

LIGHT THE ATHLETIC FIELD

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Power Companies Launch Drive To Increase Farmers' Income By Ag. Development Program

Seek Greater Economic Stability For Dwellers Of Nation's Rural Areas

Some 35 electric power companies, located in 20 states, are about to launch an ambitious drive to increase the farmer's income through an extensive agricultural development program. As a spokesman for the power industry pointed out, "Power companies are rapidly realizing the part that they can play in bringing about more effective conservation of natural resources, acceleration of farm production, and greater economic stability for the farmer."

The drive has its basis in a program put into effect in 1936 by the Monongahela Power Company, which serves parts of West Virginia, Virginia, Ohio and Maryland. At that time, conditions in the area were definitely substandard. In 1930, for instance, the average value of the farms in the Monongahela Valley was \$5,502, as compared with a national average of \$9,103. In the 20 years prior to 1930, the average value of the Valley's farms had increased only 29.7 per cent, as against 41.3 per cent for the country as a whole. And in 1932, 36 per cent of the farm land and 55 per cent of all the farms were tax-delinquent.

The plan adopted by the utility was a sweeping one—and many of its projects in no way involved the use of electricity or power-consuming equipment. Soil conservation was stressed. Valuable instruction was given in the prevention of erosion, and the intelligent use of the farmer's principal asset—his land. Agricultural marketing methods, resettlement, and livestock breeding programs all had a dominant place in the plan. As an example of the success attained, farm income in the area has risen from \$358 in 1935 to an average of \$1,200 today—and close to 2,000 families are now participating as against 287 a decade ago.

This is the kind of work that is soon to be done on almost a national scale. It can best be described as progressive activity for the general good. And it is indicative of the spirit and the ideals of service which dominate the utility industry.

Rev. Styles Will Be Guest Speaker Sunday

The Rev. Walter H. Styles will be the guest speaker at the Colored Methodist church at Montreat, Sunday, March 9, at 3 p. m. according to an announcement made by Marshall Gaither, president. Mr. Corah Whiteside is secretary and Mrs. Willie Stepp is treasurer. He will speak in the interest of the choir. The church extends to each and everyone an invitation to come and hear the Rev. Mr. Styles.

VISITING PARENTS

Mrs. Thomas P. Harrison and her daughter Katherine are visiting her parents, Mr. and Mrs. Tom Sharp. Dr. Harrison is on leave from the University of Texas and is in Washington doing research work.

WEATHER

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

8 a. m.	5 p. m.	Pre.
Feb. 27	25	29 .00
Feb. 28	27	34 .00
March 1	30	35 1" snow
March 2	26.5	21 .00
March 3	19	27 .00
March 4	34	43 .00
March 5	45	54 .00

Students Rule For A Day

Pete Brittain, former grid captain and basketball star, took over the reins as principal when Student Day was observed at Black Mountain High school for the first time Friday, February 28.

On the whole, students took their responsibilities seriously and the venture was a success, according to T. W. Nesbitt, displaced (for the day) principal.

In each class a student took over the job of teaching or of maintaining study halls for the period. Irvin Willis took over janitorial duties for the day.

Students and classes taught follow:

Principal, Pete Brittain; Asst. Principal, Scott Uzzell; Eng. IV., Chas Biddix; Eng. III., Bobby Blair; Eng. II., Peggy Morrow; Eng. II., Elmer Taylor; Eng. I., Petra Brown; Eng. I., Cecil Wilson; Gen. Science, Jimmie Milbee; Chemistry, Pete Brittain; Biology, Larry Glenn; Biology, Sara McDougle; U. S. History, Don Gragg; World History, Jack Edwards; Math I., Chas Thomas; Math I., Ben Leatherman; Math II., Crawford Willoughby; Math III., Joyce Gouge; Math IV., Jack Ramsey; Typing, Ethel Rice; Typing, Lawrence Crisp; Shorthand, Doris Blankenship; Gen. Business, Joanne Cordell; Sociology, Alvarita Taylor; Home Ec. I., Lorraine Stafford; Home Ec. I., Lucille Fox; Home Ec. II., Betty Brandon; Home Ec. III., Pauline Ledbetter; Ag. I & II., B. H. Chandley; Ag. III., Jack Ramsey; Health, Fred Pence; Study hall teachers: Martha Davis, Crawford Willoughby, Olive Reece, Elizabeth Morrow, Betty Blair, and Dana Gilliam.

Pierce Addresses W. N. C. Lions

Eleven members of the Black Mountain Lions club attended the meeting of the Asheville Lions club today (Thursday) at 12:30 at the George Vanderbilt hotel to hear Clifford Pierce, president of Lions International. Present were representatives of Lions clubs from all over Western North Carolina.

Those from Black Mountain and Swannanoa who attended were O. E. Leeman, W. H. Styles, H. W. Sanders, Johnny Rice, Perry Morgan, Roy Alexander, C. E. Spencer, A. W. McDougle, J. O. Williams, and Jack Smith.

Peggy Hall will visit her friends in Pensacola this week-end.

Albert J. Terrell Named Commander Of Newly Organized V. F. W. Post

22 Members Sign At First Meeting Tuesday Night

Albert J. Terrell, owner and manager of the NEW Theater, was elected post commander and Robert Anderson post quarter of the Black Mountain post of the Veterans of Foreign Wars which was organized at the city hall Tuesday night. Present for the organizational meeting were D. R. Dennis and A. B. Wood, national extension officers of the V. F. W.

Other officers elected were James Brittain, post senior vice commander, Claude Rice, post junior vice commander, Roy A. Taylor, post advocate, Leon Williams, post chaplain, James Tucker, post surgeon, and Bill Gudger, Harold Gray and F. S. Cunningham, trustees, and Gordon Greenwood, adjutant.

The meeting dates were set for the first and third Tuesdays of each month at the city hall at 7:30 p. m. The first regular meeting

Well, Why Not???

From the number of people who come into the NEWS office daily looking for houses, apartments, or rooms, one would get the idea that the army and navy must have been demobilized in the Swannanoa Valley. "Do you have anything for rent—just any kind of place will do," is the usual plea. When we have to tell them that while we will do our best and will be glad to add their names to the list to be called in case anything shows up, few of them can hide their disappointment.

What is being done to relieve the housing shortage in Black Mountain? Have efforts been made to secure temporary housing for the dozens of folks who are without homes?

Although the problem is national in scope, it seems that vigorous action might relieve the situation if not actually solve it. The public has a right to know and should be told what is being done. It's easy for some fellow to issue a statement from an easy chair under his favorite reading light that "Things are going according to plan and that there is no actual housing shortage." If this is correct, then the folks making the rounds daily seeking a shelter must be playing house.

To relieve the situation will take imagination, intelligence, and g. . . well, it'll take all three. Do we have that combination?

Blue Ridge Cleaners Will Open Monday

The Blue Ridge Cleaners, owned and operated by Robert S. Eckles, III., and Carl Kerlee, Jr., will open for business Monday morning, March 10, it was announced today. Full details are contained in their opening ad which may be found on page eight of this issue.

With all new equipment the Blue Ridge Cleaners is located in the Junior Order hall across from the Southern depot. Formal opening has been held pending arrival of the new equipment. Featuring expert workmanship at moderate prices Carl and Bob have secured the services of J. P. Dees and Mark Hooper. Dees, who has had 20 years' experience, will be in charge of cleaning and spotting, and Hooper, who has been in the business since 1905, will do the pressing.

The owners of Black Mountain's newest business establishment ask all their friends to visit and to inspect their new plant and equipment.

★ Say You Saw It In The NEWS

will be Tuesday, March 18. Following the installation of officers Commander Terrell appointed Bill Gudger, William James, and James Brittain to meet with him and to act as a committee to investigate and to recommend a name for the post.

Those who are listed on the post's roll, including transfers from other posts, are as follows:

Benjamin L. Marett, Harry B. Gray, Claude C. Rice, Robert Lee May, Daniel L. Nanney, Sr., Gordon H. Greenwood, John B. McKay, Dr. Ralph L. Huth, Roy A. Taylor, Albert Johnson Terrell, Malcolm L. Williams, James A. Uzzell, Ernest R. Rice, James A. Hinceman, Wm. Lee Gudger, Floyd Goff, F. S. Cunningham, James W. Brown, James A. Brittain, Robert E. Anderson, Austin B. Burgess, and Herbert C. Wright.

LEAVES FOR NEW YORK

Mrs. Mary E. Aleshire will leave Friday for New York for a visit with her son-in-law and daughter, Mr. and Mrs. D. I. Roedel.

State Test Farm Goes On Block Saturday, 1:30

The North Carolina state test farm, located just west of Black Mountain on highway 70 and directly across the highway from Moore General Hospital, will be sold at auction Saturday, March 8, beginning at 1:30 p. m. There will be a band concert for the entertainment of prospective buyers. The property has been subdivided into residential lots and small acreage tracts. Oscar Pitts is the auctioneer.

Library Board Announces New Hours

Business hours for the Black Mountain public library have been announced as follows: Tuesday—6:00 to 8:00 p. m.; Thursday—9:00 a. m. to 12:00 noon; and Saturday—3:00 to 6:00 p. m. A librarian will be on duty at that time and the building is open for public use.

The library board met at the Northwestern bank building Monday night for their regular meeting at which time Mrs. Otty Leeman, William Hickey, and Gordon Crawford were named as the book committee. This committee held at the library to consider plans a special meeting Tuesday night for replacing worn books and the elimination of duplicates.

The board decided to wait until after the visit of the state librarian, who will be here March 14, before making permanent plans for purchase of new books. Another item of vital importance which will be discussed at that time is the plan to put the library on a five day basis.

Board members are Mrs. Clifford Porter, president, Mrs. Otty Leeman, secretary-treasurer, William Hickey, A. G. Callison, L. C. Jumper, and Gordon Crawford.

Red Cross Officials Extend Thanks

The following letter was received at the Red Cross office recently:

February 19, 1947
Mr. Thomas S. Sharp
Chapter Chairman
Black Mtn.-Swannanoa Chapter
American Red Cross
Black Mountain, N. C.
Dear Mr. Sharp:

I have received a memo from Mr. Clifford Fligg, Director of Public Information in Southeastern Area, in which I believe you and other chapter leaders would be interested. Mr. Fligg says:

"A copy of the February 13 issue of the Black Mountain News came to my desk and I hope you will find an opportunity soon to pass on to the chapter my commendation of the splendid display of Red Cross news in this particular issue. The stories are newsworthy and the selection of illustrations was well done."

With the best of personal wishes, I am

Sincerely yours,
Francis P. Simerville
Regional Director.

Look Who's Here!

Mr. and Mrs. Horace Creasman of Canton, N. C., announce the birth of a daughter, born February 18.

Mr. Creasman is the son of Phillip Creasman of Black Mountain. A daughter was born to Mr. and Mrs. John G. McGraw, Jr., at Mission hospital Tuesday. She has been named Barbara Ann.

Mr. and Mrs. R. F. Poteate are parents of a son born Wednesday at St. Joseph's hospital.

ATTEND FUNERAL

Mr. and Mrs. Sidney Brackett attended the funeral of Mrs. Brackett's uncle, Luther Walker of Old Fort at Cherry Springs Tuesday morning.

Roll Call Not Sufficient To Raise Quota: Red Cross

Lions To Take Part In Hendersonville Zone Meeting, March 17

The Black Mountain Lions club will take part in the zone meeting which will be held at the Skyland hotel at Hendersonville, Monday, March 17. It will be ladies' night and wives may go as guests. Other clubs which will take part in the meeting will be Brevard and Hendersonville.

Although a zone meeting each club will be responsible for its own part of the program, will take its own tailtwister, and will get to bring home all the spoils of war.

Lions club officials want at least 25 couples to make the trip and ask that those going make reservations as early as possible so that the Hendersonville club may be notified.

Pvt. Stafford In New Jersey

FORT MONMOUTH, N. J., Feb. 27—Pvt. Vernon E. Stafford of Black Mountain, N. C., was recently transferred from the Army Air Force Base, Sac Field, San Antonio, Texas, for communications specialty training with the Signal Corps School here at Fort Monmouth, N. J. He is a member of a large unit of Air Corps men to be trained at this post by the Signal Corps.

Upon completion of his specialty, he will be transferred to one of the various Air Corps installations as a trained technician.

Former Clerk's Office Open For Meetings

The room at the city hall formerly used by the city clerk is being redecorated and will be used as a meeting place for civic organizations. Any civic group is welcome to meet there. If those who plan to meet there will notify the city clerk's office, a fire will be built. Notification should be sent the day before.

The city clerk has been moved to the room to the right of the former office.

OPEN DONUT SHOP AT NEWTON

Charlie Atkins and Bervin Poole plan to open a donut shop next Tuesday, March 11, at Newton, N. C.

Walter Dougherty Tells Experiences With Byrd's Antarctic Expedition

Black Mountain Youth Writes Of Cold, Icebergs

The U. S. S. Philippine Sea has docked at Quonset Point, R. I. after a successful and interesting trip to the South Polar Region.

Leaving Norfolk on January 2, carrying Admiral Byrd and the six R 4 D's which were to be used in the Antarctic exploration, together with supplies and mail for that part of the expedition which had gone earlier, the ship passed through the Panama Canal and proceeded southward for over two weeks before reaching its destination.

Walter Dougherty, F 2-c, a member of the ship's crew, whose chief interest is in aviation, witnessed from the superstructure of the ship the launching of the planes, with Byrd aboard the first one to take off. He thinks that seeing planes of that size and type launched from a carrier deck for the first time, thus adding another

More Veterans Sign For Farm Training

Twenty-two veterans are now enrolled in the veterans farm training program at the Black Mountain and Swannanoa High schools. H. E. Wheeler of Warren Wilson college has been secured to aid C. J. Rich of Black Mountain and S. R. Neskaug of Swannanoa.

Those enrolled at Black Mountain are Thomas B. Morris, Jr., Alvin M. Stroud, Parnell W. Carpenter, Howard R. Willitt, Cecil W. Morris, Leonard L. Smith, John V. Brittain, Sr., J. Guffey, R. Hamby, R. O. Alexander, Eliza Walker, and Phillip O. Glenn.

The Swannanoa list includes Charles L. Smith, Edgar Smith, Claude J. Balick, Ulmont W. Baker, David C. Drake, Willard W. Reed, William E. Burnett, Frank Barrett, and William H. Smith.

Garlands Appointed Paint Dealers

Garland Home and Auto Supplies have been appointed exclusive dealers in this area for Plastic-Kote, the new magic paint, it was revealed today by the company headquarters in Salisbury. This is the original plastic paint and is good for floors, walls, or any other surface which needs a coat of paint.

The Plastic-Kote tile floor finish is recommended for concrete, wood, and composition floors while the Plastic-Kote transparent is good for one year when used on floors and leaves a cellophane like finish, according to the series of ads which begin in the NEWS today.

Mrs. Harwood Dies At Barnardville

Mrs. Varina L. Harwood, 72, died at her home in Barnardville Wednesday morning. Among the survivors are a daughter and son, Miss Lena Harwood and Harlie Harwood of Black Mountain.

LEGION MEETS MONDAY

The American Legion will meet at the city hall, Monday night at 7:30. All members are urged to attend.

Demands Increased Since War Years, Leaders Point Out

For many years preceding the war the American Red Cross was able to supply its various activities and services through the annual membership campaign or roll call in which individuals contributed \$1.00 each. In 1941 the sum of eight million dollars was received in this way.

Then came Pearl Harbor, and the Red Cross was called on by the U. S. Government through the military to place its organization on a war basis as rapidly as possible. Plans were soon under way to raise a fund of 50 million dollars. In the campaign of 1945 there was such an outpouring of money as this country had never seen, 235 millions. In 1946 a much smaller amount was needed and 117 million was received.

In the year of 1947-48 the American Red Cross will spend 80 millions and the people of the United States are asked to contribute 60 million.

With over 12 million service men being discharged from service, there will be just that many more veterans and their families who can turn to the Red Cross for assistance, either in service, financial aid or both. There will be for many years disabled and hospitalized veterans who will need special consideration and service. This coupled with the increase in disaster, which follow in the wake of war, means that it will be many years before the Red Cross can return to a peace time basis.

To secure the 60 millions this year, many who have been accustomed to giving on the level of the roll call will be asked to make contributions more in line with the need for service and the funds necessary to meet the need.

To secure the local quota of \$5,700.00 an effort will be made to give every one in the community an opportunity and the privilege of participating.

With The Sick

Johnie Hutchins, small son of Mr. and Mrs. J. C. Hutchins of Barnardville, Kentucky, is reported to be improved after he suffered a severe burn on his arm. Mrs. Hutchins is the former Miss Helen Pendergrass of Black Mountain.

George Wrenn is absent from school because of a leg injury suffered while riding on a sled on Montreat road. Thirteen stitches were taken in his leg.

Mrs. June Glenn has been confined to her home on Montreat road for the past month suffering with an ear abscess and a severe cold.

Miss Lucy Silvers returned home Sunday from Mission Hospital where she underwent a major operation.

Mrs. Robert Guy has returned from Biltmore hospital where she underwent an operation. She is reported to be getting along fine. Tommy Street, son of Mr. and Mrs. James Street, is ill at his home with a severe cold.

Nora Burgess is back in school after being absent because of illness.

W. H. McMurray is improving after a recent illness. Mrs. Jess Padgett is ill at her home.

Mrs. A. C. Thomas is ill at her home at Ridgecrest.

W. W. (Bill) Phillips is in Swannanoa hospital for treatment. Earl Brackett has been ill at his home with flu.

Legion Urges Public To Attend Dances

The American Legion officials report a very successful square dance was enjoyed last Saturday night at the clubhouse and are looking forward to a larger crowd attending Saturday night.