

Health Warnings Have Little Effect

Watauga Countians Spend \$482,000 For Smokes

How much cigarette smoking are residents of Watauga County doing these days?

To what extent, if any, have they been swayed by the health warnings issued during the last few years by the Public Health Service and others?

According to the latest figures, most of them are smoking as much as they ever did. The average rate of consumption in the local area, for those 18 years of age and older, is 187 packs a year.

By way of comparison, the average rate in the rest of the United States is 215 packs and, in the South Atlantic

States, 220.

Despite the many reports to the effect that there is a direct relationship between cigarette smoking and lung cancer, cigarette sales are on the rise.

Nationally, according to a Department of Agriculture report, more than 550 billion cigarettes were smoked in the past year, or about 11 billion more than in 1966.

On a per capita basis, this was equivalent to 4,295 for every person over the age of 18. It was second only to 1963, when the average was 4,345 per person.

In Watauga County, an estimated 2,042,000 packs of cigarettes were smoked in 1967, on the basis of regional statistics released by the Tobacco Tax Council.

The question of smoking has been brought to the fore at this time by a new warning that goes far beyond anything said previously.

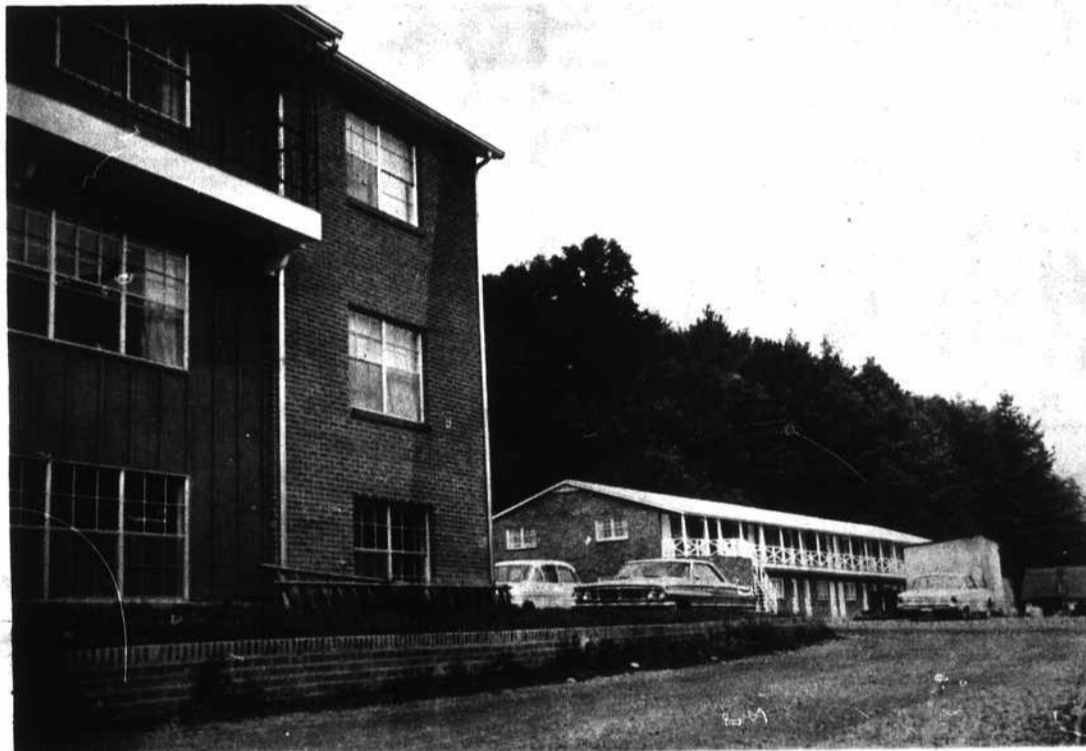
The Public Health Service now claims that there is a direct cause-and-effect link between cigarette smoking and heart disease. It declares that there is strong evidence that heavy smoking contributes to or accelerates the development of coronary heart disease,

the leading cause of death in the United States.

It warns that people in the 25 to 35 age group who smoke more than two packs a day face a shortening of life of about eight years. Even the light smoker can expect an appreciable diminution of his normal life span, it states.

As to the cost of this pleasant pastime, it adds up to a sizeable amount on an annual basis.

Residents of Watauga County spent \$482,000 during the past year for cigarettes, or about \$44 per smoker, it is estimated.



The Appalachian South rental units and shopping center program is going full speed ahead, its present construction only a small part of what is to be. (Staff photo)

Appalachian South, Inc.

Local Community Of Apartments To Cost More Than \$2½ Million

BY RACHEL RIVERS

When the last detail of construction is taken care of, Appalachian South, Inc., will represent an investment of more than \$2½ million.

It will be a community of 10 apartment buildings, 12 town houses, and a shopping center

complex that owner Larry Maher hopes to complete sometime in 1971.

Maher says the property—which borders Faculty Street near the southern tip of Appalachian State University's athletic field, and on which he built the first apartment building—was offered to him three

years ago by realtor John Broyhill.

The apartment-house project started, Maher says, without the intention that it become just one part of a multi-faceted program. Begun in October, 1966, the first unit opened the following May and "We had so many calls" that Maher began comparing supply and demand.

A two and one-half acre tract across the street from the building attracted his interest, but

Frank P. Winkler (brother of Jim Winkler of Boone) also owned 10-acres right behind Appalachian South. Maher recalls Winkler preferred not to divide his holdings for individual sales, so "The top property was bought to get fill for the bottom land across the street." That was in January.

"After some study into the matter, I decided to have a layout made to see what could be done with the upper portion." In doing a feasibility survey, Maher was in touch with the Boone Chamber of Commerce, telephone and power companies and collected the university's projections. Later, he was in touch with Raleigh agencies for additional statistics.

Maher says university officials were of particular help in the plans and needs department, and since the university maintains no facilities for married and graduate students, he thinks primarily of their needs. With 44 units now complete, he counts some 85 per cent of his tenants as university faculty and students.

The next completion level (Continued on page two)

David Watson Slightly Hurt In Accident

Seven-year-old David Thomas Watson received minor injuries when he was the victim of an accident Friday morning about 10 o'clock.

Police Chief Red Lyons of the Boone Police Department reported that the Watson boy, son of Mr. and Mrs. Allie Watson of Deep Gap, was struck by a 1966 Chevrolet driven by Mrs. Ethel Norris of 119 Oak Street. The accident occurred at the intersection of King and Hardin Streets.

Lyons said that the youngster ran into the street and into the side of the Norris automobile as she was making a turn. The boy was taken by ambulance to the Watauga County Hospital emergency room for treatment, but was not admitted. Chief Lyons said no charges were made.

Pre-Entrance Exams Banner Elk Program

Pre-entrance examinations for the Banner Elk Program of Practical Nurse Education are scheduled for 3 o'clock P.M. in the school of nursing August 23. Those interested please contact Irene Blevins at the Charles A. Cannon Memorial Hospital at 896-5412 or 898-2545.

"Ministry Through Evangelism"

3 Forks Association To Have Annual Sessions

46 Churches Have 8,500 Membership

"Ministry Through Evangelism" will be the theme of the Three Forks Baptist Association's 128th Annual Session Tuesday and Wednesday, Aug. 27 and 28.

Representatives of the 46 Baptist churches in the Three Forks Association, which has a total membership of over 8,500 members, will meet Tuesday with the Rutherford Church and Wednesday with the Beech Valley Church. The Rev. Herbert McCoy and the Rev. Gene Sherwood are pastors of the respective churches.

The opening meeting will begin at 9 a.m. with a hymn and a devotional message by the Rev. J. E. Crump, pastor of the Brushy Fork Church. After roll call will be brief reports from treasurer Jerry Adams, executive committee reports by the Rev. George Hyler of First Baptist Church, Blowing Rock, finance committee report by the Rev. J. Boyce Brooks of First Church Boone, Baptist Hospital report by Mrs. Harry Vance and associational missions by Donald Wilson, associational missionary.

Reports on state, home and foreign missions will be given by the Rev. Marvin Saunders of Middle Fork Church and Rev. Harold King of Pleasant Grove and Mrs. Blanch Perry. These will be followed by a message on missions by W. M. Paul, a representative from the North Carolina State Convention.

Marshall Hargrave, minister of education at First Baptist Church, Boone, will bring a

(continued on page two)



Does one wedding prompt another? Widow Howard, played by Carrie Curtis, thinks so after catching the bride's bouquet in one of Horn in the West's second-act scenes. But Preacher Sims, portrayed by Charles Elledge, has other thoughts. At left is Martha Stuart, played by Mrs. Dottie Beasley.

Horn Curtain Drops Saturday

The 17th season of Horn In The West, described by countless spectators as the "best ever" from a production standpoint, will draw to a close Saturday night.

The dazzling outdoor drama

spectacle had drawn 25,001 paid admissions for 44 performances through Sunday. The nightly 1968 average stood at 581, compared to the 497 per-show average of last summer.

The current version of Horn

In The West, playing only 49 dates this year as compared to 55 in 1967, has been praised as the best in the drama's history by many persons who have seen the drama several times since its birth in 1952.

Northwestern Bank Will Open New Office Monday

The Northwestern Bank's Southside Office will open for business, Monday, Aug. 26, in its new building at the corner of Highway 105 and Faculty Street.

Registration will be conducted for a drawing the following

Saturday. Children accompanied by adults may register for a camping tent. Other prizes will be a power mower, rotisserie and grill, a \$25 savings account and 10 transistor radios.

Favors to be given away will be garden gloves for adults

and checker sets and coloring books for the youngsters.

The formal opening will be double-barreled in that the Boone Chamber of Commerce also will have an office in the building. The move from its location at the intersection of Hardin and East King will begin Saturday.

Southside is the third building. (continued on page two)

"Children May Be Slaves"

ASU Graduates Are Told

Lieutenant Governor candidate H. P. "Pat" Taylor Jr., speaking at Appalachian State University's summer commencement exercises Saturday morning, warned the 477 graduates that "there is an excellent chance that your children will be slaves."

In citing government's past failures in the field of education, the veteran Wadesboro legislator stressed that "certain ideals must be met or democracy will not last because it leaves too much to the individual.

"We need to develop an integrity which will cause us to do those things which we are not required to do by our system of government," said Taylor, former Speaker of the N. C. House of Representatives.

"The United States educational system has not met its responsibility in teaching young people to become involved in the government of this nation," he continued. "It has failed to create incentive, to use imagination, and to provide for a sufficient quantity of quality teachers.

"Long summer vacations re-

sult in much wasted time for both teachers and students," he pointed out.

After Taylor's address, ASU President Dr. W. H. Plemmons conferred Master of Arts degrees upon 291 students, Bachelor of Arts degrees upon 19, Bachelor of Science degrees upon 163 and advanced certificates in school administration to four others.

AF Recruiter Transferred

Local Air Force Recruiting Sgt. Dave Johnson has been promoted to the rank of Master Sergeant and transferred to Keesler AFB, Miss.

Sgt. Johnson has been assigned to the Hickory Recruiting office for five years and is well known in Watauga County.

He has established a fine record as a recruiter, was top recruiter of the year in 1964 and was chosen Air Force Recruiting Service outstanding airman of the year in 1967. This is his second promotion during the local assignment.

Democrat Again Featured In National Publication

The Watauga Democrat was again featured in the April 10 edition of the Publishers Auxiliary, national newspaper trade publication, the most widely-read periodical of its kind in the country.

The feature, which carried a reproduction of a recent front page of the local newspaper, carried some comments by Editor Rob Rivers on the conversion of the Democrat to web offset production, it being the first non-daily in the entire northwestern region of the State to adopt the modern process. At the same time the Auxiliary called attention to the fact that the Democrat has won 14 State Press Association awards in 3 years, eight of them being firsts, with two firsts and one third in the coveted General Excellence category, and three straight firsts in typography.

Editor Rivers points out that the Auxiliary carried two articles on the Democrat in 1966, one a full-blown feature on the typographical excellence of the local journal with three page 1 reproductions. The other one featured Rivers as the Editor of the Week and gave his reflections on a lifetime of newspapering.

The Publishers Auxiliary is the bible of the non-daily newspaper industry, is the organ of the National Newspaper Association and covers the full list of the more than 9,000 non-dailies, with a total circulation in the industry of 13,000.