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WATAUGA DEMOCRAT

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

BOONE WEATHER				
1964	Hi	Lo	prec.	'63
Sept. 8	78	45		16 53
Sept. 9	78	46		76 49
Sept. 10	73	57		71 50
Sept. 11	78	61	.09	76 54
Sept. 12	75	61		76 51
Sept. 13	64	49	.11	70 62
Sept. 14	64	41		66 50



CONGRESSMAN JAMES T. BROYHILL began an eventful campaign day in Watauga County on Saturday, Sept. 12, in front of the Post Office. Part of the early morning crowd (l-r): Will Miller of Zionville, Norman Critcher, Farthing Hayes, Robert Snyder, Lewis Burkett of Mabel (holding little

girl), Estel Wagner, Congressman Broyhill of Lenoir, Bynum Greene and Cloyd Bolick. Broyhill is the Republican Congressman running for re-election in the Ninth District. Snyder and Wagner took him on a tour of the county until mid-afternoon. (Rivers photo.)

Tomato Market Is Added As Farm Income Source

BY RACHEL RIVERS
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Rivers Printing Co., Inc.

Tomatoes are Watauga County's first important new source of farm income since burley tobacco, says County Agent L. E. Tuckwiller.

"Tomatoes Unlimited," a consumer-distributor concern now operating in Burley Warehouse No. 2, has been here since the first Monday in August and has indicated it would like to have 100 county acres planted in tomatoes next year.

Approximately 35 acres in Watauga and some 8-10 acres in Caldwell and Wilkes counties have been represented at the tomato market in Boone.

"We have tried Turkish tobacco," Tuckwiller said, "but couldn't make it go." And so a vegetable takes its place among supply-demand produce for Watauga farmers.

"About 400 bushels per acre has been picked to date. We figure we're approximately half way through if the frost will stay off long enough. We seldom have a killing frost until the very last days of September or the first days of October.

"Most of the tomatoes coming in are Manapal or Manalucia, which are a firm, good-shipping tomato. Most are shipped to Raleigh, where they are repacked and sent to other distribution points and they are packed and shipped in 40-pound shipping boxes. Some go out in 20-pound

Stallings To Sell Show Herefords At Boone Sale

It takes many hours of preparation and lots of hard work to get a show string of polled Herefords ready for the show, but Diamond S. Ranch is convinced that it pays off in more ways than one.

B. W. Stallings, owner of Diamond S. says, "You can't win them all but you get a lot of fun out of trying. In addition to the fun, you get some money, if you are lucky, and a lot of good advertising."

In the recent Caldwell County Agricultural Fair, DSR was lucky enough to return home with three firsts, two seconds and one third, in addition to showing the Grand Champion Junior bull calf, the reserve grand champion heifer and reserve grand champion bull. Most of these cattle will sell in the 22nd annual Watauga Hereford Breeders sale on Oct. 24 in Boone.

Stallings believes Watauga county Herefords are as good as any in the state and usually do well where ever they go.

cardboard cartons." Women are now working six hours on three days of the week and three hours on three days of the week, Tuckwiller said. Heavy turnover is on Monday, Wednesday and Friday.

If the price is down a bit, it is because "right now we have too many tomatoes," Tuckwiller said.

Top tomatoes, up until about two weeks ago, have been selling at \$3 a bushel. Now they

are paying more. Traditionally the low price period in the tomato market is Labor Day.

Rough tomatoes, or those too ripe, are selling as low as \$2 a bushel.

Are the growers pleased? Tuckwiller: "I think so. While the price is rather discouraging now, we hope to have a marked increase next year. Although growers are not very well pleased with the price, they're not too badly discouraged."

Commissioners Take No Zoning Action

The Board of County Commissioners met last week to hear Chamber of Commerce officials present the case for the zoning of the land in Watauga County, as is being done in the towns.

The commissioners took no action at all in this regard but it was indicated that the board will discuss the zoning proposal after the will of the people has been determined.

7 Classes To Be Honored At ASTC Homecoming

Seven classes will be honored at the Homecoming celebration at Appalachian State Teachers College on the weekend of October 17-18.

The honor classes will hold reunions and attend the Homecoming football game at Conrad Stadium in a body, with a special section reserved in the stadium.

A representative from each class from 1903 to 1964 will be asked to attend Homecoming

but preferential treatment will be given members of the seven honor classes.

One of the largest crowds in the history of the college is expected to attend Homecoming. This is the year to meet your friends at the Boone Campus and renew old memories. Come see for yourself the 61 years of progress at Appalachian.

A harvest of events has been planned for pleasures of returning alumni.

Foliage To Reach Peak For College Homecoming

A golden fall carpet in the valley below Rich Mountain and Howard's Knob is expected for the annual Appalachian State Teachers College Homecoming on October 17.

The foliage is due to reach its peak for the two-day campus festivities which will include honor class reunions, a luncheon, colorful displays, movies, dances, a parade, a football game, campus open house, coffee hour, touchdown dinner, alumni golf tournament, and a social for the teenage children of alumni.

One of the largest alumni groups in the history of the college is expected to attend the big homecoming. The alumni will have an opportunity to see Appalachian battle Catawba College in a football game in Conrad Stadium, the

most "beautiful outdoor stadium to be found anywhere."

The entire Appalachian family—students, faculty and administration—again join together to make this year's homecoming events the "greatest."

Dr. Hugh Daniel, alumni

Davis To Talk Before Jaycees

Bob Davis, Democratic candidate for Ninth District Congressman, will address the Jaycees at 7 p.m. on Monday at the Daniel Boone Inn.

He will be accompanied by his brother, Jim, a Jaycee national director.

All Jaycees are urged to attend.

Roosevelt Is Asked To Make Speech In Boone

Franklin D. Roosevelt Jr., U. S. undersecretary of commerce and son of the late president, may make a political speech at Boone sometime in October.

Roosevelt has been invited by supporters of 9th District congressional candidate Robert M. Davis, who is planning a big rally here next month.

The visit has not been confirmed, but a Roosevelt aide has told some 9th District leaders that it is "90 per cent certain" that Roosevelt will accept the invitation.

Democrats in the 9th District's mountain counties—Watauga, Ashe, and Alleghany—believe a Roosevelt appearance would give a big lift to their campaign. "The name of Roosevelt is still magic up here," one commented.

Wayne Simpson of Salisbury, a campaign aide for Davis, said he had discussed plans for the proposed visit with Clark Tyler, a member of Roosevelt's staff.

GOP To Hear Bob Strickland

The Young Republicans will meet at 8 p.m. Thursday, Sept. 17, above the First National Bank in Republican Headquarters.

Representative Bob Strickland will speak. He, the Goldwater campaign manager for this area, is a graduate of the University of North Carolina and Harvard Business School. He made financial proposals to the last legislature.

president-elect, is chairman of the homecoming committee.

Alumni registration begins at 8 p. m. at the student lounge, the official Homecoming Alumni Headquarters on the campus.

Musical notes will break the clear mountain air at 10 a. m. as the fast-stepping ASTC college band and other bands start the traditional parade. Bands, floats, pretty co-eds, alumni and college officials will follow a route down Boone's main street and through the campus. Various clubs on campus will contribute floats for the parade.

Miles Ann's of Charlotte, president of the alumni association, will preside at the Homecoming Luncheon.

Appalachian's President W. H. Flemmons will welcome the (Continued on page eight)

Plans Being Awaited

Work Will Start Soon On Boone's New Factory

Ralph Beshears, Hugh Watson Land Is Bought

The campaign for funds to aid in the purchase of the real estate for the new factory in Boone, has not quite been completed, but the proposal of the Vermont company is being accepted, and work on the building will be started as soon as the plans are completed, it was announced by Alfred Adams, chairman of the Watauga Industry Committee.

The committee has purchased the Hugh Watson and Ralph Beshears property on State Farm Road, where the new factory will be constructed. Those who have subscribed to the fund which will be used to pay the difference in what the Company offers for the land and its market value, are asked to make their payments at once, as the money is needed now. Mr. Adams asks that checks be made payable to the Watauga Industry Committee, and be mailed to P. O. Box 409 or left at the Northwestern Bank.

The members of the committee are: Alfred Adams, Chairman; Ralph Winkler, Vice-Chairman; Stanley A. Harris, Secretary-Treasurer; Glenn R. Andrews, Jerry Coe, Neil Faires, D. L. Wilcox, James Marsh, Clyde R. Greene.



THE HORN IN THE WEST GROUNDS took on a metallic look over the weekend as about 40 units of the state Wally Byam Caravan Club came to the mountains for a "Trailer Convention." The Airstream travel

trailers were all the same. Their occupants held a worship service Sunday morning. During their stay, the United States and North Carolina flags were flown. (Rivers photo.)

Blowing Rock Considers National Promotion Plan

BY RACHEL RIVERS
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Rivers Printing Co., Inc.

Blowing Rock—"I think we could keep your ski lodges filled to capacity."

These were the words of John Bremmer of Lenoir who laid out a plan for promotion of Blowing Rock through a national public relations program at the Sept. 11 meeting of the Chamber of Commerce.

Bremmer previously has addressed the chamber. With him was Eddie Bradford, an associ-

ate employed by the Hickory Daily Record.

Recent copies of the Chicago Herald-American which printed one of Bremmer's articles on Blowing Rock were passed among the 15 members present.

He said the promotion program would be three-fold: Large press packages (features and pictures) would be sent to more than 3,000 newspapers throughout the year; television spots could be arranged; and feature material would be submitted to magazines.

Of the tourist stream in winter, Bremmer said a great deal could be accomplished. "The ski crowd is a big-spending crowd," he said. "In 12 months, I'm sure we can add at least 30 per cent to the tourist flow. In two years you could figure on at least 50 to 60 per cent."

He and his partner feel close to the ski boom, he said: "In fact, we're ski fans. We go out to Aspen, Colo., to ski twice a year."

He said the venture would cost \$1,000 a month and expenses, and that it would take at least six months before significant results could be measured.

He pointed to the difference between advertising and news article persuasion. The latter, he said, is by far the more valuable investment.

"We feel we could make Blowing Rock the Miami Beach of the North," Bremmer said. "In other words, when you get (Continued on page eight)



DR. H. M. COOKE

Dr. Cooke Goes To Chapel Hill

Dr. H. M. Cooke, local physician, who has practiced his profession in Boone for ten years, has gone to Chapel Hill, where he will take postgraduate medical studies.

His office was closed Sept. 12, and while he is away, he will continue to maintain his home in Boone and will return to Boone at the end of one year. In the meantime, he says that unpaid accounts may be settled with Mrs. Cooke, 264-3649, or by mail.

Over 1,200 Steers, Yearlings To Be Sold

More than 1,200 yearling and two-year-old steers of strictly beef breeding are expected at the Boone Steer Sale on Sept. 24. These steers will be graded and weighed on Wednesday, Sept. 23, and sold on the afternoon of Sept. 24.

Most of these steers will come from Watauga County farms, but farmers in nearby counties have consigned several head. The cattle are expected to weigh from 500 pounds per head up to around 1,000 pounds per head, with the strongest demand for cattle weighing 800 pounds or less.

The grading will be done by representatives of the N. C.

Department of Agriculture and N. C. Agricultural Extension Service, and cattle will be penned according to breed, weight and grade and will be sold as penned. Water and hay will be provided in each pen after the cattle are weighed in.

Buyers have been invited from most feeding areas in eastern America and are expected to provide a good market.

Farmers are urged to bring their cattle in early to avoid a rush late in the day.

The next Boone sale will be the feeder calf sale on Oct. 2. The calves will be graded and weighed on Oct. 1.

Boone, Blowing Rock Get Powell Bill Funds

The allocation of \$8,324,555.39 in Powell Bill Funds to 420 participating municipalities has been announced by the State Highway Commission.

The funds are distributed annually to qualified cities and towns for use in non-highway system street work within their corporate limits. Checks to the individual municipalities will be mailed from Raleigh the latter part of this month in order that they will reach municipalities by October 1.

Boone will get \$16,654.95, while Blowing Rock will get \$10,194.66, to aid in rebuilding or repairing streets which are not a part of the State highway system.

Powell Bill allocations are based on a formula using the population and street mileage in the municipalities and the total allocation this year represents an increase over 1963 of \$246,323.39.

The six largest allocations this year are: Charlotte, \$751,360.92; Greensboro, \$500,644.80; Winston-Salem, \$447,937.56; Raleigh, \$353,184.35; Asheville, \$284,378.81; and Durham, \$278,719.41.

The six smallest allocations this year are: Falkland in Pitt County, \$328.54; Bear Grass in Martin County, \$486.49; Lasker in Northampton, \$573.77; McDonalds in Robeson County, \$610.73; Harrellsville in Hertford County, \$634.48; and Brunswick in Brunswick County, \$725.52.

In the 14 years of Powell Bill allocations, a total of \$90,200,

561.36 has been distributed, and the group of participating municipalities has grown from 386 to 420.

2,300 Farmers Return Ballots

More than 2,300 farmers had returned their ballots in the ASC community committee election as of Friday, Sept. 11, according to Roy W. Isley, office manager.

The exact number voting will be known after Tuesday, Sept. 15, when the ballots will be publicly counted by the ASC County Committee.

The County Convention will be held Friday, Sept. 18, at the county ASCS office to elect a County ASC Committee for 1965. The convention members are the newly elected chairmen of each of the ten community committees.

Newly elected committeemen (Continued on page eight)

LWV To Begin Raising Funds

Mrs. Earl Petrey, president of the League of Women Voters, has announced the annual fund raising drive will begin Thursday, Sept. 17. The expense of providing the public with information on political issues on the local, state and national level is met through local support plus dues collected.

In the past, local friends have contributed liberally.