

Horn Flash Shot, Dairy Month, Plant News Topics C.of C.

By V. G. ROLLINS
Leo Derrick, publicity director of Horn in the West, stressed the importance of filling the Daniel Boone Theatre with people Saturday night when the Sylvania Corporation will make several "mammoth flash shots" of the theatre to be used in their national advertising.

"This is publicity that cannot be bought," Derrick told the Chamber of Commerce at its June meeting Tuesday. "It can be invaluable to Horn in the West promotion-wise if these shots show a theatre full of people. Otherwise, it can hurt instead of help."

Hugh Morton, who arranged the event in connection with the Carolina Press Photography Clinic at Grandfather Mountain, has estimated that it could be worth "at least \$10,000" in publicity for the drama, Derrick said.

Cecil Campbell and the Tennessee Ramblers, with the Jolly Sisters, all well-known recording, television, and radio stars will provide an hour of entertainment beginning at 8 o'clock.

Sylvania will make the flash shots during intermission and at the conclusion of the show, while scenes from Horn in the West are being rehearsed on the stage. Sylvania representatives have stated that the pictures will likely be published in many leading newspapers and magazines.

Dairy Month
In other matters discussed at the meeting, County Agent L. E. Tuckwiller reminded the group that June is National Dairy Month, and urged full cooperation in its observance. "The dairy industry is an important part of Watauga County economy," he said. He estimated that \$140,000 is spent annually for milk by Boone families.

Tuckwiller suggested that the Chamber sponsor a Dairy Princess to represent the county in the area competition to be held at Elkin on June 21. The state Dairy Princess contest will be held at a later date, he said.

Mrs. Roy A. Ruffy, who with Mr. Ruffy operates Hillside Dairy in Boone, extended an invitation to the public to visit the dairy on South Depot Street during the month, and "see how your milk is processed, packaged, and delivered."

Cleanup Report
Mrs. B. W. Stallings and Mrs. Mae Miller, speaking for the Worthwhile Woman's Club and the Blue Ridge Garden Club, reported on the recent city-wide cleanup campaign, citing improvements in several vacant lots and other points in the city.

Mrs. Stallings recommended that a general planning committee composed of members of participating organizations be appointed in advance of next year's intensified drive. In the meantime, she said, weeds in vacant lots should be mowed periodically during the summer months.

New Plant
Hal Johnson, superintendent of the Boone plant of Shadowline, Inc., now being constructed just off the Blowing Rock road, reported that the pilot training school which he is conducting in the new Goodnight building on Howard Street is making good progress, having produced some 300 dozen gowns so far.

"We hope to move into the new building between the first and fifteenth of July," he added. The plant will employ 80 to 100 persons at the start, Johnson said, and will manufacture cotton gowns at first, with the entire Shadowline line of high quality lingerie expected to be produced here in the future.

Summer School
Dr. W. H. Plemmons, president of Appalachian State Teachers College, said registration for summer school is now in progress, and prospects are "normal", with 1600 to 1800 expected to enroll.

Dr. Plemmons pointed out that ASTC is the only institution of higher learning in the state which operates at capacity on a year 'round basis.



SCENE AT MOBILE X-RAY UNIT

Chest X-Ray Clinic To Open In County Friday

Final arrangements have been made for the chest x-ray clinic which opens in the county on the 14th.

Mrs. Frances C. Francis, chairman of the District Tuberculosis Association, issues this statement: "I hope that every individual over 15 years of age will get their free x-rays, particularly those requiring health cards—foodhandlers, baby sitters, beauticians, dairymen, school teachers. The x-ray takes only a few minutes and there is no undressing. You receive a confidential report within a few weeks."

Mrs. Herman Eggers is the chairman of the volunteer help in Boone, and women from the local churches will act as clerks. Miss Jean Childers is chairman for the hostess group.

In Blowing Rock, Mrs. Charles Smoot, President of the Woman's Hospital Auxiliary, is in charge of the clerical help. The members of the Community Club will assist with the hostess.

The Unit will be located on King Street in Boone—hours 11 to 5:00, Tuesdays through Saturdays.

In Blowing Rock the Survey Bus will be located in the center of town, with the same hours. Mrs. Francis concludes: "It is well to remember that tuberculosis can be passed from one person to another, and that every new case of TB comes from an old case, so we must stop the spread of infection if we are to protect people from this disease. Be sure—get a free chest x-ray—remember x-ray can see through your chest."

Savings, Loan Hikes Interest To Investors

The Watauga Savings and Loan Association will pay full paid shareholders 3 1/2 per cent dividends, starting July 1, it was announced Friday by W. H. Gragg, secretary of the Association.

Mr. Gragg states that this action will result in the payment of several thousand extra dollars to the investors of this area, and is in line with the policy of many other Associations in this section.

Lloyd Isaacs Taken By Death

Lloyd Conley Isaacs, 76, of Beaver Dam section died on June 6. Funeral services were held June 8 at 2:00 p. m. at the Bethel Baptist Church. Burial was in the Bethel cemetery. Rev. J. H. Crisp and Rev. Carl Wilson preached the funeral.

Survivors are Mrs. Elizabeth Isaacs of the home, Lloyd and Rod Isaacs of Sugar Grove, Butler Isaacs of Villas, Raleigh Isaacs of Wytheville, Va.; five daughters, Mrs. Iva Lee Shull and Mrs. Simon Shull of Sugar Grove, Mrs. Bertha Simcox of Neva, Tenn., Mrs. Mack Brown of Villas, and Mrs. Floyd Halbrooks of Tazewell, Va.; a brother, Charlie of Michigan and a sister, Mrs. Mae Holbrooks of Cucumber, West Va.



GET AUTO DEALER POSTS—When the North Carolina Automobile Dealers Association met in Asheville recently, it honored two Boone leaders in the industry by giving them official posts in the organization. Mr. Glenn Andrews, left, local Chevrolet dealer, was elected to the Board of Directors, while W. R. Winkler, right, Ford dealer, was named Secretary of the Association. Since official positions in the organization have usually gone to the larger cities, it is felt that Boone has been particularly honored in this regard.

Local Boys Rehearse For Sword Dance

Last Saturday an English Sword Dance, planned for this summer's folk festivals, was rehearsed at the festival playground by local boys. Boone people and visitors were present. Folk games and country dances were enjoyed. Leslie Skeens, a folk singer from Berea College, sang with his guitar.

Next Saturday, June 15, the 8th pre-festival gathering will be held from 2 to 4 p. m. at the platform near the outdoor theater. Leslie Skeens will again be present, and John Putnam from Peabody College will bring his dulcimer. The last pre-festival meeting is at 2 p. m. on Saturday, June 22.

The Daniel Boone Folk Arts Council will hold its second noon meeting on Thursday, June 20 at the Gateway Restaurant. Anyone interested in helping with this summer's series of folk festivals is urged to attend this lunch meeting at 12 noon in the back room of the restaurant.

The 1957 summer programs of mountain folk ways begin officially on Saturday, June 29 at 3 o'clock, and continue every fair Saturday throughout July and August. Events for young people start at 3 p. m. and activities for adults begin at 4 p. m.

Miss Bingham Enters State Beauty Contest

Miss Rebecca Bingham, daughter of Mr. and Mrs. W. S. Bingham of Boone, returned Sunday from Hendersonville where she entered the State VFW Beauty contest of North Carolina. Rebecca was named "Miss Pinnacle of Stokes County" and "Miss District 11 of the Women's Auxiliary."

At Hendersonville she entered the State contest and placed 4th in the State. The winner of the contest, Miss Shirley Hinson of Monroe won a trip to Miami, Florida and the National contest to be held in August. Highlights of the contest were dances in honor of contestants, banquets, and the coronation ball which featured Thurman Neal's Orchestras. The beauty contest ended with a parade through the town of Hendersonville Saturday afternoon.

Republicans Name Slate Candidates

Interest In City Election Is Mounting

With the nomination of a Republican ticket last Wednesday evening, following the fielding of the incumbent Democratic slate, the shaping of the first active municipal election campaign for several years began to take place.

Herman Wilcox, for many years president of the Boone Chamber of Commerce was nominated by the Republicans to oppose Mayor Gordon H. Winkler, the incumbent, who has served as Mayor for fourteen years.

The Republican candidates for aldermen are Fred M. Gragg, personnel manager for the International Resistance Co., Dr. William M. Smith, physician, and Cecil M. Greene, sales representative for C. M. McClung & Co.

The Democratic candidates who had been named in convention a week earlier are: Howard Cottrell, manager of the College Book Store; Wayne Richardson, co-owner of the Boone Drug Company; and Grady Tugman, of the Watauga Hardware, Inc. They are all incumbents.

The present Democratic administration hadn't been challenged by the Republican party for a number of years. W. H. Gragg was the last Republican Mayor, and went out of office fourteen years ago.

Considerable interest is developing in the city election campaign, and more than usual activity was noted about the city hall Saturday as new voters appeared to register. The books will open again next Saturday, when others who have not been registered, may qualify for the franchise.

The election will be held Tuesday, June 18th.

Summer School Band To Begin Rehearsals

The summer school band of ASTC will begin rehearsal on June 20 at 4:00 p. m. in the Fine Arts Building.

The band will give concerts on the lawn, as in the past summers, for the students and town people. These concerts will be given at 8:00 on Monday evening. Those interested should watch the paper for announcements. Any one who plays a band instrument is invited to play in the band. Rehearsal will be from 4 to 5 o'clock on Mondays and Wednesdays.

Winkler Again Elected By Ford Dealers

W. R. Winkler, of the Winkler Motor Co., Boone, has been re-elected to the Ford Advertising Committee for North and South Carolina.

The election was by a mail ballot of all the Ford dealers in the two states.

It is the responsibility of the committee to buy all the advertising of all types for the Ford organization in the two states. The aggregate amount of this publicity is near one million dollars per year.

Mr. Winkler expresses his belief that advertising in the local newspaper is the most effective medium he has ever discovered.

Members of the committee, with their wives, are in Sea Island, Ga. today holding their initial meeting with officials of the Ford Co. from Detroit, Norfolk, and Atlanta. They are laying plans for the 1957-58 advertising program. The meeting will last through Sunday.

General Maxwell Taylor, army chief of staff, says he accepted Secretary Wilson's decision to turn long-range missile development over to the Air Force.

Smith Is Elected District Governor

A. R. Smith of the Boone Lions Club was elected District Governor of District 31-B Tuesday at the North Carolina convention of Lions International, held in Asheville.

He is the third member of the Boone club to be named as District Governor. Others who have served in the post in former years are Richard E. Kelley and Dr. D. J. Whitener.

Head of the chemistry department of Appalachian State Teachers College, Lion Smith has been a member of the Boone Lions Club since 1944. He was elected president of the club in 1947.

Important zone and district offices he has held in Lions International include cabinet secretary of District 31-B, zone chairman, deputy district governor, and chairman of the district bulletin committee. He has also served on several state convention committees.

A Key Member, Lion Smith has a perfect attendance record for the duration of his membership in the Boone club, and has not missed a State or International Lions convention in the past ten years.

He is a graduate of Wake Forest College and the University of North Carolina, and is a member of the following faculty committees at ASTC: executive, advisory, curriculum, and school council.

He is a member of the board of deacons of the Boone Baptist Church and teacher of the Men's Bible Class.

He is a Mason and Past Master of Snow Lodge No. 363.

A resolution adopted by the



A. R. SMITH

Boone Lions Club in endorsing his candidacy stated in part: "Lion A. R. Smith will carry with him to the District Governorship the same qualities of hard work, leadership, and loyalty which have made him an outstanding member of the Boone club."

School Bus Drivers Compete In Rodeo

The second annual district Bus Driver Rodeo was held on the new Appalachian Elementary school playground Tuesday, June 4. Twenty-eight school bus drivers representing seven adjoining counties competed for first place and a chance to compete in the State Rodeo in Chapel Hill later this month.

George Stockton, a senior from North Cove High School in McDowell county, placed first in the boys' division. Peggy Turnmire, a senior from Hudson High School in Caldwell county, placed first in the girls' division. The two winning drivers will compete against winners in the other thirty districts in the State during the State Rodeo at Chapel Hill.

First place boy and girl winner in the State contest will be awarded a five-hundred dollar scholarship; second place winners will be awarded two hundred dollar scholarships. All participants in the district contest were senior drivers who had completed at least one year of safe driving without a chargeable accident.

The following drivers represented this county in the Rodeo: Wayne Hampton, Appalshian; Allen Triplett, Blowing Rock; Errol Shook, Cove Creek; Ernest Sout,

Bethel. In an effort to create more interest in the Rodeo and to recognize the work and efforts of local drivers during the past year, the County Board of Education supplemented the State awards by selecting one outstanding driver from each school in addition of the county winner in the district rodeo.

Allen Triplett, a senior from Blowing Rock, placed first in the rodeo in competition with other seniors from this county. He was awarded a one-hundred dollar War Bond in recognition of his outstanding score in the rodeo and upon the recommendation of his principal, the chief mechanic, the local patrolman, and the driver education representative.

Fifty dollar War Bonds were awarded to the driver from each school that ranked highest in competition with other drivers from that school. The following drivers were selected as recipients of the award: Thomas Townsend, Blowing Rock; Jon Coffey, Appalachian; Paul Moody, Cove Creek; Gerald Lawrence, Bethel.

Awards were presented to the winning drivers by Superintendent Guy Angell.

Press Photographers To Visit Photo Clinic

LINVILLE—"Mr. Press Photographer" Joe Costa, will be one of the featured speakers at the annual Grandfather Mountain Amateur-Professional Camera Clinic here Saturday and Sunday, June 15-16.

The clinic, sponsored by the Carolinas Press Photographers Association, has its biggest and best known faculty in history.

Also on top as speakers are J. Winton Lemen of Eastman Kodak and Tom Walters of The Charlotte News, Southern Photographer of the Year.

The Carolina Photo Queen will be crowned at the event and a Big Flash Shot will be taken by the "Horn in the West" outdoor drama at nearby Boone.

Mr. Costa will direct the shot with Virgil Patterson of Charlotte.

Mr. Patterson will represent Sylvania Electric Products Corp.

President Tom Franklin, Jr. of CPPA has also called a Sunday noon meeting of the association.

Cecil Campbell and his Tennessee Ramblers, plus the Jolly Sisters, will entertain at Boone.

Amateur and professional camera fans are invited to the CPPA annual affair. There is no entry fee, registration fee and participants do not have to be members of the Press Photographers Association.

Traffic Deaths

RALEIGH—The Motor Vehicles Department's summary of traffic deaths through 10 a. m. June 10:

Killed this year: 427. Killed to date last year: 466.

Winkler Chosen Head Jr. Chamber Commerce

James W. Winkler has been elected president of the Boone Junior Chamber of Commerce for the coming year to succeed Dr. Gene Reese, who has been named a



JAMES W. WINKLER

State director.

Other new officers elected are: Carl B. Greene, first vice-president; Baxter Hardy, second vice-president; Norman Isenhour, sec-

retary; and Von Hagaman, treasurer.

Ted Hagaman, Joe Hartley and Paul Younce were elected to the board of directors for another year, while Dave Reich, Dwight Isenhour and Grady Moretz, Jr., were picked for two years on the board.

Bill Winkler and Frank Steel, Jr., were selected as the new "feather-pluckers."

Projects of the past year were discussed and the club felt that the following were the most successful and appreciated by the town and would definitely be continued this year:

"Miss Watauga County" beauty pageant, annual fall Kleenex sale, needy Christmas shopping tour, Voice of Democracy High School speech contest, Youth Activities (supervision of high school gym on Saturday mornings during the winter months) and Watauga county's Young Farmer of the Year award.

Earl Payne, delegate to the State Jaycee convention at Asheville, gave a report on the election of State officers and other business of the convention.

Registration Starts For Summer School

Registration got under way at Appalachian State Teachers College Tuesday, and while detailed figures could not yet be secured, speculation is that the first summer term will be nineteen hundred or more, to reach or exceed last year's record attendance.

Classes will meet Wednesday, and registration will not be completed until Friday. The first group of short term students is expected June 24.

The first summer term will end July 19. The second session will begin July 22 and last until August 23.

Blanton Infant Dies On Friday

The infant son of Mr. and Mrs. Roy Blanton died late Friday afternoon at the Watauga Hospital. He was buried Saturday afternoon at Balm.