Your Local Merchants Deserve Your Support

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

# Valdese Stores Offering Big Values

wenty - Six Entertainers From Valdese Delight Festival Crowd.

of the second annual Carolina rmed by 26 entertainers from

eparted from northern Italy e New World in 1890. Also

group joined in fostival with a demonstra-

he Valdese women taking part the festival wore native of the hymns and then removeir "coiffes" or bonnets for nging of the folk songs and ancing, since the coiffe is iblem of purity and is not to

cing the courento were Mrs Souillario, Mrs. Philipe Ros-Mrs. George Grill, Mr. and Aldo Martinat, Pete Meytre, m Peyrot, and Joel Dalmas, Scott's appointees to various of Charlotte—head the list of a James Henry Pascal furnish- boards and commissions this week. seven - member commission apmusic for the dances on ihs

ogene Pons, Emily Micol, Kitty physician, and Dr. Yates Palmer Bernice Ribet, Jeannine Gar- of Valdese, also a physician. Dr. Catherine Guigou, Rosalba Palmer was reappointed while Dr. scal, Edna Ogle, Phyllis Guigou, Is Louise Guigou, Frances Hern, James Pons of Valdese was apms Pons, Margaret Garrou, pointed a new member of the board Prayer Service its Ghigo, Mrs. George Grill, of directors at North Carolina Emile Squillario, Mrs. Philipe School for the Deaf, succeeding L. To Precede stan, Pete Meytre, John Peyrot, A. Dysart of Lenoir. Mrs. Frank Martinat, Joel Dalmas, John P. Tate of Morganton was named Youth Revival Guigou, Paul Rostan, James as a member to succeed Harry L. mry Pascal, John D. Guigou, Ed- Wilson, also of Morganton. Re-Mrs. Guigou, telling of the fes- Dr. Howard E. Rondthaler of Win-

al said that among the more ston-Salem and the Rev. James R. ting entries in the festival Fortune of Durham. W. S. Mc- church June 26-July 2, will be the group of Guilford railway Cord of Charlotte who is a linoservice personnel who appear- type operator on the Charlotte costumes in national colors, News and an alumnus of the school the Scotch Highlanders from was named to succeed the late W. etteville, and a group of about M. Shuford of Concord. Other Continued on page four) Moose of Newton and W. P. El-

THE VALDESE NEWS

ubscription Special

Thursday - Friday - Saturday

(A 33\frac{1}{3}\% Savings)

New\_\_\_\_Renewal\_\_\_\_

or Only \$1.00 Per Year

leave with any merchant participating in Dollar Day

-OFFERS-

or Valdese Dollar Days Event—

ou can subscribe to THE VALDESE NEWS—

# New Baptist Educational VALDESE TO GET \$3,107 IN MAKE BIG HIT Building To Be Dedicated

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

bers, and all visitors

By GENEVA HIERGESELL | make a tour of the building and at Dedicaion of the new educa- 1:30 p. m. an informal song fest tional building of the First Baptist will be held in the auditorium church of Valdese will be made on with Lawrence Buff in charge. next Sunday when an all-day homecoming service will be held at session will begin with a history the church, it has been announced of the church and the recognition | Highway Commission. by C. Lee Harris, educational di- of former pastors, former mem-

With Dr. B. A. Bowers, supply pastor, in charge, the program will ministry the building was planned begin with the regular Sunday and begun, will bring the climaxmorning church school. Rev. Oscar ing sermon at three o'clock. Col-Long, pastor of the Green Creek lections for the building fund will Baptist and a former member be made at all services. of the local congregation, will deliver he 11 o'clock sermon.

Prior to the picnic dinner, plans were formulated six years which will be served on the ago when the congregation voted chansons. The grounds, a dedicatory service will its erection and at the same time be held on the steps of the annex established a building fund and when J. M. Messer, chairman of selected a building committee, of tion and the remainder to 77 towns the "Courtenta", an old the building committee, will pre- which the late J. C. Brinkley was ance, performed by a set of sent the keys of the building to chairman. Upon Mr. Brinkley's Herman Epley, a member of the death one year ago, Mr. Messer board of trustees.

With members of the Girls' consists today of G. P. Hagaman, Auxiliary and Boy Scouts serving Glen Ramsey, Herman Epley, J. E. as guides, the congregation will

appointed to the NCSD board were

Several Burke county citizens liott of Marion.

Appointed as members of the pointed to investigate a just shar-

municipalities.

In the last few days, appoint-

ments have been pouring from the

governor's office at a rapid rate.

A prayer service in preparation

Conducting the revival will be

Glen Ramsey, Jr., a member of

the First Baptist church and Cecil

Thompson, of Morganton, who is

the preacher for the East Valdese

Baptist Mission. Both were stu-

dents at Gardner-Webb College

a period of recreation.

# STREET FUNDS

**Increased Allocation Set Out** By 1949 Legislature To Aid Municipalities.

\$33,146 from the apportionment of a \$2.500,000 street maintenance fun from the State to municipal-At two o'clock the afternoon ities for the 1949-50 fiscal year, it

According to the allocations set out by the commission, and on the Rev. M. I. Harris, under whose State highway engineer's recommendation, Morganton is to receive \$14,800, Valdese \$3,107, Drexel \$1,025, and Glen Alpine \$14,214. The fund is two and a half times as large as the money given to mu-

Actual construction of the nicipalities during the current building was begun last fall, but year. The increased allocation was set up by the 1949 legislature. The commission apportioned a total of \$1,048,314 among 396

towns of less than 2,500 populaof greater population. Individual allocations ranged

from \$128,200 for the city of Charwas made head of the group which lotte down to \$46 for the town of Jupiter in Buncombe county, a community with a 1940 population

Allocations were on the basis of Five Burke Countians Get population, state highway mileage, and highway engineers' recommen-

### Appointments By Governor PATHOLOGIST IS ROTARY Two mayors-Dr. Ralph E. Kibwere among Governor Kerr W. ler of Morganton and Victor Shaw

State Hospitals Board of Control ing of State highway revenues with 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 Robbery Nets \$800 In Cash and diagnosed soon enough.

Dr. Reece showed the club color for the youth revival which is to slides of actual cases that had

be held at the First Baptist been handled at Grace Hospital. Because so little was known 7:30 o'clock at the home of Ro- grew up that it was a horrible disof the body, like tuberculosis, or completed, the sheriff's department heart trouble or pneumonia.

It is a disease in which the gangster, grabbing more than their meager description of the men, share of their food and destroying neighboring cells. For a long time it was thought that there was no virus connected with the disease. not sure. Someday, however, the mystery of cancer and of the hu-At State Hospital may even solve the mystery of all life, the speaker asserted.

Cancer of the lung seems to be (Continued on page four)

## last year. Church Circles **Enlarge Services**

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.

The various church circles have Is fill out the coupon, bring or mail to Valdese News. been rendering monthly services and hymn singing in the At the evening service Rev. C. services and hymn singing in the hospital wards. The meeting last Brantley, who for the past 12 utes before the Stillwells could get week, the chaplain said, resulted years has been superintendent of to a telephone to report the robin a better organized plan enab- the Baptist Rescue Mission in New bery. ling the circles to enlarge on the Orleans, told of this work and of The store is located about eight

any other church groups interested | went through the rescue mission in such work at the State Hospital last year. enclose \$1.00 for subscription to The Valdese News for are invited to contact him at the hospital. Those attending the a tour of the hospital.

# NEW ORLEANS SPEAKER

Rev. J. C. Wells, superintendent Baptist city missions in New Or- were white men with dark comleans, spoke last Sunday morning plexions. been rendering monthly services at the Abee's Grove Baptist

At the evening service Rev. C. A.

The two speakers were secured by the pastor, Rev. M. M. Summey, Wednesday meeting were taken on who knew them when he was attending the New Orleans Baptist Theological Seminary, Both were All roads lead to Valdese this in North Carolina for a conference weekend for Dollar Days bargains. at Ridgecrest.

## 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 settling 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 Burke county's four incorporat- through this week's edition of The Valdese News. You'll ed towns are to receive a total of 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 was announced Friday by the State 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.

See you at Dollar Days!

# Seventy - Four Firms Make | Valdese of a new A & P super market are being considered by the administrators of the Guigou es-Trade Event A Reality

Days this week is the Valdese Mer- ping in their home town. chants Association, which now has 74 members. Although the asso- tion are: ciation 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.

Already the members of the association have demonstrated the value of their association to the n, by offering to the people of this vicinity an opportunity to do their shopping at a great saving,

# GEO. HILDEBRAN

and Checks; Sheriff's Office Investigating

Stillwell's Store at George Hilconducted Thursday evening at about cancer for so long, the idea debran was robbed of approximately \$800 Saturday night about bert Walsh. Cecil Thompson one ease and that it was shameful to 8:30 o'clock when two men enterof the speakers for the revival, will have a cancer. Now, he said, peo- ed the store and held the operahave charge of the service, at the ple are coming to realize that it is tors and customers at the point Negroes known as "Weaver's members named were Howard conclusion of which there will be just another disease of the organs of a gun until the robbery was

> reported today. No arrests had been made at certain cells of the body turn Monday noon and because of the clues were scarce.

> Officers said that two men entered the store and fired a shot toward the back of the store. The But now the cancer researchers are men then cleaned out a cigar box where the cash was kept and proceeded to search the three or four man cell will be solved, just as customers who were in the store man finally learned to smash the at the time. Only a few dollars atom. When that time comes, we was obtained from the customers, officers said. About \$200 of the total amount from the cigar box was in checks, Mr. Stillwell told

The two men left the store after the robbery and were whisked away in a 1940 or 1941 Chevrolet driven AT ABEE'S GROVE by a third man, officers said the Stillwells told them. The men were first reported to be Negroes, but later the Stillwells said they

> The robbers were given ample time to make a get away since there was a lapse of 15 or 20 min-

the Baptist home for delinquent miles from Valdese across Mineral Rev. Mr. Lippard stated that girls. He stated that 20,000 people Springs mountain at the intersection of the old Mountain road and Miller Bridge road.

Your Valdese News is composed of eighteen pages in three sections

Sponsoring the Valdese Dollar and with the convenience of shop-The 74 members of the associa-

> A & D Farm Supplies. A & P Store. Belk-Broome Company. Benlee's Department Store.

Bernard Buick Co. Brinkley Hardware and Furniture Co. Brinkley Lumber Co.

Britt Laundry & Dry Cleaning. M. E. Burns Market. The Children's Shop. City Coal Co. City Market & Grocery. City Motor Co. City Radio & Tire Co. G. R. Cline Grocery & Meats. Colonial Theatre. Henry E. Colton. Corbett's Clothiers. Davis Electric Co.

The Dress Shoppe. Mrs. J. P. Deal, Community Duke Power Co. Eversmart Beauty Shop. . Eversmart Dress Shop. George Motor Co. G. I. Grocery. G & L Grocery. Goode Motor Co. Goodwill Service Station. H & J Mobil Station. Hickory Telephone Co.

Ideal Beauty Shop. Kirksey & Co. Little Man's Grocery. Major Electric Co. The Men's Shop. The Northwestern Bank. Dr. W. H. Parker. People's Drug Store. Perrou Service Station. Pons Insurance and Waldensian

Powell's Grocery. Powell's Furniture and Gifts. Quality Cleaners. Red Bird Community Store. Rock Drug Store. Rose's 5-10-25c Store. Ruth's Beauty Shop. Setzer Insurance & Real Estate. Squillario's. The Style Shop. Super Service Station. Texaco Service Station. Town of Valdese.

Valdese Building & Loan Ass'n.

Valdese Cleaners & Dyers. Valdese Food Shop. Valdese Flower Shop. Valdese Furniture Co. Valdese General Hospital. Valdese Hardware Co. Valdese Ice Plant. Valdese Jewelry Store. Valdese Market & Grocery.

Walker Motors, Inc.

Your Florist.

Watkins Auto Service.

Western Auto Assoc. Store.

The Valdese News. Valdese Plumbing & Heating Co. Valdese Printing Co. Valdese Roller Mill. Van Horn Grocery. Waldensian Market.

### 18 PAGES TODAY

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

Three Big Dollar Days

To Begin Here Thursday

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

IS CONSIDERED

FOR VALDESE

Similar To Big Super

Market Type.

Plans for the construction in

Valdese of a new A & P super mar-

administrators of the Guigou es-

If the plans are accepted, the

Guigou property in the post office

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.

prints submitted by the company's

In Valdese

Thursday, June 16

at the Pilot Cafeteria.

Bridge Club will meet.

First Baptist church.

playground opens.

at the church.

Masonic Hall.

churches.

6:45 p. m.—Lions Club will meet

7:30 p. m. - The Sans Souci

Saturday, June 18

8 p. m.-Legion Junior baseball.

Valdese vs. North Wilkesboro, here.

Sunday, June 19

11 a. m.-Worship services at all

Monday, June 20

9 a. m. — Community Center

7 p. m.-Women of the Walden-

7 p. m.—Boy Scout Troop 2 will

meet at the First Baptist church.

Tuesday, June 21

will meet at the Pilot Cafeteria.

Home Demonstration Club will

7 p. m .- The Daughters of Amer-

7:30 p. m.-The American Le-

Auxiliary will meet at the Legion

HOMECOMING DAY

12:30 p. m.—The Rotary Club

newly-organized Valdese Merchants Association and Credit Bureau. Elsewhere in this issue is the long list of concerns which NEW A&P STORE have already joined the organization and still others are expected

to become members soon. Virtually every merchant in Valdese is running specials during the next three days. While the Dollar Day theme is being carried out in most stores, many concerns where this plan was not practical because the type merchandise, have drastically reduced their

merchandise during the event. All Firms Cooperating Firms cooperating with the event represent every type of store in Valdese grocery, furniture, auto appliance, dry goods store, beauty shops, clothing stores, department stores, service stations, department stores, specialty shops,

building will be constructed on the and many others. "We want this event to prove block, in the space above Corbett's that Valdese merchants have as good if not better variety of merchandise than any so-called "shopping centers", a spokesman for the Valdese Merchants Association said today." "Not only do local stores have the merchandise, but prices are as low if not lower Gus Jacumin, manager of the than in other towns. By the time Valdese A & P, said that the blue travel to other towns is taken into consideration, the shopper saves architects, called for a structure many dollars by trading at home

similar to that of the super mar- with hometown merchants." If the Guigou estate erects the Stores are making elaborate building, it will be leased to the plans for the huge event. Some are

adding extra sales personnel to accommodate the crowds expected. Shelves are stocked with the best This Week summer merchandise obtainable, at prices far below normal.

Thanks to the Valdese town board, meters will be covered during the next three days and shoppers may park in the meter zones as long as they like without fear of getting a ticket.

This large edition of The Valdese News is filled with outstanding bargains offered by Valdese merchants during these Dollar Days. Copies of the paper have been placed in every box in the local postoffice and special carrier boys are delivering a copy to every home in the Valdese section. Approximately 4,000 copies are expected to reach every home in this entire area.

### 9:45 a. m.—Homecoming day at PRESBYTERIAN YOUTHS ATTEND PIONEER CAMP

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

They are Mary Emma McClure, Gwendolyn Pons, Catherine 7:30 p. m. — Lovelady Chapter Baker, Joan Goode, Julia Lee Ri-No. 147, O. E. S., will meet at the bet, Nickie Palmer, Luther Williams, Jimmy Chambers and Benny Garrou.

Attending the Spnod's Youth Conference at Flora Macdonald College, also this week, June 13-20 3 p. m.—The Rutherford College are Doris Searcy, Rheta Micol, Joan Rutherford and Rev. A. B.

McClure. Both camps will have programs ica will meet in the Junior Order designed for inspiration, training and recreation.

### gion and the American Legion MISS MARTIN ATTENDS PILOT CLUB CONVENTION

Miss Ruth Martin of Valdese, lieutenant governor of District 6 Burke's Chapel Methodist of Pilot International, will leave church near Icard observed Home- this afternoon (Wednesday) for coming Day Sunday with dinner Chicago, where she will attend the on the grounds. Leon Butler of annual Pilot Clubs convention at Valdese was the speaker at the the Sheraton Hotel. Miss Martin morning service, and in the after- will also represent the Pilot Club noon special music was furnished of Valdese at the convention. She by the Victor Quartet and the plans to travel by plane from

# Shop In Valdese And Save — See Ads In This Issue