

1966

Golf tournament at country club; state acclaim grows; McReynolds dedicated



Gary Waldo sounds off on alphorn, a tradition of Alpenfest.

The second annual Alpine Festival featured Standard Products as the honored industry.

The July 7, 1966 issue of the Herald Times said, "The Standard Products Company is being honored during this week for many reasons.

"Certainly those reasons must include the outstanding contribution made by the company to the economic development of this area and the providing of employment to a great number of persons..."

It was the 20th anniversary of the company's establishment in Gaylord.

Nineteen queen candidates competed for the title of Miss Alpine Queen. Sally Drinkert, daughter of Arthur and Barbara Drinkert, won the title and became the second queen to reign over the Alpine Festival.

The first Alpine Golf Tournament was held at the Gaylord Country Club.

As part of the Alpine Festival calendar of events, McReynolds Hall was dedicated.

A grocery advertisement in the July 7 Herald Times bannered, "Welcome to the 2nd Annual Alpine Festival" and featured coffee for \$1.39 a pound, lamb shoulder roast at 59 cents a pound and 10 pounds of sugar for 99 cents.

The Standard Products float took first prize at the Grand Parade.

An editorial in the July 14 issue of the Herald Times praised the cooperation of all the people that helped make the second annual festival a success.



Sally Drinkert



A letter to the editor in the same issue by Mrs. R. E. Heiler commended the work that went into the festival and said, "I'm GLAD I live in Gaylord."

In the July 21 edition of the Herald Times, a letter from an official of the East Michigan Tourist Association said the Alpine Festival was "among the top Michigan tourist events of the year."

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