Thousands Expected For Abbeville Festival

Abbeville is braced beginning Thursday awaiting thousands of visitors who will participate in the varied activities of the 15th annual Louisiana Dairy Festival and Fair. The celebration will last through Saturday.

Hospitality receptions for distinguished guests have been arranged and a packed agenda of activities has been planned for the entertainment of all visitors at the annual tribute to the state's growing dairy industry.

State Comptroller Roy R. Theriot, executive director of the festival association, and Janice Marcelle Comeaux, the 1963 Dairy Baby, join in extending warm welcome and greetings to the visitors. Several of the distinguished guests will be given special recognition and plaques for one or another outstanding service to the state and the dairy industry.

The international atmosphere will be thinner this year as the international night banquet of past years will not be held. Several reasons are attributed to the discontinuance of this event, but foreign students from neighboring universities will attend as representatives of their respective countries.

Festival activities begin at 8:00 a.m. Thursday when a mass and blessing of the state's agricultural products will be celebrated in the St. Mary Magdalen church. The official opening and dedication of the festival is scheduled for 4:30 p.m. Thursday on a main reviewing stand on the parish courthouse square.

The 15th annual festival this year is being dedicated to Malcolm Young Brian, an executive with the Borden Co., of Baton Rouge, for his outstanding services for the development of the state dairy industry.

G. W. James Sr., executive with T. L. James and Co., Ruston, will be honored as outstanding humanitarian; the annual milk processor plaque will go to V. C. Reichenber, executive with Midwest Dairy Products Division, Southland Corp., Shreveport; the outstanding dairyman's award will go to Bruttis Viorst of New Iberia; and the dairy supplier plaque will be given to Gordon Van Deusen, president of Cal-Tex Citrus Juice Co., Houston, Texas, whose firm serves all of Louisiana.

A fais-do-do, an Acadian street dance, always one of the most widely attended functions of the festival, is scheduled for 9 p.m. Thursday on Concord St. The dance will feature the selection of a fais-do-do king and queen, choice of judges to be based on uniqueness or beauty of attire for the occasion.

On Friday, activities open with a 9 a.m. baby show at which will be selected the successor to Janice Marcelle Comeaux as dairy baby. This event will be held in the Knights of Columbus hall, sponsored by the Abbeville Lions club auxiliary. Dairy products judging is scheduled for 10 a.m., entertainment at the courthouse billed for 3:30 p.m.

A butter churning contest at 1:30 p.m. and a concert by the peppy James A. Horod (Negro) high school band at 2 p.m. will entertain the crowds who will be awaiting a 2:30 p.m. Negro parade.

Special ceremonies at 3:30 p.m., with Abbeville Mayor Young A. Broussard and city councilmen in charge, will dedicate a recently placed historical marker on Magdalen Square. This marker, provided by the State Department of Commerce and Industry, bears inscription of the founding, the founder and brief history of Abbeville, designating it as the home of the Louisiana Dairy Festival.

A major highlight of the festival, the selection of the new Queen of Dairyland, will take place at 7 p.m. Friday in the A. A. Comeaux Recreation Center. Twenty-six lovely girls from all sections of Louisiana will compete for the title. The lucky winner will succeed Miss Betty Powers of Opelousas, a coronation dance, featuring Rusty Brown and the Cell Block Seven, will follow at the Knights of Columbus home.

A junior division cattle show at 9 a.m. Saturday at the dairy festival building opens that day's activities. That morning at 9:30 o'clock, a children's parade, sponsored by the Abbeville Quota club, will journey through the main streets of the city. A junior girls' dairy demonstration is scheduled at 10 a.m. at the Abbeville high school gymnasium.

VARIED entertainment at the courthouse square begins at 10:30 a.m. This will precede the address portion of the festival agenda, which begins at 12:30 p.m. All gubernatorial candidates in this selection year have been invited to appear. Each will be granted speaking periods from the main reviewing stand.

Following the speaking, thousands of visitors will be treated to one of the most beautiful parades to be staged in the state, the parade in honor of the king and queen of the festival. Dr. John A. Hunter, president of Louisiana State University, has been named as king of the festival. He will share a float in the parade with the newly-selected queen. To be over a mile long, the parade will feature colorful floats of all themes, over 30 marching corps, visiting queens and dignitaries will participate in the parade.

"Music in Motion," an event which had experienced increasing interest through the years, will not be staged this year. The event featured various bands performing their favorite songs. An RCA approved rodeo at Abshire's Arena will close festival activities at 8 p.m.