

BOONE WEATHER					
1963	Hi	Lo	prec.	'62	Hi
Apr. 9	60	45			56
Apr. 10	48	35	.02		45
Apr. 11	57	37			59
Apr. 12	59	35			55
Apr. 13	51	30			51
Apr. 14	55	36	.07		57
Apr. 15	53	36			42

375 WORKERS WILL BE EMPLOYED

Shoe Plant To Be Established In Boone

56,000 Square Feet Building Will Be Constructed



BEGINNING.—A new payroll for Watauga county was created last week when the Melville Shoe Corporation completed plans for establishing a shoe factory in Boone. Receiving his first check for work, as members of Watauga Citizens, Inc., look on is Bob Edmisten, left. Mike Bordiere, right, plant manager, makes the payment as other employees

wait for theirs. Eleven employees received checks last week. Within a month, Manager Bordiere said, 35 persons will be on the payroll, and when full production is established 375 will be employed. Left to right are Edmisten, Jim Greene, Leslie Henson, Clyde Greene, Stanley Harris, Alfred Adams, and Bordiere. —Staff photo.

Governor Gives Industry Full State Support

New York, April 9—Melville Shoe Corporation has completed plans for the establishment of a new shoe factory at Boone, North Carolina, its second production facility outside of New England, Robert C. Erb, President, announced today. The plant will be completed in November and will be operated as the Blue Ridge Shoe Company division of Melville.

Land and building are to be financed by local capital and leased to Melville. The plant will have 56,000 square feet on one floor with a capacity of up to 6,000 pairs per day and will employ about 375 persons when full production is reached. The product will be hand-sewn men's shoes principally for Melville's Thom McAn and Miles shoe stores. The most modern construction techniques and machinery will be used.

This added manufacturing capacity will be needed, Mr. Erb said, to supply the company's expanding retail divisions and to produce types of footwear not now produced in the eleven New England factories.

The company, with the rapid population growth of the south and west in mind, surveyed possible locations in many areas of North Carolina and selected Boone following discussions with a citizens' group in Watauga County.

In commenting on the choice of factory location, Mr. Erb said that he and his associates were very pleased with the site and particularly with the fine cooperation extended by local and state interests and especially the response to the labor survey.

Governor Terry Sanford said, "We are extremely happy to welcome a second plant of this fine company to North Carolina. It has selected a splendid county in which to locate this facility to serve a growing market in this area. We pledge the full cooperation of the State and its agencies to the Melville Shoe Corporation."

Herman W. Wilcox, President, Boone Chamber of Commerce, extended a welcome from Watauga County on behalf of the officers, directors and members of the Chamber.

"This selection of a factory site by Melville Shoe is a splendid step forward for Watauga County. It will be a major contribution to our area. We are sincere in our desire to maintain a good business climate and we are pleased to offer our Chamber as a means through which we may work together and achieve our common goal. This new industry will make our community a better place in (Continued on page 3, Sec. C)



IT MUST BE SPRING.—Spring is a time of young, cheerful things. And what could be more cheerful than a young Watauga miss, especially if she's 17-month old Denise McMillan, daughter of Mr. and Mrs. Michael McMillan of Blowing Rock. Taking advantage of 75-degree weather in the area recently,

the giggling lass — clutching a bright yellow lolly-pop in one hand — strolled casually (?) down Boone's King Street (accompanied of course by her mother, who was out of the camera's range). It must, indeed, be spring.—Gaddy photo.

President Directs Agencies Give More Aid To Appalachian Area

Washington—President Kennedy said Tuesday of last week he is directing federal agencies to give greater assistance and special consideration to developing the economically depressed Appalachian states.

Kennedy said at a meeting with governors and other representatives of eight Appalachian states that the area has only 5 per cent of the labor force but more than 11 per cent of the nation's unemployment.

"Current unemployment averages 12.5 per cent, more than twice the national average," Kennedy said.

Kennedy said if Congress appropriates \$500 million more

for the accelerated public works program "many additional men can be put to work in this region."

Aid Outlined

He outlined aid to the Appalachian states under programs of his administration, and a program for further assistance in the future.

"I am directing every department head and agency head responsible for programs which can properly contribute to the economic development of the Appalachian region to review present programs and to make appropriate changes under present authorities and budgets in order to give greater assistance to the economic development of the Appalachian region," Kennedy said.

He also proposed establishment within the Department of Commerce of a joint federal-state committee on the Appalachian region. The undersecretary of commerce would serve as chairman of the committee. "As its first job, I would expect this committee to prepare for this year a comprehensive

program for the economic development of the Appalachian region," Kennedy said.

"I expect that program to consist of plans for improving facilities for all forms of passenger and freight transportation in the region, expansion of facilities for education, research and training, development of water, minerals and forest resources, and establishing expanded opportunities for the attraction of tourists and other visitors to the region," the President said in a statement issued after the meeting.

He said he had also directed the area redevelopment administrator to work with officials of the Appalachian states "to establish an Appalachian institute as a center for research and training in connection with the long-run needs for economic development of the Appalachian region," Kennedy said.

The eight states represented at the meeting with Kennedy were Virginia, West Virginia, Pennsylvania, Maryland, Kentucky, Tennessee, North Carolina and Alabama.

183 Face Trial At April Court Term

A murder trial and an embezzlement trial headline the spring term of Watauga Superior Court, which opens in Boone Monday. Facing a charge of murder in the January 12 shotgun slaying of James Matheson is Len Hicks of Vilas.

Bob Rogers, former student and part-time accountant at Appalachian College, has been charged with embezzling some \$8,000 from the state supported institution. His trial was postponed from the winter term of court on the grounds that his lawyers had not had sufficient time to prepare his case.

Clerk of Court, Orville Foster, stated this week that 183 cases are docketed for disposition in the April term. Most of them, he said, involve traffic-violations charges.

Others involve charges of prole violations, assault, forgery, non-support, hit and run, restricted licenses, selling mortgaged property, and passing worthless checks.

Judge J. C. Farthing of Lenoir will preside. Hicks has stated that the shotgun blast which he alleged-

ly fired and which brought instantaneous death to 21-year-old James Matheson was an accident. Hicks has been free on \$2,000 bond since January 15. The incident occurred at the (Continued on page 3, Sec. C)

Preliminary Plans Made For Cleanup

Preliminary plans are being made, according to Herman W. Wilcox, for the annual paint-up, clean-up campaign in the city.

Mrs. Lee Reynolds will be in charge of the beautification plans, while Larry Penley will be chairman of the clean-up.

Every effort will be made to get complete cooperation from the citizens to the end that the community may show a clean face when the summer visitors begin to arrive.

Other details of the plan will be given out when they are formulated.

Melville Corporation Is One Of Largest Shoe Makers In Country

Melville Shoe Corporation, founded in 1892, is one of the largest integrated manufacturing-retailing companies in the shoe industry, according to an

Glenn Andrews Re-Elected To NCADA Board



G. R. ANDREWS

Raleigh, April 11—G. R. Andrews of Andrews Chevrolet Co., Inc., Boone, has been re-elected to a third three-year term on the Board of Directors of the North Carolina Automobile Dealers Association, according to an announcement made today by Mrs. Bessie B. Ballentine, Executive Secretary.

A native of Sparta, N. C., Mr. Andrews is a graduate of Appalachian State Teachers College and has been in the automobile business since 1940. He served as NCADA Area Chairman for Watauga County from 1953 to 1958 and as an Area Chairman for the National Automobile Dealers Association.

Mr. Andrews has been a member of the Lions and Rotary Clubs, the Chamber of Commerce and has served as President of Watauga Industries, Inc.

The next meeting of the Board of Directors will be held Sunday, April 28 during the annual NCADA Convention in Pinehurst.

announcement released last week at the time the company announced that plans were complete for locating a shoe factory in Watauga county.

Melville operates ten shoe factories and two supply factories. It has three retail divisions, Thom McAn, Miles, and John Ward, with a total of more than 1,200 stores across the country, in Hawaii and Puerto Rico.

Thom McAn is the largest selling brand of shoes in the country with some 400 stores selling men's, women's and children's shoes and about 500 catering to men and boys only. The Miles stores are all family units while John Ward sells only men's shoes.

Melville has nearly 9,000 employees. Currently, there are twelve Thom McAn and eight Miles stores operating in North Carolina.

In 1962, Melville had net consolidated sales of \$176,447, in stores—in shopping centers 649. Melville has paid dividends on its common stock every year for the past 47 years since those payments began. The stock is listed on the New York Stock Exchange and there are approximately 22,000 stockholders.

The three retail divisions, with their variety of merchandise and price ranges, permit Melville to have an unusual de-

gree of flexibility in the distribution of shoes to large-city, small-city, and suburban markets. It has been active in open-end and on highways—to serve the millions of customers living in newly developed areas and to accommodate the rapid change in American shopping habits.

During 1961, Melville's three warehouses processed and shipped approximately 30 million pairs of footwear, as well as hosiery, handbags, and other merchandise sold in its stores. Men's and boy's shoes for the (Continued on page 3, Sec. C)

Watson Child Dies Saturday

Tina Marie Watson, 2 year old daughter of Solle and Annie Davis Watson of Route 1, Deep Gap, died Saturday morning at the home after a sudden illness.

Funeral services were conducted Sunday afternoon at 3:00 at Cranberry Methodist Church by the Rev. James Pritchard. Interment was in Tip Greene Cemetery.

Surviving in addition to her parents are four brothers, Charlie, Junior, Benny and Dewey; two sisters, Linda and Brenda; the paternal grandparents, Mr. and Mrs. C. L. Watson, and the maternal grandparents, Mr. and Mrs. Walter Davis of Route 1, Banner Elk.

Lofty Parkway Links Are Open To Travel

The high mountain sections of the Blue Ridge Parkway north of Asheville, closed since last November, are now open according to Superintendent Sam P. Weems. The warm weather the latter part of March and first part of April has given maintenance crews an opportunity to remove winter slides, clean the road surface and ditches, and get the motor road in shape for travel. This work is now completed and the scenic mountain top route through North Carolina and Virginia to

the Shenandoah National Park is open and being traveled daily.

Those sections of the Parkway south of Asheville that have been opened in the past will be opened this year on April 15.

Of a total of 469 Parkway miles, 403 were opened by April 15, 49.5 are under construction. Yet to be constructed are 5.5 miles around Grandfather Mountain and 11 miles around Asheville.

B. O. Eller Killed In Accident

Funeral services for Bynum Odell Eller, former Watauga county resident, and Superintendent of the Morganton Street Department, were held last Wednesday afternoon at Zion Baptist Church off highway 181, north of Morganton.

He was 49 years old. Mr. Eller was fatally injured Monday morning when a city dump truck, driven by Bobby Fred Causby of Morganton, backed over him as he was repairing a pipeline on old highway 18. His death was the first street fatality in Morganton since 1958.

Rev. Howard Hodges, pastor of the church, officiated and burial was in the church cemetery.

Active pallbearers were Gordon Newton, Jim Settlemyre, Gary Williams, J. R. Brown and Fred Jaynes. Honorary pallbearers were (Continued on page 3, Sec. C)

Walter Moretz Taken By Death

Walter Henry Moretz, age 77, of Route 2, Boone, died Saturday morning at the Blowing Rock Hospital after an extended illness.

He was a native and life long resident of Watauga County. For many years he was a farmer in this area.

He was the son of the late Timothy and Caroline Woodring Moretz.

Funeral services were conducted Monday April 15 at 2 p. m. at Grace Lutheran Church with Rev. E. F. Troutman and Rev. Earl Wilcox of Hickory officiating. Interment was in Mount Pleasant cemetery, Rt. 2, Boone.

Surviving are the widow, Mrs. Rose Davis Moretz; two sons Henry of Longview, Texas, Finley of Hickory; one step-son, William Harmon of Hickory; three daughters, Mrs. Peggy Wilcox, Mrs. Shirley Ragan of Hickory, Mrs. Francis Bennett of Ellijay, Georgia; one brother, Solon Moretz of Hickory; one sister, Mrs. Lizzie Deaton of Boone and 13 grandchildren.