

Information Sheet

**R 705 American Legion. Gideon-New Madrid Post No. 324 (Gideon, Mo.).
Cotton Festival program, 1967.
One booklet.**

This collection is available at The State Historical Society of Missouri. If you would like more information, please contact us at shsresearch@umsystem.edu.

This is a program booklet for the "21st Annual Cotton Festival and Homecoming," sponsored by Gideon-New Madrid American Legion Post No. 324 and its Auxiliary, held at Gideon in New Madrid County, Missouri, 1-3 September 1967.

According to this 40-page booklet, 1967 was the "first year we have combined our efforts and broadened our program." The purpose of the Cotton Festival and Homecoming was to "raise funds for civic projects." The schedule (on page one) included a "Miss Gideon Contest" and dance on Friday evening; a parade, rodeo, and chicken barbecue on Saturday afternoon and evening; and a "Veterans Memorial Service" on Sunday afternoon. There are photographs of recent Miss Gideons, the featured musicians, scholastic loan recipients, and civic leaders O.R. Rhodes, Mrs. W. S. Anderson, and J. C. Anderson (president of the Gideon-Anderson Lumber & Mercantile Company).

One page of the booklet is devoted to a brief history of Gideon, while about half the pages are devoted to advertisements, which are noted on the Shelf List.

r786 *29 May 2001* *WHMC-Rolla Reference Shelf* *Transfer*
Shelf List

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<u>Page</u>	<u>Contents</u>
OFC	Front cover/Title page
IFC	Ads: Wingo's Grocery (Gideon, Mo.); McCord Gin and Elevator (Gideon, Mo.)
01	Schedule
02	Ads: Rosie's Colonial Restaurant (New Madrid, Mo.); Farmer's State Bank (Risco, Mo.)
03	Welcome and statement of purpose
04	Ads: Dr. W. L. Baker, Jr. (veterinarian); Lancaster's Grocery (Risco, Mo.); Cecil Reed Service Station (Gideon, Mo.); Woody's Restaurant (Malden, Mo.); Skeeter Kell Sporting Goods (Kennett, Mo.); Billy Fisher's Lounge
05	Cotton Festival Arrangements Committee; Committee Chairmen
06	Ad: Radcliff Investment Co. (West Memphis, Ark.)
07	Miss Gideon Contestants (names only)
08	Ads: <i>Portageville Missourian</i> ; Ellington Insurers, Inc. (Portageville, Mo.); KMIS (radio station); Sullivan's Phillips 66 Service Station
09	[PHOTO] Miss Sherry Holiman, 1966 Queen

- 10 Ads: Noffels Big Star (Portageville, Mo.); M.F.A. Exchange (Gideon, Mo.); Johnson Auto Parts and Service (Gideon, Mo.)
- 11 [PHOTO] Miss Kathleen Werner, 1965 Miss Gideon
- 12 Ads: Production Credit Association (Portageville, Mo.); L & M Flying Service (Gideon, Mo.)
- 13 Past Miss Gideon Winners
- 14 Ads: Karl's Bakery (Sikeston, Mo.); Adkins-Phelps (Portageville, Mo.); Blades Motor Sales (New Madrid, Mo.)
- 15 [PHOTO] Reese Williams, 1964 Miss Gideon; [PHOTO] The Wanderers, "A Local Folk Group"
- 16 Ads: Frailey Gin, Inc.; Malden State Bank (Malden, Mo.)
- 17 "The Pride of the Legion" [listing of local war dead]
- 18 Ads: Wanda's Flower Shop (Clarkton, Mo.); Roy F. Elam Co. (Gideon, Mo.); H. E. Davis Grocery & Market (Gideon, Mo.); Dennis Cain Motor Company (Caruthersville, Mo.)
- 19 History of Gideon
- 20 Ad: Gideon-Anderson
- 21 Ad: Gideon-Anderson
- 22 Ads: Chamber of Commerce (Kennett, Mo.); Bank of Kennett (Kennett, Mo.); Adams Seed and Supply (Portageville, Mo.)
- 23 [PHOTO] "The Decisions" [dance band]
- 24 Ads: Wallace Cotton Co.; SEMO Aviation; Miracle Water Co. (Caruthersville, Mo.); Malden Insurance & Real Estate (Malden, Mo.)
- 25 [PHOTO] "Post Office Built in 1960"; [PHOTO] "Aerial View of a Portion of Gideon with the Gideon-Anderson Box Plant in the Center"
- 26 Ad: KTCB (Malden, Mo.) [radio station]
- Page Contents
- 27 American Legion Members; 1967-68 Officers
- 28 Ads: Majestic Cleaners (Gideon, Mo.); Mitchell-Corder Wholesale Grocery (Malden, Mo.); Interstate Glass Co. (Kennett, Mo.); Dabney-Hoover Supply Co. (Memphis, Tenn.)
- 29 [American Legion] Auxiliary Members; 1967-1968 Auxiliary Officers
- 30 Ad: Fred E. "Gene" Copeland [159th District Representative]
- 31 "Loan Recipients" [PHOTOS]: Mayburn Davidson, Arthur Cole, Ona Shelton, Willie Newton, James Whitledge
- 32 Ads: First National Bank of Malden; Arkansas-Missouri Power Company
- 33 "Loan Recipients" [PHOTOS]: Charlene French; Jeanie Shelton; Charles Broker; James Hilfiker; Dennis McGinley
- 34 Ads: Reeves Roofing Co. (Clarkton, Mo.); Fabick Bros. Equip. Co. (Sikeston, Mo.); McCrate Equipment Co. (Portageville, Mo.)
- 35 Ads: Rowe Ford Motor Company (Malden, Mo.); Farm and Home Appliance and Furniture Co. (Malden, Mo.); Busby Chevrolet Co. (Malden, Mo.)
- 36 Ads: Vogel Chevrolet and Olds Co. (Portageville, Mo.); James Kahn Department Store (Kennett, Mo.); Delta Gas; Hank's Barber Shop (Gideon, Mo.); Sinclair Service Station and Garage (Gideon, Mo.); Gibb's Liquor Bar (Gideon, Mo.)
- 37 Ads: Foremost Dairy; Tri County Oil Co. (Clarkton, Mo.); Albert Chew Service Station (Gideon, Mo.)
- 38 Ads: Gene Murphy's Pool Hall and Café (Gideon, Mo.); Sharp's Launderama (Gideon, Mo.); Cliff's Motor Clinic (Malden, Mo.); Russell's Market; Planter's Gin Co. (Gideon, Mo.); S & W Sales (Bernie, Mo.)
- 39 [PHOTO] O. R. Rhodes, "Moved to Southern Missouri in December 1920, Elected Presiding Judge New Madrid County Court, 1930"; [PHOTO] Gideon High School
- 40 [PHOTO] Mrs. W. S. Anderson, "one of the first women to move to Gideon"; [PHOTO] Mr. J. C. Anderson, "son of one of founders of Gideon and president of Gideon-Anderson Lumber Co."
- IBC Ads: Pepsi-Cola; Ralph Anderson Lumber Co. (New Madrid, Mo.)
- OBC Ad: Commercial Bank of Gideon (Gideon, Mo.)

Index Cards

American Legion. Gideon-New Madrid Post No. 324 (Gideon, Mo.).
Anderson, J. C.
Anderson, W. S., Mrs.
Festivals—Missouri—Gideon.
Gideon (Mo.).
Holiman, Sherry.
New Madrid County (Mo.).
Production Credit Association (Portageville, Mo.).
Rhodes, O. R.
Werner, Kathleen.
Williams, Renee.