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J. C. CORNELIUS Editor
JOHN W. EALY Assistant Editor
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STRICTLY IN ADVANCE

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 oft-times 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.

Life is a grindstone and whether it grinds a man down or polishes him up depends upon the stuff he's made of.

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Don S. Elias Supports Redden

Mr. Elias, Prominent Man of Asheville, Writes The Following

Asheville, May 15.—"My uppermost ambition is to see Western North Carolina develop, prosper and progress, and I feel I can make definite contribution to that



DON S. ELIAS

end by supporting Monroe Redden for Congress," declares Don S. Elias, Redden district manager.

Mr. Elias, who is executive director of Radio Station WWNC and vice-president of the Asheville Citizen-Times Company, and who has a long record of leadership in civic projects, sees Mr. Redden as a seasoned and successful attorney and business man whose ability and energy will make certain our section's interests will be protected in Washington.

"We want the Great Smokey Mountains National Park developed, the Blue Ridge Parkway completed, tourist facilities expanded, agricultural and mining possibilities fostered, and more and more industries established," asserts Mr. Elias. "Moreover, we want our industries and visitors treated with such fairness and appreciation that others will be encouraged to come to live and work among us.

"The people of Western North Carolina are entitled to the most competent, energetic and intelligent representation in Congress. I am confident our people have an awakened understanding of our needs today and will register their desires by nominating Monroe M. Redden in the Democratic primary."
(Political advertisement)

MONTREAT NEWS

(Continued from page 1)
Montreat College presented the Glee Club, The Charalettes, and members of the music department in recital Saturday evening, May 11 in Gaither Chapel. Mrs. Elma Randal directed the choruses and Miss Lois Benjamin accompanied them. These ladies were presented with corsages of beautiful white and pink carnations, by the performers in token of appreciation for their untiring efforts and loving service in behalf of the clubs. Each number presented showed pains-taking care in preparation and instruction and exceptional artistry, in fact, we predict even more delightful musical treats from them in the future.

Montreat Road last Friday, especially do we express condolence to those who are employed or reside here in Montreat.

Rev. and Mrs. Walter J. Anderson are having a number of guests this week. They are Miss Sue Lewis and her friend, Miss Ruth Stevens from Greenville, S. C., and Mr. and Mrs. Walter Moore and son, Robert, from Spartanburg, S. C. Miss Lewis and Mrs. Moore are Mrs. Anderson's sisters.

They are expecting Mr. and Mrs. W. H. Lewis and family also. He is her brother. It is so nice that they can all be here with her during the furlough time.

Mrs. E. F. Jackson of Glenn Ridge, N. Y., is spending a month with Miss Alice Hardy on Assembly Drive.

Sympathy is extended to the family of Mrs. G. M. Whittaker, who passed away at her home on



THE MOUNTAIN ELF SAYS:

"Go to the Ant, thou sluggard,
Learn his ways and be wise,
Wisdom for either the schoolroom
Or under the bright, blue skies."

A SON IS BORN

A son, Alex Wayne, was born Friday to Mr. and Mrs. George Moore of Black Mountain. Mrs. Moore is the former Miss Flay Elliot.

LIGHTNING KILLS COW

Lightning killed a nice Jersey cow, property of Rector Ledbetter, as she stood by the pasture fence Sunday afternoon. Two other head of cattle nearby were unhurt.

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The History of Coffee

The fragrant cup of coffee which makes us civil every morning and renews us so often during the day links many nations in a long and romantic history. Just when it first appeared as a beverage no one can say exactly. But that it was an Arabian discovery seems very likely in view of the fact that coffee grew wild in that part of the world before the ninth century after Christ, and fanciful Arabian nights tales have been handed down about the first brew.

The most popular legend concerns 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 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 the plant.

Gradually the popularity of the beverage spread to Turkey, where, in 1554, the first public coffee house was established. It was introduced to the Venetians in 1615, the French

in 1644, the English and Viennese in 1650, and it was brought to North America in 1668. But promptly the power of the beverage to stimulate clear thinking and plain talk converted the popular coffee houses into discussion clubs. And political debate that exploded into dissension, direct action and resistance made coffee houses the targets of tyrants like Charles II of England, who termed them seminaries of sedition.

But, according to Disraeli, London 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 points of merchant trade and political 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 1718, with a result that every sixth grader knows. Today's coffee plantations in Pan-America produce three-fourths of the world's coffee. And because we are the world's greatest coffee drinkers, of course we're the biggest customers for the Pan-American yield. All previous invoices were topped in 1945, when the United States imported 20,279,690 bags of coffee, each containing 132 pounds!

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All That Glitters Is Not Gold—Doin' What Comes Naturally.....Jimmy Dorsey
Shorty's Got To Go—Some Day.....Lucky Millinder
Ah-Yes, Three's Good Blues Tonight—Chittlin' Switch.....Lucky Millinder
Where Did You Learn to Love—Coax Me a Little Bit.....Dinah Shore
Oh! What It Seemed To Be—As Long As I Live.....Frankie Carle
No, Baby, Nobody But You—I'm Glad I Waited For You.....Frankie Carle
Vout Orenes—Please Wait For Me.....Slim Gaillard

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