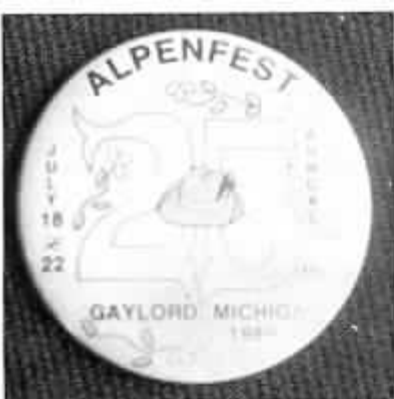


ALPENFEST

A Silver Anniversary 1965-1989



Alpine milestone

The silver anniversary Alpenfest, July 18-22, promises to be a glittering event with five days of activities sure to please all ages.

It gets underway at 6 p.m. Tuesday, July 18 when the bells welcome everyone in earshot to the opening of Alpenfest 1989.

Main Street takes on its new identity as the Alpenstrasse as dignitaries officially open the 25th annual event.

Music will be an integral part of the entire festival, with evening concerts and other presentations.

Among those performing will be the Young Americans, the River-town Dixieland Band, the Scottville Clown Band and Maxton Bay.

Parades will also highlight the festival, including the annual costume parade 9 a.m. Thursday, pet, bicycle, tricycle and antique auto parades, and the Alpenfest Grand Parade 4:30 p.m. Saturday.

Those yearning to participate in the fun can also try the many contests, including pizza eating, bubble gum blowing, skateboarding, yodeling and frog jumping.

The contestants for the title of Alpenfest Queen will be on hand throughout the festival and will show their talent in a competition on Thursday. The crowning is Friday night.

The festival concludes with a concert by The Skyline Big Band at 8:15 p.m. Saturday.

Comment

The 25th annual celebration of Gaylord's Alpenfest on July 18-22, 1989 gives occasion to observe a silver anniversary.

Not so fast, you say?

Technically, the festival's 25th anniversary would be marked in 1990 — a quarter century after the first Alpenfest in 1965.

However, that first summer festival 24 years ago was the culmination of inaugural planning that began in 1964. Impetus for the Alpine Village itself is more than a quarter century old.

Hence 25-year milestone is



observed in the summer of 1989.

Besides, everyone has been anxious to dress up Alpenfest in silver.

Contents

	Page No.
Burning of the Boogg	2
Why, how of festival beginnings	4-5
Queen's pageant evolves	6-7
The Gaylord Story	8-11
Unmasking Herr Gessler	12
Almanac of Alpine honors	13-15
Adding up Alpenfest numbers	16
Year-by-year capsules	17-40
World's Largest Coffee Break	41
Buergermeisters	42-43
A sister in Switzerland	44
Alpenfest Run	45
Honors Luncheon	46-49
The sounds of music	50-51
Alpine panorama	52
Alpenstrasse's growth	53
Building for the future	54
Alpenfest, Inc.	55
Costume parade	56