



NEW SCIENCE BUILDING (INSET: DR. AND MRS. RANKIN)

Fire Warden Urges Extreme Caution With Fire In Area

C. P. Teague, Watauga County Forest Ranger, Friday released a statement concerning the need for extreme caution as regards fires by county residents, in view of the recent severe dry weather and the aggravating of the situation by falling autumn leaves.

"I would like to impress everybody with the facts of the extreme danger of fires during such a dry period and the need not to underestimate the spreading power of small fires at such times," Teague said.

"As you know, the county has experienced two small grass and woods fires within the last two days," he continued. "We were just lucky that they were so small and that we were able to get to them and contain them before extensive damage was done. But unless everyone is very careful about extinguishing matches and cigarettes, keeping the flames of burning trash under control, and the like, we may not be so lucky in the future. And there is no relief in sight from the dangerous dry weather conditions.

"I should like to remind citizens who may be burning trash that they must clear out completely the area around the burning site and stand by the fire until they are absolutely sure that the fire is out and cannot spread. And under no conditions should anyone attempt to burn trash if there is the slightest hint of wind."

Hunting season has now opened, Teague pointed out, and this increases the potential danger. "I urge hunters to exercise the greatest caution," he said, "in putting out match and cigarette flames completely and in dousing camping fires just as completely.

"Finally, anyone who fails to exercise extreme caution in these matters should be reported to us immediately. In Avery County a couple of days ago, they had a man who was going around setting woods fires, apparently for no reason. Thanks to an alert citizenry, these fires were arrested and put out, and authorities are hot on the trail of the man today. But we can't afford such incidents in this county, with weather conditions the way they are."

Local Car Sales Better Than Ever At This Time Of Year

As the nation enters its third consecutive big year of the current auto-buying boom, Watauga County has not been left behind, report the six major new-car dealers in the county. Cars are selling better than ever before during this period of the year, according to the unanimous opinion of these dealers.

Watauga County's new-car dealers include: Andrews Chevrolet, Inc., of Boone, dealer for Chevrolet and Oldsmobile; Brown and Graham Motor Co., of Boone, sales representatives for the Chrysler Corporation line of Plymouths, Dodges, Chryslers and Imperials; Greene Buick-Pontiac, Inc., of Boone, which specializes in new Buicks and Pontiacs; Watson's Garage of Deep Gap, dealer for Rambler automobiles; Wilson's Used Cars of Boone, which has recently taken over the Jeep dealership for the county; and Winkler Motor Co. of Boone, who sell the Ford Motor Company's Fords and Mercurys.

Despite the rise in new-car sales, used-car sales are also booming, apparently because of the general trend of multiple ownership of cars by families. "Our used cars are selling at a fantastic rate," Mack Brown, of Brown and Graham Motor Co., stated. "Lots of families are adding a second car, many a third or even a fourth, depending upon how many members of the family are driving."

Yet the rise in car sales is inexplicable for the most part. "Automobilists are doing a fine thing in not making older-model cars completely obsolete," pointed out Glenn Andrews of Andrews Chevrolet, Inc. "Styling has changed little in most lines from last year. The surprising thing is that the lack of radical restyling isn't hurting sales in the least. Apparently, such restyling has been vastly overestimated in the past as an aid in stimulating buyers' interests.

"But a great number of mechanical changes and improvements have been made, making cars better than ever before. And some body lines have been cleaned up and streamlined to improve their looks even more."

Though it is admittedly too early in the season to predict general buying trends accurately, one can make some pretty safe guesses based on the cars already bought.

First, most people are tending to request the plush, "loaded" models at the top of whatever line they choose, with a confusing variegation of extras and convenient additions.

There is an unprecedented demand, especially in the higher priced lines such as Chryslers, Oldsmobiles, and Mercurys, for such extras as power brakes and steering, air conditioning, power seats, and automatic transmissions. Whitewall tires are becoming standard equipment for new cars.

"I wouldn't stock a car without whitewalls," G. C. Greene, of Greene Buick-Pontiac, Inc., stated. "If I should, I'd just have to put whitewalls on it when it was sold. The only people who are interested in blackwalls and 'basic transportation' any more are fleet owners."

The selling boom is affecting all models, in all price ranges. Compacts are selling as never before, and it has proved absolutely impossible to meet buyers' demands for sports models. In fact, the only real problem facing auto dealers in this area is that of keeping enough cars of all models in stock to meet demands. Most dealers have a backlog of advance orders which they are striving diligently to fill.

Bill Winkler, of Winkler Motor Co., reports that he has been flooded with orders even for basic, "stripped-down" models, a phenomenon other dealers have not yet reported. Winkler thinks that the reason for this is that "the cheaper cars they're making now are better than the super-plush models of a few years ago."

Sales of station wagons, on the whole, continue to slip, as they have in the past two years. But it is too early to tell whether this trend will continue throughout the year.

Meanwhile, truck sales are up at an unprecedented rate; and Wilson Used Cars reports that all indications point to a sharp

Science Building To Be Named For Rankin

The new Science Building on the Appalachian State Teachers College campus will be named after a veteran educator of the Boone institution.

College officials said this week that the new building will be named the James Daniel Rankin Science Building during dedication ceremonies Saturday, October 26, at 4 p. m.

Semi-retired but still active, Dr. Rankin served as dean of Appalachian College for 26

years. In 1921 he came to the college as head of the English department and was named dean in 1929. In 1955 he became president of the institution on the retirement of the late Dr. B. B. Dougherty, serving until Dr. W. H. Plemmons assumed the presidency.

At age 86, Dr. Rankin is still a familiar figure on the college campus and ever so often makes the trek across the campus to his office in the administration building.

He and his charming wife, the former Tula Abernethy of Caldwell County, participate in Sunday School and other activities at the Boone Methodist Church.

A Methodist minister, Dr. Rankin served full-time charges at Brevard, Clyde, Mills River and the Statesville circuit and several part-time churches before joining Appalachian College. He also served as superintendent of Cherryville and Bessemer City Schools.

Dr. Rankin organized and directed the Appalachian Mountains Intercollegiate Forensic Association for many years.

Woods Fire Extinguished

The Boone Fire Department, answering their second such call in a two-day period, last Thursday arrested and extinguished a small woods fire near the home of E. A. Hall on State Farm Road, Fire Chief R. D. Hodges, Jr., said.

Mrs. Hall stated that she had been burning trash when a slight wind scattered the flames and ignited a pile of dry leaves nearby. Mrs. Hall immediately turned in the alarm to the fire department.

Woods damage from the fire was slight, Hodges stated.

rise in Jeep sales this year.

All in all, James Watson, of Watson's Garage, summed up the general success and confidence of Watauga's new-car dealers when he said, "Sales of new cars are good—all over." Not much else needs saying.

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