

The Democrat led all N. C. weeklies in 1965 Press Assn. contests. It was first place in General Excellence, Excellence in Typography, Local News Coverage, Want Ads, and Second in Display Advertising.

# WATAUGA DEMOCRAT

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

BOONE WEATHER					
1967	Hi	Lo	Snow Prec.	'66 Hi	'66 Lo
Jan. 10	38	26		45	21
Jan. 11	31	17	.04	35	21
Jan. 12	45	12		45	29
Jan. 13	52	38		45	29
Jan. 14	48	38	.24	40	32
Jan. 15	43	32	.02		
Jan. 16	41	18	tr.	34	23

Snow given to nearest half-inch.

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BOONE, WATAUGA COUNTY, NORTH CAROLINA, THURSDAY, JANUARY 19, 1967

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18 PAGES—2 SECTIONS



Conference in the new offices of Horn in the West (l-r): Herman W. Wilcox, manager; Grady Farthing, public relations chairman; Gleen Andrews, finance chairman; Lewis Gaston, assistant promotions director; Dewitt Barnett, wagon master of the Daniel Boone Wagon Train; Clyde Greene, secretary to the Wagon Train board of directors. (Staff photo).

## Tampa Spectacle Watauga Wagon To Spark Parade

When the annual Gasparilla Parade courses through Tampa, Fla., Feb. 13, spectators from across the country will get a look at a gen-u-line wagon-train type wagon with Daniel Boone in the lead.

And if that doesn't turn some heads in the land of sand and sun, what will? Hence, a meeting Friday afternoon of Horn in the West and Wagon Train officials turned a short-notice idea into a Florida or Bust Campaign.

It all started a couple of weeks ago with a letter from Robert Lindsey, public relations man for the Asheville Chamber of Commerce, to Herman W. Wilcox.

Lindsey was proposing a promotional campaign for Boone and Andrews, N. C., near Asheville. Why not, he queried, have each town represented in the parade by a covered wagon?

Why not? Wilcox wondered.

### BENEFIT?

Early estimates of the cost of the venture—aimed at publicizing Daniel Boone Wagon Train, Horn in the West, and ultimately, Northwest North Carolina—resulted in some skepticism.

Wilcox had thought Arlie Hodges might make the trip, and Friday, this coincided with Dewitt Barnett's notion. Then there was the matter of getting a team of horses, plus scooter type wagon into a truck which could haul the whole works to the Florida State Fair in Tampa, and return to Boone right after the parade.

Costs would include feed for the horses, truck expenses, accommodations for x-number of people.

Finally, Clyde R. Greene voiced a motion that no more than \$500 be spent, and that Dewitt Barnett, wagon master of the Daniel Boone Wagon Train, and Wilcox, manager of Horn in the West, go.

The vote was unanimous.

Wilcox had planned a business trip to Florida late in February, but agreed to go earlier.

Barnett, owner of a nursery, consented to represent Daniel Boone and will take an extra horse. He will use one of his trucks to take the crowd south.

### PAY OFF

Only about a quarter of a million people will see the parade. And the local unit should attract sufficient attention to pay off big in the publicity department.

Hodges' wagon, the officials decided, will bear signs advertising the drama and the annual Wagon Train, and, of course, the address. By Monday, plans were the party is to arrive in Tampa Friday, Feb. 10, and proceed to the Fair grounds where the wagon will be put on display.

The following Monday, Hodges and Barnett will hit the parade route.

Wilcox's role will be to help make sure the local unit gets its fair share of the spot light. Apparently, only two covered wagons will be in the parade.

## 4,390 Phones Now In Use In Boone

Southern Bell today reported a record gain in the number of telephones in service in Boone in 1966. Mr. B.B. Leazer, the company's manager in

Boone said the increase of 457 brought the total number of telephones in service in Boone to 4,390.

Mr. Leazer said, "We at Southern Bell are very happy to be able to report such a gain. We think it shows once again the progressive march being made in Boone. As our town's growth matches the fast pace of North Carolina and the South, we are going to do our best to make sure that Boone gets the best possible telephone service, and Southern Bell will be a part of this progress and development as Boone moves ahead."

Mr. Leazer pointed out that the company had spent a record amount of money in Boone for construction and development alone. Among the projects and construction which the company has undertaken here in 1966 was laying additional cable out all major routes costing approximately \$175,000.

Vice President and General Manager John J. Ryan, head of Southern Bell's North Carolina operations, said that the entire state had set new records in growth and construction. He pointed out the company gain for the state was 65,100 bring-

(Continued on page eight)

## Talent Contest For TV Honors To Aid March

A talent contest Thursday night will determine which local groups will have an opportunity to perform on television the last of the month.

George C. Thomas, Watauga County chairman of the March of Dimes, said he conferred with tv officials Saturday and got a commitment to have two, possibly three groups appear with nationally known movie and television stars.

The Telerama, in color, will be on the air from 11:15 p.m., Jan. 28 until 4:30 p.m., Jan. 29. The local contest will begin at 7:30 p. m. Thursday at the Appalachian Elementary School.

According to Thomas, Bob Barnes, operations director of Radio WATA, will be chairman for the talent contest. Barnes stated that even if some groups do not win in the Boone contest, they may audition at the Bristol Hotel, Jan. 22 from 2 to 4 p.m. If they will there, they would appear on the Telerama. A program will be made up with definite time for appearances, he said.

Those wishing to enter the contest should contact Barnes immediately, so that some of Thursday's program can be made up ahead of time.

## Governor Reagan Invited To Boone

Looking on last summer's successful bid to bring Fess Parker to Boone, Herman W. Wilcox, manager of Horn in the West, has issued the following invitation to California Governor Ronald Reagan:

Dear Governor:  
Congratulations to the State of California for choosing such an outstanding leader for its Governor.

Some of our local historians inform me that your relatives once lived in North Carolina, and knowing that your ancestors were tremendously interested in the Westward movement, and that Daniel Boone played a big role in leading settlers westward out of this State, I feel you would be interested in our local outdoor drama, "Horn in the West".

This drama opens the 1967 season June 23rd, and plays nightly except Sunday. It is our sincere desire that you accept our invitation to open the 1967 season. You could fly to Charlotte, N. C., and we would have a private plane there to bring you to Boone.

If this should be impossible for you to accept this date, we only ask you to choose any play date, that we might honor you. We enclose some literature that will tell you something about the drama.

It is our sincere hope that you will give this serious consideration, since this is a non-profit association, and the main purpose is to teach visual education.

Sincerely yours,  
Herman W. Wilcox  
General Manager

## Newspapers Get New Type

Rivers Printing Company, publishers of the Watauga Democrat, and the Blowing Rocket, this week is introducing a new type-setting process as the latest phase of the switch from letterpress to offset production.

Sept. 1 marked the first edition to come off the Goss Community Offset Press and until this week, proofs have been made from linotype galleys and pasted on pages for photographic processing.

The new "cold type" equipment is designed to replace the linotype machines in the newspaper end of the business.

Wilcox says he hopes to hear from Reagan's office sometime this week.



Distinguished Service Award winner Paul Smith (right)—happy moment among wellwishers. (Staff photo)

## Jaycees Have Big Night In Presenting Service Award

One of the year's biggest events for the Boone Jaycees is the announcement of the winner of the Distinguished Service Award. And every year, the competition—which extends to Jaycees—aged men outside the organization—is plenty tough.

It was Tuesday night, Jan. 10, at the Daniel Boone Inn that the Rev. Richard Crowder, non-Jaycee who last year won the DSA, called the name of Paul Smith and the plaque was awarded once again.

The Boone Jaycees had made the presentation seven times before: To John Corey, Phil Vance, Jim Marsh, Grady Moretz, Jim Holshouser, Jack Groce and Mr. Crowder.

Smith will be in the running for the TOYM (Three Outstanding Young Men of North Carolina) and should be placed here, move on to the national TOYM—Ten Outstanding Young Men of America.

Locally, nominees for the award must be between the ages of 21 and 36 and are judged on contribution to community, evidence of leadership ability and evidence of personal and business progress.

DSA committee chairman Phil Templeton says Smith joined the Boone Jaycees in May, 1963, and since has spearheaded many Jaycee activities. His civic and church contributions include:

Chairmanship of the Watauga County Heart Fund's business day; treasurer American Red Cross; vice-chairman Watauga Boy Scout District; United Fund campaign worker since 1964, member of the Board of Stewards, Boone Methodist Church; vice-chairman of the building committee, Boone Methodist; vice-chairman and director of the Appalachian Wesley Foundation (serving as treasurer since 1963).

Also, Paul has demonstrated outstanding leadership ability in every phase of the business

community, evidenced by the following: services as: secretary-treasurer of the Boone Merchants Association; vice-chairman, Boone Parks and Recreation Commission; member, Boone City Planning Board since 1964; member of the Board of Directors, Southern Appalachian Historical Association.

Smith's personal and professional progress includes: Member, Presidents Cup Committee for the American Savings & Loan Institute; president of the Hickory Chapter, American Savings & Loan Institute; and director and assistant treasurer of the Watauga Savings & Loan Association in Boone.

Others honored at the Distinguished Service Award Banquet were Chuck Derrick, winner of the Spoke Award for outstanding service his first year in the Jaycees, and six men who qualified under the Spark Plug program.

Others honored at the Distinguished Service Award banquet (Continued on page eight)

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## Watauga Residents Are Buying Lots Of Medicine

Residents of Watauga County are spending more money in drug stores these days.

Their expenditures for medicines and for drug sundries have been going up, year by year, in step with their rising earnings. Currently, the annual outlay is \$401,000.

One of those freak accidents caused Watauga Hospital to be without water for about five hours Thursday afternoon, according to Mrs. Virginia Groce, hospital administrator.

All other conditions being equal, families with larger incomes buy more vitamins, salves, tonics and other remedies than those with lower incomes.

Such are the findings of the National Center for Health Statistics, following a special

year-long study it has just completed. It involved interviews with representative families in every part of the country.

In Watauga County's geographic region, the average outlay in the year for medicines was \$22.80 per person. This compares with \$21 per person throughout the United States as a whole.

Of the \$22.80 locally, \$17.50 was for medications that were purchased on written prescription from physicians.

The remaining \$5.30 was for aspirin, laxatives, cough remedies, antiseptics and other non-prescription drugs.

Apply this average to the entire local population, Watauga County's medicine bill comes to \$401,000, approximately.

Nationally, during the 12-month period, nearly \$4 billion was spent for medicines of all kinds, the survey shows. This is exclusive of drugs dispensed in hospitals and other institutions.

It is found that the amount of medicine that people use (Continued on page three)

## Watauga YDC Names Officers For New Year

The Young Democrats Club of Watauga have named Eddie Norris of Vilas to head their slate of officers for 1967.

Under Norris are Robert Danner of Boone, first vice-president; Johnny Austin of Boone, second vice-president; Bradley Teague of Shulls Mill, third vice-president; Buck Robbins of Boone, secretary; and Robert Thomas of Vilas, treasurer.

The election was held in the court room of the County Courthouse the last week in December. At that time, Grady Moretz Jr., outgoing president, expressed his appreciation to the club for their co-operation in fund-raising dinners and other activities.

## Rep. Jim Beatty Speaks At Jaycees DSA Banquet

"We young men of this country are fortunate, for the Jaycees are the link between the generations, the band between the old and the new. We must possess the capacity to understand and institute the traditional... and initiate changes when they are needed."

Thus Jim Beatty, man of many credentials, began his talk before some 80 Jaycees, Jaycettes and guests at the annual Distinguished Service Award banquet Jan. 10.

The Charlotte native graduated UNC to achieve world-wide fame as a runner. He represented the United States at the 1960 Olympic Games in Rome; in 1962, set six American track and field records; and was the first to run the mile indoors in less than four minutes.

van Award for being the Outstanding Amateur Athlete and

## New Director Horn In West From Wisconsin

Last week out of a director, Horn in the West acted quickly to fill the void.

Monday, Herman W. Wilcox announced the decision of Ward Haarbauer of the University of Wisconsin to accept the directorship of the drama in its up coming sixteenth season.

"It is quite an honor to have been offered the position of director," Haarbauer wrote. "I am very anxious to begin work. I believe we will be able to produce a show equal to the high standards which Gene Wilson has maintained for the past several years."

In 1966, Haarbauer was stage manager of the drama.

Wilcox says the new director will attend tryouts at Chapel Hill and other points, as well as the Southeastern Theater Conference at Greensboro. He says Haarbauer expects to have choreographer Bill Williams and choral director Mrs. Novie Greene accompany him to Chapel Hill.

in that year was one of 100 North Carolinians to compete for North Carolina's three-man team of Outstanding Young Men. From the state honor, he advanced to the nationals, winding up as one of American's Ten Outstanding Young Men.

Politically, he was successful in his bid to represent Mecklenburg County (1966) on the Democratic ticket.

Beatty was accompanied by his wife, former student of ASTC.

TELL MY FATHER  
"Tell my father I died with my face to the enemy."  
Beatty used the story of a note written in blood to dramatize the correlation between a military enemy and a social enemy. "We must face the economic, education and sociological enemies," he said, "for we cannot have a more perfect union until we have a more perfect man."

"The state has a proud heritage, a hopeful future.... Efforts are being made against illiteracy and poverty, in order that

all may reach the doors of opportunity." He admonished his audience to resist the fated concept that people who live in poverty do so because their parents did and their grandparents did. "We cannot rest on our laurels."

Using the theme that the hope of mankind lies in the youth of action, Beatty warned against blindness to the "dangers from within". Pointing to shouts of imperialism, colonialism and Yankee Go Home heard round the world, Beatty asked that "you, as individuals and as a group, concern yourself with what is best for North Carolina" and ultimately, the United States.

"The Jaycee-aged man has played his part in peril and in peace." He named Thomas Jefferson, Patrick Henry and Orville Wright among the greats whose achievements were made in their youth.

Beatty spoke of "interest and support transformed into action", warned of acceptance of the status quo, called on the Jaycees to recognize all the (Continued on page eight)



Hand-shaking all around. State minority leader J. E. Holshouser, Jr. (left) and Mr. and Mrs. Jim Beatty at right. Beatty is the Democratic representative of Mecklenburg County. (Staff photo)