

Gay Shopping Season Gets Under Way Here



GETTING READY FOR CHRISTMAS.—Town employees are shown as they prepared to decorate the streets of Boone for the Yule season. Carl Teague is the camera-shy employee behind the pole with Justin Ragan watching on the left and Henry Austin with the wire in his hands. The operation was begun last Friday, with the lights being put up and down the main thoroughfare of town. Roping is expected to be added as the season progresses.—Staff photo by Joe Minor.

The most comprehensive, the most varied and the most brilliant collection of gifts for Christmas giving ever assembled in this town is now on display against a gay background of Yuletide decorations as leading stores open their doors to officially launch the happiest season of the year.

The time for gifting is near, and Santa Claus is here with a word of advice for the older folks and a special invitation to the youngsters.

"The earlier you start your shopping, the merrier will your Christmas be," is his tip to the wise.

"Come downtown and see me, and my wonderful collection of new toys," is the invitation he sends to the children. "And the sooner the better," he adds.

Old St. Nick will be present personally in Toyland to welcome the children with a cheery smile and an ear cocked to hear every syllable of their whispered hopes. Scores of eager deputies will be on hand to help Christmas gift shoppers find their way through the brilliant array of gifts to the right solution for every gift problem.

This special section is devoted to presenting a preview of what is in store for gift shoppers, so that they may actually get a head start on the joy filled task ahead.

Though there are nearly a hundred or more gifts for everyone pictured in this edition and literature (continued on page four)

Austin Clawson Dies In Maryland Traffic Accident

Austin Clawson, 42 years old, a native Watauga, met instant death early Saturday morning, when an automobile he was driving and a tractor-trailer collided near Baltimore, as Mr. Clawson was en route to his home at Bel Air, Md.

Funeral services were conducted at Bel Air Tuesday at 2 o'clock, and burial was in that vicinity. Other details were unavailable. Among those from Watauga attending the rites were Mr. and Mrs. Worth Clawson, Mr. and Mrs. J. B. Clawson, Mrs. Claude Taylor, Mr. and Mrs. Bill Jackson, Mr. and Mrs. Avery Greene.

Mr. Clawson, a son of Mr. and Mrs. J. Bynum Clawson was reared in Meat Camp township and had resided in Maryland for about ten years.

The parents survive, together with three brothers and three sisters. Worth Clawson, Deep Gap; Ted Clawson, Boone; J. B. Clawson, Baltimore, Md.; Mrs. Bill Jackson, Mrs. Claude Taylor, Boone; Mrs. Eddie Gray, Bel Air, Md.

James F. Wilson Taken By Death

James Franklin Wilson, of Vilas, Route 1, died Thursday, November 18, in Watauga Hospital at the age of 88.

Funeral services were held at 2 p. m. Saturday, November 20, at the Brushy Fork Baptist Church, conducted by the Rev. Victor Trivette and the Rev. L. H. Hollingsworth. Burial was in the Brushy Fork Cemetery.

He is survived by his widow, Mrs. Lillie Wilson; three sons, Ralph and Forrest, both of Vilas, and Jerry Wilson, Boone; a brother, Charles Wilson, Sioux City, Iowa; a sister, Mrs. Sallie Miller, Bristol, Va.; nine grandchildren, and one great-grandchild.

Stores To Close For Thanksgiving

A majority of Boone business places will be closed Thursday, November 25, in observance of Thanksgiving Day. The county offices in the courthouse and rock building, town office, and the Northwestern Bank will also be closed, and the post office will observe its regular holiday schedule of keeping the windows closed all day.

The Southeast Asian Defense Treaty has been sent to the Senate by President Eisenhower, who expressed the hope that it would receive "early and favorable consideration."

Burley Flows Onto Floors; Sales To Start Next Week



SCOUT AWARD.—Dr. Francis Cook, right, in dark suit, is shown receiving the Brenner award from Dr. Lee Reynolds, chairman Watauga District of the Old Hickory Council, Boy Scouts of America. Boys in the back are of the Valle Crucis Scout Troop, who had just passed a board of review for their second-class requirements in scouting. The award is made each year by the Old Hickory Council to the district displaying the best scrap book on publicity received on the district's activities during the previous year. The scrap book, kept by Dr. Cook who is publicity chairman for Watauga, is shown on the table in the foreground.—Staff photo by Joe Minor.

Charles Rogers Found Dead; Verdict Suicide

Charles C. Rogers, Boone shoe repairman and veteran of World War I, was found dead Monday morning in the basement of his shop at East King and Appalachian streets. He was 60 years of age.

Coroner Richard E. Kelley said death was the result of a self-inflicted head wound from a .25 caliber automatic pistol, and that Rogers had been dead about three hours when found at 8 a. m. by Lee Anderson, one of his employees. He said no inquest would be held.

Mr. Rogers was a past commander of Watauga American Legion Post No. 138, and had operated a shoe repair shop here for some 20 years. Prior to that he was employed by Appalachian State Teachers College.

Funeral services were held at 11 a. m. Tuesday, November 23, at the Reins-Turdivant Funeral Home, with the Rev. L. H. Hollingsworth and the Rev. E. F. Troutman officiating. Burial was in the Mount Lawn Memorial Cemetery. Survivors are his wife, Mrs.

Genevieve Rogers; two sons, Charles Rogers, Jr., of Wilkesboro, and Lloyd Rogers, Rapid Air Force Base at Rapid City, South Dakota; and daughter, Mrs. Stella Townsend, Greensboro; two sisters, Mrs. Pearl Randall, Boone, and Mrs. Neal Ashley, West Lafayette, Ohio; and a brother, W. D. Rogers, of Oregon.

Blue Devils To Be Honored At C. of C. Banquet

The Appalachian High School Blue Devils, undefeated on the gridiron during the entire season, will be honor guests of the Boone Chamber of Commerce at 12 noon December 14.

Parents of football players are urged to make plans to attend the meeting.

Each football player and member of the coaching staff will be a guest of some member of the Chamber of Commerce.

Further details will be given later.

Weed Quality Said To Be Good In Area

Tobacco is flowing to Boone warehouses, buyers, bookkeepers, weighmen, ticket makers and other workers are assembling, and growers are eagerly awaiting the first rhythmic chant of the auctioneer which will signal the opening of the 1954-55 selling season.

The burley market opens Tuesday, November 30, and R. C. Coleman, proprietor of the Mountain Burley Warehouses here, has said he has reason to believe it will be the best season in the history of the Boone market.

First sales will be held here Wednesday, December 1, and will mark the opening of the sixteenth selling season at Boone. The Boone market began operations in 1939, and is the oldest market in this section.

The Mountain Burley warehouses are equipped to sell about 1700 baskets daily, and Mr. Coleman said Tuesday there is still plenty of room on the floors for the first sales. He added that the quality of the tobacco now on hand appears to be superior to that of the first offerings of previous years.

In urging growers to bring their tobacco to Boone, Mr. Coleman pointed out that published figures covering the last years show that the Boone market had a higher price average than any other market in this immediate section. "It is also your nearest market," he reiterated, "so why drive farther and add to your expense when you are not going to get any more—or maybe not as much—for your tobacco?"

Sales will continue for four hours a day through December 21, and will resume after the Christmas holidays on January 4, it has been announced.



ROGER MCGUIRE

Buddy McGuire Candidate For Morehead Honor

Roger "Buddy" McGuire has been nominated by the Appalachian High School faculty as the 1954-55 candidate for the Morehead Scholarship to the University of North Carolina.

One nomination for this valuable scholarship is made by each high school in the county. The bases for selection are scholastic ability and attainments, character, physical vigor, and leadership. From the county candidates one boy will be selected by the county committee, headed by Mr. James H. Council, to appear before the district selection committee. Candidates chosen by the district board will then compete on a statewide basis.

"Buddy," the son of Mr. and Mrs. R. W. McGuire of Boone, is an outstanding member of the senior class. He has attained better than a "B" average on high school courses. He holds the offices of president of the senior class, president of his homeroom, president of the Men's "A" Club, and president of the Boys Glee Club. In the recent election of senior superlatives "Buddy" was chosen "Mr. Appalachian" of 1955.

During the just-completed football season he served as co-captain of the football team, and he was elected by the team as co-holder of the title "Best Sportsman." He has been an active member of the football, basketball, and baseball teams.

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Man, Wife Are Hurt In Blast House Trailer

Duke Wood and his wife, Joy Ann Wood, of Meadows of Dan, Va., were seriously injured early Wednesday morning, November 17, in an explosion in their trailer home here.

The couple were taken to Watauga Hospital, where physicians said they suffered multiple second degree burns and bruises, but did not consider their conditions as critical.

Mrs. Wood, a secretary in the Boone Merchants Association and Chamber of Commerce office here, was released from the hospital Monday, while Mr. Wood, a freshman at Appalachian State Teachers College, is expected to remain for several more days.

A leaky pipe or an accidental turning of the handle of a gas jet on the cooking stove during the night is thought to have filled the trailer with gas.

Mr. Wood told investigating officers he awoke about 5:30 a. m. and lit his cigarette lighter to see the dial of his electric blanket. That was the last thing he remembered until he awoke in the hospital, he said.

The sides of the trailer were blown loose. Window glass was scattered for 50 feet, and window panes in an adjoining trailer were also shattered.



UNDEFEATED BLUE DEVILS.—Members of the Appalachian High School Blue Devils, who have just completed the first undefeated football season in the school's history. They are, left to right, first row: Junior Kahluss, Carlton Lyons, W. C. Payne, Cliff Keplar, Tony Winkler, Buddy McGuire, Bill Brown, S. G. Tugman, Glenn Welborn, David Teague, manager; second row: Bobby Sherrill, manager, Bobby Brendall, Charles Mickel, Dickey Hunt, B. M. Miller, Bobby Bingham,

Joe Moretz, Earl Brookshire, Rodger Cook, J. W. Welborn, Fred Gragg, Edward Harmon, Kermit Keller; third row: Pete Everrett, coach, Dean Johnson, Eddy Rush, Bill Hayes, Chris Johnson, David McKinney, Edward Taylor, Kent Coleman, Johnnie Hodges, Jr., Bobby Wilcox, Jack Creed, James Greene, Clyde Welch, Johnny Miller, Shirley Gabriel, back field coach. Not present for picture was Morris Branch, line coach.—(Photo Palmer's Photo Shop.)

For a Truly Wonderful Christmas . . . Boone Merchants Advise Early Shopping

Key to making the glorious Christmas Holiday the most perfect event of the year—one full of joy, one free from any shadow of disappointment for you and your loved ones—is all wrapped up in just two simple little words: "Shop Early."

Here, today, with presentation of this special edition devoted entirely to pre-venting the wonderfully glamorous, the excitingly practical gifts in store for everyone, comes both the "Get Ready" and the "GO" signal for this Christmas season.

"Get Ready" by letting your eyes roam these pages. Here you'll find hosts of suggestions that will spark really brilliant gift giving ideas.

Make notes as you go along, for gift ideas are directly associated with people—the people you love—and you'll want to

remember the suggestions that these pages will spark for Sister and Brother and Aunt Emma and Uncle Joe and for the postman too.

"Go" shopping tomorrow. Don't delay. The time for gifting is near, and Old St. Nick is here—with scores of deputies in every store in town—to help you choose from fresh, inspiring stocks.

Half the fun of the Christmas season is in choosing the gifts you are going to give. The sooner you start your Christmas shopping, the more fun you are going to have.

Shopping early for gifts means leisurely shopping, time for comparing, for weighing, for selecting sure fire presents for everyone.

Shopping early frees your time for joyful hours spent in wrap-

ping your gifts to enhance their beauty.

Shopping early can be easier on the budget, just as it can be easier on the nerves. For by shopping early—without undue pressure of time or crowds of last minute shoppers—you can shop more wisely.

Shopping early makes it possible for you to plan your gifting so that no one will be forgotten.

Shopping early means that you can take advantage of the convenient Lay-away plans made available for you by the stores.

Pick the gift you want now. Put a small deposit on it and the store will hold it for you to pick up later.

Tuck-away a gift a day, in the stores or in a hideaway at home—starting tomorrow—and your gift shopping will be untram-

meled fun.

Shopping early is a positive "must" if there are loved ones in the armed services or so far away from home they won't be able to be present Christmas morning.

For, in order to mail early—early enough to make certain your gifts are going to arrive on time—you're just going to have to shop early.

So—

Take a tip from Santa Claus, and start your shopping without pause!

Lay-away a gift a day—then at Yuletide, you'll have time to play!