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WATAUGA DEMOCRAT

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

BOONE WEATHER					
1964	Hi	Lo	prec.	'63	Hi Lo
Aug. 4	78	63	.27		81 69
Aug. 5	—	—	.02		80 60
Aug. 6	80	59			82 53
Aug. 7	74	60			82 57
Aug. 8	78	63	.11		79 59
Aug. 9	79	61	.31		79 57
Aug. 10	80	60	.43		70 61

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BLUE RIDGE SHOE FACTORY

Official Dedication Shoe Company To Hold "Open House" Saturday

Special Guests Will Attend Ceremonies

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The public has been invited to official dedication ceremonies August 15 at the Boone plant of the Blue Ridge Shoe Company where guests will receive free refreshments, souvenirs, and a tour of the large, new factory. The program begins at 2 p.m.

The plant, which manufactures Thom McAn and Mies brand shoes, is one of the world's most modern manufacturing facilities. It currently employs 250 Watauga County residents.

Clyde Greene, president of the Watauga Citizens, Inc., will preside at the dedication. The citizens' group financed construction of the new plant through bond sales to more than 200 members of the community.

Special guests will include: Francis C. Rooney, Jr., President of the Melville Shoe Corporation, the parent company of the Blue Ridge Shoe Company; Wade Brown, Mayor of Boone; Robert Hardin, Mayor of Blowing Rock; Rep. James T. Broyhill; Dr. W. H. Flemmons, President of Appalachian State Teachers College; and officers and directors of the shoe manufacturing firm.

The Boone plant, located on a 13-acre plot, is a steel and brick building, designed to provide employees with a maximum of comfort and convenience. Glazed cement block is used on the interior walls and the roof is six inches thick to provide insulation from heat and cold.

The Blue Ridge Shoe Company plant uses special pumps for cooling and heating, to provide uniformly comfortable working conditions throughout the year.

Lighting by fluorescent lights has been designed to prevent eye-fatigue.

The Boone plant is the second factory opened by the Blue Ridge Shoe Company, a recently-formed manufacturing division of the Melville Shoe Corporation, the largest shoe manufacturing and retailing corporation in the United States. The



INTERESTED CITIZENS stayed after Friday night's courthouse meeting with the Industry Committee to discuss chances of bringing a branch of American Saw and Tool Co. to Watauga County. Contributions pledged at the meeting were most favorable. (Rivers photo.)

Industry Seeking Plant Site; \$25,000 Needed For Project

BY RACHEL RIVERS

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The Town of Boone hangs in the balance this week.

The American Saw and Tool Company would like to come here, but as of Monday morning the Industry Committee was unable to locate a site that company president Lee Thomas of Louisville could accept.

Thomas has met with the committee a number of times this summer regarding propriety of available real estate. His Board of Directors has empowered him to oversee any actions "Town of Boone takes regarding establishment of a branch plant here.

Alfred T. Adams, committee chairman, said his group had worked over the weekend and on Monday morning to secure a suitable location. A meeting was set for Tuesday morning, August 11, to discuss the members' findings.



ALAN NEWCOMB

Jaycees To Hear TV Personality

Alan Newcomb, Director of Public Affairs for the Jefferson Standard Broadcasting Company radio and television stations in Charlotte, will be the principal speaker at the district meeting of the Jaycees which will be held Monday, August 17, at the Blowing Rock Ski Lodge.

The Boone Jaycees will host the event which will be represented by over 100 Jaycees from Boone, North Wilkesboro, West Jefferson, Granite Falls, and Sparta. State president Bill McDonald of the Hickory Jaycees is expected to attend the meeting.

Newcomb has become widely recognized as a speaker, not only in the news media, having been active in radio and television in the two Carolinas for the past 17 years, but has been a featured speaker at several regional seminars in the Southeastern states.

Friday Night

About 45 townspeople showed up at the Courthouse on Friday night, August 8, to meet with the Industry Committee. Adams told the group that American Saw and Tool operates plants in Germany, Vermont, California, Kentucky and in North Carolina at Lincoln.

"We've got a whole lot of ground to cover," he said, "because we have an opportunity to get a new industry here. In 1953, we got our first plant. Total sales for the first year were \$7 million. By June of this year, 12 months' sales reached almost \$24 million."

Adams called attention to the International Resistance Company, Shadowline Inc., Miller Industries, and North State Canning Company, among other wage-labor centers of the county. "You can't turn that much payroll loose in a town and not have it affect everybody's cash register."

"Industry is a competitive situation. Every town in the country wants industry. But land in Watauga is not cheap. We'll have to raise a certain amount of money to make the difference between what the landowner will accept and what the company is willing to pay."

How Much?

Stanley Harris, finance chairman of the committee, put it this way.

"As we worked this out, we were gratified to find that the cost would be less than the (Blue Ridge) Shoe Company was.

"Last year, about this time, we raised \$45,000 to get a plant site and bring another industry here." One of the committee's conditions to the Shoe Company was that it employ more men than women, Harris said, since other county industries were employing women primarily.

"The shoe plant now employs

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Drama Makes Survey During Performance

About half the persons attending the "Horn in the West" outdoor drama here come from out of state and 80 per cent of all the persons attending stay overnight in the area.

These indications came to light following a survey of 175 parties who turned out for the Tuesday, July 13, performance at the Daniel Boone Theatre.

On that night 239 persons from out of state saw the show compared to 255 from North Carolina.

Exactly 139 of the 175 parties

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JOHN H. BINGHAM

John Bingham To Open Law Offices Here

John H. Bingham, former resident of Boone, is returning to Boone and will open law offices over the Watauga Savings and Loan Office in the near future.

John is the son of the late Dr. R. K. Bingham and Jennie Norris Bingham. He is a graduate of Appalachian State Teachers College and Wake Forest Law School. For ten years prior

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Fifteen Enroll In Nurses' Aide Training Course

An eight-week nurse's aide training course got underway Monday morning with 15 Watauga women enrolled.

Under the two-year old Area Redevelopment Act, Watauga County is on a list of Western North Carolina counties eligible for Federal assistance in certain trade areas. Eligibility was awarded counties having "high unemployment and underemployment."

The superintendent of nurses at Watauga Hospital, Mrs. Sue Simmons, is conducting the classes from 9 a. m. to 5 p. m. daily at the First Presbyterian Church in Boone.

The purpose of the ARA is to provide employment. Women enrolled in nurse's aide training receive \$23 weekly and will be qualified for hospital or private work.

The County Technical Action Panel, comprising county agricultural agencies, recommended initiation of local training to the North Wilkesboro office of the State Employment Security Commission.

All applicants were screened for aptitude; the act provides

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27 MEMBERS OF THE NORTH CAROLINA Society of County and Local Historians toured Watauga County on Sunday, August 9. Professor Edwin Dougherty of Boone was director for the tour. The tour covered Daniel Boone Theatre and Native Garden, Daniel Boone Country Store, Tatum Cabin, Early School House, Tweetsie Railroad, Blowing Rock Crafts Company, Blowing Rock, Mayview Hotel, and lunch at Roadside Park near Blowing Rock. After lunch the group visited Moses H. Cone Mansion and Memorial Park, Julian Price Memorial Park, Grandfather Mountain, Linville, and Hound Ears Golf Course and Ski Range. Dougherty said that the purpose of the North Carolina So-

ciety of County and Local Historians is to collect, preserve and write local history and to meet as a group for discussions, projects and tours. Watauga County members of the Society include Edwin Dougherty, Larry Penley, Dr. Ina Van Noppen, and Dr. J. C. Yoder. The late Dr. D. J. Whitener, ASTC dean, was president for the Society at the time of his death. Present officers are John McPhaul, Fayetteville, president; Miss Mary Louise Medley, Wadesboro, first vice-president; Miss Lena Mae Williams, Chapel Hill, second vice-president; and Dr. Ina Van Noppen, ASTC professor of history, secretary-treasurer. (Rivers photo.)

Teachers Prepare To Teach; Buses To Roll On August 19

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Watauga County school principals reported for work last Thursday, August 6, in preparation for the opening of the 1964-65 school term, Superintendent Angell announced today. Classroom teachers assume their duties Monday, August 17, the first day of the three-day orientation period prior to the opening of the 180-day school term.

A county-wide orientation meeting of all principals and teachers is scheduled for Monday, August 17, at 9 a. m. in the auditorium of the Appalachian Elementary School. Following this meeting, all teachers will report to the respective schools for additional orientation by the principals.

On Tuesday, August 18, all bus drivers will report to the County School Bus Garage for assignment to buses.

Wednesday, August 19, is designated as "Teacher-Pupil Orientation Day." All buses will operate on this date to trans-

port students to schools for registration and assignment to classrooms. Students will be dismissed at 11 a. m.

Thursday, August 20, is the first regular day of the 180-day school term. All cafeterias will open on this date and schools will operate on regular schedule.

Following is a list of teachers and principals assigned to the various schools:

Appalachian High

Roy R. Blanton, Principal; Katie J. Peterson, Elizabeth E. Elliott, Harlan E. Ledford, Verna L. Hurd, Verlin O. Coffey, Betty Jean Hughes, Jack W. Groce, Margaret E. Gragg, William C. Ross, Richard S. Gabriel, James E. Wilson, Lera B. Randall, Robert E. Snead, Laura F. Church, James H. Harvey, Cynthia L. Stiles, James M. Campbell, Joseph N. Banner, Kathleen M. Dougherty, Robert A. Poe, Joel C. Tester, Hubert H. Hall.

Appalachian Elementary

John T. Howell, Principal; Mary F. Hamby, Mary F. High, Earl Petrey, Robert C. Day, Paul W. Price, Louise W. Horton, Grace Y. Buckland, John R. Foster, Clyde M. Goodman, Jane G. Robinson, Lea B. Broome, Bessie S. Crawford, Ella A. Beshears, Ennis R. Davis, Robert W. Ramsey, Velma M. Cottrell, Charles E. Putnam, Gaynelle B. Wilson, Ruth Laxton, Doris G. Triplett, Elizabeth M. Randall, Jessie D. Reese, Wilson Dietrich.

Green Valley Elementary

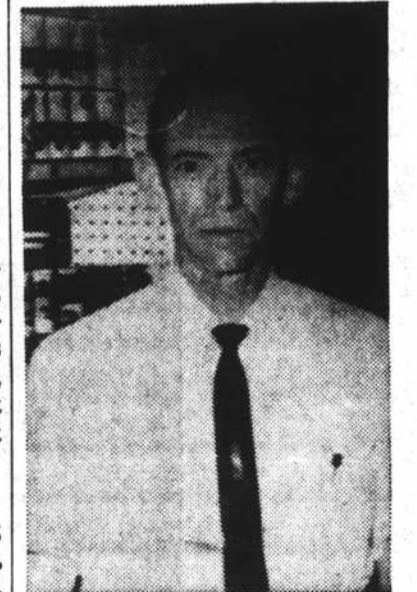
John D. Marsh, Principal; Reba H. Austin, Daisy A. Adams, Lucy G. Luther, Chris-

tine K. Bingham, Elizabeth C. Norris, Ruth L. Winkler, Florence H. Greene, Margaret B. Hagaman, Raymond C. Hayes, Susie G. Buchanan.

Parkway Elementary

James A. Greene, Principal; Lucille I. Barnett, Walter E. Greene, May Ruth Ayers, Pearl C. McNeal, Arlie E. Moretz,

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RALPH WEST

New Manager Assumes Duties At Local A&P

Mr. Ralph West, of Canton, N. C., has been appointed manager of the local A&P Store, succeeding Nicholas Stakias, who has resigned to go into other business.

Mr. West assumed his duties as manager on Monday, coming here after having been manager of the Canton A&P Store for 15 years. Mr. West has been associated with the A&P Company for over thirty years, having managed stores in Franklin and Bryson City, N. C.

Mr. West is a native North Carolinian, being born in Canton, is a World War II veteran, a member of the Methodist Church, a member of the American Legion and a Mason. He is married, and he and Mrs. West plan to reside in Boone as soon as facilities are acquired.

Mr. West states that the store will follow normal operating schedules with no significant changes in either personnel or policy.

Democrat Published Winning Photograph

Fourth prize in the "Horn in the West" photography contest, July 10-11, at the outdoor theater has been awarded Jack W. Bowers of Asheville for his picture of Bud Mayes of his picture and little John Prescott of Fort Lauderdale.

A condition of the contest was that all entries be published. The Democrat carried Bowers' picture of the biggest and the littlest cast members in its July 16 issue.

A free-lance photographer from Clayton, N. C., Charles Barden, won first prize. His winning picture was of an In-

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