

First Annual Virginia Beach Neptune Festival \$1.00

VIRGINIA BEACH, VIRGINIA
SEPTEMBER 27 - OCTOBER 6, 1974
OFFICIAL SOUVENIR PROGRAM

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CHEVROLET



OFFICE OF THE MAYOR

City of Virginia Beach



September 27, 1974

To the Citizens and Friends of the City of Virginia Beach:

It is indeed a pleasure for me to be Mayor during the first annual Virginia Beach Neptune Festival. I am proud of the accomplishments of the thousands of citizens of this city and the Neptune Festival is an attempt to reflect these accomplishments as well as solidify the various diversified activities, occupations, and interests in our city to a homogenous community with identity, unity and fun.

I hope you will enjoy the many activities that have been planned by the citizens of this city to bring you enjoyment and happiness and that this first annual Neptune Festival will be a memorable one for you and for your family.

Sincerely,

J. Curtis Payne
Mayor



Chamber of Commerce

Virginia Beach, Virginia 23458

Telephone 428-1922



September 27, 1974

Dear Friends:

As president of the Chamber of Commerce, I speak for all our members in welcoming you to the First Annual Virginia Beach Neptune Festival.


We hope you will participate in as many events as possible. We want you to dine on seafood at our sumptuous feast at the beach, come to our four parades and the more than 50 events we've planned for your entertainment.

To those of you who are visiting our city, we wish you welcome. We hope you enjoy your stay and that you will come again.

For those of you who live in Virginia Beach, we hope this Festival will leave you with a good feeling about your city and perhaps an increased knowledge of the people and opportunities available here.

We at the Chamber are proud of our part in planning and staging the Neptune Festival. But more important, we're proud of our city and its achievements. We hope this Festival helps to highlight them.

Sincerely,


Lawrence A. Sancilio
President

Virginia Beach Chamber of Commerce • Post Office Box 390 • Virginia Beach, Virginia 23458



VIRGINIA
BEACH
NEPTUNE
FESTIVAL

September 27, 1974



Dear Friends of the Neptune Festival:

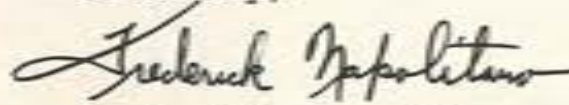
More than a year ago the idea was conceived for a festival in Virginia Beach that would involve the people and draw them together in one unified effort for the betterment of their city. The intent was to stimulate community pride and to establish an identity for Virginia Beach in the rapidly growing Tidewater area.

We believe we have accomplished these goals -- and have thoroughly enjoyed ourselves in the process. By working together on this one gigantic and spectacular project we have come to know each other better and have come to better understand all the communities that comprise the City of Virginia Beach.

Untold thousands have worked long and hard and unselfishly in creating the First Annual Virginia Beach Neptune Festival, and they have produced the finest festival possible. I have never worked with a more dedicated group of people, nor have I ever experienced finer cooperation among diversified interests. It has truly been an honor to serve as president.

The First Annual Virginia Beach Neptune Festival is all we had hoped it would be. Something for everyone. We are proud to welcome you, we encourage you to participate in all the exciting events and we sincerely believe you will have the time of your life!

Sincerely,


Frederick J. Napolitano
President

King Neptune

Love of the sea once prompted James Pearce Sadler to abandon the pursuit of a career in aeronautical engineering to become a cadet in the merchant marine, to sail 18 trips across the North Atlantic. He now returns to the sea, hypothetically speaking, in his reign over the First Annual Virginia Beach Neptune Festival as King Neptune I.

It wasn't the little known fact that he once sailed the seas, however, that won for Jim Sadler the distinction of serving as Virginia Beach's first monarch. It was a life of dedication to the business, civic and cultural development of this city that placed the coveted crown upon his head.

The selection of King Neptune I was a massive undertaking for it involved seeking out just one man in Virginia Beach most deserving of the honor because of his business and civic activities, a man who gives to the community by giving of himself. Hundreds of nominations were received after the Chamber of Commerce sent out ballots to its more than 950 members and the choice was gradually narrowed down to 10, then, finally, to one. Jim Sadler was the man and this selection probably came as no surprise to anyone but him since he is by nature a modest person who works without thought of recognition. The work is there to do. And he does it.

It was for just these reasons that he won another of the city's highest honors in 1971 when he was named First Citizen by the Virginia Beach Jaycees. That honor, too, was determined by letters of nomination and one in particular summarized the man when it said: "Each task to which he has committed himself has been for the attainment of a worthwhile community objective, either for Virginia Beach's economic growth or for the well being of its citizens. He has habitually met or exceeded the objective or goal for each endeavor in which he has participated. He only has demonstrated outstanding foresight in anticipating community needs but has worked unstintingly in fulfilling them."

The business life of Jim Sadler is the study of a self-made man who launched his way to success at age 13 as a waterboy in the field for his father, a bridge contractor. After leaving the merchant marine he joined a construction firm, was involved in building some of the area's major highways, became a seller of concrete and eventually helped organize Southern Materials Co., Inc. He retired in 1960 as that company's senior vice president and branched out in numerous fields—a golf course, two bowling alleys, a sports fishing fleet, real estate, hardware, broadcasting, and others. But retirement, despite his diversified business involvements, wasn't what it was cut out to be for Jim so in 1964 he formed his own business, Sadler Materials Corp. of which he is still president. With no immediate thoughts of a second retirement. In addition he is board chairman of Beach Cablevision Corp; president of Friend Sand & Gravel Co., Inc. in Petersburg; and director of First Virginia Bank of Tidewater.

His business expertise has been invaluable to the City of Virginia Beach as it has struggled through the early years of growth following the merger with Princess Anne County. He chaired the Mayor's Airport Study Committee, served six years on the Virginia Beach Industrial Authority and in many other ways has worked behind the scenes for progressive development.

As for his civic contributions, the list is almost endless: Cancer Chairman, Chamber of Commerce director and past president, director of the Virginia Beach Beautification Committee, General Hospital of Virginia Beach and Virginia Beach Service Center; honorary director of the Cancer Society and Kidney Foundation; Virginia Beach chairman for Friends of Virginia Wesleyan College and a member of the college's President's Advisory Council; just to mention a few.

Jim and his wife, Suzan, have long been supporters of charitable organizations and have frequently opened their Great Neck Point home for fund-raising socials of the Tennis Patrons, Kings Daughters and other worthwhile groups.

It is impossible to capsule the contributions of Jim Sadler, for no job is too large. Or too small. He is a king in his own right and a most deserving King Neptune I.



History

As with all great happenings in history, the Virginia Beach Neptune Festival started as a fleeting thought in the mind of one man.

It was Richard H. Kline, the 1973 president of the Virginia Beach Chamber of Commerce, who nourished the idea of an event that would pull the city together. A city that had been struggling to gain an identity ever since its merger with Princess Anne County ten years earlier.

Realizing that the city and Chamber of Commerce would have to work hand-in-hand to produce a unifying activity, Kline tried out his idea on Assistant City Manager George L. Hanbury. From this first brainstorming session came the idea of a seafood festival.

Armed with only one criterion, that the festival be one in which every citizen could participate, Kline and Hanbury then shared their idea with representatives of some 40 civic groups. Plans began to snowball and the seafood festival evolved into a 10-day extravaganza that would herald the many attributes of Virginia Beach: the ocean, industry, agriculture, civic involvement, sports and culture.

It was about this time that Tom Matthews of the Matthews Agency, a Virginia Beach advertising and public relations firm, became involved. He and his staff came up with the name "Neptune" and by researching other festival groups across the country, devised a workable plan.

To get the ball rolling, Frederick J. Napolitano, an executive with the Terry Corporation of Virginia, agreed to serve as Festival Chairman. The city then appropriated \$15,000 as "seed money," the Chamber chipped in \$4,000 and numerous civic and service clubs donated man-hours in developing the Festival.

Another giant step was taken when Napolitano appointed Mrs. Frankie Abourjillie, executive director, and she took over the complicated and highly technical business of planning and executing a festival. She was helped, too, when the city joined the International Festival Association and hired a festival consultant to study the proposed plans.

A lot of hard work has gone by the way since those early days of organization, but there's not a person who has given of himself that doubts the merit of his efforts. For what has grown through the months is a full-fledged festival that will, indeed, unify the City of Virginia Beach and make its citizens proud.

Napolitano summed it up when he said: "One day, not too many years down the road, the Neptune Festival will rival the Mardi Gras or the Sugar Bowl, or both, as a time to have fun and as a point of pride for all Virginia Beach residents. This first festival is a building block to that objective."



Salute

The first of any event is an exciting happening for it is from this point that future events will be molded, developing and growing through the years, but always influenced by that first historic occasion.

Many years from now, when the Annual Virginia Beach Neptune Festival equals or surpasses the New Orleans Mardi Gras -- which officials fully believe it will -- the Festival committee will surely be awed by the die-hard spirit of those who pioneered the event 'way back in 1974.'

Maybe they'll even say a little silent prayer of thanks for those before them who made all the mistakes and learned much in the process, for the untold hours of study and research in finding out exactly how you operate a gigantic undertaking like a Neptune Festival, for learning it all by trial and error and leaving a legacy of know-how.

Some names will be deeply etched in the annals of Festival history, and they will surely deserve every word of credit given them, but hopefully historians will also give due credit to the hundreds of nameless workers who actually made the 1974 event possible. And, again hopefully, historians will always note that the First Virginia Beach Neptune Festival was conceived as a festival for the people of this city, and it was nourished through its infancy by the dedication of the citizens of Virginia Beach.



Princesses



Early this year a call went out for seven lovely young handmaidens to serve as princesses in King Neptune's Court during the First Annual Virginia Beach Neptune Festival. The princesses would assist the King in his reign over the Festival and would also serve as goodwill ambassadors throughout the year.

The call went out to all high school juniors who wished to represent their school and city by being members of the King's Court. Applicants were required to be residents of the city during the 1974-75 school year, maintain at least a "C" scholastic average and plan to continue their education after school. They were also required to submit a head-and-shoulders photograph and two written paragraphs on why they wanted to serve on the Court.

Selecting the princesses was, of course, no easy task. And the responsibility for this difficult job fell to co-chairmen William H. Wood, dean of students at Virginia Wesleyan College and Dr. Ernest T. Buchanan, III, dean of students at Tidewater Community College. On their committee were Juvenile and Domestic Relations Court Judge Frederic P. Aucamp; State Senator A. Joseph Canada; Attorney J. Hugo Madison; Lynn Fischer, public relations director for Baldwin and Gregg, an engineering firm; and Vicky Randall, owner of John Robert Powers Modeling and Finishing School.

From the large group of applications received from all the city's high schools, plus one private school, the committee narrowed the list down to 19. These finalists were personally interviewed and the seven princesses were selected.

They are: Lynn Anne Ashbacher, Bayside High School; Kathleen Anne Kokes, Frank W. Cox High School; Sharon Elaine Norrell, Princess Anne High School; Elizabeth A. Goodrich, Kempsville High School; Karie Lynn Ross, Tidewater Christian School; Jacqueline Delores Robertson, Floyd E. Kellam High School; and Nancy Ann McTague, First Colonial High School.

Each girl has received a cash award of \$100, her Neptune Festival wardrobe and a short charm course. Later, one member will be selected to receive, in addition, a \$1,000 scholarship to an accredited college or university or State-approved proprietary school and a full scholarship for a complete course at John Robert Powers Modeling and Finishing School.

Princesses

Lynn Anne Ashbacher

Lynn, 17, is an A- student at Bayside High School and is the daughter of Mr. and Mrs. R. W. Ashbacher. Among her honors are memberships in the National Junior Honor Society, Mayor's Youth



Council, All-City and All-Regional Chorus. Lynn told the judges she is proud to live in Virginia Beach and "it would be a thrill to work behind the scenes of the festival and watch it develop into a success."

Kathleen Anne Kokes

Being a member of the Royal Court is important to Kathleen, 17, because "involvement in community affairs is a vital responsibility of today's youth." The daughter of Mr. and Mrs. Donald Dean Kokes and a B student at Cox High School, she was a cheerleader from the seventh grade until her recent move here from North Carolina.



Elizabeth A. Goodrich

Elizabeth, 16, recently moved here, and she believes that membership in King Neptune's Court would "help me get better adjusted and acquainted with my community and the people who live here." Among her many school activities is the distinction of being the boys' varsity tennis team manager. She is the daughter of Mr. and Mrs. T. C. Goodrich and is a junior at Kempsville High School with a B average.



Nancy Ann McTague

Being royalty is no new experience to Nancy, 16. In April she was attendant to the Icelandic princess in Norfolk's Azalea Festival. Of the Neptune festival she says, "it will be a great success and will help our city develop a sense of community pride." She is the daughter of Mr. and Mrs. Walter J. McTague and a B- student at First Colonial High School where she has been a cheerleader for two years and a homecoming attendant.



Jacqueline Delores Robertson

Jackie believes that members of the King Neptune Court should be "leaders who can convince others to increase their horizons and potentials in a way that would be beneficial to their community." At Kellam High School, where she is a B student, she demonstrates her own leadership in such activities as the SCA, Girls State and varsity basketball. She is the daughter of Mr. and Mrs. Lenard B. Robertson, Sr. She is 17.



Karie Lynn Ross

Karie, 17, the daughter of Mr. and Mrs. Edwin M. Ross, is a B student at Tidewater Christian High School where she has been a cheerleader for two years, as well as a co-captain. Other activities include basketball, track, horseback riding and the yearbook staff. She's quick to say of her selection to the Court that "it thrills me just to know I am taking part in the Festival."



Sharon Elaine Norrell

At Princess Anne High School, Sharon has been a homecoming representative and is active in the National Business Leaders of America and the SCA. She wanted to be in the Court, she admits, "not because of competitive or status reasons, but because I would be proud to represent my school and to be a part of the Neptune Festival." She is the 17 year old daughter of Lt. and Mrs. Billy E. Norrell.

FREDERICK J. NAPOLITANO
Festival President

Fred Napolitano is a man who never backs away from a service to his community, no matter how difficult the task might be, and it was his leadership that brought the First Annual Virginia Beach Neptune Festival to a successful culmination. His contributions to Virginia Beach have been many, both professionally, as Senior Vice President of Terry Corporation of Virginia, and in service. Among his civic activities have been offices in the YMCA, Virginia Beach Beautification Commission, Birthright, Inc., Chamber of Commerce, American Cancer Society, United Communities Fund, Big Brothers of Virginia Beach and as a member of the Virginia Advisory Legislative Committee. Also, for his extensive church work, he was named the Catholic recipient of the 1973 National Council of Christians and Jews' Brotherhood Award. He is listed in "International Who's Who - Men of Achievement." Professionally he is a Life Director, member of the Executive Committee and past vice president of the National Association of Home Builders; Life Director and past president of Tidewater Builders Association; director of First National Bank of Norfolk and First Commonwealth Insurance Corporation and a member of the International Council of Shopping Centers.



Board of Directors & Coordinators

GEORGE L. HANBURY, II
Board of Directors

As Assistant City Manager of this growing young city, George is obviously one of the busiest men around. But he's never too busy to do his part in the community. He was in on the making of the Neptune Festival from its very beginning and has been instrumental in bringing it into being. He is married, the father of two children and has been employed by the City of Virginia Beach for four years.



RICHARD H. KLINE
Board of Directors

It was Richard who first conceived the idea of a city-wide festival for the citizens of Virginia Beach and it was he who took his idea to the right people to get the wheels in motion. He was president of the Chamber of Commerce at the time. Other civic work has included serving as secretary of the Development Authority, past chairman of both the Heart Fund and Cancer Crusade and membership in the Virginia Beach Development Council and Committee of 100. He is president of RK Chevrolet and is former Rotarian of the Year.



SHIRLEY S. BARONDESS

Board of Directors Religious Coordinator

Shirley wears two hats for the First Annual Virginia Beach Neptune Festival. She is a member of the Steering Committee and is also Religious Coordinator. Such undertakings are typical of the work this busy public relations executive does for her community. She has held top offices in such organizations as the PTA, Civic League, American Cancer Society and is an appointee to the Virginia Beach Commission on the Arts and Humanities and the Virginia Beach Bicentennial Commission. For her work with the PTA on both city and state levels, the Virginia Parent-Teacher Association presented her a coveted Life Membership.



KAY FOULKES

Board of Directors Coronation Director

Kay is another busy person wearing two hats for the Neptune Festival. She's a member of the Board of Directors and also has handled a monumental job as Coronation Director. Kay Foulkes is a household name in Tidewater because of her many-faceted position with WGH Radio...account executive, hostess of her own radio show, news and public affairs reporting and even an occasional commercial. She was one of the first women to receive the Sales and Marketing Executives Award (and last year won it a second time) and was the first woman in Tidewater to be in radio and television sales. She is a Past President of the Advertising Club of Tidewater and was named Advertising Woman of the Year. In her "spare time" she is active in real estate and many civic endeavors.



DOROTHY C. LEARY
Board of Directors

Dot has long been one of those hard-working people who gets things done so it was natural that she should be named to the Festival Board of Directors. She has been on the Board of Directors of the Chamber of Commerce for many years and is the long-standing chairman of the Chamber's Tourism Committee. She has also been a stalwart with the Virginia Beach Music Festival since its conception and is a past president and current vice president of the Virginia Beach Innkeepers Association. She and her family have been in the motel business here since 1946, and she presently manages the family-owned Triton Towers on the oceanfront.



ALBIN R. MAILHES
Board of Directors

Al is "Mr. Chamber of Commerce" in Virginia Beach. For some 10 years after he moved here in 1946 from New Orleans he was active in the Chamber, having served as a director for a number of years and as president. Then, in 1965, he made it his profession when he was named the Chamber's Executive Vice-President. For the thirteen years prior to that appointment he published the Virginia Beach Sun newspaper. Between the Chamber, the newspaper and his many civic activities, such as the Rotary Club, Community Fund, American Cancer Society, Salvation Army, even a State Director of the Virginia Travel Council, there aren't many people Al doesn't know or many jobs he hasn't done.



THOMAS B. MATTHEWS
Board of Directors Communications Director

Tom has been involved in the Neptune Festival since its creation. He serves on the Board of Directors, is Director of Communications and his agency, The Matthews Agency, Inc., has handled the public relations, advertising and many of the arrangements for the Festival. Tom won the Advertising Club of Tidewater's 1969 Silver Medal Award as Man of the Year in Advertising and his agency of which he has been president for 15 years, has earned over 80 advertising awards. He is president of the Mutual Advertising Agency Network (MAAN), and serves on the boards of the Chamber of Commerce and the Virginia Beach Service Center.



WILLIAM EARL WILLIS
Board of Directors

Earl, who is administrator of the General Hospital of Virginia Beach as well as its Vice President and member of the Board of Directors, is one of the most prominent hospital administrators in the State. He is a past president and board chairman of the Virginia Hospital Association, a director of the Md.-Del.-Va.-D.C. Hospital Association, a past president of the Tidewater Hospital Administrators. But he isn't all business. He gives much to his community through such activities as the Chamber of Commerce, Committee of 100, Beautification Commission, Jobs for Veterans Task Force, YMCA and many, many other endeavors.



EDWARD K. PHILLIPS
Board of Directors

Ed is one of those quiet men who never has a lot to say because he's too busy doing. A couple of years ago he served as chairman of the local Cancer Crusade for the American Cancer Society and ended up organizing the Redskins Remember Lombardi program. He also is one of the founders of Big Brothers of Virginia Beach, president of the Virginia Beach Estate Planning Council and is on the Presidential Advisory Council of Georgetown University. He is an agent with National Life Insurance Company of Vermont and a member of the Chamber of Commerce.



Horace A. Cistola

Funding Director
Horace, senior vice president of Terry Corporation of Virginia, is known in Virginia Beach as the man to get things done, and without his fund-raising expertise the Neptune Festival might never have come into being. He is one of the most civic-minded leaders in the city, having worked for such organizations as the American Red Cross, Norfolk Symphony Association, American Cancer Society, Committee of 100, the local Selective Service Board and many others.



William C. Egan

Hospitality Director
Bill has made a prominent place for himself in two important business worlds of Virginia Beach, tourism and retail sales. For the past five years he has been general manager and co-owner of the Dunes Motor Inn on the Oceanfront and prior to that he was associated with Sears at Pembroke Mall. He is a life member of the Virginia Beach Rescue Squad, an honor only granted those who have given 10 years of volunteer service. He also is president of the Virginia Beach Innkeepers Association, second vice president of the Chamber of Commerce and a member of the Virginia Beach Development Council.



A. James De Bellis

Industrial Director
Jim etched a place for himself in Virginia Beach history when he was selected as the city's first Director of Economic Development four years ago. His activities have continued to grow in the time he has been here. He is the Virginia Beach and the Tidewater representative on the Southern Development Research Council, a director of the Virginia Travel Council, a member of the Regional Advisory Committee for Economic Development of Southeastern Planning District 20 and a member of the Tidewater Virginia Development Council, American Industrial Research Council, National Association of Industrial Parks, Virginia State Chamber of Commerce and the Virginia Beach Chamber of Commerce's Industrial Committee.



James N. Fletcher

Retail Coordinator
Jim has made an important place for himself in Virginia Beach since moving here five years ago to take over the management of the Sears, Roebuck and Co. store at Pembroke Mall. He has been on the Chamber of Commerce's Board of Directors for three years, is a director of United Virginia Bank/Seaboard National, promotion chairman of the Pembroke Mall Merchants Association, a business advisory board member of the National Alliance of Businessmen and a director of the local American Cancer Society unit. If conversation with Jim ever lags — which isn't likely — ask him about his collection of antique pocket watches!



Carl A. Youngdale

Security Director
Carl retired from the U. S. Marine Corps in 1972 as a Major General after 36 years of service and early in 1973 joined Virginia National Bank in Norfolk as its Military Liaison Officer. He is a member of Veterans of Foreign Wars, Disabled American Veterans and Alpha Gamma Rho.



Joseph W. Crawford, Jr.

Military Director
Joe is one of those people who seems qualified for most anything. He's a registered professional engineer, a licensed radio and television broadcast engineer, a licensed single and multi-engine airplane pilot, a retired Navy captain and has been designated a Naval Ordnance Engineer by the Navy. He is presently the Assistant Director (Engineering) on the staff of the Director, Region VI, State Air Pollution Control Board (SAPCB), headquartered in Virginia Beach. Despite his busy schedule, civic affairs play an important role in his life. He is on the board of the Chamber of Commerce, past president of the Retired Officers Association, a community representative on the Virginia Beach Council of Civic Organizations and a member of the Virginia Beach Kiwanis Club.



Mildred Alexander

Protocol Director
Millie, as she is known to one and all, is one of Tidewater's more beloved personalities, having served for 21 years as Women's News Director for WTAR-TV and WTAR Radio. During her more than a quarter of a century in broadcasting she has interviewed nearly all of the world leaders and has traveled around the world several times in her television and radio news coverage. She is the only woman to have served as president of the Virginia Associated Press Broadcasters and for 10 consecutive years was selected by that group as the top broadcaster of women's news. Millie has won numerous national awards, including a very coveted award for her documentary on heart disease.



Wilbur K. Hammaker

Insurance Director
Kirk, as he is better known, is director of the Insurance Division of Pembroke Realty Insurance Agency Inc. and is a member of the local, state and national associations of Independent Insurance Agents. He has served as an instructor for the Distributive Education Class in the city schools for a Pre-Marital Counseling Course for Catholic Family Services. He is a member of the Chamber of Commerce, the American Legion, a past president of the Reserve Officers Association and is a Shriner.



Thomas C. Broyles

Legal Counsel
Tom has been a practicing attorney in Virginia Beach for 15 years, is a partner in the Broyles, McKerry & Gorry law firm and is a past president of the Virginia Beach Bar Association. In addition to his professional activities he is also a director of the Virginia Beach Chamber of Commerce and of the General Hospital of Virginia Beach.



E. R. Cockrell, Jr.

Agriculture Director
Dick knows just about everything there is to know about the valuable agriculture industry in Virginia Beach. During the 20 years he has been employed by the city, he has served as assistant county agent, county agent and, for the past 11 years, director of the Virginia Polytechnic Institute Extension Services. In 1968 he was named "Man of the Year in Agriculture" in Virginia Beach, and in 1970 he received the Distinguished Service Award from the National Agriculture County Agents Association. He also heads up the Chamber of Commerce's Agriculture Committee, is secretary of the Virginia State Soil and Water Conservation District, is a past president of the Virginia Beach Development Council and the Credit Ruritan Club and represents the city on the Tidewater Development Council.





Thomas J. Schroeder
City-Wide Sales Event
Chairman

Tom is another one of those people who has taken on numerous jobs in the Neptune Festival simply because there was work to be done, despite the fact he had a mammoth chairmanship of his own. In addition to coordinating the city-wide Neptune Days sales promotion he has also been a very active member of the Retail Committee and has been quite involved in the Soap Box Derby. He has lived in this area only a few years, having come here from Michigan, but has become involved in his community, especially through the Chamber of Commerce and the Virginia Beach Methodist Church. He is general manager of Wickes Furniture.



Willa Duffield
Youth Events Chairman

Willa is the cheerful voice you hear when you call the Mayor's office and as His Honor's Administrative Aide is a true "Girl Friday" in many of the activities in the city. She is a member of the Mayor's Committee on Aging, the Mayor's Youth Council, the Board of Directors of the Campfire Girls and the Virginia Beach Youth Advisory Committee.



J. Fletcher Bryant, Jr.
Sports Chairman

Fletcher Bryant and sports are almost synonymous in Virginia Beach. It was he who founded the Virginia Beach Youth Football Program, a program so successful that it was selected as the Top National Sports Program in the U. S. by the National Jaycees. For his dedication he was named Virginia Beach Sportsman of the Year in 1963 and in 1965 was listed among the Outstanding Young Men of America. He is still a youth football and basketball coach and director of the ODU Intercollegiate Foundation. In the past he served as president of the Virginia Beach Jaycees, Virginia Beach Sports Club and Virginia Tech Tidewater Alumni and as a director of the Virginia Beach All-Star Foundation. He is president of Bryant-Bryant Insurance Co.



Walter Noona
Cultural Events Chairman

There are few people in Tidewater or in the state more musically prominent than Walter Noona. His interests span all facets of music from teaching and choral, choir and orchestral direction to composing and arranging. He and his wife, Carol, authored a series of educational teaching pieces for Heritage Publishing Co. and for the past few months have been conducting workshops throughout the U. S. and Canada. His the resident Keyboard Member of the Norfolk Symphony and director of the Virginia Beach Civic Chorus, the Virginia Beach Civic Symphony and the St. Nicholas Schola. He also heads the Walter Noona Trio. He has appeared as guest soloist with orchestras in New Orleans, Chicago and North Carolina. Prior to establishing his own studio at Virginia Beach he was on the staffs of such schools as the University of Illinois and Xavier University in New Orleans.



Edwin S. Clay, III
Senior Events

Sam's literary and artistic talents have contributed much to the Virginia Beach cultural scene since he moved here four years ago to join the City as Director of Public Libraries. He is president of the Tidewater Library Council and the Virginia Beach Arts Center and a member of the Virginia Library Association and Virginia Museum of Fine Arts. He is also a member of American Civil Liberties Union-Hampton Roads Chapter and Planned Parenthood of Virginia Beach. His literary works have been published in Virginia Librarian, Southeastern Librarian, Library Journal and Virginia Town and City. In 1972 he was promoted to the position of Director of Public Libraries and Information for the City.



Frederick William Twyman, III
Emergency Coordinator

Fred's many years of volunteer work with the Virginia Beach Rescue Squad more than qualified him for his duties with the Neptune Festival. In his professional life he is a banker to the core, having first joined Virginia National Bank as a summer employee in his college years and rejoining it as a trainee in 1967. Today he is Vice President and Manager of VNB's Virginia Beach Office on Atlantic Avenue. He is a member of the Cavalier Golf & Yacht Club and the Virginia Army National Guard.



Wilbert D. Knutson
Parade Director

Captain Knutson did not hesitate to assume the responsibility of coordinating the Neptune Festival's two main parades, the Grand Coronation Day Parade Spectacular and The Community Torchlight Parade despite the fact that he only assumed command of the Naval Air Station, Oceana in August. He is a 1952 graduate of the U. S. Naval Academy and a 1959 graduate of the Naval Test Pilot School. He holds a Master's Degree in Business Administration from George Washington University and is a 1970 graduate of the Naval War College. His extensive overseas duties have taken him to Vietnam and Southeast Asia and he has served aboard several aircraft carriers, including the USS Enterprise, USS Independence and USS America.



Clenton W. Shanks
Civic Events Chairman

Clenton's chairmanship in the Neptune Festival was a natural inasmuch as he is one of Virginia Beach's most active civic leaders. He is director of the General Hospital of Virginia Beach, first vice president and director of the Chamber of Commerce, a member of the Boards of Directors of the Virginia Beach Development Council, Virginia Beach Association and Virginia Beach Beautification Com-

mission and is a member of the Virginia State Chamber of Commerce, the Virginia Manufacturers Association and the Rotary Club. He has also served on the Mayor's Fact-finding Committee, the Virginia Jobs for Veterans Task force and as vice chairman of the Virginia Beach Committee of 100. He came to Virginia Beach in 1967 as manager of the Virginia Electric and Power Company and last year was promoted to district manager.



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EAST OF PRINCESS ANNE PLAZA NEAR PINE TREE INN!**

**MORE
THAN JUST A
SUPERMARKET!
OPEN 24 HOURS
EVERYDAY!**

- 21 separate departments to serve you!*
- RESTAURANT
 - DELICATESSEN
 - HOUSE OF FLOWERS
 - IMPORTED FOODS AND CHEESES
 - PHARMACY
 - SEAFOOD
 - DONUTS AND DECORATED CAKES
 - CATERING AND PREPARED FOODS



Control the shivers
Warm up to winter in a
new plaid pantsuit. You're
headed in the right
direction with a furred
hood. Sure fashion answers
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NORFOLK HAMPDEN PORTSMOUTH SUFFOLK

Honored Guests

BOBBY RIGGS

Thirty-five years after he ruled the world of tennis as Wimbledon and U.S. champion, Bobby Riggs has returned to the center of the sports stage as the net game's most widely publicized celebrity. He'll combine fun and skill in his Festival tennis exhibition on Sat., Sept. 28.



HIS EXCELLENCY, THE NORWEGIAN AMBASSADOR TO THE UNITED STATES, SOREN C. SOMMERFELT

Our distinguished guest is coming to Virginia Beach from the Royal Norwegian Embassy in Washington, D.C. He will speak at the Memorial Concert to be held September 28 at the Statue of the Norwegian Lady.



THE HONORABLE G. WILLIAM WHITEHURST

Our representative in the U.S. Congress will be Grand Marshal for the Community Torchlight Parade. He'll also participate in the Memorial Concert at the Statue of the Norwegian Lady.



FRANK BLAIR

NBC's nationally-known television news personality Frank Blair, takes time from his Today Show activities to participate in many of the Festival events.



JEFF DANE

Jeff, a WTAR-TV personality, will be Master of Ceremonies at the Grand Coronation Day Parade Spectacular and at the Festival Bands Field Show and Competition.



MILDRED ALEXANDER

Millie needs no introduction. In Tidewater, she's everyone's favorite TV gal. She'll be a special guest in the Grand Coronation Day Parade Spectacular and at the Memorial Concert at the Statue of the Norwegian Lady.





BILL DEAL AND THE RHONDELS

Virginia Beach's nationally-known rock group will be playing at fun-for-all street dance on the Boardwalk, Sept. 27, between 10th and 17th Streets.

CONNIE HINDMARSH

Miss Connie's Magic Cottage is a WTAR-TV favorite with the young set. Miss Connie will be Parade Marshal for the Youth Parade.



GODFREY GRIER AND HIS DIXIELAND BAND

The "King of the Banjo" knows how to electrify an audience. A local boy, he's a student at the University of Virginia. Godfrey has played his banjo for audiences across the country, and he'll play for you at the street dance.



SCOOBY GANG

On hand from Lion Country Safari are special guests -- Fred Flintstone, Barney Rubble, Scooby-Doo and Yogi Bear. They'll take part in the Youth Parade, the Youth Fair and the Grand Coronation Day Parade Spectacular.



MIKE SUYDERHOUD

Four-time winner of the world's water skiing championship, Mike will demonstrate his skills in the Virginia Beach Water Ski Club's Tournament and Exhibition Sept. 27 and 28 at Mount Trashmore Lake.

NORRIE MARTIN

Our Adam Thoroughgood with his mellow English accent, will be Master of Ceremonies at the Memorial Concert to be held at the Statue of the Norwegian Lady.

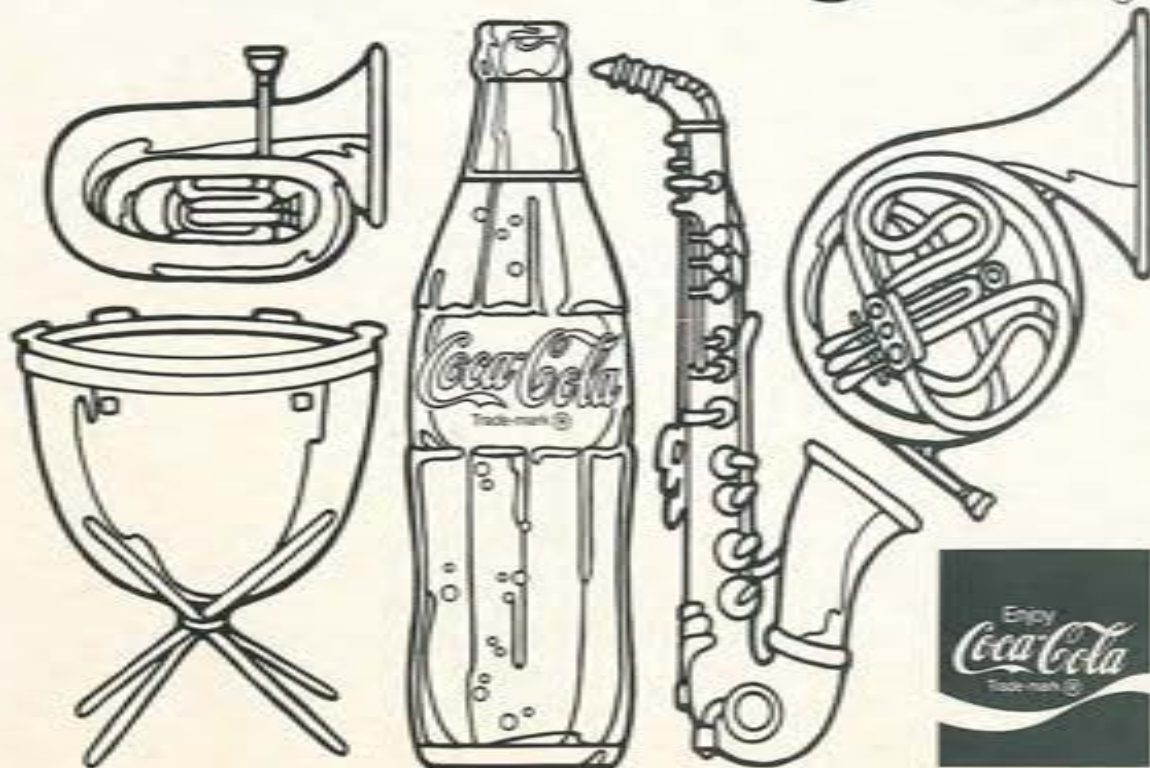


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Parades

FOUR PARADES HIGHLIGHT FESTIVAL FUN

What really makes a festival? Why, a parade, of course . . . marching bands, colorful floats, funny clowns, booming drums, squealing children and happy faces . . . THAT'S what makes a festival!

And if one parade is that great, then four should be just about paradise for festival-lovers. That's the way the Virginia Beach Neptune Festival Committee looked at it so they lined up a parade to suit everyone's taste. Even one that floats.

KING'S ROYAL ARMADA

Getting the Neptune Festival off to a grand start will be the arrival of King Neptune and his Court Friday, September 27, at 7:45 p.m. In keeping with the King's nautical status, he will arrive by sea, aboard his own specially decorated barge, surrounded by his own colorful armada.

The King's Royal Armada will be comprised of pleasure boats whose owners have decorated them with all the flourish befitting such honored craft. The Royal Barge will be an amphibious Army LARC.

For their decorating efforts the armada captains will be competing for the coveted King's Cup Trophy, plus two small cash awards.

The Armada will gather at Rudee Inlet, sail up the shoreline and lay offshore as the King's barge slips up on the beach at the Steel Pier and takes the place of honor in the Community Torchlight Parade.

COMMUNITY TORCHLIGHT PARADE

While King Neptune and his Court of seven lovely princesses are making their grand entrance, hundreds of young people will be gathering near the pier for the Community Torchlight Parade, a marching band competition for junior high schools.

The King and Princesses, aboard the Royal Barge, will lead off the parade, about 8 p.m., up Atlantic Avenue. It will proceed to Laskin Road (31st Street) and will head west across Pacific Avenue where it will disperse.

Although the event is a band competition, there will be floats and guest bands featured. Illuminated floats will, in fact, furnish much of the lighting since the torchlights have been eliminated for obvious safety reasons. Street lights will do their share, too.

Three major awards will be presented in the competitions: the Royal Court Trophy, the Mayor's Trophy and King Neptune's Trophy. Participation trophies will be presented to all bands that qualify, if they do not receive a placement trophy.

In addition to the competing bands, guest bands and float units, the parade will also be made up of civic and cultural organizations marching in groups. A cash participation award will be presented to the largest group.

Judges for the Community Torchlight Parade competitions will be James Page, director of the Indian River High School Band, Norfolk; Emery L. Fears, Jr., band director, Norfolk State College, Norfolk; Martin Pachey, band director, Old Dominion University, Norfolk; and MUCS Alberto Asercion, School of Music, U.S. Naval Amphibious Base, Little Creek, Virginia Beach.

Running simultaneously with this parade will be dancing in the streets and a seafood feast along the boardwalk between 10th and 17th Streets.

YOUTH DAY PARADE

One of the most exciting highlights of the First Annual Virginia Beach Neptune Festival will be Youth Day on October 4, a day-long extravaganza of events for kids of all ages.

And getting this special day off to an appropriate start will be a gala Youth Day Parade comprised exclusively of youngsters between the ages of 6 and 14. It will begin at 9 a.m. at Windsor Woods Elementary School and wind its way to Mount Trashmore Park by way of Presidential Boulevard, to Historyland Trail to South Boulevard.

Grand Marshal of the parade will be Miss Connie Hindmarsh of television's "Connie's Magic Cottage." Special guests will be Busch Gardens' Friendly Eagle (a 200-pound lovable gannet), and those very favorite characters from Lion Country Safari: Fred Flintstone, Barney Rubble, Scooby-Doo and Yogi Bear.

Plus there will be clowns, the Alanton Twirlettes and the special floats of Little Miss Neptune and Little Miss Virginia Beach.

Special certificates will be awarded to the best costumed participant, costumed pet, one-man band, decorated child-powered go-cart, decorated bicycle, musical group, youth club or organization and child-powered float. In this last category the floats will be limited in size to 2 x 3 feet.

Twenty-five of the young participants will be selected for special certificates and will receive McDonald's Restaurant's Gift Certificates. The event is sponsored by the Virginia Beach Youth Advisory Council, which is comprised of all the local youth groups . . . Girl Scouts, Boy Scouts, Big Brothers, Mayor's Youth Council, Camp Fire Girls, Red Cross, the City Department of Parks and Recreation and the Virginia Beach Public Libraries.

Immediately following the parade a milk carton boat derby will be held at Lake Trashmore and a four-hour Youth Fair will get underway at the park.

GRAND CORONATION DAY PARADE SPECTACULAR

The real parade spectacular of the First Annual Virginia Beach Neptune Festival will be the Grand Coronation Day Parade to be held Saturday, October 5.

It will begin promptly at 9 a.m. at Princess Anne High School, moving west on Virginia Beach Boulevard to Dorset Avenue. The official reviewing stand will be located at Pembroke Mall.

The parade, of course, honors King Neptune I and his Court so its theme for the float entries will be "Man and the Sea."

More than 80 units -- possible near 100 units -- will participate in this parade, including more than 25 marching bands, at least five military bands and many elaborately decorated floats.

Judging will be held in the Virginia State Senior High School Marching Bands Championship competition, the Military Marching Bands Championship competition and the Special Guest Units Awards competition. Guest units and Military units will be judged during the parade while the school units must compete in their respective divisions in both the Coronation Day Parade and at the Field Show to be held at 2:30 p.m. at the Cox High School Stadium. All awards will be presented following the Field Show.

Participation trophies will be given to all bands that qualify, if they do not receive a placement trophy. There will be three major trophy awards in the Virginia State High School Marching Bands Championship competition, plus first and second place trophies for Honor Class (schools under 1,500 students, playing Grade 5 or under) and Championship Class (schools over 1,500 students, playing Grades 5 and 6). There will also be major awards for the winning bands in the Military and Special Guest Units divisions.

Judges for the band competitions will be Band Directors John Savage, Virginia Commonwealth University, Richmond; Martin Pachey, Old Dominion University, Norfolk; Lt. Col. Hal Gibson, U.S. Armed Forces Bicentennial Band, Ft. George Meade, Md.; and W. W. Jacobus of Forest City, N.C., president of the All-American Drum and Bugle Corps and Band Association.

Winning floats will be selected in the parade assembly area prior to the Coronation Day event but judges have encouraged float entries to also appear in the Community Torchlight Parade on opening night for extra exposure.

Awards will include Festival Director's Trophy for the best commercial-retail entry; the Mayor's Trophy for the best civic or association entry; the Royal Trident Award for the most original interpretation of the theme "Man and the Sea," and a judges' Award for the float entry which has not taken one of the other awards but one which the judges feel has special merit.

Judging the floats will be two well-known Tidewater artists, Barclay Sheaks, chairman of the Art Department at Virginia Wesleyan University and Vance Mitchell, whose paintings have won more than 100 national and regional awards.

Other float judges include Kenneth R. Walstad, director of the Minneapolis Aquatennial -- the largest summer festival in the nation and Eaden M. Whitman, Jr., executive director of the 10-day Barnum Festival in Bridgeport, Connecticut.

Additional judges for both the band and float competitions may be announced prior to parade time.





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The Arts



Cultural events will play a very prominent part in the First Annual Virginia Beach Neptune Festival with varied programs scheduled throughout the 10 days.

A Memorial Concert will be presented Saturday, September 28, at 10 a.m. by the U.S. Naval Academy Band at the site of the Norwegian Lady Statue at 25th Street and Oceanfront. Also participating in the program, which is being sponsored by the Ladies Auxiliary to the Virginia Beach Borough Fire Department, will be Norwegian Ambassador Soren Sommerfelt, Second District Congressman G. William Whitehurst and Norwegian Consul Rolf Williams.

An afternoon of music and pageantry will be the offering of a Concert-in-the-Park to be held at Red Wing Park Sunday, October 6, starting at 1 p.m. It will feature the Marine Corps Flag Pageant, the West Virginia University of Technology, the 3rd U.S. Infantry (Old Guard) Fife and Drum Corps, the Commander-in-Chief's Guard, Madison College, Langley Air Force Band and the Desperado Debs.

That same day, the final day of the Festival, the Virginia Beach Civic Ballet will perform at Princess Anne High School at 3 p.m. Another ballet program will be presented earlier, on October 1 at 8 p.m., at Princess Anne High School by the Virginia Beach Community Ballet.

Two other musical programs are also planned. On September 29 at 3 p.m. the Virginia Beach Civic Symphony and Virginia Beach Civic Chorus will present a joint concert on the terrace of the Hofheimer Library at Virginia Wesleyan College and on October 3 at 8 p.m. the Civic Chorus will present its own "Fanfare for a Festival" at Princess Anne High School.

A varied art schedule will also highlight the 10-day event. The Arts Center will sponsor the Virginia Museum's Artmobile exhibit of Melanesian art, entitled "Symbols of Myth," September 30 through October 3 daily from 1 to 8 p.m. at the Civic Center. In connection with this exhibit the Arts Center will present a lecture by Edward Cutler of Washington, D.C. September 30 at 8 p.m. at the Civic Center.

At the Arts Center Gallery throughout the run of the Festival there will be on exhibit 14 wood engravings by Winslow Homer, entitled "Homer by the Sea", on loan from the Virginia Museum Collection; a one-artist show of pastels and oils by Floyd E. Sykes; and the best-in-show winners from the Center's popular Boardwalk Art Show, dating back to 1968.

A Youth Art Show, under sponsorship of Sir Galahad Corp., will be held September 28-29 from 10 a.m. to 4 p.m. on the Boardwalk between 10th and 20th Streets. It will include the works of school-age youngsters, including students of Vo-Tech School and Tidewater Community College. It will be judged for cash awards and ribbons.

Artists will also compete for cash awards in the First Annual Hilltop North Art Show at the shopping center September 26-28 from 10 a.m. to 9 p.m. on the first two days and from 10 a.m. to 6 p.m. on the final day.

Festival Flower



If Virginia Beach seems to be alive with lovely yellow chrysanthemums during the ten days of the First Neptune Festival, September 27-October 6, it's with good reason.

The mum was selected as the official Festival Flower and a concentrated drive has been on to get as many of the plants in bloom as possible in time for the big event.

The reasoning behind the mum project was to bring more color to Virginia Beach during the Neptune Festival. Late September to early October is the time of year when the leaves have not yet turned red and gold and very few flowers are in bloom.

So to compensate for the lack of color, the Festival committee set about finding the perfect blooming plant. It was Landscape Architect Pat Bridges of the Norfolk Botanical Gardens who voted for the chrysanthemum, explaining to the committee that all you have to do is 'put them on the ground and sit on them and they'll grow!' And they're not expensive.

The Virginia Beach Council of Garden Clubs came on the scene and agreed to take over the sale of the official flower. In the spring they promoted flats of the tiny seedlings for those who prefer to 'grow from scratch,' so to speak. The Green Run Garden Club capped \$15 in prize money for selling the most flats.

Since September 10 the council has had the 15-inch plants, fully budded, on sale, and has been encouraging garden clubs all over the city to promote these plants in their neighborhoods since they supposedly will bloom forth the end of September.

To add a little incentive, the council will award another \$15 to the garden club that has used mums most effectively at its neighborhood entrance and silver bowls will go to the resident and commercial firm that most effectively has used mums.

These awards will be made by King Neptune on October 5 following his coronation at Mount Trashmore.

Chairman for the Council of Garden Clubs is Mrs. Dan Rodgers.



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The Neptune Festival is a good combination, too. A combination of efforts by business leaders, government officials, and the active citizens of Virginia Beach.

Virginia National Bank is proud to be a part of the first Neptune Festival.

And the Neptune Festival is one reason why we're proud to be a part of Virginia Beach. In fact, there's no other place we'd rather be.

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Schedule of Events

Friday, September 27

All day

Red Wing Invitational Amateur Golf Tournament, Red Wing Golf Course. Presented by Red Wing Golf Association. (Sept. 27-28-29)

9 a.m. - Sunset

Neptune Festival Charity Horse Show, Aldo Farms. Presented by Holiday Inns Ocean Beach and Ocean Front. Admission. (Sept. 27-28-29)

10 a.m. - 4 p.m.

"Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer. Presented by Virginia Beach Arts Center. (Mon.-Fri. through Oct. 11)

10 a.m. - 4 p.m.

One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue. Presented by Virginia Beach Arts Center. (Mon.-Fri. through Oct. 11)

10 a.m. - 9 p.m.

Hilltop North First Annual Art Show, Hilltop North Shopping Center. Presented by Hilltop North Merchants Association. (Sept. 26-27-28)

6:30 p.m. - 11 p.m.

Seafood Feast, Boardwalk near 15th Street. Series of booths selling a tantalizing selection of seafood.

6:30 p.m. - 11 p.m.

Street Dance, Boardwalk between 10th and 17th Streets. Featuring Dixieland, rock, country & western bands. Square dancing, Hawaiian and Bavarian folk dancing exhibitions. Barbershop quartets.

7:45 p.m.

King Neptune's Arrival from the Sea, Steel Pier. The King's barge will be accompanied by an armada of decorated pleasure craft.

8 p.m.

Festival Bingo, Civic Center. Presented by Harbor, Atlantic and Beacon Circles of King's Daughters and Sertoma Club.

8 p.m.

Community Torchlight Parade, north on Atlantic Avenue from Steel Pier to 31st Street.

There will be a free Festival shuttle bus from the Civic Center to street dance and seafood feast area, 6 p.m. - midnight.

Saturday, September 28

All day

Neptune Festival Fishing Tournament. Presented by Virginia Beach Jaycees and Virginia Beach Sand Witches. (Begins 6 a.m., Sept. 28 through 8 p.m., Oct. 4)

Red Wing Invitational Amateur Golf Tournament, Red Wing Golf Course.

9 a.m. - 6 p.m.

Water Ski Tournament and Exhibition, Mount Trashmore Lake. Special exhibitions at 11 a.m. and 2 p.m. Presented by Virginia Beach Water Ski Club. (Sept. 28-29)

9 a.m. - Sunset

Neptune Festival Charity Horse Show, Aldo Farms. Admission.

10 a.m.

Memorial Concert by U.S. Naval Academy Band at Statue of Norwegian Lady. Norwegian Ambassador to U.S. will participate. Presented by Ladies Auxiliary to Virginia Beach Borough Fire Department.

10 a.m.

Fourth Annual Hurricane Invitational Tennis Tournament, Cape Henry Racquet Club. Virginia Beach Tennis Patrons vs. Raleigh Racquet Club.

10 a.m. - 4 p.m.

Youth Art Show, Boardwalk, 10th to 20th Streets.

10 a.m. - 5 p.m.

Neptune Rugby Fest, Camp Pendleton. Presented by Norfolk Irish Rugby Club. (Sept. 28-29)



Saturday, September 28 (Continued)

- 10 a.m. - 6 p.m. Hilltop North First Annual Art Show, Hilltop North Shopping Center.
- 11 a.m. - 6 p.m. NROTC Picnic, Oceana Naval Air Station. (Private)
- Noon - 5 p.m. Sand Castle Classic, Hilton Inn beachfront. Presented by Tidewater Chapter of American Institute of Architects and Tidewater Chapter of Professional Engineers.
- 1 p.m. Young Life 7-man Life Raft Races. Oceanfront from Hilton Inn to Steel Pier, north to 25th Street, south to Hilton Inn. Presented by Young Life of Virginia Beach.
- 2 p.m. Soccer Match, Virginia Wesleyan College. Virginia Wesleyan vs. North Carolina State (Greensboro).
- 3 p.m. Bobby Riggs Professional Tennis Exhibition. Princess Anne Park. Presented by Virginia Beach Tennis Patrons. Admission.
- 5:30 p.m. - 7 p.m. Sand Castle Classic-Champagne Division, Hilton Inn. Tidewater architectural firms compete for Silver Sand Pail award in adults' competition. Black tie, bare feet, champagne. Presented by Tidewater Chapter of American Institute of Architects and Tidewater Chapter of Professional Engineers. Admission.
- 7 p.m. - Midnight Tennis Patrons Festival Ball, New Cavalier Hotel. Cocktails, buffet, dancing. Presented by Virginia Beach Tennis Patrons. Admission.
- 8 p.m. Third Annual Moose Jamboree, Civic Center. Cocktails, dancing. Presented by Loyal Order of Moose. Admission.

Sunday, September 29

- All day Neptune Festival Fishing Tournament.
- All day Red Wing Invitational Amateur Golf Tournament, Red Wing Golf Course.
- 9 a.m. - 6 p.m. Water Ski Tournament and Exhibition, Mount Trashmore Lake. Featuring world champion Mike Snyderhoud at 1 p.m. and 4:30 p.m.
- 9 a.m. - Sunset Neptune Festival Charity Horse Show, Aldo Farms. Admission.
- 10 a.m. Bicycle Races, Green Run Circle. Featuring newsboy and celebrity races at 1 p.m. Sanctioned by A.B.L. of A. Presented by Tidewater Bicycle Association.
- 10 a.m. - 4 p.m. Youth Art Show, Boardwalk, 10th to 20th Streets.
- 10 a.m. - 5 p.m. Neptune Rigger Fest, Camp Pendleton.
- 2 p.m. Little Miss Neptune Contest, Hilton Inn. Presented by Beta Kappa Chapter of Epsilon Sigma Alpha. (Private)
- 3 p.m. Combined Concert by Virginia Beach Civic Symphony and Virginia Beach Civic Chorus. Performance at Virginia Wesleyan College.
- 6:30 p.m. - 11:30 p.m. "A Night on the Town." Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission. (Sept. 29-Oct. 4)

Monday, September 30

- 10 a.m. - 4 p.m. Neptune Festival Fishing Tournament.
- 10 a.m. - 4 p.m. "Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer.
- 10 a.m. - 4 p.m. One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue.
- 1 p.m. - 8 p.m. Exhibit of Melanesian Art, Virginia Museum Artmobile at Civic Center. Presented by Virginia Beach Arts Center. (Sept. 30-Oct. 3)
- 6:30 p.m. - 11:30 p.m. "A Night on the Town." Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission.

Monday, September 30 (Continued)

- 8 p.m. Lecture by Mr. Edward Cutler: "Symbols of Myth/Melanesian Art," Conference Room Civic Center. Presented by Virginia Beach Arts Center.

Tuesday, October 1

- Neptune Festival Fishing Tournament.
- 10 a.m. - 4 p.m. "Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer.
- 10 a.m. - 4 p.m. One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue.
- 11 a.m. - 4 p.m. Fashion Show and Bridge Luncheon, Civic Center. Presented by Birdneck Point Garden Club and Miller & Rhoads. Admission.
- 1 p.m. - 8 p.m. Exhibit of Melanesian Art, Virginia Museum Artmobile at Civic Center.
- 1:30 p.m. - 3:30 p.m. U.S. Navy "Open Ship," Little Creek Amphibious Base.
- 6:30 p.m. - 11:30 p.m. "A Night on the Town." Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission.
- 8 p.m. Virginia Beach Community Ballet, Princess Anne High School.
- 8 p.m. Gin Rummy Tournament, Howard Johnson Motor Lodge. Entry fee.

Wednesday, October 2

- Neptune Festival Fishing Tournament.
- 10 a.m. & 2 p.m. U.S. Navy Amphibious Training Demonstration, Little Creek Amphibious Base. Two shows.
- 10 a.m. - 4 p.m. "Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer.
- 10 a.m. - 4 p.m. One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue.
- 11 a.m. - 4 p.m. U.S. Army Open House, Fort Story.
- 1 p.m. - 8 p.m. Exhibit of Melanesian Art, Virginia Museum Artmobile at Civic Center.
- 1 p.m. - 9 p.m. Home Crafts Show, Civic Center. Presented by Virginia Beach Junior Women's Club. Admission. (Oct. 2-3-4)
- 6:30 p.m. - 11:30 p.m. "A Night on the Town." Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission.
- 8 p.m. Gin Rummy Tournament, Howard Johnson Motor Lodge. Entry Fee.

Thursday, October 3

- Neptune Festival Fishing Tournament.
- 9 a.m. - 9 p.m. Home Crafts Show, Civic Center. Admission.
- 10 a.m. - 4 p.m. "Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer.
- 10 a.m. - 4 p.m. One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue.
- 1 p.m. - 8 p.m. Exhibit of Melanesian Art, Virginia Museum Artmobile at Civic Center.
- 1:30 p.m. - 3:30 p.m. U.S. Navy "Open Ship," Little Creek Amphibious Base.
- 6:30 p.m. - 11:30 p.m. "A Night on the Town." Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission.
- 8 p.m. Fashion Show, Commodore Country Club. Presented by Chesapeake Beach Women's Club and Sears. Admission.

Thursday, October 3 (Continued)

- 8 p.m. Virginia Beach Civic Chorus Concert, Princess Anne High School.
 - 8 p.m. Gin Rummy Tournament, Howard Johnson Motor Lodge. Entry fee.
- Friday, October 4
- 9 a.m. Youth Day Festival Parade, Windsor Woods Elementary School to Mount Trashmore. Presented by Virginia Beach Youth Advisory Council.
 - 9 a.m. - 10 p.m. Home Crafts Show, Civic Center. Admission.
 - 10 a.m. Neptune Festival Milk Carton Boat Derby, Mount Trashmore Lake. Presented by Virginia Beach Department of Parks and Recreation.
 - 10 a.m. U.S. Navy Tour of Flight Operations Building, Oceana Naval Air Station. Tour buses leave main gate at 10 a.m. (Oct. 4-5)
 - 10 a.m. & 2 p.m. U.S. Navy Amphibious Training Demonstration, Little Creek Amphibious Base. Two shows.
 - 10 a.m. - 4 p.m. "Homer by the Sea," Virginia Beach Arts Center, 1908 Arctic Avenue. Virginia Museum collection of 14 wood engravings by Winslow Homer.
 - 10 a.m. - 4 p.m. One-Artist Show by Floyd E. Sykes and Best-in-Show Prize Winners from Boardwalk Art Show, 1968-1974, Virginia Beach Arts Center, 1908 Arctic Avenue.
 - 10 a.m. - 6 p.m. Swim-a-Long, New Cavalier Hotel. Presented by YWCA Youth Program. (Oct. 4-5)
 - 11 a.m. - 3 p.m. Youth Fair, Mount Trashmore. Presented by Virginia Beach Youth Advisory Council.
 - 1 p.m. - 9 p.m. Industrial Fair and Exposition, Hilton Inn Convention Center. Presented by Virginia Beach Department of Economic Development. (Oct. 4-5-6)
 - 3 p.m. Soccer Match, Virginia Wesleyan College. Virginia Wesleyan vs. William and Mary.
 - 6:30 p.m. - 11:30 p.m. "A Night on the Town," Dinner and tour of two Beach nightclubs. Travel on an English double-decker bus. For more information, call 428-1200. Admission.
 - 7:30 p.m. Shodeo, Princess Anne Park. Presented by Tidewater Western Riders. Admission. (Oct. 4-5-6)

Saturday, October 5

- 9 a.m. Grand Coronation Day Parade Spectacular, Virginia Beach Boulevard from Princess Anne High School west to Dorset Avenue.
- 9 a.m. Nine-State Regional Soap Box Derby Rally, Mount Trashmore. Presented by Tidewater Soap Box Derby, Inc.
- 9 a.m. - 5 p.m. Neptune Festival One-Wall Handball Tournament, Red Wing Park. Presented by Norfolk YMCA Handball Club. (Oct. 5-6)
- 10 a.m. U.S. Navy Tour of Flight Operations Building, Oceana Naval Air Station. Tour buses leave main gate at 10 a.m.
- 10 a.m. - 4 p.m. Virginia Beach Neptune Festival Invitational Rugby Tournament, Camp Pendleton. Presented by Norfolk Rugby Club. (Oct. 5-6)
- 10 a.m. - 6 p.m. Swim-a-Long, New Cavalier Hotel.
- 10 a.m. - Sunset Virginia Beach Neptune Festival Sailing Regatta, Broad Bay at the Narrows. Force 5 and Sunfish classes. Presented by Broad Bay Sailing Association. (Oct. 5-6)
- 1 p.m. - 9 p.m. Industrial Fair and Exposition, Hilton Inn Convention Center.
- 2:30 p.m. Festival Bands Field Show, Cox High School stadium. Admission.
- 7 p.m. Coronation of King Neptune I and Awards Ceremony, Mount Trashmore.

Saturday, October 5 (Continued)

- 7:30 p.m. Shodeo, Princess Anne Park. Admission.
 - 8:30 p.m. Coronation Ball, Cavalier Beach and Cabana Club. Cocktails, hors d'oeuvres, dancing, champagne breakfast. Presented by National Cystic Fibrosis Research Association, Tidewater Chapter. Admission.
 - 9 p.m. Coronation Ball, Civic Center. Refreshments. Admission. Spectators free. Presented by Dixie Squares.
- Sunday, October 6
- 9 a.m. - 5 p.m. Neptune Festival One-Wall Handball Tournament, Red Wing Park.
 - 10 a.m. - 4 p.m. Virginia Beach Neptune Festival Invitational Rugby Tournament, Camp Pendleton.
 - 10 a.m. - Sunset Virginia Beach Neptune Festival Sailing Regatta, Broad Bay at the Narrows. Force 5 and Sunfish classes.
 - 1 p.m. Festival Concert-in-the-Park, Red Wing Park.
 - 1 p.m. - 5 p.m. Log Rolling Championships, Mount Trashmore Lake. Presented by Virginia Beach Department of Parks and Recreation.
 - 1 p.m. - 9 p.m. Industrial Fair and Exposition, Hilton Inn Convention Center.
 - 2 p.m. Shodeo, Princess Anne Park. Admission.
 - 3 p.m. Virginia Beach Civic Ballet, Princess Anne High School.
 - 7 p.m. Twilight Religious Services, Site of the First Landing at Cape Henry Cross, Fort Story.
- 8:30 p.m. King Neptune's Departure and Fireworks Extravaganza, Steel Pier. King Neptune and his Court sail north up the shoreline followed by spectacular fireworks display.

DATES AND TIMES SUBJECT TO CHANGE WITHOUT NOTICE. ALL EVENTS ARE FREE UNLESS ADMISSION IS INDICATED.



Our best wishes to the Neptune Festival.

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TICKET AND ADMISSION INFORMATION

Neptune Festival Charity Horse Show: 9 a.m. to sunset, Friday, Saturday and Sunday, September 27, 28, and 29. Aldo Farms. Tickets \$1.00 and may be purchased at the Chamber of Commerce, Big Brothers office or at the gate.

Seafood Feast: 6:30 to 11: p.m., Friday, September 27. On the Boardwalk near 15th Street. \$5.00 and \$2.00 books of 25¢ coupons may be purchased at the Chamber of Commerce, Hurd's Seafood Restaurant, Giant Open Air Market at 2868 Virginia Beach Boulevard, Peppermint Beach Club, Lighthouse Restaurant and at the Seafood Feast.

Neptune Festival Fishing Tournament: Saturday, September 28 through Friday, October 4. Entry fee is \$5.00. Entry forms available at the Chamber of Commerce, weighing stations and tackle shops in the area.

Festival Bingo: 8:00 p.m., Friday, September 27. Civic Center. \$2.50 for 3 cards, \$5.00 for 6 cards.

Bobby Riggs Professional Tennis Exhibition: 3:00 p.m., Saturday, September 28 at Princess Anne Park. Tickets \$3.00 in advance, \$4.00 at the gate. Tickets may be purchased at Chamber of Commerce; Miller & Rhoads in Pembroke Mall, Southern Shopping Center and Tower Mall; Willey's Sporting Goods, New Cavalier Hotel; Hilton Inn; Tennis Unlimited; World of Tennis & Ski, Inc. and Buccaneer Sportswear Shop.

Sand Castle Classic - Champagne Division: 5:30 p.m. to 7:00 p.m., Saturday, September 28 in the Hilton Inn. Tickets \$2.50 and may be purchased at the Chamber of Commerce or at the door. Dress will be bare feet and black tie!

Tennis Patrons Festival Ball: 7:00 p.m. to midnight, Saturday, September 28 at the New Cavalier Hotel. Tickets \$25.00 per couple. For ticket information, call 425-5820.

Third Annual Moose Jamboree: 8:00 p.m., Saturday, September 28 in the Civic Center. Tickets \$7.00 per couple. For more information call 428-1753.

A Night on the Town: 6:30 p.m. to 11:30 p.m., Sunday September 29 through Friday, October 4. Ride an English double-decker bus to That Steak Place in the Windjammer for dinner, then to Pascal's and the Four Bays Room in the Sheraton Beach Inn for entertainment. Complete package \$12.50 per person. Tickets at the Chamber of Commerce, Sheraton Beach Inn and Oceana N.A.S. Special Services. For more information, call 428-1200.

Fashion Show and Bridge Luncheon: 11:00 a.m. to 4:00 p.m., Tuesday, October 1 at the Civic Center. Fashions by Miller & Rhoads. Tickets \$3.00 at the Chamber of Commerce or from members of the Bird-neck Point Garden Club.

Gin Rummy Tournament: 8:00 p.m., Tuesday, Wednesday and Thursday, October 1, 2 and 3. Howard Johnson Motor Lodge. Entry fee is \$5.00 per night. Thirty-two cash prizes with \$200.00 top prize each night. All entries accepted at the door.

Home Crafts Show: 1:00 p.m. to 9:00 p.m., Wednesday, October 2; 9:00 a.m. to 9:00 p.m., Thursday, October 3; 9:00 a.m. to 10:00 p.m., Friday, October 4 at the Civic Center. Tickets 50 cents, senior citizens 35 cents, children under 12 free. Tickets at the door or from members of Virginia Beach Junior Women's Club.

Fashion Show: 8:00 p.m., Thursday, October 3. Commodore Country Club. Fashions by Sears. Fund-raised auction. Tickets \$5.00 at Sears, Chamber of Commerce and from members of Chesapeake Beach Women's Club.

Shoedec: 7:30 p.m., Friday and Saturday, October 4 and 5; 2:00 p.m., Sunday, October 6 at Princess Anne Park. Tickets \$2.00 at the gate. Children under 6 free. Tickets at Chamber of Commerce.

Festival Bands Field Show: 2:30 p.m., Saturday, October 5. Cox High School Stadium. Tickets \$1.00 at the Chamber of Commerce or at the gate.



The Military

The input of the military in the growth and progress of Virginia Beach, as well as the entire Tidewater area, can never be measured in dollars and cents but rather in the invaluable manhours donated by untold thousands from the area installations.

Within the boundaries of Virginia Beach alone there are five installations -- Naval Air Station Oceana, Little Creek Naval Amphibious Base, Dam Neck Fleet Anti-Air Warfare Training Center, Fort Story and Camp Pendleton -- all of which have long contributed manpower and equipment to events and programs of the city.

Yet, because of the enormity of the First Annual Virginia Beach Neptune Festival, the largest endeavor of its type undertaken in this section of the state, the talents and efforts of military personnel were drawn from all installations in surrounding cities.

Under the chairmanship of Capt. Joseph W. Crawford USN (Ret.), a 15-member Armed Forces Committee coordinated the efforts of the military in all aspects of the Festival. Without their help, and the help of base personnel, the Festival would have suffered badly, in planning, in coordination and in execution.

To our military friends, both temporarily adopted and permanent residents, the Festival Committee publicly states a most heartfelt "THANK YOU."



MILITARY EVENTS

In addition to all their behind-the-scenes contributions, the various bases have also planned their own special events.

Little Creek Amphibious Base has a 4-day schedule of activities. On October 1 and October 3 an "Open Ship" will be held from 1:30 p.m. to 3:30 p.m. and on October 2 and October 4, U.S. Navy Amphibious training demonstrations will be presented at 10 a.m. and again at 2 p.m.

Naval Air Station Oceana will offer tours of its Flight Operation Building October 4 and October 5. Tour buses will depart the main gate at 10 a.m.

And on October 2 the U.S. Army will hold open house at Fort Story from 11 a.m. to 4 p.m. All military events are open to the public free of charge.

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Sports



Sporting events play a dominant role in the Neptune Festival, and that couldn't be more appropriate in this sports-oriented resort city.

Headliners like tennis hustler, Bobby Riggs, and world champion water skier, Mike Suyderhoud, will be competing for attention with horse shows, rugby matches, golf and much more.

There will be a wide variety of waterborne events -- life raft races, a milk carton boat derby, a sailing regatta, log rolling championship, a swim-a-long and a water skiing tournament and exhibition.

On firmer ground there'll be two rugby matches, two soccer matches, a handball tournament and bicycle races.

The horsey set will enjoy a charity horse show and a shodeo.

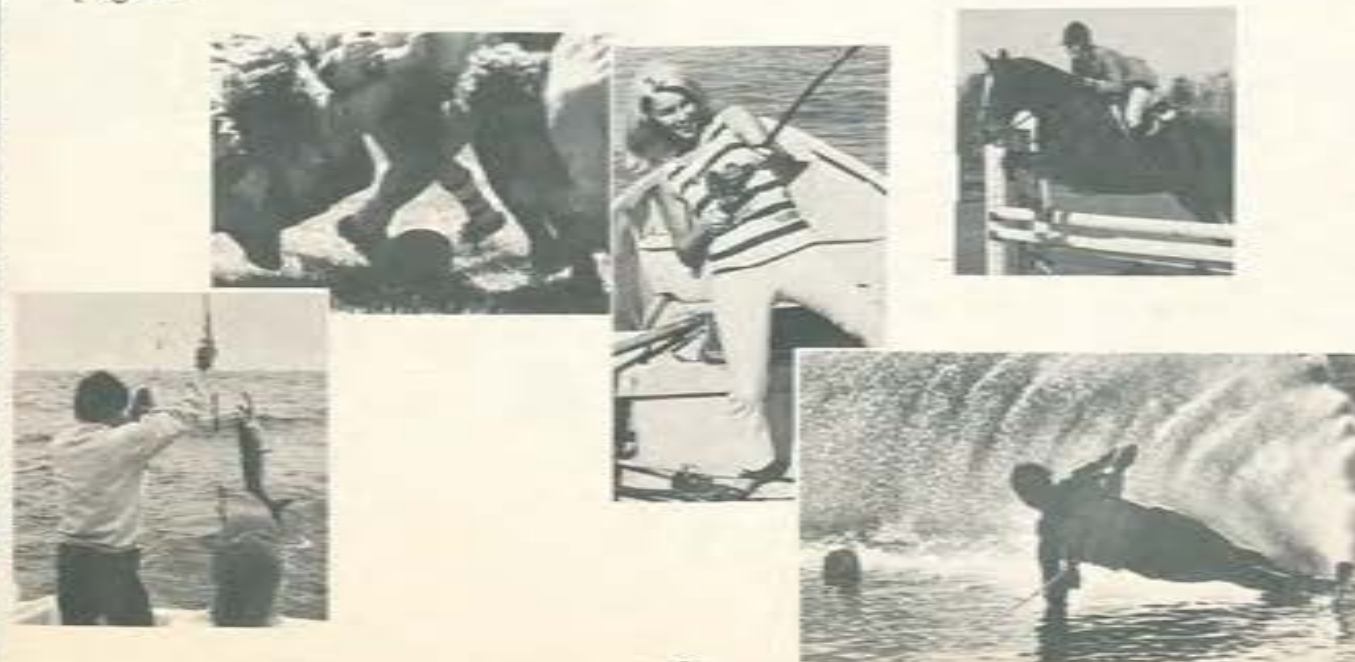
The young set will be participating in most of the events but especially in the nine-state regional soap box rally, a YWCA swim-a-long, the milk carton boat races, and newsboy bicycle races. Young Life, a religious-oriented youth organization, will present 7-man life raft races along the oceanfront.

The second annual Red Wing Invitational Golf Tournament will be held as part of the Festival with a top prize of \$200. The most outstanding fish caught during the Neptune Festival Fishing Tournament will bring some fisherman \$1,000.

In addition to seeing Bobby Riggs, tennis enthusiasts can watch the 4th Annual Hurricane Invitational Tennis Tournament with the Virginia Beach Tennis Patrons playing the Raleigh Racquet Club.

A motorcycle racer will jump over bales of recycled paper as part of the Festival's industrial exhibition.

Specifics on times and places for all these events can be found in the detailed schedule in this program.





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Youth



Something for everyone. That's what the First Annual Virginia Beach Neptune Festival is all about. And something for youngsters of all ages is what Youth Day is all about.

Friday, October 4, has been set aside just for the kids since Virginia Beach schools will be closed that day. All youth will be able to participate and enjoy the parade and fair and milk carton races and the many special events planned that day.

Activities get under way at Mount Trashmore Park at 9 a.m. with a rousing parade of colorful floats and energetic marchers. The paraders will be ages 6 to 14 and Connie Hindmarsh of television's *Connie's Magic Cottage* will lead them as grand marshal.

Immediately following the parade, Lake Trashmore will come alive with strange-looking craft made of milk cartons as youngsters from 9 years of age and up compete in the Milk Carton Boat Derby.

The Neptune Youth Fair which opens at 11 a.m. will be four fun-filled hours of contests, shows, special guests, clowns and gaily decorated booths selling everything from hot dogs to popcorn and homemade goodies.

The fair will get off to a tasty start with an ice cream eating contest in which 15 contestants from different youth groups will compete.

Then the fair will "go to the birds" at noon when the Kings Dominion-Lion Country Safari birds put on one of the craziest shows to hit this area in a long time.

Also on hand from Lion Country Safari will be some special guests: Fred Flintstone, Barney Rubble, Scooby-Doo and Yogi Bear, characters from the new entertainment complex.

For the young daredevils there will be an exciting tricycle race at 1 p.m. with the participants competing for the prize of prizes, the Neptune Trike Cup, the highest honor in the fast world of tricycles. There will be qualifying races in four age groups -- 5 to 7, 8 to 10, 11 to 12, and 13 and over.

Rounding out the special events will be a marionette show at 2 p.m.

And that's only part of the small fry's Festival fun. There'll be a youth art show, sand castle contest, life raft races, gymnastics exhibition, swim-a-long, and a soap box rally.

More than 2,000 entries from budding Virginia Beach artists are expected in the Youth Art Show which takes place September 28 and 29 along the Boardwalk between 10th and 20th Streets.

The Sand Castle Classic promises to be one of the more unique Festival events. The young sand architects will range from elementary through high school students. Registration will be Saturday, September 28 from noon to 2 p.m. when the competition begins.

Close to 100 entries from a nine-state area are expected at the Soap Box Derby Rally, Saturday, October 5 at Mount Trashmore. Special guest will be Curtis L. Yarborough of Elk Grove, California, the 1974 National Soap Box Derby winner.

Maintaining the aquatic flavor of the Festival, youngsters as well as adults will try their skill at a marathon swim-a-long in the New Cavalier Hotel pool to raise money for a variety of YWCA youth activities. The two-day event takes place October 4 and 5. Swimmers will earn money for the "Y's" charitable activities by asking parents and neighbors to pledge money for each length of the pool they swim.

For thrills and excitement, Young Life of Virginia Beach promises to present an event demonstrating physical prowess. High school students who belong to the non-denominational church group will launch between 8 and 10 7-man life rafts in a race along the oceanfront on Saturday, September 28.

Et Cetera

Scattered throughout the busy schedule of the First Annual Virginia Beach Neptune Festival are many varied activities designed to please all participants, regardless of age and interests.

For the card players there will be a 3-day Gin Rummy Tournament October 1-3 at the Howard Johnson Motor Lodge starting nightly at 8 o'clock. Participants may register at the door. Cash prizes will be awarded. Entry fee will be \$15 for all three nights.

Bingo will be the fare September 27 at 8 p.m. at the Civic Center when the Atlantic, Harbor and Beacon King's Daughters Circles and Sertoma Club present Festival Bingo. The public is invited to participate and compete for cash prizes. Cost of the cards will be three for \$2.50 or six for \$5.

For those who care to dance there will be any number of events, from formal to strictly informal. On opening night, September 27, there will be street dancing on the Boardwalk between 10th and 17th Streets from 6:30 to 11 p.m. Music will be provided by Dixieland, rock and country-western bands, and there will be exhibitions of Hawaiian, square dancing and Bavarian folk dancing as well as numbers by barbershop quartets.



Two formal events are scheduled the night of September 28. The Third Annual Moose Jamboree will be presented by the 4-city Loyal Order of Moose at the Civic Center with proceeds going to the Tidewater Heart Association. It will start at 8 p.m. No tickets will be sold at the door; they must be purchased in advance.

From 7 p.m. to midnight the Virginia Beach Tennis Patrons will present their gala Tennis Patrons Festival Ball at the New Cavalier Hotel. Admission will cover cocktails, buffet dinner and dancing.

Two events, totally different in style, will also be held Saturday, October 5. The grand Coronation Ball will be presented at the Cavalier Beach and Cabana Club, starting at 8:30 p.m., by the National Cystic Fibrosis Research Association, Tidewater Chapter. Admission covers cocktails, hors d'oeuvres, dancing and a champagne breakfast.

Starting at 9 p.m. that same night the Dixie Squares will present their own Coronation Ball, this one featuring some of the top square dancers in the state, at the Civic Center. Spectators will be admitted free.

For additional nightlife there will be the Night On The Town tours, a commercial venture endorsed by the Chamber of Commerce, which will be available September 29 through October 4. A double-decker bus will pick up participants at 6:30 p.m. at Atlantic and 40th Street, 6:45 p.m. at Atlantic and 25th Street and 7 p.m. at Atlantic and 7th Street. On the return trip the bus will make the first pick-up at 7th Street at 11:30 p.m. The tours include dinner, dancing and floor shows at some of Virginia Beach's finest establishments.

In a more serious vein there will be an Industrial Fair and Exhibition October 4-6 at the Hilton Inn Convention Center. Men particularly will enjoy this industrial display by 10 Virginia Beach firms, four of which are headquartered in England, Spain, Germany and Japan. Highlighting the event will be motorcycle and chainsaw demonstrations.

Men will also be interested in a showing of men's and women's fashions October 3 at the Commodore Country Club in Kempsville at 8 p.m. The event's theme will be "Virginia Beach Is..." and will be presented by the Chesapeake Beach Woman's Club and Sears. There will also be dancing, refreshments and the auctioning of such things as New Year's Eve at a Virginia Beach establishment, a hayride through

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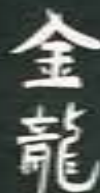
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ET CETERA



Pungo for 12 persons, etc. Proceeds will go to the Emergency Coronary Care Program of the General Hospital of Virginia Beach. Among the male models will be such dignitaries as Mayor J. Curtis Payne, City Manager Roger Scott, Assistant City Manager George Hanbury, Festival Chairman Fred Napolitano, Emergency Coronary Care Program Director Dr. William A. Dickinson and Chamber of Commerce President Larry Sancilio.

The ladies will also have their own fashion show and bridge luncheon October 1 at the Civic Center from 11 a.m. to 4 p.m. It will be presented by the Birdneck Point Garden Club and Miller & Rhoads. Proceeds will be used for the beautification and landscaping of the grounds at Cape Henry Lighthouse.

Another event sure to please the ladies will be the Home Crafts Show to be presented by the Virginia Beach Junior Women's Club October 2-4 at the Civic Center. The 83 exhibitors will display all types of wares, including a Country Kitchen, leather-working, lace-making, art, etc. Meals will be available at the Country Kitchen.

Funding

When you're talking about an event as exciting and colorful as the Neptune Festival a word like 'funding' seems to strip away some of the glamour.

But it's necessary. Even more necessary than the abundance of enthusiasm and hard work and personal interest that brought the Festival into focus in the first place. And those who have planned and executed the event will be quick to tell you that if it hadn't been for the funding, the First Annual Virginia Beach Neptune Festival would never have been.

The city kicked it off with a \$15,000 grant. The appropriation was made with somewhat of a 'let's-see-what-you-do-with-it' attitude, and once the council and administration saw the citizenry response to the project they backed up the Festival committee with all the manpower, facilities and services at their disposal.

Then the Chamber of Commerce chipped in \$4,000 and a nest egg was established.

Guardian angel is hardly the phrase for a robust man like Horace A. Cistola, but that's just about what he was to the Festival committee when he agreed to handle the funding.

Cistola, senior vice president for Terry Corporation, set a goal of \$86,000 and immediately lined up a group of civic-minded people he knew to be capable of helping him meet this challenge.

All of the business firms and retail stores were categorized according to type of business and each was approached for financial assistance for the Festival.

The local innkeepers, representative of the city's major industry, tourism, were the first to come through, with over \$17,000.

Inspired by this response, other businesses followed suit and the Festival was on its way.

In gratitude for the large donations, the Festival committee established the Seahorse Club, an exclusive organization comprised of those firms or individuals who contributed \$1,000 and over.

It was these people who gave the money needed by the Festival officials for operating capital. "Without them we could not have had the Festival," said Mrs. Frankie Abourjilie, executive director.

Sometime in the near future the Festival committee will hold an invitation-only cocktail party honoring its Seahorse Club members. At that time special mementos will be presented to two groups. To those who contributed over \$1,000 there will be a Festival medallion. For those whose donation was \$5,000 and over, there will be a bronze seahorse sculpture designed just for them.

All of the monetary contributions were not in cash, of course. A number of organizations and associations chose to underwrite specific events and because of them the number of festivities has grown in volume and color. "We are deeply grateful to our sponsors," said Mrs. Abourjilie.

Members of the Funding Committee who worked with Cistola were Alfred W. Craft, Jr., First & Merchants Bank of Tidewater; James Crouch, People's Bank; Robert H. DeFord, Jr., Liberty Datsun; Ed Dalby, Professional Realty; James Fletcher, Sears Roebuck; Richard H. Kline, RK Chevrolet; Ned Langhorne, Brown-Arnis-Langhorne, Inc.; Clenton W. Shanks, Virginia Electric & Power Company; Earl V. Slattum, Virginia National Bank; Tench Phillips, Phillips Oldsmobile; Dawson Taylor, True Value Home Center; Richard Welton, Smith & Welton; and Howard M. Weisberg, Clark-Whitehill Company.

SUPER-PUTT

How's your putting? Pretty good? Then it may be worth \$50 to you in the Super-Putt competition. From Saturday, September 28 through Friday, October 5, a Super-Putt course will be set up at Wickes Furniture on Virginia Beach Boulevard for those who wish to try their hand at a cash prize.

The person who sinks a 61-foot putt will win \$50. If there is no winner, the jackpot amount will increase by \$50 each day until it reaches a maximum of \$400.

Participation will be 25 cents for one shot, 50 cents for three shots. All proceeds will go to the Red Wing Golf Association and the Neptune Festival.

The store will be closed on Sunday, September 29.



FREE FESTIVAL SHUTTLE BUS ON OPENING NIGHT

Opening night of the First Virginia Beach Neptune Festival, Friday, September 27, is going to be a fun-packed evening along Atlantic Avenue and the Boardwalk with many exciting events going on simultaneously.

It will all start at 6:30 p.m. near 15th Street on the boardwalk with numerous booths selling a variety of seafood and there will be street dancing to a number of bands between 10th and 17th Streets.

Then there comes King Neptune's arrival at 7:45 p.m. at the Steel Pier, followed by the Community Torchlight Parade up Atlantic Avenue. All the while, of course, there's the seafood feast and street dancing going on along the boardwalk.

It all makes for a lot of happy people. Also a lot of congestion and a lot of cars.

But this problem has been solved for you . . . just park your car at the Civic Center on Pacific Avenue at 20th Street and hop aboard a shuttle bus to all the action on Atlantic Avenue.

The bus will run from 6 p.m. to midnight. And it's free.

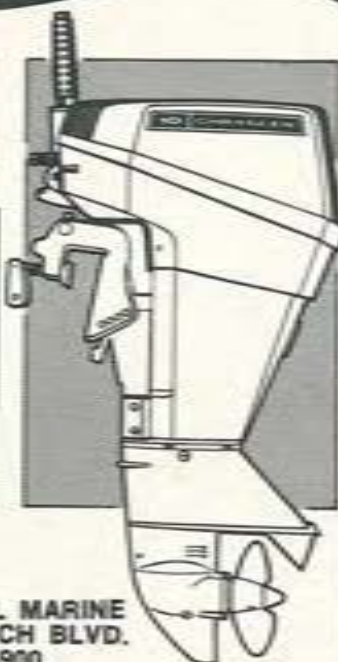
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Donald E. Finn
Executive Aide

Donald E. Finn brought to the First Virginia Beach Neptune Festival the expertise needed to make the final weeks of preparation flow more smoothly. Having served several terms as Deputy to the Ringmaster of the Barnum Festival in Bridgeport, Connecticut, he was an excellent choice as executive aide of the Neptune Festival. Professionally he is a licensed nursing home administrator and is Vice President, Mid-Atlantic Region, of the Progressive Medical Group, Inc.

Chesapeake and Potomac



Employees of the Chesapeake & Potomac Telephone Company have been up to their ears in behind-the-scenes work on the First Annual Virginia Beach Neptune Festival.

Their largest endeavor has been in supplying manpower for the planning and operation of the parades. It will in all probability be a C & P person filling in at various odd jobs when the parades actually start on their routes.

Not only will they be working in the operation of the parades they will also have their own hand-made float, one designed and built by C & P employees. No professional float builders for them . . . they just turned their float over to their own guys. As Virginia Beach Manager R. W. Berry, Jr. explained, "Our float was built by people who are just interested, who like to do that type of thing."

During the Festival the company will also sponsor various exhibits, including a mobile unit depicting the history of the telephone.

There's no telling how many hundreds of C & P employees have been and are involved in the Festival in some way since the manpower was drawn from the 800-1,000 employees who live in Virginia Beach. And all of their efforts were strictly voluntary.

Coordinating most of the efforts was Ernie Hyers, Community Relations Chairman for the company.

Lt.(jg) Harry A. deButts, II
Parade Coordinator



Behind every festival, and especially every parade, there has to be one person who jumps in and does a little bit of everything. So it has been with Harry, a dynamic young man who has been the Festival committee's "Man Friday." For the past two years he has coordinated the Chamber's Armed Forces Day Parade. So when Capt. Wilbert D. Knutson, the Festival's Parade Director, asked Harry to assist, he readily agreed and brought a wealth of experience into the planning.

Somehow or other for the past few months he's managed to keep up his responsibilities at Naval Air Station, Oceana while whipping into shape both the Grand Coronation Day Parade Spectacular and the Community Torchlight Parade.

A native of Upperville, Virginia, Harry and his wife have lived here for two years.

A SALUTE

The Virginia Beach Neptune Festival salutes the many civic-minded firms whose generous financial contributions have supported the Festival. The officers and directors of the Festival particularly want to thank the exclusive Seahorse Club whose contributions per firm of \$1,000 and higher made the goals of the Neptune Festival possible.

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THANKS

... to the many hundreds of individuals, civic organizations, social groups and business firms without whose loyalty, assistance, creativity and dedication the First Annual Virginia Beach Neptune Festival would have not been possible.

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Bicycle Races

David Howland
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Green Run Community

Bingo

Sertoma Club of Virginia Beach
Webb Brown
Harbor, Atlantic and Beacon Kings
Daughters Circles

Torchlight Parade

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Chief Warrant Officer Koehn, USN
Lt. Jack Peters
Cdr. Thomas Wooten, USN
Chief Harry Diezel

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Violet McClannan
Pat Doughy
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Cackie Mays
Barbara Averra
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Ann Morgan
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Vincent Olivieri
Linda Vann
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Clenton W. Shanks

Golf

George Wooten
Robert Davis

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Harbor, Atlantic and Beacon Circles
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Tidewater Chapter of Professional Engineers
Young Life of Virginia Beach
Loyal Order of Moose
Tidewater Bicycle Association
Beta Kappa Chapter, E.S.A.
Virginia Beach Civic Symphony
Virginia Beach Civic Chorus
Virginia Wesleyan College
Virginia Beach Community Ballet
Blue Channel Crab
Birdneck Point Garden Club
Miller & Rhoads

— Pembroke Mall Merchants Association, for their support of the Milk Carton Boat Derby Races
— Pet, Inc. for the ice cream and the Ice Cream Eating Contest and Youth Fair
— Special thanks to Doris Hamill
James Bamy Robinson Home and School for Boys.

The Neptune Festival thanks the world-famous Mariners Museum in Newport News for allowing us to reproduce the figurehead of King Neptune, mythical God of the Sea. (See cover). The figurehead of Neptune welcomes visitors from a lofty position above the museum entrance.

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