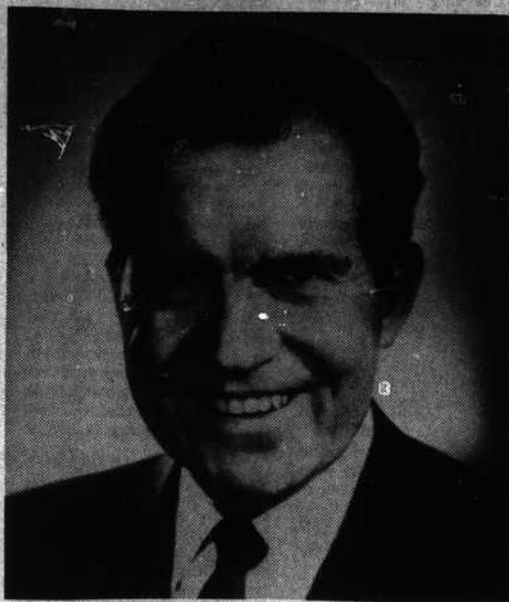


BOONE WEATHER			
1968	Hi	Lo	Snow Prc.
Jan. 14	35	16	30
Jan. 15	48	13	31
Jan. 16	47	18	35
Jan. 17	52	26	48
Jan. 18	49	36	52
Jan. 19	50	42	44
Jan. 20	43	29	45



NEW PRESIDENT—Richard M. Nixon, the 37th President of the United States who took office Monday with the traditional pomp and ceremony, pledging "to consecrate my office, my energies and all the wisdom I can summon, to the cause of peace among nations" and the "healing of strident divisions among the American people."



Gov. Bob Scott Thursday made presentations to winners in the North Carolina Press Association's contest. Mrs. Rob Rivers here accepts the first place plaque in the general excellence division as the N. C. Press Institute met in Chapel Hill.

Watauga Democrat Tops In "General Excellence"

The Watauga Democrat again was a major winner in the 1968 contests of the North Carolina Press Association, at the Association's mid-winter institute last week.

The Democrat took two first place awards and one second in the weekly division at a banquet held at UNC in Chapel Hill Thursday night. Governor Scott spoke at the banquet and presented the awards to members of the Democrat staff.

The Boone newspaper again won the coveted first place award in the General Excellence category, having placed in this category for four years—three firsts and a third.

Ralph Tugman, head of the Democrat's advertising department took first place in advertising, a repeat of his 1967 performance and his third time in four years to place in this category.

Rachel Rivers, Managing Editor of the Democrat took a second in the best spot news category.

In the General Excellence category, in which the judges try to assess the over all quality of a newspaper, the judges said:

"The Democrat has a consistent clean, attractive and newsy page 1, well illustrated with local pictures and we find the same attractive balanced layout inside as well. We like the detail of coverage which provides the reader with full information without obvious excess verbiage."

Of Mr. Tugman's prize-winning advertisement the judges said:

"Timeliness, initiative and originality coupled with pleasing layout and a hard sell message make the Watauga Savings & Loan Assn. ad submitted by the Watauga Democrat particularly outstanding and in the opinion of the judges outdistanced the other entries."

Of Rachel Rivers' spot news story, the judges had this comment:

"In a quiet neighborhood in Boone, evidence accumulated that thirty pet dogs had been poisoned with strychnine. That was tragedy enough, but Rachel Rivers felt it imperative in her news story in the Watauga Democrat to point out that the lives of children were in danger also. Her low key reporting of the terror potential provides total awareness, and with well selected quotes suggests solutions. Here is a calm report which resists hysteria."

Publisher Rob Rivers, Editors Jean L. Rivers and Rachel Rivers and Advertising Manager, Ralph Tugman attended the institute.

Publisher Rivers had this to say:

"We are of course grateful for our continued good showings in the State contests and the fact that members of the working press from other States view the Democrat favorably. The credit for the accomplishments of the newspaper is not due solely to the ownership, but rather to the dedicated efforts of every person employed at the Democrat. A harder working, more loyal and more conscientious group couldn't be found. To them goes the credit and to the business people and all the citizens of the county and area whose splendid co-operation has enabled the Democrat to expand its processes and services."

3,000 Lots Sold, 150 Homes Built

Fantastic Beech Mountain Resort Is Viewed By Press

At Least 4,000 Houses Will Be Built In Area

BY RACHEL RIVERS

When members of the press were welcomed to Beech Mountain 24 months ago, access was by four-wheel drive vehicles climbing an old sawmill road—or by sturdy horse, if one were the wayfaring sort.

Saturday, newsmen and women were motor coached to the summit over a paved road that is wearing out under the strain of multi-thousands of cars and dozens of trucks bearing steel and other building supplies.

In six months, 150 of a projected 4,000 homes, have been built on Beech Mountain. No one knows exactly how many homes eventually will rest on the peak shared by Watauga and Avery counties.

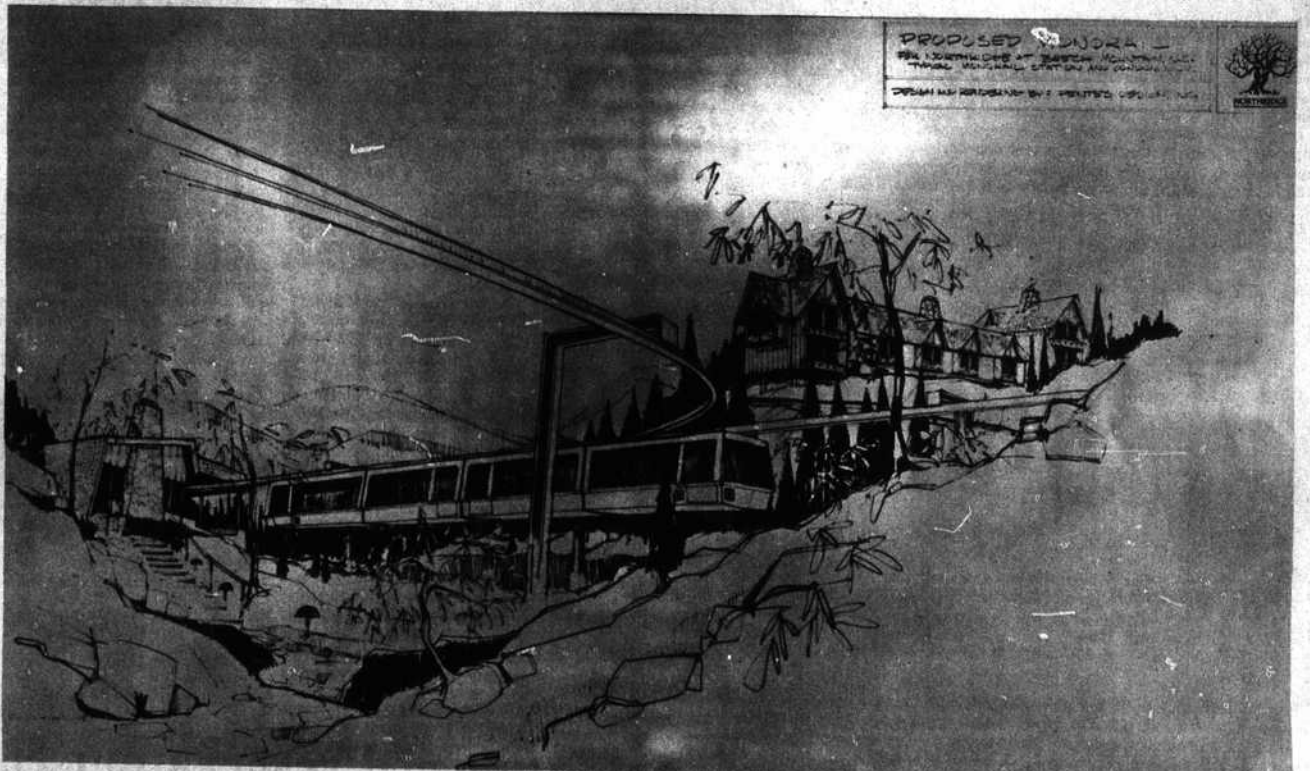
Summertime traffic will be provided when nine holes of the 18-hole Grassy Gap Golf Course open this season. GG is the first of four golf courses that Carolina Caribbean Corporation will provide. Also, riding stables are ready for warm weather use.

The resort is growing so fast that a news release prepared for distribution Saturday ran slightly behind an announcement that day that 3,000 Beech Mountain lots had been sold and the \$7,500,000 mark in land sales had just been passed. Other astounding facts are that:

The rapid growth of the complex is expected to result in an inter-resort roads and utilities commission, according to Bill Arnett, vice president and head of operations, Beech Mountain has its own snow removal operation, has provided a supply of fire wood, plans cable tv for residents, will bus children to school.

Twenty-four months ago, Carolina Caribbean had three on the payroll. Now they have 228 employees and the 10 construction companies working for Beech Mountain land owners

(Continued on page two)



The five coaches of the \$3.5 million silent monorail at Beech Mountain will serve the resort's residential, golf, ski and expanded village areas. Arrow Development Company of California says they will require 18 months to two years to design and build the system. This artist's sketch of the typical monorail station and

condominium was done under supervision of Carolina Caribbean personnel. As the nation's first community monorail system, it will serve the highest ski complex in the eastern United States.

First Of Kind In United States Monorail To Ease Beech Travel

Carolina Caribbean Corporation again has turned the national limelight on its Beech Mountain development.

At a Beech Tree Inn press conference held Saturday, the Robbins Brothers announced the nation's first community monorail system, a \$3.5 million segment of the \$6 million building and planning program.

"We have decided to stop proliferating the land with home-building," Grove Robbins Jr. said, "and to draw the

housing closer into an expanding village complex in order to preserve the character of Beech Mountain, its wild areas and the kind of atmosphere our property owners deserve."

Arrow Development Company of Mountainview, Calif., expects to be two years in the designing and building of the monorail, part of the overall expansion-development of cluster houses around the ski and golf areas.

The two-route monorail system will provide five coaches

each with a capacity of 30 persons. The first route will connect the village to the cluster and condominium areas of the skiways, sweep near residential Charter Hills and pass through other stations near a service center and parking lots on its way back to the village.

The other route will reach into the Grassy Gap golf course sector close to another residential area and serve exclusive condominiums.

The routes will cover some

three and a half miles in about 15 minutes.

Grover Robbins explained "This concept, together with the quick and quiet suspended monorail, will bring more people nearer the places they want to be, reduce the problem of traffic and cluttering the primary areas with cars and make more attractive the incorporation of private homes into our hotel system when owners are not occupying them."

The expansion of Beech Tree

Village includes five buildings of Alpine architecture which will lodge 200 to 300 hotel guests, house a theater, health salon and 30 or more shops and include restaurants offering different cuisines. Harry Robbins said that overnight accommodations could be ready on the Beech by next ski season.

Also proposed are a plaza for ice-skating and a year-round swimming pool. An area removal-

(Continued on page two)

Snow Carnival Has Good Ski Conditions, Despite Rain



SNOW-GOING TELIO—On the first day of the North Carolina Snow Carnival, perhaps no one was more anxious to polish ski skills than these attractive children of Mr. and Mrs. Ivan Gottlieb of Seven Devils Resort. Dark-haired Kristy will be five this week; parky Carol will have her sixth birthday in just a few days; and Jon is an eight-year-old who already has plenty of ski-ability. (Staff photo)

The first North Carolina Snow Carnival met with dismal weather, but according to Carnival Director Robert Bingham, the poor weather served to play up the importance of the snow-making machine.

In terms of a mid-winter ski celebration, it should have been clear and crispy cold and a mild touch of snow wouldn't have hurt. But it was overcast and unseasonably warm with a threat of rain that came true.

Bingham said slope conditions were fine Friday and Saturday at all four lodges. On Sunday, however, only Seven Devils where former U. S. Olympic star Rip McManus tried out N. C. Skiing and Appalachian Ski Mountain in Blowing Rock remained open.

At a meeting Tuesday night, resort representatives and Boone Chamber of Commerce committeemen were to tabulate the overall cost of the Carnival. An unofficial estimate Friday was \$5,500.

Bingham said 30 to 35 members of the press, radio and tv stations came to Watauga and Avery counties for the Friday through Sunday festivities. He also said coverage was given in Tennessee and Virginia as well as the Carolinas. United Press International was represented here and releases were sent

directly to the large newspapers throughout the Southeast.

As to increased trade in Boone Bingham said businessmen reported a marked increase Friday. Next year, the Carnival will be a Monday through Sunday affair and Bingham feels the extra days will add much volume to business in town.

The second edition of the promotion may be called the Snow Carnival of the South, he added.



HARRY ROBBINS, executive vice president, secretary and assistant treasurer of the main-land-island complex . . .



GROVER ROBBINS JR., president of Carolina Caribbean Corporation . . .

No New Telephone Number Available Here; 25 Wait

What, no numbers?

That's the word from the local telephone office and area manager Ben Leazer. There simply aren't any available telephone numbers in Boone. "Numbers" refer to the equipment hookup in the central office.

"It's the first time in my career I've worked in an area where this has happened," said Leazer. He said that Boone is just growing faster than Southern Bell has expected.

According to Leazer, workers are now trying to get 100 new numbers open as soon as possible. This is part of a 500-number expansion planned for Boone and scheduled for completion in March. This would give Boone 4,200 main stations.

Leazer cited the 20-year growth in the Boone area saying that there were 501 phones in Boone in 1947 compared to 5,597 this past December. "This represents better than 10-fold growth," he said.

At Christmas time the local

office began a waiting list which now has grown to 25. The Boone office said that it might be at least three weeks before phone service could be installed.

Leazer said he was glad to work in "such a growing area. You can't knock it."

Addition

The name of Stacy C. Eggers III of Boone was inadvertently left off the list of students who achieved Dean's List honors for fall quarter academic work at Appalachian State University.