

Souvenir Program \$1.00

**Greater Valparaiso
Chamber of
Commerce**

**popcorn
festival**



ORVILLE REDENBACHER RECOGNITION DAY

SEPTEMBER 15, 1979

VALPARAISO'S POPCORN FESTIVAL



Visit Our
Old Fashioned
Popcorn Wagon
during the
Festival!

at NORTHERN INDIANA BANK we're excited about popcorn and this First Annual Event SEPTEMBER 15, 1979

Pictured are Executive Vice President Les Robinson and Marketing Director John Schnurlein with Andy and Jenni Stritof with the Bank's Old Fashioned Popcorn Wagon which was used to promote the **Popcorn Festival** by offering Free Popcorn (and Festival Information) in front of the Bank on weekends. Andy and Jenni popped and gave away over **300 pounds** of Redenbacher Gourmet Popping Corn during the 9 week period!

The Willing Bank became involved in Valparaiso's First Annual Popcorn Festival in its early planning stages. Our whole staff was swept up in the excitement of the gala event and became involved in many committees and activities.

We are proud to have assisted the Greater Valparaiso Chamber of Commerce in helping direct national attention to Valparaiso during the **First Valparaiso Popcorn Festival**.
We look forward to participating in many more!

The Willing Bank . . .

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Greater Valparaiso Chamber of Commerce



September 15, 1979

WELCOME TO OUR CITY:

The Greater Valparaiso Chamber of Commerce wishes to give you a warm, sincere welcome to "Valparaiso's First Annual Popcorn Festival."

We are proud of the many people who have worked long hours to make this Festival possible today. The tremendous interest in this unique Festival has surpassed all expectation and has created enthusiasm wherever people have heard about today's event. No matter where you have come from, we want you to relax and feel that "Good old Country" welcome. Your participation in this Festival has made that feeling possible.

The culmination of this event, of course, is being able to say "Welcome Home, Orville Redenbacher." We in a particular way want to say thanks to Orville Redenbacher for his involvement in this Festival and, for being one of Valparaiso's most outstanding citizens.

So, The Greater Valparaiso Chamber of Commerce wishes you a Happy Day and encourages you to enjoy lots of hot buttered popcorn.

Respectfully,

A handwritten signature in cursive script that reads 'Paul J. Von Tobel'.

Paul J. Von Tobel
President

PJVT/b



Table of Contents

Schedule of Events	4
Orville Redenbacher	6
Parade Entrants	8
Parade Route	9
Popcorn Panic Route	9
Jim Ed Brown Show featuring Helen Cornelius	10
Festival Area Map	11
"My Gourmet Popping Corn"	14
The Greater Valparaiso Chamber of Commerce	16
"Behind Every Man"	20
The Orville Redenbacher Hot Air Balloon	22
The Popcorn Festival Queen	26
Valparaiso Technical Institute	30
Hot Buttered Rock	32
Valparaiso University - Popcorn Bowl Football Game	35
Football Favorites - Popcorn Recipes	39
Popcorn Recipes	44
Pop Psychology "An Orville Redenbacher Analysis"	46
Antique Auction	47

The 1979 Popcorn Festival Program is a publication of the Greater Valparaiso Chamber of Commerce.

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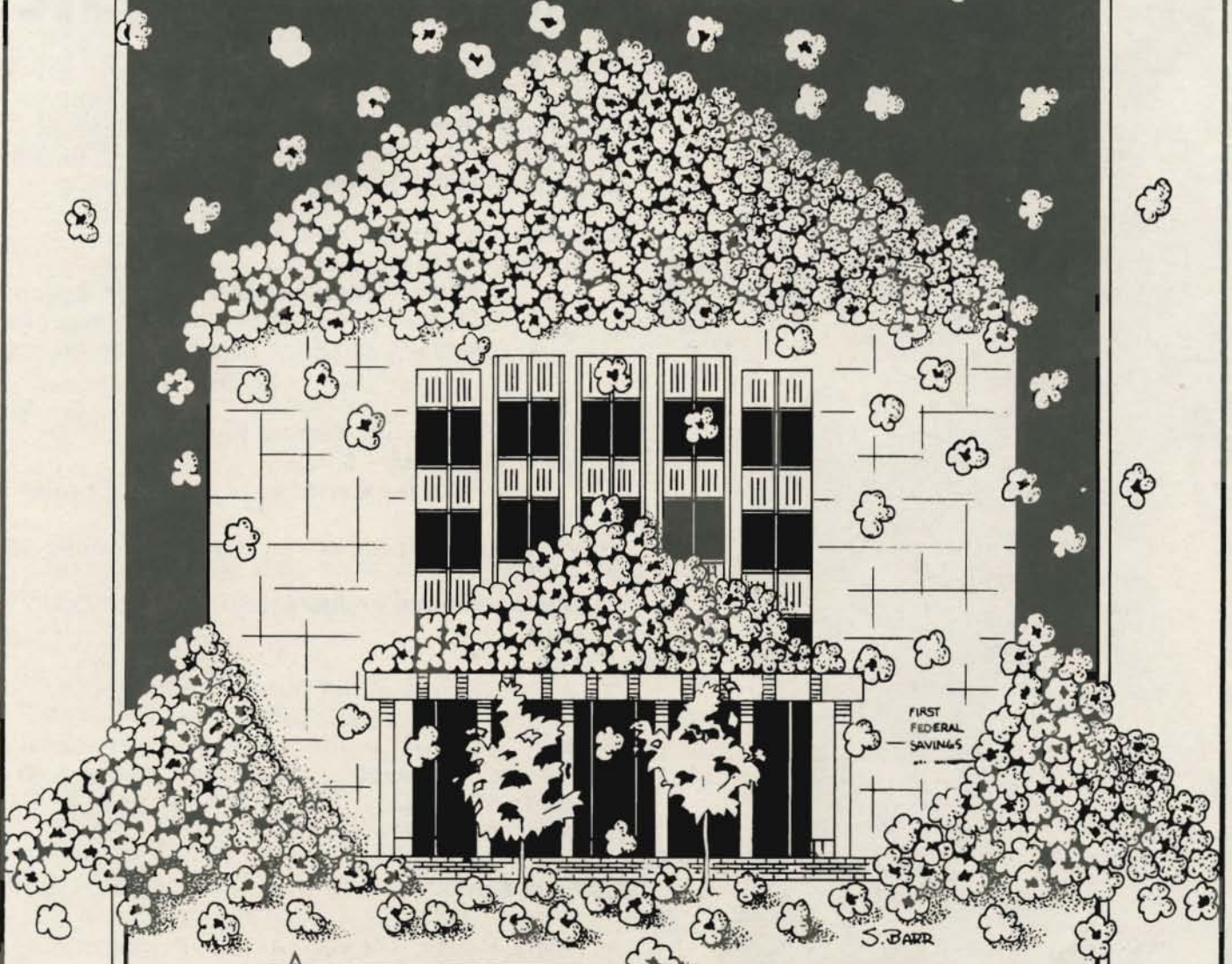
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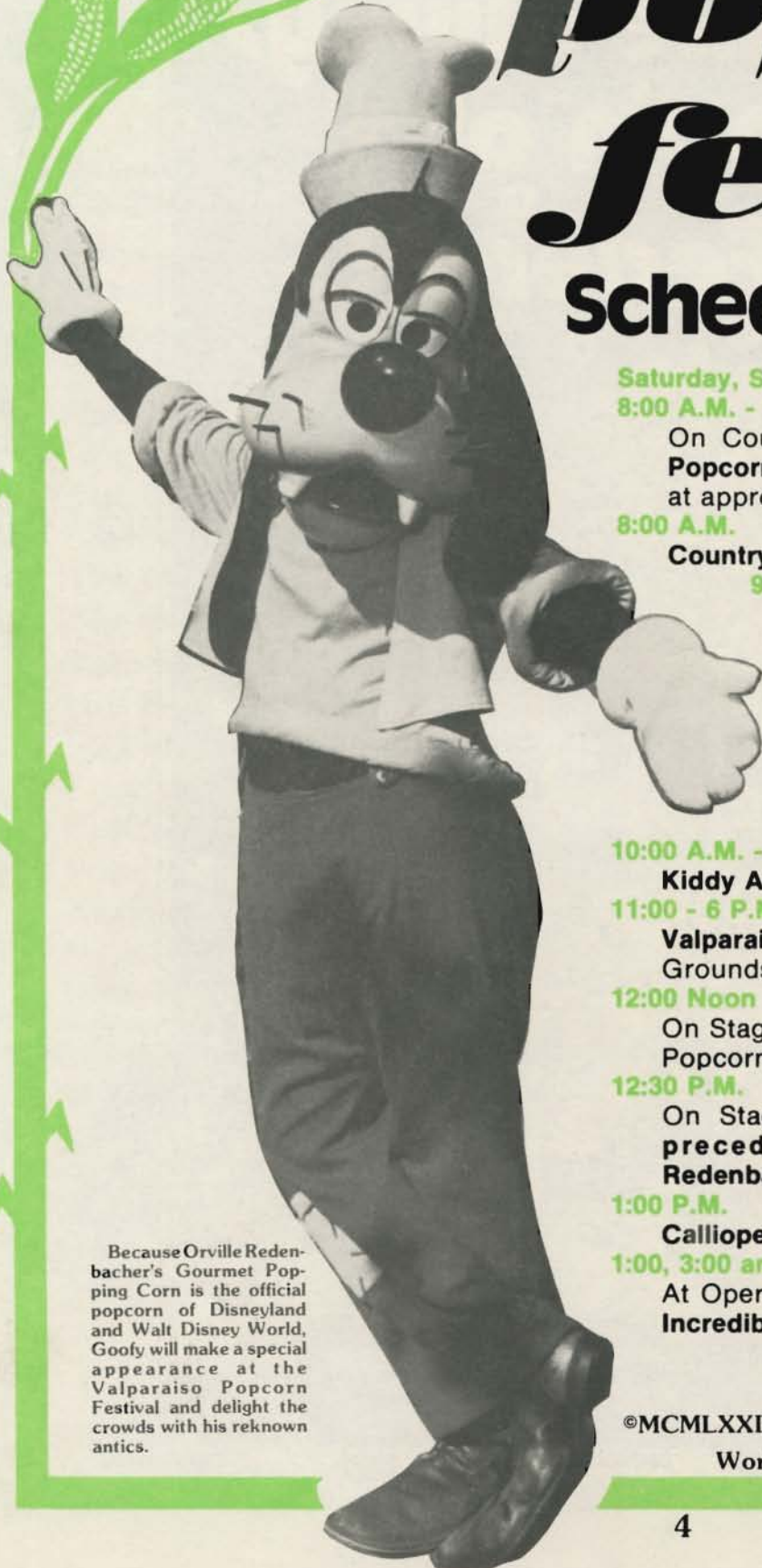
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Greater Valparaiso
Chamber of Commerce

popcorn festival

Schedule of Events



Because Orville Redenbacher's Gourmet Popping Corn is the official popcorn of Disneyland and Walt Disney World, Goofy will make a special appearance at the Valparaiso Popcorn Festival and delight the crowds with his reknown antics.

Saturday, September 15, 1979

8:00 A.M. - 10 A.M.

On Court House Square. Start and Finish of 5 mile **Popcorn Panic Fun Run** (announcement of top finishers at approximately 8:30 A.M.)

8:00 A.M.

Country Style Breakfast at Moose Lodge.

9:00 A.M.

Orville Redenbacher's Hot Air Balloon on southwest corner of Court House Lawn. Exhibits and Food Stands ready for action in nine block Festival area.

9:30 A.M. - 12 Noon

Popcorn Festival Parade

10:00 A.M. - 6 P.M.

Disney Cartoons - Premier Theater

10:00 A.M. - 8 P.M.

Kiddy Amusement Rides - on the Court House Square

11:00 - 6 P.M.

Valparaiso Woman's Club Art Show Porter County Fair Grounds

12:00 Noon

On Stage: **Chorus of the Dunes**, Court House Square: Popcorn Art winners announced.

12:30 P.M.

On Stage: **Introduction of Dignitaries** by Len Ellis, preceded by **Orville Redenbacher & Orville Redenbacher "Pops" Band**.

1:00 P.M.

Calliope Exhibit

1:00, 3:00 and 5 P.M.

At Opera House: Theater Guild's Children's Play "**The Incredible Jungle Journey of Fenda Maria**"

©MCMLXXIX Walt Disney Productions

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1:00 - 5:00 P.M.

Square Dancing on Lincolnway (in front of Casbon Electric and Sievers Drug Store).

1:30 P.M.

On Valparaiso University Campus: Popcorn Bowl - Valparaiso University vs. Wittenberg. Half-time activity (2:30) featuring Orville Redenbacher and Orville Redenbacher "Pops" Band; presentation of Popcorn Bowl Trophy to winning team.

On Stage: Octet from the Lake Shore Chorus of the Porter and LaPorte Counties Chapter SPEBSQSA.

2:00 P.M.

On Stage: Sweet Adelines, Indiana Ave.: Antique Cars

2:30 P.M.

On Stage: Porter County Chorus

3:00 P.M.

On Stage: Presentation of Popcorn Recipe Award Winners by Mrs. Orville Redenbacher. Strolling Musicians, Antique Popcorn Wagon on Display.

Boy Scout Indian Dancers

On Square: Antique and Art Auction with auctioneer Colonel Bill Gesse

5:00 P.M.

On Stage: Jim Ed Brown Show featuring Helen Cornelius

6:30 - 8:30 P.M.

Hot Buttered Rock - Music and Dancing on the corner of Washington Street & Indiana Avenue.

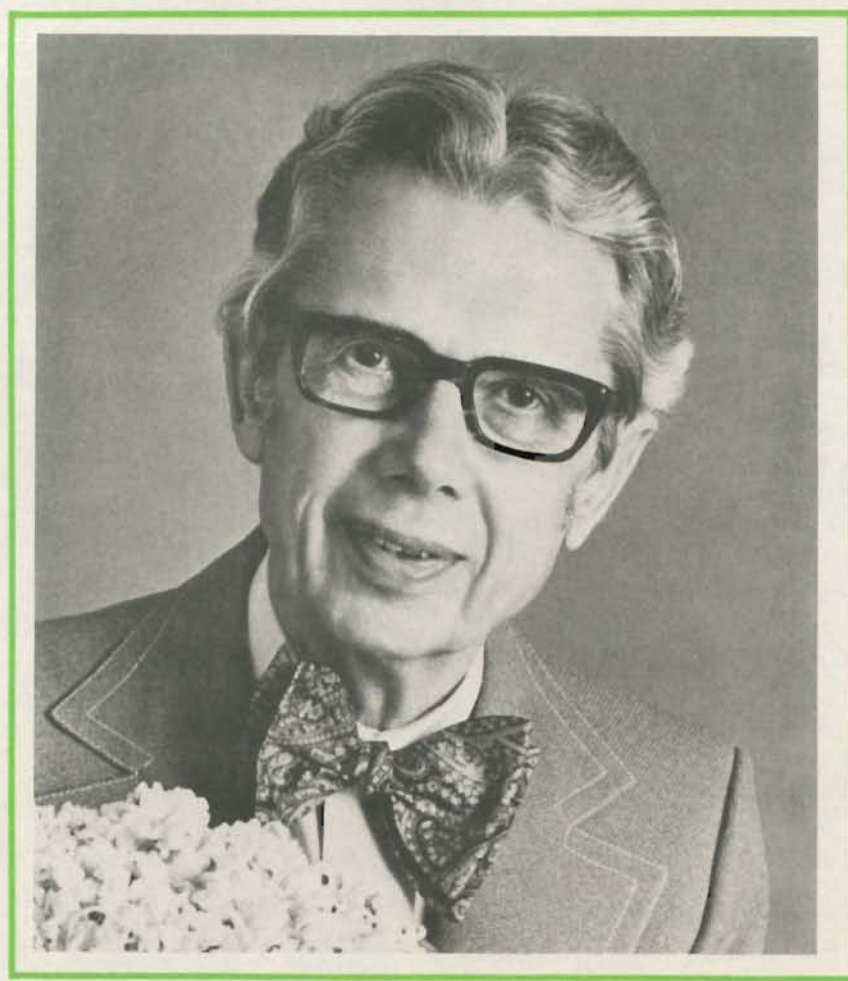
8:30 P.M.

On Stage: Jim Ed Brown Show featuring Helen Cornelius.

Throughout the day, various booths will be set up in the downtown area, selling handicrafts, a very wide assortment of food and snack items... **and lots and lots of POPCORN.** There will be Kiddy Amusement Rides on the East side of the Courthouse all day. Also scheduled are an Art Show, Antique Auto Display, Antique Auction and a walking tour of old homes will be made available with a lecturer (*if desired*). In addition, the calliope, popcorn wagons, and the world's largest popcorn ball contest will all add to the excitement of **The First Valparaiso Popcorn Festival...**



**Duffy
the Clown**



Orville Redenbacher

Creator of Orville Redenbacher's Gourmet Popping Corn

Popcorn has always been a part of Orville Redenbacher's life. His Father grew it in the garden of their Clay County Indiana home where the Redenbacher family enjoyed the favorite treat almost daily. And Orville made his spending money by raising popcorn, showing his industrious ways early in his youth.

Even as a boy, Orville experimented with popcorn hybrids, trying to create the best possible popcorn. He was lucky to attend Purdue University where research in popcorn hybridization began while he was a student there in the 1920's. Hungry for more knowledge of the hybridization of plants, he went on to do graduate work in plant breeding and agronomy at Colorado State.

A Hoosier at heart, Orville returned to Indiana to teach high school agriculture and work as a County Farm Agent. But his fascination with the production of hybrid seed and popcorn never waned. When he moved to southern Indiana to organize and manage Princeton Farms for 10 years he continued his research while growing hybrid popcorn seed and commercial popcorn.

Then, in 1952, Orville returned to northern Indiana to join his long-time friend, Charlie Bowman, in creating their own hybrid seed business, Chester, Inc., in Valparaiso. Together they developed the genuinely superior popping corn Orville had worked toward and dreamed of since his boyhood.

Orville found it difficult at first to market the higher-priced, quality brand because the popcorn industry traditionally sold popcorn on price per pound rather than on quality. As determined as ever, he sealed his special corn in jars, put his own name on the label and encouraged several local stores to carry the product. Then, Hunt-Wesson Foods recognized the quality product and began national distribution of **Orville Redenbacher's® Gourmet® Popping Corn**. It wasn't long before Americans fell in love with the bowtied King of the Popcorn field from Valparaiso and his royal brand of popcorn.

Today Orville and his wife, Nina, live in Coronado, California but he still travels back to Valparaiso to oversee the production of the popping corn. And he is still just as fussy about it. In the off-seasons he travels to other countries with the governments *People-to-People* program to help foreign agricultural experts improve their popping corn quality and yield.

After 35 years of research and experiments to create the world's finest popping corn, Orville Redenbacher has contributed more to the popcorn industry than any one man, and has therefore come to be known as the unrivaled Popcorn King. Though his travels for the business of promoting popcorn have taken him around the globe, the "king" happily returns to Valparaiso, his favorite corner of the world, to reign at the city's **First Annual Popcorn Festival**.

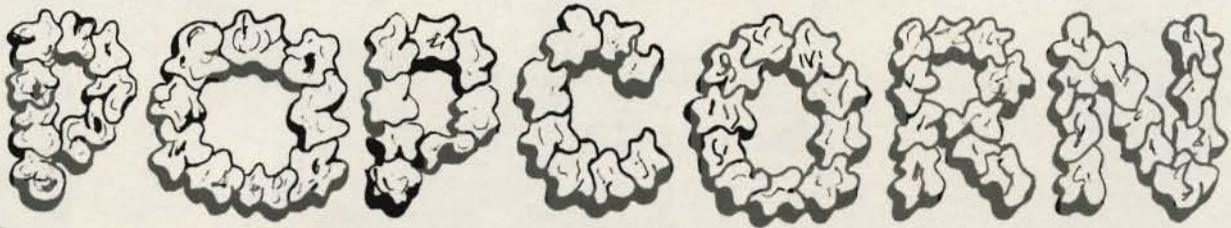
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popcorn festival Parade

From 9:30 til Noon
Saturday Sept. 15.



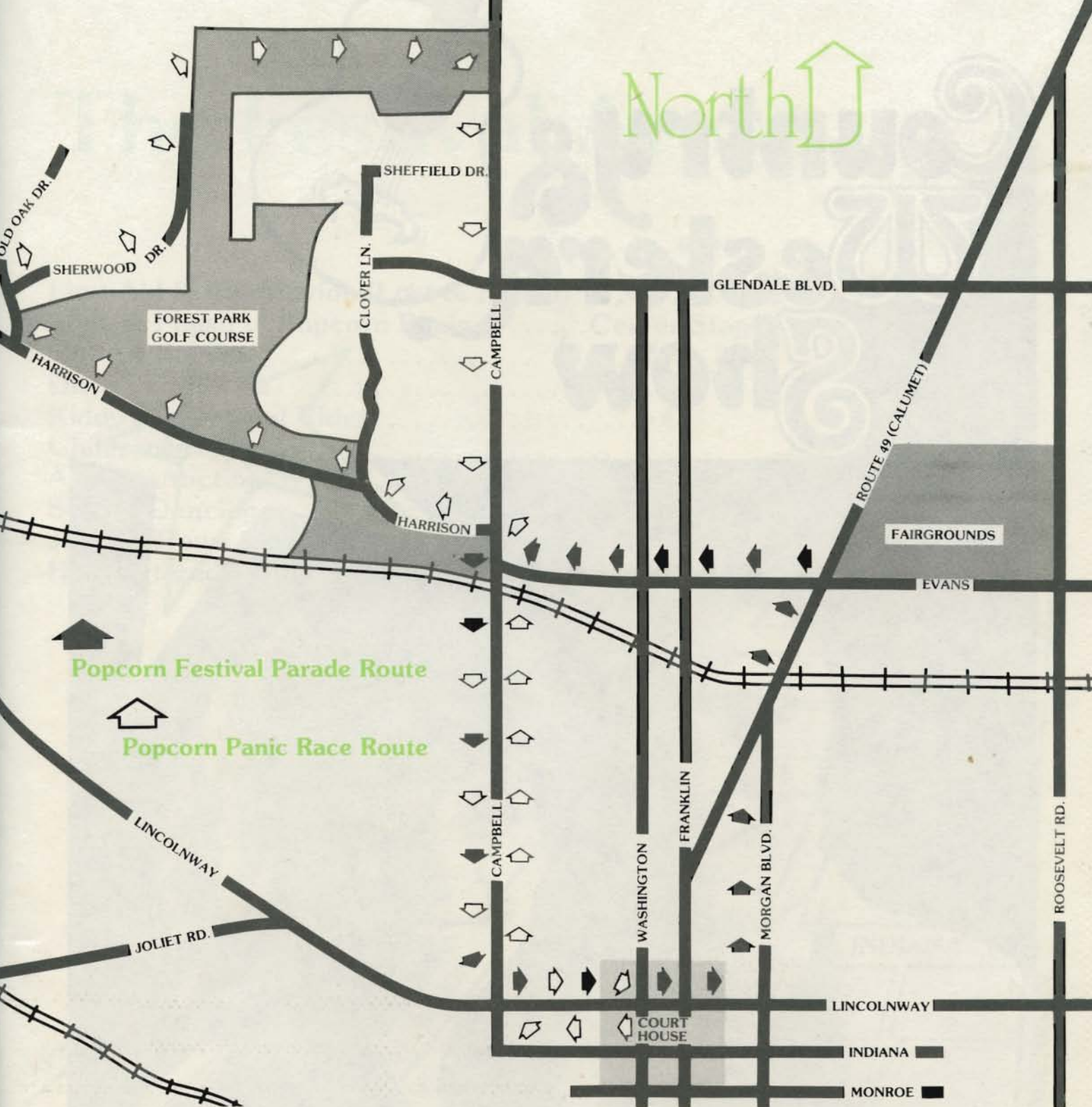
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The Parade will include:

Orak Shrine Temple Band
 Orak Antique Cars
 Orak Temple Guard
 Orak Motorcycles
 Orak Drum & Bugle Corps
 Orak (Hobart) Shrine Club
 Orak Oriental Band
 Orak Arab Patrol
 Orak Tuxedo Patrol
 Orak Color Guard
 Orak Clowns
 Valpo U. Bands
 Chesterton H.S. Band
 Hebron H.S. Band
 Kouts H.S. Band
 Portage H.S. Band
 Valpo H.S. Band
 Boone Grove H.S. Band
 Wheeler H.S. Band
 Orville Redenbacher Pops Band
 Portage H.S. R.O.T.C.
 Moose Baton & Drum Corps
 Chorus of the Dunes - float
 Wanatah - Lions Club
 Duffy the Clown
 Valpo Jaycees - float
 Artist's Den - float
 Amish Buggy
 Porter County Humane Society
 Sparkle Car Wash - float
 Boone Grove Children's - float
 R.W. Pool - float
 Valpo Community Theatre Guild
 Creative Cook
 Hook's Calliope
 Porter County 4-H Club - float

Valpo Board of Realtors &
 Multiple Listing Service - float
 Corvette Car Club - 10 cars
 Burger King - float
 Ronald McDonald - float
 Cal's Roast Beef bull - float
 Hairdressers & Cosmetology - float
 Valpo Teachers Association - float
 Musicians Union #732 - float
 Lina's Bridal Shop - float
 Lemster's Floral - float
 Lemster's Heritage House - float
 V.U. Student Union - float
 Porter County Sheriff's Posse
 4-H Horse & Pony Drill Team
 Boon Grove Christian Church - float
 Mule Team & Antique Fire Engine
 Voegler Dist. Co. - beer wagon
 Salvation Army Girls
 Rod & Custom Car Club - 20 cars
 Portage Flaming Arrows
 Republicans - float
 Democrats - float
 Orville Redenbacher &
 Popcorn Festival Queen - float
 Porter County Fair Queen
 Washington Township Fire Dept.
 Winimac Antique Auto Club
 St. Joseph Concertina Club
 First Federal Savings & Loan - float
 Miller's Market - float
 Valpo Office Supply - float
 Valpo Public Library - float
 Vidette-Messenger - float
 Funny Bone Clown Club
 Cub Scout Pack 901

Shorewood Forest Swim Team
 Julienne's Jet Twirlers
 Martin's Dance Studio
 American Legion Post #94 - float
 American Legion Post #94 - color guard
 TOPS 104
 N.I. B. - float
 Landgrebe's - float
 Hal Heuring - float
 Jerry Richardson - float
 Barile Ford - float
 Carl Hefner - water wagon
 Don Metcalf - horse & carriage
 Wally Karien - horse & wagon
 United Way - float
 Wanatah Gravel - antique truck
 Don Abermeyer - 1908 Buick
 Dick Marrell - 1945 fire truck
 Ken Barfell - antique Dodge truck
 Judy Barfell - antique Hudson truck
 Ed Uehling - 1951 Studebaker
 John Fiester - 1930 Model A pick-up truck
 Dr. Koselke - Model T Ford
 Dennis Snyder, 1975 Pontiac &
 Mustang convertibles
 Norwich Store - antique car
 Lloyd Schuyler - 1950 Dodge pick-up
 Robert Olson - 1929 Model A pick-up
 Steve Collins - 1937 Packard
 Dick Martin - 1935 International fire truck
 Bob White - 1936 Cadillac touring car
 George Neeley - Austin Healy
 Chuck Adams - 1929 English Austin
 Chuggie Adams - 1957 T-Bird
 Len Ellis - antique car
 Norm Jacobs - antique car
 Sawyer Transport - antique car



Popcorn Festival Parade Route

Popcorn Panic Race Route

The Popcorn Panic

This 5 mile race is over a flat course with few inclines. It will start and finish at the Courthouse Square. Starting time is **8 A.M.** - with no entries accepted after 7:30 A.M. on race day. There will be a prize for overall top male and female runners, with trophies for each first three places in each division and prizes to all who complete the race.

The Popcorn Festival Parade

The parade will form up on Glendale Ave, starting at 9:30 Saturday morning. The parade route will be South on Campbell to Lincolnway, then East to Morgan, then North to Calumet and finishing at the Porter County Fairgrounds. This will be one of the best parades ever in Valparaiso, with over 120 units, **so don't miss it.** . .

Country & Western Show



starring

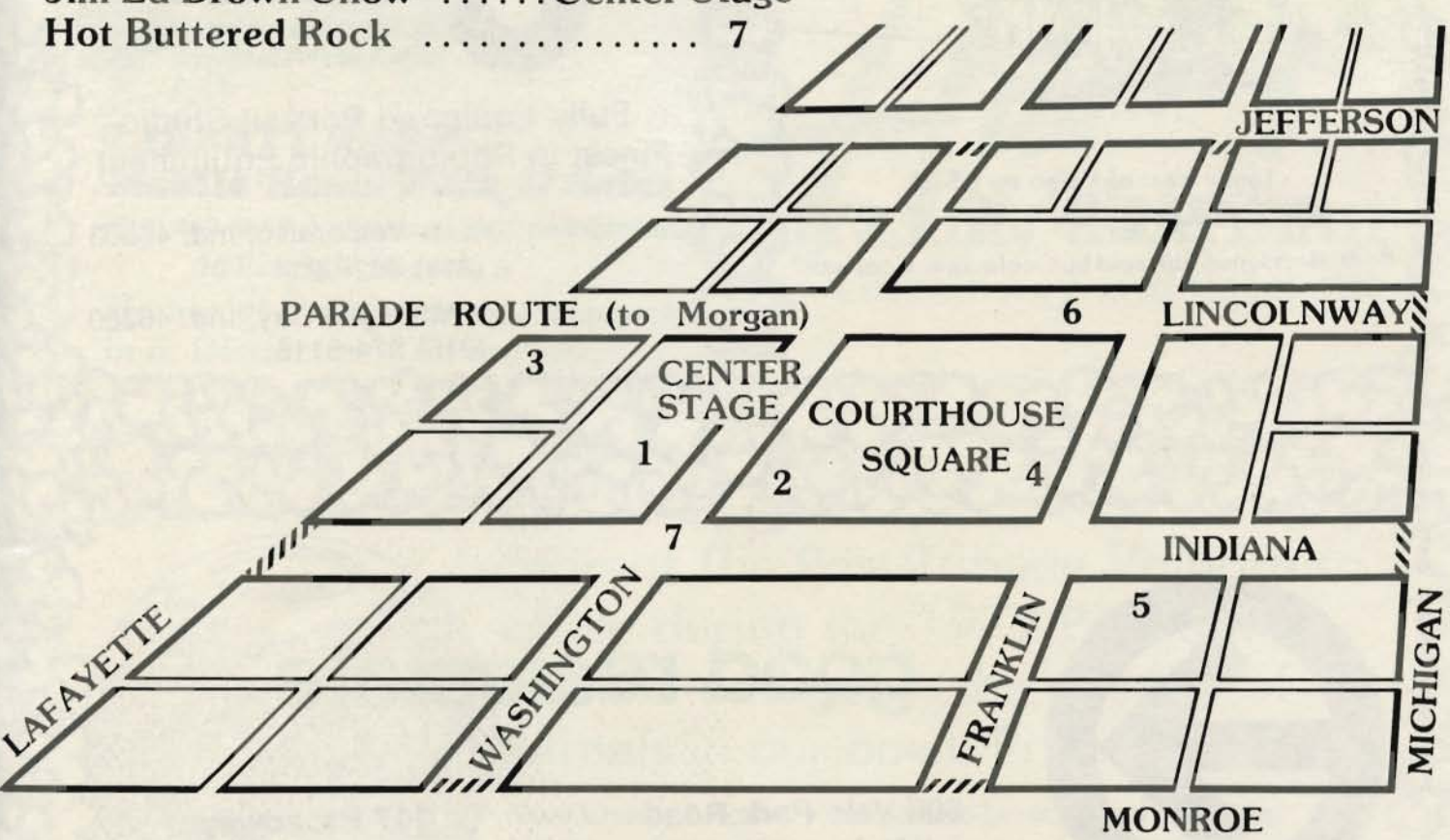


The Jim Ed Brown Show . . . featuring Helen Cornelius . . .

This super-exciting country and western show brings two of county music's biggest stars to the Popcorn Festival. There will be two shows on stage at the west side of the court house square. The first show begins at 5 pm and the second at 8:30 pm. . .and it's **ABSOLUTELY FREE.** . .

The Festival Area

First Aid & Information (Lost & Found)	1
Start & Finish of Popcorn Panic	Center Stage
Hot Air Balloon	2
Disney Cartoons	3
Kiddy Amusement Rides	4
Childrens Play	5
Antique Auction	Center Stage
Square Dancing	6
Jim Ed Brown Show	Center Stage
Hot Buttered Rock	7



Throughout the day, various booths will be set up in the downtown area, selling hand-crafts, a very wide assortment of food and snack items. . .and lots and lots of Popcorn. There will be Kiddy Amusement Rides on the East side of the Courthouse all day. Also on

the schedule are an Art Show, Antique Auto Display, Antique Auction and a walking tour of old homes will be made available with a lecturer (if desired). In addition, the calliope, popcorn wagons, and the world's largest popcorn ball contest will all add to the excitement of. . . **The First Valparaiso Popcorn Festival. . .**

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First Valparaiso
Popcorn Festival. . .

We've been selling popcorn
and other things at the same
corner for thirty-two years. . .
And that ain't peanuts. . .



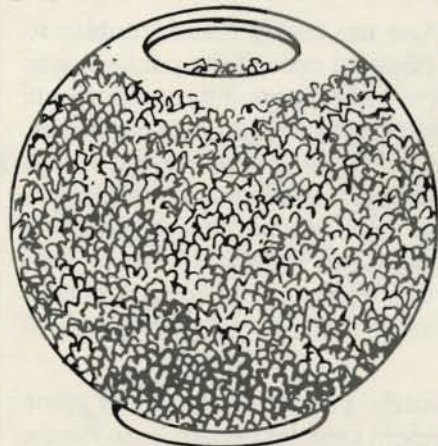
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members of our Valparaiso staff. Enjoy refreshments and a free
copy of The Post-Tribune.

Post-Tribune Valparaiso bureau-204 E. Lincolnway



My Gourmet Popping Corn

by Orville Redenbacher



Well over 35 years ago, I set out to develop a popcorn seed that would produce the most outstanding bowl of popcorn you ever munched.

I took decades of experiments, cross-pollinating and plain, hard work to get the hybrid just right. We still try about 9,000 cross pollinations and inbreeds a year in our Valparaiso, Indiana nursery, and in our Homestead, Florida nursery. If there's a better popcorn possible, we'll find it.

In the nursery, the "mother" plant/ear shoots are covered with a sack to prevent the silk from being fertilized by any roving corn pollen which happens to be in the air. The "father" plants tassels are secured in paper bags so we can collect their precious pollen and pour it carefully over the female silks. Each strand of silk when fertilized with one grain of pollen will produce one kernel of popcorn seed. All this is done carefully by hand. With similar care, we raise my special seed corn in nearby fields.

The following spring, this special seed is planted by farmers I have chosen because their fields are high in fertility, just right for my popping corn, and because they are willing to take the special pains in growing and harvesting that I demand.

Even so, like all farmers, we have to depend on Nature to cooperate for the next six months if we are to have a good, healthy crop. We need rain, but not too much. Warm sun, just enough of it. Mild breezes, not gales that could flatten the stalks. And slow cooling as Autumn sets in, because an early frost can make corn unpopable and quite husky.

About mid-October, the moisture content of the popcorn kernels concentrates down to about 19 per cent. That's the point when the harvest begins because the proper moisture content is vital to corn that will pop to your satisfaction.

Modern corn-harvesting combine machinery would bruise some of my kernels. Bruised kernels will not pop with quality, so I use only special harvesting equipment that harvests the corn on the ear. This is more expensive, but it ensures top quality.

Next the shucked ears are held in bins where I can keep an eye on them while the moisture level is slowly reduced to about 15 per cent. Then we shell the kernels off the cob the old fashioned way with a corn sheller that rubs the ears together. *(Ordinary shelling equipment has rough metal burrs that could bruise the kernels and I have told you how I feel about that. So we make sure our shellers have the rough edges removed before we start shelling.)*

Now we slowly condition the corn, drying it just enough so the moisture level in each kernel is at the exact point where it will pop its maximum. All of this may seem very exacting, but as someone once said, *"Trifles make perfection, but perfection is no trifle."*

We're also particularly fussy about sorting and cleaning our corn. First we sift out all the kernels that are a little too big or a little too small. The acceptable kernels go into the polisher which rubs away any dust, along with the little "bees wings" that attached the kernel to the cob. A stream of clean air leaves the shining polished kernels ready to package.

It would be no use my taking these troubles to make you perfect popping corn, if the package was not going to keep it in perfect popping condition until you use it. So I rejected the idea of bags or boxes. They let the moisture escape. And once you open a tin can, the rest of the corn could dry out and be less poppable than the first batch. This is why my **Gourmet® Popping Corn** is sold only in jars with air-tight, screw-on lids. If you put the lid on tight after each use, the last batch in the jar will pop up as well as the first.

To make absolutely certain nothing has gone awry, we check random samples of corn, many times each day, as it is packed. I want to be positive that virtually every kernel you get will be in prime popping condition. ***That it will pop up big, crisp and tasty.***

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The Greater Valparaiso Chamber of Commerce

The People who brought you *The First Valparaiso Popcorn Festival*.

The First Valparaiso Popcorn Festival is sponsored by the Greater Valparaiso Chamber of Commerce.

...Today we are stepping out of our traditional role as community watchdog and stepping into the entertainment arena. Although many people think the Chamber of Commerce is a government agency...it's not.

The Greater Valparaiso Chamber of Commerce is a voluntary organization of individuals who advance the commercial, financial, industrial and civic interests of the community.

The Chamber is made up of people who devote hundreds of hours of their time and an enormous amount of energy to make Valparaiso a great place to live... and for today's Popcorn Festival... a place to have a lot of fun. The only reward these people receive is an investment in the future of this community. This kind of dedication comes only when people really believe their community has a future.

Valparaiso is an active, viable community with a tremendous growth projection. The Chamber of Commerce wants to see orderly growth. Coordinated group action can bring about that growth. By working together we can arrive at solutions to the problems that come with growth. Solutions that bring results in which everyone... residents... or just visitors to today's festival can share in.

By bolstering the economy, the potential of business and professional activities is increased. More jobs are created and the tax base is broadened through property

development. Better municipal services can be provided at a lower tax rate than would otherwise be possible.

The Chamber might best be defined as Valparaiso's vehicle for mobilizing people to accomplish those goals designed for the betterment of our community. As you can see by today's Popcorn Festival the variety of our activities is unlimited. The Chamber has the involved and committed leadership of men and women who volunteer time and talent to accomplish the Chamber's goals.

More than 250 businesses and area firms make up the Chamber of Commerce. The governing body is its 24 member board. Directors are elected by members to serve 3 year terms and include representatives of all facets of commerce and industry.

Chamber officers include *President* Paul Von Tobel, *President-elect* Robert V. Coolman, *Past President* James Hutton, *Executive Vice-President* R. Barry Buzby, *Treasurer* Mrs. Nancy Myers, and *Vice Presidents*, William Wagner and Seth Moseley. The staff includes Barb Gast, *Executive Assistant* and Luena Kuhs, *Secretary/Receptionist*.

We would like to list all the people who helped turn this First Popcorn Festival from an idea into a reality, but that would take another book. So the best we can do is list the executive committee and say a very big **THANK YOU** to everyone connected with the Popcorn Festival. The executive committee includes: Rene Battinau, Bob Coolman, Jim Dykes, Len Ellis, Claude Jones, Hal Heuring, George Nash, George Neely, Les Robinson, Don Peters, John



Schnurlein, Herb Steinbach, Paul Von Tobel, *Chamber of Commerce Staff*-Barry Buzby and Barb Gast, and the festival chairman, Charles F. "Charlie" Bowman. Charlie has been a real driving force during the preparations for the Popcorn Festival. When things needed to happen, Charlie made them happen. With his strong leadership as chairman, the work of the rest of the people connected with the festival became a little easier.

A long time associate of Orville Redenbacher, Charlie has 30 years experience in agricultural commodities. In 1951 he and Orville bought George F. Chester & Sons Inc. In 1958 it became Chester Hybrids, Inc. and in 1966 Chester Inc. Charlie is president, general manager and director of

Chester, Inc. A member of the Popcorn Institute, and more agricultural and civic organizations than we can list. Charlie has been active in every phase of community affairs. And for his activities during the preparations for the First Valparaiso Popcorn Festival, from all of us who worked with him - **Well done Charlie. . .**

The basic purpose of the Chamber is building economic stability in the community and promoting Valparaiso to the benefit of the business community and the residents. We feel the members have done a truly outstanding job doing just that with this First Popcorn Festival. . . **We hope you enjoy participating in the Festival and visiting Valparaiso.**

603 Lincolnway

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from

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Behind Every Man. . .



Nina and Orville Redenbacher enjoy their favorite snack in their California condo. As wife of America's Popcorn King, Nina feels her first responsibility is to provide a warm, comfortable home base for Orville.

Can a woman from Valparaiso, Indiana find happiness as the wife of America's revered Popcorn King? "Yes!," says Nina Redenbacher.

Nina finds her happiness in many ways. First things first, she feels her primary role is to provide a warm, comfortable home base for Orville. She enjoys preparing the simple meals Orville likes (and his favorite snack. . . **Orville Redenbacher's® Gourmet® Popping Corn.**) "Orville is a pleasure to cook for," Nina confides. "Just so I go light on the seasonings, light on the salads and make sure there is homemade pie everyday or so he is happy."

Nina also finds happiness in traveling with her famous husband. "I enjoy exploring new places with Orville. When he says, 'Pack your bags!', I never know if we're off to a cornfield to check hybrids or on our way to Hong Kong."



Poppin' Good Chocolate Clusters

It's not always easy to please a king, especially a popcorn king like Orville Redenbacher, developer of the gourmet popping corn that carries his name. But these delightful Chocolate clusters, made with Orville's favorite flavors are so pop-in' good that they're sure to please.

Nina derives great pleasure sharing Orville's satisfaction with the growth of the popcorn he perfected. The Popcorn King devoted 35 years to the fluffy white stuff and is considered a world expert on the subject. "Orville made his dream come true; few men have that opportunity. It has made for real happiness in Orville's life -- and that has made for contented living for the both of us," Nina said.

Nina is eagerly looking forward to tasting and judging the entries in the Popcorn Festival popcorn cooking contest. "It's going to be hard to pick the best, I know," she said. "But it sure is going to be fun to try!" Nina then graciously offered to divulge one of Orville's favorite popcorn recipes:

POPPIN' GOOD CHOCOLATE CLUSTERS

2 Tablesp. milk	1 qt. popped Orville Redenbacher's® Gourmet Popping Corn
1 Tablesp. butter or margarine	
24 chocolate caramels	1/2 cup golden raisins
8 vanilla caramels	1/2 cup dry roasted cashew nuts, chopped coarsely
1/4 teasp. salt	
1 cup granola	

Combine milk, butter, chocolate and vanilla caramels and salt in top part of double boiler. Melt over hot water, stirring until smooth and creamy. In large bowl, combine Orville's gourmet popped corn, granola, raisins and nuts. Add melted chocolate mixture; stir to mix thoroughly. Drop by teaspoonfuls on ungreased cookie sheet. Bake at 200° for 15 minutes. Allow to cool completely before removing from pan. Makes approximately 4 1/2 dozen clusters.



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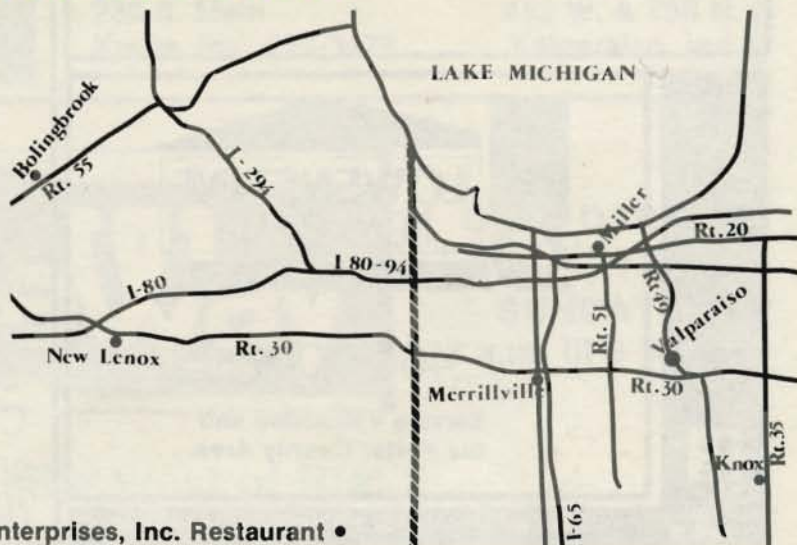
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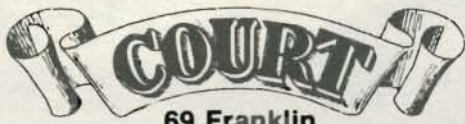
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When I was a small boy, my father popped corn from our garden every night. I’ll never forget the taste of those fresh, hot handfuls of popping corn. It was truly inspiring!

Since then, I’ve devoted my life to experimenting, cross-breeding, and hybridizing over 40 generations of that corn to create a perfect popping corn for the world... and I’m proud to say I did it!

Of course, my special hybrid corn isn’t the only

secret. I learned at Purdue that extra care at harvest time is important, too. So unlike “ordinary” popcorns, my GOURMET® Popping Corn is dried and shelled ear by ear. Then every kernel is carefully sorted, polished, and packed in resealable glass jars to preserve its moisture for maximum pop. (And to



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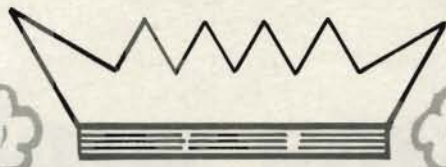
insure against those bothersome hulls and unpopped kernels.)

If you get a chance, please try my GOURMET® Popping Corn. You'll find it deliciously light and tender.

"Have a wonderful festival."

Orville Redenbacher





Meet Valparaiso's 1st Popcorn Queen. . .



Jennifer Sue Van Natta is Valparaiso's first popcorn queen. A Valparaiso resident for the past year she works part time at the Porter County Extension Office.

The queen enjoys tennis and working with 4-H groups. She also sews and is studying liberal arts and home economics at Purdue University.

Ten contestants competed for the title, which was awarded following a luncheon-style show in the Great Hall of the Valparaiso University Union.

Judges for the contest were: Don Belec, *northwest region 1 director of Indiana Vocational Technical College*; Randy Thom, *work adjustment coordinator at the LaPorte County sheltered workshop*; and Mary Kay Budak who has been connected with the Miss America pageant for 13 years.

The Popcorn Queen Committee consisted of: Kay Kraft, chairman; Barb Gast, co-chairman; and the Greater Valparaiso Chamber of Commerce Staff.

Orville Redenbacher and Popcorn Festival Queen Jennifer Sue Van Natta



ORVILLE REDENBACHER with the Queen Contestants

left to right: Brenda Mostak, Laura Rupp, Lee Conover, Judi Osburn, Linda Lundgren, Orville Redenbacher, Kris Johnson, Jennifer Sue Van Natta, Donna Allen, Sue Wilson and Karen Fruzia

Photos by Jay Jarrett

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Wilbur H. Cummings Museum of Electronics

The museum, located on the campus of Valparaiso Technical Institute, is named after the first president of the Institute's Alumni



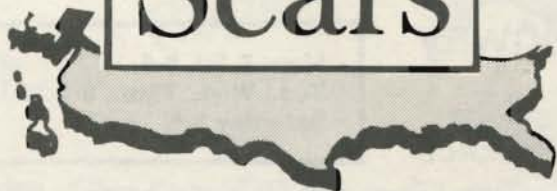
Association. He also held a teaching position at the school and worked for the National Broadcasting Co. as vice-president of engineering.

Walking through the Museum is like taking a trip back in time. On display are memorabilia dating back to Marconi, Edison, and Alexander

Graham Bell. Artifacts ranging from antiquated vacuum tubes to modern solid-state devices are displayed, along with some of the equipment in which they were used.

Note: The Wilbur H. Cummings Museum of Electronics will be open on Saturday Sept. 15.

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During the 2 years it has been in existence, "**Crossfire**" another local band, has become known for its visual effects as well as its sound. This rock band is composed of: **Dan Peters**, *bass guitar*, **Ben Garcia**, *lead & rythm guitar*, **Scot Cook**, *keyboard & flute*, **Chip Holloway**, *drummer*, **Hap Mattes**, *lead & rythm guitar*, and **Tony Carl**, *vocalist*.

Valparaiso's first annual "**Hot Buttered Rock**" is a collection of the hot & steamy sounds of two of the best known Northwestern Indiana rock bands: "**The Farley Brothers**" and "**Crossfire**". No admission is charged for this outdoor concert beginning at 6:30 P.M., on the Courthouse Square (at the corner of Indiana & Washington).



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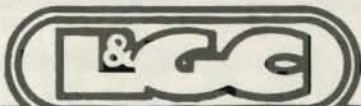
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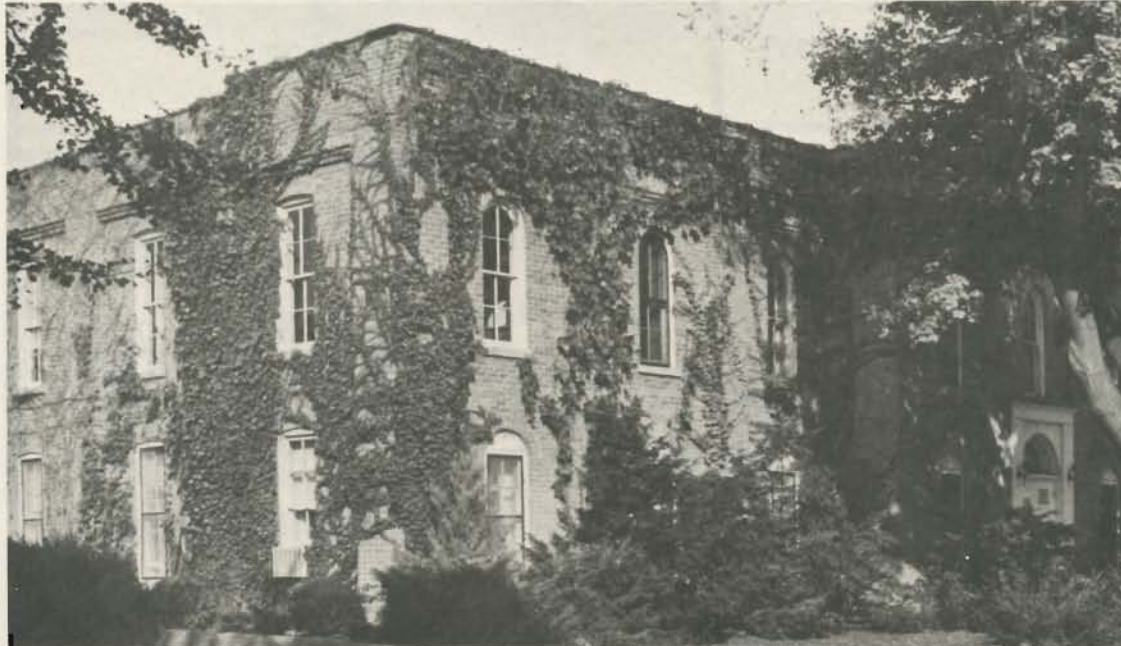
Located at the heart of the University's 310-acre campus is the landmark Chapel of the Resurrection, the largest collegiate chapel in the United States. More than 14 chapel services are held each week during the school year and a high percentage of students and faculty participate in them and the many other Chapel activities.

Visitors coming to town for the Popcorn Festival will find an added attraction in touring the campus of Valparaiso University, the nation's largest Lutheran University, which is located in Valparaiso. Those interested in the past will enjoy the old historical buildings found on the University's original West Campus, and all sports enthusiasts will want to join students and faculty when the VU football Crusaders take on nationally ranked Wittenberg University in the first **Popcorn Bowl**, planned for Saturday, Sept. 15, at 1:30 p.m. at Brown Field on the VU campus.

The Valparaiso community and the University have shared together in the growth of Northwestern Indiana for 120 years. It was in 1859 that the citizens of Valparaiso met on the courthouse square and raised \$11,000 to found what was one of the nation's first coeducational colleges. This educational institution evolved into Valparaiso University.

The road of progress was not always smooth for the young institution, and problems brought on by the Civil War could not be surmounted. A new beginning was made under proprietary leadership in 1873, and the school prospered until World War I. Once known as the "Poor Man's Harvard" with one of the largest enrollments among institutions of higher learning in the nation, the University again fell on hard times in the years prior to the Great Depression. In 1925, about the time Orville Redenbacher was developing his hybrid popcorn seed, a dedicated group of Lutheran men and women, affiliated with The Lutheran Church-Missouri Synod, gathered funds, formed The Lutheran University Association, and secured control of the University. In the years since, the University has steadily moved forward, overcoming obstacles and making progress in every area.

Continued on page 37. . .



Heritage Hall, located on Valpo's old West Campus, has been entered in the National Register of Historic Places by the National Park Service. The National Register is the official inventory of sites with national, state, or local significance in the nation's historic and cultural development. Erected as a dormitory in 1875, Heritage is the oldest building on campus and was constructed with Porter County manufactured bricks in the Italianate style of architecture. Originally known as Flint Hall and renamed for Prof. Richard Heritage, a former VU music faculty member, it has served as a dormitory, library, classroom facility and location of administrative offices.



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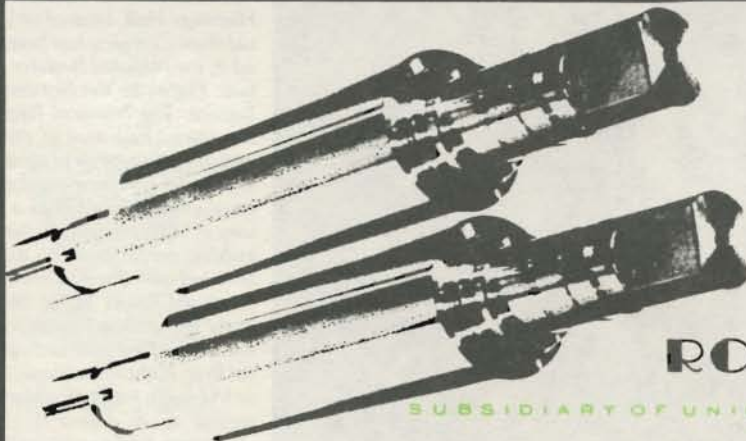
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Photo above...

Valparaiso University President Robert V. Schnabel, left, gets acquainted with students at the annual new student-professor bar-b-que held during Orientation Week. Dr. Schnabel was inaugurated last year as the University's 16th president since its founding by the citizens of Valparaiso in 1859 and the 5th president since The Lutheran University Association secured control of the University in 1925.

Photo at right. . .

William E. Urschel Hall, the new home of the University's College of Business Administration, opened for classes for the first time this semester. The building, named for the late William E. Urschel, VU alumnus and founder of Urschel Laboratories, Inc., a Valparaiso manufacturer of high-speed food processing equipment used worldwide, was dedicated during two days of activities on Sept. 8-9.



The University, under the administration of President Robert V. Schnabel and in keeping with its mission, is dedicated to the education of the total person, integrating sound academic programs with Christian values and insights in the tradition of the Lutheran Church. Academic units include five undergraduate colleges - Arts and Sciences, Business Administration, Engineering, Nursing and Christ College (*honors program*). - Graduate and Evening Divisions and School of Law. Through its academic programs, the University offers more than 60 fields of study leading to 18 different associate, bachelor, master, and juris doctor degrees.

At the heart of Valpo's 310 acre campus and its activities stands the landmark Chapel of the Resurrection, one of the world's largest collegiate chapels. In addition to 14 weekly services, members of the chapel staff conduct an informal ministry in campus residences.

Warm and close personal relationships among students and highly competent and concerned faculty are a VU tradition. The faculty is composed of more than 300 full and part-time members. Consistent with the highest principles of Christian ethics, all examinations are conducted under a student administered Honor System.

Nearly all states and a score of foreign countries are represented among the more than 5,000 students served annually. More than 300 students are enrolled in cooperative programs at Lutheran Hospital Schools of Nursing in Cleveland, Fort Wayne,



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and St. Louis. About 40 students each semester attend VU's overseas study centers in Cambridge, England, and Reutlingen, Germany. More than 60 percent of the student body receive financial aid which is awarded in a variety of forms. Tuition, fees, room, board, books, and incidentals currently cost about \$5,000 a year.

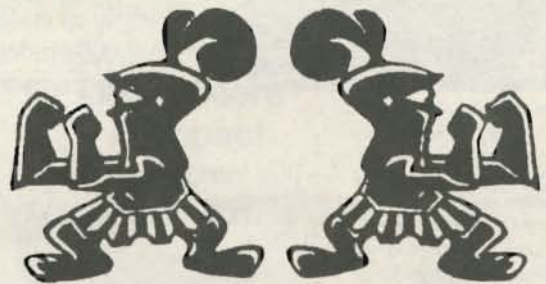
Approximately 1,000 new students enrolled this year under Valpo's selective admissions program - more than 30 percent of the freshmen were in the top tenth of their high school graduating classes and almost another 30 percent were in the second tenth.

In the past 10 years, Valpo has graduated an average of 900 students annually, about one-fourth of whom immediately go on to graduate or professional schools. The others find little difficulty in obtaining positions as the Placement Office hosts each year more than 200 interviewers interested in finding employees among VU's student body. The University counts more than 28,000 living alumni serving in a variety of professions throughout the world.

See the exciting VALPARAISO UNIVERSITY Football Crusaders

This coupon good for \$1.00 off on a regular admission ticket (child or adult) for any 1979 Crusader home football game.

Redeemable on Game Day Only



Valparaiso University's Crusaders promise exciting action at Brown Field as they meet national powerhouse Wittenberg University in the first Popcorn Bowl and the season opener on Saturday, Sept. 15.



FOOTBALL FAVORITES



BENCHWARMER BARS

- 1 cup soft butter or margarine
- 1 (14-oz.) can sweetened condensed milk
- 1 teasp. vanilla
- 2 cups flaked coconut
- 1/2 cup finely ground walnuts
- 4 qts. popped Orville Redenbacher's® Gourmet® Popping Corn.
- 1 (6-oz.) pkg. semi-sweet chocolate pieces

In a large mixing bowl, cream butter; beat in sweetened condensed milk and vanilla. Stir in coconut and walnuts. Pour mixture over popped corn in a large bowl or roasting pan; stir gently until all kernels are coated. Press firmly into 9 x 13 x 2-inch pan. Melt chocolate over very low heat; drizzle over popcorn mixture to form lacy pattern. Refrigerate until firm, about 4 hours. Cut into 1 - 1/2 x 2-inch bars. Makes about 3 dozen.

PUNT AND PASS POPCORN

- 4 qts. popped Orville Redenbacher's® Gourmet® Popping Corn
- 2 Tablesp. melted butter or margarine
- 1/4 cup grated Parmesan cheese
- 2 Tablesp. (about 1/2 env.) spaghetti sauce mix without mushrooms
- 1/2 teasp. leaf oregano
- 2 oz. thin pepperoni slices, halved
- 1 (4-1/2-oz.) jar sliced mushrooms, well drained
- 1 (2-oz.) jar pimiento-stuffed green olives, sliced

Place popped corn in a 6-quart (or large) bowl or roasting pan. Drizzle with melted butter. Sprinkle with Parmesan, spaghetti sauce mix, and oregano; toss gently. Add pepperoni, mushrooms, and olives; mix well. Makes about 4 quarts.



SIDELINER'S SNACK

- 6 qts. popped Orville Redenbacher's® Gourmet® Popping Corn
- 4 cups corn chips
- 2 cups stick pretzels
- 1 (4-oz.) can diced green chiles
- 1/2 cup melted butter or margarine
- 1 1/2 teasp. seasoned salt
- 2 cups shredded Cheddar cheese

In large shallow baking pans, combine popped corn, corn chips, pretzels, chiles, butter and salt; toss gently. Sprinkle with cheese; bake at 350° 10 minutes or until cheese melts. Makes about 7 1/2 quarts.

QUARTERBACK CRUNCH

- 5 qts. popped Orville Redenbacher's® Gourmet® Popping Corn
- 2 cups miniature marshmallows
- 1 cup whole roasted almonds
- 2 cups light brown sugar, firmly packed
- 1/2 cup light corn syrup
- 1/2 lb. butter or margarine
- 1/4 teasp. cream of tartar
- 1 teasp. salt
- 1 teasp. baking soda

In a large roasting pan or baking pan, combine popped corn, marshmallows, and almond; set aside. In a 2-1/2-quart saucepan, combine brown sugar, corn syrup, butter, cream of tartar, and salt. Bring to boil, stirring over medium high heat. Stirring constantly, boil rapidly to hard ball stage, 260° (about 5 minutes). Remove from heat. Stir in baking soda quickly but thoroughly; pour immediately over popcorn mixture. Stir gently until well coated. Turn out at once on wax paper; spread apart and allow to cool completely. Break apart, store in airtight container. Makes about 6 quarts.

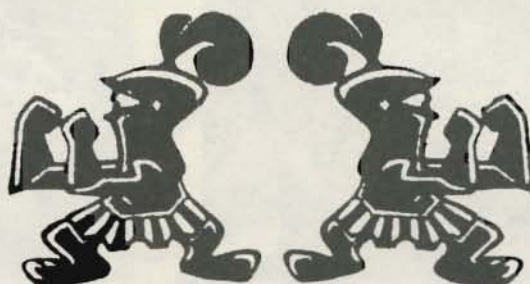


The VU basketball Crusaders have high hopes as they get ready for tough Division 1 competition against such opponents as DePaul and Notre Dame. With the experience gained by freshman recruits last year and after one of the best recruiting seasons ever, head coach Ken Rochlitz feels optimistic about his team's chances for the coming season.

See the exciting
VALPARAISO UNIVERSITY
 Basketball Crusaders

This coupon good for \$1.00 off on a regular admission ticket (child or adult) for any 1979-80 Crusader home basketball game.

Redeemable on Game Day Only



Visitors to the Popcorn Festival are invited to meet many of the VU alumni at Homecoming, set for October 6, when, following a long and colorful parade in the morning, the Crusaders take to the field in the afternoon to challenge St. Norbert for the first time. There's a festival atmosphere around Valparaiso at that time of the year too.



The VU Crusader Marching Band is always an eagerly awaited entry in the traditional VU Homecoming Parade which takes place in Valparaiso every October. Visitors to the Popcorn Festival are invited to return to Valparaiso and, with many of Valpo's more than 28,000 living alumni, enjoy the festivities of Homecoming 1979 planned for Oct. 5-7. On Oct. 6, the Crusaders will take on St. Norbert College in the initial game of a series between the two schools.

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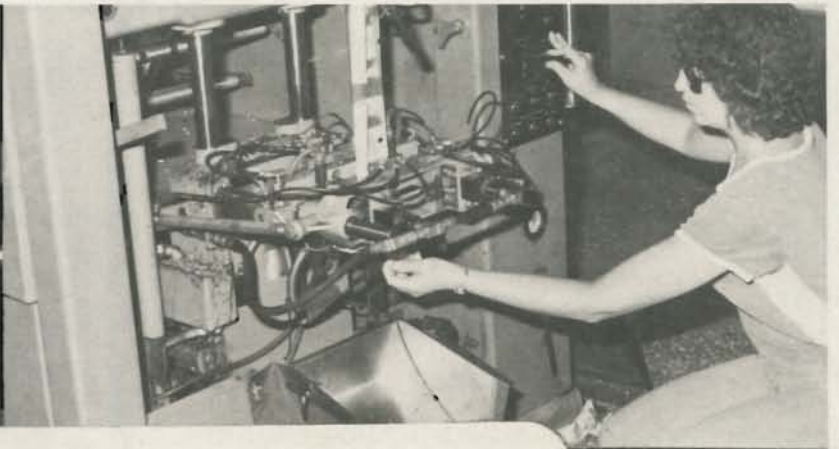
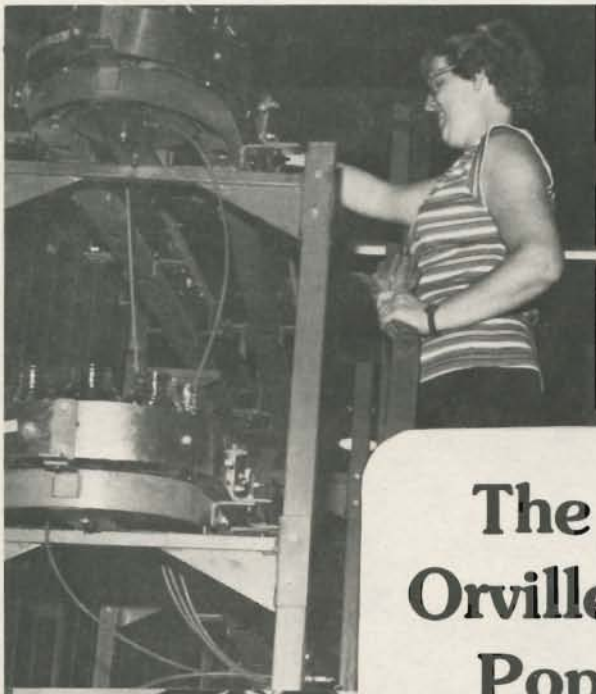
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RECIPES

To my mind a bowl of freshly popped corn, warm and fragrant, is hard to improve upon. But over the years we have experimented with some recipes. Here are some plain and fancy favorites. We hope you'll find them tasty.

Each one starts with you popping a batch of my **Gourmet® Popping Corn**, needless to say.



← VALPARAISO CORN BOWL

Orville knows that his family and friends in Valparaiso enjoy popcorn almost as much as he does. So, he created the Valparaiso Corn Bowl recipe with them in mind. It combines the perfect ingredients for a delicious family treat - **pure Americana!**

- 1 teasp. chicken flavored broth mix**
- 1 teasp. water**
- 1/2 teasp. poultry seasoning**
- 1/2 teasp. celery seed**
- 1/3 cup butter or margarine**
- 4 qts. Orville Redenbacher's® Gourmet® Popping Corn**

In small saucepan, blend chicken broth mix, water, poultry seasoning and celery seed until broth mix is dissolved. Add butter or margarine; melt over low heat. Keep mixture warm while preparing popcorn. Pour popped corn into a large serving bowl. Stir seasoned butter or margarine mixture; pour over popcorn and toss lightly but thoroughly. Serve at once. Makes 4 quarts.



SPICY ROMANO POPCORN TOPPING →

Family and friends alike will call for more "*cheese, please*" when you prepare a shakerful of this Spicy Romano Popcorn Topping. That's what happens each time it's served at the Orville Redenbacher home! Paprika and garlic flavored dip mix combine with grated Romano cheese to be sprinkled over heaping bowls of ever-popular popcorn.

- 1/3 cup grated Romano cheese**
- 1 (about 1/2 oz.) packet garlic flavored dip mix**
- 2 teasp. paprika**

Combine grated cheese, dip mix and paprika in small bowl; mix thoroughly. Store in a shaker with several large hole openings. Sprinkle, as desired, on freshly popped **Orville Redenbacher's® Gourmet® Popping Corn**.

SMOKY FLAVORED POPCORN →

There's something about being in "the great outdoors" that perks up the appetite. There's no need to restrict "over the campfire" diets to just the basics when it's so easy to pop up a treat like **Smoky Flavored Popcorn**. Cooked bacon bits nestled among the kernels of **Orville Redenbacher's® Gourmet® Popping Corn**, popped right over the fire or on the backyard grill in the bacon grease provides a perfect end to any outdoorsy day!

- 3 to 4 slices bacon***
- 1/2 cup Orville Redenbacher's® Gourmet® Popping Corn**
- * 5 or 6 pork sausage links may be diced and used in place of bacon.**

Cube bacon and place in heavy 12-inch skillet over medium high heat (or on grill over campfire coals). Cook, stirring until bacon fat cooks out enough to coat bottom of skillet. Add gourmet popping corn; stir to mix well. cover skillet loosely (so that some steam can escape); shake skillet back and forth until corn starts popping. Continue to shake skillet until popping slows down, then remove from heat or to edge of grill until corn finishes popping. Season with smoky flavored salt to taste. Makes about 4 quarts popcorn.

NOTE: Do not attempt to duplicate this recipe in an electric popper.



← PASTEL POPCORN

When Orville Redenbacher's granddaughter, Pam, asked that her favorite snack be tinted pink for her birthday, grandpa went to work. Now popcorn can be clad in colors, with the taste of fresh fruit blended right in. Perfect for a special treat, it can be packed up in air-tight containers and carried off to a picnic, too.

- 4 qts. popped Orville Redenbacher's® Gourmet® Popping Corn.**
- 1 1/2 cups granulated sugar**
- 1/2 cup light corn syrup**
- 2 Tablesp. butter**
- 1/2 teasp. salt**
- 1/4 teasp. cream of tartar**
- 2 Tablesp. any flavor gelatin dessert**
- 1 teasp. baking soda**

Keep freshly-popped corn warm in large baking pan in oven at 200°. In medium saucepan combine sugar, corn syrup, butter, salt and cream of tartar. Bring to boil, stirring constantly. Cook to 250° (hard ball stage) without stirring. Stir in flavored gelatin, continue cooking about 1 minute to 260°. Remove from heat. Add soda and stir in quickly but thoroughly. Pour at once while foamy over warm popcorn; mix gently to coat corn. Return to oven; bake at 200° 1 hour. Stir 2 or 3 times. Cool completely. Separate into small pieces. Store in tightly covered containers. Makes 4 quarts.

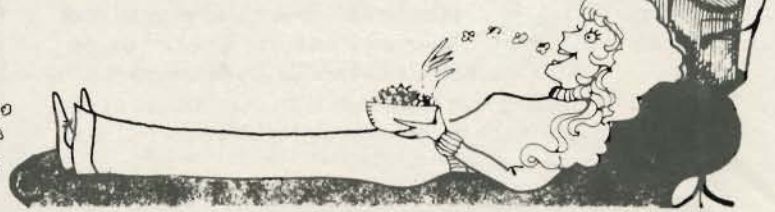
Pop Psychology:

An Orville Redenbacher Analysis.



The Surreptitious Sneaker Eater

... a kernel is tucked into the palm of his hand with all the artistry of a magician. Then, when he feels no eyes are upon him, into his mouth it goes. He loses any reluctance when faced with a brimming bowl of popcorn.



To the disciplines of numerology, phrenology, astronomy and sci-entology, we now add an interesting newcomer. **Pop psychology.** Well, why not? There are those who claim one's personality is un-veiled by one's birthdate, one's head measurement, one's body language. If, indeed, the way one sits, stands, talks, walks, writes or fights can be revealing, why not the way one eats popcorn?

Sound corny? Maybe, but there's a kernel of truth in it. . . or so says Orville Redenbacher, and he should know.

Orville insists that all those years spent observing in the popcorn field have made him pretty observant at the popcorn bowl as well. It's his theory that you can learn a great deal about someone's per-sonality simply by watching his manner of munching.

Skeptical? Don't just take Orville's word for it. Invite a group of friends over, provide plenty of popcorn, and see how the nibbling and noshing match the nuances of the personalities present. Spice up the experience by experimenting with new popcorn recipes: **Parsley Butter Popcorn, Smoky Parmesan Toss or Maple Popcorn.**

You may not agree with Mr. Redenbacher's theories, but you'll have to admit that testing them makes for a very pop-ular evening!

PARSLEY BUTTER POPCORN

1/2 Cup snipped parsley
1/2 teasp. salt

1/4 cup butter, melted
1/8 teasp. garlic powder

In a large bowl, combine popcorn, parsley and salt. Combine butter and garlic; pour over freshly popped **Orville Redenbacher's® Gourmet® Popping Corn.** Toss until evenly coated.

SMOKY PARMESAN TOSS

1/2 cup butter or
margarine, melted
1/2 teasp. hickory-smoked salt

1/4 cup bacon bits
1/2 cup grated Parmesan
Cheese

Add onion salt, hickory-smoked salt, and bacon bits to butter; mix well. Toss lightly but thoroughly with freshly popped **Orville Redenbacher's® Gourmet® Popping Corn.** Sprinkle with Parmesan cheese; toss again.

MAPLE POPCORN

1 cup sugar
2 Tablesp. water

1/4 teasp. maple
flavoring

Keep freshly popped **Orville Redenbacher's® Gourmet® Popping Corn** warm in 200° oven in large, greased pan. Meanwhile, in a heavy saucepan, combine sugar and water over medium heat; stir until clear. Add maple flavoring. Pour syrup over popcorn; stir until all kernels are coated. Return to 200° oven for 20 minutes: stir once or twice.

The Two-Fisted Grabber

... ambitious, eager to grasp all that life has to offer, sometimes considered ruthless in his zealotry. Definitely a popcorn fanatic, and not about to let a good thing pass him by.



The Handful Hoarder

... he may eat only a kernel at a time, but he has to have a good nibbling supply nearby. A careful, cautious type, he probably saves string and old Christmas Cards.



The Poised Pinky Popcorn Plucker

... a fastidious type, quite likely addicted to late-night television movies that exhibit the good manners held by past generations. Some call this type snobbish; others call him picky. Orville calls him merely eager to make a good impression. He'll be mad about Maple Popcorn and stick closely to the bowl.



The Automatic Eater. . .

... notable for the steady rythm with which he tackles all tasks. Nothing interferes with his concentration; his attitude is "do or die."



The Finger-Lickin' Eater

... very detail minded, leaves no stone unturned, no opportunity untried. A popcorn fanatic; not one grain of salt or fragment of corn will be allowed to escape her attention.



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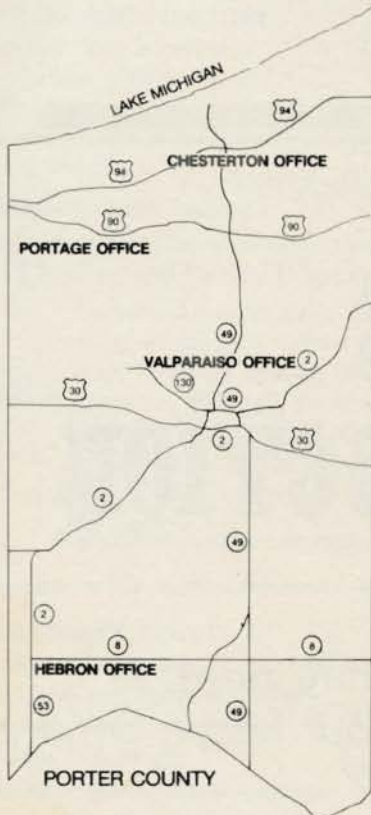
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