

# WATAUGA DEMOCRAT

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SECTION A—EIGHT PAGES

## GREYHOUND BUS TAKES TOURISTS OVER PARK ROAD

Newspaper Men and Photographers Accompany Local Group on First Tour of Scenic Highway; Current Issue of "Highway Traveler" Boosts Northwest Section

A group of Boone citizens and about 25 Appalachian College students are passengers today on the first bus to traverse any part of the Blue Ridge parkway. The bus is one of Greyhound's standard equipment and is making just the one trip under a special permit from the National Park service in connection with matters pending between the bus company and governmental agencies.

Before leaving Boone this morning for the trip, photographs of the bus were taken at the tobacco warehouse during the opening sale and on the campus of Appalachian College. Honesty compels the statement that while the warehouse scene is interesting, the college background with dozens of beautiful girls is much more attractive. These pictures will be used in a publicity campaign being initiated by Greyhound.

Western North Carolina and the parkway is given a big boost in the current issue of The Highway Traveler, publication of the 17 associated Greyhound lines. Four full pages are devoted to pictures and glowing descriptive matter giving distant readers some conception of the scenic grandeur of this section. Three quarters of a million copies of this magazine are being distributed by the 4,600 ticket offices of the Greyhound lines, and by hotels, travel bureaus and other agencies throughout the United States.

The traveler has done much during the past few years to advertise North Carolina as a year-round vacation land, but the current display is more elaborate and attractive. Ten thousand extra copies of this issue are being distributed by the Atlantic corporation, which operates in eleven eastern states. Copies are available at the local bus station.

Some idea of what the parkway will mean to all of western North Carolina in tourist trade is gathered from figures just released by the National Park service at Washington on attendance during the past summer and fall when 97,000 automobiles carried nearly 300,000 visitors over the completed sections of this magnificent road.

Breakdown of these figures show that 12,000 cars and nearly 40,000 of the visitors came from states other than North Carolina and Virginia. This despite the fact that the parkway has many unfinished links and little except purely local publicity has been given to its attractions. With completion next year of the entire road from Front Royal, Va., to Blowing Rock, N. C., soon to be followed by completion of the remaining links by way of Asheville to the Great Smoky Mountains National park, this section will have a great deal more to offer to the tourist.

Mr. J. L. Gilmer, vice-president of the Atlantic Greyhound corporation, is here this week accompanied by newspapermen gathering data for a greatly enlarged publicity program for the attractions of western North Carolina.

## NAME CARO-JEAN INN IS CHANGED TO WATAUGA

Mr. J. O. Cook, who recently purchased the Caro-Jean hotel property, announces the change of the name of the well-known and popular hostelry to the Hotel Watauga and Cafe.

The hotel is enjoying a fine patronage, and Mr. Cook is rendering his guests splendid service.

## GO DEER HUNTING

Messrs. Craig Holler, Kenneth Linney, Richard Kelsey, Dr. Harmon, Bernard Dougherty and Flucis Stewart constitute a deer hunting expedition into the Pisgah National Forest this week. Reports coming to Boone indicate that Craig Holler and Baxter Linney have each killed deer.

## COVE CREEK AND BETHEL DIVIDE BASKET BALL BILL

A boys' basketball team from Bethel high school was defeated by the Cove Creek club Tuesday night by the score of 24 to 20. The game was played in Cove Creek gymnasium and attracted a large crowd.

A strong girls' team from Bethel later in the evening crushed the Cove Creek girls under a score of 33 to 3.

Cove Creek will play a double-header with Mountain City Saturday night in the local gym.

## "HANSEL AND GRETEL" TO BE GIVEN AT VALLE CRUCIS

The faculty and students of Valle Crucis School for Girls will present a play, "Hansel and Gretel," on Monday afternoon, December 18, at 3 o'clock. The public is cordially invited to attend. No admission will be charged.

## Next Issue of Democrat Will Appear Tuesday

The next issue of the Watauga Democrat will come from the press next Tuesday afternoon, rather than on Wednesday, so that the force may get affairs in shape about the shop for the Christmas vacation, the only time in the year when those responsible for the publication of the county paper have a few days off. Contributors, advertisers and job printing patrons are urged to take note of this change and be ready with their "copy" this week. Positively no advertising matter can be received after noon on Monday, and routine contributions, organization reports, etc., must also be in the hands of the printer by that time. Job printing required before the holidays must of necessity be produced this week. Complete co-operation in this regard is asked.

## THEATRE TO GIVE CHRISTMAS PARTY

Five Hundred Toys and Quantities of Confections to Be Distributed Christmas Eve

Hundreds of children are expected to gather at the Appalachian Theatre Sunday afternoon, December 24, at 2 o'clock, at a community Christmas party, when 500 toys delivered at a recent benefit matinee in lieu of tickets, will be distributed.

## MORE TOYS NEEDED

Later advices indicate that a number of toys are yet needed for the Christmas party, and if those wishing to donate these discarded toys will get in touch with Miss Marguerite Miller of the county welfare office, she will collect the gifts. It is urged that the people be liberal in this regard and notify Miss Miller at once, so that all the needy children attending the party will be well provided for.

when countless bags of confections will be handed out to the needy children, as they enjoy a program of especially prepared Christmas songs and recitations.

Manager C. H. Trotter believes that with the continued co-operation of the people, the Christmas party will be a highlight of the holiday season and perhaps the most successful event of the kind ever held here. The program is being arranged carefully and will be one that will bring joy to the kiddies.

The Democrat is now taking donations to the Christmas party fund and asks all the people of the community to contribute a little to provide some of the confections for the needy children. Full co-operation of the people is requested.

## Parkway Link Expected To Be Ready By Spring

Washington, Dec. 11.—The 40-mile link of the Blue Ridge parkway connecting Roanoke, Va., and the Boone-Blowing Rock-Linville resort areas of North Carolina is expected to be completed early next spring, the National Parks service stated today.

Grading and surfacing of the southernmost sections in Virginia are scheduled to be completed early in the winter. During the last year, this 37-mile gap was closed to traffic, and the use of the state highway through Hillsville and Galax was necessary to reach the North Carolina sections from Virginia.

## "IN THE NANTHALAS" ON SALE IN BOONE

"In the Nantahalas," a short novel of mountain life by Mrs. F. L. Townsend, mother of Rev. Paul Townsend, is being offered for sale locally by Mrs. J. A. Norton.

The attractively-bound volume treats sympathetically on life in the southern highlands, and, according to reviewer, "when the last chapter has been read, the reader feels that he has been breathing a pure atmosphere and has been mingling with characters who in their weakness or strength can stir the noblest impulses of the soul."

"In the Nantahalas" was first published in 1910, and since that time has had several reprintings.

## REXALL STORE MAKES MANY IMPROVEMENTS

The Boone Drug Company, the city's oldest mercantile establishment, greets the holidays with a completely rebuilt and redecorated store interior. The mahogany furniture has been replaced with fixtures of the most modern design, done in an ivory tint, and the interior presents a most pleasing appearance.

## FOUR HOMES RAZED AS FORESTS BURN AT BLOWING ROCK

Homes of Miss Annie Bowie and C. G. Beck in Path of Flames; Fire Engines From Boone and Lenoir Join Fighters in Mountain-Top Conflagration

A raging forest fire, sweeping up to Blowing Rock from the Johns River gorge, was brought under control Friday, after four homes and a bowling alley were destroyed, and 2,500 acres of timberland burned over.

After fighting the blaze since Thursday night about 11 o'clock, firemen from Blowing Rock, Boone and Lenoir, aided by CCC boys and volunteers, brought the fire under control near the base of the blowing rock.

C. S. Prevette, town councilman and insurance man, said the homes destroyed included those of H. T. Hall of Charlotte, Guy A. Cardwell of Wake Forest, and Miss Annie Bowie of Blowing Rock and Atlanta, Ga. A bowling alley owned by Mrs. H. C. Merchant was destroyed and the home of Col. C. G. Beck of Savannah, Ga., was about three-fourths destroyed, making repairs difficult. Mr. Prevette said. The loss to homes was about \$12,000 and Prevette said he thought some insurance was in force on all of them.

None of the cottages were occupied and while several buildings were in the path of the blaze, they were saved. It is estimated that the damage to timber was \$50,000. Serious damage was done to the shrubbery which abounded at the head of the gorge.

The fire originated in the Johns River gorge and swept a path to the ridge of dwellings before fire fighters could be organized. Both Boone and Lenoir fire departments remained on duty throughout the night.

## Three Are Injured In Auto Accident

Miss Pearl Thomas of Trade, Tennessee, received severe facial injury, and Mr. and Mrs. Fred Musgrave, also of Trade, were less seriously hurt, in an automobile accident, which occurred near the county home on highway 421, Saturday afternoon.

Information is that the automobile, occupied by the Musgraves, Miss Thomas and two children, left the highway as an effort was made to pass a truck. Miss Thomas was severely cut about the face and head and one wrist was badly lacerated. Mr. and Mrs. Musgrave's injuries were confined to severe bruises. Their two children were uninjured. The injured people were immediately brought to a local hospital for treatment.

## Resources of Local Bank Show Increase

Total resources of the Boone branch of the Northwestern Bank are more than \$130,000 larger than on December 1st, 1938, according to a comparative statement issued by the institution this week. The statement also shows that deposits reached a peak of \$623,000 a few days ago.

W. D. Farthing, cashier, points out the fact that depository liability of the local branch has increased from \$266,000 at the beginning of business on July 1st, 1937, to the present high figure.

## Teer Low Bidder On Parkway Link

Nello Teer, Durham contractor, is reported as being the low bidder on the construction of 8.4 miles of the Blue Ridge Parkway between Deep Gap and Blowing Rock. Unofficial information is that the bid was in the neighborhood of \$400,000. Contracts are to be let in January.

## BAND TO GIVE CONCERT

The Appalachian high school band will give its major concert of the year on Monday evening, December 18, at 7:30, in the college auditorium. The concert will include the annual Band Boosters Club drive. Included in the concert will be a "Rag-Time Wedding" given in rhythm and rhyme. Tharon Young will play the part of the bride, John T. King the groom, Spencer Qualls the bride's father, and J. B. Hagaman the preacher. All parents, friends and band boosters are urged to attend.

## BURGESS GETS CONTRACT

Melvin F. Burgess, local contractor, has been awarded a contract for the construction of rural electric lines near Suffolk, Va., the price being \$150,000. Work will start about the first of the year and Mr. Burgess hopes to have the work completed early in March.

## CHRISTMAS CANTATA

A Christmas cantata will be given at the Baptist church Wednesday evening of next week, under the direction of Prof. Roberts. A candlelight service will be featured and the public is invited to attend.

## Tobacco Brings Average 18 Cents As Local Market Opens; Quarter Million Pounds First Day's Sales

### BRITAIN FIGHTS THE U-BOATS



Off the English Coast—British sailors aboard destroyer engaged in the fight against submarines shown hoisting an "ash can" (depth charge) into place.

## Bank To Remain Open For Farmers

The Northwestern Bank has announced that beginning today it will keep one teller available for the purpose of handling the tobacco checks of the farmers, from 2 o'clock until the close of the market each day.

Mr. W. D. Farthing, the cashier, in making this announcement, advises the business men that this service is solely for the farmers and asks them and all others to abide by the 2 o'clock closing hour. Without the full co-operation of the business people in doing their banking just as heretofore, the bank will be unable to continue giving the farmers this special service. Complete co-operation is asked.

## LIVESTOCK MART HAS GOOD SEASON

Two 10% Dividends Paid to Stockholders; Horse and Mule Sales Planned for Winter

The Watauga Livestock market, which closed for the season last Wednesday, sold nearly \$100,000 worth of cattle at its twenty-seven weekly auctions which began in May. Manager Lester Carroll says that livestock auctions will be resumed in the spring, and that during the winter months a number of horse and mule sales are planned.

President W. H. Gragg has issued a financial statement which indicates that stockholders in the new enterprise have already received a 10 per cent dividend, and that an additional 10 per cent will be paid within the next few days.

Indebtedness of \$400.05, the report continues, has been retired, and \$135 in equipment, supplies and improvements added to the property. \$100 has also been set aside for rebuilding the sale ring.

Farmers and local business men are highly gratified with the new venture, which has drawn cattlemen from a wide area during the sale season, and has been instrumental in attracting the attention of breeders throughout the southeast to the fine quality of stock bred in Watauga county.

## HANDICRAFTS CENTER GIVES DEMONSTRATION EXHIBITS

Watauga Handicrafts Center is giving a demonstration exhibit Thursday through Saturday of this week, in the store next to the Boone Drug store on Main street.

A small modern loom has been placed in one of the windows. It was made for the center by Mr. Bert Townsend of Clerk's Creek. Students are weaving linen towels and runners on it.

Linens, scarfs, hooked rugs and woven rugs, wood carvings, pewter and silver, baskets of fine needles, reed and white oak splits have been brought up from the center and are on display and may be purchased.

The building is loaned through the courtesy of Dr. G. K. Moose.

## Trade Citizens Are Hurt In Auto Crash

Mose Main and a son of Trade, Tenn., were injured Monday evening when the automobile in which they were riding overturned near Vilas. Mr. Main was severely cut about the head and face, while the son received several bruises and scratches. Cade Wallace, also of Trade, the driver of the car, was uninjured.

## STORES TO STAY OPEN EVENINGS

Extra Salespeople Added So That Merchants May Take Care of Holiday Trade

Beginning this (Wednesday) evening the mercantile establishments of the city will remain open until nine o'clock, according to Mrs. Ruby Ellis, secretary of the Merchants Association, in order that holiday shoppers may be taken care of after supper time. Extra salespeople have been employed, stocks are systematically arranged and the making of gift purchases will be a pleasure this year.

The Democrat today is devoted largely to advertising messages and other Christmas features, and a perusal of the pages provides further proof that Boone is the logical shopping center of northwestern Carolina.

Indications are that the Christmas trade this year will be larger than during any recent holiday period, and a cordial welcome awaits the shopper.

## 359 Red Cross Members Secured

Complete reports from the recent Red Cross roll call campaign indicate that 359 Watauga people paid in dollar memberships, and that the sum of eight dollars was listed as contributions. Boone supplied 263 of the memberships, Cove Creek 35, Blowing Rock 20, Beaver Dam 23, and Valle Crucis 18.

The following are the names of the members which had not been reported heretofore: Mrs. W. F. Miller, Jr., Mrs. Elsie Hagaman, Mrs. Ruth McConnell, Lee Stout, R. A. Manship, Russell D. Hodges, Geo. P. Hagaman, Bernice Gragg, Len Wilson, A. E. South, Robert Agle, Grace Pennell, Elizabeth Bridge, H. T. Webster, H. M. Hamilton, George Farthing, Marguerite Miller, W. H. Walker, Lionel Ward, King Street Grocery, J. E. Joines, Mrs. Clara Simpson, Mrs. Ruth Isaacs, Mrs. Bryan Collins, Mrs. J. M. Gaither, Thursa Steed, Rev. John Rhea, G. E. Luther, W. S. Lookabill, Louisa Lookabill, Mrs. Margaret Vance, Mrs. Howard Mast.

## Baptists Organize To Benefit Hospital

The executive committee of the Three Forks Baptist Association has passed a resolution asking all the churches of the association to make a special campaign during the month of January for the enlargement program of the Baptist hospital in Winston-Salem.

A committee composed of Rev. D. M. Edmisten, chairman; Rev. R. C. Eggers and Wade E. Brown, will arrange the details, and further announcement will be made later in the month.

Present plans call for the construction of a \$200,000 addition to the hospital plant, which will approximately double its capacity.

## Christmas Seal Sale Is Started

The campaign for the sale of Christmas Seals under the auspices of the National Tuberculosis association, is going on this week and solicitors will canvass the town and county offering the stickers, the proceeds from which will go to the prevention and cure of tuberculosis.

Mrs. G. K. Moose is again county chairman and bespeaks the usual full co-operation of the people in this worthy movement.

## SATURDAY SALES ARE ANNOUNCED

Four Hundred Thousand Pounds of Weed on Way to Floor; Large Crowds Attend Initial Sales and Satisfaction Is Expressed by Growers; Prices at Other Points Given

The Mountain Burley Tobacco warehouse conducted its first sales Wednesday morning and at noon, on the basis of morning sales, the weed had brought an average of 18.2 cents, a somewhat higher average price than was reported on Tuesday from other burley markets. The highest basket of tobacco sold for 27 cents, and the low four cents, there being a very small amount of the low grades offered. Most of the weed ranged between 10 and 25 cents.

By the time the sales close this afternoon, Hardy Brothers say more than 250,000 pounds will have been sold, and conservative estimates are that 400,000 pounds of burley are on the strings of trucks now being unloaded into the warehouse floor.

In a drizzling rain tobacco farmers from three states continue to arrive, and huge loads of the weed are parked all about the warehouse and on nearby streets. Large crews of men followed close behind the sixteen moving the purchases of the different manufacturers into the prize rooms in the basement, as new baskets take their places on the floor. Little delay will be experienced in the unloading of the 200 waiting trucks.

There will be four more sales this week, the buyers from the five different companies being present on each sale, and due to the amount of tobacco being marketed, there will be a full sale on Saturday, for the convenience of the farmers who are anxious to dispose of their crops before Christmas.

Wednesday constituted more or less of a holiday in Boone as business men joined with hundreds of farmers on the streets and on the warehouse floor. Conversations overheard indicated that growers were well pleased with the amounts of their checks, comparing them with receipts on other markets.

Sales on Other Markets. At Asheville, the only other North Carolina burley market, opening sales brought an average to growers of \$17.34. Other average prices reported on neighboring markets follows: Johnson City, \$16.42, Morris-town \$16.18, Knoxville \$16.12, North Tazewell \$17.19. Opening prices at Lexington, Ky., averaged \$17.55.

## Closing Law Changed During Tobacco Sale

The city commissioners at noon Wednesday announced that effective immediately the law requiring business houses to close at 12 o'clock at night had been repealed for the duration of the tobacco market season. During this period cafes, filling stations or other places of business may remain open all night if they like.

The action of the city council was taken when visitors to the town complained that they were unable to secure food during the night while they waited for their tobacco to be placed on the warehouse floor.

## ON FLORIDA TRIP

Mrs. F. A. Linney of Boone, accompanied by Mr. and Mrs. W. L. Matheson of Mooresville, and Mrs. H. C. Payne of Taylorsville, are on a trip to various points in Florida, and will be away for the next several weeks.

## Prevette Cites Aid Of Fire Fighters

Mr. C. S. Prevette, member of the Blowing Rock city council and president of the fire department in that town, expresses appreciation to the Boone fire department in the following words: "On behalf of the Blowing Rock fire department and the town, I wish to express sincere appreciation for the valuable help of the Boone fire department in our recent conflagration. Without outside aid we would have lost at least 25 buildings, and we are very grateful to both Boone and Lenoir for their generous and effective co-operation."