

Stilwell, Oklahoma

May II, 1968

FESTIVAL HISTORY

Big event comes of age

The Strawberry Festival dates back to 1948 when the Stilwell Kiwanis Club decided to do something about stimulating interest in one of Adair County's major economic resources.

The strawberry crop that year was valued at about \$750,000 and was described as "the biggest berry harvest the area had ever experienced."

With the assistance of the entire community, the first annual Festival was held May 22, 1948.

The program included games and contests, several numbers by the Stilwell High School Band, selection of the Strawberry Festival Queen, music by a high school hill-billy orchestra, talks by Lt. Gov. James E. Berry and others, and a dance that night at the American Legion Hall. There was no parade.

Hundreds of free portions of strawberries and ice cream were served.

The first queen, Pat Reed (now Mrs.

Bob Leatherwood of Stilwell) was nine years old. Besides being cute and attractive, contestants in the first years of the Festival were required to be actual strawberry pickers and were sponsored by their employers.

"The contest, on the same day as the Festival, was held on the



First Queen

steps of the courthouse," Pat recalled. "There were about 10 contestants. We didn't have to perform—we just sat there and were judged on the basis of applause

from the crowd."

"I received a \$50 U.S. Savings Bond and a wristwatch—plus some new clothes given to me by my sponsor, Bethel Eubanks."

"I still have my crown, which was made of cardboard"

The late Jack Chaffin was president of the Stilwell Kiwanis Club that year. Among Stilwell men taking an active part in the celebration were Norvell Henley, Geo. Waters, Joe H. Carson, Ted Sebastian, Doc Beene, and the late Paul Chambers, Stilwell mayor at that time.

After the Festival, the Stilwell Democrat-Journal commented:

"From conservative businessmen and citizens, we hear that the largest crowd ever to assemble in Stilwell (except circus day) registered for the First Annual Strawbery Festival."

The second Festival was more ambitious. That was the year that the Oklahoma House of Representatives designated Stilwell as the Strawberry Capital of the World following introduction of a resolution by W.H. (Bill) Langley, a member of the House then.

Each year, the Festival has grown and has become more successful.

The biggest Festival yet was held in 1967 when the parade featured 21 bands, many beautiful girls and dozens of floats. Thousands of persons from this four-state area attended the parade and program, and stayed to eat strawberries and ice cream. Ten of the former Festival Queens came back to receive special honors. The three-night rodeo held in connection with the Festival drew record crowds.

ABOUT THE COVER

The cover of the Strawberry Festival booklet, featuring the photograph of the 1968 Queen, Miss Carolyn Carson, was made possible through the contribution of the Stilwell Canning Co.

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Foremost Milk
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Welcome to the Festival

The Strawberry Festival comes of age today.

This is the 21st annual Festival and, as president of the Stilwell Kiwanis Club, I join the entire membership in extending a welcome to each of you.

The Stilwell Kiwanis Club feels that it is a privilege to sponsor an event that means so much to our entire community. Our membership is small and, therefore, each member must serve on more than one committee. However, with double effort on our part, this Festival could never be a success without the cooperation and goodwill of the businessmen, farmers and other citizens of the entire county. We appreciate them and their work.

We hope our efforts have produced for you a Festival you will enjoy, remember and wish to visit again.

J. L. Hallford, President, Stilwell Kiwanis Club

Kiwanis Club officers

J.L. Hallford President L.T. Spray Past President

Burnell Isaacs Vice President Berry A. Ferguson Secretary-Treasurer

Joe H. Carson
Past Lieutenant-Governor

Other Kiwanis Club members

Marvin Apple Frank Garrett H.D. Gound Norvell Henley Phil Keeter James Lindsey Sam O. Love W. Neil Morton Tobe O'Neal W.B. Pemberton Jack Perry J.H. Thomas Clint Thomas Claude E. Todd Jimmy Varnell Wade Zumwalt

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PROGRAM

May 11, 1968

Breakfast for Queen, Attendants and Former Queens Stilwell Cafe, 7:00 A. M.

Master of Ceremonies for Festivtl Program: Neil Morton

Parade ————————————————————————————————————	10:00	Α.	М.
National Anthem Miss Barbara Green	11:00	A.	M.
Invocation Jim Woolsey, Minister First Christian Church	11:03	A.	M.
Crowning of the Strawberry Queen for 1968 Bill Cunningham, Wetumka, Lt. Governor, Division X Texas-Oklahoma District Kiwanis International		A.	M.
Welcome Address J.L. Hallford, President, Stilwell Kiwanis Club	11:20	A.	M.
Johnnie Lee Wills and His Western Band	11:25	A.	M.
Introduction of Former Queens	12:05	P.	M.
Folk Singers John Hilligoss, Monna McNabb and Brenda Gwartne	12:10 y	P.	M.
Johnnie Lee Wills and His Western Band	. 12:45	P.	M.
Masters Quartet	1:30	P.	M.
Awards Champion Growers	2:00	P.	M.
Strawberry Auction	2:25	P.	M.
Free Servings of Strawberries and Ice Cream	3:00	P.	M.
Rodeo, Thursday, Friday and Saturday Sponsored by Stilwell Round-Up Club	8:00	P.	M.

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Queen Carolyn Carson and Miss Beverly Green, left, and Miss Sherrie Cole.

TO REIGN OVER FESTIVAL

Her Royal Highness, 1968

Miss Carolyn Carson, 17, queen of the 1968 Strawberry Festival, was chosen from a field of 19 lovely young ladies on the basis of beauty, poise and personality.

She will reign throughout the year as Stilwell's Gcod-Will Ambassador.

The new queen, daughter of Dr and Mrs John H. Carson, will graduate this spring from Stilwell High School where she is drum major of the school band, president of the student council, humor

editor of the school newspaper, and a member of the Future Homemakers of America and Future Teachers of America Chapters. She is a former Stilwell High School Basketball Queen and Carnival Queen.

Her attendants are Miss Beverly Green, 16, a Junior at Stilwell High School, daughter of Dr and Mrs Burdge Green; and Miss Sherrie Cole, 16, also a Junior at Stilwell High School, daughter of Mr and Mrs Lloyd Cole, Jr.

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Pretty girls enhance beauty of colorful floats

PRETTY GIRLS, PRETTY FLOATS

Everybody loves a parade

Thousands lined the streets of Stilwell in 1967 to enjoy what is described as the best Strawberry Festival parade in history.

The line of march included 21 bands, many beautiful girls, dozens of colorful floats, miscellaneous entries, and 180 cowboys and Indians on horseback.

Cash prizes were awarded to the best floats in two categories.

The Stilwell Study Club's float, decorated with huge paper strawberries and blossoms, placed first in the Senior Division. Other winners were sponsored by the Stilwell Canning Co., Stilwell Mercantile Co., Stilwell Future Farmers of

America Chapter, Stilwell Cub Scouts, and Adair County 4-H Clubs.

The bands, which came from as far away as Oklahoma City and Shidler, received trophies.

Many weeks of planning by the Stilwell Kiwanis Club are required each year to stage the parade which receives the cooperation of many individuals and organizations over a wide area.

IDEAL BASE

Whether business or pleasure brings you to Eastern Oklahoma, Stilwell is an ideal base for one-day tours.

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C.J. Carson Insurance Agency

"The Friendly"
Bank of Commerce



One of the 21 bands in the procession



Prize-winning float

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Dairy Berry Mr. and Mrs. Jack Perry Cliff's Drive In Welcome to the Festival

Piggly Wiggly
The Original Self-Service



Queen gets kiss on cheek

IT'S OFFICIAL

Queen of '67 is crowned

Miss Karen Nichols, queen of the 1967 Strawberry Festival, was crowned by Dwight L. Morelock, Ada, Lieutenant-Governor, Division XXI, Texas-Oklahoma District, Kiwanis International. Afterwards, Morelock gave the queen a kiss on the cheek.

The ceremony took place on a platform on the courthouse lawn as thousands of visitors watched.

The queen, now Mrs Ken Maples, a

student at the University of Arkansas in Fayetteville, is the daughter of Mr and Mrs Fred Nichols of the Zion Community near Stilwell. She is a 1967 graduate of Stilwell High School.

Her attendants were Miss Reta Robbins, daughter of Mr and Mrs George Robbins, Stilwell; and Miss Joyce Eversoll (now Mrs Eddie Walden of Stilwell), daughter of Mrs Opal Eversoll of near Dutch Mills, Ark.

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Compliments of Shipley Baking Co.

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> Compliments Of Colonial Bread Co.

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"36 Years Continuous Service"

"Butch" Ogden's Phillips 66 Service, Stilwell



Bob Cain, left, Claude Todd and Queen

THE WINNING BERRIES

Bought for 50 cents per berry

A new record for the Stilwell Strawberry Festival Auction was established at the 1967 Festival when Claude Todd, president of the Stilwell Canning Co., bid \$350 for Bob Cain's first place crate of Blakemores.

That figures out to about 50 cents per berry.

Cain, who has a 55-acre patch of berries, received \$25 in prize money, bringing his

total to \$375 for the 16-quart crate.

The second place winner was Jack Wright who received \$225 for his crate from a Prairie Grove, Ark., canning company.

The previous high price paid at the Stilwell Strawberry Festival was in 1966 when Willie Means received \$300 for his crate.

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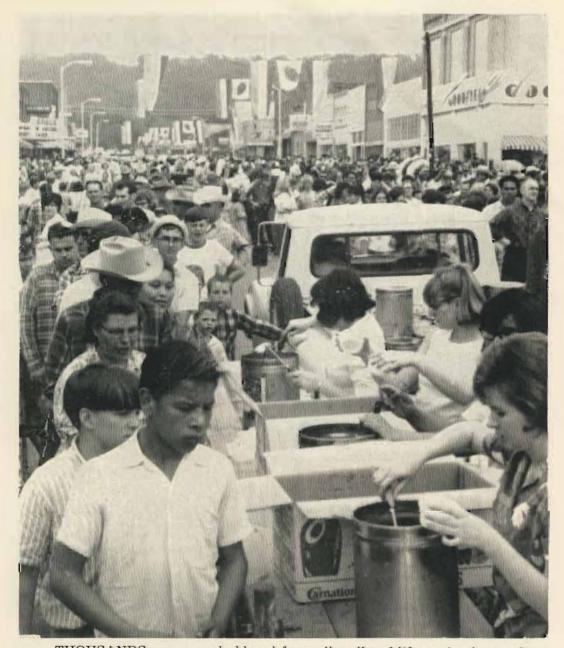
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THOUSANDS, young and old and from all walks of life, patiently stand in line for their share of free strawberries and ice cream following the 1967 parade.

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Jim's Service Station Coin-Op Car Wash





CLIMAX TO PERFECT DAY comes when Strawberry Festival visitors dig into their free strawberries and ice cream. This is also the time to stand around and visit with old friends.

At left are two little tykes who sit on the curb to eat their berries.

This page made possible through the contributions of the following:

Sinclair Refining Co. Selan Hall, Howard Johnson Reese Tie Co. Treated Posts and Poles

Stilwell Municipal Hospital & Staff Welcome you to the Festival



The Old Baptist Mission

THE TRAIL OF TEARS

It all ended here many years ago

Just three miles north of Westville on US 59 stands a little white church which marks the end of a long, sad journey for a nation exiled from its home east of the Mississippi River.

Across the road east of the Old Baptist Mission Church is a quiet little cemetery where lie the brave leaders of this band of Cherokees led by the Rev. Jesse Bushyhead.

Few motorists traveling by on US 59 ever stop to read the historical marker which Gov. E.W. Marland caused to be erected in memory of these displaced Cherokees.

The marker summarizes the history of the Old Baptist Mission in these words: "Baptist Mission about 4 miles North and West. Established by Rev. Jesse Bushyhead in 1839 and known as Bread Town by the Cherokees. Rev. Evan Jones was the missionary in charge. The Cherokee Messenger printed there, beginning in August, 1844, was first periodical in Oklahoma. Mission moved to Tahlequah in 1867. Bacone College at Muskogee, still in operation, is the outgrowth of the school at Baptist and Tahlequah."

These words may summarize the history of the church at Baptist, but the sign above the door, "Moved over the Trail of Tears in 1835" and "The End of the Trail of Tears" give these cold facts some human interest.

A nation forced at bayonet point to

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move to new lands could not forget its own civilization but brought with it all that was movable, including one of its churches.

According to the Grant Foreman papers, some four or five heavy log beams were transported to this spot and combined with native logs to build a replica of a church these Cherokees had been forced to leave in Georgia.

A treaty had been signed at New Echota, Ga., which gave the valuable lands of the Indian tribes to the white man. Men led by Chief John Ross fought removal for three years, but at last they gave up and were brought west by soldiers of the Federal government.

Much blood and many tears were shed

building was constructed. This building is built according to the same design as the first one, and is kept in repair by the community.

In 1843, the Baptist Mission Board of Boston, Mass., sent a printing press to be set up and used to publish a periodical called The Messenger, printed in the Cherokee language.

The first copy of this paper, dated in 1844 and printed at the Old Baptist Mission, is in the possession of the A.T. (Bud) Lacie family of Westville. The paper claimed to have been published one month previous to the first printing of the Cherokee Advocate in Tahlequah.

The old Cherokee Female Seminary was begun at the Old Baptist Mission, but was



Trail of Tears mural by young Stilwell Cherokee

along "The Trail of Tears." These hardships did not stop these men with the spirit of pioneers. They were determined to establish a school, village and homes protected by law as they knew it.

Their leader, Rev. Jesse Bushyhead, was the first supreme court judge in the Cherokee Nation before his death in 1844.

Other leaders carried out the plans of Mr. Bushyhead to found a church and school at this new location.

But, just three years after the log structure was constructed, the building was destroyed by fire. A few of the logs were saved and were used when the new frame moved to the Park Hill location and later to Tahlequah where it is known as Northeastern State College.

A school, probably a boarding school, for members of all the Five Tribes, was opened at Bread Town to teach young Cherokees to read and write. It was moved to Tahlequah in 1867, and later to Muskogee where it became Bacone University in 1880.

The end of the Trail of Tears, perhaps, but the beginning of a new and better era in the life of the Cherokee people.

-by Mrs. Lucy Jane Makoske

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Roberts Funeral Home Serving Adair County Since 1913

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Reed's Hardware & Furniture Sarah — Quinton — Gene McSpadden Home Service S&H Green Stamps on Cash Sales

> Morton's Dry Goods Jess and Nina Morton

Rex Self-Service Shoe Store Welcome Visitors

Rich and colorful history

Adair County, home of the Cherokees, is one of the state's smallest counties. It is only 584 square miles in area and contains 100 square miles of low mountains known as the Ozark foothills.

The county was carved from two districts of the old Cherokee Nation—Flint amd Goingsnake Districts.

Many American Indian tribes favored this area because of its superior hunting and fishing. The western Cherokees, however, had become a predominant tribe in the area by 1808. These were Indians who had left voluntarily the main tribe and their homes in Georgia, Tennessee, and North Carolina to migrate west. More than 7,000 already had settled in Arkansas between the Arkansas and White Rivers before their title to the land was confirmed by the United States by the treaty of 1817.

A new treaty 11 years later gave them in exchange for their homes in Arkansas a grant of seven million acres, part of which extended west to the 100th meridian.

Many of the Western Cherokees that were forced to move into the Indian Territory elected to settle just across the border in the rugged, mountainous area in which they had hunted and fished, and which became the last Cherokee stronghold.

In 1839 this area, as part of the Flint and Goingsnake Districts, belonged to the old Cherokee Nation. In 1907 when the Indian Territory was admitted to the Union as the State of Oklahoma, this area was included as a county and named



Re-learning old skills

Adair in honor of a prominent Cherokee jurist and educator.

The Western Cherokees were joined by the Eastern Cherokees, who were forced to leave their homes in Georgia, Tennessee, and North Carolina and were driven over the Trail of Tears to this area, in about 1838.

Around 1824, Fort Wayne was built near where Watts, in morthern Adair County, is located. The Cherokees sought protection there during the Civil War. The fort was later moved to Delaware County because the soldiers stationed there took malaria.

A historian notes that only the most daring white people, mainly those of Irish descent, settled in the area ruled by the Cherokees. But after the construction of the Kansas City Southern Railroad, many other white families moved in from Arkansas, Missouri, Tennessee, and Georgia.

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Jim and Lela Dawson Welcome Visitors Eastside Abstract Co. W. H. Langley, Mgr. — Bonded

> Eagle Theatre Bargain Entertainment

Stilwell Butane Co. Welcome to the Festival

Stilwell Flower Shop Flowers for all Occasions

FACTS TO REMEMBER

ABOUT STILWELL

Population (estimated) — City, 1,950; Adair County, 13,200.

Labor force—Male, 2,185; female, 792.

Transportation—Federal Highways 59 and 62; and State Highways 51 and 100. Interstate 40 is 30 miles south. The Kansas City Southern Railroad and six truck lines serve the area. Stilwell also has a city airport with runways of 1,600 and 2,000 feet.

Government—Mayor-City Council. Active volunteer fire department. Five city police officers and three county officers. Two Oklahoma Highway Patrolmen are stationed here.

Banking—Bank of Commerce has total capitalization if \$523,000, with \$4,935,154.60 in deposits, and total assets of \$5,512,-472.29.

Organizations—Chamber of Commerce, Kiwanis, Garden Club, Roundup Club, Junior Chamber of Commerce, Stilwell Study Club, Strawberry Capital Square Dance Club, American Legion, Veterans of Foreign Wars, Masonic Lodge, Order of Eastern Star, Oddfellows Lodge, Rebekah Lodge, Adair County Quarter Horse Association.

Recreation—Water sports, fishing and picnicking at nearby Lake Tenkiller, small game and deer hunting, city park, two gymnasiums, movie theatre, and four golf courses in 30-mile radius.

Television reception—Three stations in Tulsa, Okla., and one in Fort Smith, Ark.

Special events—Strawberry Festival, Dogwood and fall foliage tours, rodeos and Adair County Fair.

Health—Fifty-bed Stilwell Municipal Hospital, and Adair County Health Building. The city has one dentist, three M.D.'s, two osteopaths and one optometrist.

Climate—Average winter temperature is 37.4 degrees. Average summer temperature is 82.1. Rainfall averages 42.46 inches per year. Stilwell's elevation above sea level is 1,112 feet.

Education—One elementary school, one junior high and one high school. Eastern Oklahoma Experiment Station is located north of Stilwell. Three institutions of higher learning are within 50-mile radius of Stilwell—John Brown University, Siloam Springs, Ark., 35 miles; University



Municipal airport

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Chaffin Pharmacy Make This Your Hdg.

Stilwell Mercantile Drop By and See Us

Molloy Butane, Inc. 'Our Privilege to Serve You'



Stilwell's new water filtration plant

of Arkansas, Fayetteville, 50 miles; and Northeastern State College, Tahlequah, 25 miles.

Industrial buildings available — Two metal buildings, one 340 by 100 feet, and one 240 by 100 feet.

Industrial sites available—Thirty acres, located ¼ mile north of city limits, can be easily secured. Land is also available on Kansas City Southern Railroad right-of-way.

Prevailing wage scale—U.S. minimum wage and hour law prevails.

Major industries—Stilwell Canning Co., Alabama Charcoal Co., Reese Tie Co., Adair County Orchard Co., Stilwell Frozen Foods, and Ideal Fruit Farm.

Motels and Restaurants—Three motels with 56 units. Numerous good eating places.

Water and sewer system—Stilwell has an abundance of clean, pure water—4,000,000 gallons per day—from 140-acre city lake. The lake is large enough to serve Stilwell for three years without a drop of rain falling. Present sewer system is large enough to accommodate a city of 10,000. A \$500,000 industrial sewer system, now under construction, will handle 2,000,000 gallons of industrial wastes daily.

Electrical power—The City owns its own electrical distribution system, and gets its own power from the Grand River Dam Authority. Special industrial rates are offered. Present capacity of 5,000 KW could easily be enlarged.

Communications—Independently-owned telephone company, serving 2,000 dial telephone stations in 500-square mile area, offers direct distance dialing, touch tone

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Swede's Food Market Maudine's Beauty Shop

> Stilwell Cafe Welcome, Visitors

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Gray's Dairy Cup Gene and Bonnie

Catron's Builders Supply Floor Covering Specialists

Rock's Iron & Metal Co. Scrap, New and Used Iron

> Worsham's Cardinal Food Store



Stilwell, a growing community

and mobile dial telephones, Stilwell will be among the first in Oklahoma with oneparty service in initial rate area.

Industrial foundation—Stilwell Industrial Foundation is a non-profit organization with \$500 capital.

Indian Industrial Development Assistance—The Bureau of Indian Affairs, in cooperation with Oklahoma employee service agencies, will assist industry in recruitment of qualified applicants to meet personnel staffing requirements.

With the Arkansas River only about 30

miles away, Adair County is looking hopefully for an industrial boom when the Arkansas and Verdigris Rivers are opened to navigation in the not-too-distant future.

Industries interested in this area are invited to write Joe Lynn Carson, president of the Stilwell Chamber of Commerce.

TRAVEL COUNTRY

Adair County is first-rate travel country, principally because you'll find us friendly and helpful and proud of our picture-book scenery and historical spots.

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Bruce-Rogers Company Ft. Smith — Rogers, Ark. Corneli Seed Company St. Louis, Missouri

Kansas City Southern Lines Southern Belle

Stilwell churches

Most religious faiths are represented in the immediate Stilwell area.

Other denominations have churches in communities surrounding Stilwell.

The local churches are:

Assembly of God Church

Central Baptist Church

Church of Christ

First Baptist Church

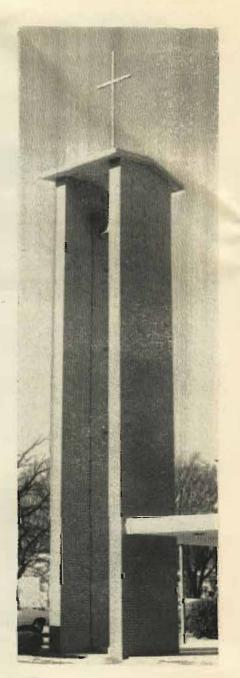
First Christian Church

First Methodist Church

Free Holiness Church

Methodist Indian Mission

Pentecostal Holiness



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"If You Need It, We Have It"
Osborn's Laundry
Welcome to Our Festival
Farmers Supply Co.
Home of the Farmers' Needs
Stilwell FFA Chapter
Welcomes You to the Festival
Welcome to the Festival
E.G. and Ella Mae Carroll



A growing industry

AGRICULTURE

Diversified and mechanized

Adair County's agriculture and related services are important to the entire region.

Strawberries, green beans, apples and peaches grown in Adair County are sold all over the Nation. Some are processed locally, while others are shipped fresh.

Stilwell is the home of the Stilwell Canning Co., which has nationwide distribution, and the Adair County Orchard Co. which is the largest in this four-state region.

Mechanical pea pickers were put into use here in 1967, doubling production.

Corn, small grain, grain sorghums and improved grasses and legumes for hay are grown mostly as feed for livestock. Timber is regarded as an important cash income.

Several poultry processing plants also flourish in this area.

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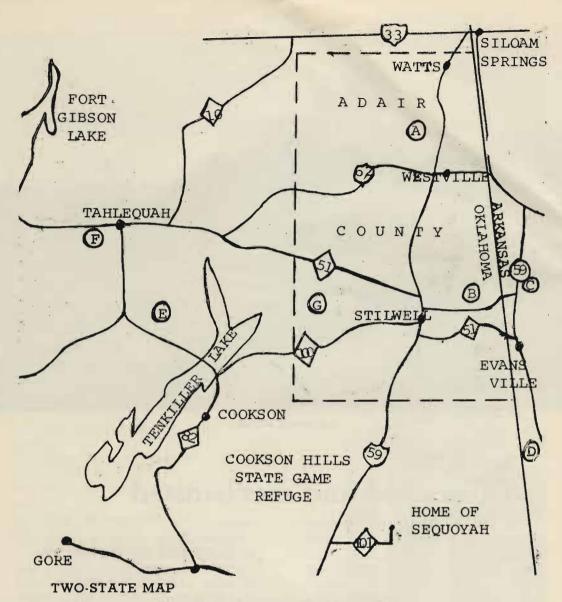
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Mead Containers, Div. Mead Corp. Fort Smith, Arkansas Arkola Sand & Gravel Co. Grade A Blocks — Fort Gibson

Van Buren Ice & Cold Storage
Van Buren, Arkansas

Carrington Oil Co.
Phillips 66 Distributor



All roads lead to Stilwell

- A. Old Baptist Mission
- B. Oldest home in county
- C. Indian Museum
- D. Natural Dam

- E. Cherokee Center and recreated village
- F. Cherokee Capital
- G. Golda's Mill

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AAA Abstract Co., Inc. Frank Garrett, Mgr. — Stilwell

LOTS TO SEE AND DO

Come to the 'Green Country'

Come to the "Green Country" and enjoy spectacular vistas at every turn.

Valleys, tree-covered mountains, unlimited water fun.

Come, enjoy it all—the best of Oklahoma, crowded with color, a wide variety of things to see and do. Visit colorful and historic nearby communities, enjoy the mountains, sun, swim, fish, play golf, enjoy water sports. All this and more in highly agreeable climate.

Beautiful Lake Tenkiller, located just a few minutes' drive west of Stilwell, is among the major attractions in this area.

The deep blue water of Lake Tenkiller lures fishermen, skin divers and water skiers from a wide area.

Tenkiller Ferry Dam, which impounds

water forming Lake Tenkiller, is located on the Illinois River near Gore. It was built by the Corps of Engineers in 1953 at a cost of \$23,822,000, principally for flood control, navigation and production of hydro-electric power.

But the public is mainly interested in the extra dividends—recreation, and favorable fish and wildlife habitats.

COLORFUL LANDMARK

Golda's Old Stone Mill, located at Bitting Springs off US 51 between Stilwell and Tahlequah, is over 100 years old. The water wheel still provides the power for grinding corn, just as it did for the Indians and the settlers.

Lake Tenkiller offers recreation



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Teel Laundry & Dry Cleaning Muskogee, Okla.

Ballentine Produce, Inc. Alma, Arkansas



Carnation Ice Cream is being furnished for the Twenty-First Annual Strawberry Festival through courtesy of

Stilwell Cafe
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Freeman's Food Center
Briggs' IGA
Greens Grocery
Saveway Grocery
Ogden's Grocery
Isaacs' Grocery
Midway Grocery
Sam and Dessie Cafe
Stilwell Grocery
Chaffin Pharmacy
Ed Willis Grocery
Luther Worley

Howards Grocery
Pearl's Grocery
Lee Grocery & Station
Main Cafe
Stilwell Nursing Home
Stilwell Municipal Hospital
Doc Beene's Restaurant
J. D. Thomas Grocery
Worley Pool Hall
Peavine Grocery
Swede's Food Market
Piggly Wiggly
Claude Cain Grocery
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"For Contented Families"