

# ASHEVILLE INVITES YOU

## To The ANNUAL RHODODENDRON FESTIVAL

JUNE 14-15-16

**Pabst**  
**BLUE RIBBON**  
**Beer**

*Really Aged Beer*

»»»» **ONCE EACH YEAR**

Western North Carolina celebrates its Rhododendron Festival. It bespeaks the spirit of these age-old mountains. Come and enjoy yourself... make merry and join in the many pleasures and entertainment created for you during the three days and nights our King and Queen are supreme rulers over all.

CAROLINA POWER & LIGHT CO.

**ButterKrust**

PRODUCTS

Are Better Because They're Made that Way

Asheville Baking Company

WE PAY  
**CASH**  
FOR NEW AND USED  
AUTOMOBILES

**SANDERS MOTOR CO.**  
SPRUCE ST. at WALNUT PHONE 451

*We Welcome You...*

Once every year the Rhododendron Festival makes Asheville and Western North Carolina the center of attraction for the nation.

It is a festival which embraces our entire section, of which you and your thriving community play a most important part.

For that reason, we, the Chamber of Commerce invite you to join in the three days of festivity, June 14-15-16.

Let us all make this the finest and most enjoyable affair ever attempted.

**THE CHAMBER OF COMMERCE**

*Proclamation*

For the sixth time the people of Asheville have arranged their annual formal greeting to the queen of mountain flowers, the gorgeous rhododendron, whose bloom clothes our peaks and valleys in colorful garb during the month of June. The greeting is known as the Rhododendron Festival and it ushers in the summer vacation season in Western North Carolina.

Although the festivities incident to this greeting to the rhododendron are arranged and localized in Asheville, the entire mountain area is the realm of this regal flower. Therefore, as mayor of the City of Asheville, and on behalf of the people of Asheville, I am pleased to extend to all the people of Western North Carolina especially, and to everyone everywhere, a most cordial invitation to join with us and be with us on the festival days of June 14, 15 and 16, in our program of colorful and entertaining events celebrating the blooming of the rhododendron.

WICKES WAMBOLDT, Mayor.

North Carolina's Sponsor



Miss Frances Roberts, of Waddell, North Carolina

**GREYHOUND RACES**

RHODODENDRON NORTH CAROLINA'S  
FESTIVAL SPORTS FIRST MAJOR  
FEATURE SPORTS EVENT

DAY AND NIGHT

June - 13 - 14 - 15

Sponsored by American Business Club

*Make*  
**FREDDO**

Your Headquarters  
While Attending

THE RHODODENDRON FESTIVAL

There is just one Freddo's... and you will find the atmosphere in keeping with the Festival spirit... it truly will be the meeting place of many ways will take advantage of its location as well as its coziness and courteous service.

We are painstaking and particular in the quality of foods that we serve, and considerate about prices, too. Sandwiches, bottled drinks and fountain service all will combine to make Freddo's the center of attraction where food is concerned.

ON THE SQUARE - ASHEVILLE

*Events*

- Tuesday, June 13
  - 8:00 P. M. Greyhound Races, with some of the country's finest dogs.
- Wednesday, June 14
  - 11:00 A. M. Floral Parade of Floats.
  - 3:00 P. M. Greyhound Races.
  - 8:15 P. M. Rhododendron Pageant and Royal Coronation.
- Thursday, June 15
  - 11:00 A. M. Baby Parade of Tiny Floats.
  - 3:00 P. M. Greyhound Races.
  - 8:00 P. M. Greyhound Races.
  - 8:30 P. M. Rhododendron Ball and Presentation of State Sponsors to the Rhododendron Court.
- Friday, June 16
  - 10:30 A. M. Mutt Parade of Dogs, All Varieties.
  - Afternoon Aquatic Events at Beaver Lake—Crew Races, Outboard Motors and Diving and Swimming Exhibitions.
  - 8:00 P. M. Jester's Revel, Street Dancing, and Special Events of Comic Nature.
  - 9:00 P. M. Sponsors' Ball in Honor of State Sponsors.

**WHITE SHOES**

predominate for 6th annual  
Rhododendron Festival  
in Asheville, N. C.



THE LIDO... an I. Miller Sanial pump in all white kid . . . \$10.50

The most complete selection of white shoes in the whole of Western North Carolina is here - white shoes in every pattern, in every material.

**\$5 to \$12.50**

Exclusive agents in Asheville for  
I. Miller, Matrix, & Bon Marche Shoes

**I. MILLER SHOP**  
**BON MARCHE**

All kinds of "ice cold" beer and sandwiches

For Festival Visitors — Be Sure to See "RUDY"

**THE ASHEVILLE PHARMACY**  
Complete Drug Supplies - Registered Pharmacists  
NEW MEDICAL BLDG. PHONE 4431

— Rhododendron Festival —

Visitors to the **SOUTHERN DELICATESSEN AND CAFE**

ALL POPULAR BRANDS OF ICE COLD BEER  
TAP OR BOTTLE

WILL FIND "ZEB'S" 92 FAMOUS SANDWICHES JUST RIGHT—HOT LUNCHES AND OTHER FESTIVAL FEATURES

**SOUTHERN DELICATESSEN**  
68 PATTON AVE. PHONE 4356

"THE SOUTH'S MOST BEAUTIFUL INN"

Don't fail to  
**DINE and DANCE**

at  
**LESLIE'S LONGVUE INN**

During the Festival  
DINING AND DANCING EVERY NIGHT  
GOOD FOOD—POPULAR PRICES  
NO COVER CHARGE

Telephone Arden 9153-J Asheville-Hendersonville Highway No. 67

*Five Good Hotels*  
**AT YOUR SERVICE**

- The* Asheville Biltmore
- The* Battery Park
- The* George Vanderbilt
- The* Hotel Asheville
- The* Swannanoa - Berkeley

Much of the gaiety of the Rhododendron Festival centers about the hotels... and we are most anxious to contribute our bit toward a most successful event.

Come and spend the three days with us... join in the merriment... you will find the service to your liking... our dining rooms and coffee shops offering tempting and delicious foods...

May we have the pleasure of your company?