

Wilcox Stresses Possibilities For Unlimited Growth In County

As program speaker for the April meeting of the Boone Chamber of Commerce, Herman W. Wilcox Tuesday stressed the importance of County-wide cooperation in planning a sound and substantial program in Boone and Watauga County.

Wilcox, manager of "Horn in the West", outlined promotion as seen through the eyes of the drama. He said, in part:

"Our County needs to gear toward 1975, when Boone's population will be about 15,000. Ten years from now, if the surveys and forecasts are any indication, the time will be too late to get aboard the fast-moving national economy express."

Wilcox asked whether Watauga will get her share of the tourist business, the state's third largest industry, which, he said, is expected to increase seven per cent in 1965, and go up another seven to eight per cent in 1966, and go up another seven or eight per cent in 1967.

"The location of Watauga County is our first selling point. We are within 600 miles of half the population of the United States. We have three Federal highways flowing in every direction (221, 321 and 421, E. and W.); we have four rivers heading in the County, flowing in every direction of the compass.

"Plus the best education! systems in America—the fastest growing state teachers college anywhere," Wilcox said. ASTC is "our gold bond" for continued prosperity, provided citizens do their part.

He reviewed the consolidation of the high schools, excellent elementary schools; a first-class hospital in Blowing Rock; a new hospital soon to be completed in Boone; "climate, scenery, unpolluted air and water; the best weekly newspaper in the State, the Watauga Democrat; and an excellent radio station.

"These have long drawn tourists to our mountains, especially people with the skills and qualities needed to help build the wonderland of the future." He added that industries have a fine labor force and more are to come later, as are additional recreational facilities.

What To Do?
In order to fully use leadership and talents here, Wilcox suggested that a strong County-wide Chamber of Commerce be organized with offices in Boone and Blowing Rock, and officers and directors elected at large.

"We should make every citizen of our County feel part of the great economy. By such a move we would pool our talents, leadership, assets and influence, and many overlapping programs would be avoided.

"We should set up a research program to assess the assets of the County... experts in public relations and advertising should be consulted and supervised by local talent. The role of the research program should be to identify and evaluate alternative courses of action for public and private sections of the County economy."

Wilcox suggested a county-wide zoning system: "The previous mentioned research would specifically point up the needs of the County. Among these would be a searching look at transportation so that the isolation of the mountains would be eliminated forever as a barrier to progress.

"Airport facilities should expand to accommodate small business and pleasure planes, with a view to commercial passenger service into Boone. We must rebuild our Federal highways into and through the County, and we need a good by-pass around Boone, to take heavy commercial traffic from our streets."

Wilcox suggested such a program be developed through a co-ordinating committee, guidance of experts in the research field and implementation under a well-qualified consulting organization.

Promotion Plans

He said that "Horn in the West" will again be at work, not only for her own interests alone, but to draw increasing numbers into this mountain area.

Wilcox said "Horn in the West" has been included in three movies (Paramount Pictures, Ford Motor Company and American Oil Company productions) to be shown in America and Europe.

The drama will produce full color television clips for public service programs.

The Southern Appalachian Historical Association, controlling board, will spend more than \$7,000 promoting the drama and area.

The drama has printed 212,000 full color brochures and will require more shortly. More than 70,000 pieces of promotional material have been circulated since the drama's first year, and there is a constant flow of news releases and pic-

tures to all news media.

At least 12 live television programs for cast members are planned, and a "Daniel Boone" booth will be maintained at Tweetsie Railroad this season. The Roving Quartet will visit Julian Price Memorial Park several times a week to distribute programs and other information.

Wilcox said an exchange program has been arranged with

motels and hotels in the South, to better promote the drama, and cast members are already passing out brochures in their home towns.

He said the State and Federal governments are doing a great deal to promote the drama and area and pointed to "a wonderful working arrangement with our area motels, hotels and business establishments to promote the drama."

Many Vacation Features Are Available In Spring

April and May add seasonal attractions and accommodations to the array of year-around vacation features along North Carolina's ocean beaches and in the Great Smoky and Blue Ridge Mountains.

Dogwood, azaleas and other spring flowers are blooming across the Eastern and Piedmont regions of the Variety Vacationland State, and are expected to be at peak beauty by mid-April. The North Carolina Azalea Festival at the historic port city of Wilmington on the southeastern coast is April 14-17.

The mountain floral display in Western North Carolina begins in April with small ground flowers and shadblow, and is most spectacular in late May and the first three weeks of June when native azaleas, laurel, and crimson rhododendron decorate the highlands.

Most seaside and mountain motor lodges and hotels reopen by Easter for a top travel season lasting through October. At the Sandhills golf and riding resorts of Pinehurst and Southern Pines, where the top season is from autumn through spring, April is one of the most popular months of the year.

Some 30 ocean fishing piers at coastal resorts are open from April through autumn, which is also the period of greatest activity at fishing centers where charter craft are available for sound, inlet and deep sea fishing. The mountain trout season reopened April 2.

Mount Mitchell State Park, atop Eastern America's highest mountain, is open from April until November. All other State parks, plus historic sites and

National Parks and forests, can be visited any time during the year.

Grandfather Mountain, highest peak in the Blue Ridge range, is open daily from April 1 through October. Tweetsie Railroad at Blowing Rock operates from May 1 through October, and Ghost Mountain Theme Park overlooking Maggie Valley in the Great Smokies is open from April 30 through October.

April is the month of peak bloom in the gardens of coastal and Piedmont North Carolina: Greenfield, Airle and Orton in the Wilmington area; Clarendon at Pinehurst; the Elizabethan Garden near Manteo on Roanoke Island; the Sarah P. Duke Memorial Gardens at Duke University, Durham; Laurel Lake at Salemburg; Reynolda Gardens in Winston-Salem; and the formal gardens surrounding Tryon Palace at New Bern.

Spring increases visitation to year-around attractions like Tryon Palace Restoration; Old Salem in Winston-Salem; the U. S. S. North Carolina BattleShip Memorial at Wilmington; Chimney Rock near Asheville; and Linville Caverns. The sound and light spectacular "Immortal Showboat" at the U. S. S. North Carolina will be produced on Saturday nights from April 16 through May 14, and nightly from May 18 through September 5.

The Cape Hatteras National Seashore on the Outer Banks, the Great Smoky Mountains National Park, and most sections of the Blue Ridge Parkway are open all year. High altitude sections of the Parkway near

Mount Mitchell and between Asheville and Cherokee are open April 15 until early November. Parkway recreation areas and visitor centers are open May 1 through October.

At Cherokee, largest community on the Indian Reservations adjoining the Great Smoky Mountains National Park, Oconaluftee Indian Village is open from late May through Labor Day. Many Cherokee craft centers and accommodations are open all year, and all are in operation between spring and late autumn.

Biltmore House and its elaborate gardens near Asheville are open from February 1 through mid-December, with the gardens especially lovely in May and June.

Summer theatres and outdoor dramas in North Carolina open in June.

Recent Births

Mr. and Mrs. William Miller, Deep Gap, boy, April 9.

Mr. and Mrs. Dickie Miller, Triplett, boy, April 10.

Mr. and Mrs. Tommy Glenn, Route 2, Vilas, boy, April 11.

Separated By War

St. Paul—Voldemars Krinte kissed his wife shyly at the airport because he had not seen her in 26 years. The Krintes lost contact during World War II when he was sent to a Siberian prison camp. After his release, he was refused a visa until recently, to come to America where his family had settled as misplaced persons.

News Of Our Servicemen

Blowing Rock Man Given Hero's Badge

Over one thousand Patrick Air Force Base officers and airmen stood at attention last week to honor 12 men receiving high Air Force decorations for heroism. Eleven awards were earned while serving with the U. S. Armed Forces in the Republic of South Vietnam, the other in Hawaii.

Among the recipients of the awards was John Tester, son of Gladys Tester of Blowing Rock, who has recently returned from 14 months service in Vietnam.

John was one of eight personnel who received the Air Force Medal Oak Leaf Cluster for meritorious achievement while participating in sustained aerial flights as combat crew members in Southeast Asia.

They were cited for outstanding airmanship and courage in the successful accomplishment of important missions under extremely hazardous conditions including the continuous possibility of hostile ground fire.

The formal parade was also attended by scores of friends and many of the families of the men being honored while Col. Elmer W. Richardson, vice commander of the Air Force Eastern Test Range, made the awards. After the presentation by Col. Richardson, the award winners formed a special formation in front of the reviewing stand and shared in accepting the salutes of units passing in review.

Airman First Class Tester resides on the base at Patrick with his wife and small son.

ASTC Student Given Speech Tourney Rate

James Norwig of Appalachian State received a rating of Superior in the Oral Interpretation division of the annual Forensic Speech Tournament of the Southern Speech Association, held this year in Miami, Florida. 322 students from high schools and colleges and universities throughout the South participated in the tournament which included contests in debate, entertainment and extemporaneous speaking, and the oral interpretation of literature. At the Awards Banquet, held Wednesday evening, winning contestants received either a trophy or a certificate to be displayed in their home school.

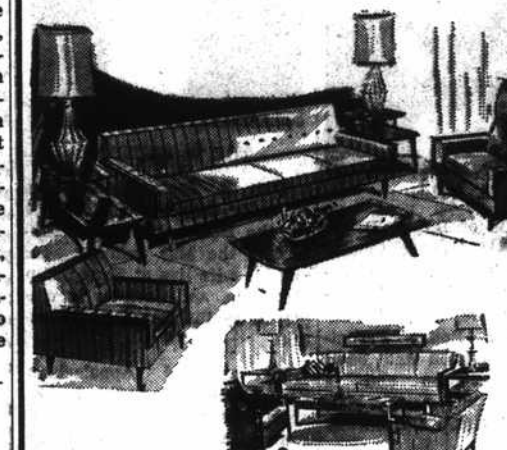


SEALS CAMPAIGN IN FULL SWING—As the Easter Season approached last week, contributions began flowing in from across the County. Dr. James Greene was organizing Coffee Day in Boone and volunteers from Boy Scout Troop 12 were readying for the annual lily sale. Members of the Appalachian Wesley Foundation, the Methodist student organization of ASTC, are pictured stuffing, sealing and sorting 4,800 envelopes to be mailed to area homes. They

spent several hours at this at the Methodist Student Center, and their contribution to the drive was most important. The Rev. Maurice Ritchie, chairman of the County drive, said that many persons have been good enough to mail in their contributions promptly. He and Dr. Greene say that response to the drive is extremely gratifying, and remind citizens that their contributions are welcome any time this week or next. (Flowers' photo.)

"Lower Prices At Lyons" IS NOT A SLOGAN... It's A Way Of Doing Business

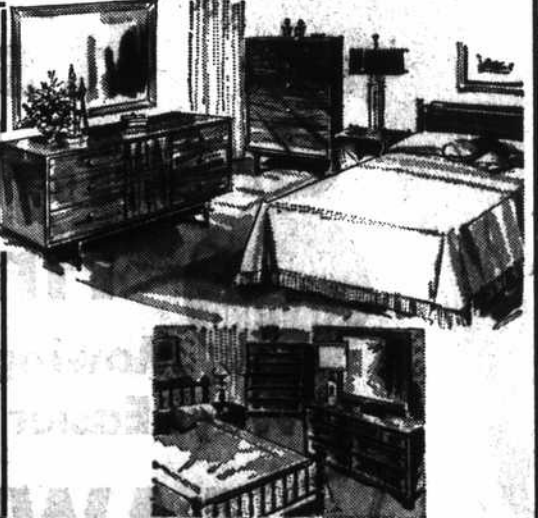
We're so sure you'll be pleased with what you find, that we urge you to take a drive along the by-pass to see us. It may prove to be the money-savingest drive you've ever taken.



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