



**THE NEW DIRECTION** — Robert Hoyle, chairman of the Cooleemee Industrial Development Association, shows members of his staff and members of the State Department of Commerce and Industry an industrial site just beyond the now idle Erwin Mills plant in Cooleemee. At Hoyle's left are Albert H. Calloway, chief of the Commu-

nities and Services Section from Raleigh, Bill White, co-chairman of the clean-up fixup campaign; Hoyle, Richard Beck, coordinator and head of the financing committee; and Jim Epting, regional representative of Commerce and Industry, Salisbury office. (Photo by James Barringer)

### Finding A New Direction

# Cooleemee Taking Steps To Attract New Industry

This community of 1600 residents, beset by the closing of the Erwin Mills plant here last summer, has found a new direction.

The Cooleemee Jaycees and Cooleemee Industrial Development Association have joined forces and will work together to attract new industry into this Davie County town.

Representatives of the Commerce and Industry Division of the North Carolina Department of Conservation and Development met with community leaders last Thursday night to map plans to attract industry into the Cooleemee area.

The upshot of the two-hour meeting was the decision by the group to enter the new North Carolina Governor's Award Program designed to prepare a community to attract industry.

In submitting the official application to Albert H. Calloway, Chief of the Community and Industrial Services section of the Commerce and Industry division, Cooleemee town leaders, in a sense, committed themselves to banding together for the betterment of their community.

The Governor's Award Program, announced by Governor Bob Scott earlier this year, is designed to assist communities in North Carolina in their industrial development efforts. It is based on the achievement of goals, which when reached, will place Cooleemee in a stronger competitive position for the attraction of industry and for general economic growth. It is a program that has been established to help communities in North Carolina that need assistance most—the smaller towns.

By entering the Governor's Award Program, Cooleemee becomes the first community in the 25-county area served by the Salisbury office of the Commerce and Industry Division, to announce that it is going all out to better itself and help make North Carolina a more prosperous place to live.

Cooleemee's entry into the new program will be personally acknowledged by Governor Scott. Once the five requirements for receiving the Governor's Award are met, Cooleemee will be presented with a large plaque designating it as a Governor's Award community.

The five requirements that must be met to receive the award include organization of an industrial development team, completion of a community audit bearing specific information on the community, development of a specified number of industrial sites with a minimum size of 10 acres, publishing an up-to-date brochure on the community, and conducting an organized clean-up-fixup campaign involving all sectors of the community.

Cooleemee has already organized an industrial development team and named druggist Robert Hoyle as chairman. Hoyle also serves as president of the Industrial Development Association.

Member of his committee are Richard Beck, coordinator; Ed Hoyle, in charge of the brochure; Wayne Eaton, government and taxes committee; Libby Creason and Hazelanne Barber, co-chairmen of the livability committee; Jack Jerome, chairman of the marketing services and transportation committee; Richard Beck, chairman of financing; Ed Goodwin, chairman of the utilities section; Ward Setzer and Flake Blackwood, co-chairmen of the sites and construction committee; Alan Snipes and Charles Church, co-chairmen of the human resources division; Bill White and Mrs. Charles Ridenhour, co-chairmen of the cleanup-fixup campaign; and Diane Snipes, chairman of the community audit committee.

The group will be meeting periodically during the next several months for training sessions to be conducted by Jim Epting and Larry Windley, regional representatives from the Salisbury office of Commerce and Industry.

## Flu Reaches Epidemic Proportions In N.C.

The North Carolina Department of Health has described the flu in this state as having reached epidemic proportion. Davie County Hospital requests the cooperation of all people in restricting visiting to those visits which are absolutely necessary.

Every person is a possible carrier of the flu germ and for this reason your cooperation is needed. Especially during this epidemic period, hospital representatives ask that visiting be limited to one person at a time for each patient and that all

under 16 years of age not visit at all.

Dr. John Spargo also stated that there has been a slight increase in the flu type illness in Cooleemee during the past week and weekend. He further commented that the symptoms are runny nose, chills, fever, generalized aching and burning type sore throat.

At the present time, the epidemic is not nearly as severe as last years. To help keep it under control, anyone experiencing the above symptoms should be checked by their doctor as soon as possible.

### Mrs. Whitehead Guest Of Honor

Mrs. Jack Whitehead of Lexington formerly of Cooleemee was guest of honor at a dinner Sunday night at the Cow Palace in Lexington to celebrate her birthday. Her parents, Mr. and Mrs. Bud Foster, also former residents, were hosts for the celebration along with her husband, Jack Whitehead and sons, Gary and Mark.

Those from Cooleemee attending the dinner party were Mr. and Mrs. Calvin Howard, Mr. and Mrs. Donald Cornatzer and children, Tammy and Christy; Miss Stella Cuthrell, Mrs. Dorcas Vogler and Earl Cuthrell. Miss Cindy Boger of Mocksville also attended.

Other guests were Mrs. Nell Williams and granddaughter, Kathy; Mrs. Barbara Alley and children, Susan and Mark and Mrs. Shirley Harwell.

Mrs. Whitehead received many lovely gifts.

### Chicken Pie Supper Sponsored

The William R. Davie Fire Department will sponsor a Chicken Pie Supper on Saturday, March 7, at the Fire Station.

All proceeds will go to the William R. Davie Fire Department.

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