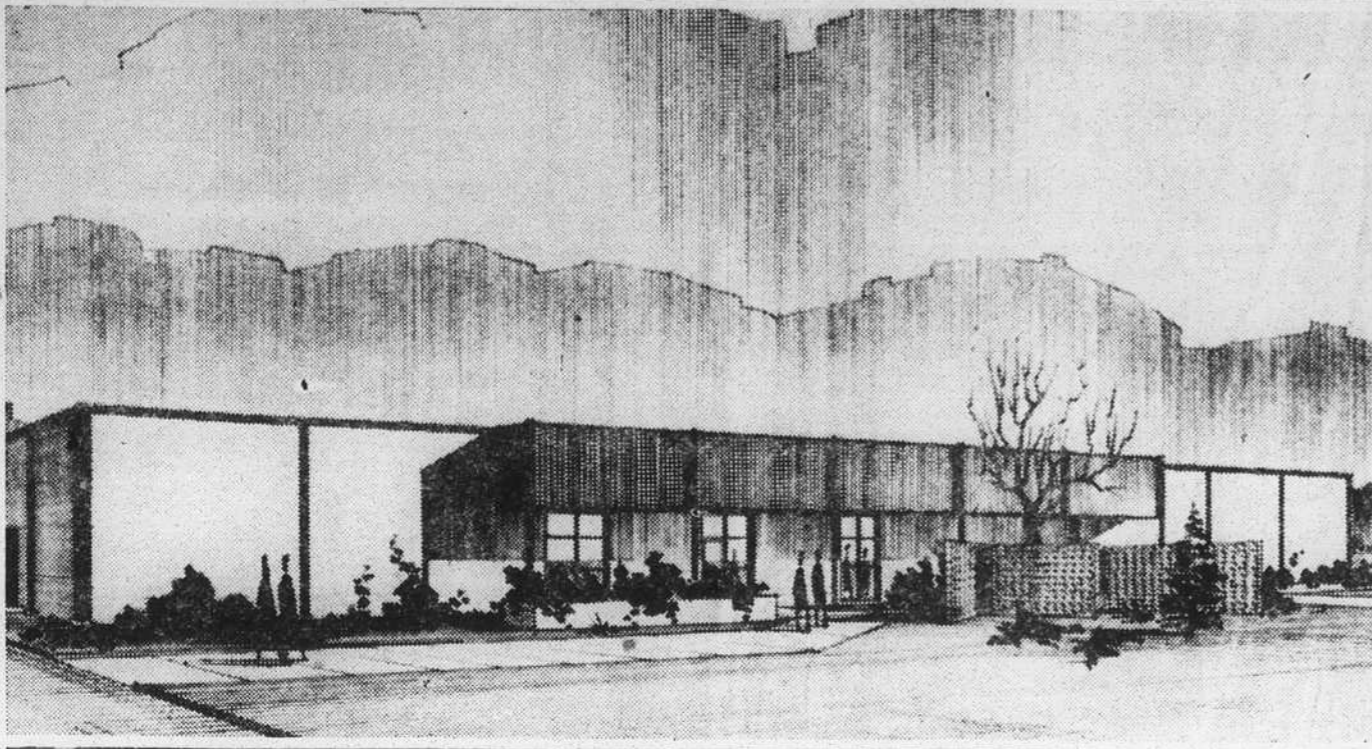


Architect's Drawing And Site Of The Mitchell-Bissell Company Above Rosman



TRANSYLVANIA—
An Industrial, Tourist,
Educational, Agricultural
and Music Center. Popula-
tion, 1960 Census, 16,372
Brevard Community 8,500.
Brevard proper 4,857.

THE TRANSYLVANIA TIMES

A State And National Prize-Winning A.B.C. Newspaper

TRANSYLVANIA—
The Land of Waterfalls,
Mecca for Summer Camps,
Entrance to Pisgah Na-
tional Forest and Home of
Brevard Music Festival.

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SECOND CLASS MAIL PRIVILEGES
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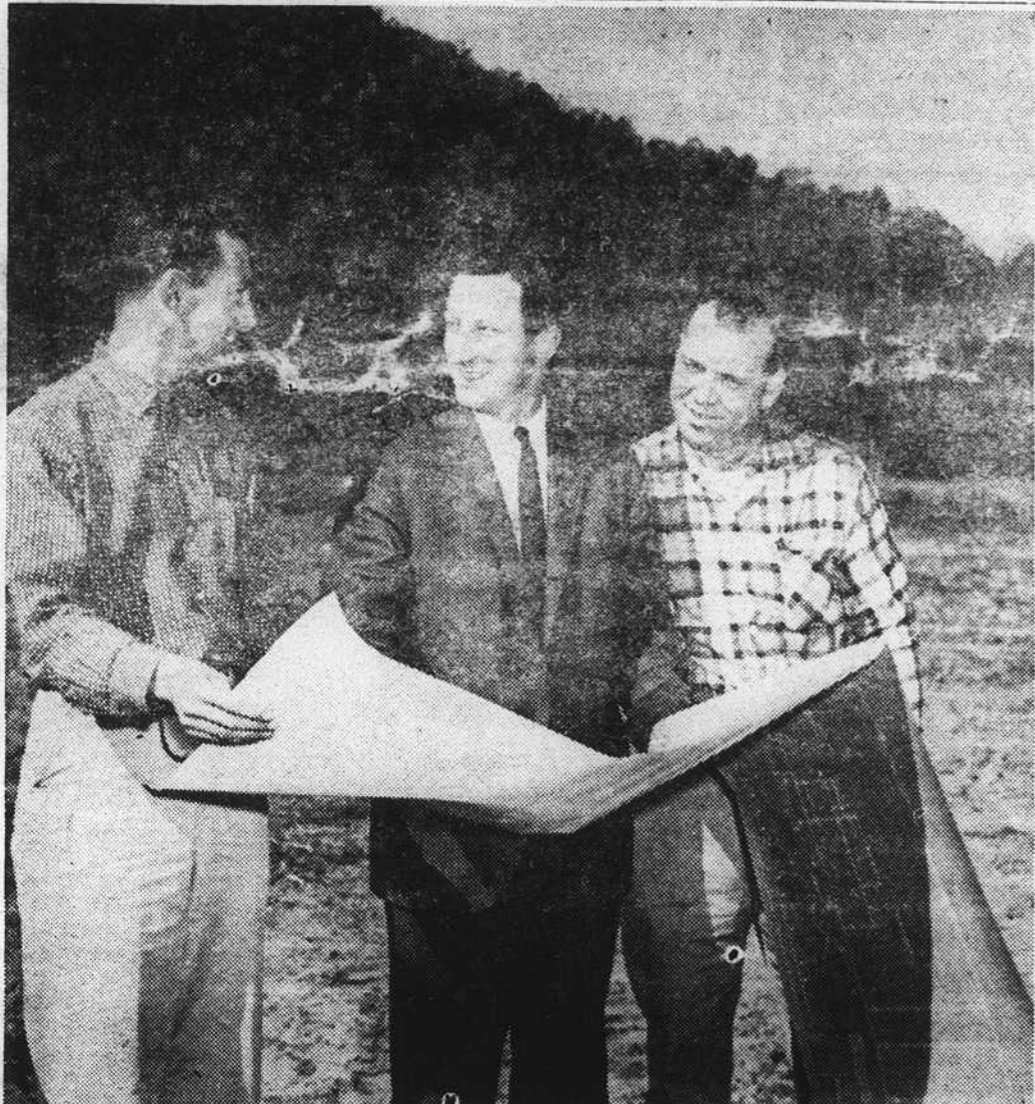
BREVARD, N. C., THURSDAY, NOVEMBER 16, 1961

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New Industry For Upper County



CONSTRUCTION PLANS for the new plant of the Mitchell-Bissell company are being discussed by the group above. In the center is John R. "Jack" Mitchell, the president, and at the right is the production super-

Governor Praises Company

North Carolina's Governor Terry Sanford today had words of praise for the Mitchell-Bissell company, which is now building a modern plant three miles above Rosman.

"The Mitchell-Bissell company, which was organized in 1882, has been outstanding in its contributions to the textile industry, which means so much to the economy of North Carolina," Governor Sanford declared.

"The State of North Carolina is very happy to welcome this fine company to membership in our growing list of worthwhile manufacturing establishments."

Governor Sanford joined President John R. "Jack" Mitchell in praising the Brevard and Rosman Chambers of Commerce, The Transylvania Industrial Development corporation, Leslie Grogan, Don Jenkins, Gil Coan, Austin Hogsed, Cecil J. Hill and Bill Keith, Transylvania county citizens who also worked on the project, and M. L. Shepherd, a development representative of the Conservation and Development Department, for "the fine work" they did in locating the plant in this western county.

The governor's office also thanked John Anderson, editor of The Transylvania Times, for his cooperation in the project.



PREVIEWING THE NEWS RELEASE about the decision of the Mitchell-Bissell company, of Trenton, New Jersey, to construct a modern plant above Rosman are Leslie Grogan left, and Mayor Austin Hogsed. Mr. Grogan, chairman of the indus-

Large Plant Now Being Constructed

Construction has been started on a new plant for the Mitchell-Bissell company, of Trenton, New Jersey, three miles above Rosman on US Highway 64, Austin Hogsed, mayor of Rosman, and Terry Sanford, governor of North Carolina, announce in a joint statement today.

This modern plant will contain production facilities to manufacture chromium plated wire thread guides for the textile industry.

John R. "Jack" Mitchell, the president, says that initial expenditures will be in excess of \$100,000.00.

The plant is located on a 16.75 acre site in a picturesque mountain setting.

C. E. Cochran, Brevard contractor, is erecting the building, which is expected to be completed in early '62.

President Mitchell hopes to employ some 40 persons in the beginning, with more to be added later.

The plant will contain 16,000 square feet and the building is of modern design.

Many Products
In addition to manufacturing several different types of wire products for the textile industry, Mr. Mitchell plans to add a moulded plastics department at the local plant some time in the future.

Mayor Hogsed said that the entire community is highly appreciative for the fine cooperation given by the Brevard Chamber of Commerce, the
—Turn to Page Ten

President Of Northern Firm Coming Here Said "Go-Getter"

John R. "Jack" Mitchell, president of Mitchell-Bissell company, Transylvania's newest industry, is described as "hard-working," a "go-getter" and a dedicated industrialist in the textile field.

He is a grandson of one of the original partners in the Mitchell-Bissell company, which was formed in 1882.

While he was born and has spent most of his life up north, he finished high school here in North Carolina.

He likes to say that it was just a small school at Farmer, N. C., and he received his diploma in 1943.

Afterwards he served for three years in the United States navy. In addition to being a busy person running the Mitchell-Bissell company, he takes time out to help with United Fund drives. He is also a scoutmaster and an officer and director of the Children's Home Society of New Jersey.

Mr. Mitchell is an industrialist who came up "through the ranks."

Here's a look at the records with the Mitchell-Bissell company:

Summer, 1943, production records clerk
1946-'47 production worker
1947-'49, office and sales
1949-'57, assistant treasurer
1957-'59, vice president
1959, named president
Mr. Mitchell is a Rotarian and a Shriner, and other organizations of which he is a member are as follows: Ceramic Association of New Jersey, American Ceramic association, Trenton Chamber of Commerce and New
—Turn to Page Ten

Lutherans Of Western Conference Meeting Here

The Lutheran Church of the Good Shepherd will be host to the Western Conference of the United Evangelical Lutheran Synod of North Carolina for its annual fall convention on Friday, November 17th.

The session will begin with the service of Holy Communion at 10:00 o'clock, followed by a business session and lunch.

The afternoon program will be devoted to foreign missions and another business session. The closing service is set for 3:30 p.m.

Rev. Albert H. Keck, pastor of St. Andrews Lutheran church, of Hickory, is president of the conference, and will preside over the sessions. Other officers include Rev. John L. Yost, Jr., pastor of Holy Trinity Lutheran church, Hickory, vice president; Rev. E. W. Ridenhour, pastor of St. Paul's Lutheran church, Newton, secretary; and Henry
—Turn to Page Four

Community Thanksgiving Service Set

A Community Thanksgiving service is being planned at the First Baptist church for Wednesday evening, Nov. 22nd, beginning at 8:00 o'clock.

Rev. Ben Ormand will deliver the message, and special music will be under the direction of Ray Childers.

Choir members from the various churches are invited to take part in the special singing. The community service is being sponsored by the Transylvania County Ministerial association, of which Rev. Fred Valentine is the president. The free-will offering will go to the Transylvania Community hospital.
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Transylvanians Elated Over News, Future Is Now Brighter

A quarter of a century ago, and earlier, Rosman and the upper part of this county, thrived on a robust logging and lumbering industry which provided the payroll occupations essential to prosperity.

Rosman had a busy tannery and an extract plant, in addition to the big sawmill of the Gloucester Lumber Company. Then, with changes in the chemical industry, the tanning and the extract plants faded in importance, and the logging operations declined somewhat, though lumbering has continued on an active scale.

In recent years the upper county has acquired a labor surplus and many of those who have employment have had to commute to Brevard and to Pickens and Easley in South Carolina.

New industry has been sought diligently by Rosman's community leaders, whose faith may sometimes have faltered, but never dissolved when disappointments were encountered in the search for new economic assets.

This week optimism prevailed in Rosman, with the improvement in the employment outlook that came with the

announcement that the Mitchell-Bissell company has located a new plant in the Rosman community.

Comments On Outlook

Mayor Austin Hogsed — This is the first step forward in 50 years. It's the breaking of the ice and gives a handsome recognition to our wonderful climate and marvelous pure water. Both of these assets were important in swinging the decision in our

favor. Due to a combination of conditions Rosman has been held back while other communities have been growing, but now I am confident we are coming into a period of growth and expansion, not only here in town, but in the upper end of the county. Our retail merchants will benefit, of course, but our people are more concerned with what employment means to our
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Program Highlights

WPNF Plans "Listening" Post For Sunday Afternoons

WPNF is planning a new type of Sunday afternoon feature program, according to Program Director Bill Hancock and Station Manager Al Martin. The program currently in the planning stages is to be known as "Listening Post."

"Listening Post" will highlight local activities and include many special features in its format. Some of the ideas currently being considered include listen-

ers opinions on important questions concerning community life as well as world-wide issues.

"Our program ideas will include two important features: music and comedy," Mr. Hancock stated. "Listening Post" is an outgrowth of our successful "Summerama" heard during the past summer season. We feel that this new feature program is more mature in its approach to
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The Weather

Tinder dry forest lands have received just over two inches of much needed rainfall during the past three days, according to the local weather observers. The scattered showers of the past few days are expected to continue through today with unseasonably mild temperatures holding their own also.

The weatherman is calling for a high reading today of 72 degrees after an overnight low of near 50.

Readings for the past week include:

	High	Low	Pre.
Wednesday	59	36	0
Thursday	56	22	0
Friday	66	25	0
Saturday	66	32	0
Sunday	72	43	0
Monday	66	47	0
Tuesday	63	54	0

CALENDAR OF COMING EVENTS

Thursday, November 16 — BPW club members leave from Macfie's at 6:00 p.m. to meet with Hendersonville club. Kiwanis club meets at Gaither's at 6:45 p.m. Lions hold Ladies Night at Brevard college at 7:00 p.m.

Friday, November 17 — United Methodist Men meet at Brevard college at 6:30 p.m. Ace of Clubs meets at 8:00 p.m. Brevard Little
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