

Western Carolina Did Well For United Fund

Figures have been released by Carolinas United which indicate that the Western North Carolina region was one of the most successful in the Southeast in its United Fund campaigns during the past year. The Watauga United Fund, joining the campaign for the first time, was one of thirty-one groups in the region which paid its budgeted agencies 100% of the amount allotted to them.

The figure for one nation-wide agency indicate that in four previous years of a separate campaign, the organization had never met its quota for Watauga County. Between 1952 and 1955, it attempted to raise \$11,082 in the county, but the local committees got together only \$7,021, or 63% of the quota. In 1956 the agency joined the United Fund and reached 100% of its quota for the first time.

For the whole of the Carolinas the results of the United Fund campaigns were in line with the results in the Watauga section. North Carolina groups raised 101.7% of the amounts set for all campaigns, while South Carolina raised 102.4%.

A typical agency reports that where it runs independent campaigns it has raised only 88% of its quotas, whereas in Class II and Class III United Fund campaigns it has made its objectives by 101.4%.

According to the figures a few United Fund campaigns miss their goals, but never by a figure as low as the independent drives cited above. Often when a campaign missed its total by a slight amount, there is a reserve from past years or some other resource which permits the local fund to pay all budgeted agencies in full. Only two campaigns, in very small communities, failed to live up to this obli-

gation in Western North Carolina last year.

The consistent high success of United Fund campaigns has paralleled a great increase in the total amounts raised in all campaigns in the two Carolinas. In the fall of 1952 the bi-state total was \$4,530,488. In 1956 it had been increased to \$8,538,678. The United campaigns in the two Carolinas are therefore bringing in 95.8% more than they did five years ago.

A local official of the Watauga County United Fund declared that these figures indicate that the "United way" has become the proved and accepted method of handling the problem of funds for social welfare needs.

Sheep Growers Slate Officers

The Watauga County sheep producers met in the courthouse in Boone on Thursday afternoon, February 21, and elected the following officers:

Dwight Cable for one year; A. W. Greene for two years; M. D. Brown for three years.

The producers voted to ask the committee to meet with the committees from Avery, Ashe, and Alleghany counties to try to work out pool dates on a weekly or once each two weeks basis, and authorized them to arrange a schedule if a plan could be worked out.

The annual report shows that a total of 1,628 lambs and 26 sheep were marketed through the Boone pool in 1956. 73.2% of the lambs graded good and choice. A total of 28,800 lbs. of wool went through the wool pool, and 95% of the wool graded clear and brought the top price of 51c per pound.

Many Factors In Timber Sales

Many variable elements are involved in timber sales. These "variables" are bound to influence prices, so don't become upset if your timber brings more or less than your neighbor's, advises Jim Andersen, extension forestry specialist at State College.

Andersen says timber prices are based on the prices loggers and millers receive for their products, and therefore if the average price paid for "run of the woods" pine logs delivered at the mill is \$55 per thousand, the logger must consider the "variables" involved and offer a stumpage price on that basis.

The price offered should be competitive, Andersen says, but it must be low enough to allow the logger to do the job at a profit. "He must consider logging conditions, how 'wet-natured' the land may be, the distance of the truck-haul, cost of labor, and volume of wood obtainable from each acre—in addition to a number of secondary factors," Andersen declares.

According to Andersen, the timber owner who seeks "top dollar" alone is in for trouble. "A logger cannot do a good job—he cannot leave the woods in a productive condition—if he gets 'pushed' too far price-wise," says the forestry specialist.

Price, when considered by itself, is no criteria for successful timber sales, says Andersen. "Dealing with reputable people is much more important," he states.

Andersen advises when in doubt as to the value of your timber, contact the State Forest Service representative nearest you or your county agent. If you cannot do this, the next best thing to do is get as many reputable buyers as possible to bid on your timber, Andersen declares.

Women Prefer Movies To TV, Poll Shows

West Coast Bureau of The Film Daily

Hollywood—San Francisco women like double features, high prices, but prefer night movies to TV, according to a sectional opinion poll conducted by the Bay Area Councils of Women.

The affiliate of the Motion Picture Industry Council polled several thousand families in a 50-mile area. Results indicated that some 60 per cent of the interviewees prefer family-type films. Musicals, drama and comedy were also approved. In fact, almost anything "enjoyable and free from sex and great violence."

Seventeen per cent preferred religious films, with "Friendly Persuasion," "A Man Called Peter," and "Going My Way" mainly cited. About 18 per cent liked educational films.

Prices, the poll revealed, is a chief deterrent to theatre attendance by large families. Many persons suggested a family rate for the early part of the week.

Preference for a single feature, coupled with selective shorts and a newsreel was almost unanimous. Women poll respondents also felt there should be Saturday matinees suitable for children under 12 years. A suggestion made was for substitution of a film from the MPA's children's film library where the regular feature was found unsuitable.

The ladies, who said that after a full day at home, watching a movie on TV is not as relaxing as seeing one in a theatre, seemed agreed that if the fare suited them they would go back to movies gladly.

(Advertisement)

Bread Called Staff Of Life

Bread is called the "staff of life" because man can grow and store grains easily. He can turn the grains by simple processes into convenient, inexpensive breads.

According to Ruby P. Uzzie, extension consumer marketing specialist at State College, the term "bread" refers to white bread of white flour. Other kinds of bread have a descriptive title preceding the term "bread" such as rye, whole wheat, or raisin.

Here are some of the varieties of bread and their descriptions: White bread contains flour, liquid, salt and yeast plus certain optional ingredients.

Enriched white, raisin or cracked wheat contain the same as regular types with added thiamine, riboflavin, niacin and iron.

French, Italian, and Vienna breads have high protein flour, water instead of milk, and a thick, crisp crust.

Raisin bread must contain 80 pounds of raisins to every 100 pounds of flour.

Cracked wheat identifies bread that has part white flour and part crushed wheat flour. In whole wheat bread, 100 per cent wheat grain is used in the flour.

American rye bread is light, mild flavored, containing rye flour, whereas Pumpernickel is rye bread with a sour flavor and is dark and compact.

Potato bread is about six per cent potato flour and 94 per cent wheat flour.

In addition to these basic breads, many bakery shops sell fresh breads and rolls of unusual flavors, such as poppy, caraway, or sesame seed breads. Most markets also carry canned bread such as brown bread or date nut bread. These all cost more, but you may prefer them for special occasions.

Shoe trees are shoe savers. Tread to keep them in shape, the shoe reshapes itself after wearing, as perspiration moisture is drying out.

Garland South Rites Are Held

Zionville—Garland Blair South, infant son of Mr. and Mrs. Burl South, born December 23, 1956, died February 17. Funeral was conducted at the Zionville Baptist church Tuesday at 3 p. m., by the Rev. Bruce South, and interment was in the church cemetery.

Survivors include the parents and the grandparents, Mr. and Mrs. Hobert South, and Mr. and Mrs. Charles Miller.

Small Grain Is Ready To Treat

Most small grain fields are ready for weed control treatment, according to W. G. Westmoreland, extension agronomy specialist at State College.

Westmoreland says that the grain should be fully tillered or "stooled," but these stems should not have joints in them. He warns that treating too early or too late almost always results in lowered yields since small grain tolerates 2, 4-D best at this late winter stage of growth.

Chemical treatment with ½ pound 2,4-D amine salt per acre, which costs about 50 cents, will give good control of such common weeds as ragged robin, vetch, mustard, blessed thistle, and wild buttercup, says Westmoreland.

Westmoreland points out that where dock and corn cockle are problems, 3-4 pound of 2,4-D amine salt is required. The 2,4-D should be applied with a weed sprayer and is as much a good practice as using a nitrogen material for top-dressing, he declares.

Wild garlic or "onions" can also be controlled through the timely use of 2,4-D and a high rate of nitrogen topdressing, Westmoreland declares.

Westmoreland pointed out that 2,4-D for small grain weed control is a fairly new practice and that county agents and other agricultural workers can give complete information on this problem.

COTTON EXPORTS

The United States will recapture 45 per cent of the world cotton market in the current season, according to a prediction by the Agriculture Department. Although domestic consumption is expected to drop, cotton exports during the season ending next July 31 should almost triple the preceding season's shipments. Cotton exports began dropping in 1951 and, in the period between 1951 and 1955,

slumped from 48 per cent of the world's market to 18 per cent.

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ADMISSION: 10c, 35c — FRIDAYS 10c AND 20c
Children Under 12 Admitted Free with Paid Adult
All Day Friday

Appalachian Theatre

February 28, Thursday

HOLLYWOOD OR BUST: Starring Dean Martin, Jerry Lewis, Anita Ekberg, Pat Crowley, Maxie Rosenbloom.

In this production you will see Dean Martin and Jerry Lewis in their last rib-tickling comedy as a team. Gambler Dean and Jerry, who adores Anita Ekberg, set off for Hollywood by automobile. With them is "Mr. Bascom," Jerry's Great Dane. They pick up Pat Crowley, a singer going to Hollywood for an audition. After arriving in Hollywood, Dean, Jerry and the dog finesse an entrance to a studio where Anita is rehearsing. The welcome mat is out for them and the dog is signed for a movie.

Also: Hollywood Star Night—Snapshot.

Friday, March 1

MR. COREY: Starring Tony Curtis, Martha Hyer, Charles Bickford, Kathryn Grant, Russ Morgan.

Raised in a Chicago slum area, Tony Curtis is determined to rise above this environment and gets a job as bus-boy in an exclusive Wisconsin resort, where he gets to meet wealthy Martha Hyer by posing as a guest while off duty. Martha's younger sister, Kathy Grant, knows Tony is a bus boy but still likes him. However, Martha snubs him when she finds out. After Tony gets rich by opening a smart new gambling club, Martha wants to resume her affair with him.

Also: Selected Short Subjects.

Saturday, March 2, at 1 and 3 o'clock

MAN FROM LARAMIE: Starring James Stewart, Arthur Kennedy, Donald Crisp, Cathy O'Donnell.

James Stewart plays the title role, an ex-Army officer who comes to the town of Coronado with a two fold purpose, to deliver some freight and to find the man who indirectly was responsible for killing his brother by selling repeating rifles to the Apaches. In Coronado he meets Cathy O'Donnell, owner of the general store and niece of the man who virtually runs the town, Donald Crisp.

Also: Three Cartoons.

Saturday, March 2, at 7 and 9 o'clock

COME NEXT SPRING: Starring Ann Sheridan, Steve Cochran, Walter Brennan, Richard Eyer, Sonny Tufts, Sherry Jackson.

Cochran, an Arkansas farmer with a weakness for the bottle, deserts his family. Returning after eight years of wandering, he is greeted by his strong-willed wife, Miss Sheridan, and following one alcoholic retrogression demonstrates that he is off liquor for good. His determination enables him to win his way back in his home and community. The performance of the child actors, Richard Eyer and Sherry Jackson, will steal your heart.

Also: Pedro & Lorenzo—Cartoon.

Sunday, March 3, at 3 and 9 o'clock

BUNDLE OF JOY: Starring Eddie Fisher, Debbie Reynolds, Adolphe Menjou, Tommy Noonan.

During the Christmas rush at a big department store owned by Adolphe Menjou, Debbie Reynolds is fired from the millinery department for being too eager. While hunting for a new job, she saves a baby from falling off the steps of a fondling home and the matron refuses to believe her protests that she is not the infant's mother. The home notifies the store and Eddie Fisher, the owner's son, gets Debbie's job back and takes an interest in her. Debbie's boy friend, Tommy Noonan, and Menjou suspect the worst and the latter even thinks the baby looks like him. After Eddie tries to get Noonan and another man to pose as the baby's real father, he gives in and he and Debbie decide to get married and actually become the parents of the homeless infant.

Also: MGM News.

Monday, March 4

ANASTASIA: Starring Ingrid Bergman, Yul Brynner, Helen Hayes, Akim Tamiroff.

After seven years absence from the American screen, Ingrid Bergman returns to co-star with Yul Brynner of "The King and I" fame, in the Most Amazing conspiracy the world has ever known. In Paris in the 1920's, Yul Brynner, an exiled White Russian, forms a plan to obtain control of a huge sum of money deposited in a British bank for Anastasia, daughter of the Russian Czar, by producing the real Anastasia, who escaped death in the assassination of the Royal Family in 1918. Brynner finds Ingrid Bergman and coaches her until he believes she can pass herself off as a true member of the royal family.

Also: Selected Short Subjects.

Tuesday, March 5

UTAH BLAINE: Starring Rory Calhoun, Susan Cummings, Max Baer, Angela Stevens, Ray Teal.

Utah Blaine (Rory Calhoun), a young gunman who brought law and order to a Utah town in 1875, rides from Mexico to a cattle range just north of the U. S. border where he finds Ray Teal and a renegade crew trying to take over the territory. When Susan Cummings' father is killed, it develops he left his ranch jointly to her and to Utah, whom she at first mistrusts but later learns to love. In fighting off Teal, Utah also helps Angela Stevens, another rancher, and wins the friendship of the townspeople.

Also: Selected Short Subjects.

Wednesday and Thursday, March 6-7

OKLAHOMA: Starring Gordon MacRae, Gloria Grahame, Gene Nelson, Eddie Albert, Shirley Jones.

"Oklahoma" is the first motion picture to be made in the widely heralded, revolutionary Todd-AO process, which is Awesomely overwhelming with its clarity, sharpness, brilliant illumination and a sweeping picture without "overlap" lines or distortion. This picture is big—in every sense of the word. It is big in beauty, big in conception and execution, magnificently big, bright and beautiful in lovely soft Eastman Color, and big in sound. The great prairie vistas are breath-taking. The story stems on the rivalry of Jud, the hired man (Rod Steiger), and Curly (Gordon MacRae) for Laurey (Shirley Jones.)

Also: Lucky Dog; Cartoon.



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