Parade through Overton Square begins at 4:30 p.m., June 3 at Madison and Belvedere and progresses to Madison and Edgewood. There will be 82 units, including bands from throughout the country. There will be floats from the Cotton Carnival, Liberty Bowl, Libertyland, Memphis Music, Memphis Sports, Mid-South Fair, Germantown Horse Show, Overton Park Zoo and Memphis on Stage. Theme of the parade is, "Memphis on Parade". ♦





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RIPLEY'S BELIEVE IT OR NOT . . .

Carnival '78



Ripley's Believe It or Not Odditorium is coming to COTTON CARNIVAL '78, May 26 - June 4, at the Fairgrounds. This showcase of the unbelievable, the unimaginable, the shocking is Ripley's newest venture, a traveling attraction.

The Odditorium features more than 130 articles and facts that make up the incredible but absolutely "true" kind of oddities that Robert L. Ripley spent a lifetime traveling more than 200 countries to find.

Highlighting the 10 day engagement at COTTON CARNIVAL '78 will be the world's largest twins. Billy McCrary weighs 747 pounds, and his little brother Benny 727 pounds. The twins are noted showmen, and will provide a colorful foretaste of the amazing collection on display. They are participating in the Ripley show in key areas throughout the United States as it follows the entertainment circuit during the 1978 season.

Visitors to the show will marvel at the man with four eyes, a Chinaman named Lie Ch'ung, born with double pupils in each eye, who claimed that in politics at least, the idea is a good one. He was apparently able to keep an eye on all his political opponents. There's a real shrunken human head from Ecuador, shrunk to the size of an orange, an

exact replica of the Lincoln Memorial fashioned from 10,000 pennies, a working clock built inside a bottle, a two headed calf and a three legged chicken.

Ripley's has designed a whole world of wonderment to excite, delight and fascinate the entire family, including the real Mother Goose, the monstrous iron maiden used for torture in the middle ages, and the Candlestick Man, who carried a candle in a hole in his head and lit the streets at night.

According to Ted Stambaugh, Director of Public Relations for the Odditorium, "Ripley's attracts and delights because it satisfies the human urge to flee from the daily grind into the realm of the incredible. It offers people a fairy tale that is astonishing, but perfectly true. Those who attend will be talking about it for a long time".

This new traveling Ripley attraction is an adjunct to their seven other museums located in Chicago, Myrtle Beach, San Francisco, Gatlinburg, Niagra Falls, St. Augustine and Estes Park.

Hours for the Ripley Odditorium are 12:00 noon - 10:00 p.m. weekends and Memorial Day and 4:00 p.m.-10:00 p.m. week days. There will be a small admission charge. ♦

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AN 1830 MODEL . . .



Drivers along Southern Avenue near the Fairgrounds June 3-4 may be surprised to see an 1830 model steam engine sitting nearby on the tracks of Southern Railway. It is the famous Southern Railway's "Best Friend of Charleston" replica which was built in 1928 to celebrate the 100th anniversary of the Carolina Canal and Rail Road Company. And, it will arrive at the Southern Avenue site for a two-day exhibition in connection with the 1978 Memphis Cotton Carnival.

"Best Friend of Charleston" is a replica of the first steam locomotive to pull a train of cars in regular service on the American continent. After it is unloaded on June 3, the engine and Southern Railway's Exhibit Car will be on display to the public. On June 4, free rides will be given from 1-6 and visitors may go through the "Showcase on Wheels" Exhibit Car.

The Exhibit Car features a sound-slide show on the birth and growth of railroads and on Southern Railway's service and development history. The exhibit also includes models of safety devices and demonstrations of such computer-age equipment as long distance Xerography, centralized traffic control, automated classification yards and the piggy-back system of door-to-door delivery.

Although the "Best Friend of Charleston" established the most significant "first" as a working steam locomotive, its history was short lived. Just six months after it steamed away on its first regular run at 15 to 25 miles per hour, the engine blew up after a fireman, tired to the sound of hissing steam, held the valve down to stop the noise. ♦

Carnival '78

MAID RUTH ANN . . .

Between 450 and 500 persons are expected to attend the annual Maid of Cotton Fashion Show and Luncheon, May 31, for a program featuring Maid Ruth Ann Harman, fashions from 14 of Memphis' leading retail merchants and the appearance of an entourage of Cotton Carnival Royalty and other dignitaries.

Miss Harman will be fresh from her world tour in behalf of the cotton industry and will model five of the garments she wore during the tour. Theme for the luncheon and fashion showing will be, "Around the World With Cotton."

Mrs. Albert H. Mallory, III, chairman of the event, said "The Maid of Cotton Fashion Show is the only Fashion event in Memphis for such a large number of merchants to gather for a co-ordinated showing of apparel". Marge Thrasher, one of the Mid-South's best known radio and television personalities, will again narrate the fashion exhibition. Each of the stores will show four garments, Mrs. Mallory said.

Among the guests at the luncheon head table will be the 1978 King and Queen of Cotton, Mimi Norfleet Fuller and Goodloe Early and Mrs. Early; Maj. Gen. William M. Fendren (U.S. Army, ret.), President of the Memphis Cotton Carnival Association; Milton Britton, editor of the Memphis Press-Scimitar, and Mrs. Britten, and Mary Allie Taylor, Press Scimitar Maid of Cotton editor.

Others who will attend include the queens of all Carnival Secret Societies, the King and Queen of the Cotton Makers Jubilee and the Queen of Crown and Sceptre, Miss Melanie Barron.

There will be a variety of favors and door prizes presented. Tickets for the event are \$10 per person and are available through the Memphis Cotton Wives and at Goldsmith's Central Ticket Office. ♦



Ruth Ann Harman

See page 36 for additional story and fashions.



When Memphis Cotton Carnival fans gather by the thousands along the scenic river bluffs on Saturday, May 27, one of the most spectacular events they will view will be the performance by the U.S. Army's official parachute team, the Golden Knights.

The world champion parachutists are scheduled to perform at about 6:45 p.m. as a highlight to the Great River Pageant which begins at 6:00 p.m. with a 40-round exhibition of authentic Civil War cannons. The Knights are the Army's only official parachute demonstration unit and they have given more than 2,300 parachuting demonstrations.

In less than 15 years the Golden Knights have won more national and international honors than any other parachute team in the history of the parachuting sport. Unlike the Air Force Thunderbirds and the Navy Blue Angels, the Army competitors and demonstrators are all enlisted men.

The group will average about 150 exhibitions of aerial acrobatics and precision free falls before some 9,000,000 spectators each year. The 62 men and women on the team include two demonstration units, a competition team, a

headquarters (administrative) section and an aviation section. The competition team has produced ten national and three world parachuting champions and holds eight of ten possible world accuracy records.


Each prospective Knight must be a qualified military parachutist, have a perfect military record, a minimum of 200 free-fall jumps and hold a class "D" international parachuting license. The 'chutists' can jump from a variety of aircraft, but use their own, specially-marked, YC-7A Caribous in demonstrations throughout this country.

They operate from altitudes up to 13,000 feet and reach nearly 200 miles per hour before opening their parachutes for stand-up landings in the demonstration area. During the free-fall portion of their jumps, the Knights perform precision maneuvers while trailing smoke from smoke grenades attached to their boots. The team uses rectangular ram-air 'chute canopies which resemble air mattresses. The parachutes, called Strate-Clouds, are highly-maneuverable, flexible-wing gliders with an inherent forward speed of about 22 miles per hour. ◊



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Sandra Lane Brown
QUEEN'S PRINCESS
Prince—Brett Beaswell Bonner



KING'S PAGES: Left to right—Clyde L. Patton, III, Dudley Weaver Lee, Alexander Willford Talbot, Philip Richard Zanone, Jr.



QUEEN'S PAGES: Left to right: Joel Cheek Morrow, James Hardin Barton, Jr., Richard Leatherman Morrow, John Martin Tully, Jr.



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SOFTLY ELEGANT—For going places and doing things in quiet elegant attire, 1978 Maid of Cotton Ruth Harman chooses this Gayle Kirkpatrick design. The three-piece ensemble in printed grey cotton velveteen has a classic straight skirt and collarless jacket. The matching blouse is of polished cotton with pleated collar and bow tie.

1978 Wardrobe for Maid Ruth Ann



FIRE FIGHTERS—Dr. Leonard Smith, Cotton Incorporated, Raleigh, North Carolina, explains to Maid of Cotton Ruth Harman advantages of the "Fires Stop" process for producing flame retardant cotton uniforms for firemen.



TAILORED BUT FEMININE

—Mollie Parris combines this season's feminine look with the always popular tailored comfort for 1978 Maid of Cotton Ruth Harman. This porcelain blue and white stripe cotton day-time dress features full-cuffed long sleeves and stand-up collar.



FIBER TO YARN—1978 Maid of Cotton Ruth Harman tries feeding cotton lint into a new experimental machine at the Southern Regional Research Center in New Orleans. The project converts tufts of cotton fibers directly to yarn, bypassing several production steps in the traditional textile process. It offers the potential for considerable savings in production costs and may be valuable in meeting new environmental standards.