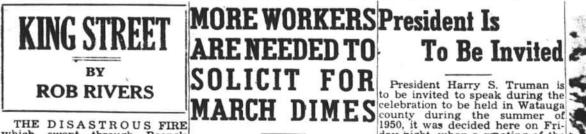
int the



\$75,000 Loss As Flames Race Through Showhouse



<section-header><section-header>

ted, undampened, and unchok-ed by the smoke, belittled their efforts...making some of us see a bit red...Blowing Rock boys render invaluable aid in fighting the flame, while mo-torists persist in running over the hose...This problem exists everytime a fire breaks out...Many have been ar-rested and fined...Seems to do little good...Should be a rested and fined . . . Seems to do little good . . . Should be a bit of a jail sentence, for a broken hose, might spell the destruction of a building . . . might in fact end a life . . . Harsh and certain punishment should be applied in such in-stances. WE SHARE THE SORROW of the Sams enterprises in their loss . . We are deeply concerned for





NONE HURT AS FIVE HUNDRED USHERED OUT

Boone, Blowing Rock Firemen Accomplish Heroic Task, as Hundreds Witness Conflagration; Rebuilding To Begin Soon. Says Owner; Theatre To Be One of State's Finest.

A fire originating in a back-stage popcorn machine, swept through the Appalachian Theatre

stage popcorn machine, swept through the Appalachian Theatre last Saturday afternoon, bringing a loss of \$75,000 to \$85,000, but the emergency was so skillfully handled by the management that the more than five hundred men, women and children, as-sembled in the playhouse, made an orderly exit just ahead of the raging flames. Bob Agle, district manager for the Appalachian Theatre chain, owned principally by Mr. A. F. Sams of Statesville, and Jay Beach, local theatre manager, conducted the evacuation of the building, when it became a p p arent that the blaze couldn't be handled with the available fire extinguishers. A tank of cooking gas exploded in the rear just as the last of the throng reached the sidewalk, and the flames reached the front doors. doors.

The local volunteer fire de-The local volunteer fire de-partment went into action, while distraught parents, searched through the milling throngs of spectators for their children, who had been enjoying a west-ern film. The local population and hundreds of rural shoppers filled all available space on the streets and at other vantage points as the local firemen and the Blowing Rock fire depart-ment conducted the fight on the roaring flames. Due to the dili-gence of the fire-fighters and volunteer helpers, the blaze nev-

gence of the fire-fighters and volunteer helpers, the blaze nev-er seriously threatened other structures in the downtown busi-ness block. The building, the property of Mr. W. R. Winkler of Boone, and under lease to the Sams enter-prises, was one of the most mod-ern in this section of the state, and was built in 1937. The roof structure was destroyed, with the exception of the big support-ing beams, which were never al-lowed to become hot enough to impair their strength. The words, likewise, are undamaged, but likewise, are undamaged, but floors, seats, projection machinery. carpeting, etc., were des-(continued on page six)

Taxable Payrolls in **County Take Jump**

bigger bombs, but bigger men,

OR MEN. AT LEAST, who share the opinion of the man making the observation . . . Most of us are prone to think of greatness in terms of our own beliefs . . . Those of dif-ferent opinions are hailed all too often as weaklings... Those we hail as "good fellows" are often those who merely happen to follow our basic lines of reasoning... while those we criticize severely happend to have leanings which are foreign to our established

(continued on page six)

over Alabama, Georgia and W.

town's most progressive citizens over the huge damage to his building, but we can very easily imagine a worse set of circum-tagene a Worse set of circum-t

who

(Photos by Hank Freeman and Palmer Blair, of Palmer's Studio.) total of 136 firms engaged in

Here

Applications must be in the carbon must be into any to the states. The carbon must be into any to the states department in the close of the beling carbon must be into any to the states. The carbon must be into any to the states department in the close of the

Taxable payrolls under the old-age program of the Federal Security Agency rose 87 per cent in Watauga county between 1946 and 1948, according to in-formation reserved here from C formation received here from C Parker Persons, Regional Direc-tor of the U. S. Department of Commerce in Atlanta.

Taxable payrolls under the program in 1948 totalled \$229,000 compared with \$122,000 in 1946. The information is included in booklets prepared by his agency entitled "County Business Patterns", now on sale at all field offices of the commerce depart-ment, Mr. Persons said. The inment, Mr. Persons said. The in-formation, he pointed out, was compiled for the purpose of help-ing businessmen to achieve great-er sales performance and to plan their 1950 sales campaigns by supplying them with facts and figures pointing the way to po-tential demands for consumer and industrial goods

Watauga county went from 484 persons in 1946 to 734 in 1948. A

wholesale, retail, and service trade activities and other pursuits participated in the report-

ing. The compilation is considered