

# WATAUGA DEMOCRAT

An Independent Weekly Newspaper . . . Seventy-Third Year of Continuous Publication

| BOONE WEATHER       |      |     |             |
|---------------------|------|-----|-------------|
| 1961                | High | Low | 6 pm. prec. |
| Jan. 31             | 63   | 33  | 36          |
| Feb. 1              | 43   | 29  | 41          |
| Feb. 2              | 41   | 18  | 18          |
| Feb. 3              | 29   | 15  | 28          |
| Feb. 4              | 28   | 14  | 21          |
| Feb. 5              | 44   | 6   | 32          |
| Feb. 6              | 38   | 11  | 31          |
| Total precipitation |      |     | 41.1        |

FOR BEST RESULTS

Advertisers invariably use the columns of the Democrat. With its full paid circulation, intensely covering the local shopping area, it is the best advertising medium available.

VOLUME LXXIII—NO. 32

PRICE: FIVE CENTS

BOONE, WATAUGA COUNTY, NORTH CAROLINA THURSDAY, FEBRUARY 9, 1961

FOURTEEN PAGES—TWO SECTIONS

## REA Meet Stresses Sales Drive

The sixth annual Rural Electric Sales Conference was held Wednesday, January 25, in Charlotte. Attending from Blue Ridge Electric Membership Corporation were Herman Anderson, Hugh Tilson, Luther Ashby, Bill Marshall, R. S. Berry, Bernard Goss, and Oscar Evans.

This was a power use conference for rural electric cooperatives, appliance dealers, and electrical distributors. The purpose was to discuss the vast rural market potential, the 1961 planned promotions to be carried on by the Rural Electric Cooperatives, the "Tools" available to help make the promotions a success, and how dealers, distributors, and cooperative personnel can work together to supply this market.

Mr. J. C. Brown, Editor of Carolina Farmer Magazine, presided over the panel discussion. Mr. Brown pointed out that the Carolina Farmer magazine has a monthly circulation of 163,546, one of the largest in North Carolina, and is an excellent means of informing the rural consumers of special promotions and a tool for creating the desire for various electrical equipment.

Mr. Walter Fuller, Executive Manager of the Tarheel Electric Membership Association, Raleigh spoke on "The Rural Electric Market, Putting It in Its Perspective." Mr. Fuller pointed out that only 5 major appliances have reached more than 50% saturation. Only 91.1% have refrigerators, 71.0% have television sets, 57.3% have water pumps, 53.3% have washers, and 51.8% have electric ranges. All others ranged from 1.8% with dryers to 41.1% with freezers.

Mr. Aaron A. Hathcock, Power Use Director of the Tarheel Electric Membership Association, Raleigh, spoke on the "Tools" to help you reach this market. He mentioned promotions, Carolina Farmer magazine, the cooperative's newsletters, member financing plans of cooperatives, local newspaper and radio advertising, plus all the educational activities going on state wide.

H. H. McKinney, Manager of Pee Dee Electric Membership Corporation, Wadesboro, and Chairman of the Tarheel Electric Membership Association Power Use Committee explained the Tarheel promotion plan for 1961. He pointed out that the cooperatives would be promoting water heaters, freezers, air conditioning, and outdoor lighting during the year. Various incentives will be offered members making purchases during the promotion period.

Herman Anderson, Power Use Director, Blue Ridge Electric Membership Corporation, Lenoir, spoke to the group on "Carrying Out Promotions Successfully At The Local Level." He pointed out that all dealers and distributors should be informed, and that the utility should strive to give superior service at reasonable rates.

Mr. Richard M. Hausler, Executive Secretary, Rural Electric Consumer Publication, Washington, D. C. spoke on "If I Were A Distributor." He pointed out that if distributors would work closely with the cooperatives and local dealers and offer special incentives and sales in timing with the promotions of the rural electric, the results would be amazing.

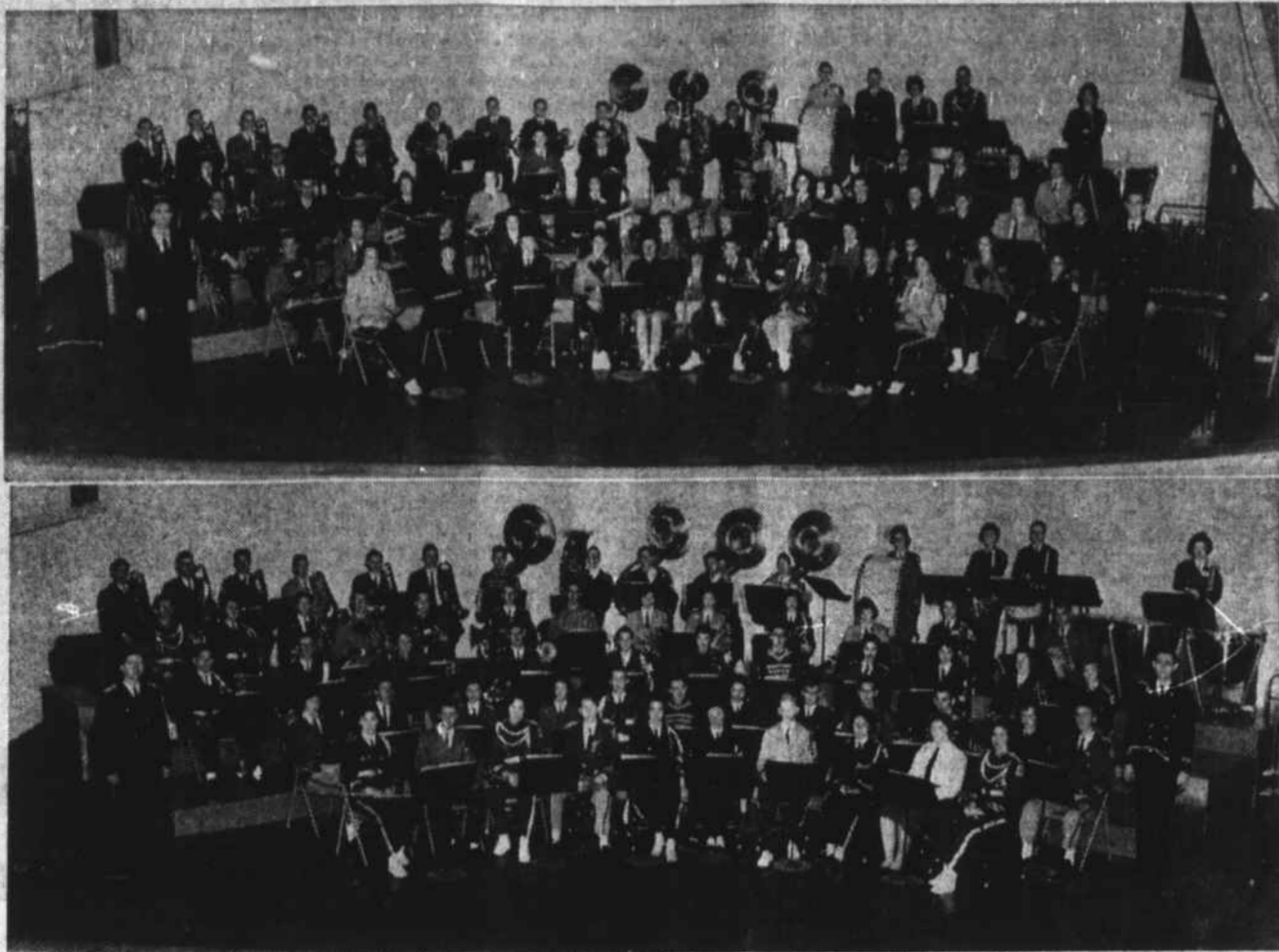
## Hall Of Fame Seen At ASTC

An Alumni Hall of Fame will be established at Appalachian State Teachers College, announces Dr. Roy Wilson of Charlotte, president of the college alumni association.

Dr. Wilson has appointed John T. (Jack) Ruffing, a Greensboro investments broker, as chairman of a committee to work out details toward setting up the Hall of Fame.

Three outstanding Appalachian alumni will be named each year to the Hall of Fame. They will be selected on the basis of achievement, service and character.

Nominations for the honor will come from ASTC alumni at large. Dr. Wilson also appointed Tom Hayes and John Idol of Millers Creek and Ray Walker of Sparta to work with Ruffing on the committee.



PERFORM SUNDAY.—The Symphonic Band (top picture) and Concert Band were heard Sunday afternoon, following the annual Northwest North Carolina Band Clinic at Appalachian State Teachers College. Hampered by the weather, the clinic, scheduled for Friday and Saturday, got off to a slow start as high school students were delayed in arriving in Boone, but most of the bandsmen were able to get here by Saturday and the clinic got underway. The concert, scheduled for Saturday night, was postponed until Sunday afternoon, with most musicians staying for the event. The Symphonic Band was directed by Dr. Paul Bryan (extreme left), director of bands at Duke University. The Concert Band was directed by Dr. William G. Spencer (left in concert band), ASTC Music Department head. Charles L. Isley, Jr., ASTC band director (right in both photos), was clinic director.—Photos Flowers Photo Shop.

## Congressman Alexander Gives Position On Rules Group Fight

Congressman Hugh Alexander issues a statement, regarding his stand on the Rules Committee fight in Congress last week. Salient points in the statement follow: During the past two weeks I have received numerous communications from my constituents and other citizens of North Carolina with respect to the increase in the membership of the Committee on Rules of the House of Representatives. The Rules Committee of the House of Representatives was not created to thwart the will of the majority of the membership of the House of Representatives in bringing legislation to the floor for consideration. It was set up to regulate the orderly flow to the floor of the House for debate and consideration many thousands of bills introduced every session of the Congress. The Rules Committee, under the existing rules of the House of Representatives, could not, if so desired, prevent the House from voting on any bill. There are three fundamental safeguards in the existing rules of the House which insure that the House membership will always have the opportunity to vote the will of the House regardless of the makeup or attitude of the Rules Committee. Briefly, these safeguards are as follows: 1. 219 members of the House, a majority of the membership, may sign a discharge petition which will have the effect of bringing a bill immediately to the floor for consideration. 2. A two-thirds majority of the Members of the House may at any time suspend the existing House rules and call up for action on the floor legislation for immediate consideration. 3. On every Wednesday the chairmen of the standing committees of the House may call up measures for consideration with (Continued on page two)

WATAUGA SOLONS.—Gordon H. Winkler, left, who was sworn in Wednesday as State Senator for Watauga, Ashe, and Alleghany counties, when the General Assembly was organized in Raleigh. Mr. Winkler, a Democrat, and a long-time Mayor of Boone, had served previously in the Senate. At right, Murray Coffey, of Blowing Rock, a Republican, was sworn in as Watauga county's Representative in the House. Mr. Coffey, who hasn't held public office before, defeated Representative Jack Edmisten of Boone, in the November election.

## Plans Being Made For State Grange Meeting

Mr. Robert Scott, assistant to the State Grange Master, recently met with a special Chamber of Commerce Committee and Jerry Adams, Watauga Deputy to the State Grange Master, to discuss plans for the State Grange Convention which is to be held in Boone October 22-25. After looking over the local facilities, Mr. Scott seemed well pleased with the arrangements and expressed appreciation for the fine spirit of cooperation on the part of the Chamber of Commerce and local Grange members. Mr. Scott also met with the Pomaona Grange of Watauga county, concerning their duties as host to the convention. A committee was set up to work out plans, and as plans develop, each subordinate Grange unit in the county will be called upon to help.

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## Mrs. Rabb To Speak Tuesday

Mrs. Miriam Rabb, Travel Editor of the Department of Conservation and Development, will address the membership meeting of the Chamber of Commerce, which will be held at noon in the private dining room of the Boone Trail Restaurant February 14th. Mrs. Rabb will bring a message stressing the importance of our State's third largest industry, the travel industry. She is expected to tell what this area has to offer to the Nation. Mrs. Rabb is an experienced person, and from her many contacts with the entire county speaks with authority. While her husband was in service she devoted herself to promoting, writing and selling. During time spent in the state of Minnesota, she was a free lance photographer and writer, doing a good job promoting the State's famous Horse Shows. Leaving Minnesota she came to Stetson University, DeLand, Florida and on to Lees-McRae College at Banner Elk where she graduated. She served as publicity director for Lees-McRae. During World War II she served as State News Editor to the Columbia Record, Columbia, South Carolina, and publicity director for Naples Hotel, Naples, Florida. Mrs. Rabb headed the publicity departments of several stage Theatres, including the famous Little Theatre in Winston-Salem. She served as publicity director of "Horn in the West" and is credited with getting this famous outdoor drama off to a successful start. Mrs. Rabb left the Horn in the West to become Travel Editor for the Department of Conservation and Development. Her feature articles on the State are now appearing in many national magazines and newspapers. Mrs. Rabb is the daughter of Mr. and Mrs. Mont Glover of Boone. (Continued on page two)

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## ANNUAL REPORT MADE Conservation Work Does Well In 1960

### Soil, Water Saving Seen Successful

Through the concerted effort of a number of agencies and people, splendid progress was made in soil and water conservation in Watauga county last year. People, both farm and non-farm, are becoming more aware of the problems of erosion, and how erosion costs our nation in productive land, increased food costs, silting of our streams and reservoirs, and lower farm income. Though surpluses exist in some crops in our nation, as more acres are lost to crop production by industry, homesites, etc., the necessity for erosion control becomes more urgent; if we continue to provide sufficient food and fiber for the large population increases that are anticipated. Technical Assistance Soil Conservation Service assisted in developing 62 complete soil and water conservation plans between Watauga farmers and the district during 1960. Two plans were revised to better meet the needs of farmers by reflecting planned changes in the farmers operations. 513 complete farm plans are in effect in the county. 118 additional farmers are cooperators and many of these will soon have a complete plan covering proper land use for the entire farm. Among the numerous conservation measures carried out on these farms were 2.2 miles of tile drainage and .7 mile of open ditches. 173 acres were planted to trees on district cooperators farms during 1960. Educational Assistance Educational programs have helped to inform the public of the need for and value of proper land use. Nine courses of conservation were given in the nine public schools in the county with a total participation of 325 students. 13 classroom exhibits were made. Vocational agriculture teachers taught conservation to 137 students. This included 16 field trips and three projects. 109 Cove Creek and Appalachian High School boys participated in the land judging contest. Extension Service prepared eight news articles, 11 radio programs, held seven meetings, six 4-H projects, three 4-H demonstrations, and one 4-H course in soil conservation during the year. The Science Department of Appalachian State Teachers College continued to emphasize conservation and forestry during the year. Field trips were made to observe proper woodland management. Forestry Activities Forestry interest in forestry is shown on many Watauga farms. Tree planting and woodland improvement work still remains among the most needed practices in the county. Last year district supervisors signed a memorandum of understanding with the N. C. Forest Service. The N. C. Forest Service agrees to continue furnishing forest seedlings, provide fire protection, technical help in forest management, and assistance in disease and insect control. Financial Assistance Farmers Home Administration provided funds for 15 farmers to carry out soil and water conservation practices on their farms. ACP assistance was used by farmers to pay a part of the expense of seeding 1008 acres of perennial hay, 1240 acres of liming, 73 acres of tree planting, 3848 acres of improved hay and pasture, and 1124 acres of winter cover crops. Other practices were also carried out under this program. District Financial Aid The following business people gave financial assistance to the district during 1960: Hunt's Department Store; V. C. Shore Produce Co.; Wilcox Drug Co., Inc.; Goodnight Bros. Produce Co., Inc.; (Continued on page two)

## Beshears Is Named Acting Postmaster



RALPH L. BESHEARS

Ralph L. Beshears, who has been in the local postal service for 20 years, has been appointed Acting Postmaster at Boone, according to information given the Democrat late Monday by Representative Hugh Alexander.

Mr. Alexander has recommended Mr. Beshears for the permanent appointment, which is expected to be consummated as quickly as the departmental routine can function.

Mr. Beshears assumed duties of the office Tuesday afternoon. He was sworn in by Post Office Inspector Crawford.

Mr. Beshears succeeds Ralph G. Greene, of Boone, former postal inspector, who has been acting postmaster since Lyle B. Cook relinquished that position some months ago to accept a postoffice clerkship.

Ralph Beshears was born in Wilkes county a son of Mr. and Mrs. B. H. Beshears. He started his postal career as a substitute village carrier, but has been a clerk for a number of years. He is a member of the Board of Deacons at Oak Grove Baptist Church, and a Sunday School teacher.

He holds BS and MA degrees from Appalachian State Teachers College and served as an elementary school principal in Wilkes county for four and a half years.

A Navy Lieutenant during World War two, Mr. Beshears retains his commission in the Naval Reserve.

## Rev. Mr. Payne Dies Friday

Rev. William Cicero Payne, 78, Route 1, Blowing Rock, died at his home February 3. He had been ill since December.

A son of the late Rev. J. M. Payne, prominent Baptist minister of Watauga County, Rev. Mr. Payne was ordained to the ministry in 1927. He preached his first sermon at his home church, Cool Springs Baptist. His last service was conducted at Cool Springs—the day he was stricken.

Rev. Mr. Payne's first pastorate was Cool Springs. During his ministry he served twenty different churches.

Funeral services were conducted February 5 at 2:00 p. m. in the Cool Springs Baptist Church, by Rev. J. H. Crisp and Rev. Clyde Cornett. Burial was in Hartley cemetery.

He is survived by the widow, Mrs. Martha K. Payne, four daughters, Mrs. Connie Steve, St. Lauderdale, Fla., Mrs. Duna Pennell, Lenoir, N. C., Mrs. Alma Moretz, Raleigh, Mrs. Eddie Sherrill, Boone; a son, Milton Payne, Boone; two brothers, Lon Payne, Asheville; Coleman Payne, West Jefferson; 5 sisters, Mrs. Minnie Austin, Mrs. Nettie Winkler, Mrs. Florence Wilcox, Mrs. Maude Harrison, all of Boone, Mrs. Mary Graybeal, Marion, Va. There are 16 grandchildren and 13 great grandchildren.

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## Scout Week Is Observed

National Boy Scout Week is being observed this week, and word, from David Spainhour, Watauga District Scout Chairman, is that Scout Sunday will be observed on the 12th. At this time, all pastors are asked to observe the 50th anniversary of the Scout movement. Troop 55, Mr. Spainhour said, will install a Scout display in the windows of the old City Market on King Street.

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## Mrs. Beach Funeral Held

Mrs. Minnie Julia Beach, 72, of Route 4, Boone, died Sunday, February 5. Funeral services were conducted February 7 at 2:00 p. m., by the Rev. Homer Greene, the Rev. R. C. Eggers, and the Rev. James K. Kesselburg at Meat Camp Baptist Church. Burial followed in the church cemetery.

She is survived by her husband, Walter Beach of Boone; four brothers, R. S. Jones, Arthur Jones, Will Jones and Tom Jones, all of Boone; two sisters, Mrs. Mary Greer, Winston-Salem, and Mrs. Emma Greer, Todd.

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## John J. Van Noppen, IV Van Noppen Gets West Point Nod

Congressman Hugh Alexander announced from his Washington office last week that he has nominated John James Van Noppen, IV, as a principal nominee for appointment to the United States Military Academy for the 1961 entrance. John is the son of Dr. John J. and Dr. Ina Faye Van Noppen of 1006 East Main Street, Boone, and is presently a student at The Hill School, Pottstown, Pennsylvania. The Ninth District Congressman said, "Young Van Noppen has an excellent high school record. He participated in athletics, Scouting and other extra-curricular activities, and I am delighted to offer him this nomination for appointment to the Academy."

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## Fred Church Is Hurt In Fall At Store

Mr. Fred Church, Manager of Church's Store suffered a broken elbow in a fall from a step stool in his Boone Store.

Mr. Church had treatment at Watauga Hospital, where the arm was placed in a cast and returned immediately to his work.