

We Welcome
 The Black Mountain News
 To our
COMMUNITY
 The
Potter Feed And Fertilizer Co.
 Black Mountain N.C.



AMERICAN HEROES
 by WOODY COWAN



PARACHUTE Infantry Sgt. Ray E. Eubanks, La Grange, N. C., awarded a Medal of Honor posthumously, died after clubbing to death 4 Japs with his rifle in a machine gun and mortar nest. Going to the relief of a platoon isolated by the enemy in Dutch New Guinea, he crawled to the Nips' position, was wounded and his rifle crippled, but charged in, swinging. After a shot dropped Eubanks, his squad killed 45 and effected the relief. War Bonds help equip such heroes. U. S. Treasury Department

NOTICE TO MERCHANTS—
 From just any old Salesman
 To my customers:

Due to my independent position as a salesman, I have decided to show my line at a time best suited to my convenience. At the moment it pleases me to permit you to view merchandise on Tuesdays between the hours of 2:00 and 4:00 P.M. This will allow me to extend my week ends without interruption and also to permit me to devote my morning to rest and recreation.

NOTE:— The above regulations apply only during the National Emergency. After the war I'll be around begging you for your business as usual.
 Signed: Any Salesman

The most successful dairymen — keep good cows only, feed them well, and manage them properly. Their cows are housed in stables work, dry and well ventilated, and easily kept clean. Because profitable cows must be comfortable cows, all dairy operations must be planned with due regard to their comfort. The constantly increasing demand for high quality in dairy products calls for more and more attention to cleanliness and sanitation on the dairy farm. For this reason, as well as to avoid losses, diseases among the cows must be guarded against. Efficient management requires that breeding and production records be kept. Careful and continuous attention must be given to various details in order that expenses may be kept down.

EVEN TREES IN MONTREAT HAVE SACRED TOUCH

John C. Cork and family are spending the summer months at "Cork Cottage" in Montreat.

Mr. Cook was in the News office this morning with a cut from a poplar tree he had cut down in his yard at his home.

The tree was about eight and one half inches in diameter and has a perfect cross in the center, a natural formation. The cross is jet black against the white poplar wood, makes it really a freak of nature.

A section of the tree can be seen at the office of the Black Mountain News.

Add corn syrup to sugar and your homecanned fruit will score high in texture, flavor, color, and general appearances.

SAVE all your scrap paper for the war effort.

Albert Martin Completes 65 Day Furlough

Staff Sgt. Albert R. Martin has just completed a two months leave and has left for the re-distribution station at Miami Beach Fla. where he will be located until his discharge. Sgt. Martin served in the European theatre and was taken prisoner Dec 19th of this year and later released by allied forces. He wears the purple heart and has two stars which tells of his major engagements. The Sgt. received part of his boot training at Camp Atterbury Ind. and during his stay at the camp he met his wife the formerly Miss Martha Bullock of Indianapolis which is only a short distance from the military reservation. He has expressed his desire to live and make their home in Swannanoa after his discharge. His address is Staff Sgt. Albert Martin Co. B 6th B.N. Convalescent Hospital Camp Burton N. C.

BLACK MOUNTAIN AND SWANNAOIA LIONS ROAR

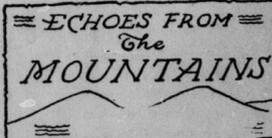
The Lions Club of Black Mountain and Swannanoa were hosts to a mighty fine bunch of Lions recently from almost everywhere, — from the mountains, from the valleys and cities from all around.

Herb Sanders was out in the front row with his monthly reports for the whole year. Herb believes in doing things up right— each report was sent in within five days after the last club meeting of each month.

The Lions Club is now frozen to an active membership of fifty members, and are most certainly an up-and-at-em bunch of Lions.

It is wonderful what a few good men under the name of Lions Club can mean to the community. By sponsoring various things for the welfare of Black Mountain and Swannanoa people, it should have due credit.

Many things here-to-fore that the Lions Club have done has gone unnoticed as they only had a mouth-to-ear method of letting people know what they were doing. BUT from now on, bet your money on the Black Mountain News that you will get a welcome hand in any and all activities that you may be engaged in, in the future. In their last bulletin, the Lions gave us a good boost, may we in the future deserve this confidence. We will assure you that we will not betray it.



By H. GRADY HARDIN

Until powerful machines were developed only a few years ago, building roads in these mountains was a tedious and difficult job. With a little powder, many men and picks mules and pans roads that wound around the cove finally reached the nearest gap. The super highways of to-day are quite different. With huge machines that have unlimited power nothing is too great an obstacle to move. The valleys are filled and the mountains are lowered until the highway now becomes the shortest distance between two points. In 1920 the road from Black Mountain to Asheville was a great compromise with the "lay of the land". Tomorrow it will be a transformation of the land.

A better community and world will come when we develop the power of character in proportion to the development in the machines. Human relationship have been built by a compromise with existing orders so long that the highways to a better order hug the valleys of our selfish desires and cling precariously to the cliffs of wreckless chance. When we have learned the art of using the power of high purpose, a broad love, and a deep devotion, we will have learned to build roads for better human relationships that transform the land.

The prophet Isaiah said this magnificent when he said: "Prepare ye the way of the Lord, make straight a highway for our God. Every valley shall be exalted, and every mountain and hill shall be made low: and the crooked shall be made straight, and the rough places plain: And the glory of the Lord shall be revealed". (Isaiah 40: 3,5)

Morgan Manufacturing Co.

ASHEVILLE, N. C.

And

BLACK MOUNTAIN, N. C.

Dougherty Heights Inn To Be Open All Winter

Dougherty Heights Inn, located on the corner of Dougherty and Connally Streets will be open all winter. Work is progressing rapidly with the installation of a modern heating system.

Heretofore, the Inn has been operated primarily as a summer hotel, but the demand for rooms has been so great; that priority was granted Mr. and Mrs. Tyson, owners of Dougherty Heights, to install heat in an effort to relieve the housing congestion experienced generally throughout this section.

The Inn expects to accommodate a number of service wives and personnel of Moore General Hospital during the fall and winter months.

The present guest list at Dougherty Heights is as follows: Mr.

W. A. Smith, Mrs. J. C. S. O'Leary and Mrs. W. I. Easterlin, Walter-MacGlashon, Datona Beach, Fla.; Miss Emily Kennedy, St. Augustine, Fla.; Mrs. Myra Taylor, Gainesville, Fla.; Mr. W. E. Skenck, Charlotte, N. C.; Mr. F. L. Douthat, Danville, Va.; Miss Alice Carpenter, Orlando, Fla.; Miss Charlotte Williams, Orlando, Fla.; Mr. Mrs. W. D. Gavin, Jacksonville, Fla.; Mrs. Arthur Green, New York City; Mrs. Charles Dunbar, Washington, D. C.; Mrs. Lynda Belle Pearce, Bartow, Fla.; Mrs. D. H. Mays, Sr., Monticello, Fla.; Mr. Parkhill Mays, Sr., Monticello, Fla.; Parkhill Mays, Jr., Monticello, Fla.; Miss Elizabeth Mays, Monticello, Fla.; Miss Lizzie Mays, Atlanta, Ga.; Mrs. E. H. Ware, Eastman, Ga.; Mrs. W. E. Burch, Eastman, Ga.; Mr. E. L. Adams, Lakeland, Fla.; Mr. J. Tom Smith, Lakeland, Fla.; Mrs. Annie Wallace, Charlotte, N. C.; Miss Sara Wallace, Charlotte, N. C.; Mrs. Richard Weller, Thurmont, Md.; Mrs. Frank Grayam, Tampa, Fla.; Lt. and Mrs. John Holmes, Atlanta, Ga.; Mrs. Eva Burch, Charlotte, N. C.; Miss Anne Estelle Heaslett, Birmingham, Ala.; Mrs. B. H. Thurman, New York City; Mrs. A. A. Lovell, St. Petersburg, Fla.; Mrs. Julia B. Walker, St. Petersburg, Fla.; Mrs. Wm. Whitehead, Evanston, Ill.; Mrs. F. M. Lively, Tampa, Fla.; Admiral and Mrs. Bassett, Jacksonville, Fla.; Mrs. Rosalie Ames, Lakeland, Fla.; Mrs. Abbie Dana Hodges, Lakeland, Fla.; Miss Lillian McGahey, Miami, Fla.; Mrs. Charles E. Bearden, Coral Gables, Fla.; Miss Gertrude Miller, Richmond, Va.; Mrs. W. P. Smith, Louisville, Ky.; Dr. and Mrs. McKee Adams, Louisville, Ky.; Mrs. Wynifred Wolfe, St. Petersburg, Fla.; Mrs. H. K. Wilkey, Atlanta, Ga. Pfc. and Mrs. Robert Fennell, Cleveland, Ohio.

APPETIZERS

Appetizer salads are probably the most versatile of salads. Besides their ability to shine as an admirable first course for a hearty dinner, they are ideal for tea, bridge and porch parties.

A small serving is the first rule for such a salad. Color, arrangement, shape and texture all enter into the picture. And of course ingredients should be well chilled, the dressing piquant. The other foods that are being served, the occasion and the season will determine whether a fruit, raw vegetable, or fish salad is to be featured.

Another popular idea is to line up the "makings"— letting your family or guests choose their own food favorites in concocting a salad to their liking.

Uncle Sam asks that 900,000 more sows be bred to farrow this fall than last year. The national fall pig production goal is 37 million.

A builder's journal tells us the Saturday Evening Post will add another story after the war.

OUR FAMOUS SOUTHERN RECEIPES

LEMON ICE CREAM PIE

Whip until stiff one large can of thoroughly chilled evaporated milk. To this add one half cup of sugar and the juice and grated yellow rind of two lemons. Beat rapidly until congealed and place at once into ice pans which have been lined with Graham crackers. Sprinkle top with a few cracker crumbs and place in freezing unit until frozen. This makes a delicious as well as an inexpensive dessert. It is also very good for children and invalids.

Mrs. R. W. Seawright.

PLEASE NOTE

We would like to state here that we will print any recipes that you send us and we will you credit for writing them. So please send your recipes to us for publication.

BUY ALL THE BONDS YOU CAN KEEP ALL THE BONDS YOU BUY

— Landlord Not Making Repairs —

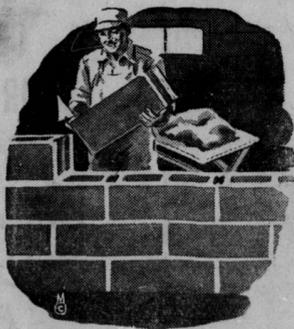
Daniel Webster was one day calling on ex-President John Adams who, was falling rapidly in health, as they were talking on topics of the day, a friend came and ask the aged man how he was feeling. — Adams replied: "As a matter of fact I inhabit a week, frail and decayed tenement, battered by the winds and broken in upon by the storms and, from all appearances, the landlord does not intend to make repairs.

Get the Tire that gives you the most. Get Goodyear. Get them from our Goodyear Store.

McMurray Chevrolet Co.
 Phone 3141

The laundry is one of the hardest-hit consumer services under the War Emergency. We are still doing our best to give you the puality work and service that we can under the present conditions
 Key City Laundry and French Broad Cleaners

GULF
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 Official Tire Inspection Goodrich Tires
 Accessories of all kinds
 PHONE 4721
STEPS! GULF SERVICE



CRUSHED STONE WASHED SAND DUNBRIK
GROVE STONE & SAND CO.
 J. G. NORTHCOTT, Manager
 Phones: Black Mountain Day 2731 - Night 3841
 SWANNAOIA, N. C.