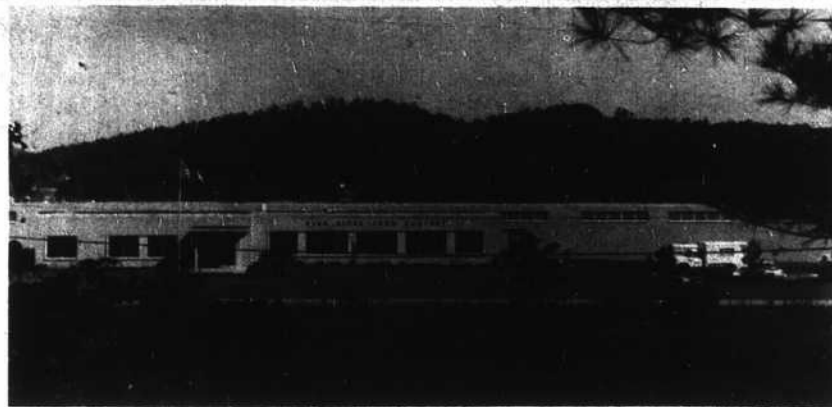


INTERNATIONAL RESISTANCE COMPANY



BLUE RIDGE SHOE COMPANY



SHADOWLINE, INC.



VERMONT AMERICAN CORPORATION

ECHOES OF THE BLUE RIDGE

Miss Rhododendron Loves Horn In West

1967-68 Miss Rhododendron Queen, Miss Ann Elizabeth Bailey, is very busy promoting North Carolina and this area. She has been exceptionally good to us. She loves our drama "Horn in the West" and takes pride in welcoming people to come to see it. Bill Williams, choreographer of Horn in the West, taught her the Fire Hoop dance, her major act in winning her crown. ROVING AM-BASSADOR



MISS RHODODENDRON

Miss Bailey represented our State at the Minneapolis (Minn.) festivities recently, where she received national recognition. On her way back she stopped in Chicago to make several appearances on national television networks, as well as radio. She represented us at the annual Apple Blossom festival at Hendersonville, when Miss Watauga was crowned Apple Blossom Queen.

she represented the United States of America at our nation's pavillion. This invitation came from the program director. This is the first such appearance of a Rhododendron Queen.

TO EXPO-67
Last Saturday, she flew to Montreal, where by invitation, her to not forget our drama and other attractions in this area.

Queen Bailey has appeared on almost all of the State's television stations and many radio stations. Our good friend, O. D. Calhoun, her manager, alerts

GOVERNORS CONFERENCE
Last Sunday, Sept. 10, she was the official hostess to the "Southern Governors Conference" in Asheville at the Grove Park, Inn.

PLANE AND CAR COLLIDE
New Shrewsbury, N.J.—When a single-engine private plane made a crash landing on the Garden State Parkway, it was hit by a car. Police said damage was light to the plane and car and none of the occupants were injured.

NEW YEAR'S, 1968
New Year's, 1968, will find her representing our State in the Tournament of Roses Parade, and attending the world famous Rose Bowl Football Game. While in California she will make several television appearances.

Ford will offer collapsible front on some cars.

Chamber Commerce Brings Boone Four New Industries

(Editor's note: As the Boone Chamber of Commerce reaches the peak in its fall membership drive, the Democrat presents a brief sketch to detail the influence of the Chamber in stabilizing an industrially-based economic level in Watauga

County.)
The industrial committee of the Boone Chamber of Commerce has brought four industrial plants to the area. Industrial Committee Chairman Alfred Adams says that in

choosing the industries that were to set up here, the committee considered corporate attitudes and job opportunities for local people.

A non-profit organization, the industrial committee worked closely with the Department of Conservation and Development in Raleigh in selecting the industries and several means were employed to raise money to effect plant locations here.

Acting as liaison between the industries and the needs of Wataugas, the industrial committee in some cases set about raising a "margin of money" required to attract industry. The "margin" was the difference in what was asked for industrial sites and what the industry was willing to pay.

IRC, INC.
The oldest of the four industries, the International Resistance Company (electronics) started operation on Greenway Road in 1953. The industrial committee subsidized the land for the building by asking for donations from people of Watauga County. The company financed their own building.

SHADOWLINE, INC.
Stemming from the Chamber committee, a corporation known as Watauga Industries was formed to secure a branch of Shadowline, Inc., manufacturers of lingerie.

Watauga Industries constructed the plant facility on Blowing Rock Road and grant-

ed the company an option to buy. Shadowline exercised the option and now owns the building. Watauga Industries had raised money for the construction by issuing stock and gave a mortgage on the property for the remainder. The plant was put into operation in 1957.

BLUE RIDGE SHOE CO.
The Blue Ridge Shoe Company, which began training programs in central Boone before moving into its plant in 1963, was attracted to Watauga County by Watauga Citizens, Inc., another group of local leaders interested in stimulating the economy.

Bonds payable over a 15-year period at 4 per cent interest were sold for establishment of

the Company and the committee subsidized the land on Greenway Road in order to raise necessary funds.

VERMONT AMERICAN
Watauga's newest industry, Vermont American, was brought here by Watauga Developers, an organization also set up the C of C industrial committee. After the State Farm Road site had been chosen and a mortgage obtained on it in order to secure the remainder of the money, the building was leased by the month to the Vermont American Corporation with full payment on the mortgage to be made within a set number of years. The saw manufactory began operation in 1965.

Zionville News

Mr. and Mrs. Edward Wilson accompanied their daughter, Becky, to Greensboro Sunday where she entered U. N. C. for the fall term.

Mr. and Mrs. W. W. Rhymes of Winston-Salem and Washington, D. C. spent Sunday here with Mrs. Rhymes' parents, Mr. and Mrs. Luke Warren. They were accompanied here by Mr. Rhymes' mother from California and his daughter from Richmond, Va.

Among those from here attending homecoming at Pleasant Grove Baptist Church Sunday were Mrs. Everette May, Mrs. Lee Wilson, Mrs. Maggie Norris and Misses Edna and Mildred Thomas.

Mr. Burl Miller remains a patient in Watauga Hospital where he has been for more than a week.

Mr. and Mrs. Bob Greer and Linda have returned to their home in Cleveland, Ohio after spending some time with relatives here. The Greers came especially to meet their granddaughter, little Christina Greer, daughter of Mr. and Mrs. Bill Greer of Boone.

Mr. and Mrs. Otto Main and children and Mr. and Mrs. George Main and family from

Salisbury spent the weekend here with their parents and attended a birthday celebration honoring Otto and George's grandmother, Mrs. Elizabeth Main on Sunday at her home in Trade, Tenn.

Legion Auxiliary Talks Area Meeting

The American Legion Auxiliary Watauga Unit No. 130 met at the Legion Hut Friday Sept. 8. Mrs. Roy Ruffy presided during the business meeting.

Prayer was led by Mrs. Lionel Ward, remembering the sick members, Mrs. G. W. Norris and Mrs. Troy Norris, who are hospitalized.

Plans were made to attend the Fifth Area meeting in Rutherfordton at 10 a. m. Sept. 27. Members who can attend please contact Mrs. Ruffy or Mrs. Ralph West.

A round table discussion on music, which was led by Mrs. O. L. Brown, was enjoyed by all.

A membership drive was launched at the August meeting and members are urged to pay their 1968 dues before Oct. 1.

Refreshments were served to the Auxiliary and Legion members by the hostesses, Mrs. Ralph Greer and Mrs. E. L. Payne.

Last year, over a quarter million owners of other low-price cars were won over to Plymouth. It started a movement, a momentum, a beat.



And the Plymouth win-you-over beat goes on.

This is the 1968 Plymouth Fury. It still looks long and low and wide. Only richer. And much more beautiful. And the beat goes on.

Inside, Fury's options don't have that "added on" look. The Auto-Pilot is on the turn signal lever. Air conditioning outlets are part of the instrument panel. And the beat goes on.

Plymouth Fury has the biggest brakes in its class. And the biggest trunk. It's also the heaviest. And the most solid. And the beat goes on.



This is the 1968 GTX. One in a whole new line of mid-size cars for '68: GTX, Sport Satellite, Belvedere, Road Runner. We've given them all-new styling for '68. And the beat goes on.

We made our 2-door sedans look like hardtops. And we created a new low-cost, high-performance car called the Road Runner. Its horn goes "Beep-Beep!" And the beat goes on.

There are 64 new Plymouths for '68. Full-size, mid-size, sports cars, wagons and compacts. We could build a car a minute for an entire year. And never build two exactly alike. And the beat goes on.



Plymouth CHRYSLER

See your Plymouth Dealer—where the beat goes on.

Brown & Graham Motor Co., Inc. • 832 E. Main St. Boone, North Carolina Franchised Dealer No. 833 Market No. 9559

THIS WEEK'S KEY VALUE

3/25c

Reg. 15c-2/25c

CUPS AND SAUCERS

Stock up on big 9 or 10-oz. cups and 6-in. saucers. Come now while selections are complete.

CREST

Your Dollar Buys More At Your Crest-Bea Franklin Store

it's a good day for buying a home

... A FARM ... OR GOOD BUILDING LOTS FOR ALL YOUR REAL ESTATE NEEDS, CALL ASSOCIATED REAL ESTATE 102 East King Street - Phone 264-2415

WILBUR KUTZ, Realtor
ARNOLD COOPER, Manager
MRS. PEARL BINGHAM, Associate
JACK SIMPSON, Salesman
Nights or Holidays Phone 264-3052
Let Us Show You Some of Our Desirable Listings

- 25-acre farm in Ashe County with 3-bedroom frame house, only \$12,000.
- Duplex, convenient to downtown, one apartment has 4 rooms unfurnished, the other has 3 rooms completely furnished. Large lot goes street to street, plenty of room for another house. Reasonably priced.
- We have several nice building lots near Highland Hall and in the Bamboo section very reasonably priced.
- A very attractive 2-bedroom home on hwy. 105 near Seven Devils, with a spectacular view of Grandfather Mountain. There are 2 fireplaces in this completely furnished home with several additional building lots available with it.
- 56-acre dairy farm. Large barn with silo and some equipment, 3-bedroom brick home. Good pasture and fence and lots of water. Most of this farm can be driven over with a pick-up. An excellent buy at \$22,000.
- 3-bedroom brick home close in on hwy. 105. This home has 1 1/2 baths, a nice fireplace, a full basement, forced air heat and the lot is over an acre in size. A good buy at only \$21,000.
- Large building lot on Poplar Hill with over 300 feet of street frontage.
- 2-bedroom and den rock house partially furnished. This home has 1 1/2 baths, a nice fireplace and is on a large lot within walking distance of Cove Creek School. \$15,750.
- 5 6/10 acres on hwy. 194, 1/2 mile above Big Hill Rd.
- A very nice wooded building lot in one of Boone's better residential areas.
- 3-bedroom, 1 1/2 bath brick veneer home with 1/2 basement; house fully carpeted; located on an acre lot on by-pass 105.
- 2-frame houses, 2 bedrooms each, one house has lifetime aluminum siding, located on a large lot. A good investment. Priced at only \$11,500.
- 3-bedroom home with 1 bath, full basement, and garage. On 100 x 200 ft. lot in Deerfield section.
- 4-bedroom stucco, fully carpeted, plenty of closet space. Automatic washer and dryer, all drapes. Lots of cabinets in kitchen. Located on large lot.
- A restful spot along a beautiful trout stream; 3 acres, plenty of nice trees. Terms to suit buyer.
- 2-bedroom frame house, also 2-bedroom stucco house, located on 105-by-pass near Health Center.
- Very nice 100x150 foot lot in Forest Hills section. A real buy at \$2,500.
- A real nice lot on 105 by-pass near Health Center, size 100 x 250 feet. Priced right.
- 4-bedroom frame house on 100 x 240 foot lot, 6 cherry trees, 8 apple trees, lots of grapes. Good garden spot, plenty of shrubbery. Convenient to downtown. Priced at only \$13,250. Shown by appointment only.