

Half Million Customers Insist On Hand Weaving

By BILL SHARPE

ASHEVILLE—A half-million customers can't be wrong, and that is why Biltmore Industries for nearly 50 years has turned a lackadaisical eye toward all the modern machinery used in weaving wool into cloth.

The largest hand-weaving establishment in the world, Biltmore still insists on making its fine woolen cloths one strand at a time, because the operators believe the more time put into the processing, the more time the cloth will wear on your back.

The half-million customers think so, too. Fred Seely, young war veteran who has recently taken over the business, following the death of his father, says he has to be very careful not to startle those half-million customers with any brash manufacturing notions.

The industries were founded in 1901 by Mrs. George Vanderbilt, who developed the large estate across the French Broad river here, and in 1917 they were taken over by Fred Seely, a chemist, born in Monmouth, N. J., who built, and for 27 years operated famous Grove Park in. He also designed the industries buildings—four sturdy stone structures on the hills above Asheville. Originally, the industries included also many other types of handicrafts, including woodwork, but gradually the fabrication of woolen cloths dominated the enterprise.

Mr. Seely employs about 101 workers in the plant, some of whom work seasonally or part-time, principally on piece work and an incentive basis. An average weaver produces about 20 yards a day.

Forty-eight thousand persons a year visit the industries, and from these come most of the customers. In addition to purchases by these visitors (most of them tourists), there is a large volume of business done by mail.

Processing the wool and other material used at Biltmore is fairly conventional up to the weaving stage. However, every process is taken slowly and deliberately. Mr. Seely explains that the fibre is not subjected to stress of any kind—washing temperatures are kept low, the wool is dyed by hand, and then the weavers patiently fabricate the cloth. It is then washed for 24 hours in suds, and hung on tenterhooks—as is done in Scotland—on frames out in the sun, where it is slowly dried and sunned. After this final test, it is ironed and rolled for the display rooms.

Sprawling beneath the firs and balsams of the mountains, the industries appear placid to visitors—both inside and out. There is little evidence of manufacture and little noise, except the clickity-clack of the weavers' looms. Young Mr. Seely hopes to carry on in the same way, but with considerable expansion.

However, he realizes he has to move cautiously in making innovations. When he came back from the war, he undertook to design a new letter-head. Shortly thereafter he received a flood of letters from some of his half-million customers, protesting the change, demanding to know if this touch of modernism indicated a change in manufacturing methods.

Marine Corps Prepares For Atomic War

The marines are reorganizing "to provide for the possibility of atomic warfare."

Traditional regimental organization is gone. In its place are reinforced battalion landing teams, six to a division, which can be ready for action on any front on short notice.

The reorganized marines, says Gen. A. A. Vandegrift, commandant of the corps, "will provide a greater number of combat ready units, increase the firepower of the units and provide more highly mobile striking forces."

If atomic war comes, this new fleet marine force could disperse its battalions without sacrificing firepower. Because each is a unit, the battalions could be transported by sub marines, planes, or naval vessels without administrative difficulties or loss of efficiency.

Artillery batteries have been increased from four to six guns. Each infantry battalion will get additional anti-tank weapons, and will have available tank, artillery, rocket, naval gunfire and aircraft support.

Old Hatteras Sea Story Is Rarely Told

Of the scores of sea stories which have occurred along North Carolina's shores, none is so little told, perhaps, as the tale of the California expedition that floundered and scattered of Cap Hatteras.

It was late fall in 1853 and the neglected army of a young nation was charged to increase its garrisons on the western frontier. Only a year before, the Secretary of War had appointed Brevet Colonel Robert E. Lee, a captain, actually, in the Engineers, as ninth superintendent of the nation's 50-year-old Military academy, and scattered bands of army scouts were making treaty, and war, with the

Indiana. Moving to consolidate holdings along the Pacific coast, the army's chiefs dispatched the greater part of the Third artillery by boat from New York and arranged by other movements by transcontinental march.

Off Cape Hatteras the ship carrying the artillerymen ran into a storm. Her machinery failed, her sails broke away in the gale, her decks were stripped and she sprang a leak.

For days the sea-going artillery unit and its vessel tossed with the storm. Finally a Boston bark, the Kilby, hove to and established a line. Men piled from the derelict and—then before more than 108 had reached the Kilby and safety—the line parted. The storm quickly separated the two ships. Despite search, the Kilby could find no more trace of the ship, and on December 29, 1853, she turned for port.

Three days later, the remain-

der of the artillerymen were picked up by the British ship, Three Bells, more than 200 of the 600 aboard the troop ship died of exposure and drowning before the rescue could be completed. The survivors were carried to New York and Liverpool.

Not until the following year did any part of the men reach their final destination, and then only after traveling overland for more than 3,000 miles in marches.

Wants 5 Acres Of N. C. Land—For Worm Farm!

The State Advertising division has a letter from an Ohio woman who wants to buy from three to five acres of land, near a city of 25,000 or more population, where the air is not polluted by smoke or fumes.

Object: Establishment of earthworm farm. The worms are for sale to gardeners, poultry raisers and, of course, fishermen.

Nose Bleed Turns Plane Flight Into Race Against Time

A routine flight by a Mountain Home, Ark., pilot turned into a 'harrowing race against time.

Pilot James Huff's 36-year-old passenger was plagued with a nose bleed from the high altitude. But all attempts to stop the flow of blood were futile, and finally the passenger lost consciousness. After Huff landed, he rushed the passenger to the hospital where a blood transfusion was necessary.

BACKACHE

For quick comforting help for Backache, Rheumatic Pains, Getting Up Nights, strong cloudy urine, irritating passages, Leg Pains, circles under eyes, and swollen ankles, due to non-organic and non-systemic Kidney and Bladder troubles, try Cystex. Quick, complete satisfaction or money back guaranteed. Ask your druggist for Cystex today.

INTRODUCING
Pinky Pig Brand
BACON POUND PKG. **75¢**

SUGAR CURED THIN SLICED

- BEANS** . 37c (2 POUND BAG, NO. 2 CAN)
- POD PEAS** 21c (2—NO. 2 CANS)
- Tomatoes** 27c (2—NO. 2 1/2 CANS)
- Potatoes** . 33c (46 OZ. CAN)
- JUICE** . 19c (14 OZ. BOTTLE)
- CATSUP** 23c (POUND JAR)
- JELLY** . 23c (2 POUND BAG)
- GRITS** . 21c (2 ONE POUND PKGS.)
- COFFEE** 79c (NO. 1 CAN)
- COCKTAIL** 26c (LIBBY'S FRUIT)

GOLD CUP
2 COFFEE
1 POUND PACKAGES **89c**

DELICIOUS FULL BODIED

- SPAGHETTI** FINE FOR SUNDAY NIGHT SUPPER
- PICNICS** 4 TO 6 LB. SIZES, POUND **49c**
- ROAST** POUND **59c**
- Shrimp** 79c (LARGE GREEN, POUND)
- Trout** 29c (POUND DRESSED PAN)
- Oysters** 73c (MEDIUM, PINT)
- Haddock** 39c (PINT FILLETS OF)

- SWIFTNING** 3 POUNDS **1.24**
- LAVA Soap** 2 CAKES **19c**
- IVORY** 8c (PERSONAL CAKE)
- IVORY** 23c (MEDIUM 2 CAKES)
- CAMPBELL'S TOMATO** 47 OZ. CAN **Juice 29c**
- Beans** 31c (Campbell's Park & No. 1 Can 2 For)
- Juice** 25c (Campbell's Tomato No. 2 Can 2 For)
- Soup** 16c (CAMPBELLS NO. 1 CAN)
- Soup** 13c (Chick'n Vegetable Beef Clam Chowder CAMPBELLS NO. 1 CAN)
- STEW** 26c (AUSTEX BEEF NO. 300 CAN)
- MEAT** 45c (KINGANS K. P. 12 OZ. CAN)
- SYRUP** 19c (BLUE LABEL PENNANT 24 OZ. CAN)
- JUICE** 19c (SWEET GRAPEFRUIT 46 OZ. CAN)

FARCY FLORIDA GRAPEFRUIT
Size 70's
6 FOR 19¢

- APPLES** 25c (WASHINGTON STATE GOLDEN DELICIOUS (FAMOUS FOR EATING) 2 POUNDS)
- Grapefruit** 25c (FAMOUS TEXAS PINK MEAT 3 FOR 2 POUNDS)
- CABBAGE** 11c (FRESH CRISP GREEN 2 POUNDS)
- Cauliflower** 25c (GARDEN FRESH SNOWBALL 2 POUNDS)
- ORANGES** 15c (FULL-O-JUICE FLORIDA 5-LB. BAG)
- GRAPES** 25c (RED EMPEROR 2 POUNDS)
- Super Spuds** 69c (MAINE 10 POUND)
- Rutabagas** 9c (CANADIAN WAXED 2 POUNDS)

- Cleaner** 23c (SPM and SPAN PACKAGE)
- OXYDOL** 16c (MEDIUM SIZE)
- SNOW** 38c (IVORY LARGE)
- SNOW** 16c (IVORY MEDIUM)
- TOWELS** 31c (SCOTT 2 ROLLS FOR)

DIXIE HOME SUPER MARKETS
Fine Foods Quality Tender Meats Self Service
T. C. CHILDS, Store Manager