Great Rock Face For Governor's Conference

state in the nation is sending a rock to Gatlinburg, Tenn., for the National Governors' conference September — and here's "the thing" that came from North Carolina. Miss Fay Huskey of the burg Chamber of Commerce is amused and mystified by the great rock face. The rude sculp- was unearthed some years ago near Cherokee, and is thought to be of Cherokee Indian origin. went to the governors' conference collection by Samuel E. Beck of Asheville, founder of the museum. (AP Photo).

ting Clergy Announced Haywood Methodist ival Series June 24

preachers for the re- to be conducted by the Churches of Haywood were announced here today. services will begin Sunday June 24. The churches and visiting preachers are:

ville, First Church, J. E. pastor. Rev. W. Arthur pastor of Wesley Memorial High Point, visiting Services each evening at

Chapel, Lake Junaluska, Duckwall, pastor. Rev Joe pastor of Madison Meth- Church, Madison, N. C. visit- cher. Services each even- 00.

Clyde L. Collins, pastor. A. McLean, pastor of Memorial Methodist Asheville, visiting preach- each evening at 8:00. Methodist Charge, Rev. and Mrs. C. O. Newell, pastors.

Crabtree and Mt. Zion at Mt Zion Church. Rev. Boyd Winn, pastor of the Methodist Church of Reidsville, visiting preacher. Services each evening at 8:00.

Fincher's Chapel, Rev. Charles D. White, pastor of Biltmore Methodist Church, visiting preacher Services each night at 8:00.

Davis Chapel, Rev. Malcolm Williamson, pastor of the Waynesville Presbyterian Church, visiting preacher. Services each evening at 8:00.

Canton, Central, Rev. C. W. Kirby, pastor. Dr. E. H. Blackard, pastor of the Central Methodist Church, Asheville, visiting preacher. Services each evening at 8:00.

Canton, First, Rev. L. E. Mabry, pastor. Rev. W. A. Rollins, pastor of First Methodist Church, Newton, guest preacher. Services each evening at 7:30.

Clyde, Central, Rev. W. T. Medlin, Jr., pastor. Rev. S. J. Starnes, pastor of Davis Street Methodist Church, Burlington, guest preacher. Services each evening at 7:45.

Haywood Circuit, Rev. V. N. Allen, pastor.

Louisa Chapel, Rev. B. H. Ziglar, visiting preacher. Services each evening at 7:45.

Morning Star Charge, Rev. A. L. Maxwell, pastor.

Morning Star Church, Rev. John W. Moore, Lake Junaluska, visiting preacher. Services each evening at 7:45.

Long's Church, Rev. W. L. Broome, Lake Junaluska, visiting preacher. Services each evening at 7:45.

Rockwood Charge, Rev. G. B. Culbreth, pastor.

Rockwood Church, Rev. R. T. Houts Jr., visiting preacher, pastor of Cullowhee Methodist Church. Services each evening at 7:30.

Plains Church, Rev. L. B. Hayes, pastor of First Methodist Church, Sylva, visiting preacher. Services each evening at 7:30.

Hazelwood Methodist, Rev. F. R. Davis, pastor of the Methodist Church, Hayesville, visiting preacher. Services each evening at 8:00.

Liner Completing Sawmill On Brown Ave., Hazelwood

Construction is nearing completion on a sawmill on Brown Aveneu, Hazelwood, by Grace Lumber Company, it was learned today from H. L. Liner, Sr., owner.

Logs are now being hauled to the site, and sawing is scheduled to begin about July first, he said. The mill can handle from 15,000 to 20,000 feet of timber per day.

Mr. Liner said that he had just purchased timber tracts which would operate the mill for two years. He also announced that Avery Ashe, formerly of Sarasota, Fla., had been named manager in charge of the mill. About 50 men will be employed, including those at the mill and under contract in the woods.

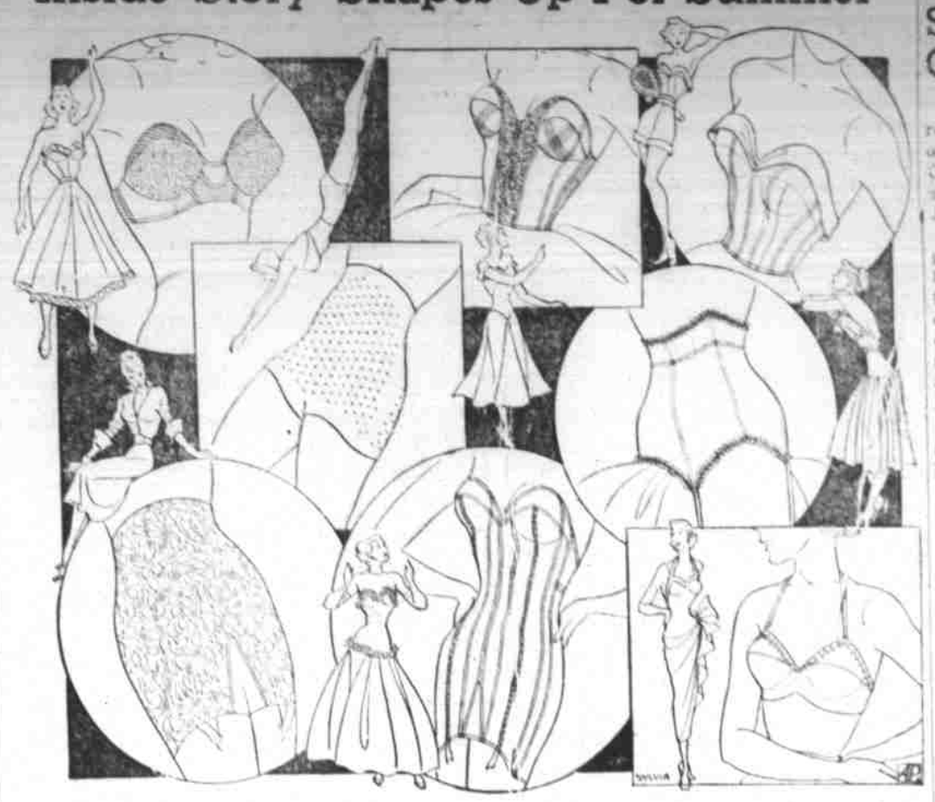
The firm owns another mill in Georgia.

Seaman Harkins Has Returned To States

After nearly a year of operating against enemy forces in Korea, Elwood Harkins, seaman, USN, son of Mrs. Effie Harkins of Waynesville, recently returned to the United States aboard the light cruiser USS Manchester.

OFFICE POLITICS... Life will be simpler if you keep political arguments out of the office.

Inside Story Shapes Up For Summer



BENEATH IT ALL . . . Correct foundation garments keep summer silhouettes under control.

By DOROTHY ROE
Associated Press Fashion Editor

The Great American Figure needs plenty of restraint, even in summer, what with the pencil silhouettes of 1951.

This summer, however, the foundation garment manufacturers have outdone themselves in providing the kind of sleek, feather-light girdles and bras that let the body breathe, yet retain the all-important streamlined effect.

This is made possible through use of such things as power net, nylon and lastex, cut on precision lines to give the maximum support with a minimum of weight and boning.

Important in the summer "inside story" are strapless bras, increasingly popular with strapless sun dresses and evening gowns. These are made in either bandeau or long-line style, the latter usually provided with light boning which slims the midriff.

Sun bras, made to wear outside, with play skirts or shorts, also are high in the popularity picture. They come in pastel pique, gay cotton plaids and prints, styled as outerwear but made by bra manufacturers so that they have all the support features of a regular foundation garment.

And the new strapless corselette is an important addition to the evening wardrobe, assuring an unbroken body line with no unsightly straps.

Big Production In Illinois

MURPHYSVILLE, Ill. —(AP)— Mrs. Ray Parmley reports one of her White Rock hens got serious and layed an egg as big as a baseball.

She hard-boiled it to keep for display. It measures three and one-quarter inches from end to end. It is eight and one-half inches in circumference around the middle. The tape stretches 10 inches around the ends. A major league baseball is nine to nine and one-quarter inches in circumference.

Use Want Ads for quick results.

Series Of Bible Studies Will Be Given At Lake

Methodist Bishop Costen J. Harrell, Charlotte, will lead a series of Bible studies in Memorial Chapel at the Methodist summer assembly grounds here, starting June 23.

A new feature of the assembly program, his Bible hour will be held at 9:30 a.m. each week day through July 6. Bishop Harrell will center his studies around the 15th chapter of St. Luke's Gospel which relates three parables of Christ—a lost sheep, a lost coin and the prodigal son.

Bishop Harrell is widely known for his interpretive studies of the New Testament. His Bible series will come at the peak of the Lake Junaluska season when Methodists from throughout the South will be in attendance at the Candler Camp Meeting, June 29 - July 8.

Bishop Harrell also will be the platform speaker Sunday morning, July 1, in conjunction with the camp meeting.

Mental Hospital Opens Doors To Public Inspection

PITTSBURGH —(AP)— Woodsville State Hospital near here has stripped away the veil of secrecy that usually surrounds treatment of the insane.

In an open house session, the hospital conducted hundreds of visitors on an hour and one-half bus and walking tours of its grounds and buildings. Special guides accompanied the groups and answered questions.

Guards saw nearly $3,000,000 of construction under way, including a $1,750,000 admissions and office building. They saw the million dollar 220-bed old-age building, a 900,000-gallon reservoir, 525 acres of contour farming land, a tuberculosis unit, and farm colony building.

Much interest was shown in the work therapy shops, where patients learn trades.

10 Points Of Effective Advertising

When Herman Rose was field director for the National Editorial Association, he outlined "Ten Points for Newspaper Advertising" which have brought a high measure of success, prosperity and profit to a big retailer who spent the greater part of his advertising appropriation in good newspaper copy. He was addressing the National Merchants Association, and the retailer's 10 points were:

1 Advertise regularly. Every issue of the papers takes my story to its readers.

2 I make every ad look like mine. Years ago I adopted a distinctive style and have stuck to it. I use plenty of white space; my ads are never hard to read.

3 I put into newspaper advertising a definite proportion of my gross sales. I fix this at the beginning of the year. My rule is to make it 3 per cent of the previous year's gross, with more if special conditions justify it.

4 I brighten my ad with frequent illustrations — either humorous or practical.

5 I am careful never to over-promise. When I make claims, I back them up with reasons. Then when I really have an unusual bargain, people believe me when I "whoop 'er up a little."

6 I think advertising all the time. I buy goods that will advertise well.

7 I get good display for my ads by seeing that the copy is in the newspaper office in plenty of time. I do this by having a definite hour to write the copy.

8 Whenever possible, I carry nationally advertised goods that are advertised in my home paper. I feature them. Sometimes they give me a smaller margain than fly-by-night concerns, but I find that I sell faster and make more money in the end, besides pleasing more customers.

9 I always plan my window and counter displays to link up with my newspaper advertising. Each helps the other.

10 My sales people back up my advertising. They often help with suggestions for it, and I see to it that they always read it.

FOR CONSISTENT RESULTS USE

THE MOUNTAINEER

There is No Substitute for Paid Circulation

IT'S BARGAIN TIME in BELK-HUDSON'S

PIECE GOODS DEPT.

DOWNSTAIRS BARGAIN DEPARTMENT

1 Table 39 inch width, 80 Square

SHEETING . . . . 35c yd

1 Table Short Lengths, 80 Square

SHEETING . . . . 20c yd

Reg. 39c 36 in. wide

PRINTS

Pastel Colors 29c

Short Lengths — 36 in wide

PRINTS & SOLIDS

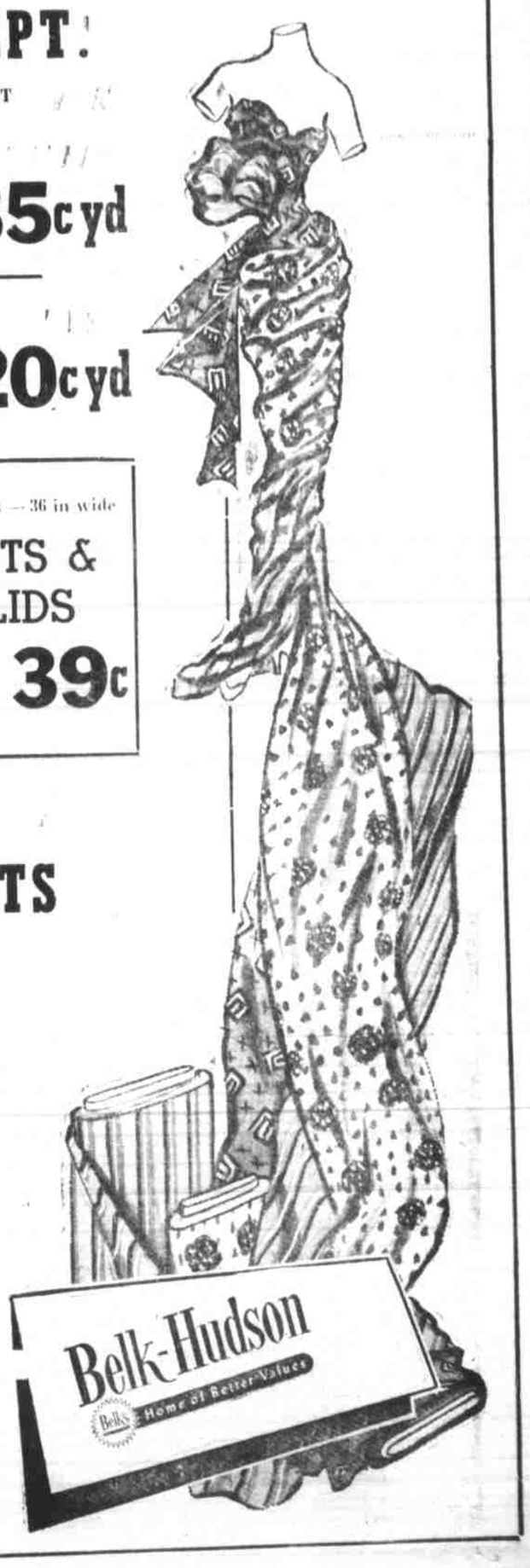
Values To 59c 39c

Regular 59c — 36 Inches Wide

SOLIDS - PRINTS & STRIPES

48c yard

Regular 59c — 36 in. Wide

PRINTS

2 Yds. $1.00