

BOONE WEATHER					
1963	Hi	Lo	prec.	'62 Hi	'62 Lo
July 9	74	53		77	65
July 10	68	45		80	53
July 11	68	41		82	54
July 12	74	44		81	68
July 13	72	46		83	59
July 14	75	57	.46	82	55
July 15	75	58	.13	83	59

Horn Still 900 Ahead Last Year

Cold, damp weather of recent days has failed to dampen the enthusiasm of the crowds which have turned out for Horn in the West, and the first two-week run of Boone's outdoor drama shows a 900 increase over the same period last year.

This brings Herman W. Wilcox to remark that "with nicer weather and the biggest tourist season this area has ever seen this should be Horn in the West's biggest year."

From a survey conducted by the promotion director, says Mr. Wilcox, we have yet to hear a vote against the drama—nothing but praise, such as: "greatest production in the history of the drama," "the best it has ever been," "even though you have seen it every year, you must see it this year."

Miss Blanche McLeod, Maryville, Kansas, says: "Kermit Hunter's outdoor drama is one of the most interesting productions we have ever seen. The tragedy, romance and humor of the pioneers of the time of Daniel Boone are well portrayed. The Indian dances and dances by the settlers are well portrayed."

Miss Marietta McLeod, Manhattan, Kansas, says: "The history of the time of Daniel Boone was interestingly portrayed, the Scottish, Indian and settlers' dances well executed and the singing well done."



New Apartment Building

Grading of the site for a new three-story business and apartment building on King Street, near the Appalachian Street intersection, in Boone was begun July 8, according to Harvey Ayers, Perry Greene is constructing the all-brick structure and expects to complete the building by October. The street floor area will be used by two business firms: the Varsity Shop, a clothing

store now located half a block west of the construction site; and a clothing store for children, to be operated by Harvey Ayers, owner. The top floors will include four efficiency apartments. Parking facilities for renters will be provided in the basement of the building. The floor area for each of the shops, according to Ayers, will be 22 by 80 feet.

Opera Stars To Sing At Banner Elk, Blowing Rock In August

Banner Elk — Distinguished stars from the Metropolitan Opera Company will sing again at Banner Elk and Blowing Rock this summer for a benefit for two of the Edgar Tufts Memorial Association's institutions—Lees-McRae College and Grandfather Home for Children.

The artists include Miss Lynn Owen, soprano; Miss Nancy Williams, contralto; Calvin Marsh, baritone; and Gabor Carelli, tenor, with Stuart Ross as their accompanist.

They will sing at the Anne Bryan Recreation Center in Banner Elk on Friday night, August 9th, at 8:15 p. m. The proceeds will go to the new college science building for furniture and equipment. The second performance will be Sunday, August 11, at 11:00 a. m. at the Rumble Memorial Presbyterian Church in Blowing Rock for the benefit of the Grandfather Home for Children, Banner Elk.

The benefit performances, sponsored by Mr. and Mrs. Robert G. Hayes of Concord, will be making their 44th appearance at Blowing Rock, a series that the late David Owens of Charlotte started in 1918. This will be the fourth annual concert given by the stars at Banner Elk.

Tickets will be available at the Edgar Tufts Memorial Association in Banner Elk or write for information to: Edgar Tufts Memorial Association, or Don Baker, Director of Publicity, Lees-McRae College, Banner Elk, N. C.

Dock Ragan Veteran ASTC Faculty Member Dies Sunday

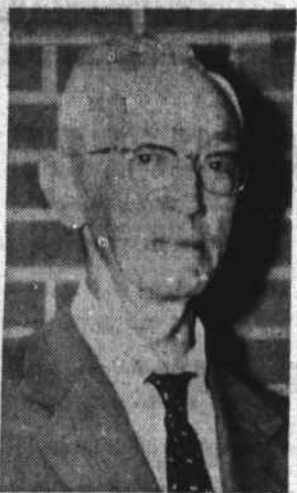
Dr. James Thomas Carr Wright, 69, of Boone, Rt. 2, a member of the faculty at Appalachian State Teachers College for 40 years and retired head of its mathematics department, died Sunday at Watauga Hospital. He had been ill a week.

Wright was born in Wilkes County to Charles Calvin and Jenny Land Wright.

After graduation from public schools in Wilkes, he received his bachelor's degree at the University of North Carolina. He did some graduate work at Duke University and received his master's and doctorate degrees at George Peabody College at Nashville, Tenn.

He joined the ASTC faculty in 1921 and retired in 1961. When he joined the faculty, the school was known as Appalachian Training School.

After retiring, Wright and his wife, Mrs. Sinesca Mastin Wright, a Wilkes native travel-



DR. WRIGHT

ed extensively in the United States.

He was a member of Howard's Creek Baptist Church and Snow Masonic Lodge.

The funeral was conducted at 2 p. m. Tuesday at First Baptist Church by Rev. J. K. Parker and Rev. E. F. Troutman. Burial was in Mountlawn Memorial Park.

Surviving are his widow; two sons, Charles Wright of Winston-Salem, Tom Wright of Smithfield, a daughter, Mrs. William D. Gooch of Winter Park, Fla.; three brothers David R. Wright of Falls Church, Va., Clyde Wright of Hamptonville and Calvin C. Wright, Jr., of Elkin; 10 grandchildren.

E. W. Moretz Rites Friday

Edgar Wade Moretz, 90, of Deep Gap, died Wednesday at the home of a son, Ralph Moretz.

He was born in Watauga county to Alfred Jacob and Emeline Lutz Moretz.

Surviving are two sons, Ralph and Glen Moretz of Deep Gap; five brothers, V. L. and Walter S. Moretz of Deep Gap, Walter Moretz of Boone, Grover Moretz of Dallas and Arthur G. Moretz of Millers Creek; a sister, Mrs. Bessie Miller of Deep Gap; five grandchildren; and one great-grandchild.

The funeral was conducted at 11 a. m. Friday at Holy Trinity Lutheran Church by the Rev. W. M. Smith and the Rev. E. F. Troutman. Burial was in Gap Creek Cemetery.

Dock Ragan Funeral Held

Dock Solomon Ragan, 74, of Boone, Rt. 2, a retired farmer, died Wednesday after a long illness.

He was born in Watauga county to Jesse and Nancy Miller Ragan.

The funeral was conducted at 2 p. m. Saturday at Hopewell Methodist Church by Rev. F. J. Rogers and Rev. William Smith. Burial was in the church cemetery.

Surviving are his widow, Mrs. Fanny Lookabill Ragan; six sons, Jesse Ragan of the U. S. Navy in New Jersey, Dave, Lloyd, Orville, John and Joe Ragan, all of Route 2, Boone; three daughters, Mrs. Irvin Hayes of Lenoir, Miss Kathleen Ragan of Greensboro and Mrs. Don Price of Zionville; three half-brothers, John and Glen Ragan, both of Bristol, Tenn. and June Ragan of Sandy Hook, Conn.; three half-sisters, Mrs. Bina Jones, Mrs. Elmer Gentry and Miss Nellie Ragan of Sandy Hook, Conn.



Achievement Award

Manager W. W. Chester and Belk's of Boone received the class "C" Founder's Day Achievement Award last week. The engraved plaque was presented for outstanding sales record during the firm's 75th anniversary sales.

Belk's Department Store has been declared winner of double awards in the Founder's Days contest participated in by the 400 various Belk's department stores.

W. W. Chester, manager, has been notified that the local Belk's Department Store is top winner among the Class C stores of the Belk group. Winners are determined according to highest percentage of in-

crease in sales in each store's figures for the Founder's Days period this year as compared to the period covered by this same event last year.

The two awards won by the store are the W. H. Belk Trophy Award, an impressively engraved presentation cup, and a plaque of merit. The cup will remain in a place of honor in the Charlotte, N. C., office of (Continued on page eight)

VALUATION \$33 MILLION

County Tax Rate Is Set To Produce \$280,500

.85 Rate Don't Consider New Bond Issues

The Watauga County Board of Commissioners announced the county budget for the 1963-64 year, based on a tax rate of 85c per \$100 valuation. The rate for the new year, which began July 1, is fifteen cents lower than last year's rate of \$1 per \$100.

The total estimated property valuation has been set at \$33,000,000.

Receipts from the current levy are expected to amount to \$280,500, plus poll taxes of \$5,000 and dog taxes of \$2,400 for a grand total of \$287,900. Insolvent taxes are expected to amount to 5 per cent or \$14,395, which would leave an expected net tax revenue of \$273,505.00. State intangibles tax, penalties, court costs, State and Federal grants and miscellaneous income bring the total receipts to \$785,000. Expenses are as follows: General Fund \$124,883; Health and Welfare \$24,017; Debt Service Fund \$2,733; School fund \$180,560; Public Assistance Fund \$145,993; Welfare Administration \$37,007.

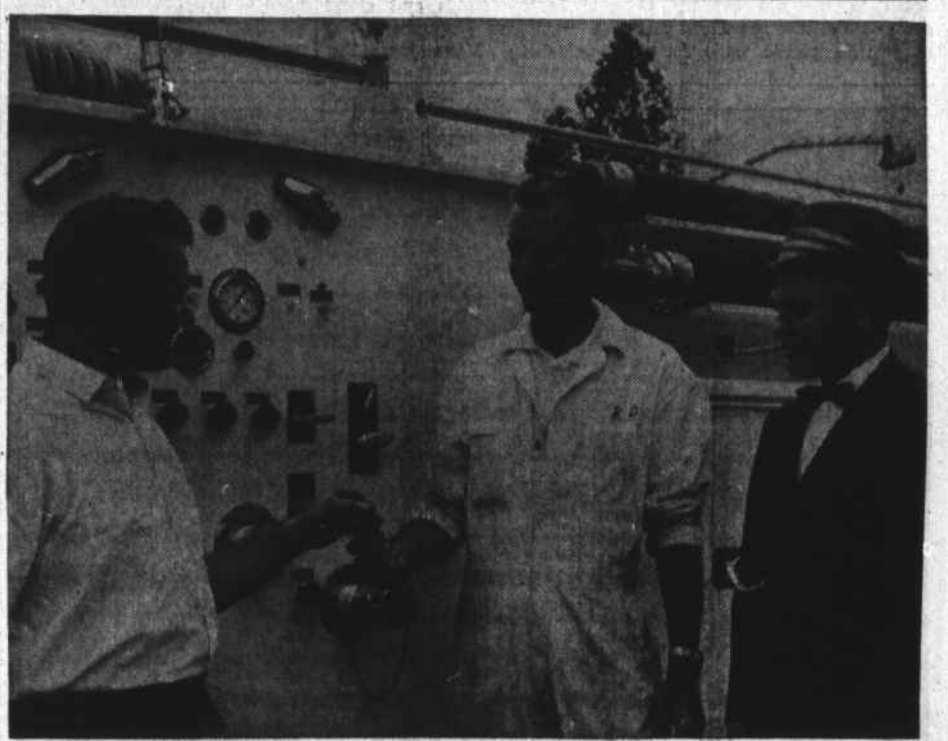
According to I. B. Wilson, county tax supervisor, the estimated budget exceeds the expenses for the coming year by \$1,149.

The figures, compiled by Smith and Grisette accountants of Lenoir, do not include funds pertaining to the school and hospital bond issue, if and when such should pass. The issue comes up for a county-wide vote within a few weeks.

Stacy Eggers and Wade Brown, attorneys in Boone, have been working with officials at Raleigh on the matter, but as of this publication they had received no word from the state capitol.

The \$.85 figure has been broken down on the basis of 32 cents for general fund, six cents health and welfare, one cent debt service, 30 cents school fund (proposed school bond excluded), 12 cents public assistance fund, and four cents welfare administration fund.

Among the estimated expenditures, the largest items are \$15,000 for the maintenance of district health office, \$2,800 for board of prisoners, \$2,800 for fire protection, \$1,800 for ASC office rent, and \$5,200 for aid to the blind.



Chief Receives Keys

Dave Ross, delivery engineer for Baker Engineering and Equipment Co., hands over the keys to Boone's new fire truck to fire chief R. D. Hodges as Mayor Wade Brown watches.

Watauga Farm Families May Lose \$18,000 In Gas Taxes

Judging by last year's experience, farm families in Watauga County will lose about \$18,000 this year by failing to apply for a tax refund on gasoline used for non-highway purposes.

Statewide, the loss is expected to reach around \$11.6 million, which would be nearly 70 per cent of the money available for refunds.

Farmers are permitted by law to receive a six-cent refund from the state and a four-cent refund from the federal government on each gallon of gasoline they use in tractors and other equipment on the farm.

To receive this refund, however, a farmer must file an application with both the U. S. and N. C. Departments of Internal Revenue between July 1 and Sept. 30 of each year. Most farmers never go to the trouble of claiming the money.

Figures on the loss estimates were compiled by the N. C. Department of Internal Revenue and Jim Allgood, extension farm management specialist at North Carolina State.

Farmers who filed for a refund last year will automatically be mailed a form for filing again this year. Farmers who have not filed for a refund previously can get the necessary forms from their county extension office, or by writing to the N. C. Department of Revenue, Raleigh, and the U. S. Department of Internal Revenue, Greensboro.



Guest Speaker

Standing outside the Daniel Boone Inn after a Chamber of Commerce luncheon last week are guest speaker Hugh Morton, owner of Grandfather Mountain, and Dean D. J. Whitener of Appalachian State Teachers College.—Staff photo.

Morton Tells C. of C. Of Role Of Pictures In Public Relations

At a luncheon meeting of the Chamber of Commerce, July 9, at the Daniel Boone Inn, Hugh Morton, the outstanding photographer of landscapes and vacation highpoints in this area and owner of Grandfather Mountain, spoke on the role of photography in advertising and public relations.

"I think photography is something that some people overlook," Morton said, "but it can be one of the most important features a business can use."

Using color slides to illustrate his talk, Morton distinguished between advertising and public relations by showing two calendars—both with a color picture of Grandfather Mountain and the mile-high

swinging bridge. On one calendar were the words "Grandfather Mountain"; the other carried the name of a lumber company.

"The first," he said, "is clearly advertising, while the second is public relations."

Morton stressed the use of color in advertising, and demonstrated the effect of timing, including particular effects that can be achieved at night. Rhododendron should be photographed when it is in bloom, of course, and nondescript structures can be flattered with the use of colorful reflections from water, when it is available.

These unusual photographs can be well used in public relations. (Continued on page 5, sec. B)

Boone Budget Based On \$7,600,000 Value

A balanced budget of \$161,545 has been approved by the officials of the Town of Boone for the 1963-64 year which began July 1. As announced in June, the tax rate was lowered by fifteen cents from the 1.25 rate of 1962. Figures for the current year are based on a tax valuation of \$7,600,000.

The current tax levy plus the poll taxes are expected to yield \$79,705, which combined with water revenue, State funds, parking meters and miscellaneous receipts amount to \$161,545.

The largest expenditure is general fund expense of \$110,545, fire truck and equipment, with other permanent improvements take \$49,000, bond maturing \$14,500, interest on bonds \$3655, Horn in West note \$3500, City Hall note and interest \$5,500, Jarvis Greene, note and

Messrs Winkler Go To Award Luncheon

W. R. Winkler and W. R. Winkler, Jr., attended the 1962 Leadership Award luncheon Tuesday in Charlotte, given to honor outstanding dealers of Ford Motor Company products in this area.

According to the letter of invitation received by the Winklers from W. H. Kennedy, district sales manager, they were to receive the Gold Car and/or Truck Leadership Award Plaque the local dealership earned for outstanding new vehicle sales achievements and professional merchandising practices during 1962. The plaque was to be awarded by S. A. Skillman, Southeast Regional Sales Manager.

At Seminary Conference

Louisville, Ky. — Rev. J. Boyce Brooks, pastor of the First Baptist Church of Boone, N. C., will attend a Continuing Theological Education Conference at Southern Baptist Theological Seminary, Louisville, Kentucky, July 15-19.

Christian doctrines and theology, pastoral counseling and church history will be studied by a selected group of pastors invited to participate in the conference. Pastors will also have time for library reading and research and discussions with seminary professors.