

Is The Chamber Of Commerce Really "Deadly Dull"?

BY RACHEL RIVERS

The Chamber of Commerce is the nucleus of every community.

Where it is not, it could be, for in thousands of towns Chamber of Commerce is synonymous with a community's civic life. It is representative of the city's leadership.

To some, Chamber of Commerce might imply an untouchable group, some special interest group to which they can not, or should not, belong.

Then could come a "so what?" attitude, or perhaps an impression that, after all, chambers of commerce are really dull-deadly dull.

ZIFF, WHAAAP!

In Boone, "The Chamber is supposed to know everything," says Manager Fred McNeil. And it just about does, serving as "a clearing house on information on our town."

—Where can we go to hike, swim, play golf?

—Can you suggest a good place to eat?

—We need accommodations for four the last weekend of the month. Can you help?

—How do you get to Horn in the West?

—Can you give us directions to this, that and the other? More than 150 calls and visits are made to the Chamber of Commerce in an average day. Such queries usually come from travelers who stop at the East King and Hardin Street location, or who can't get out of traffic and proceed up the

way to a pay phone. Not all stay in Boone maybe, but it's a good bet nearly all stay in the area awhile.

McNeil and his secretarial staff keep up with things. And if there's something they don't know, they'll find out—with a smile.

A busy day in the Chamber of Commerce takes on the Ziff! Boof! WHAAAP! atmosphere of a Batman episode. Everybody's working for good. In this case, the community's good.

TAKE INDUSTRY, FOR EXAMPLE

Talk about a boost to Watauga County's economy, that's industry.

It was the Industry Committee of the Boone Chamber which subsidized, through public subscription, the purchase of land in order to establish International Resistance Corporation here.

From this committee was formed Watauga Industries,

which brought Shadowline, Inc.; Watauga Citizens, who are responsible for locating Blue Ridge Shoe Company here; and Watauga Developers, who brought the Vermont American Corporation to town.

So, says McNeil, "The Chamber acts as a liaison between industry seeking location here, and the wishes of the people."

WHAT ELSE?

Then there's the role of the Chamber in securing from the N. C. Highway Commission a

commitment to improve the major arteries (221, 321 and 421) into Daniel Boone Country. And its seasonal retail promotions, via the Boone Merchants Association, which operates within the C of C complex. And its year around informational service to the public. And the fact that members of the Chamber are found in dozens of local organizations, "thus acting as a catalyst to (Continued on page two)

AWARD WINNER

In 1966 and 1967 the Democrat won 10 State Press Assn. awards for General Excellence, Excellence in Typography, Local News, Advertising, Columns and Photographs.

WATAUGA DEMOCRAT

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

BOONE WEATHER			
1967	Hi	Lo	'68 Hi Lo
June 13	79	53	81 50
June 14	81	54	72 55
June 15	80	56	79 63
June 16	81	55	79 55
June 17	82	55	74 52
June 18	76	56	67 54
June 19	80	55	72 58

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BREMCO To Provide More Power

Blue Ridge Electric Membership Corporation is planning the construction of a 100,000 volt transmission line from Beaver Creek in Ashe County into Watauga County and the construction of a transmission step-down substation near U. S. Highway 421 approximately three miles east of Boone.

The substation would transform the voltage to 44,000 for supplying power to six distribution substations located in Watauga County. Approval of the preliminary plans came at the regular meeting of the Board of Directors of Blue Ridge Electric Membership Corporation held in Lenoir, June 17.

The new facility is scheduled for completion in early 1969 and will cost approximately \$950,000.

Mr. C. E. Viverette, General Manager of Blue Ridge Electric Membership Corporation stated the new power facility would be needed to assure an adequate and dependable supply of electricity for Watauga County where the use of electricity has doubled in the past 5 years and has tripled during the past 11 years. He also stated that approximately 100 million kilowatt hours of electricity would be used in Watauga County in 1969.



A REAL AMERICAN PRINCESS—Martha Haarbauer plays Nancy Ward, a half-British, half-Cherokee princess of the Indians in "Horn In The West," outdoor drama which opens a 9-week run in Boone on June 23.

Bill To Make Appalachian A University May Pass Assembly

Appalachian State Teachers College will attain University status if the regional universities bill of Senator John Henley, D-Cumberland, is enacted. "Things look fine now," Henley said Monday. "The bill should go through the Senate and the House will pass it if it gets out of committee there."

The measure, which was revised and expanded by a Senate committee last week, was scheduled for Senate debate Tuesday and is expected to win approval from that body.

Household Survey To Be Conducted

During the week of June 18, the Census Bureau will make a survey of households equipped with television, according to Director Joseph R. Norwood of the Census Regional Office in Charlotte. The survey will be taken in this area and in 448 other areas throughout the U. S.

Sponsored by the Federal Communications Commission and the Advertising Research Foundation, the TV survey will provide National estimates on the number of households equipped with color, black and white, and ultra high frequency sets. The special questions on television will supplement the Bureau's monthly survey of employment and unemployment to provide monthly measures of the employment situation for the Department of Labor's Bureau of Labor Statistics. The identity of the households participating in the survey will be kept confidential by law and facts obtained will be used only to obtain statistical totals.

Originally drawn to give university status to East Carolina College and permit other schools to join ECC in a regional university system, the

Red Cross Chapter Names New Officers

The Watauga chapter, American Red Cross, has retained S. M. Ayers as chairman for 1967-68.

First vice-chairman is Clyde R. Greene; second vice-chairman, Ralph Beshears; secretary, Mrs. Kathryn Tully; and treasurer, Armfield Coffey.

On the Board of Directors for a one-year term are S. C. Eggers Sr., Ralph Tugman, H. R. Eggers, Conrad Yates, Hank Greer and Marshall Hargrave. Two-year directors are Ken-

Henley bill now elevates ECC, Western Carolina and Appalachian State to university rank. Sen. Robert Morgan, D-Har-

net, chairman of East Carolina's board of trustees, led a successful drive last week to expand the role of the schools instead of granting a mere name-change.

Under the present proposal, the institutions would be permitted to do research at the master's degree level and could develop their research programs with the aim of enlarging statutory roles.

Presumably, the "enlarging clause" would permit the schools to prepare and develop doctoral programs without granting Ph.D. degrees.

Henley's major concern now is House committee action on the bill.

"The tally we've run shows the majority over there (in the House) favor it," he said. "It could go to either the Calendar or Higher Education Committees, and we're working on both. I think it will pass."

Movies Of Wagon Train Of '66 Will Be Shown In Wilkes

Last year's Daniel Boone Wagon Train made the movies, "Appalachian Trails", filmed by professional cameraman Leroy Crooks, will be shown at 9 p. m. Saturday and Sunday at the North Wilkesboro YMCA Gymnasium.

Wagon Train Chief Scout, Ivey Moore, urges Wataugans to journey on down for the showing of the color film travelogue and see the feature selections of Train highlights, 1966. Darby community, the half-way mark in the procession that gets underway Tuesday, June 27, is closely covered in the film. Crooks, who traveled the whole route with his family in '66,

will meet the people at the Wilkesboro showings.

Other scenes in the presentation include the big Wilkesboro parade and scenes of wagons and horsemen during the five-day trip. The Boone parade climaxes the Train prior to conclusion of night shots of Horn in the West.

Tweetie's in the film, and the Highland Games at Grandfather Mountain, camping scenes and so on in the Southern highlands. The film was viewed this winter by 50,000 people in 10 eastern states and three Canadian provinces.

WAGON TRAIN SCHEDULE Residents and visitors plan-

ning to catch the Train at the camps can be in North Wilkesboro Monday, June 26, The morning of the 27th, Dewitt Barnett heads 'em up to Ferguson for camp; the Darby camp will be the evening of Wednesday, the 28th; wagons pull into Triplett Thursday, the 29th; and move into Boone, Friday, June 30.

The Boone camp will be on Blowing Rock Road, same location as last year.

Music, square-dancing and food will be available at each camp.

The parade will be Saturday morning, July 1, in Boone.

Drama Season Starts Horn To Blow First Time Next Friday

Singing On The Mountain To Be Held On Sunday

One of the nation's oldest, most popular religious singing conventions will get underway for the 43rd year Sunday.

The "Singing on the Mountain" again is expected to attract thousands to the gospel festival on MacRae Meadows at the base of Grandfather Mountain.

Pastured Horse Gunshot Victim

A horse belonging to Mrs. Susie Henson of Vilas and Tim Wilson of Boone was shot sometime the weekend of June 10 while it was pastured at Silverstone.

Hunters were reported in the area during that period. The animal, struck by a .22-caliber bullet, is reportedly improving. Wilson had planned to show the horse in nine classes at the Cove Creek Horse Show.

Ira Ayers Injured In Fall From Truck

Mr. I. S. Ayers, prominent retired electrical contractor, was seriously injured Monday afternoon in the driveway of his home. He was in the back of a truck, which moved unexpectedly, throwing him to the concrete pavement.

Mr. Ayers suffered fractures of both arms in the accident. He is a patient at Watauga Hospital.

Republicans Win In Boone

The Republicans Tuesday night were assured control of the city government, when ballots cast by 1,180 registered voters were tallied up at City Hall.

Clyde R. Greene, GOP candidate, won the Mayoral race with 643 votes to 533 cast for incumbent Mayor Wade E. Brown.

Democratic Alderman Hadley M. Wilson was retained on the Board by a vote of 618. Republicans Dr. James B. Graham and Phil H. Vance, Jr., respectively taking 625 and 600 votes, joined him.

Republican Fred M. Gragg tallied 597. Howard Cottrell took 529, and J. C. Goodnight, 579, on the Democratic slate.

Republicans accounted for 490 straight ballots, while Democrats cast 452, and the balance were split tickets.

Official results were given one hour and 15 minutes after the polls closed at 6:30 p.m.

Democrats had been unopposed in city government since 1959.

Would Elect Board Of Education Here

The Board of Education of Watauga County would be elected by popular vote under the terms of a bill introduced last week in the House of Representatives by Representative Mack Isaacs of Newland.

The bill, which is opposed by the local Democratic leadership, provides that present board members continue in office until first Monday in December, 1968, and at general

election in 1968 and biennially thereafter at county general election five members to be elected to County Board of Education. Provides procedure and time for filing for candidacy. No primary election necessary if no more than ten candidates file for membership on said board, but if more than ten file, separate ballot to be provided by County Board of Elec-

(Continued on page two)

Curtain Rise Changed To 8:30 Daylight Time

The "horn of freedom" will peel through the valleys of Daniel Boone Country for the 16th consecutive summer beginning this Friday evening as Horn In The West opens its 1967 season in the Daniel Boone Theater.

Performances of the outdoor drama are scheduled for .56 nights, Mon. through Sat., to Aug. 26. Curtain time is 8:30 p. m. EDT.

A record total of 35,148 persons witnessed the drama of Daniel Boone and the battle for American freedom last summer. A major re-write of the script, necessitated by Daylight Saving Time, is expected to attract large audiences again this season.

Presented in the heart of Daniel Boone Country, the Horn retells the story of the birth of America. For it was in the Southern Appalachians that the hatred of oppression, the love of freedom and private enterprise flowered into an American heritage.

The drama unfolds on three curtainless stages in the 2,500 seat Daniel Boone Theater, highest in Eastern America. At an altitude of 3,333 ft., mountain temperatures are such a refreshing change from the heat of the lowlands that a sweater is comfortable in mid-summer.

Rightfully, Daniel Boone is the hero of Horn In The West. The theater is less than a mile from the spot where historians say Boone once lived. The celebrated frontiersman probably trod the ground where today's actor tells his story. The saga of the lusty spirit of Boone and his colonists, of their determination to be free men, makes an entertaining, entrancing tale.

Although the Horn is an excellent lesson in history, its format contains something to please theater goers of every age. From fiery Cherokee war rituals to blazing recreations of the Battles of Kings Mountain and Alamance, action-packed scenes from the Horn keep audiences on the edge of their seats.

In the many gay moments from the Kermit Hunter drama, frontier folk singers strike traditional tunes and the stages come alive with rollicking square dances. The 16-voice capella chorus is directed by Novie Greene of Orlando, Fla. The dance company is headed by W. H. Williams, Jr. of Harrisburg, N. C.

Authentic costumes, live trees on stage, animals, stars overhead in open skies, and the mountains surrounding the theater complement the Horn's stage action.

Three stage veterans who, together, have logged more than 7,500 hours of performances in the Horn, return to fill this (Continued on page two)



PRESS RALLY PLANNED—Hugh Morton (center), owner of Grandfather Mountain, and J. D. Fitz, secretary of the N. C. Press Association, meet Horn manager Herman Wilcox (left) in Boone to set up a press rally for Friday and Saturday, July 8 and 9. The trio decided to issue invitations to editors within the Association, asking them, or a newspaper representative, to come here the 8th for a showing of Horn in the West and guest appearance of a descendant of Daniel Boone. A picnic will be held in Linville for them the 9th, before they go to McRae Meadows for the annual Highland Games and Gathering of the Scottish Clans. Area motels are co-operating in the promotional venture. After the Friday performance of the drama, a scene will be re-enacted for the benefit of photographers. (Staff photo)