



Neeuollah



Sinclair Float - 1959

Photo Courtesy of ARCO Pipeline Company



ARCO
Pipe Line
Company



INDEPENDENCE KANSAS

NEEWOLLAH Now Kansas' Largest Annual Celebration

"When the shrieks of the fire whistle pierce the air at 7 o'clock, then will the ghostly flocks of Independence gather in herds and droves at the City Hall where they will fall-in for the spook parade which will be one of the features at the big municipal Halloween celebration that will be held tonight." So read an item on October 31, 1919 in the Independence Reporter. Continuing it said, "If the plans of the civic committee that has been in charge are carried out, it will be a memorable occasion that will be an event looked forward to every year. Much depends on the success of the celebration as to whether it will be an annual event".

After the parade, "open houses" were held at all the churches while programs were given at the various schools. A free dance was held on the downtown streets. Another dance was held at the Elks Home for the lodge members and their guests. A Jitney dance was held at the Sunflower hall.

O.E. McAnulty, credited with the original idea for the Halloween celebration to combat Halloween prank problems, was chairman of the executive committee for the 1921 event, referred to as Mardi Gras. For the first time, a queen was named that year, a custom continued to this day. Funds were raised by a contest to name the queen with votes selling for one cent per vote. Ella Jane Binkley, an employee at Truby's Jewelry store, was the winner.

The name Neewollah was chosen in a contest to select a novel name for the 1922 celebration. Mrs. Hart Goodloe, wife of an Independence physician, had submitted the winning name. Ophelia Pruitt, a teacher, became Queen Neelah I in a contest.

In 1927 The Knights of Neewollah organized to help finances. Membership was open to all men in Independence who would pay the \$2.00 dues. With Mr. McAnulty as chairman of the executive committee, booster trips were formed to travel to nearby towns to promote the celebration.

That year's Neewollah edition of the Reporter was flown by plane to Caney, Cherrvale and Neodesha and the papers were dropped by parachutes at designated places. McAnulty was quoted as saying, "Neewollah is a great equalizer of classes ... people get together on a common level. It is wonderful advertising for Independence."

The stellar attraction for the 1930 event was an appearance of our home-town star, Vivian Vance, who sang a blues number during the program at Memorial Hall. She was then appearing in a play on Broadway. After that year, because of the depression, Neewollah festivities were discontinued. They were revived with modification in 1935. There was a lapse of 13 years before a revival in 1948 & 1949 resulted in a one day celebration. Post-war conditions and the Korean conflict resulted in another cancellation of Neewollah. But it was revived in 1958 with Jim Halsey as director of the three-day program.

The initial stage production at Memorial Hall was William Inge's Pulitzer prize-winning play "Picnic". Beginning in 1962 out-of-town judges made the selections of Queen Neelah. In 1964 the Go Go Girls dancing act was protested by the Ministerial Alliance who said the participants were not wearing fit and proper attire.

Roy Clark, the Crew Cuts, Bob Wills and the Texas Play Boys were here in 1963 for the Saturday Night Follies. Street concessions were introduced that year. In the 1960's Roy Clark, Glen Campbell, Conway Twitty and many others appeared as free street acts and at the Neewollah dances. The 1980 celebration saw Home Box Office present 'Country Music USA' with a number of fine entertainers. Among them were Ronnie Milsap, Merle Haggard and Charlie Rich. Roy Clark returned to host the program taped 'live' on the streets of downtown Independence.

Today Neewollah is billed as Kansas' Largest Annual Celebration. It has grown from an evening parade to more than a week long event with people from all over the Midwest journeying to Independence for the "last full week of October ... Neewollah".

Acknowledgements and Contributors

Lance Allred
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Tribune Printing
Union Gas
Jerry Webb
Emmett Wilson Estate
Mr. & Mrs. Lonnie Wood
Mr. & Mrs. Don Yerkes

FOR A SANE HALLOWE'EN

Plans Were Made Last Night to Avoid Destruction of Property.

The civic committee of the Commercial association met last night and discussed plans for a sane Halloween for Independence. Committees were appointed to have charge of the affair.

It is proposed to have a big parade at night in which it is planned that schools, lodges, churches and other organizations will take part. The feasibility of having floats in the parade was discussed, but it is believed owing to the fact it will be held at night this feature will not be added.

In connection with the parade it is expected the churches will hold open house. Dancing is another feature planned for the event.

NEEWOLLAH 1919

Mrs. C.E. Routh



Neewollah Co-Founders



Generalissimo
Thurman Hill

* Big Free Street Dance * Open Houses at Schools and Churches *



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Photo Courtesy of Mr. & Mrs. Clark Pence



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Independence, Kansas

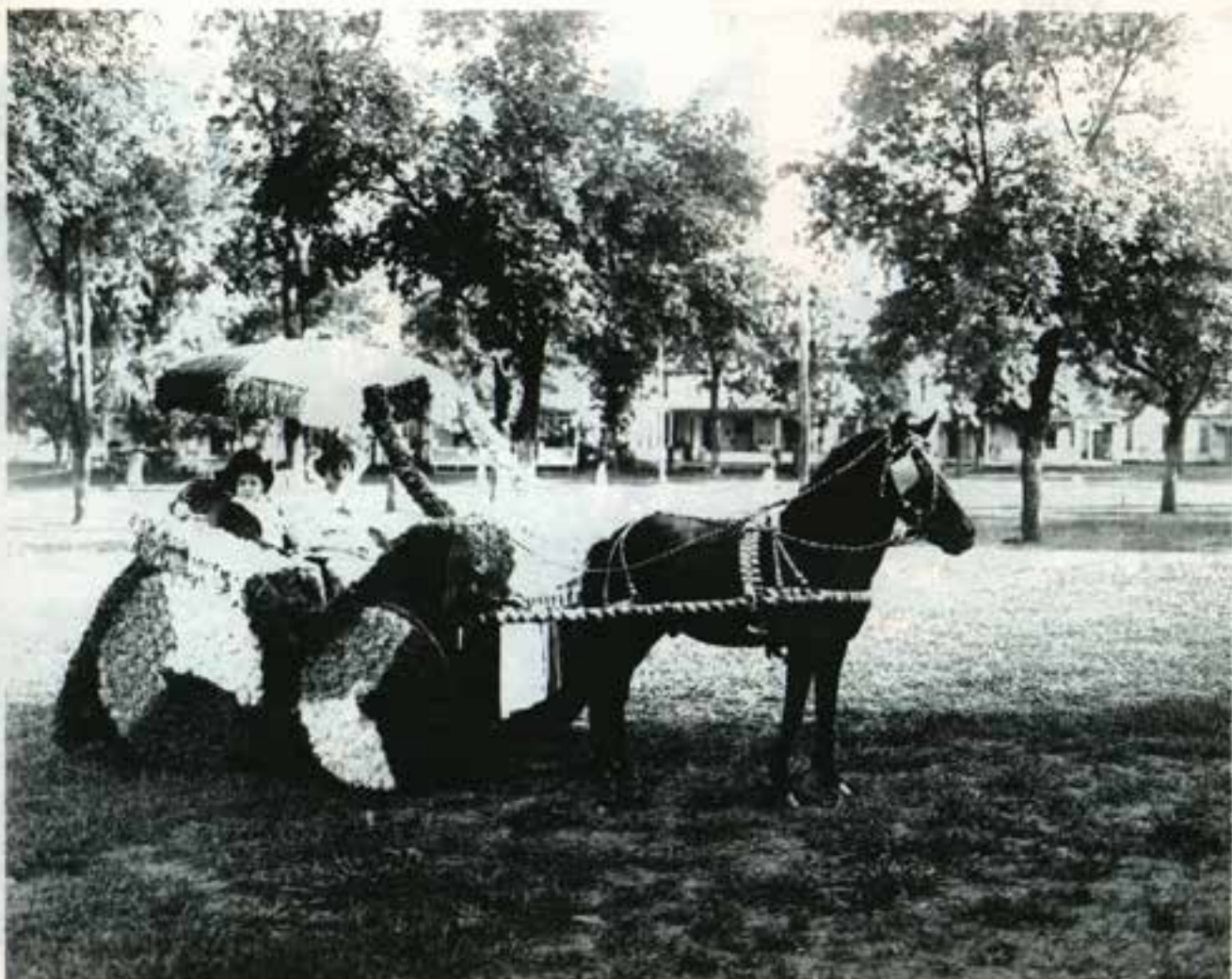


Photo Courtesy of Independence Museum

CINDY EMPSON
State Representative

CHARLES EMPSON, M.D.
Family Practice

NEEWOLLAH 1920 1921

ELECTION BALLOT FOR QUEEN OF MARDI GRAS.

I herewith cast (state number).....
votes for Miss.....

No..... St.,

Mrs.
No..... St.,

for Queen of the Mardi Gras.
Enclosed findcents, Dollars.

Rules for Election Contest.

Write plainly names in full, address, number of votes and amount. Cash, check, or money-order must accompany each ballot. As many votes as desired may accompany each ballot, providing remittance is equivalent to number of votes cast, at the rate of one cent per vote.

(Example: If \$10.00 is remitted candidate will be credited with one thousand votes.)

Mail checks to Secretary of Commercial Club, promptly each day, or deposit in ballot box in lobbies of the Citizens or Commercial banks. Results of each day will be published.

All of the sixty candidates will be voted on until twelve o'clock noon Monday, October 17th. The five candidates receiving the highest number of votes will continue in the contest. All others will be eliminated after October 17th.

Queen Neelah
Ella Jane Brinkley

No Photo
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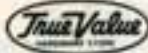
Generalissimo
O.E. McAulnty

* Celebration was first called "Mardi Gras of the Midwest"



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Hours: 7:30-5:30 Weekdays
Sat 7:30 To 4:00



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1922 W. MAIN

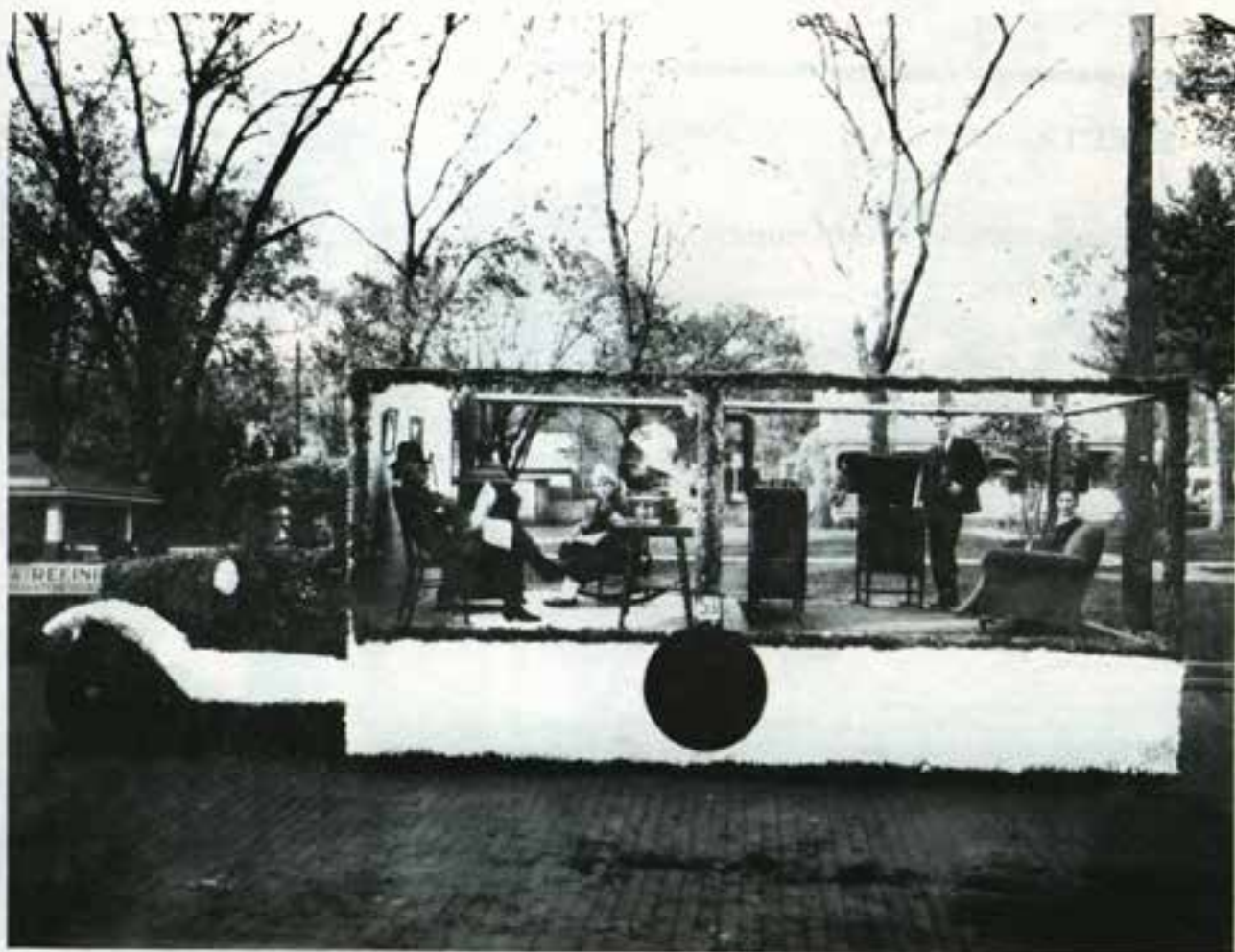
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INDEPENDENCE, KANSAS 67301

316-331-3240



Union Gas Float, 1929

Photo Courtesy of Union Gas Company

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Happy Neewollah

To Your Family



Union Gas System, Inc.

B

Berberick Construction Company, Inc.

C

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Independence, Kansas



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Neewollah

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States. 30,000 People in Mask Street
Carnival Day and Night.

30 ELECTRIC FLOATS 30
75 CHILDREN'S FLOATS 75

NEEWOLLAH

1922

1923

Queen Neelah
Orphella Pruitt

Queen Neelah
Florence Smith

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Generalissimo
John Baden

* Chicago Musical Revue & Vaudeville *



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Kansas
316-331-4150

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Independence, Kansas 67301

NEEWOLLAH 1924



Queen Neelah
Helen Jones

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Generalissimo
Not Selected

* State Elks Convention * World Champion Trick Riders *

Boles
JEWELRY

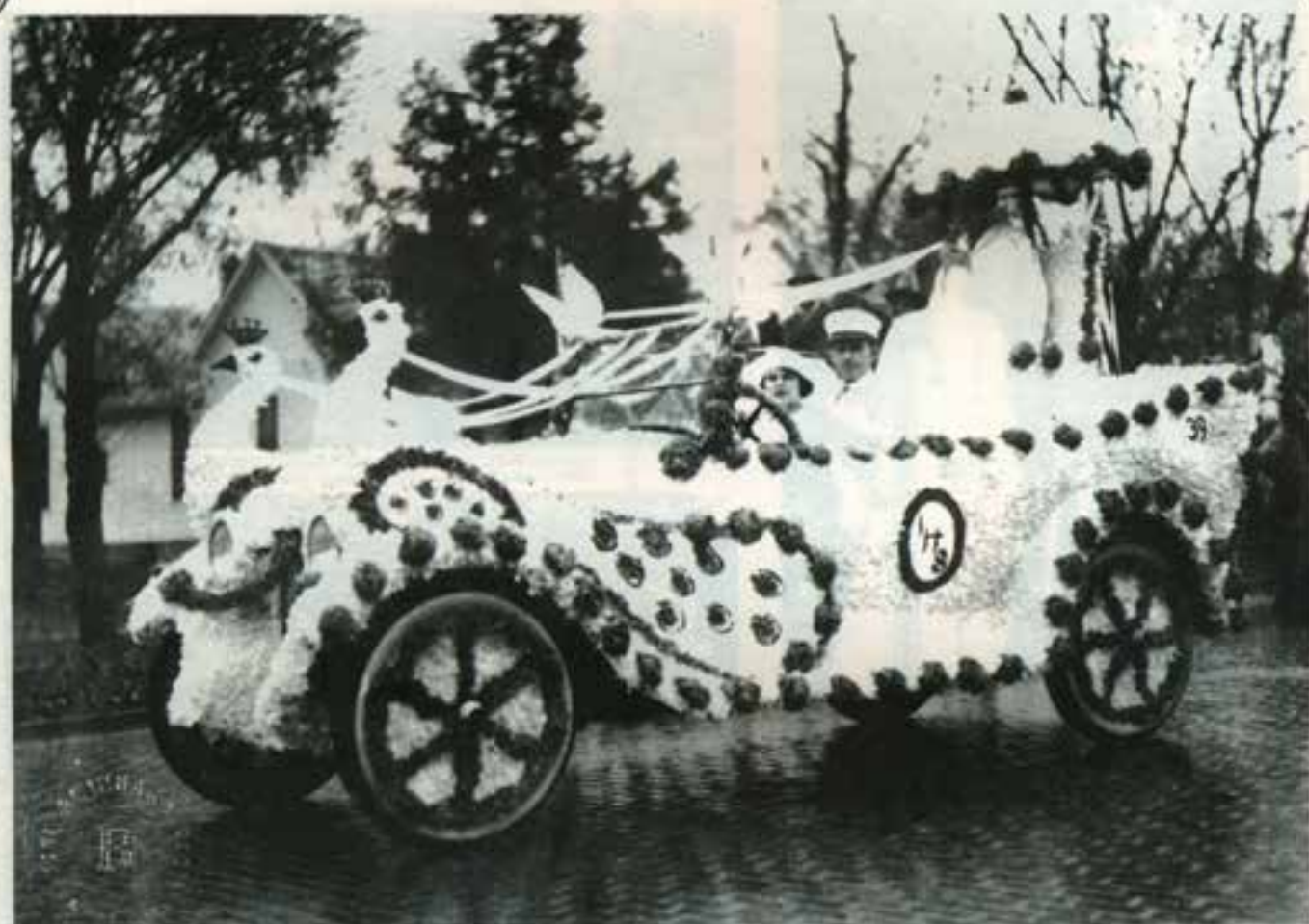
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IHS Float, 1925

Photo Courtesy of Mr. & Mrs. Clark Pence

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Summer, Spring, or Fall

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Owners-Managers

**Sunday thru Thursday 11:00 a.m. - 9:00 p.m.
Friday & Saturday 11:00 a.m. - 10:00 p.m.**

1922 Parade - Old Elks Home in background



Neewollah Couple, 1927



Rotary Boys Band 1925

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NEEWOLLAH 1925

PROGRAM 1925 "NEEWOLLAH" FESTIVAL OCTOBER 31ST.

- 9:00 A. M. Stunt—The American Patrol
9:15 A. M. Horse-shoe Pitching Contest—Independence Horse-shoe Club vs Nodessa Horse-shoe Club (City Hall Courts)
9:30 A. M. Stunt—The Toreador
10:00 A. M. Junior "NEEWOLLAH" Parade (Children's Prologue)
10:15 A. M. Stunt—The Spanish Thriller
10:30 A. M. Stunt—The Gypsy Trail
11:00—12:00 Acts furnished by Rotary, Kiwanis and Lions Clubs:
The Chariot Races—Rotary Club
The Old Homestead—Kiwanis Club
The Rescue—Lions Club
12:00 M. Luncheon for visiting Queens, City Officials and visiting Bands
1:00 P. M. Stunt—The Iron Horse
1:30 P. M. Stunt—The Goblin's Chariot
2:00 P. M. Mammoth "NEEWOLLAH" Parade
3:30 P. M. Terrapin Derby, Riverside Park
3:45 P. M. Football Game, Riverside Park—Independence Junior College vs Iola Junior College
4:00 P. M. Stunt—The Zouaves
4:30 P. M. Band Concerts by visiting Bands
5:00 P. M. Stunt—The Dare Devil
5:30 P. M. The Human Fly—Harry H. Gardner (World's Most Famous Human Fly) Climbing the Commercial National Bank
6:00 P. M. Dinners for visiting Queens, City Officials and visiting Bands
6:30 P. M. Stunt—The Volcano
7:00 P. M. Grand Illuminated "NEEWOLLAH" Parade
8:30 P. M. The Human Fly, Harry H. Gardner, will again scale the Commercial National Bank Building, with powerful electric Searchlights thrown upon him
9:00 P. M. Parade of Masqueraders
9:00 P. M. Masked Balls, Roller-skating and Halloween Revue
12:00 M. GOOD NIGHT.

NOTE—The above stunts listed on the program are furnished through the courtesy of the Stunt Committee. In order to add to the gaiety and festivities of the Great "NEEWOLLAH" Day and have been arranged so as to furnish free entertainment every thirty minutes during the day. Each Stunt will be announced by a Bugler.

Queen Neelah
Lola McDaniel



Generalissimo
Not Selected

* Terrapin Derby at Riverside Park * The Human Fly *

DAVES Body Shop Wrecker Service Ryder Truck Rental

1600 West Main - Independence
331-6907

Dave
Morris

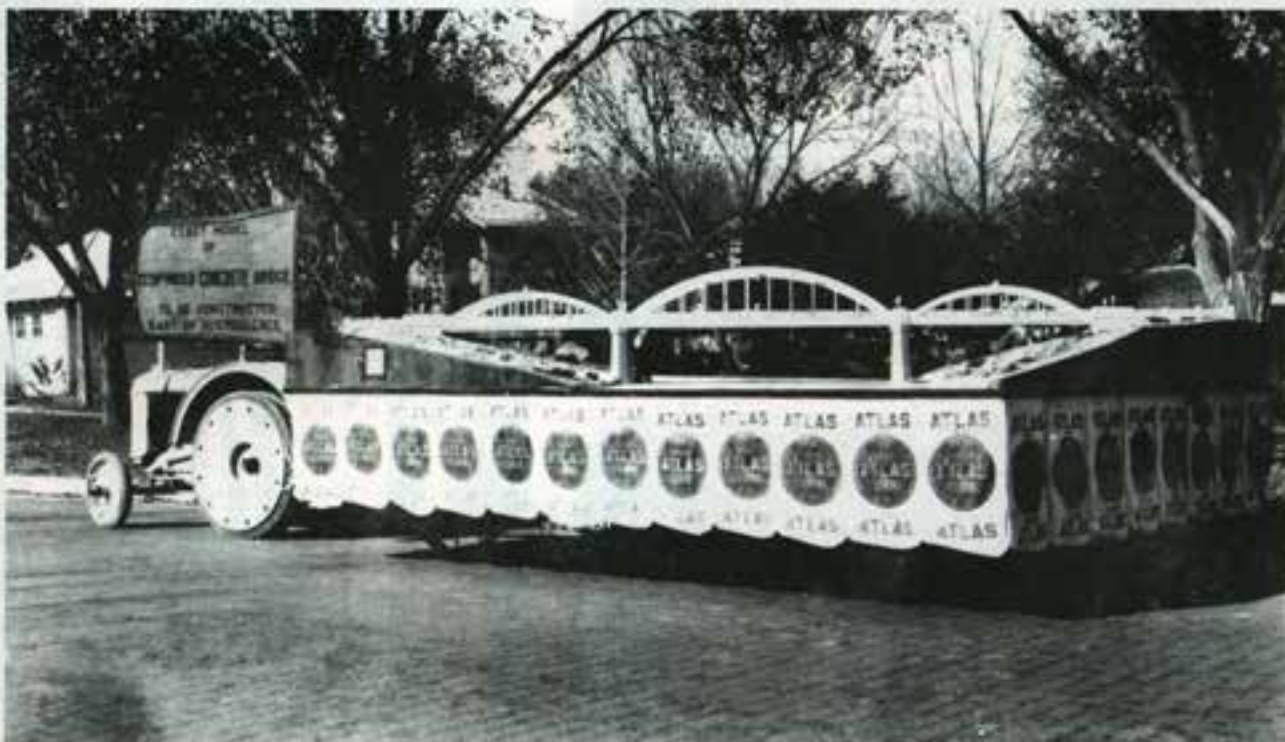
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Atlas Cement Float, 1925

Photo Courtesy of Heartland Cement

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We Accept MasterCard/Visa/Amex/Total
Credit Cards

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**Independence
Kansas**

**NEEWOLLAH
1926**

**OH BOY
LOOK!**



**OCT.
30th**

Independence

**Eighth Annual
HALLOWEEN
Celebration**

**Fun and Frolic From
Daylight 'Till Midnight**

Events and Stunts, Masquerade, Band Concerts, Mask
Parade, Confetti, Dancing, Halloween Revelry.

**Queen Neelah
Catherine Cates**



**No Photo
Available**

**Generalissimo
O.E. McAlunty**

*** Hog Calling Contest * Entirely INFORMAL Queen Coronation ***

McCarthy Liquor

Bob Harris Insurance

Artic Ice



NEEWOLLAH 1927



Queen Neelah
Babs Carroll



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Generalissimo
O.E. McAlunty

* Formation of The Knights of Neewollah * Historical Parade *

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NEEWOLLAH!

Fun for All
All for
Fun

**Tuesday,
October 29,
All Day**



NEEWOLLAH 1928

Queen Neelah
Alice May Austin



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O.E. McAlunty

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Doyal's Studio

Aardvark Video

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INDEPENDENCE
KANSAS

NEEWOLLAH 1929



Photo from IHS Orange & Black 1929

Queen Neelah
Elizabeth Cowman



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Generalissimo
O.E. McAlunty

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NEEWOLLAH 1930

OFFICIAL PROGRAM Twelfth Annual NEEWOLLAH FESTIVAL



INDEPENDENCE, KANSAS
OCTOBER 31, 1930
"TAMING of HALLOWE'EN"

Under Auspices of
Chamber of Commerce

ALWAYS
WELCOME

COME
AGAIN

Queen Neelah
Beatrice St. Helens



No Photo
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Generalissimo
O.E. McAlunty

* Vivian Vance returns to Independence for show at Memorial Hall *

Salvation Army Thrift Store
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Heirloom Photo

**Cablevision of
Independence & Neodesha**

Union Gas System



CATHERINE CATES CASTON
(Queen Neelah in 1926)



BEA ST. HELENS
(Queen Neelah in 1930)

Photo Courtesy of the Independence Daily Reporter

Cindy Empson
State Representative

Charles Empson, M.D.
Family Practice


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Official Program
FOURTEENTH ANNUAL
**NEEWOLLAH
FESTIVAL**



INDEPENDENCE, KANSAS

OCTOBER 31, 1935

Under Auspices of
CHAMBER OF COMMERCE

Always Welcome

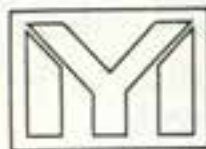
Come Again

**NEEWOLLAH
1935**

Queen Neelah
Louise Ransdall

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Generalissimo
Not Selected



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& MICHELS**

CERTIFIED PUBLIC ACCOUNTANTS

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NEEWOLLAH 1948



Queen Neelah
Dorothy Heckman



Generalissimo
Bill Wagner

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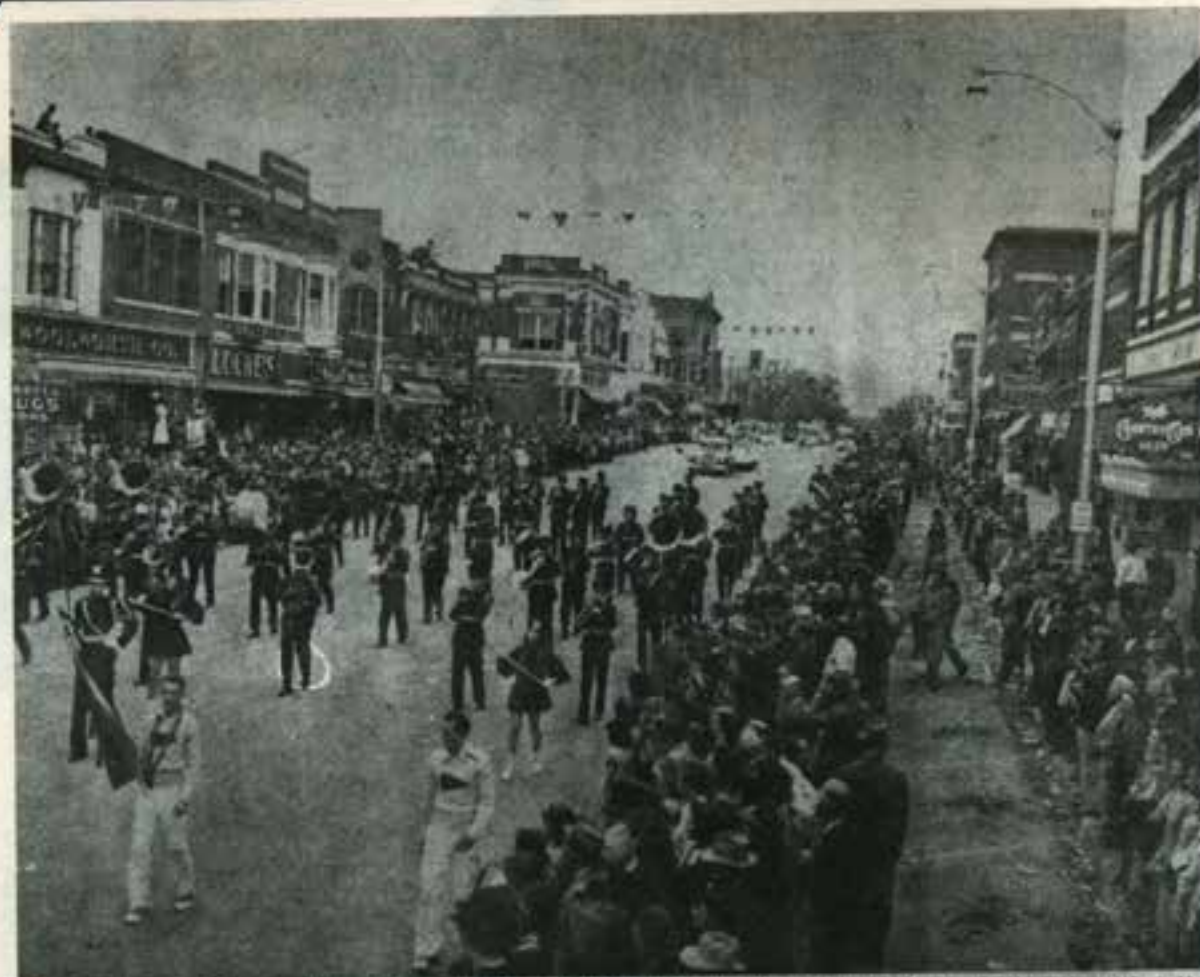
331-5780

217 E. Main
INDEPENDENCE

Best Western Prairie Inn

Hassleman's

Sandott True Value Home Center



Part of Throng—The above picture shows only a small portion of the enormous crowds (unofficially estimated at 60,000) which jammed the local streets Saturday afternoon and evening to witness the revival of this city's famed New-wollah celebration. The above photo was taken during the afternoon and shows the Independence high school-junior college band which led off both parades. Immediately in the rear of the band is the float bearing Queen Neelah XV, Miss Dorothy Heckman and her court. —Photo by Swank

"YOUR PARTNERS IN THE AMERICAN DREAM™"



FIRST FEDERAL
SAVINGS & LOAN
ASSOCIATION
Since 1905



NEEWOLLAH 1949

Program . . .

Friday, October 28, 1949

INDEPENDENCE

MEMORIAL HALL AUDITORIUM—8 P. M.

Coronation Ceremonies

The Crowning of

Queen Neelah XVI

by Gov. Frank Carlson of Kansas

INDEPENDENCE

MEMORIAL HALL CIVIC CENTER—8 P. M.

The Coronation Ball

Attended by Queen Neelah XVI and Her Court and
Visiting Queens and Escorts

UPSTAIRS BALL ROOM—8 P. M.

Coronation Square Dance

Saturday, October 29, 1949

Morning Children's and Pet Parade

11 a.m.

Parade Route from Locust to Maple street on Penn Ave.

Giant Afternoon Parade

2:30 p.m.

Composed of 45 Floral Floats, 50 Bands and Drum
Corps, Mounted Section and Novelty Sections

Mammoth Illuminated Evening Parade

7:00 p.m.

A Snake Parade of 45 Floral Floats, Novelty Sections,
Mounted Section, 50 Bands and Drum Corps.

Free Street Entertainment

Strolling entertainers will enliven the day between parades.
Clown bands, wandering minstrels and novelty acts of various
kinds will appear on the streets to amuse the throngs.

Free Street Dance on North Penn Avenue

After the night parade an orchestra will occupy the re-
viewing stand at the corner of Penn and Myrtle to play
for a free street dance. There also will be dancing at Me-
morial hall, the VFW hall and one for colored people at the
WOW hall for which admission will be charged.

Queen Neelah
Jo Ann Jacobs



RIDGEMOUNT PRINTING CO. 7
 NICHOLAS GAS 110
 NEW ATLAS CO. 100
 THE WYOMING 5
 WILLIAMS 5
 OTTEL BROS. 40
 JAMES N. 40

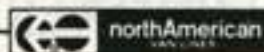
Generalissimo
Emmett Wilson



REAL ESTATE CENTER

Clayton Farlow

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Queen Neelah Float, 1948

Photo Courtesy of Mr. & Mrs. Clark Pence



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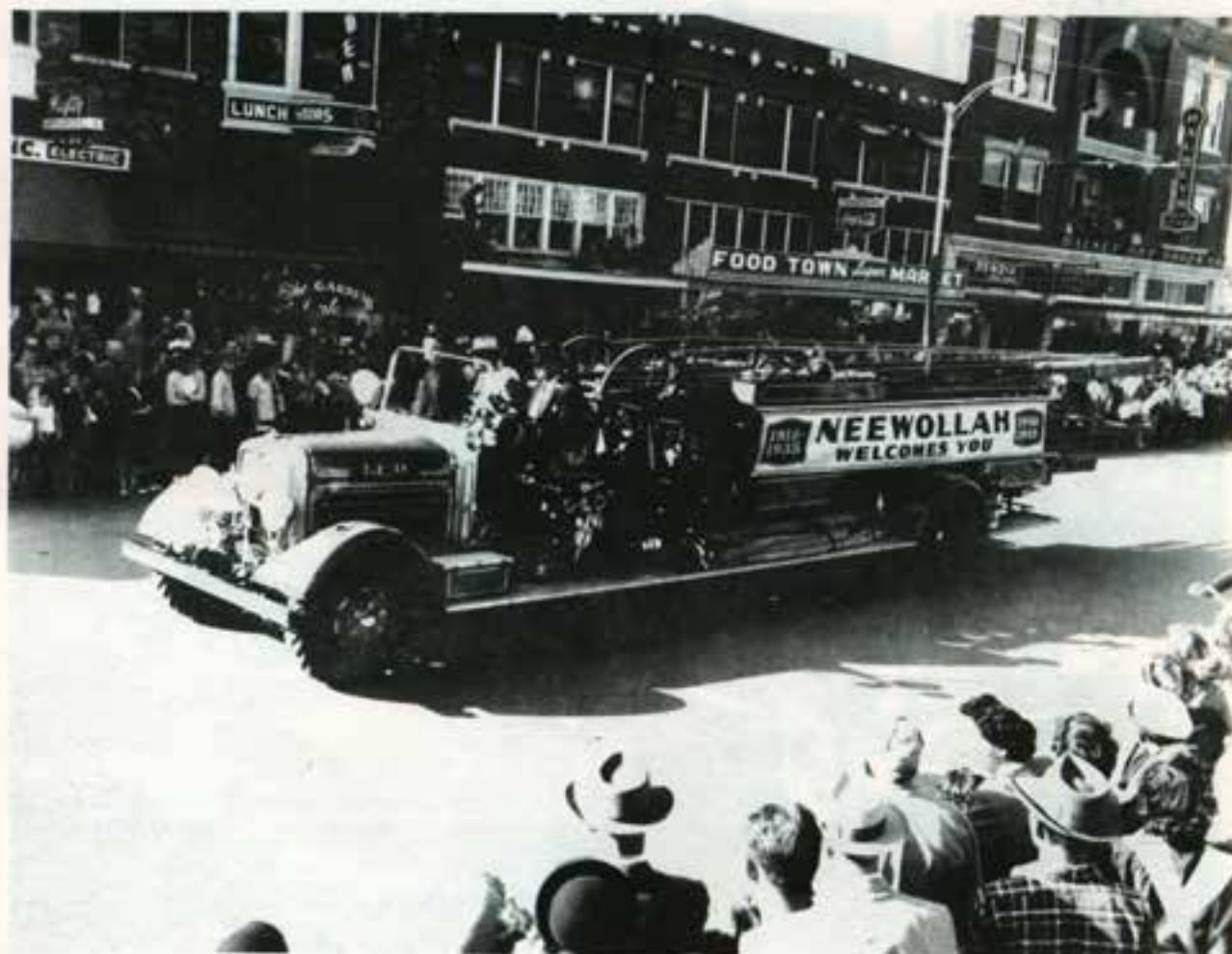


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Pik & Tote Lil'l Stop

Park & Main 1801 W. Main

- Picnic Supplies
- Beer • Pop • Ice

Independence

GOLD & SILVER We Buy & Sell All Forms

- Wedding Rings
- Class Rings
- Pocket Watches
- Guns & Ammo
- Stereo's
- Tools

We Loan Money on Most Anything of Value!

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Photo Courtesy of Independence Public Library

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OWNERS
JACK AND JANET PURSLEY

"PICNIC" *Is Independence, Kansas*



Cast absorbs local color by visiting William Inge's boyhood home

Photo Courtesy of William Inge Collection

**INDEPENDENCE COMMUNITY
COLLEGE**

Since 1925



Large Enough to Serve You Small Enough to Care!

HOME OF

The William Inge Festival



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Independence, Kansas

(316) 331-4100

NEEWOLLAH

OCTOBER 30, 31 AND NOVEMBER 1, 1958



VAUGHN
MONROE



CHARLIE SPIVAK
and His Orchestra



HOLLY WINTERS
with Charlie Spivak



JOHNNY LONG
and His Orchestra



HANK THOMPSON



HUBERT CASTLE



JACK EDWARDS



HAL HAMILTON



JIMMY WITHERSPOON
with Jay Mullan



JAY MULLAN
and His Orchestra



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NEEWOLLAH 1958

Queen Neelah
Neola Hampsher



Generalissimo
Jim Halsey

* Neewollah Presents "Picnic" * Hank Thompson Show *

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NEEWOLLAH 1959

KANSAS' LARGEST CELEBRATION **NEEWOLLAH** INDEPENDENCE, KANSAS

THURS., OCTOBER 29

ON STAGE MEMORIAL HALL - 8 P.M.
NEEWOLLAH FOLLIES OF '59
JUNE TAYLOR DANCERS
FROM THE JACKIE GLEASON SHOW

HOMER & JETHRO
"THE BATTLE OF KOOKAMONGO"

— 11 P.M. —
FLOYD "RED" RICE
AND HIS ORCHESTRA

FRI., OCTOBER 30

MEMORIAL HALL
QUEEN'S Coronation 8 p.m.
Ball 10 p.m.
Crowning By Gen. George Docking
FEATURING IN PERSON

THE TITO GUIZAR SHOW
with Buddy Winters
FROM ED SULLIVAN SHOW
Forrest Wasson Orch.

SATURDAY, OCTOBER 31

10 A.M.
MAMMOTH KIDDER
**MASQUERADE
PARADE**

Comedy — Costumes
Humor — Fun

★ **COMEDY** ★
★ SEE GIANT ★
MARDI-GRAS
HEADS — COSTUMES

2 P.M.
GIGANTIC
**NEEWOLLAH
PARADE**

FLATS — BANDS
COMEDY — QUEENS
CELEBRITIES

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26, 27, 28, 29
1966

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 stage shows
 dances
 coronation ball
 street acts
 parades
 carnival

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25, 26, 27, 28
1967

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NEEWOLLAH '71

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8:00 P.M.

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George Hamilton IV
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Queen Neelah
OCT. 29
8:00 P.M.

Follies '71
OCT. 30
8:00 P.M.

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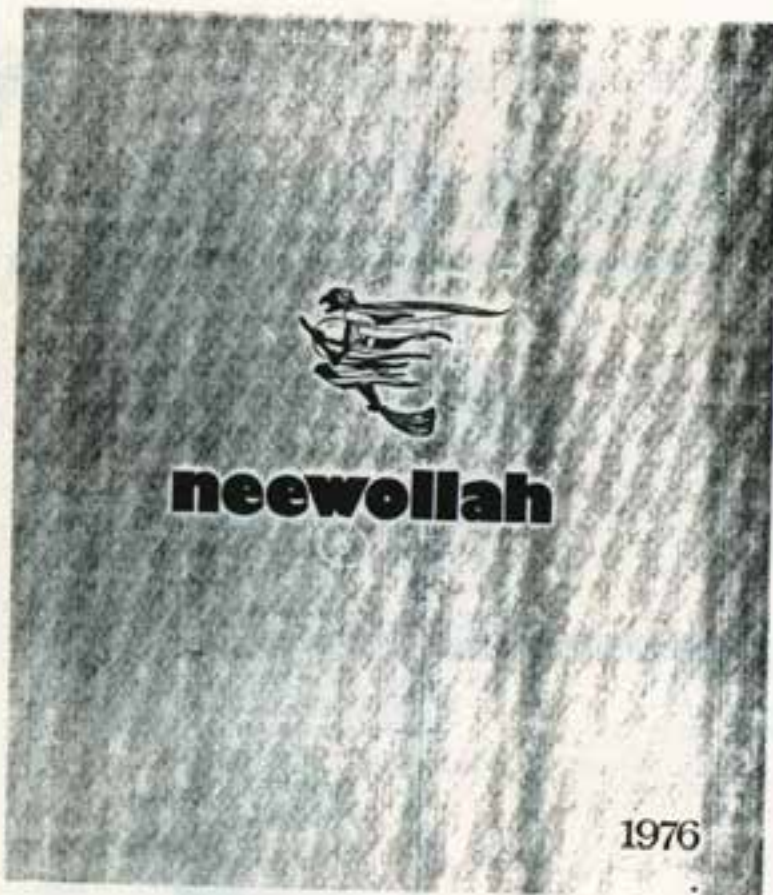
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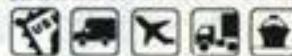
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A charter sponsor of the Neewollah Fun Run,
5K TAC Certified Run and 1-mile Family Fun Run.

