THURSDAY, JANUARY 18, 1948

Half Million Customers Insist On Hand Weaving Sea Story Is

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 woolen cloths one fine its 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, fol-lowing 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 industires 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 indus-tries 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 100 workers in the plant, some oi whom work seasonally or parttime, 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 tairly conventional up to the weaving stage. However, every process is taken slowly and de liberately. 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 sunned. After this final and 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, ex-cept 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 letterhead. Shortly thereafter he received a flood of letters from some of his half-million cusprotesting the ch ange tomers.

Lack Of Oxygen Kills 50,000 In U. S. Each Year

Asphyxia, or plain lack of oxygen, kills at least 50,000 persons annually in this country, about one every 10 minutes.

Of these, 30,000 are newborn bables. The rest, children and succumb adults, submersions, gases, electric shock, diseases and accidents that cut off the oxygen fanelectric ning the spark of life.

"Many of these deaths are preventable, through knowledge and alert action," declares Dr. Society for the Prevention of Asphyxial Deaths.

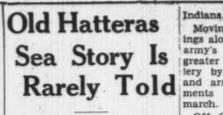
CATSUP

JELLY

GRITS

COFFEE

COCKTAIL



Of the scores of sea stories carrying the artillerymen ran which have occurred along into a storm. Her machinery North Carolina's shores, none is failed, her sails broke away in so little told, perhaps, as the the gale, her decks were striptale of the California expedition that floundered and scattered For days the sea-going a of Cap Hatteras.

It was late fall in 1853 and the neglected army of a young to choking, 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 En gineers, as ninth superintendent of the nation's 50-year-old Mil-

23c

OUND JAR

23c

POUND BAG

210

79c

NO. 1 CAN

26c

CAMPBELLS TOMATO . 47 OZ. CAN

Three days later, the remaining treaty, and war, with the

bark, the Kilby, hove to and

established a line. Men piled from the derelict and-then be-

der of the artillerymen were picked up by the British ship, Moving to consolidate hold-Three Bells, more than 200 of the 600 aboard the troop ship ings along the Pacific coast, the army's chiefs dispatched the died of exposure and drowning greater part of the Third artilbefore the rescue could be comlery by boat from New York pleted. The survivors were carand arranged by other moveried to New York and Liverpool. by transcontinental Not until the following year

did any part of the men reach Off Cape Hatteras the ship their final destination, and then only after traveling overland for more than 3,000 miles in marches.

Wants 5 Acres For days the sea-going artillery unit and its vessel tossed with the storm. Finally a Boston

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 men

Plane Flight Into Race Against Time A routine flight by a Mountain Home, Ark., pilot turned into a harrowing race against

Nose Bleed Turns

time Pilot James Huff's 36-yearold passenger was plagued with a nose bleed from the high al-titude. But all attempts to stop the flow of blood were antileand finally the passenger lost consciousness. After Huff landed, he rushed the passenger to the hospital where a blood transiusion was necessary.

ВАСКАСНЕ For quick comforting help f Rheumatic Paina, Getting Up 1 cloudy urine, irritating passag circles under eyes, and swolle to non-organic and non-system Bladder troubles, try Cystex, Quick , satisfaction or money back guarant your druggist for Cystex today.

fore 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 Paluel J. Flagg, president of the itary academy, and scattered December 29, 1853, she turned for sale to gardeners, poultry raisers and, of course, fisher-

NTRODUC NTRODUC Pinky Pig Pinky Pig Brand POUND PK SUGAR CURED THIN SLICED 2 POUND BAG ing Professor "Q. T." has developed a dry sugar-cured bacon he is pro ud to offer for sale BEANS 37C Professor "Q. T. " says, "It takes 18 days to dry sugar-cure this becon to meet the islandshift of his "Quality Tender" meats. Sugar has been to the cure to insure a mild sweet flavor. Great care is taken in slicing this bacon to insure quick, crisp cooking. Taste tests have been set up this bacon for its flavor. Controlled by rigid formulas set up to insure uniform quality." So Professor "Q. T." reminds you, "Pinky Pig Sliced Bacon assures you of the highest quality of a most reasonable price." POD PEAS 210 SERVE PINKY PIG BACON WITH -NO. 2 CANS **ANY OF THESE** Tomatoes 27c OMELET, WHEAT CAKES, WAFFLES, FRIED EGGS, HOT BIS-CUITS, LIVER, SWEET POTATOES, FRIED TOMATOES. BLUE PLATE SWEET -NO. 21/2 CANS CUITS, LIVER, SWEET POTATOES, FRIED TOMATOES. Te. Breil: Place strips on rack of broiler or broiler pan set 3-3½ inches under moderate heat. Let broil only 2 to 2½ minutes to a side, turning when the top appears lightly crisped. Watch the bacon, as it cooks very quickly. Time 4 to 5 minutes. Te Pen-Fry: Lay strips in cold frying pan and cook over low fire, turning bocon accessionally and pouring off fat as it accumu-lates. Time 6 to 8 minutes. Te Beke: Lay strips on rack in any shallow baking pan with far-sches to gene appende and back 12 to 15 minutes or until light-ly crisped. DO NOT TURN. The Felt: Save and use to fry eggs or potatoes: to season veget-Potatoes **33**c SWEET GRAPEFRUIT 46 OZ. CAN JUICE 19C 1 POUND * PACKAGES

SPAGHE

Skinners

7 OUNCE PACKAGE

FINE FOR SUNDAY HIGHT SUPPE

DON'T BE A BULB SNATCHER.

Buy 75 or 100 watt G. E. Bulbs

Muellers Thin

: Save and use to fry eggs or potatoes; to season veget-nd soup; for shortening in com bread and muffins; in SOC DELICIOUS FULL BODIE YELLOW BAND SMOKED BOSTON BUTT PORK PICNICS

POUND | DRESSED PAN

79c Trout

73c Haddock

PINT | FILLETS OF

59c

29

39e

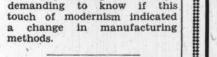
4 TO 6 LB. SIZES, POUND

49c

LARGE GREEN

Shrimp

Oysters



Marine Corps Prepares For Atomic War

The marines are reorganiz-ing "to provide for the possibil-ity of atomic warfare."

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

The reorganized marines, says Gen. A. A. Vandegrift, commandant of the corps, "will pro-vide a greater number of com-bat ready units, increase the firepowder of the units and pro-vide 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.

