

### Victory Dinner Key Notes From G-W

**BOILING SPRINGS** — The 1965 segment of Gardner-Webb College's "Decade of Advance" campaign soared beyond success by more than a quarter of a million dollars.

Intensive community-by-community campaigns throughout Cleveland and Rutherford counties netted a total of \$1,556,461.05

in cash, pledges, real property and securities. The original goal, set at a three-day campus convocation in March, was \$1,250,000. National General Chairman R. Patrick Spangler of Shelby Friday night told a victory dinner audience of some 800 persons that such a magnificent dollars and cents response to the college's financial need is indicative "of how you people feel about providing a senior college for this area."

Spangler, who personally accounted for \$600,000 of the campaign total and received a standing ovation at one point during the celebration program, predicted that the caliber of support manifested during the campaign might enable Gardner-Webb to beat its goal of becoming a four-year college by 1971. Acknowledging that "beater paths are for beaten men," Spangler also pledged to explore new avenues for Gardner-Webb in early 1966.

President E. Eugene Postor added substance to that pledge. He pointed out near the end of the victory dinner that "The campaign is not over. It's getting started. This is the first phase victory dinner. We're on the move and we're staying on the move."

Campaigns comparable to those conducted in 1965 in Cleveland and Rutherford will be conducted in early 1966 in Gaston and Mecklenburg counties in North Carolina and Cherokee County in South Carolina. Spangler, lauded at every turn for the excellence of his campaign leadership, starred on a program which featured an address by Joseph M. Bertotti of General Electric Co., remarks by Congressman Basil L. Whitener and Gardner-Webb Vice President Thomas J. McGraw, words of appreciation from Dr. W. Percy Crouch of the Baptist State Convention of North Carolina and the introduction of various dignitaries and campaign leaders.

O. W. Ferrere of Marts and Lundy, Inc. of New York City, the firm which developed the college's fund campaign, presented Spangler a bronze medal struck for the company for presentation to men and women who display outstanding leadership and philanthropy.

It was at this point that the audience gave Spangler a standing ovation. Ferrere explained that his company had made but one other such presentation. That was to the general chairman of a Princeton University drive which raised over \$53 million.

Spangler was in the spotlight again at the end of the program when Dr. Poston unveiled a handsome, 14 by 24-inch bronze tablet engraved with words of praise for his role in the campaign and carrying the symbol of the "Decade of Advance" effort. In announcing the campaign total, Spangler revealed that goals were exceeded by every group involved.

He then announced the following totals for the various divisions: the board of trustees (raised among members of the board) \$487,800.50; board of advisors (raised among members of the board) \$324,240; leadership

gifts, \$138,525; faculty solicitation, \$31,980; Shelby, \$167,133.74; Boiling Springs, Lattimore and Mooresboro, \$31,136; Belwood, Casar, Fallston, Lawndale, Polkville, Waco and Double Shoals, \$31,000; Earl, Grover and Kings Mountain, \$102,605; Forest City, Avondale, Bostic, Carolee, Cliffside, Ellenboro, Harris and Henrietta, \$40,535; Gilkey, Rutherfordton, Chimney Rock, Lake Lure, Spindale and Union Mills, \$55,947.50.

Greatest effort beyond the present goal was posted in the Earl, Grover and Kings Mountain area. The original goal was \$25,300. The final tally was \$102,605. Spangler said of this effort, "It was the biggest thing to hit this county since Sherman went through."

Congressman Whitener characterized the success as "a great victory for this college and this area we all love so much." Bertotti keyed his address to the need for more and more intensive grassroots action independent of the federal government.

He noted that the French historian De Torqueville observed in his "Democracy in America" in the early 1830's that this nation's ace in the hole was the "impulse to act independently, to handle

public living directly and instantly" and without assistance, from the central government.

After noting that the perpetuation of this characteristic seems to be in jeopardy today, Bertotti contended that the success of the Gardner-Webb campaign is proof positive of the fact that the "American dream can be reclaimed."

"The record of Gardner-Webb College," he said, "is evidence of the fact that the spark of initiative is still alive in this country."

Bertotti, manager of educational relations for General Electric, explained how business and industry are contributing to modern education and implied that an acceleration of this trend will be necessary.

He called for more and more attention to cultivating the abilities of the individual student because the nation "needs geniuses in repairing automobiles" as much as it needs geniuses in physics and literature.

And, in closing, he cautioned that local leadership must be careful to see that Gardner-Webb accomplishes its goals "without sacrificing any of its self-reliance."

Dr. Crouch brought words of

### First Tree Lights Was Near Tragedy

The story of the first Christmas tree lights involves a telephone switchboard, a telephone employee and a near tragedy.

R. B. Moore, local manager for Southern Bell here, told how all this happened about 50 years ago.

In the days of the early 1900s, people still lighted their Christmas evergreens with wax candles. The flickering glow of candlelight on the spiky needles was beautiful—but dangerous.

One Christmas season Ralph E. Morris, an employee of New England Telephone Company, had a bad scare. His little boy, Leavitt, crawled under the family Christmas tree and unspooled a candle. Luckily, it only singed his hair, but his father said immediately, "No more candles!"

Without the candles, the tree had no warmth and sparkle, so Morris set about to find a safer way to light it. As a telephone

employee, he was able to buy several switchboard lamps. He soldered the little bulbs to a string of wires. Then he wrapped colored paper around each bulb—but not touching the glass— and anchored it to the base of the bulb and the wires. The tree shone brightly. Little Leavitt was delighted—and so was R. Morris! Everyone admired it. And the idea caught on.

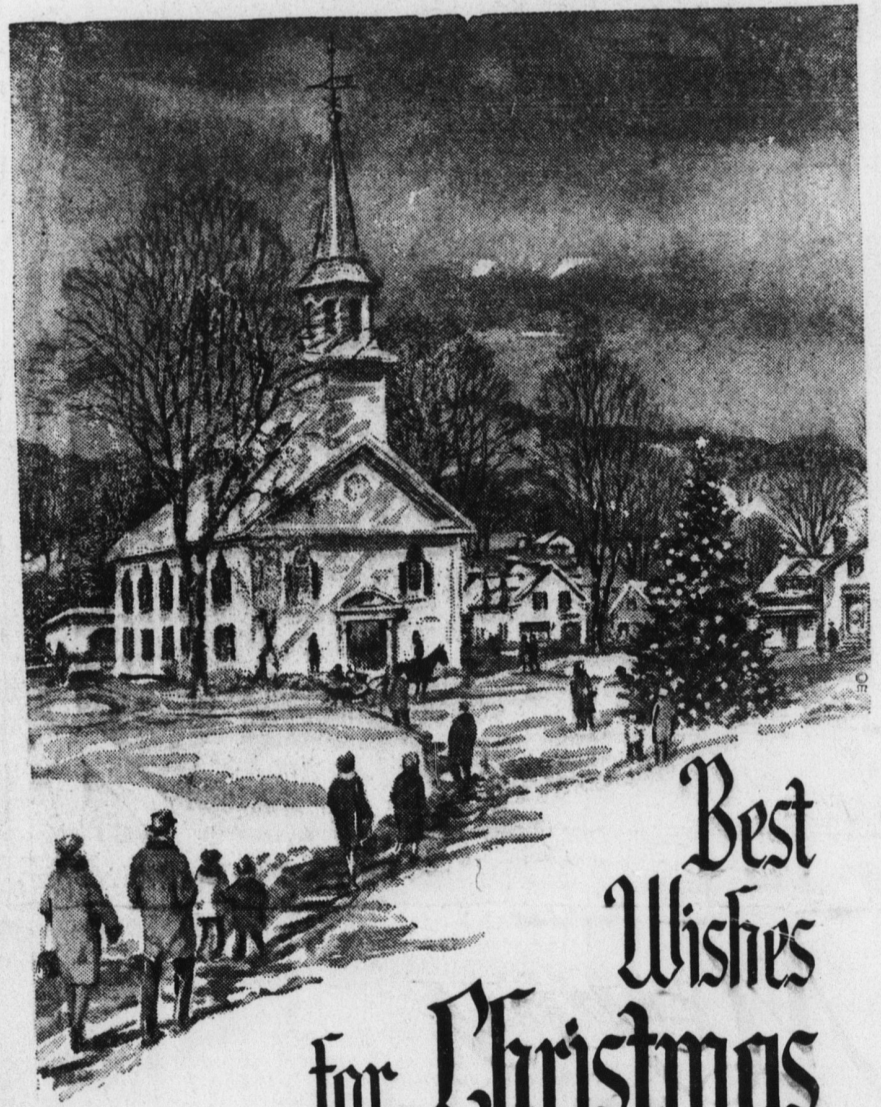


wish hearty,  
and most  
sincere, with  
greetings glad  
to you and yours,  
from all of us,  
FOR A JOYOUS  
**Christmas**  
Tignor & Russell Garage



At Christmas, we especially recall the simple message of "Peace on Earth, Good Will to Men." You, dear customers, have shown your good will to us by your loyal patronage. Our hearts filled with gladness, we wish to say, "Thank you for such a wonderful year."

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## Best Wishes for Christmas

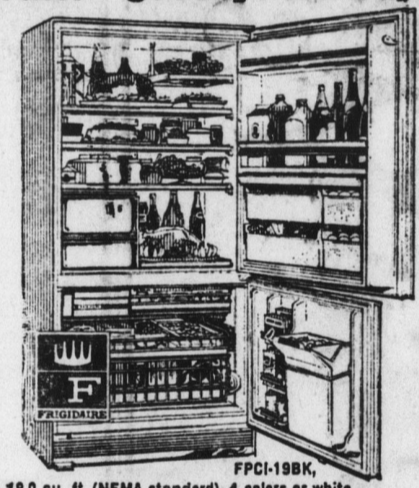
As we celebrate this joyous occasion of the birth of the Christ Child, let us remember especially the hope that was born anew and the love that filled the world on that first Christmas. May their light shine today, so that peace and understanding will prevail among men.

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# This Christmas Give Her FRIGIDAIRE Space Age Appliances—A Gift That Gives The Year 'Round! See These "Smart Santa" Buys Today!

### FRIGIDAIRE Ice Maker Refrigerator—goodbye ice trays!



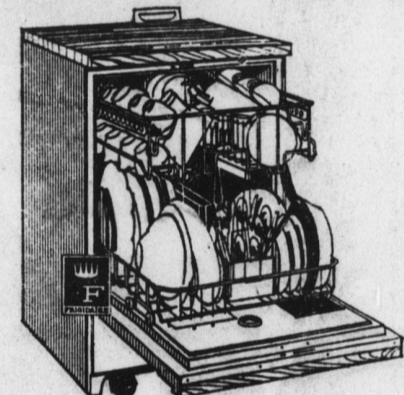
FPIC-198K,  
19.0 cu. ft. (NEMA standard), 4 colors or white.  
Connects easily to water supply.

- Fills, freezes, releases and stores cubes in handy door server (holds 270)—all automatically.
- 100% Frost-Proof—no frost in 208-lb. size freezer or fresh food section.
- New Electric Door Opener responds to lightest touch.
- Plus the Power Capsule for Space Age Refrigeration!

**\$5.25**  
A WEEK AFTER SMALL DOWNS PAYMENT

\*SPACE AGE DEPENDABILITY BACKED BY 5 YEAR WARRANTY AT NO EXTRA CHARGE

### FRIGIDAIRE CUSTOM IMPERIAL SUPER-SURGE DISHWASHER

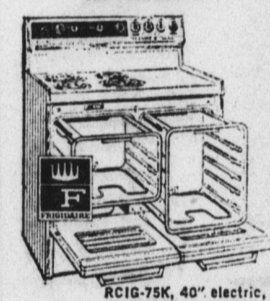


Man, Oh Man,  
What a Whale of  
A Gift For  
Christmas...

**\$1.95**  
PER WEEK

See Our Complete Display Today.

### FRIGIDAIRE RANGE Makes roasts automatically more tender, juicier!



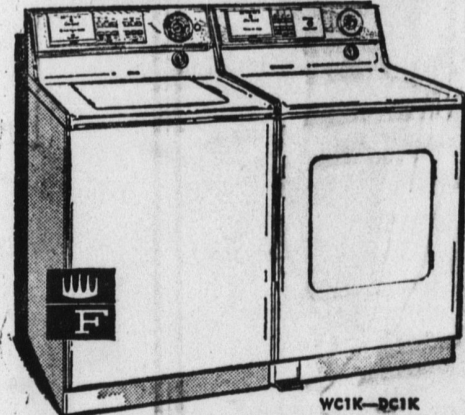
RC10-79K, 40" electric, 4 colors or white.

- New, exclusive Frigidaire Tender-matic control makes even an economy chuck roast slice like prime rib.
- Cook now, serve later—Meal Minder oven control.
- Two Pull 'N Clean ovens—clean standing up.

**\$2.75**  
PER WEEK

### MORE GIFT IDEAS FOR HER CHRISTMAS

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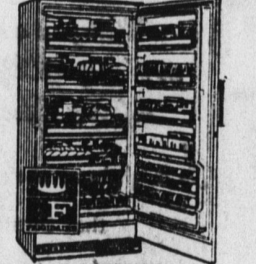


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588 Lb. Capacity  
100% Frost-Proof  
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