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Letters To The Editor



DOING THINGS TOGETHER
By GEORGE S. BENSON
President of Harding College
Searcy, Arkansas

Looking Ahead

Oklahoma City, Okla.
Dec. 21, 1948
Dear Editor:
Since leaving Black Mountain we have made short visits to Siloam Springs, Arkansas, with a brother and his family; to Tulsa, Okla., with a sister and her family; to Stillwater, Okla., with a niece and a nephew and former residents of Hi Top colony, Dr. and Mrs. C. B. Loomis who will be remembered by a number of your readers. All the Stillwater people mentioned are connected with Oklahoma A&M college, two on the faculty, one as a student.

Arkansas was interesting with its rice fields, cypress swamps and Ozark scenery, which reminds one of our North Carolina mountains. In Oklahoma we visited the Will Rogers memorial at his home in Claremont, and which is probably one of the most appropriate memorials to a nationally famous personality. A heroic bronze of Will greets one at the entrance and almost literally bids one welcome to the stone structure filled with saddles and other cowboy relics formerly belonging to him. These relics include articles taken from the plane in which he crashed, and including his last report on Alaska and the smashed portable typewriter on which it was typed.

Oklahoma city, with its forest of oil derricks, is a modern metropolis of between 250 and 300 thousand population.

Weather so far has been ideal for our trip but nothing so far experienced can equal western North Carolina in our opinion.

J. W. Bergthold

Dear Editor:

A good many Christmases have come and gone since you and I have been working together to tell North Carolina folks about the latest information in good farming. I try to dig it out here at the college so that your readers can have and use it. On the other hand, you go to the expense of printing it so that the people might have these facts brought to their homes. Many of them have used these facts. More than you or I shall ever know. Many of them have been influenced by these facts whether they got them directly from your paper or not. But no one can deny the evidence that North Carolina is the leading agricultural State in the South. Its crop wealth exceeds that of any other Southern State and its progressive farming methods have become a byword. So much so that it is unbecoming in us to boast of what is happening. We know that. But we know also that we have much more to do. Thanks.

But, this is a letter of thanks for the fine cooperation you give this office week in and week out. We try to be your farm reporter and to prepare for you in an understandable way, the latest available information about good farming. Since we are here at the source of research results and of extension information, this means that you get directly all the late news that is available. You have been most cooperative in using this news material and the results of your effort are evident.

Therefore, accept from us here in this reporters' office our good wishes for a Happy Christmas and a good year in 1949. We appreciate the great service you are rendering the rural people of North Carolina.

Sincerely,
F. H. Jeter
State Extension Service

RETURN TO N. J.

Lawrence De Graves has returned to his home in Titusville, N. J., after spending several days with Mrs. W. H. Lindsey and family. He came to attend the funeral of Sgt. Woodrow Lindsey.

SWANNANOVA GROUP MEET

Circle No. 1 of the Swannanoa Presbyterian church will meet with Mrs. Charles Porter Monday, January 3, at 2:30 p. m.

Editorial

As we enter the new year 1949 it is fitting that we pause and consider the progress which we have made during the past year and to chart our course for the future.

Needless to say our No. 1 problem was and still is an adequate payroll to help tide us over the slow months. As the year 1948 began we had one prospect. The Hudson Hosiery Mill had purchased the property across from the grade school and announced plans for building a modern plant. As the new year begins that is still where we stand. The past 12 months brought several "feelers" but no tangible results. Thus our economy is still geared to a program of four months feast and eight months famine.

No one called for our suggestions but we believe that much good could be accomplished by a full program of cooperation and hard work. Accordingly, we offer the following possibilities for consideration and action during 1949:

- 1-Endeavor to attract the right kind of industry by aggressive action rather than by passive resistance.
- 2-Work to get a paved highway through Lakey Gap, connecting Black Mountain and Bat Cave.
- 3-Give full cooperation to the plan now underway to develop the Broad River area agriculturally.
- 4-Secure an underpass for the downtown crossing.
- 5-Promote teaching of band or orchestra, or both, in the public schools.
- 6-Improve parking facilities.
- 7-Back the year around recreational program.
- 8-Supply the grammar school with adequate playground equipment and another basketball court.
- 9-Encourage use of the facilities at the clubhouse.
- 10-Organize within the framework of the Chamber of Commerce a merchants' association that will aid the merchants and help them with their problems.
- 11-Provide adequate recreation for the thousands of visitors who annually come to our community. As a town we have less to offer visitors than Chimney Rock, Cherokee, and Blowing Rock, to say nothing of Gatlinburg.

Perhaps you have other suggestions. If so, send them along. In our haste we have no doubt overlooked many others which merit attention. What's your opinion? We'd like to know.

Sossamon-Tyson Gives S. A. Eller Record Player

S. A. Eller was the lucky new Beacon home owner receiving a beautiful radio-record player console given by Sossamon-Tyson Furniture Company for Christmas. Mr. Eller lives at 56 Edwards Street. He is a loom fixer and has been with Beacon for many years.

Mr. Tyson stated that he was very gratified by the response to the invitation sent to all the new Beacon home owners to visit Sossamon-Tyson during the holidays. A lot of old friendships were renewed and many new ones made. It was the first visit to Sossamon-Tyson by many of these new home owners and they took time to look

around the store and find out for themselves why Sossamon-Tyson is such a popular place to shop.

Sossamon-Tyson pledges to continue during the coming year to offer to you quality home furnishings at the lowest possible price. The management and all the employees of Sossamon-Tyson join in wishing all the new Beacon home owners a prosperous and happy new year.

ADV.—

TO SALISBURY

Mr. and Mrs. Boyce Penley left Monday for Salisbury to visit Mr. Penley's mother, Mrs. A. E. Penley.

IN MARION

Mr. and Mrs. H. W. Lewis and children, Harvard and Charles, had Christmas dinner in Marion with Mr. Lewis' mother, Mrs. Mary Lewis.

"THE AMERICAN success is the story of large numbers of people doing something together. When an enterprise prospers, everybody connected with it prospers, and the success legend must be divided among them." The statement was made by Mr. Crawford Greenewalt, president of the Du Pont Company, who believes that America's unique position was achieved "not because we have more coal or more gold or more land, but because we have more incentive, more venture, more determination." Now, when the rest of us get out and talk that way, I believe that we will begin to see the greatness of America.

If management thinking at Du Pont is any key to the attitudes generally held in industry, I think we may all be encouraged to expect greater and greater things as America goes ahead year after year.

No Mere Accident INDEED, "the greatest good to the greatest number of people" is a description that just fits America. But it is no accident. It includes the ways we cooperate, capital with labor and labor with capital—until actually there are no differences.

When you consider that persons willing to deny themselves put up their savings to the tune of \$13,500 for each worker at Du Pont, you see how the stockholders cooperated. That makes a good solid investment behind the average Du Pont worker. It's higher than average. Proper and wise use of tools and human energy enabled this average worker to collect \$10,600 for his part of production. That's higher than average. Out of this \$10,600 had to come costs of producing the goods. About 42 per cent, or \$4,410, went for raw materials, power, and other necessary expense.

600 had to come costs of producing the goods. About 42 per cent, or \$4,410, went for raw materials, power, and other necessary expense.

What Makes THIS AVERAGE America? worker himself was paid \$3,330. The government tax bill was \$1,030. There was put aside \$730 to replace and modernize tools that wore out. All these costs came to \$9,500, which taken from \$10,600 leaves a profit of \$1,100. On an investment of \$13,500 that's about 8 per cent. That's not bad either.

However, stockholders were asked to leave \$280 of this profit in the business, making \$13,780 for this average worker to use the following year. Stockholders were then paid \$820 in dividends, or about a 6 per cent return on their money. This is the way that Du Pont's annual report reads, in terms of each worker. It represents wonderful coordination of the worker - management team. When you duplicate this many times, with big and little business, you've got what makes America.

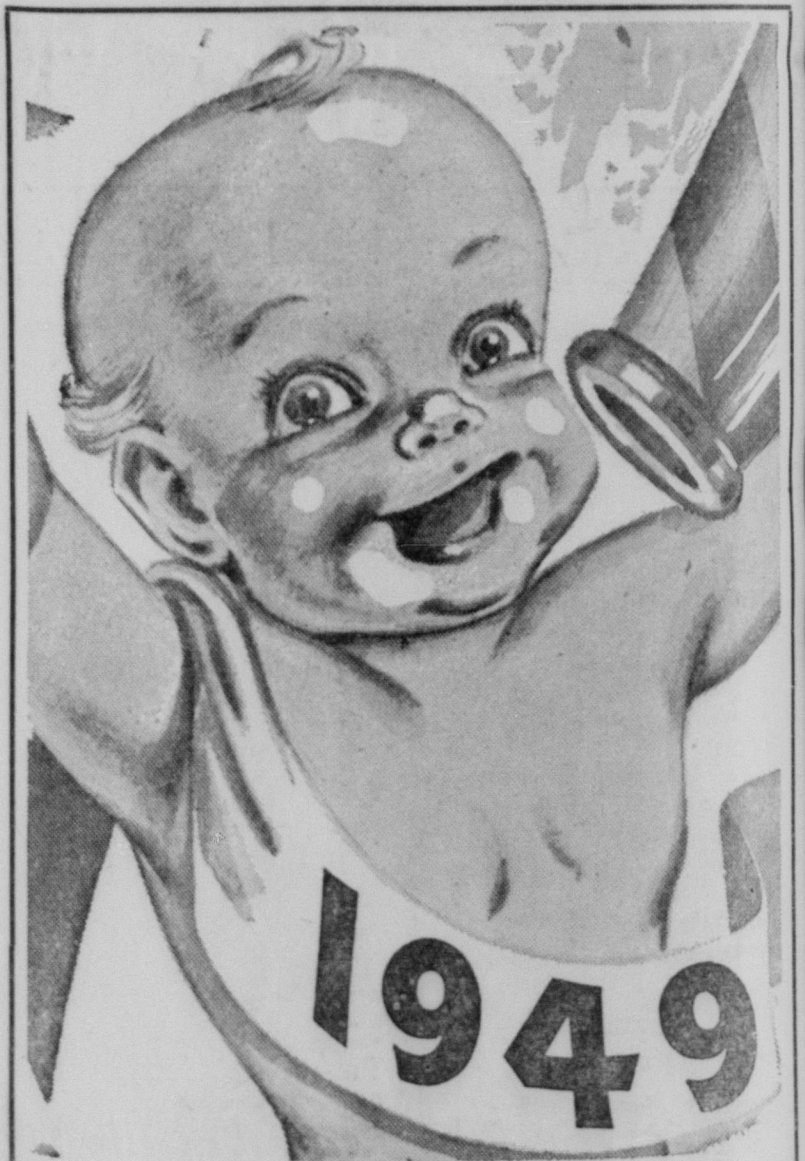
The measure of America, then, is how well all of us cooperate. We've done a wonderful job in the past, despite misunderstandings here and there. This system, that permits us to use all our talents and all our resources, is sometimes called "free competitive enterprise." But it is also a wonderful adventure in cooperation. More than any other land today, more than can be found of any nation in history — we have succeeded in bringing "the greatest good to the greatest number of people."

EARL HURST ILL

Earl Hurst who underwent a serious operation at Moore General hospital several weeks ago

spent Christmas at home but will return to the hospital for further treatment Friday.

PHONE YOUR NEWS TO 4101



Another year has marched away
And for your patronage each day,
Our thanks are due for your
friendship true
And blessings on your New Year,
too!



The Northwestern Bank
BLACK MOUNTAIN — OLD FORT