

Black MOUNTAIN NEWS

Serving the Swannanoa Valley

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180 enjoy Chamber banquet

by Kern Geer

The Black Mountain-Swannanoa Chamber of Commerce held its 23rd annual Christmas banquet Monday night at Assembly Inn. One hundred eighty citizens celebrated the organization's contributions to the quality of life in the Swannanoa Valley.

During a social hour before dinner, guests looked at displays which included Townlift illustrations and historic photographs of the old railroad from Black Mountain to Mt. Mitchell, and the new "Welcome to Swannanoa" signs sitting in an arched window with the Montreat Christmas tree as a backdrop.

Traditional country wreaths and quilts and quiet fiddle music by J.C. Naves and the Musicians lent a sense of historic continuity to the events, as did such comments as "I remember when the library was just a little room above the firehouse" overlapping, "I don't know when Wendell Begley sleeps."

Hometown warmth continued through the banquet as Andy Andrews

welcomed guests, installed the new Board of Directors and introduced the past year's president.

Awards were presented to several community leaders: to Carl Bartlett for special work in helping the Chamber obtain a new location; Bob Watts for



Dr. Billy Graham joins other guests at the Black Mountain-Swannanoa Chamber of Commerce banquet. (Photo by Kern Geer).

leading the community in the Townlift Program (and also the Governor's Community of Excellence Award); George Ventrella for overall participation in community and youth activities, especially the Sourwood Festival; Wendell Begley for service on the Economic Development Committee; President Bill White (who was not present) for service as Board president; Susan Garland for services with the small business people and for coordinating the Downtown Merchant's group; and Margaret Slagle for service on the board and participation in making Black Mountain an excellent community. A plaque was presented to Ed Weber for his service as manager of the Chamber of Commerce for 12 years. He was not present to accept it.

George and Linda Ventrella were the first area family to receive the Great American Family Award for their outstanding contributions to the quality of local life. The Ventrellas were selected for the award by the Jaycees.

Reports were given by the heads of Chamber committees.

Dr. Billy Graham and his wife Ruth attended the banquet. Dr. Graham spoke about his appreciation for the Swannanoa Valley and how much it means to him, and closed the meeting with a prayer.

United Way funds allocated

Buncombe County United Way allocations were approved Nov. 30 for 1983 by the United Way Board of Directors. They were announced this week by Karl R. Lehman, president.

The largest percentage increase went to the Buncombe County Rescue Squad. The \$15,000 allocated to the Squad next year is a 50 percent increase over 1982.

Other agencies receiving large percentage increases were Caring for Children, an agency providing emergency shelter for abused and neglected children; Upstream Program, a volunteer program working with high risk mothers; and Irene Wortham Center, an intense program for retarded children and adults.

Funds collected during the current campaign will go to 36 service agencies. Two agencies receiving funds for the first time are Hospice of North Carolina, a statewide program giving technical assistance to local hospice programs, and Helpmate, a spouse abuse program.

Other Buncombe County agencies receiving funding are: American Red Cross, American Social Health, Arthritis Foundation, Asheville Day Nursery, Asheville Lion's Eye Clinic, Association for Retarded Citizens, Black Mountain Christmas Cheer Fund, Boy Scouts, Boy's Club, Buncombe County Heart Association, Children's Home Society, Consumer Credit Counseling, Epilepsy Association, Family Service Center, Florence Crittenton Services, Flynn Christian Fellowship Homes, Handi Skills, Hominy Valley Welfare Services, International Social Services, National Council on Aging, N.C. United Way, One Family Fire Fund, Pisgah Girl Scouts, Rape Crisis Center, Research Fund of N.C., Salvation Army, Swannanoa Community Council, United Health Services, WNC Cerebral Palsy, Y.M.C.A., Y.W.C.A. and United Way of America.

Plan could reduce phone cost

Hearings are now under way by the North Carolina Utilities Commission on Southern Bell's plan to offer its customers additional choices in how they are billed for local telephone service. A public witness hearing was held in Asheville on Dec. 1 with full hearings beginning in Raleigh on Dec. 7.

Under Bell's proposal, called Local Measured Service, both residence and business customers would have the option of continuing with present flat-rate service at present rates or choosing one of several measured options. The measured options could mean savings of up to \$5.05 a month for residence customers and \$6.25 a month for business customers.

Local Measured Service would be available to customers served by the company's all-electronic equipment offices. At present Black Mountain subscribers are equipped, with Swannanoa subscribers presently scheduled for conversion within a few years.

The plan, if approved, could become effective in early 1983.

Bell has emphasized that the measured plans would be strictly optional. Customers who wish to stay with the flat rate would not need to initiate any action with the company.

Monthly bills for measured service customers would vary according to their ability or willingness to limit the use of the phone for outgoing calls. As with flat-rate service, all Southern Bell customers, including those on measured options, could receive an unlimited number of incoming calls at no additional charge.

"We believe our customers deserve a

choice," said R.W. Fleming, Bell's district manager in Asheville. "Today, all customers pay the same price—a flat rate. Low-users help pay for high users. There's no opportunity for the low-use customer to save on the basic monthly rate. Measured service would offer customer choices they do not now have."

Fleming said that, according to the company's customer usage studies, nearly 50 percent of Bell's present customers could save money under Local Measured Service by sticking with their current usage. Others, he said, could save by voluntarily restricting their calling.

"We know Local Measured Service isn't for everyone," Fleming said, "and we intend to continue with flat-rate service for those who desire it. The important thing is that customers will have a choice."

Residence customers would have two measured service choices, standard plan priced 15 percent below the present flat rate, and a low-use plan priced 40 percent lower.

Black Mountain customers would pay \$9.05 each month under the standard measured option as opposed to the current flat rate of \$10.95. Those who choose the low-use plan would pay \$6.30 each month. Those who decide to keep the flat rate would continue to pay \$10.95.

Both plans have built-in allowances for usage. The standard plan allows for \$6.20 in usage in Black Mountain. The low-use plan allows \$2 usage. Customers can control their telephone bills by choosing when and how much they use

the telephone for outgoing calls.

The cost of each chargeable call made during a billing period is subtracted from the allowance. If a customer uses all his monthly allowance, pricing from that point will be added to his bill.

During the first six months that measured service options are available, customers can switch to measured service and back to flat rate at no charge. This will give customers an opportunity to determine if measured service meets their needs.

Business customers could choose from a standard option or a tapered option which offers discounts for higher volume of calls. Both business measured options would be priced below the existing flat rate. Fleming said businesses that depend mainly on incoming calls could benefit greatly from measured service.

"Perhaps the most compelling reason for measured service is that, as local rates move toward their full cost in the fully competitive marketplace, many of our customers might otherwise find it difficult to continue with telephone service," Fleming said. "Today in North Carolina about 88 percent of our households have service. As the rate for flat-rate service goes up, many of these customers might be priced out of the market."

Mrs. McMahon receives leadership award

Mrs. Annie McMahon, recently selected Buncombe County Woman of the Year, was awarded a Certificate of Leadership Saturday for service to the WNC Community Development Program. The award was presented to Mrs. McMahon at the awards luncheon at the Inn on the Plaza by Jim Graham, N.C. Commissioner of Agriculture.

Mrs. McMahon was nominated by the Buckeye Cove Community Club for Woman of the Year. She was selected from 19 other entries for the county award. She received the award during Farm City Week Oct. 8 at the Asheville Mall from Ed Biddix Jr., county extension chairman.

Mrs. McMahon is president of Buckeye Cove Community Club, treasurer of the Swannanoa Community Council and nutrition chairman of the Swannanoa Valley Crafters. Her nomination states, "She has been the driving force behind the club members in the completion of the community center, and as a result we are 95 percent completed. She has also spearheaded the fund raisers, making them a success."

A native of Buckeye Cove, she is married to Latt McMahon. They have a son, David, vice president of the Dalton,

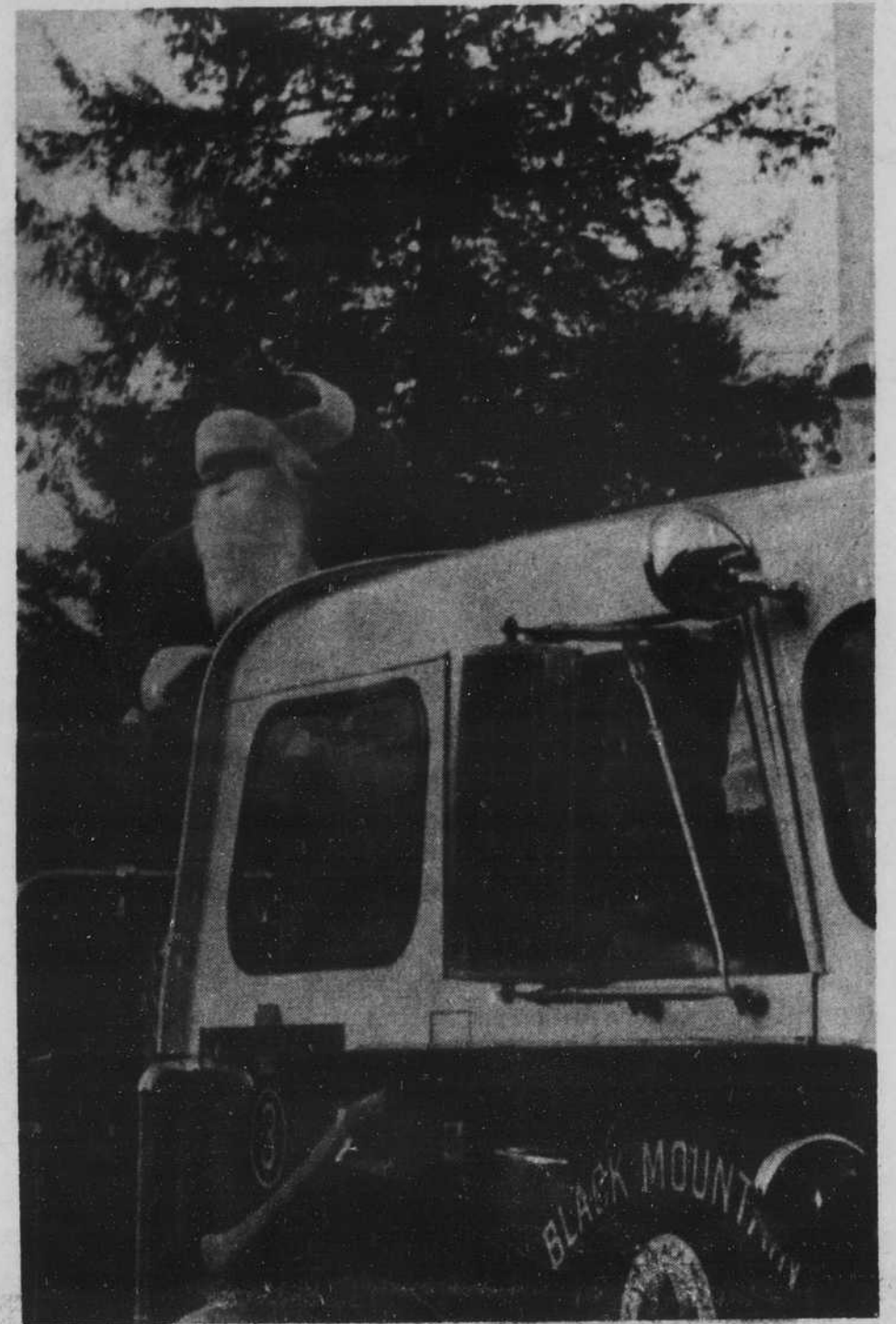
Ga. Barrett Carpet Mills, and two grandchildren.

She has been a church hostess, Sunday School teacher and choir member for many years at the First Baptist Church. She was employed by Beacon Manufacturing.

Mrs. McMahon was also named Woman of the Year in 1980.



Annie McMahon



Santa brought Christmas to Black Mountain Saturday in a grand parade featuring over 30 entries. (More photos on page 6-7)

Ho, ho, ho! Swannanoa youngsters send letters to Santa

Swannanoa children are among the hundreds of thousands getting their orders in to Santa in plenty of time for Christmas. First and second graders at Swannanoa Elementary shared their letters with The News before mailing them off to the North Pole.

Here's a sample of what the kids are asking for for Christmas.

Dear Santa and Elves, I want a lots of surprises. I have been good four My Dad. I have done chop wood. Joshua Gant.

Dear Santa, I have forgot what I have did good. I want a box of toy food and a toy car. From Jeremy Sigman.

Dear Santa Claus, I want a telephone it has cartoons, 2 barbie house with a swimming pool with barbies in it. and a Annie mansion. I didn't be mean, I've been good. I didn't pinch anybody and I paid attention to Mommy. I love you, Santa Claus. Misty Dawn Rowe.

Dear Santa, Merry Christmas! I would like a snowwalker please. How are you? I am in the second grade. I love you. I would like star wars figures. I would like a Remote control Dukes of Hazard car. Your friend, Shane Gardner. I love you.

Dear Santa, I have helped my mother clean house. I hope I get a watch and skates. Nicole Moore.

Dear Sant and Elves, I want an Atari I want a remote control tank. I want Pac Man and I want frogger. I helped my Daddy Carry the trash. If Atari is to much then I want a GI Jo. love Bryan Franklin.

Dear Santa, I would like a colleevision and some cartridges. I would also like a donkey kong game. I hope that I will have a safe Christmas. I hope my dad will have a safe trip coming home. Love, Samny Mikolajczyk.

Dear Santa, I would like a doll bassinet, and an Orange Blossom doll, and a Strawberry Shortcake doll buggy and a diaper bag. If I keep trying to be as good as gold, could you try to bring

me all that? We are going to put our Christmas tree up on the 5th of Dec. which is Sunday. I hope that this Christmas is the happiest Christmas for me ever. And my brother wants a whirl-whirl riding toy, but I really don't know if you can get that much. But if we're good, please try to bring us that. Love, Wendy A. Showalter.

Dear Santa, I've been a good girl this year. I hope you bring me an Atari Video game or a real camera or a real telephone. I hope you can bring me one of them. I don't care which one of them, but I hope it's the Atari Video game. Have a merry merry Christmas! Love, Celena Chapman. P.S. I'll have coffee and cake waiting on you.

Dear Santa, I Love You. How are your nine raindears, especially Rudolph? He's my favorite. For Christmas I would like GI Joe Jeep and a Slam Shifter. You friend, Dewain Stampy.

Dear Santa Claus, How is Rudolph? I hope some night I will get to see his big bright red nose. I hope I will get a Simon says and a stuffed Garfield and a tape recorder and Merry Christmas Santa. Love Rhonda Wilson.

Dear Santa, I am in the scend grade. I Love you. I am eight years old. I wish I could have a cat but I cannot have pets in my house. I would like hug from you. Your friend, Erin Glynn. XXXXXX

Dear Santa Claus, I Love you. Will you bring me a recordplayer and Fresh and Fancy and some Barbie dolls and a snoopy tooth brush? I am in Ms. Cody and Ms. Lewis room. You frind, Debbie Reynolds.

Dear Santa Claus, I am seven years old and I am in the second Grade my name is Patria Pace I want a doll house and a remote barbie car and barbie doll. How are your elves and how are your raindears especially Rudolph? Your friend, Patria Pace.



25 years of service

C. Donald Barnwell received a 25 year pin Monday morning from Postmaster Roy Blankenship for his service to the Swannanoa Post Office. Barnwell is a city letter carrier serving Grovemont, Sherwood Forest and the Warren Wilson Road area. He and his wife Sue live at 1140 Bee Tree Road. They have one daughter, Kim.