

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

# WATAUGA DEMOCRAT

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

BOONE WEATHER						
1962	Hi	Lo	prec.	'61	Hi	Lo
Dec. 25	32	21	31		24	18
Dec. 26	42	31	05		49	13
Dec. 27	43	34	tr		48	32
Dec. 28	51	21	01		37	14
Dec. 29	34	31	42		18	6
Dec. 30	38	18	48		27	10
Dec. 31	24	11			34	11



ANYONE FOR TAG?—The 1963 license plates went on sale Wednesday morning at the Watauga License Bureau located at the bus depot in Boone. Shown holding the first state

tag for the new year to be sold by the local sales office is bureau employee Miss Laura Foster—Staff photo.

## REASONABLE RATES CITED

# BREMCO Guarantees Cost Of Electric Heat

## Watauga County Listing For REA Co-Op Acts To Aid Members In This Region

The names of the tax listers for 1963 were released by tax supervisor Robert Shore Jr. at the Watauga County Court house early this week. Books will be open from January 14 through February 4, Shore said.

Along with the names, Shore issued a notice which reads as follows: "Notice is hereby given that the list takers for Watauga County will sit at the following places at the times named during the month of January 1963 at which places and in which month all property owners and taxpayers in said township are required to return to the list takers for taxation for the year 1963, all the real estate, personal property, etc., which each one shall own on the first day of January or shall be required to give in then."

number of chickens. "This information is kept confidential and has no relation to taxes. Its purpose is for agricultural education, economic analysis, and safer guidance of county agents and farmers generally."

### Retail Sales Good In City

A survey of business places in Boone shows that 1962 was an exceptionally good year for Watauga County, due in large part to the record breaking Christmas sales in December.

Miller, Blue Ridge, J. W. Norris, Brushy Fork, Carl Green, Cove Creek, Mrs. Ralph Hayes, Elk, Charlie Maast, Laurel Creek, Edd Jones, Meat Camp, H. E. Brookshire, New River, Floyd Miller, North Fork, Mrs. Will Byrd, Shawnohock, J. C. Greene, Stony Fork, Bob Smider, Watauga, and the tax supervisor and employees, Boone.

A more detailed account of times and places where the tax listers will be stationed appears in an advertisement found on an inside page of this issue of the Watauga Democrat.

The tax listers, Shore pointed out, will be at their homes at night until February 3.

### Ski Lodge Has 2,000 On Sunday

The Blowing Rock Ski Lodge had all the business it could handle this past week end, according to president Bill Thalheimer. "Every piece of equipment we have for rent was in use," he said Monday.

Reportedly there were more than 2,000 persons sking at the newly opened area Sunday. All three slopes were in use. Thalheimer called the week end weather "perfect."

"We had people from such distant points as Miami (Fla.), Memphis (Tenn.), and Norfolk (Va.)," the corporation head said.

Mr. E. Vivrette, General Manager of Blue Ridge Membership Corporation, announced today that the Board of Directors of Blue Ridge Electric Membership Corporation in session December 15 voted to revise the Cooperative's policy on electric home heating to guarantee both annual operating cost and satisfaction. The cooperative will now guarantee in writing that the annual operating cost of total electric homes will not exceed the estimate given at the time of installation. If the cost exceeds the estimate given by more than ten percent the Cooperative will absorb the additional amount for a period not to exceed two years.

The guarantee further states that if after two years or two heating seasons the member is not completely satisfied with his electric heating system the Cooperative will pay the member the initial cost of the heating units and controls provided they are removed and replaced by some other heating system.

The experience of Blue Ridge Electric Membership Corporation with electric heat over the past five years show that electric heat is very economical and dependable. It is the cleanest, quietest, safest, most carefree type of heat on today's market.

As evidence of the acceptance of this modern home heating method over two million families in the United States are now depending on it as the sole source of heat. It is interesting to note that the acceptance has been most rapid in the colder areas of the country and where power rates are much higher.

### Rev. Mr. Brooks C of C Speaker



REV. J. BOYCE BROOKS

Rev. J. Boyce Brooks, pastor of the First Baptist Church, will speak to the Chamber of Commerce at its monthly membership meeting January 8th.

A special feature of the program will be giving those present an opportunity to tell the Chamber of Commerce and the Merchants Association what they would like for their organizations to do during 1963.

Mr. Herman Wilcox, Chamber president, suggests that those attending make a note of their proposals, and if they don't attend, mail them to him. This information, he says, will help the Board of Directors to set up the proper committees to carry out the members' wishes, as far as possible.

A report of the activities of the Chamber for 1962 will be available at this meeting.

The meeting will be held at the Daniel Boone Inn at 12 noon, and Mr. Wilcox suggests that those attending bring along prospective members.

### David Andrews Pickets Again In Washington

Washington — Park Police Saturday arrested the Rev. James David Andrews, 38, who said he was a Methodist College chaplain in Baltimore, for carrying a picket sign in a prohibited area on East Executive ave., according to Sunday's edition of the Washington Post.

Andrews told police he had demonstrated at the White House off and on since Christmas, clad in a Santa Claus suit and carrying a sign that read: "It's never too late for the Christmas spirit. Please free Morton Sobell." Sobell is a convicted spy serving a 30-year Federal prison sentence for conspiracy to commit espionage.

Andrews was charged at the Third Precinct with picketing in a prohibited area.

## Watauga Savings And Loan Ends Best Year In Its History

The Watauga Savings and Loan Association of Boone has announced another record breaking year, both in loans and in new savings.

During 1962 the association made 494 loans in the amount of \$2,716,579.05. One hundred and eleven of these loans were for new construction, 114 for remodeling, repairs and other

purposes, says James P. Marsh, secretary.

The Watauga Savings and Loan Association paid to the savers of this county \$276,894.77 in dividends for the year 1962 for an increase of \$41,285.46 over 1961. This is the largest dividend disbursement by the institution since its organization in April, 1921.

"It has been the policy of this association to pay to the savers the most liberal dividend possible consistent with sound management practices," said Mr. Marsh adding, "This locally owned institution has had a vital part in the growth of Watauga county with a sound investment program and home loans to the people of this area, enabling many to own their homes, make repairs, and purchase homes."

Watauga Savings and Loan Association had a net increase

in assets of \$1,111,855.23 for the year of 1962, making total assets of \$6,931,562.77.

Mr. Marsh said, "This total represents a substantial growth for this local institution and shows a continued growth in the homebuilding industry for the county."

H. Grady Farthing, owner of Trailway Herford Farm, serves as president of the Watauga Savings and Loan Association. (Continued on page three)

### Jaycees Will Again Give Out Award

The Boone Jaycees again are sponsoring the annual distinguished service award for the town and county, according to Bob Barnes, chairman of the Jaycees DSA committee. The award is intended to honor some male citizen of Watauga County for his service to the county.

Nomination blanks have been placed at the Northwestern banks, Watauga Savings and Loan, Trailway Laundry, and Hi-Land Dry Cleaners. Rules for the nominations are printed on the nomination blanks.

When the blanks have been filled out, they are to be sent to Mr. Barnes at 409 Farthing Street, Boone.

Deadline for receiving nominations has been set at midnight, Friday, January 18.

DSA honor night will be held Monday, January 21 at a meeting of the Jaycees. The activity is in conjunction with Jaycee Week, January 20-26.

Serving with Barnes on the committee are Shelton Wilson, Ted Hagaman, and Ray Minton.

### Weed Sales Next Monday

Officials of both Boone tobacco warehouse companies reported this week that much burley has been brought to the local market during the Christmas holidays.

Auctioning of the burley leaves was called off at Big Burley and Mountain Burley on December 20 and 21, respectively, and will resume at Mountain Burley on Monday, January 7 and at Big Burley the following day.

### Rebekah Rivers Appointed REA Education Coordinator

Raleigh—Rebekah Rivers has been named coordinator of educational development by Tarheel Electric Membership Association, trade-service organization of North Carolina's rural electric cooperatives.

J. C. Brown Jr., executive manager of the association, said in announcing the appointment that Miss Rivers is filling a newly created position and will be working with management and director of educational programs carried on by the cooperatives.

For the past 14 months Miss Rivers has been assistant editor of "North Carolina Education," published by the North Carolina Education Association. Prior to that she was for nine years assistant editor of "The Carolina Farmer," which is published by Tarheel Electric.

Miss Rivers was Raleigh's Community Ambassador to Fin-



REBEKAH RIVERS

land in 1957 and is presently a member of the Community Ambassador board of directors. She also is active in many other community affairs.

A native of Boone, Miss Rivers is a graduate of Appalachian State Teachers College. She is a past officer of that college's alumni association.

### Mrs. Lipps Is Dead At 96

Mrs. Mary Elizabeth Hollars Lipps, 96, of Route 1, Vilas, died Sunday, Dec. 30.

Surviving are three sons, Eugene Hollars of Boone, Carl Hollars of Blowing Rock and Arl Hollars of Boone; two daughters, Mrs. Etta Hartley of Vilas and Mrs. Bessie Moody of Blowing Rock, one sister, Mrs. Maggie Ritsell of Newton; 44 grandchildren and 50 great-grandchildren.

Funeral services were held at 2 p. m. Tuesday, January 1, at the Brushy Fork Baptist church. Officiating were the Rev. Ed Crump and the Rev. E. F. Troutman. Burial was in the Fox cemetery.



JAMES BROYHILL, congressman-elect from North Carolina's ninth district, poses with members of the Watauga County committee of the state Tercentenary (300 years) Celebration, at a recent meeting in Boone. The members and guests are, left to right: Dr. D. J. Whitener, county chairman; H. W. Wilcox, celebration chairman; Alfred Adams, Congressman Broyhill; Estel Wagner; and Clyde R. Greene.

## Broyhill Urges Greater Tourist Effort In Speech To Boone C of C

The Watauga county committee in charge of local celebration plans for North Carolina's tercentenary observance heard Congressman-elect James Broyhill say in Boone Monday that more can be done to increase the expanding tourist industry in the mountains.

The son of a prominent Lenoir furniture manufacturing family suggested "how-to-do" specifics:

Develop and publicize good places to stay and eat. Develop interesting historical landmarks, such as battle sites,

old mills and churches. Build roads to give access to the mountain scenery. Broyhill, commenting in regard to roads, said he would consider himself a "liberal," even though he is referred to generally as a "conservative."

Develop bodies of water for fishing. Develop an animal reserve.

As for promoting the tourist trade, Congressman-elect Broyhill advised:

Do a little community face-lifting. That is clean up unsightly areas. Encourage clean, com-

fortable lodging places with well-cooked and well-served meals.

Step up publicizing efforts. Do something and news media will communicate what is being done.

Publish a comprehensive brochure, not just a folder, on the entire community. The brochure should tell the story of successful industries already in the area, show the tourist attractions, show the scenic beauty of the region, describe the school system, recreational facilities and attributes of the community.

In other words, a prospective industrialist or anyone else should clearly see in the brochure what the county has to offer.

To illustrate the potential of tourism, Broyhill cited Department of Commerce statistics which reveal that most tourists take two vacation trips a year and the average annual expenditure on vacations per family is \$400.

Herman Wilcox, Boone Chamber of Commerce President and local chairman of the Tercentenary (300 years) Celebration, said (Continued on page three)