

WOOD RIVER TOWNSHIP GOLDEN JUBILEE

Early in the year 1957 a group of enterprising individuals formed a steering committee for the purpose of instigating activity toward a golden anniversary celebration for Wood River Township. Wood River started at approximately the same time that Standard built its refinery on the banks of the Mississippi.

Enthusiasm generated rather hurriedly on the part of many individuals in the township which resulted in the group becoming incorporated in order to sell bonds for the financing of the giant three-day celebration, which was held on September 20, 21 and 22, at the Civic Memorial Airport.

One of the first ideas engendered for the sake of publicity was the printing and selling of stationery to various industries and businesses in Wood River Township. The Wood River Refinery bought and used some of this stationery. We are enclosing several of the letterheads and envelopes that we bought and used.

The growing of beards on the part of men in the area and the wearing of bonnets (old-time) on the part of women was another act of publicity brought forth. The "Brothers of the Brush" fraternity became quite active throughout Wood River Township during the months prior to the three-day celebration. On August 2, 1957 this group appeared on the Charlotte Peters television show in St. Louis. It was estimated that the viewing audience consisted of approximately 180,000 people. Four employees and one annuitant from the Wood River Refinery participated in the show. We are enclosing two pictures taken during the T.V. program. Picture #1 shows Mr. C. H. Clark, Mr. Russ Milazzo, and Mr. Jim Wells, left to right as marked, waiting for the show to begin. The second picture shows the participants in a skit that was presented during the show. Those in the skit are from left: Martin Hartman, Charlotte Peters (star of the show), George Abel (staff announcer), C. H. Clark, and Howard Gold.

Many articles and pictures were used throughout Wood River Township

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to commemorate historical factors which made the area grow. One of the most spectacular pictures which was used in the Wood River Bank, the Standard Oil booth at the Golden Jubilee and various other places was a long panoramic view of the original Wood River Refinery. The six 8"x10" pictures, when put together end for end, that make up the view of the original refinery are enclosed.

During the three-day anniversary it was estimated that over 150,000 people attended the celebration at the airport. The Wood River Refinery had a display booth in the industrial tent. It was similar to the one erected during the Alton Trade Exposition which is outlined in a previous section of this report. However, during the Jubilee the booth contained the drilling rig and refinery unit we had procured from the Chicago Office of the O.I.C. We are enclosing a picture of our booth at the anniversary celebration. It will be noted that we once again used the sign we originally had painted for the Alton Trade Exposition. This sign was also used at the dinner for civic leaders and in the lobby during the open house for employees and their families.

We are also enclosing a picture of Mr. and Mrs. Clint Southard. Mr. Southard is an agent at the Wood River bulk plant and manned the booth at the Golden Jubilee.

On Saturday, September 21, 1957, an enormous parade was held in Wood River Township. Standard was represented in this parade with an eye-catching three unit float. The St. Louis Sales Office in conjunction with an agent from near Monroe City, Missouri provided us with an old time tank wagon. Mr. Clint Southard, the agent at the Wood River bulk plant, procured a team of mules from nearby Bethalto, Illinois, and, in addition, drove the mules pulling the tank wagon in the parade. Needless to say, this unit attracted much attention. Mr. Southard also had this unit followed with his

own newly painted and shined tank wagon, on top of which his daughter and three other girls rode, tossing candy to the thousands of spectators along the way. The Supply and Transportation Department furnished the third unit which was a large tractor-trailer tank truck. On the first unit and the last unit were signs reading, "1907 - and Now!".

We are enclosing one 8"x10" glossy print of the mules and tank wagon upon which is riding Mr. Southard (left) and Mr. W. C. Bugg (one of Mr. Southard's drivers). We are also enclosing four 35mm colored slides of the parade units during the procession. Enclosed with this report will be found Mr. Butterworth's letters of thanks to Messrs. Southard of the bulk plant and M. I. Hector, St. Louis Regional Manager, for their assistance in helping us with the project.

On the evening of September 20 the winner of the queen contest for the Golden Jubilee was announced. The queen was chosen by popular vote throughout the entire township. We are proud to announce that Miss Linda Hill, the current Torch Club Queen, was chosen Miss Wood River Township at that ceremony. It was announced that many thousand votes were received in her behalf. Pictures of Miss Hill can be found in the Torch Club Picnic section of this report and also in Volume II, Publicity.

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