

PLANS UNDERWAY FOR ROAN MOUNTAIN FESTIVAL SCHEDULED JUNE 21-24

By Lewis W. Greene

Who is the fairest of them all? The season now approaches for the North Carolina Rhododendron Festival to ponder this question.

Already members of the Bakersville Lions Club, which annually sponsors the event on Roan Mountain in Mitchell County, have begun to make arrangements for the 21 annual festival which will result in the crowning of a Rhododendron Queen for the coming year.

The festival is scheduled for June 21-24 with perhaps more awards, more travel and more attention than ever before lined up for the winner.

One official of the festival said: "We do know that the girl selected by the judges will be endowed with personality, talent, figure and beauty. Her duties will require these things, so this is why we search from one end of the state to the other for just the right girl". Unlike most beauty pageants, the Rhododendron Festival is primarily a promotion of the state and region — business and tourist — and the winner's first week is spent in rushing through many tourist attractions, factories and businesses.

According to an official, the winner will need this background so she can speak to the people across America about North Carolina as she travels coast-to-coast during her reign.

Bakersville Lions are high in their praise of the people and firms who help make the annual event a success. "Without

them, we could not do the job" one said.

Among those donating incentives to draw interest to the event are: Mr. J. E. Broyhill, President of Broyhill Furniture Factories in Lenoir, and Col. Mercer Lee Price, President of the Price Foundation of Ormond Beach, Florida, who have arranged scholarship awards for the Queen and other winners. Coca Cola Bottling Company offers a personal appearance tour, which will take her to many cities in the States.

Claude Greene, President of Greene Chevrolet Company in Spruce Pine, provides the Queen with a new convertible for her travels, and Tanner's of North Carolina gives her a \$500.00 wardrobe. Bianton's Business College of Asheville presents a trophy and a \$500.00 scholarship to the school. The Asheville Citizen-Times Publishing Company presents an engraved wrist watch and several smaller awards are also given.

The reigning Queen will travel approximately 100,000 miles and make about 300 personal appearances. The Rhododendron Queen has been said to be the second most traveled beauty queen in the nation.

A special state sponsored tabulation showed that more than 250,000 people visit the world famed Rhododendron Gardens on Roan Mountain annually. It is expected that the bloom will be at it's peak during festival week.

Officials said they were seek-

ing girls of widely varied talents this year. "We would like to see an accomplished accordion player, a top notch singer of folk songs and maybe a girl talented with the electric guitar."

Entries to date are from Fayetteville, Gastonia, Denton, Statesville, Charlotte, Boone, West Jefferson, Albemarle, Avery County, Concord, Bakersville, Asheville and Raleigh. Only twenty-one entries may be accepted, and the closing date for acceptance of applications may be as early this year as May 15. Entries in the Jr. Miss Pageant will be held open until June 1.

Sooner or later, that day comes, the day when a woman feels she's changing. It's not a good feeling either. And she could use a good old-fashioned medicine then.

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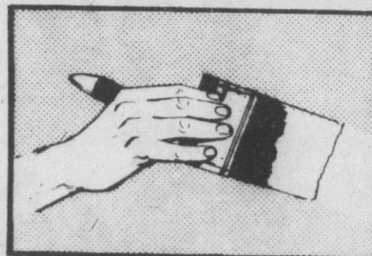
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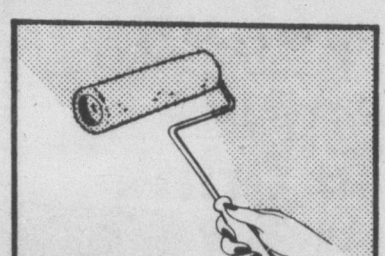
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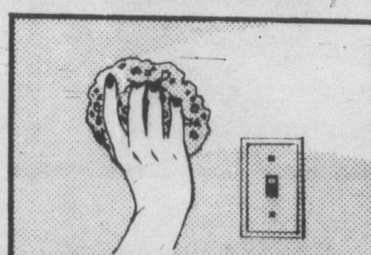
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