

THE BLACK MOUNTAIN NEWS

YOUR VALLEY NEWSPAPER

SIGN UP FOR THE LOCKER

Vol. 2, No. 23.

Thursday, February 6, 1947., Black Mountain, N. C.

5 Cents Per Copy.

Grade School Honor Pupils Are Named

The following pupils have been listed on the grade school honor roll by A. W. McDougle, school superintendent. They are:

Seventh grade, Mrs. Billie F. Burgess, teacher: Elaine Allison, Connie Daugherty, Carolyn Dinwiddie, Peggy Gibbs, Sybil Joyner, Barbara Justus, Norma Justus, Betty Maret, Jerry Ryan, Bobby Dickens, Arnold Runion, Ray Carver, and Margaret Harrison.

Sixth grade, Miss Lou Lindsey, teacher: Stanley Burgin, Carolyn Plimmons, Charles Davis, Eloise Norton, Russell Rowland, Junior Sparks, Jerry Prescott, Joe Robinson, Richard Burnette, Lillian Williams, Rowland Stepp, Evelyn Franks, and Kathleen Bartlett.

Fifth grade, Miss Ann Capps, teacher: Betty Austin, Celeste McCall, Nancy Dougherty, Viola Melton, and David Walters.

Grade 6-B, Eunice Beddingfield, teacher: Bettye Mayhew, Doris Robinson, and David Mundy.

Fourth grade, Miss Lena Allen, teacher: Dean Moffitt, Shirley Moll, Yvonne Nanne, Hilda Phillips, Ann Sawyer, Edna Smith, Eva Smith, Maria Spence, and Peggy Jo Williams.

Third grade, Roberta B. Hudgins, teacher: Lillian Brown, Julia Ann Capps, E. V. Gouge, Betty Harris, Sarah Ann Harris, Betty Lee Hutchins, La Verne Jones, Glenn Melton, Homer Rede, Dean Summey, Betty Stephenson, Joy Ann Swanngin, Sanford Sarti, Janet Swenson, Clarence Talley, La Vonne Wilson, and Dale Wrenn.

Second grade, Mrs. Frankie R. Earley, teacher: James Franklin, Gary Grove, Eleanor Justus, Betty Lytle, Barbara Nesbitt, Paul Wright, Anita Bowling, John Buckner, Jack Farr, Nancy Jo Harwood, Eugene Knoefel III, Donald McDougle, Doris McMahan, Virginia Reid, Martha Jo Rex, and Arlene Swann.

First grade, Miss Tipton, teacher: Shirley Gagahan and John Corbran.

Kindergarten, Mrs. Wm. Hickey, teacher: Gordon Spendlove, Lois Nix, and Betty McAfee.

Fourth grade, Miss Evelyn Cumble, teacher: Jon Danenhower, Harold Davidson, Donald Knighth, Tommy Lindsey, Robert Ellis Willoughby, Edward (Eddie) Dreier, Joyce Justus, Julia Kerlee, Susan Merrick, and Mary Rutledge.

Fourth grade, Mrs. Evelyn D. Goodson, teacher: Clark Nanney, Jr., Edward Shoemaker, J. R. Williams, Jr., Katherine Bailey, Glenda Gragg, Mary F. Kelly, Glenda Miller Rhoda Morris, Patricia Tyson, Pauline Vanover, and Mary Ann Whitaker.

Fourth grade, Miss Higgins, teacher: Joe Kerstene, Jimmy Price, Bobby Stone, Sarah Dickens, and Pansy Melton.

Third grade, Mrs. White, teacher: George Blanton, Billy Franklin, Stanlin Garland, Jr., Bobby Harrison, Bobby Nix, Loretta Allison, Mary Blanton Armistead, Betty Jean Ball, Myrna Bartlett, Carolyn Creasman, Judy Cordell, Dorothy Ann Elliott, Mary Louise Fortune, Sarah Gouge, Julia Kate Hudson, Charlotte Knoefel, Estelle Levi, Georgia Melton, Hazel Morris, Marilyn Morris, Lula Bell Osteen, Imogene Plimmons, and Jacquelin Sarti.

Third grade, Joy Edwards, teacher: Betty Burnette, Ruth Chambers, Vivian Griffin, Judy Sawyer, Josie Surrett, and Barbara Jean Harvey.

Third grade, Mrs. Bennett, teacher: W. H. Bowling, Marie Melton, Martha Moffitt, Faye (Continued on page four)

WED AT BRIDEWOOD



MR. AND MRS. CLARENCE BROOKS are shown cutting the wedding cake, following their marriage, Saturday, January 25, at Bridewood, the Black Mountain home of the bride. Prior to her wedding Mrs. Brooks was Miss Nancy Lee Tucker, daughter of Mr. and Mrs. Samuel Lee Tucker of Alexandria, Virginia.

After a wedding trip through Western North Carolina the couple will reside in Due West, S. C., where Mr. Brooks will continue his studies at Erskine college.

Blue Ridge Officials Discuss Plans

J. G. Northcott, E. S. Jackson, executive secretary and H. W. Sanders, resident manager of the Blue Ridge assembly, attended a meeting of the Blue Ridge operating committee in Asheville Tuesday afternoon. Asheville members of this committee are: Judge H. C. Jarvis, C. E. Morgan, D. Hiden Ramsey and D. W. Glover. Plans for the coming summer, as well as for the annual board meeting to be held in Knoxville on February 20, were discussed.

Last Rites Held Friday For Mrs. Chedester

Mrs. William P. Chedester, wife of the Rev. William P. Chedester, retired Presbyterian minister who died early last Thursday morning were held Friday afternoon at 3 p. m. at the Presbyterian church of Black Mountain. The Rev. W. H. Styles and the Rev. Robert King officiated. Burial was in the Riverside cemetery, Asheville, with the Harrison Funeral home in charge.

Pallbearers were G. L. Kirkpatrick, W. J. Griffin, Garfield Harris, W. H. Kuykendall, R. T. Green, and C. S. Betts.

Mrs. Chedester lived in Asheville for a number of years. Her husband was the first pastor of Ora Street Presbyterian church.

The former Miss Bessie Stevenson of Tryon, she is survived by the husband; a daughter, Mrs. Walker Guy of Nashville; three brothers, D. Calvin Stevenson of Gaffney, S. C., Myron Stevenson of Dothan, Ala., and William A. Stevenson of Denmark, S. C.; two sisters, Miss Margaret Stevenson and Mrs. James H. Rion of Tryon; and one grandson.

Public Requested To Back Dances

The American Legion is sponsoring dances each Saturday night at the Black Mountain club house. The time is 8:00 p. m. to midnight.

By sponsoring these dances the Legion hopes to raise enough money with which to build a Legion hall. The members ask the support of the community in this undertaking.

Buncombe County Republican Club To Meet Monday

The Republican club of Buncombe county will hold its annual Lincoln Day dinner at the George Vanderbilt hotel, Asheville, Monday evening, February 10, at 7 o'clock. The chief speaker will be Rep. Robert Hale, of the first Maine district. He will be introduced by Judge Guy Weaver. William C. Meekins, Asheville attorney, will act as toastmaster.

Guests are expected to attend the dinner from throughout the 11th and 12th Congressional districts. The Rev. Clifford Peace, pastor of the Merrimon Hillside Methodist church, Asheville, will give the invocation. Former State Representative Halsey B. Leavitt, of Asheville, will recite Abraham Lincoln's immortal "Gettysburg Address." Miss Blance Loftain will have charge of the music. Clyde Tweed is president of the Republican club of Buncombe County.

Congressman Hale, 57 years of age, is the son of former Senator Frederick Hale. He was elected to the Seventy-eighth Congress in 1922 and is now serving his third term in Washington. He is a graduate of Bowdoin college, studied at Harvard law school, has A. B. and M. A. degrees from Oxford university and an M. A. degree from the University of Maine.

For seven years from 1923 to 1930, Rep. Hale was a member of the Maine House of Representatives and was speaker during his last term there. In August, 1917, he joined the U. S. Army and was advanced successively from private to 2nd lieutenant.

More than usual importance is attached to the Asheville Lincoln day dinner because of the sweeping national Republican victory last November.

Committee assignments for the dinner are:

Arrangements: Mrs. Francis W. Brow and Mrs. Dan King; speaker, Judge Guy Weaver, Dan Judd, and William C. Meekins; decorations, Mr. and Mrs. Hamilton Young and Mrs. and Mrs. S. W. Calhoun; program, Mitchell Lominac, Ben Taylor, J. Kelly Roberts, and Mrs. H. A. Hutchins; place, Clyde Tweed and Jack Crawford; reception, Lovell Rhodes, Mrs. Dorothy Morrison, and Col. John A. Wagner; and publicity, Halsey B. Leavitt and Fred Severance.

With The Sick

C. E. Hudgins has been confined to his home since January 16, with a back injury suffered in a fall.

Ed Lytle of Blue Ridge has entered the veterans hospital at Johnson City, Tennessee for treatment.

Mrs. Douglas Jones has returned to work after being ill with a cold for several days.

Mrs. Douglas Jones and son Jimmy Milbee have been ill with colds this week.

Mrs. Ann McSwiney of Ridgecrest is confined to her home with a broken arm.

Don McDougle has returned to school after being absent because of illness.

Mrs. C. C. Godfrey of Blue Ridge has been confined to her home with a severe cold.

John Pellom returned from Mission hospital Friday and is getting along fine.

Judy Sawyer has been absent from school because of illness.

Mrs. Gordon Greenwood is ill at her home with a severe cold.

DISPLAY BY BOY SCOUTS

From February 8 to 14 in observance of the thirty-seventh birthday of the organization, Boy Scout Troop No. 47 will have in the window of C. I. McDougle, a display of Scout equipment and handicraft made by the boys. The troop will wear their uniforms during this time.

SCHOOL RESUMED

School in Black Mountain has been resumed following a one day forced vacation caused by broken water lines.

Law Prohibits Use Of Loud Speakers

There are no objections to anyone speaking or preaching anywhere in Black Mountain so long as he does not use a loud speaker and create a traffic hazard, Mayor J. L. Potter told the NEWS today in explaining his action in calling a halt to the street meeting last Saturday. "But there is a city ordinance against the use of loud speakers within the city limits," the mayor asserted, "and it will be enforced."

"I acted last Saturday after several merchants had called me and complained," Mayor Potter continued. "As the mayor they looked to me to see that the law was enforced and I consider it my duty to do so. However, I wish to make it perfectly clear that neither I, nor any member of the council, object to anyone preaching or speaking anywhere at anytime as long as he likes, providing that he does not violate the law and that he does not create a traffic hazard."

"Anyone who wants to preach or speak within the city limits, other than in a building or place provided for that purpose, should contact the chief of police and he will direct him to a location where no hazard or disturbance will be caused," Mayor Potter concluded.

Production Field Paced By Chevrolet

DETROIT, Feb. 5.—Completion of the 1946 passenger car model run by Chevrolet rounded out a production period during which this largest General Motors division built more autos than any other single producer in the industry, it was revealed here today by T. H. Keating, general sales manager.

The production feat, he pointed out, was accomplished in the period from the beginning of post-war reconversion in mid-1945. Some manufacturers began civilian car output as early as July of that year, although Chevrolet did not get underway until October and was almost immediately strike-bound for five months.

During the 1946 run, a total of 424,874 Chevrolet passenger cars were produced, a figure nearly 2,000 greater than any other single make of car. This total Mr. Keating pointed out, represents the output of 11 months, as against an 18-month consecutive working period for the second highest manufacturer.

During the 1930's, he said, Chevrolet regularly built and sold more of any given year's models than any other maker, accounting for the predominance of this one make of car in any given traffic count.

"Traditionally, Chevrolet builds and sells approximately one-fourth of all passenger cars and almost one-third of all trucks made in America," Mr. Keating said.

"While passenger car output in the year just closed was disappointing from a volume standpoint, truck production approached other high-volume years. In 1946, 201,705 truck sales were reported by Chevrolet dealers. This figure compares with 213,151 in 1935 and 264,462 in 1941, the greatest truck sales year.

"With truck demand still pressing, high-volume output is assured for 1947. Passenger car production, likewise, will be limited only by the capacity of our facilities and productivity of our manufacturing organization."

GRANGE MEETS

The Swannanoa Valley Grange will meet Monday night at the J. O. U. M. hall for the regular monthly meeting.

Say You Saw It In The NEWS

New A & P Advertising Series, "Marketing With Marjorie,"

CP&L Has Huge Construction Budget For 1947

RALEIGH, N. C.—Funds for building an additional 200 miles of new rural lines in Western North Carolina, for completing the repairs to Avery Substation in Asheville, and for the installation of an FM communication system for Company use in the Asheville area are included in the 1947 construction budget, estimated at \$6,700,000, which has just been announced by Carolina Power and Light Co., in a letter to the 15,000 holders of CP&L common stock.

The budget provides in excess of \$700,000 to be spent in the Asheville area. The proposed projects will add some 2,000 new rural and urban customers and will provide for increasing the capacity of present facilities in the area.

During 1946 the Company built 150 miles of new rural lines in the Western area, about 27 of which were without transformers at the end of the year, due to the scarcity of this equipment. The new lines built in 1946 brought electric service to approximately 1,000 new rural customers.

The budget provides for a small amount of work still needed to restore service to the desired standards at very Substation, wrecked last year by an explosion, with modification of former indoor apparatus to outdoor equipment.

Another item approved for the Western area is the installation of a frequency modulation broadcasting station, with a 50-watt transmitter and receiver to be located in the Company's distribution and service offices in Asheville. Five mobile units for installation on two heavy construction and maintenance trucks and on three service trucks are planned. The antenna will be placed on top of the CP&L sign on the Public Service Building.

Installation of the FM station for use in Company operations will provide two-way communication for a radius of 20 miles from Asheville. It is designed to improve CP&L service by providing constant communication with service and maintenance crews, by permitting the immediate dispatching of crews to trouble spots or any locality where immediate service is required.

This year's construction budget, containing funds for many different items, is the largest approved by the Company since 1930. A main item this year is the sum of \$2,200,000 for the construction of 1,500 miles of new rural lines throughout the system, which will bring electric service to about 7,500 new rural customers.

The 1,500 miles of rural lines scheduled to go up during 1947 are a continuation of the Company's rural expansion program begun shortly after V-J Day. This program was well underway in 1946, and during the past year CP&L completed 1,300 miles of rural lines. At the close of the year, another 1,400 miles of rural lines were in various stages of construction, with about 1,000 miles complete except for transformers.

The Company's overall postwar rural construction program is aimed at the building of a total of 4,600 miles of new rural lines by sometime in 1948, adding a total of 22,400 new rural customers.

More than \$1,000,000 is included in the 1947 construction budget for the extension of lines to serve new customers other than rural. It is expected that about 7,500 new urban customers will receive electric service during 1947, which, with the addition of rural customers to new lines and to existing lines, will bring to 16,000 the total of new customers expected of all types.

During 1946, the Company added 17,376 new customers of all types.

The budget for 1947 provides in excess of \$7,000,000 to build a (Continued on page four)

JACKSONVILLE, Fla., Feb. 5.—An experimental plan of placing company advertising in at least one newspaper in every community in which it has a store has been put into effect by A & P Food Stores, R. M. Smith, president of the food chain's Southern Division, announced here today.

"The new advertising will appear every other week in 229 papers in this Division and in a total of 900 newspapers throughout the country," Mr. Smith declared. "The Campaign is entitled 'Marketing with Marjorie' and is new and chatty in form. It will tell consumers about famous quality brands to be found in local A & P Stores."

"A & P has always believed strongly in the selling power of newspaper advertising. The best proof is that we have been using approximately 2,000 newspapers regularly to carry our message to the public; with these additions our advertising list will total nearly 3,000."

Some of the copy will describe the quality of the products and other 'ads' will give hints on how to use these foods to make more tempting and tastier dishes, the Division president pointed out. The 'ads' are aimed at the housewife although the quality angle is expected to interest men shoppers, whose number has increased greatly since the start of World War II.

"Prices won't be included in the 'Marketing with Marjorie' ads since these vary in different communities, due to differentials in shipping and handling costs," Mr. Smith said. "Until now retail advertising has been devoted for the most part to listing prices of the various foods. As a result, this column is a marked departure from the actual practice of most food companies."

"Since it is new and different, 'Marketing with Marjorie' is being tried on an experimental basis. Its continuance will depend fully on whether there is sufficient reader interest to warrant running it regularly. We would be interested in hearing what consumers think about it."

Fund Chairman Appointed For Red Cross

It has just been announced that Thomas S. Sharp has been appointed 1947 Fund chairman for the Black Mountain-Swannanoa chapter of the American Red Cross. He will have charge of the work of the chapter volunteer solicitors in March when the Red Cross appeals Nationally for funds to carry on its various programs. The local committees are now being formed.

Mr. Sharp has served as chapter chairman and fund chairman for the past two years, and under his leadership the chapter has won recognition for its community service.

"As we enter our second year of peace," said Mr. Sharp, "the Red Cross is expanding its services. We are still serving the man in the armed forces, whether he is in the United States or overseas. We are doing more than ever for the veteran and for the average citizen of the community."

"Home Service, which during the war was the unfailing means of communication between the man in camp and his family at home, still carries on this work. In addition, Home Service now carries a big load in assisting veterans and their families with counsel on vocational training, employment service, government benefits, financial aid, and all kinds of personal problems. Of course, Home Service always is ready to aid the community."

"Veterans hospitals have greater need than ever of skilled Red Cross workers to serve the men. Men who are stationed overseas no longer feel forgotten when they (Continued on page four)

WEATHER

Below are the reports of the U. S. Forest Service weather station at Point Lookout. Readings are made three times daily by W. G. Alley.

Table with columns for date (Feb. 1-5), High (H), and Low (L) temperatures in degrees Fahrenheit. Values range from 61 to 72 for highs and 25 to 00 for lows.