

The Black Mountain News

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SUBSCRIPTION RATES

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This Week's EDITORIAL

The Black Mountain merchants, searching for ways by which the thousands of local shoppers may be made "shop your home stores first" conscious, are making plans for an aggressive and continuous campaign designed to keep the local money at home. Although plans are still incomplete, many have already signified their interest and intention to co-operate.

The "shop your home stores first" drive is not a new idea. Throughout the western part of the state the small towns as well as the larger ones offer various inducements for the local shopper. But the idea is the same—promote buying and stimulate trade.

Situated as it is at the head of the Swannanoa Valley—rich in industry and tourist trade—Black Mountain has an opportunity to enjoy prosperity the year around instead of a few months during the summer. The payrolls from Beacon Manufacturing company, Sayles Bleacheries, Morgan Manufacturing company, Black Mountain Hosiery Mill, Oteen and Moore VA hospitals, are more than enough to keep the town humming throughout the year. If we fail to attract the trade, it may be that we have not concentrated on enough winter business but have been content to coast from September to June.

There is no doubt that the business is here. A market is people, and the thousands who live between the tunnel and Ridgecrest don't go to Florida when the first frost falls. They stay right here and spend hundreds of thousands of dollars each year for food, clothing, appliances, furniture, and hundreds of other items of necessity and luxury.

If our neighbors have been more aware of the situation than have we, that should be chalked up to experience, and we should not spend time crying over water that has gone under the bridge. The same opportunity is still here and will be. Business goes where it is invited and stays where it is treated well. We not only should invite business to our city but should keep extending the invitation.

Look Who's Here!

Mr. and Mrs. Charles Gwaltney are parents of a daughter born Tuesday, February 3, at Mission hospital.

Mr. and Mrs. Paul Pyatt of Swannanoa are parents of a daughter born Thursday, January 29, at St. Joseph's hospital.

A daughter was born to Mr. and Mrs. William A. Burnette of Cragmont Road on January 28.

IN NEW YORK

Dr. and Mrs. Sam Cooley and Peggy returned Monday after visiting their parents in Philadelphia, Pa., and Titusville, N. J., and spending a day in New York City.

MOVE TO MOORE

Chaplain and Mrs. Harry Hubbard and children, Harryett Ann and Frank, have moved to their new apartment at Moore General hospital.

**For All the People**

By GEORGE S. BENSON
 President of Harding College
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Looking
 Ahead

AMERICA, we sometimes say, is made up of Fords and Frigidaires, Kodaks and Coca Cola. We like brands and trade marks. We respect the successful products of industry and have confidence in them. We're even likely to take these things for granted, without knowing the how or why behind them. America is the only land where initiative, enterprise and competition have been allowed to work for the good of all the people.

Yet, to view our industry as comprising a few great names and trade-marks only, is to have a confused and off-balance picture. To think that manufacturers of goods we all like to buy—automobiles, for instance—are the "great monopoly" is to fail to see how big and how productive the nation really is. Neither General Motors, nor any of the others, could get by without their hundreds of helper factories that make everything from cotter-pins to hub-caps.

Whence The THESE HELPER Supplies?

factories are in turn supplied with parts and materials by hundreds of other firms. A supply line may even go back to a simple "alley shop" where three or four men grind or polish a part. Take a town like Worcester, Mass. The total wage bill there for workers in plants supplying the automobile industry was almost \$40,000,000 in 1946. That's a good sized payroll.

Or take the whole parts industry of which there are more than 1,000 companies with plants spread all over America. Most of these producers are small businesses, employing less than 500 workers each. Usually their origin may be traced to fertile

minds that invented and patented an idea for improving automobiles. Many newcomers are still getting into the parts and equipment field. Under the American system this is possible.

A Part Of MISTAKEN in their Production

complaint about monopolies, in the next breath some folks berate the "machine age" for not offering the worker a chance to take pride in his work. Just putting in cotter-pins all day in the same old assembly-line position, they say, is poor substitute for craftsmanship. Right here, I want to go on record as praising the free and responsible American who put the cotter-pins firmly and safely in the chassis of my automobile! He did a good job.

I'll give the average American worker the praise that is his due. He has the intelligence to see his place in our methods of mass production of goods for the use of everybody. Not so long ago, war workers were being told they were "right behind the man behind the gun." Indeed, the lowliest assembly-line worker or file clerk is a part of peacetime production. And it is this production that makes America the best land in the world in which to live.

Yes, hundreds and sometimes thousands of suppliers and fabricators are the craftsmen behind the automobiles we ride, the radios we hear. As workers in a free America, we can never overlook the importance of the place we have behind the name tags on the products of our skill. As we work, and to the extent that we understand and depend upon that system, so shall we succeed in preserving American ways and liberties.

This Week's Meditation

W. H. STYLES

This next week, February 13, will bring again the "World Day of Prayer." This is the day when Christians of all denominations come together to unite their petitions to our Heavenly Father for the needs of the world. The world is truly "standing in the need of prayer." Every Christian should be world-minded in his prayers. There is such a thing as being selfish with our prayers. It is an easy thing to pray for ourselves and those of our immediate household. A Christian should never pray for himself without praying for his fellowbelievers throughout the world.

On this world day of prayer, there are many things for which one should pray. We should pray for the leaders of our world, our nation, our state, our county, and our town. Paul makes this suggestion: "I urge that supplications, prayers, intercessions, and thanksgivings be made for all men, for kings, and all who are in high positions, that we may lead a quiet and peaceable life, godly and respectful in every way." We should be as ready to pray for our leaders as we are to criticize their actions.

On this day of united prayer, let us pray for the soon coming peace to the world. The world is a long way from the peace of mind which peace brings. It is true that the "shooting war has ceased, but there are many peace treaties to be signed. Let us pray that God will lead and direct all peacemakers throughout the world.

We should also pray for the speedy proclamation of the gospel to the unconverted everywhere. There are people who have never heard of Christ as he is offered in

the Gospels. Let us pray for the scores of missionaries who are giving of their time and talents to bring glad tidings to those who sit in darkness.

We should likewise pray for the needy of the world. God has been unusually gracious to us in America. We have had plenty while others have suffered. Let us thank God for his mercies and pray for those less fortunate than we.

When the Council of Church Women announce plans for this "World Day of Prayer," let us as a Christian community support them in this worthwhile endeavor.

With The Sick

Baby Shirley White, daughter of Mr. and Mrs. Frank White of Black Mountain, who has been in St. Joseph's hospital is recovering nicely.

Howard Gorham is a patient at Aston Park hospital as a result of a broken leg suffered last Saturday morning when he fell on the front step of his home.

Late news received Wednesday reveals that Mrs. R. E. Hurst returned from Moore hospital to her home in Ridgecrest Tuesday.

Mrs. B. C. Burnette of Swannanoa has been ill with a severe cold.

Mrs. Gordon Byron, who has been ill with laryngitis, is improving.

Mrs. Zeb Sawyer is a patient at Mission hospital where she underwent a major operation Saturday.

Perry Morgan has been ill this week with flu.

Arthur Jones has been ill at his home.

Mrs. Carter Uzzell is slowly improving from a recent illness.

Mrs. Janet Dougherty has been ill at her home for the past week.

HOME FROM FLORIDA

Bill Ellington, of Ellington Studios has returned to Black Mountain from Coral Gables, Fla. where he visited his parents, Mr. and Mrs. J. S. Ellington.

SOCI

Clubs - Parties

YWA's OBSERVE FOCUS WEEK

The girls of the Auxiliary of the Y.W.C.A. will observe Y.W.C.A. starting February 15, churches of the calendar of activities. On Sunday, February 15, will set in a body of vice and will take Weeta Simmons will be held on Monday night of Weeta Simmons.

YOUR FLO

NUMBER

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Black Mountain North Carolina

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