

Boost
Valdese!
Watch It Grow!

THE Valdese News

"A LIVE NEWSPAPER IN A PROGRESSIVE TOWN"

Your Local
Merchants Deserve
Your Support

VALDESE, N. C., WEDNESDAY, JUNE 15, 1949

No. 24

Valdese Stores Offering Big Values

WALDENSIAN
SONGS, DANCES
MAKE BIG HIT

Six Entertainers
From Valdese Delight
Festival Crowd.

...highlight of the closing ses-
...of the second annual Carolina
...Festival held in Kenan Sta-
...at Chapel Hill Saturday night
...a program of unusual dances
...and heard songs in French
...performed by 26 entertainers from
...under the direction of Mrs.
...Guigou.

New Baptist Educational Building To Be Dedicated

Homecoming Service To Be Held Sunday In Connection With Dedication Program For Recently Completed Educational Building For Valdese Church.

By GENEVA HERGESELL
Dedication of the new educational building of the First Baptist church of Valdese will be made on next Sunday when an all-day homecoming service will be held at the church, it has been announced by C. Lee Harris, educational director.

Five Burke Countians Get Appointments By Governor

Several Burke county citizens were among Governor Kerr W. Scott's appointees to various boards and commissions this week. Appointed as members of the State Hospitals Board of Control were Dr. W. H. Kibler, Morganton physician, and Dr. Yates Palmer of Valdese, also a physician. Dr. Palmer was reappointed while Dr. Kibler was a new appointee.

Prayer Service To Precede Youth Revival

A prayer service in preparation for the youth revival which is to be held at the First Baptist church June 26-July 2, will be conducted Thursday evening at 7:30 o'clock at the home of Robert Walsh. Cecil Thompson one of the speakers for the revival, will have charge of the service, at the conclusion of which there will be a period of recreation.

Church Circles Enlarge Services At State Hospital

Officers and others of the missionary circles of Morganton churches gathered last Wednesday at the State Hospital for a discussion of plans for continuing and enlarging their services at the hospital. The meeting was arranged upon the invitation of the Rev. A. W. Lippard, chaplain of the State Hospital.

VALDESE TO GET \$3,107 IN STREET FUNDS

Increased Allocation Set Out By 1949 Legislature To Aid Municipalities.

Burke county's four incorporated towns are to receive a total of \$33,146 from the appropriation of a \$2,500,000 street maintenance fund from the State to municipalities for the 1949-50 fiscal year, it was announced Friday by the State Highway Commission.

PATHOLOGIST IS ROTARY CLUB SPEAKER

Dr. John Reece of Morganton Tells of Research In Cancer Treatment.

The chief problem of cancer, Dr. John Reece of Morganton told the Valdese Rotary Club Tuesday is an educational one. Of every four people who die with cancer, one and possibly two could be saved if the cases were reported and diagnosed soon enough.

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NEW ORLEANS SPEAKER AT ABBE'S GROVE

Rev. J. C. Wells, superintendent Baptist city missions in New Orleans, spoke last Sunday morning at the Abbe's Grove Baptist Mission work in New Orleans.

S-t-r-e-t-c-h-i-n-g Your Dollar

These are dollar-conscious days. Not since pre-war time have folks been so careful about spending a dollar. As times are setting back to normal, folks are expecting—and getting—more for a dollar than they were a year or so ago.

Realizing this, your Valdese merchants are uniting to give you the most outstanding sale ever offered locally. It's been many a year since you could buy so much for a dollar as you will be able to do Thursday, Friday and Saturday in Valdese. To substantiate this, just casually turn through this week's edition of The Valdese News. You'll find dozens of bargains in all lines of merchandise.

Then, too, there's the matter of trading at home. The dollar you spend in Valdese this weekend stays here to build a greater and more progressive Valdese. This is not true of the dollar that is spent elsewhere. When you trade with your Valdese merchants, you are trading with your neighbors who will see to it that you get quality merchandise at a price as low as if not lower than any other place.

Another slogan for these three days might be "Try Home First". With the variety of attractive stores in Valdese, we think you'd have to go a long way to beat their merchandise and price tags.

It's the first trade event sponsored by the newly-organized Valdese Merchants Association, but the organization emphasizes that it will not be the last. This hustling, live-wire group is working hard to serve the shoppers of this area. The organization will appreciate your support this week-end—and in the future.

Seventy-Four Firms Make Trade Event A Reality

Sponsoring the Valdese Dollar Days this week is the Valdese Merchants Association, which now has 74 members. Although the association is less than three months old, its members have shown a spirit of cooperation and a willingness to work that would do credit to a much older and more experienced organization.

GEO. HILDEBRAN STORE ROBBED

Robbery Nets \$800 In Cash and Checks; Sheriff's Office Investigating

Stillwell's Store at George Hildebran was robbed of approximately \$800 Saturday night about 8:30 o'clock when two men entered the store and held the operators and customers at the point of a gun until the robbery was completed, the sheriff's department reported today.

18 PAGES TODAY

Your Valdese News is composed of eighteen pages in three sections today.

Three Big Dollar Days To Begin Here Thursday

Free Parking In Downtown Shopping Area During Three Day Trade Event; Valdese Merchants To Prove It Pays To Shop Valdese First.

Thursday, Friday, and Saturday are Dollar Days in Valdese and economy-wise shoppers of Valdese and vicinity will welcome this special trade event as an occasion that promises to surpass any similar promotion ever held here.

This is the first promotional event sponsored by the newly-organized Valdese Merchants Association and Credit Bureau. Elsewhere in this issue is the long list of concerns which have already joined the organization and still others are expected to become members soon.

NEW A&P STORE IS CONSIDERED FOR VALDESE

Proposed Building Would Be Similar To Big Super Market Type.

Plans for the construction in Valdese of a new A & P super market are being considered by the administrators of the Guigou estate.

If the plans are accepted, the building will be constructed on the Guigou property in the post office block, in the space above Corbett's Clothing.

No contract has been signed as yet, but the opinion in official quarters was that there was a good likelihood that an A & P super market would be ready for business in Valdese sometime in the fall.

This Week In Valdese

Thursday, June 16
6:45 p. m.—Lions Club will meet at the Pilot Cafeteria.
7:30 p. m.—The Sans Souci Bridge Club will meet.

Saturday, June 18
8 p. m.—Legion Junior baseball. Valdese vs. North Wilkesboro, here.

Sunday, June 19
11 a. m.—Worship services at all churches.
9:45 a. m.—Homecoming day at First Baptist church.

Monday, June 20
9 a. m.—Community Center playground opens.
7 p. m.—Women of the Waldensian Presbyterian church will meet at the church.

Tuesday, June 21
12:30 p. m.—The Rotary Club will meet at the Pilot Cafeteria.
3 p. m.—The Rutherford College Home Demonstration Club will meet.

Wednesday, June 22
7 p. m.—The Daughters of America will meet in the Junior Order Hall.
7:30 p. m.—The American Legion and the American Legion Auxiliary will meet at the Legion Hut.

HOMECOMING DAY

Burke's Chapel Methodist church near Icard observed Homecoming Day Sunday with dinner on the grounds. Leon Butler of Valdese was the speaker at the morning service, and in the afternoon special music was furnished by the Victor Quartet and the Cook Duet.

PRESBYTERIAN YOUTHS ATTEND PIONEER CAMP

Nine boys and girls from the Waldensian Presbyterian church left Monday to attend Pioneer Camp at Barium Springs for a week.

They are Mary Emma McClure, Gwendolyn Pons, Catherine Baker, Joan Goode, Julia Lee Ribbet, Nickie Palmer, Luther Williams, Jimmy Chambers and Benny Garrou.

MISS MARTIN ATTENDS PILOT CLUB CONVENTION

Miss Ruth Martin of Valdese, lieutenant governor of District 6 of Pilot International, will leave this afternoon (Wednesday) for Chicago, where she will attend the annual Pilot Clubs convention at the Sheraton Hotel. Miss Martin will also represent the Pilot Club of Valdese at the convention. She plans to travel by plane from Charlotte to Chicago.

THE VALDESE NEWS
—OFFERS—
Subscription Special
for Valdese Dollar Days Event—
Thursday - Friday - Saturday
You can subscribe to THE VALDESE NEWS—
For Only \$1.00 Per Year
(A 33 1/3% Savings)

Fill out the coupon, bring or mail to Valdese News.
Leave with any merchant participating in Dollar Day event.

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Enclose \$1.00 for subscription to The Valdese News for the Year.
New _____ Renewal _____

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