

FOR BEST RESULTS

advertisers invariably use the columns of the Democrat. With its full paid circulation, intensively covering the local shopping area, it's the best advertising medium available.

# WATAUGA DEMOCRAT

An Independent Weekly Newspaper . . . Seventy-First Year of Continuous Publication

BOONE WEATHER				
1959	High	Low	6 pm. prec.	1958—H-L
Mar. 3	39	29	0.0	50 24
Mar. 4	50	29	44 .05	42 24
Mar. 5	44	23	35	56 23
Mar. 6	45	30	33 1.08	53 35
Mar. 7	38	24	32	54 35
Mar. 8	50	23	37	51 34
Mar. 9	45	29	38	45 30

VOLUME LXXI—NO. 37

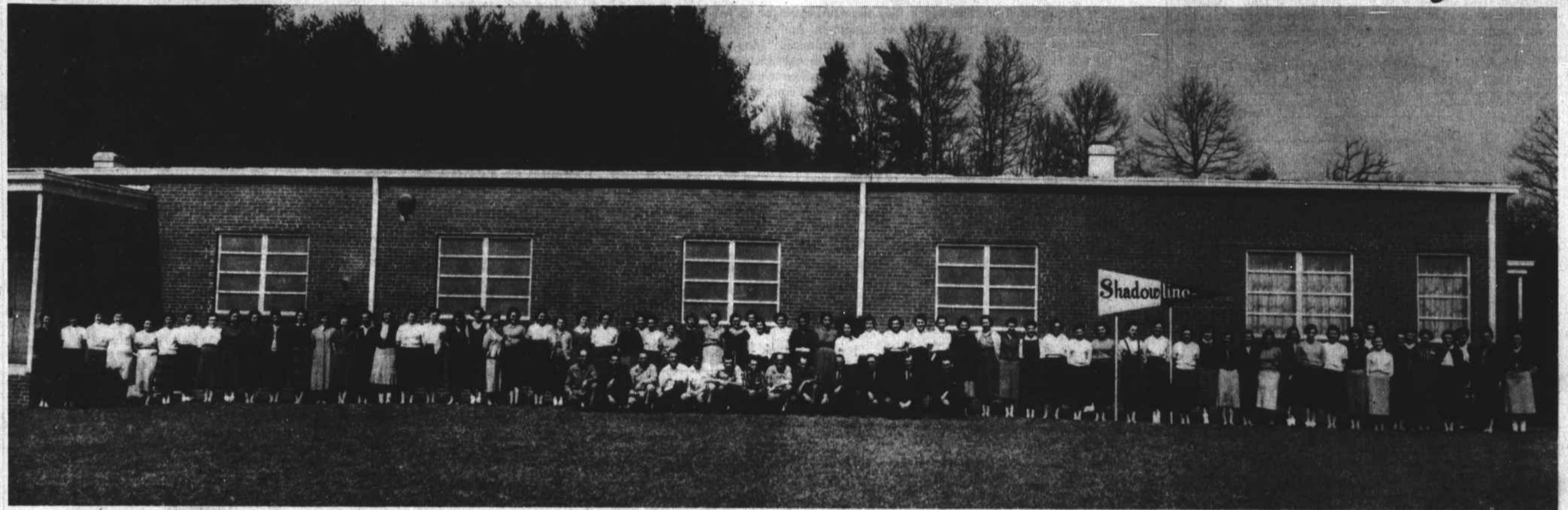
BOONE, WATAUGA COUNTY, NORTH CAROLINA, THURSDAY, MARCH 12, 1959

SIXTEEN PAGES—TWO SECTIONS

## WATAUGANS OFFERED BRIGHT BUSINESS OPPORTUNITY

# \$50,000 Plant Expansion Drive Opens

## Shadowline To Have 100 More Jobs; \$250,000 New Payroll



(Photo by Paul Weston Studio)

### Prompt Civic Action Will Double This Local Group Of Workers

Employees of Shadowline, Incorporated, in Boone.—Kneeling: Mack Brown, Lester Matheson, Hubert Matheson, Bill Triplett, George Greene, Johnny Greene, Billy Miller, Arnold Cooper, Eugene Wilson, Sherrod Salsbury, president of Shadowline, Hubert Inman, Hal Johnson, Lynwood Stephenson; Standing: Gladys Minton, Opal Har-

mon, Betty Harmon, Jessie Baldwin, Mabel Brown, Emogene Lentz, Mary Gauden, Grace Norris, Shirley Matheson, Eualla South, Faye Cornell, Ann Dancy, Pinkie Church, Carleen Perry, Alberta Isaacs, Kaye Campbell, Jeanette Roark, Thelma Simmons, Mary Lee Hartley, Joan Thomas, Gerry Keller, Martha Norris, Reta Warren, Alice

Winkler, Iris Aldridge, Mary Grace South, Jeanette Miller, Nell Vines, Christine Stokes, Barbara Townsend, Helen Hartley, Aretta Critcher, Tressie Greene, Marilyn Penley, Mary Collins, Lillian Hagaman, Irene Miller, Pauline Johnson, Louise Hodges, Mary Lea Jones, Iva Lee Woodring, Pauline Isaacs, Jean Teems, Betty Church,

Vera Isenhour, Sue Warren, Pearl Watson, Hazel Townsend, Gerry Ragan, Catherine Cole, Juanita Bodenhamer, Faye McCurry, Stella Hayes, Naomi Isaacs, Betty Ashley, Earlene Williams, Hattie Wilson, Geraldine Moody, Mary Sherrill, Norene Seatz, June Norris, Sylvia Stevens, Grace Ray, Gladys Harmon, Jewell Ragan, Dean Wilcox, Bernice McGuire, Beatrice Pitts, Peggy Vannoy, Joan Mast.

#### PROMOTION OF INDUSTRY SOLE PURPOSE

## Watauga Industries, Chamber Commerce Secure Local Plant

Watauga Industries, Incorporated, was organized two years ago for the purpose of promoting industry in Watauga County. It was incorporated and authorized to issue a thousand shares of stock at \$100.00 per share. Glenn R. Andrews is president; Jerry Coe, vice president; R. D. Hodges, Jr., treasurer; and Herman Anderson, secretary. Stanley A. Harris is executive vice president.

In cooperation with the Chamber of Commerce Industry Committee a contact was made with Mr. Sherrod Salsbury, president of Shadowline, and the Shadowline Company agreed to open a branch in Boone provided Watauga Industries would build the building and rent it to them on a nine year contract. This was Watauga Industries first big project to attract industry to Watauga County.

Shadowline would pay 8% interest and have the privilege of purchasing the building. Shadowline keeps up the building and the grounds without any expense to Watauga Industries. Some \$35,000.00 worth of stock was sold. Watauga Industries borrowed \$38,500.00 and built the building.

Mr. Harris pointed out that Shadowline paid rent last year amounting to \$5,806.00, and in addition to paying the parking lot, the note has been reduced to \$34,000.00 and "everything looks to a very prosperous future for both Shadowline Company and Watauga Industries."

Now Shadowline desires to enlarge their plant because they have more orders than the present force can produce, therefore, they need more employees than can be housed in the present plant. An addition 80' by 100' will cost approximately \$50,000.00. Additional stock is now for sale at \$100.00 per share. Current value according to the bank is \$116.00. Stock should pay a minimum of 5% gross, and unless Shadowline buys the property, should pay above 7%.

Officials of Watauga Industries pointed out that their services are available to any industry that might consider locating in Watauga County, and Mr. Andrews stated that arrangements similar to those between Shadowline and Watauga Industries could be worked out. If a building is needed for housing an industry, the group will make an all-out effort to meet the need.

About two years ago a labor survey was made in the county to determine if enough workers were available to justify industry considering locating here. Nearly 4,500 people said they would be available for working in the county.

Mr. Salsbury, whose company employed many of these people, said this about the labor supply, "We have found an

(continued on page two)

### Plant Began Operation Here In '57

Shadowline, Incorporated, began manufacturing of lingerie in Boone in July of 1957. The company employs 100 people at present, and had a payroll last year of \$250,000.00.

Hal Johnson, local manager, points out that of these 100 employees, 96 of them are considered Watauga natives. The other four are native North Carolinians, and all of them live in Watauga now.

The company employs mostly women, as the manufacture is mainly a sewing process. Included in articles made by Shadowline are panties, slips, gowns, pajamas, robes, and bed jackets. The local plant is engaged primarily in making woven fabric gowns.

These items are sold nationwide. Mr. Johnson said, and are boasted as "the world's finest lingerie." Both woven and tricot materials are used in the manufacture.

Managing personnel includes Mr. Johnson, who came here from the main plant in Morganton. He has been with Shadowline for 10 years. Hubert Inman, plant engineer, is a native of Greensboro, and has been with Shadowline for about three years.

Mrs. Thelma Simmons, forelady, has 10 years' experience with Shadowline, and is a native of Caldwell County. Lynwood Stephenson, mechanic and maintenance man, formerly of Wilmington, has been with the company for three years.

Mrs. Mary Lee Hartley is secretary of the local branch, and Eu-

(Continued on page two)

### Endorses Expansion Program

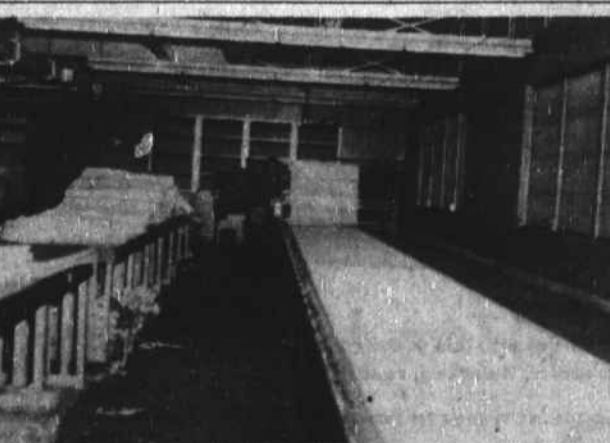
Glenn R. Andrews, president of Watauga Industries, Inc., issued the following statement, as he urged the people of Watauga county to cooperate in locating more industry in the county:



GLENN R. ANDREWS

present site could be obtained, and that a right of way could be obtained to reach the beautiful site of the modern factory of Shadowline as it stands today.

"In every problem that came up we found the Shadowline people fair and agreeable to work with. No one could ask for more agreeable tenants, and I feel that we are deeply indebted to this firm, and it is the duty of all our people to lend a helping hand in seeing that we meet the wishes of the firm in their present operation and seeing that funds are raised to expand the factory to the size they need for the production of their markets."



John Greene operates cloth laying machine at Shadowline plant, in preparation for making the cloth into lingerie. The laying machine operates on a table almost the length of one side of the building, and unrolls the material from the bolt onto a smooth straight pile.

## Teams Of Workers Start Today To Sell Stock In New Structure

The Chamber of Commerce, in its session Tuesday noon, lent endorsement to the movement to build an addition to the plant of Shadowline, Inc., local lingerie manufacturers, designed to double production and payroll and put nine units of solicitors to work to raise the required \$50,000, so that the new factory unit may be built and occupied at the earliest possible time.

### Leaders Endorse Project

Statements from civic leaders concerning the proposed expansion of Shadowline and the part Watauga Industries, Inc., is playing are printed below:

I wish to express my endorsement of the campaign to raise \$50,000 for the expansion of the plant of Shadowline so as to provide jobs for more than one hundred additional Watauga County people.

Your Mayor and City Council will do everything possible for the well being of the community through the establishment of additional industrial facilities here, and the expansion of those we now have.

I want to felicitate Shadowline on their fine record of progress here. Watauga Industries, Inc., is to be congratulated for the fine work it has done.

Let's continue to work together for the good of the city and county.

Yours very truly,  
GORDON H. WINKLER,  
Mayor of Boone

"Shadowline, Inc., has been a most satisfactory company to deal with, and their payroll has added much to our economy.

"We have been constantly seeking new industries. This expansion is even better than a new industry that would employ 125 persons.

"Shadowline has been tried. We know they are good. They are happy with us too.

"When the expansion has been completed and 100 to 125 additional jobs are created, it will be a great benefit to the community.

(Continued on page two)

Financing of the new industrial project will be handled by subscribing to shares in Watauga Industries, Inc., the local promotional institution which built the present Shadowline factory with privately-solicited funds.

Under the plan, the buildings are leased to Shadowline for a rent sufficient to carry the indebtedness of the financing institution, Shadowline having an option to buy the property. Business leaders of the community have joined in expressing complete faith in the venture as a sound investment, and no stone will be left unturned to get the \$50,000 subscribed at the earliest possible time.

Teams which will begin the sale of stock this (Thursday) morning are composed of the following:

Blowing Rock: Howard Holshouser, Bob Hardin, Bill Lentz.

Appalachian College: Dr. Lee Reynolds, Howard Cottrell, Vance Howell, John Corey, Dr. W. H. Plemmons.

Boone: Jerry Coe, Vaughn Roten; Glenn R. Andrews, R. D. Hodges, Jr.; W. H. Gragg, Willys Chester, Herman Anderson; D. L. Wilcox, Guy Hunt; Ralph Winkler, Paul Winkler, Stanley A. Harris; Estel Wagner, J. C. Goodnight, O. K. Richardson, Grady Farthing, Neil Farries.

The new building to result from the campaign will expand the facilities of the plant so that one hundred more people will be employed, or practically double the present payroll.

All members of the Chamber of Commerce, it is pointed out by Herman W. Wilcox, chairman, will associate themselves with one of these committees in taking subscriptions for stock.

Mr. Wilcox and members of the solicitations groups point out that subscriptions of stock are not to be regarded as contributions—that the stock is good and represents a sound investment for the individual and for the community.

The sales campaign will continue from today until the necessary amount of stock is sold, which it is hoped will be almost immediately.

The building, and additional payroll are assured, when-

(continued on page two)