

BOONE HAS UNTOLD POSSIBILITIES AS SHOPPING CENTER

Continued from page one) service is available daily to Johnson City over the Linville River railway, the most scenic line east of the Rockies.

Building Activities

Boone is now in the midst of one of the largest building programs in its history. Appalachian College is engaged in the construction of a three-story apartment building, or teachers' home, following the completion of a new power plant, and it is believed that probably more dormitory space is to be provided on the campus as soon as workmen can get present construction out of the way.

Roy Kerlar is engaged in the construction of an eight-room stone house on Orchard street. H. W. Wilcox is building a similar structure on the same street, while Mr. J. P. Fox has let the contract for the erection of a modern two-story home near the college. Rex Hagaman has recently completed a new brick home near the hospital.

Business Construction

The construction of new business places has kept pace with the demand for new homes. Messrs. Winkler & Hamby having completed an elegantly appointed three-story store and apartment building adjoining the Belk-White Company. The A. & P. store is using the street floor while the other two floors are rapidly being occupied as offices and living quarters.

The Pastime Theatre has begun excavations for a large theatre building on the Hahn property, which will be ultra modern and will represent the last word in movie palaces. Two business buildings will be available in the front of the showhouse, it is said, while an upper story will provide office space. From a point of dollars and cents the structure will be the largest building enterprise launched by any business firm.

The Watauga Democrat expects to move within a few weeks into its new quarters, alongside the present structure. The building, which is of stone and brick construction will provide ample space for the expanding business, the business offices, composing and press room to be on the street level, while the second story is to be used for apartments.

Fot McGuire, who recently purchased the Jones building, is having the property extensively improved, and a heating plant is being added. The ground floor is used for business purposes while apartment space is provided upstairs.

Educational Center

Boone, the home of the Appalachian State Teachers College, is the Athens of Western North Carolina. The population on the campus is seldom less than one thousand and superior educational advantages are offered the people of this and surrounding states at low cost. The physical properties at the college are worth two million dollars, and the plant is still expanding to meet the growing demands. A considerable portion of the faculty as well as the student body is made up of natives of Watauga and surrounding counties.

The Demonstration school which is operated in connection with the college, and which takes care of the pre-high school grades, gives the maximum of educational advantage, with a highly trained teaching staff. Buses bring children in from all outlying territory. The high school, which is soon to occupy its hundred and twenty-five thousand dollar plant, serves almost half of the population of the county and has modern home economics and agricultural departments.

The Churches

Five churches have regular services each Sunday, together with Sunday school. These are, with their pastor's names: Lutheran, Rev. J. A. Yount; Advent Christian, Dr. F. E. Warman; Methodist, Rev. Paul Townsend; Baptist, Rev. J. C. Canipe. At the Baptist Sunday school there is a Presbyterian class.

Lions Club

The Boone Lions Club which was organized less than a year ago with Charles T. Zimmerman president, has been active in every phase of community betterment. Wade E. Brown is president and the club has 37 members, including the leading business and professional men of the city.

An eye clinic has been conducted by the club under the leadership of Dr. King, and glasses were provided for needy children throughout the county. An advertising program telling the outside world of Boone and environs has been issued by the Lions in co-operation with the Chamber of Commerce and the city administration.

The club meets on the first and third Tuesday evenings at the Daniel Boone Hotel, and at the last meeting the ten best farmers in the county were guests.

The club is planning to assist with the formation of the high school band and will help to provide recreational privileges for the children of the community.

Chamber of Commerce

Member of Com-

merce is to answer any inquiries about Boone and surrounding territory and to let the outside world know of the advantages of this mountain section.

Folders are distributed, articles written for magazines and in general all publicity possible given to varied activities and opportunities. The activity is carried out through the office of the Merchants Association by Wade E. Brown, secretary to both organizations.

COACHES TRY TO FILL WARD SHOES

Brewer and Stewart Hunt Talent for Appalachian Squad; Wilson is Strong Point

Coaches "Kidd" Brewer and Flucio Stewart, Appalachian State mentors, have turned Prince Charming in a search for a football Cinderella that will fit Webb Ward's kicking shoes which accounted for 24 points after touchdowns last season. In this, one of Appalachian's weakest spots, the hunt has narrowed down to two aspirants of the blocking back position, "Grip" Daugherty, 170 pounds, Smithfield, and Charles Walters, 165 pounds, of Mooreville.

Two weeks' practice gives indication that Appalachian State's greatest strength in the backfield is vested in two lettermen, Len "Man of the Mountains" Wilson, 191-pound fullback, Boone's big apple, Houdini, and what not, all bundled into one, is certainly shining on the gridiron, with Rovie "Cotten" Angell, 155-pound quarterback, furnishing a portion of the illumination. Although Big Len did no punting or passing last year, he is being drilled and will be called on to do all of these. Defensively, he will be a tackle; offensively, a fullback. In fact, Coach Brewer has said that he will be used in every position of the backfield and several in the line.

With the coming contest, against Cumberland University less than two weeks off, the line is still an unsettled set-up. At the left guard position, heavy dependence is being placed in Ervin Smith, 175-pound letterman, of Linwood. The pivot position is not such a severe problem with two lettermen, Hal Farthing, 170, and "Hummie" Adams, 75, fighting on equal basis, but the ends, guards and tackles must come through quickly in order to relieve the coaches' headaches.

Four-H Club members in Anson county are co-operating actively in the wildlife conservation program, with many good reports expected to be turned in this fall.

A swine feeding demonstration with 55 pigs has been started on the farm of A. H. Yant in Franklin county.

IN MEMORY OF MRS. BELL LOWRANCE

Mrs. Bell Lawrence of the Zionville community, died at her home on July 26, 1937, at the age of 57 years. Funeral services were conducted from the Pleasant Grove Baptist church by Rev. R. C. Eggers in charge and interment was in the family cemetery near the home.

A large crowd of friends were present, and a large floral offering was borne by Miss Grace Pennell, Ruth and Rosie Isaacs, Mrs. Owen Stephens, Mrs. Clay Reece, Mrs. Ella Little, Mrs. Blanche Davis Lawrence, Miss Martha Pennel and Mrs. Lonnie Greer.

Mrs. Lawrence was loved by all who knew her, for her religion was lived each day. Oh, how sad to think that we can never hear her voice again, but we have the consolation that all was done for her that willing hands and loving hearts could do. We have the precious promise, "Lo, I am with you always." And the blessed assurance that our loss is her eternal gain.

She is now up yonder where all is love; no sorrow, sin and death; eternal day and one eternal song. She now sings as if it were a new song the praises of Him who bought her with His own precious blood. Mrs. Lawrence was a kind loving wife and a devoted mother. She was always ready to lend a helping hand to the sick and distressed. She always attended church when she was able, and she was a good, true and faithful member until her death. We have missed her since she died, but we hope to meet her some day.

Mrs. Lawrence was one of Watauga's most loved women and her untimely death has caused much sorrow among a host of friends. Surviving are the husband, Pat Lawrence, seven daughters and one son: Burly and Lucy Lawrence, Mrs. Iva Wilson, Mrs. Boyd Wilson and Mrs. Albert Smith, all of Zionville; Mrs. General Richards and Mrs. Claude Wilson, of Lynchburg, Va., and Mrs. B. L. Elrod of Boone. Also surviving are four brothers and three sisters: A. M. Hodges, John Hodges, Boone; B. C. Hodges, Blowing Rock; J. Q. Hodges, Mountain City, Tenn; Mrs. Fannie Davis, Zionville; Mrs. Claude Greene, Blowing Rock, and Mrs. Carl Brown, Lenoir.

May the God of comfort bind up the wounded hearts of her loving husband and children and relatives. And may we all be ready to meet her up yonder in that beautiful home where parting is no more.—A Friend.

MERCHANTS ARE LEADERS IN THEIR SEVERAL FIELDS

(Continued from page one) at Winkler, Raymond Carroll and Dennis Townsend are in the service department.

The High Land Furniture Company is managed by C. M. Critcher and W. O. Robertson. This store carries a complete line of furniture. M. C. Hollar deals in fertilizer and produce and also buys in a lot of potatoes and onions.

Johnson-Stuart Company, 5 & 10c store, is managed by "Scotty" Wilson and carries a very complete line of everything to be had in any five and ten cent store in larger cities. Mullins & Clay is owned and operated by J. A. Mullins and J. E. Clay. Craig Hollar is in charge of the meat market and the store carries a complete line of fancy and staple groceries and vegetables. They deliver groceries anywhere in Boone and vicinity.

Pearson's store is owned by Frank Pearson. He is assisted by Herman Lowe, Joe Simpson and Mrs. Frank Pearson. They do wholesale, retail grocery, feed and produce business.

Qualls Furniture Company is owned by J. L. Qualls. It carries new and used furniture and deals in antiques.

Reins-Sturdivant Funeral Home is located on East Main street and is managed by Richard E. Kelley, who is a licensed embalmer and funeral director.

Rivers Printing Company is managed by R. C. Rivers, Jr., publisher of the Watauga Democrat, Boone's oldest business enterprises, which was established in 1888. Aside from the newspaper business an increasing volume of printing is being done each year. M. W. Beach and William Rush are the other members of the organization.

Spainhour's, Inc. is one of the finest department stores in Western North Carolina, and carries a complete line of the highest grade merchandise. It is operated by Mr. A. S. Harris, manager. Miss Loree O'Daniel is in charge of the ladies' ready-to-wear, and Jimmie Steele has the shoes and men's clothing. Mrs. Eric Greer Adams is in the piece goods department and Miss Ethel Wilson has the hosiery, accessories and underwear. They are assisted by Miss Jewell Hagaman and Mrs. Fred Winkler. The store has been in operation about 15 years and is a modern department store.

The Boone Shoe Shop is owned and operated by Chas. C. Rogers, and W. I. Jones. They do complete shoe repairing and rebuilding, and

have as their assistants, W. D. Hampton and Clayton Moretz.

The Watauga Coal Company is operated by Bill Miller. He is assisted by B. T. Pressnell. They carry the highest grade coal and are always at your service.

New River Light & Power Company is managed by Council Cooke. He is assisted by R. L. Bingham. They deal in electric stoves, radios, refrigerators and carry the finest electrical supplies on the market.

POTATO RAISERS TO PASS ON AAA

(Continued from page one)

fields for commercial potato farms would be established.

The county committee in each designated county would recommend a potato acreage goal and an average per acre yield of potatoes for each farm which normally plants three acres or more of potatoes in the county. The goal should be the average acreage of potatoes planted on the farm in 1936 and 1937 adjusted to abnormal weather and other conditions and so that the sum of all such farm goals in the county does not exceed the commercial potato acreage goal for the county. The average per acre yield should be the average per acre yield for the farm in 1936 and 1937 adjusted for abnormal weather and other conditions and so that the weight average yield for all such farms in the county does not exceed the county average yield.

Rates of payment would be established in a similar manner to that used in establishing rates for cotton, corn, tobacco, rice, peanuts and other crops for which special goals may be set up.

A deduction would be made from any payment otherwise due under the agricultural conservation program for each acre or fraction thereof by which the harvested acreage of potatoes in 1938 exceeded the goal.

On participating farms on which potatoes are grown not in designated counties for which potato goals are established, a general soil-depleting goal will be established. Deductions will be made if the total acreage of depleting crops on these farms exceeds the general soil-depleting goals established for them.

Polk county farmers are showing increased interest in trench silos. Several farmers who have never before had silos are requesting aid from the county agent in digging and filling these ensilage containers.

LOCAL CHURCH SERVICES

LUTHERAN SERVICES

St. Marks, Blowing Rock: Preaching service on the first Sunday of each month at 2:30 p. m. Sunday School every Sunday at 9:45 a. m. Miss Marie Bradshaw, Superintendent; Prayer meeting Wednesday night of each week at 7:30. Luther League every Sunday, 2:30 p. m. Grace, Boone: Preaching service every Sunday at 11 a. m.; Vespers at

7 p. m. on 2nd and 4th Sundays; Sunday School every Sunday at 9:45 a. m., Prof. George L. Sawyer, Superintendent; Luther League each Sunday night at 7 p. m.

Holy Communion Banner Elk: Preaching service on the 3rd Sunday On the fourth Sunday of each month we hold services at Hanging Rock Chapel at 2:30 p. m. The public invited. of each month at 2:30 p. m.; Sunday School every Sunday at 9:45 a. m.; Luther League at 3 p. m. on first, second and fourth Sundays. We most heartily welcome the public to all these services.

\$1.00 ALLOWANCE

On Your Old Iron On a

New Automatic Iron

15% Discount on all

WAFFLE IRONS

PERCOLATORS

TABLE LAMPS

FLOOR LAMPS

ELECTRIC TOASTERS

AND OTHER SMALL APPLIANCES

Visit Us During Bargain Days

New River Light and Power Company

MEMBER BOONE MERCHANTS ASSOCIATION

PASTIME THEATRE

BOONE, N. C.

"PLACE OF GOOD SHOWS"

Program for Week SEPT. 20 TO 25

MONDAY, SEPT. 20 "BLONDE TROUBLE" with Johnny Downs

TUESDAY, SEPT. 21 "MAGNIFICENT OBSESSION" with Irene Dunn and Robert Taylor

WEDNESDAY, SEPT. 22 "IT CAN'T LAST FOREVER" with Ralph Bellamy and Betty Furness

THURSDAY, SEPT. 23 "YOU CAN'T HAVE EVERYTHING" with Alice Faye & Don Amecha

FRIDAY, SEPT. 24 "ONE MILE FROM HEAVEN" with Claire Trevor and Sally Blane

SATURDAY, SEPT. 25 "HILLS OF OLD WYOMING" with William Boyd

OWL SHOW Saturday Night Beginning at 10:30 "THE WOMAN I LOVE" Miriam Hopkins and Paul Muni

Special Bargain Matinee, 10c, 15c

Night Shows, 10c and 25c. MATINEES AT 2:30 & 4:00 NIGHT SHOWS, 7:30 & 9:00

Smithey's Week-end Specials

Don't forget to come to the big busy store when in town this week. We are featuring drastic price reductions in both the Grocery and Dry Goods Departments. Buy your winter supplies now at these low prices and save some real money.

- LARD, 8- pound carton, only 92c
- LARD, 4-pound carton, only 48c
- LARD, one pound carton, only 13c
- SODA CRACKERS, one pound box 10c
- PEANUT BUTTER, two pound jar 25c
- SPECIAL—School Tablets, Note Books and Pencils, 2 for 5c
- SYRUP, Staley's, one-gallon bucket, only . . 58c
- PRINCE ALBERT Smoking Tobacco, can . 10c
- RAZOR BLADES, Calvert, double edge, 20 for 10c

REMEMBER QUEEN OF THE WEST FLOUR NOW SELLING AT A VERY LOW PRICE

Bring Your Produce to Smithey's. We Pay the Highest Prices.

Smithey's The Great Bargain Givers

MEMBER BOONE MERCHANTS ASSOCIATION