

"How's Business" And 2 Years Later A F I Opens

During November of 1963, Percy B. Ferebee, Mayor of Andrews, asked an old friend at Cherokee Furniture Company in Bryson City, "How's Business?"

Two years and a lot of hard work have passed but the dreams of many have been fulfilled. The multimillion dollar plant of Andrews Furniture Industries Inc. opened this week for limited production.

The reply to Mayor Ferebee's question, "How's Business?" was, "Too good, we can't make enough furniture for the demand."

"Then why don't you build another factory?" asked Ferebee. "Say! How about putting one up on the old core plant site in Andrews I once showed you?"

Between old friends, it made no difference that the core plant had ceased operations 25 years before. Mayor Ferebee spoke of local money that could be invested such as the bank's and the Andrews townspeople.

Of course, any such new factory would attract a large number of skilled men. So he talked of Andrews' new high school, hospital, sewage disposal plant, its reputedly perfect water and its quiet, conscientious, friendly people.

The self-appointed salesman of Andrews for a factory site went home and made his promises good. He sparked the formation of the Andrews Development Corporation, born only a month after Ferebee's chance question on the telephone.

A consortium of Andrews merchants could see the benefit to the town's economy of a large industrial plant. The corporation raised a substantial fund for the proposed Andrews Furniture Industries Inc. and bought 57 acres of level land along the Southern Railway line behind the District Memorial Hospital.

"By the spring of 1964, just four months after our corporation was formed," says its treasurer, Lee Nichols, Jr., "we thought we had the whole thing sewed up. Little did we know."

It took exactly one more year; twelve months of patient knitting, persuading, proving and re-proving, to put the five pieces of the puzzle together; the Waynewood Inc. interests, Andrews Development Cor-

poration, Citizens Bank & Trust Company, the Area Redevelopment Administration in Washington and the Small Business Administration in Richmond, Virginia.

"I must have made hundreds of long-distance phone calls," says Mayor Ferebee, "along with three trips to Washington and about as many to Richmond. I know it couldn't have been done without the high level help of Congressman Roy Taylor."

For weeks legalities, bureaucratic procedures and necessary red tape prolonged construction commitments.

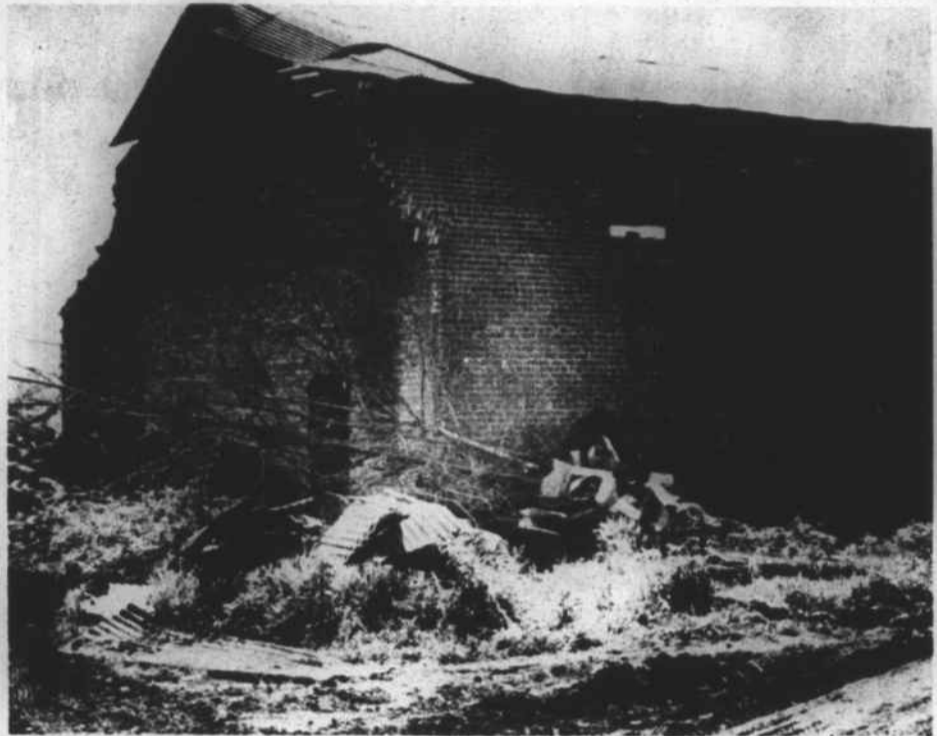
During the last week of May, the logjam broke. ARA and SBA suddenly signed, releasing funds to Andrews Furniture Industries Inc. Then the members of the Andrews Development Corporation signed over their 57 acres by the railroad.

A "Multimillion Dollar Bet" on a town and its people is off and running.

Only 24 months ago it all began with that old well-wishing cliché question, "How's Business?"



Percy B. Ferebee



Old Core Plant

FORTY SEVEN YEARS AGO, on the site of the new Andrews plant, another building stood. It was called the Core Plant, and they manufactured cabinets for a small company known as the Victor Talking Machine Company. Today this company is better known as RCA Victor.

From Radios To Organs, Magnavox Demonstrates Technological Leadership

The first big-picture, no tube television instruments were recently introduced by The Magnavox Company, which three years ago pioneered the adaptation of space communication technology for public use when it introduced the first solid state radio/phonograph consoles.

"Magnavox has again demonstrated technological leadership by being the first in the industry to develop and market BIG PICTURE TV, using the most advanced solid state techniques to replace tubes," George H. Fezell, Vice President, Sales, Consumer Products, said.

Solid state models shown were 27" - the biggest screen in television - as well as 24" consoles and combinations, and 19" models.

Magnavox exhibited at the NAMM Music Show in Chicago, a new line of home entertainment products which demonstrate further technological and marketing advancements in the electronic industry.

"These significant technological advancements show the rapid development of solid state applications in the replacement of the relatively inefficient vacuum tubes in home entertainment products. Vacuum tubes, which have been the very basis of the radio industry for more than 40 years, are being obsoleted rapidly," Fezell stated.

In 1962 Magnavox introduced the then revolutionary stereo high fidelity instruments replacing tubes with solid state components. These were labeled Astro-Sonic Stereo High Fidelity as these techniques stemmed from space-science where the new solid state techniques were originally applied.

The solid state television instruments have 22 transistors in place of tubes. These solid devices with no tube elements have instant warm-up and require one-third the power used by tubes. "Normal life is many times that of tube equipment," Fezell added.

He also pointed out that while the solid state models are slightly higher in price, the many advantages, including a savings in power consumption and lower service costs, repay this difference in a relatively short time.

Solid state TV models are priced from \$189.50 to \$298.50 for the largest 27" console.

In 1962, the first Astro-Sonic Stereo High Fidelity models ranged in price from \$500 to \$800, but with continued advancement in this technology the company introduced lower priced models each year. In 1964, the starting prices were as low as \$299.50 for models ten times as efficient as comparable tube sets. In the company's new 1966 stereo high fidelity line, all tube models have been replaced with solid state counterparts. Thus completely obsoleting tube phonograph and tube high fidelity radio phonograph combinations. Solid state prices now range from \$75.00 (for portable phonographs) to \$850.00 for Imperial models which feature unique total remote control through which stations can be selected, records rejected, and volume controlled, as well as complete control of other functions from the convenience of an easy chair.

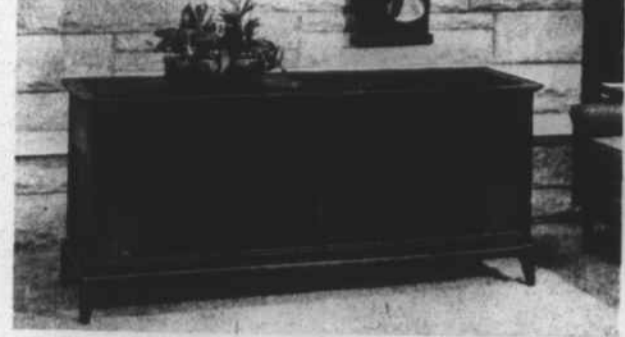
New color television models with many exclusive features, producing superior picture quality, were also introduced. Most 1966 Magnavox color models include the exclusive automatic color feature which assures optimum picture quality by eliminating the critical and difficult manual adjustments required on conventional receivers, Fezell said. Inaccurately tuned channels degrade picture quality. The new line features Chromatone - electronic circuitry which provides depth to color pictures and warm sepia tones to monochrome - and, QUICK ON - which eliminates the bothersome wait for picture to appear.

Color models in 21", 23", and 25" sizes were shown. These models include all the currently available color tube sizes in the industry.

The entire Magnavox line of consumer products is price reduced as a result of the excise tax and in most cases the reductions passed on to the consumer amount to substantially more than the excise tax elimination, Fezell stated. Reductions in some cases amount to as much as \$200.



The Magnavox Carnival, solid state clock radio



The Magnavox Hallvard...Danish Modern in natural walnut



The Magnavox Flamenco 24...Mediterranean in Pecan finish



The Magnavox Astro-Sonic Organ...Theater Spinet

WE PROUDLY JOIN THE . . .

SALUTE TO ANDREWS FURNITURE INDUSTRIES, INC.

We Are Very Proud Andrews Furniture Industries, Inc. Located Here.

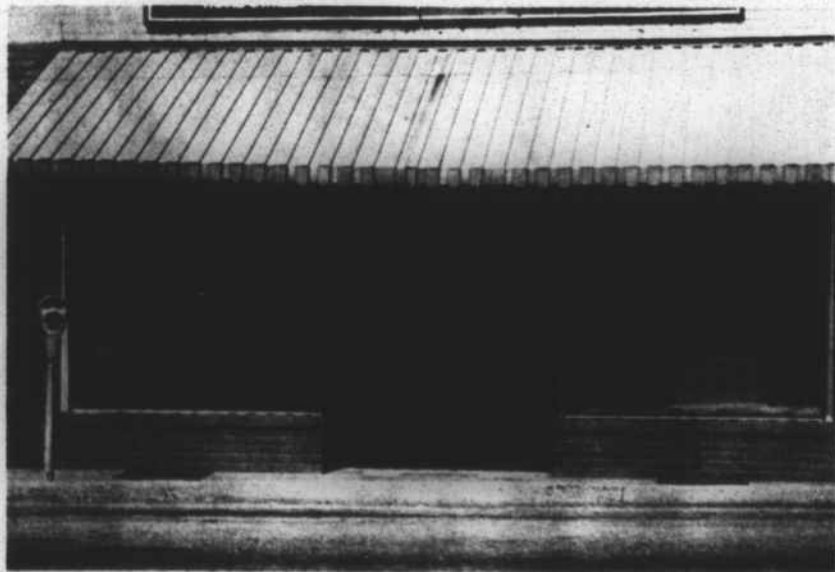
We Take Genuine Pleasure In Saluting You, And May We Add, As A Merchant, We Look

Forward With You To The Growth Years Ahead

Your Growth & Success Will Be In The Best American Tradition.

Your Achievements Will Make A Major Contribution To The Progress Of Our Area.

They Constitute A Bright Chapter In The Industrial Life Of The Nation.



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Khouri's of Andrews - Your Family Department Store

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