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A THOUGHT FOR THE DAY

Behold, the Lord's hand is not shortened, that it cannot save; neither his ear heavy, that it cannot hear .- Isaiah 59:1.

GOODWILL-WHY?

Courtesy springs from thoughtfulness. We who sell are expected not only to think but also to be thoughtful. We who sell, above all, should extend courtesy to all with whom we are in contact . . .

Why the emphasis on courtesy? Only because the seller in times of great demand for his merchandise loses perspective entirely. He is placed in an abnormal and totally false position. This unfamiliar and strange position too often obscures the true foundation upon which is built the structure wherein men buy and sell and trade together, commonly known as business. Thoughtfulness and courtesy toward the buyer are too often absent on the part of the seller during such a period For every one year wherein demand is greater than supply, there are fifteen years wherein supply is placed in a highly competitive position.

... Truly, what an obligation the seller is under on this basis alone! And how is it being repaid? In many instances, I am sorry to observe, not very well.

The buyer today is harassed with too many difficult problems to be forced to have added to his burden indifference, discourtesy, and ofttimes rudeness on the part of the seller. The buyer has been too decent an individual to have such lack of thoughtfulness attend his transactions and contacts with the seller.

This business of buying, selling, trading, and living together should and can be a very pleasant structure. All of us to give something of ourselves cheerfully to make it such. Are you and I as salesmen doing our part?

It is true you and I as sellers may not be able adequately to supply our buyers on business they were considerate enough to favor us with. That, however, is not a good reason for failure to realize that any and all business they give us is a distinct favor to us, as sellers.

completed, tourist facilities ex-Life is a grindstone and whether it grinds a man down or polishes panded, agricultural and mining him up depends upon the stuff he's made of.

and more industries established,' We Urge You To Patronize Our Advertisers asserts Mr. Elias. "Moreover, we Subscribe now for The Black Mountain News want our industries and visitors treated with such fairness and WOOD! WOOD! WOOD! Carolina are entitled to the most HEATER BLOCKS-FIREPLACE competent, energetic and intelligent representation in Congress. KINDLING C. S. BETTS an awakened understanding of our needs today and will register their desires by nominating Mon-**Phone 2681** roe M. Redden in the Democratic Black Mountain, N. C. primary." (Political advertisement)

THE BLACK MOUNTAIN NEWS

MONTREAT NEWS

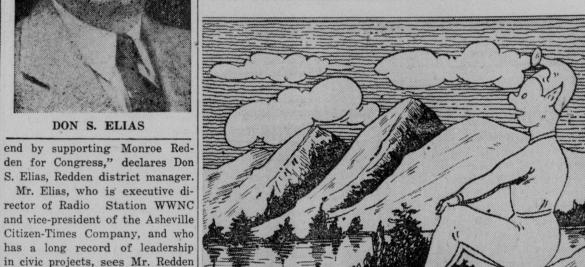
(Continued from page 1) | Montreat Road last Friday, espec-Montreat College presented the ially do we express condolence Glee Club, The Charalettes, and to those who are employed or remembers of the music department side here in Montreat.

in recital Saturday evening, May

11 in Gaither Chapel. Mrs. Elma Rev. and Mrs. Walter J. Ander-Randal directed the choruses and son are having a number of guests Miss Lois Benjamin accompanied this week. They are Miss Sue Asheville, May 15.-"My upper- them. These ladies were present- Lewis and her friend, Miss Ruth most ambition is to see Western ed with corsages of beautiful Stevens from Greenville, S. C., North Carolina develop, prosper white and pink carnations, by the and Mr. and Mrs. Walter Moore and progress, and I feel I can performers in token of apprecia- and son, Robert, from Spartanmake definite contribution to that tion for their untiring efforts and burg, S. C. Miss Lewis and Mrs. loving service in behalf of the Moore are Mrs. Anderson's sisters.

clubs. Each number presented showed pains-taking care in pre- They are expecting Mr. and Mrs. paration and instructtion and ex- W. H. Lewis and family also. He ceptional artistry, in fact, we is her brother. It is so nice that predict even more delightful mus- they can all be here with her durical treats from them in the fu- ing the furlough time. ture.

Mrs. E. F. Jackson of Glenn Sympathy is extended to the Ridge, N. Y., is spending a month family of Mrs. G. M. Whittaker, with Miss Alice Hardy on Assemwho passed away at her home on bly Drive.



THE MOUNTAIN ELF SAYS: "Go to the Ant, tho u sluggard, Learn his ways and be wise,' Wisdom for either t he schoolroom Or under the bright, blue skies."

LIGHTNING KILLS COW A SON IS BORN Lightning killed a nice Jersey A son, Alex Wayne, was born cow, property of Rector Ledbet-Friday to Mr. and Mrs. George ter, as she stood by the pasture appreciation that others will be Moore of Black Mountain. Mrs. fence Sunday afternoon. Two encouraged to come to live and Moore is the former Miss Flay other head of cattle nearby were Elliot unhurt.

ATTENTION:

AT FAIN'S

LOGGERS, LINESMEN, FARMERS,

SPORTSMEN AND FACTORY WORKERS

The History of Coffee

makes us civil every morning and in 1650, and it was brought to Nor makes us civil every morning and America in 1668. But promptly to Not day links many nations in a long power of the beverage to stim day links many nations in a long late clear thinking and plain talk and romantic history, bust when it first appeared as a beverage no one can say exactly. But that it political debate that or the popular coffe one can say exactly. But that it was an Arabian discovery seems political debate that exploded in was an Arabian discovery seems dissension, direct action and re that coffee grew wild in that part tury after Christ, and fanciful Arabian nights tales have been seminaries of sedition. handed down about the first brew. The most popular legend con-

cerns Kaldi, an Arabian goatherd, whose dull life on the hillside made him a gloomy Joe indeed. But he picked and ate some of the berries his goats were fond of nibbling, because he noticed that after eating these berries, the goats became gay creatures. Kaldi himself became a new man. Thereafter coffee berries were indispensable to his diet, and so carefree and lively did he become that he often joined his goats in a merry dance.

A monk, to whom Kaldi confided his experiences, prepared a drink from the beans and served 1718, with a result that every sixth it to the members of his order. They found the beverage sustained their energy and helped them to pray and meditate longer, so they adopted the drink and cultivated greatest coffee drinkars the plant.

beverage spread to Turkey, where, vious invoices were topped in 1945 in 1554, the first public coffee house was established. It was introduced 20,279,690 bags of coffee, each conto the Venetians in 1615, the French | taining 132 pounds!

The fragrant cup of coffee which in 1644, the English and Vie sistance made coffee houses th targets of tyrants like Charles I

don and Paris coffee houses of the seventeenth and eighteenth centuries held the mirror to "the manners, the morals and the politics of a people."

Here in colonial United States too, the coffee house became the meeting house of the town fathers and after a time changed from purely social centers to focal point of merchant trade and politic discussion. Daniel Webster called Boston's Green Dragon Coffee House "the headquarters of the American Revolution."

The Dutch took the coffee plant to South America back around grader knows. Today's coffee plan. tations in Pan-America produ three-fourths of the world's coffee we're the biggest customers for Gradually the popularity of the the Pan-American yield. All pre when the United States imported



Thursday, May 16, 1946



The Following

DON S. ELIAS

as a seasoned and successful at-

torney and business man whose

ability and energy will make cer-

tain our section's interests will

"We want the Great Smoky

Mountains National Park devel-

oped, the Blue Ridge Parkway

possibilities fostered, and more

I am confident our people have

Reasonable Terms

"The people of Western North

be protected in Washington.

work among us.

Just A Sample

-OF THE-Lines We Carry

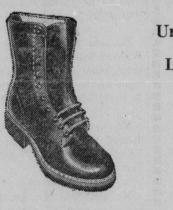
BED ROOM SUITES FROM MORGAN LAWSON LIVING ROOM SUITES ROMAGLE AND BROWN KITCHEN RANGES MARSH KITCHEN CABINETS **BY-LO JUVENILLE FURNITURE** SIMMONS SPRINGS AND MATTRESSES MEBANE ROYALL-SPRINGS AND MATTRESSES OGLE ALUMINUM PORCH FURNITURE LANE CEDAR CHESTS NEURRE MIRRORS (Guaranteed By Good Housekeeping) WESTINGHOUSE (The Full Line) BENDIX HOME LAUNDRY

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