

REFLECTIONS

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## Southern Gains Recognition For Ad Campaign

An award of merit, the first of its kind ever received by a railroad or any other type of transportation service, has been presented to the Southern Railway System by the Associated Business Publications for the Southern's national advertising campaign inviting industries to "Look Ahead—Look South!" for greater opportunity, it was announced today. The award was presented in Pittsburgh on Thursday night, following judging of the ABP's ninth annual competition.

The award was based on the manner in which objectives were set forth in the advertising campaign, and the results obtained in relation to those objectives. The Southern Railway advertisements published in nationally-circulated publications, direct attention to the South as an "industrial opportunity-land." Over the past 10 years at the rate of more than one every working day a new factory has gone up, an existing industry has been enlarged, or a new distribution warehouse has been erected along the railway's lines.

The ABP is an association of independently owned business publications and the contest, the ninth

Going off to war does strange things to people. Several weeks ago Bill Ellington, of Ellington Studios, and George Simmons of Black Mountain Transfer company promised to furnish a picture for publication in the NEWS when they left for active duty with the army. But the boys were too busy with other odds and ends and the picture must have slipped their mind.

Anyway, picture or no picture, Black Mountain lost two public spirited citizens when Bill and George took up the job of making war again. Seven times, it may be eight, during World War II Captain Ellington of Uncle Sam's infantry waded ashore in the face of Japanese bullets in the Pacific. His last duty was in Korea. If it's all the same to the army he maintained he'd just as soon forget that part of the world.

A member of the air borne forces Captain Simmons saw extensive action against the Italians and Germans in the ETO.

sponsored by the association, is designed "to encourage special effort and sharper analysis of the best ways to use all the elements of a business paper advertisement."

## LETTERS TO THE EDITOR

Editor  
Black Mountain News  
Black Mountain, N. C.

Dear Sir:

Please send me a few copies of your paper for the inclosed 30 cents. I am sort of interested in a low-priced cottage at or near Montreat, and thought I might see the ads. I do not know the price of your paper.

Thank you.

Yours truly,  
Mrs. R. A. Smoak  
Aberdeen, N. C.

### SPENT SEVERAL DAYS HERE

Mrs. Ralph Manning and daughter, Bonnie Jean, of South Carolina spent several days with her sons, Ronald and Larry Bartlett, and Mrs. A. B. Bartlett at their home on the Montreat road. Hazel Bartlett of Lakey street spent the week end with her grandmother also.

●NEWS CLASSIFIEDS SELL!

## Miss Martha Covin Is Hatch'n Patch Hostess

Miss Martha Covin was hostess to the Hatch'n Patch Club Thursday evening, March 29, at her home on Church street, for bridge and canasta. At the close of the games refreshments were served to the following: Mrs. Ross Taylor, Mrs. Pete Earle, Mrs. Carl Kerlee Jr., Mrs. Joe Nesbitt, Mrs. Gustava Brown, Mrs. Carl Myers, Mrs. Steve Uzzell, Mrs. Harrie Danenhower, and the hostess.

### BEAUTIFUL NEW ZEALAND

Miss Joyce Hodsdon of New Zealand is visiting with Miss Leith Moore and Mrs. R. W. Moore at their home on Montreat road. Miss Hodsdon has been working with the United Nations food and agriculture division in Washington, D. C., and is now enroute home. Before sailing for the two beautiful islands of New Zealand, she said she wanted to see these mountains of Western North Carolina about which she has heard so many good things.

### NOW IN TEXAS

Mrs. R. E. Mumpower, who has spent the winter in Tennessee and Arkansas, is now in Dallas, Texas, the guest of Mr. and Mrs. Tom Mumpower, former residents of Black Mountain.

### IN VIRGINIA SUNDAY

Carol Lacky spent Saturday in Virginia visiting relatives and friends.

### MOVES TO HENDERSONVILLE

Mr. and Mrs. Kelly Blackwell moved last week to make their home in Hendersonville. Mr. Blackwell is connected with the A&P Store there.

CLASSIFIEDS SELL - Phone 4101

### BUSINESS TRIP

C. I. McDougle made a trip by plane to Greensboro Monday to attend to business.

### LIVING IN MARION

Miss Barbara Louise Poteat is making her home in Marion with

her friend, Alverta Frisbee, who she is attending school there.

### KNOXVILLE GUESTS

Miss Irene Bartlett and Miss Georgia Edwards spent last week end in Knoxville, Tenn.

## BEAUTIFUL LAWNS COME EASY the Scott's WAY

Scoot across the yard with a hopperful of Turf Builder and lawn is fed to rich color and beauty. Then a quick jaunt with seed to carpet those bare spots with luxuriant grass.



**Scott's LAWN SEED.** You get beautiful turf by using a third as much — 3,000,000 seeds per pound. 1 lb — \$1.55  
5 lbs — \$7.65

**SPECIAL PURPOSE** seed for poor soils, deep shade, play areas. It's fast growing. 1 lb — \$1.25  
5 lbs — \$6.15

**TURF BUILDER** — Lawn Food for complete feeding of grass, trees and shrubs. Handy carry-home box for 50 x 50 ft lawn \$1.95. Economy bag feeds 11,000 sq ft \$6.45.

We Rent Spreaders For Accurate

- SEEDING ● FEEDING ● WEEDING

Black Mountain Lumber Co., Inc.

Phone 3231

### STORAGE

Call Black Mountain Transfer & Coal Co., and let them store those "In the way pieces." We will store one piece or an entire household.  
DIAL 4831

### THE WASH'N SHOP

SELF-SERVICE LAUNDRY  
Next Door To Post Office  
Swannanoa, N. C.

### McDonald Cab

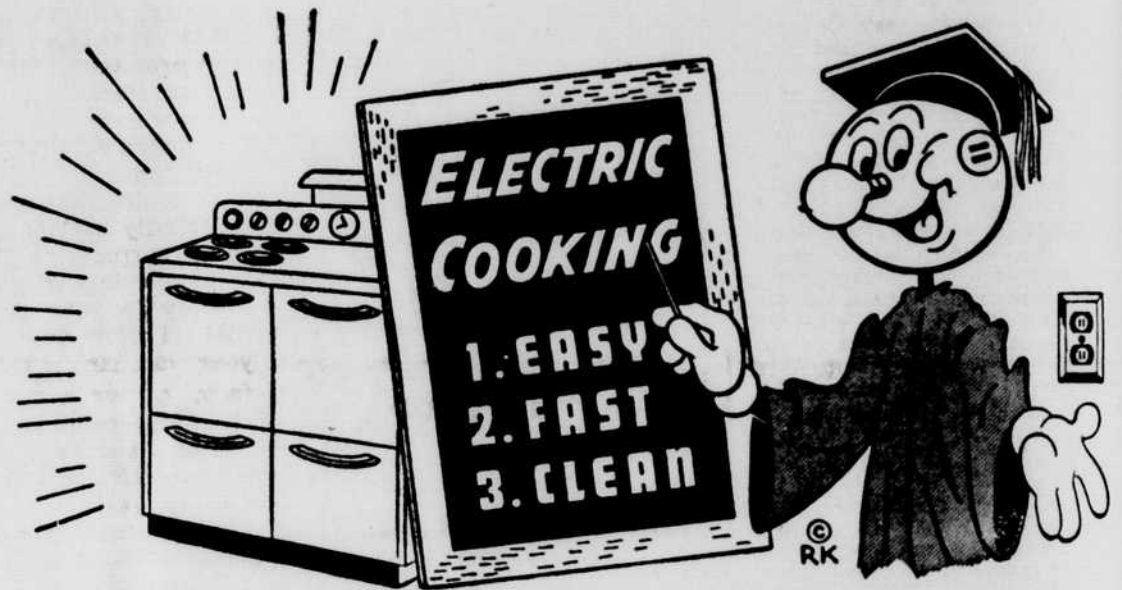
Phone 7287  
BLACK MOUNTAIN  
Courteous, Dependable  
24 Hour Service

It has that something  
**MEN Like**



THE VALUABLE COUPON ON EVERY BAG CAN HELP YOU SAVE MONEY ON HOUSEHOLD ITEMS

Write for completely illustrated catalog showing many valuable household articles. JFG Coffee Co., Knoxville.



... and **ECONOMICAL** too!

Modern electric cooking has become the accepted standard of smart homemakers all over the country. Of course there is a reason - many reasons, in fact. Cooking the family's meals with electricity is easy and work saving - it is fast and clean and cheap just like electric light . . . and the new ranges have many automatic features that actually make "absentee cooking" possible.

There are many fine makes of electric ranges for you to choose from. See them displayed in the electric stores. Your dealer will be glad to tell you more of the benefits of cooking electrically.

See your **ELECTRICAL DEALER!**

CAROLINA POWER & LIGHT COMPANY