

## Business Directory

Advertising is at its cheapest in this Directory. It costs only 50c per issue.

### Complete INSURANCE Program

4% MORTGAGE LOANS

W. J. Erlich

BOX 202 SWANNANOVA, N. C.

PHONES: Black Mountain, 4681 — Asheville, 5848  
FARM BUREAU INSURANCE COMPANIES

#### BEAUTY SHOPS—

BEGLEY'S

### Beauty Shoppe

Cherry Street, Black Mountain  
FOR APPOINTMENT  
CALL 3401

HENDERSON'S

### Beauty Shop

Next To City Hall  
Black Mountain, N. C.  
FOR APPOINTMENT  
PHONE 4661  
Mrs. M. E. Henderson, Owner  
Miss Francis Pittman, Asst.

IDEAL

### Beauty Shop

State St.—Black Mountain, N. C.  
Phone 2531

#### WHERE TO BUY

- Electric Water Pumps
- Asbestos Siding

### THE COUNTRY STORE

Carter R. Anderson  
Black Mountain — P. O. Box 577  
Phone 3942

#### HAULING

HAULING

LOCAL & LONG DISTANCE

Tractor & Trailer

Phone 5131

RAYBURN

BLACK MOUNTAIN, N. C.

ALMA GREENE'S

### Beauty Studio

Montreat Rd. At Pine St.  
Black Mountain  
Phone 2392

#### WRECKER SERVICE

### Wrecker Service

McMurray's Chevrolet  
Company  
Black Mountain, N. C.  
Day Phone 3141 Night Phone 5192

#### REAL ESTATE—

### Eckles-Realtor

Box 794—Black Mountain  
Phone Off., 3621  
Res., 4072  
Last Your Real Estate With Me.

#### INSURANCE—

### E. E. White's Insurance Agency

212 State St.—Phone 3191  
Black Mountain, N. C.

#### CLEANERS

BLUE RIDGE

### CLEANERS

BLACK MOUNTAIN, N. C.  
Expert Work — Moderate Prices  
PHONE 4131

PICK UP & DELIVERY

#### GENERAL REPAIRING

Refrigeration Service  
Household & Commercial

### T. J. MARETT

Black Mountain, N. C.  
Phone 3091

A. W. CAVIN  
FIX-IT-SHOP

On Mt. Mitchell Motor Road  
BLACK MOUNTAIN, N. C.  
General Repairing of Washing  
Machines, Lawn Mowers, &  
Garden Tools

#### LAWYERS—

Wm. C. Honeycutt

Black Mountain, N. C.  
Phone 3191

#### WHERE TO EAT—

### Ann's Cafe

CHERRY STREET  
Black Mountain, N. C.  
We specialize in home cooking  
and all good things to eat  
Phone 5871

#### GENERAL BOOKKEEPING

### O. W. Tinney

PUBLIC BOOKKEEPING  
and  
General Tax Service  
Next Door to  
Goff Radio Shop  
Black Mountain, N. C.

#### TAXIS—

5 and 7 Passenger Cars  
TELEPHONE 3801  
VICTORY CABS  
Black Mountain, N. C.

—Joseph T. Lance has been visiting his brother and sister-in-law, Mr. and Mrs. J. M. Lance. He flew his own plane in from Concord, where he is operating a restaurant on the Carolina Air Park field.

—Dr. and Mrs. Robert Horton of Raleigh left Sunday after having spent a two-weeks' vacation with Mr. and Mrs. R. S. Eckles.

## News From Broad River

BY MRS. W. H. LEDBETTER

A ten-day revival at the Broad River Baptist church has just closed. The Rev. Erskine Plemons delivered some very fine messages. The ordinance of Baptism will be administered at 11:45, Sunday, August 17.

The newly organized Sunday school enjoyed a daily vacation Bible school, with the closing program on Sunday morning August 3.

The Carolina Association of churches met August 5 at Hendersonville, with Messrs Luther Ledbetter, Horace Ledbetter, Michael Ledbetter, Robert Ford, and Miss Trudy Ledbetter attending.

The Johnson Ledbetter family and the Johnnie Michael family are having family reunions, Sunday, Aug. 10, the former gathering at the family burial grounds for a picnic, and the latter at Michael Ledbetter's Broad River home. In the afternoon they will come together at the Broad River Baptist church for a special music and worship program in memory of absent loved ones.

Members of these family groups that have already arrived are: Mrs. Louise Stalnaker, Mr. and Mrs. A. J. Williams of West Palm Beach, Fla.; Horace Ledbetter,

#### LARGE CROWD ATTENDS PICNIC

A large number of members and friends attended the Business Women's Circle picnic held last week at the Black Mountain Airport picnic grounds, and presided over by Mrs. Porter, chairman of the Circle.

In charge of arrangements for the affair were Mrs. J. B. Nichols, chairman, with Mrs. William Nichols and Mrs. D. W. Harrison assisting.

Miss Betty McMurray read a paper on "What We As Young People Want from the Church." A social hour followed.

Mrs. Ruby Gibson, Miss Bonnie Jean Gibson, Mrs. Thelma Adams of Washington, D. C.; and Miss Rachel Ann Cork of Birmingham, Alabama.

Many Broad River faces are "lighting up" because of the progress being made in the Rural Electrification project. "Trans-fermeration" has really begun.

Mr. and Mrs. Troy Fortner, accompanied by Mrs. Lillie Fortner, attended the Allen family reunion Sunday, August 3. They went first to the Old Fort picnic grounds where they were rained out. They then went to the Recreation picnic grounds, where they reported that they had a fine time.

—A. F. Tyson, Jr., and Lee Marrett were in Charlotte last week on business.

—Mr. and Mrs. George Young Jr., and daughter Gay of Bridgeport, Conn. have returned to their home after a two-week's visit with his parents, Mr. and Mrs. George Young of Grovemont. Mr. Young is connected with the General Electric company.

—Mr. and Mrs. Ted Long and family of Springfield, Illinois, returned to their home Wednesday after a visit with L. A. Smith.

WLOS

WLOS-FM

Introducing

A

New And Finer Voice  
To Western North Carolina

# WLOS

1380 KILOCYCLES

Mutual  
In The  
"Land O' The Sky"

5000 GREAT BIG  
BEAUTIFUL WATTS

# REVIVAL

## BLACK MOUNTAIN FIRST BAPTIST CHURCH

Each Evening at 8:00 P. M

# Sunday, Aug. 17 thru Aug. 24

THEME:

## "Black Mountain For Christ"

SPECIAL MUSIC  
EACH NIGHT

JIMMY McCALEB WILL  
LEAD SINGING



\* A Nursery Will Be Provided for the Convenience of Parents

SCHEDULE OF SERVICES:

Sunday, August 17 Thru Sunday, August 24

SUNDAY — REVEREND W. A. HUNEYCUTT  
MONDAY — TRACY BARNETT — "Monday After Sunday"  
TUESDAY — CECIL SHERMAN — "As You Like It"  
WEDNESDAY — STANLEY HOWELL — "Go In Peace"  
THURSDAY — HOMER WHEELLESS — "Eyes On Jesus"  
FRIDAY - HARVEY HEADRICK - "Breakfast In A Hog Pen"  
SATURDAY — CHUCK COWAN — "Second Chances"  
SUNDAY — REVEREND W. A. HUNEYCUTT

★  
YOUNG PEOPLE SINGING  
YOUNG PEOPLE TESTIFYING  
YOUNG PEOPLE PREACHING

# EVERYBODY COME!

#### SHOE REPAIRING

MOSS'

SHOE SERVICE

First Building on Right of  
Montreat Road after Leaving  
State Street  
EXPERT SHOE  
REPAIRING

#### FLORISTS—

### Hunter Florist

Phone 2041  
Black Mountain, N. C.  
Flowers For All Occasions  
Flowers By Wire

### Gregg the Florist

Flowers for All Occasions  
WE TELEGRAPH FLOWERS  
Corner State and Daugherty Sts.  
BLACK MOUNTAIN, N. C.  
Phone 5038

#### BUILDING CONTRACTOR

### A. E. Wiles

GENERAL CONSTRUCTION  
REPAIR — REMODELING  
ROOFING — BRICK  
CONCRETE — ROCKWOOL  
PAINTING & DECORATING  
Black Mountain, N. C.  
Office 3rd Street  
Phone 5181

#### BUILDING MATERIALS

Ready — Mixed  
Concrete

- ★ ACCURATE
  - ★ ECONOMICAL
  - ★ SPEEDY
- REED & ABEE  
Biltmore, N. C. — Phone 1248

#### ELECTRICIANS—

### George W. Stone

Phone 2033  
BLACK MOUNTAIN, N. C.  
WIRING INSTALLATIONS  
AND  
APPLIANCE REPAIR

#### RADIO REPAIR

### RADIO & APPLIANCE SALES & SERVICE

- FAST
  - REASONABLE
  - GUARANTEED
- GOFF RADIO REPAIR  
Opposite Post Office  
Phone 4301  
Black Mountain, N. C.

#### DECORATORS

EXPERT  
● PAPER HANGING  
● PAINTING  
● FLOOR SANDING  
AND  
● FLOOR FINISHING

J. S. ENNIS  
Reasonable Prices  
Black MTN. Hardware  
Phone 3481

#### HANDICRAFT SHOPS

McCURRY'S

### Trading Post

HANDICRAFTS — SOUVENIRS  
REFRESHMENTS  
GAS — OIL  
Just East of Ridgecrest, N. C.  
On Highway 70

#### EXCAVATING

- SHOVEL
  - BULLDOZING WORK
  - DUMP TRUCKS
- Call 4926  
T. K. BROWN  
BLACK MOUNTAIN, N. C.

#### PAINTING

Get Your  
PAINTING  
DONE REASONABLY  
● CONTRACTING  
OR  
● HOUR BASIS  
We All Want To Live  
E. A. WARD  
Black Mountain, N. C.  
Phone 2151