

# PROJECT WILL COST ABOUT \$810,000

## Full-Time Crews Work On Beech Mountain Ski Areas

A spokesman for the Beech Mountain Development Company, Inc., stated yesterday that two slopes have been cleared at the site of the future ski areas near Banner Elk. When completed, the ski slopes will be one of three such ventures in North Carolina.

Promoter Jack Williams of Boone reported that ten men and a bulldozer and operator are working full time clearing the land. In addition to the two main runs of 2,500 and 3,500 linear feet each, the ski company plans to construct a \$150,000 ski lodge.

The entire project will cost an estimated \$810,000, of which local sources must raise ten percent or \$81,000, in keeping with an ARA requirement, Williams related.

A kick-off campaign for the raising of money will be held in Boone on January 22. Time and place will be announced in next week's edition of the Watauga Democrat. Organizers for the meeting are Stanley Harris and Alfred Adams.

Williams also reported that the Beech Mountain Development

Company has been issued a registration certificate by the SCE. Securities will be ready for sale by April 1, he remarked.

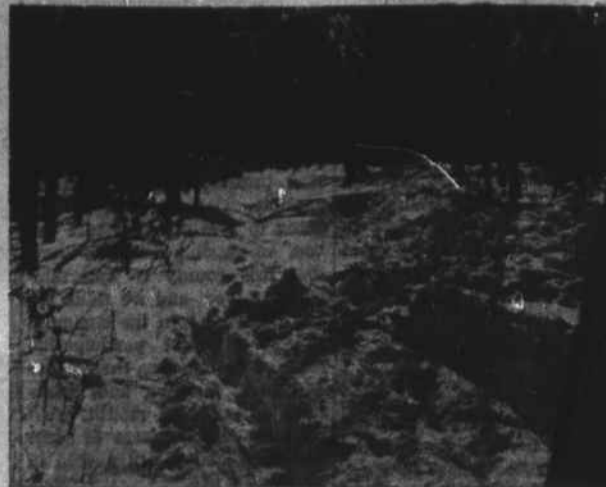
According to an earlier report (Watauga Democrat, September 6, 1962), plans also call for the building of an ice skating rink and a toboggan run during the first year of operation.

The two main trails will be served by double chair lifts which will have a capacity of 800 skiers per hour. Artificial snow machines will be installed "early in 1963."

Architect for the ski area is Fritz Woehle of Birmingham, Alabama. Engineer is Theodore F. Randolph of the Harbert Construction Corporation, Birmingham.

Promoters, in addition to Williams, are Thomas Brigham and John Greiner of Birmingham and Donald B. Williams of Boone.

Williams also stated yesterday that progress on the ski slopes shows the rapid growth in summer and winter tourist attractions in Watauga and Avery counties. He quoted the



Scenes at Future Site of Beech Mountain Ski Area

following from the Overall Economic Development Program for Avery County:

"Possibly the greatest potential for substantial economic growth in Avery County is in the field of tourist and resort development. Natural scenic beauty of the region already has world renown; the summer climate has inspired the slogan, 'Air conditioned by nature'; the winter climate is not extreme, main highways rarely being rendered impassable by snow and other weather conditions.

"Many of the higher mountain slopes, however, are so located as to indicate great potential, with the aid of snow-

making machines for ski runs and winter sports developments."

The report further says: "If the economy of Avery County

is to give tourism a substantial role in its growth, there must be other tourist attractions developed such as a championship golf course, ski run and

lodge. A ski lift could be used in both summer and winter. Along with these would be facilities for eating and lodging to accommodate visitors."

### Notice of Shareholders' Meeting Watauga Savings & Loan Association

You are hereby notified that the annual meeting of the Shareholders of the Watauga Savings and Loan Association will be held in the Secretary and Treasurer's Office in Boone, N. C., on

**Thursday, January 24**  
**At 2:00 O'Clock P. M.**

for the purpose of electing a Board of Directors for the ensuing year and for the transaction of such other business as may properly come before the meeting.

In case you cannot attend this meeting, please fill out and return proxy blank at once. It is very important that you comply with this request, as we cannot hold the meeting unless a majority of the stock is represented.

Yours very truly,

**JAMES P. MARSH**  
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CUTTING TIMBER ALONG ONE OF THE SKI SLOPES

### Motels Are Outstripping Hotels In North Carolina

Motels are grabbing the lion's share of the tourist trade in North Carolina. Their number (1,090) is double the total of ten years ago and three times as great as at the end of World War II. Since 1948, North Carolina's motel business has increased 700%, which is almost double the national increase. Now the State is receiving 2.34% of all the motel business in the nation as compared with only .99% of the hotel business.

The rapid rise of the motel business, which took in nearly \$33 million in 1961 as compared with less than \$4 in 1948, is part of the story to be told at the ninth annual meeting of the Travel Council of North Carolina in Durham, January 27-28, when the detailed economic survey of the State's multi-million travel industry will be released. The survey was made by Dr. Lewis Copelan of the Department of Statistics of the University of Tennessee and will show that travelers spent \$423 million in North Carolina in 1961, up 4% over 1960.

The report will show there are 350 hotels, and despite the sensational increase in motels,

that they have managed to hold their own by providing facilities for conventions and things other than lodging. Hotel revenue in the State was \$29 million in 1961, up 4% over 1960, but only \$7 million greater than total hotel income in 1948.

The report will also show that gasoline service stations are multiplying faster in North Carolina than in the nation as a whole. The 6,450 gas stations in 1961 had sales of \$399 million, up 4% over 1960, and three times as much as 1948. It took a lot of gas for tourists to travel over four and a half billion miles over North Carolina highways in 1961. Tourist travel was approximately one-fifth of interstate passenger mileage, according to the Copelan survey.

#### CARD OF THANKS

We wish to express our heartfelt thanks and appreciation to the many friends and neighbors who contributed so many expressions of sympathy and acts of kindness at the illness and death of our husband and father.—Family of Henry A. Greene.

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