

# This Is How Swannanoa Citizens Tried To Make Their Town Carolina's Finest

**FORWARD**

This is how we tried to make our town, Swannanoa, "Carolina's Finest." Our town is an unincorporated and widely scattered community, and these five completed projects have helped to beautify and integrate it, and make it a source of pride and pleasure to its citizens. We arranged recognition of the community by placing its name on a large marker on the highway, hospitality for visitors by establishing a picnic ground on the highway, happiness for our children by completely renovating the school lunchroom, easier shopping facilities for adults by street improvement in the shopping area, and the possibility of more complete community integration and improvement for the future years by erecting a Community Clubhouse for meetings of all groups, all ages. Swannanoa is a much finer town with these improvements.

**Project I—School Lunchroom.**  
**Goal:** Repair crack in dish room floor, cover floor of entire lunchroom with inlaid tile, paint lunchroom, kitchen, dish room, and chairs, put in screened vent, provide rest room for employees, add the following: curtains, metal covered table for collecting dirty dishes and removal of garbage, mop sink, hand sink, and folding screen.

**Estimated cost—\$350.00.**  
**Committee:** Mrs. Helen Hipp, chairman; O. M. Alexander, Mrs. Mary Stevens, Mrs. Roy Armstrong, Roy Armstrong, Mrs. Ruth Carlyle, W. H. Noah, J. J. Walden, Mrs. Murlin Adeock, Charles Nichols, Selmar Neskaug, L. Y. Medlin, Miss Nancy Whinn, Mrs. Mary Freeman, Miss Ruth White, Mrs. O. M. Alexander, Mrs. Sam Alexander, Sam Alexander, Elmo Neill, Huber Patton, Clarence Stevens.

**School Lunchroom**  
 Of this we are proud. A newly decorated lunchroom and the installation of a restroom for lunchroom employees and teachers.

**How attractive! Isn't it lovely? Doesn't it give you a lift?** Such are the expressions one hears as he approaches the subject or visits these places. To have had a look before and now makes our statements ring true.

A determined group saw the need of a remodeled lunchroom that eventually became a reality. Such a program required careful planning and much hard work. As there was no money with which to start the project, this was the first concern. Over \$300.00 was raised and earned through programs and other activities.

Acoustic board was placed on the ceiling of the dining hall and kitchen. While men labored on the high wall, lunchroom employees served lunches in bags to hundreds of children for five days. Hours that reached into the early morning of a new day went into the completion of this project. A group of parents and teachers worked until 1:30 a.m. on a Saturday morning scrapping, scrubbing, and preparing the concrete

hardsurfacing of the street. As a result of these improvements, a local merchant constructed a new \$20,000 building to house a bus station and drug store. This street also is the location of Swannanoa's new U. S. Post Office building, erected by two Swannanoa business men.

**Project III—Community Club House**  
**Goal:** Erect Community Club House according to plans now in the hands of the Club House committee.

**Estimated cost—\$16,000.00.**  
**Money on hand—\$6,500.00.**  
**Pledged—Mr. Owen, Beacon Mfg. Co. \$2500.00, and another \$2500.00 on matching bases.**

**Committee:** Charles Porter, chairman; Arnold Powell, Mrs. Carrie Porter, Sidney Croy, Mrs. W. A. Ward, Mrs. Roy Alexander, Roy Alexander, Mrs. Arnold Powell, Mrs. W. A. Porter, Robert Mueller, Mrs. Robert Davidson, Jack Smith, Dixon Connelly.

**Community Clubhouse**  
 In the years prior to the last world war, the Swannanoa Woman's club was the only civic organization in our community. It was organized in 1936. With approximately seventy-five members, there was the ever present problem of finding a meeting place for this large group.

The idea of a permanent building for the Woman's Club came into being and became one of the major aims of the club. Through the efforts of some of the members, and the generosity of Jack Smith, the owner, a lovely lot facing the plaza in Grovemont, a residential area of Swannanoa, was given to the Swannanoa Woman's club for a clubhouse. At the beginning of the war, it was found necessary for the club to become inactive and the funds on hand were put into war bonds, and a building fund thus started.

The Swannanoa Community Council and the Swannanoa Men's club were organized after the war. These groups, together with the Woman's club, saw the need for a community building to care, not only for meetings of these organizations and their affiliates, but to provide a community center for the use of our young people, for meetings for the Boy and Girl Scouts, Boys of Woodcraft, and for the use of all residents of the community. Out of these groups working together as one unit with this one idea and purpose in view, came the Swannanoa Community Center, Incorporated, a non-profit organization for the purpose of providing the aforementioned facilities for the community of Swannanoa.

The Woman's club deeded to the center its lot in Grovemont for the purpose of erecting a community clubhouse. Plans were made for starting such a project as soon as sufficient funds could be raised. Through the efforts of all groups in putting on card parties, bake sales, minstrel show, etc., approximately \$7000 was on hand when the building was started. Individual donation since starting the project have been \$1355.00. Charles Owens of Beacon Manufacturing Company made a contribution of \$5,000.00, and thus made it possible to begin work. Without his generosity and the spirit of the community, this work could not have been started.

**Street Improvement**  
 South Avenue, in Swannanoa, was for many years an unsightly and little used alley, full of mud holes, broken bottles, and tin cans. The alley was very poorly drained, and on rainy days, it was more of a hazard than an asset to the community. As Swannanoa grew and traffic increased, the congestion became a difficult problem. It became necessary to reroute busses through this street. Visitors to Swannanoa on a bus received a very unfavorable impression of our community. Plans were made to correct the drainage problem, build a sidewalk, hard surface the road, and light the streets. Merchants and industrial leaders were contacted and they contributed \$1300.00. This money was used to provide the proper drainage for the street, build a five foot sidewalk the entire length of the street, 450 feet, and install three street lights. A request to the State Highway Department engineers resulted in the grading and

**Project IV—Picnic Grounds.**  
**Goal:** Clean underbrush, level ground, construct picnic tables and ovens on land between Swannanoa river and Highway No. 70. Clean river banks on surrounding area.

**Estimated cost—\$200.00.**  
**Committee:** S. D. Alexander, chairman; S. R. Neskaug, Roy Luckadoo, Bill Porter, A. R. Cannon, Guy West, John Vaillancourt, Joe Porcher, Mrs. Sam Alexander, Mrs. A. R. Cannon, Mrs. T. W. Folsom, Mrs. H. E. McKinney, Sidney Croy.

**Picnic Ground and River Bank Improvement.**  
 Swannanoa has long felt the need of a public picnic ground. In looking around for a place, it was decided that an area of about one acre, lying between the Swannanoa river and U. S. Highway No. 70 would be convenient both for our local people and tourists.

There was great difficulty in the location of the owner of the particular spot desired. When located, he very graciously gave permission for the land to be used as a public picnic ground. The area is not heavily wooded, but before any work could be done, it was necessary to get rid of a rank growth of weeds and a great deal of poison ivy.

The Swannanoa Book club voted to sponsor the project and gave a contribution of \$23.00. The first money spent from this fund was \$5.90 for Weedone spray. Three large sprayers were borrowed from Dixon Connelly, John Sales, and Mrs. T. W. Folsom. On the hottest Saturday afternoon of the summer, some members of the committee met at the picnic ground, and with sprays, axes, grass cutters and rakes, went to work. It soon became apparent to Bill Porter that something more drastic was needed. He got in his car and left. When he returned, he was driving his tractor, with mower attached. With his mowing, the Weedone, and some diligent raking of the hay cut down, the area was ready for further development in a couple of weeks.

**Project V—Swannanoa Marker.**  
**Goal:** Erect Swannanoa marker on Highway No. 70—landscape, beautify, and light marker.

**Estimated cost—\$950.00.**  
**Committee:** Mrs. J. B. Nichols, chairman; Mrs. J. M. Buckner, Mrs. Elizabeth Brittain, Roy Alexander, Perry Alexander.

**Swannanoa Marker**  
 Travelers on Highway No. 70 through Swannanoa had no means of knowing the name of the community through which they were passing. The State Highway has not seen fit to erect even a simple sign announcing Swannanoa. The Swannanoa Community Council, taking this into consideration, decided to build a sign that would not only announce Swannanoa, but would also beautify it.

A beautiful stone shaft was erected at an intersection, with a clear view from all directions. Two redwood markers were attached to the shaft, with SWANNANOA beautifully done in large letters. Underneath this is the legend "Home of Beacon Blankets," complimenting Beacon Manufacturing Company, who has so generously supported all community projects.

The marker, as well as the shaft, was designed by Dr. Henry Jensen of Warren Wilson College, and the lettering was done by Clarence Davidson, also of Warren Wilson.

The corner where the marker was erected was a deep unsightly hole, overgrown with weeds and a convenient catch-all for rubbish. This was leveled with the highway after the shaft was built, using about 600 yards of soil for the filling.

The soil excavated for the new Community Clubhouse was used, as well as some donated by Beacon Manufacturing Company. Top soil was donated by Perry Alexander and hauled by Robert Davidson. Selmer Neskaug, with the help of his Agricultural class of Swannanoa High school, leveled, fertilized, and planted the plot in grass.

The Garden Department of the Swannanoa Woman's club appointed a committee to beautify the plot throughout the summer with beds of flowers, consisting of Mrs. J. B. Nichols, chairman, Mrs. J. B. Buckner, and Mrs. Elizabeth Brittain. Mrs. Nichols and Mrs. Brittain donned blue jeans, and with a hoe and spade, and helpful suggestions from Mrs. Buckner, planted the flowers. On this busy highway, there were plenty of offers of help from passing motorists, who sped on their merry way when the offers were accepted. In a few weeks, the weeds took over. With the temperature standing at 95 degrees, Mrs. Nellie Owenby, Mrs. Norma Hussy, and Mrs. Nichols, after a days work at the Swannanoa Bank & Trust Company, weeded the flower beds. Roy Alexander secured a hose and Mr. Alexander watered the grass and flowers. Grassy Moore was employed to mow and weed the plot for the rest of the summer. He also planted a row of cosmos across the back, adding much to the beauty of the marker.

The season was too far advanced when the plot was finished for planting shrubbery. Dr. Jensen gave advice on planting the shrubbery. Mrs. W. A. Ward and Mrs. Nichols selected the shrubbery, which was planted by the Nettles Nursery. Flood lights were installed by Beacon Manufacturing Company, under the supervision of Arnold Powell.

The Garden Department of the Woman's Club is sponsoring a Christmas scene during the holidays.

# Swannanoa Lacks Reserve Power In Opening Games

By Orren Bell, Swannanoa High Sports Editor  
 King Basketball will take a rest at S. H. S. until Jan. 6 when it resumes through the middle of February and then the county tournament.

During the next couple of weeks basketball will be forgotten and making their plans for the happy holiday season ahead.

Getting back to sports, let's look back at some of our previous games this season. Our girls have been completely outclassed in every game played and have lost by at least a 25 point margin every game, but the team is composed chiefly of freshmen and sophomores and you can bet that after a little more experience they'll be hard to stop.

When taking a look at the Warriors' record, it's a little hard to understand how they haven't won at least three games out of the five played.

In the first two ball games we were beaten in the opening minutes of play. But after a couple of minutes we settled down and played on even terms but couldn't gain back what we had lost in the first quarter.

In the Candler game we led all the way until the final quarter when three of the first string fouled out. We didn't have the reserve power to keep up the attack.

In the Mars Hill game the half-time score was 11-11 and we lost that one by the margin of 41-21. Can you figure it out? I can't.

From all the students at S.H.S. we wish you a Merry Christmas and a Happy New Year.

# More About—Robert Reese

From Page 1  
 daughters, Mrs. Blanche Henderson, Frank Ledbetter; three sons, Clyde, Terrell and John Reese; one stepson, Frank Watkins of Black Mountain; one stepdaughter, Mrs. Frank A. Sansosti of Aiken, S. C.; two sisters, Mrs. Nell Padgett of

**Project V—Swannanoa Marker.**  
**Goal:** Erect Swannanoa marker on Highway No. 70—landscape, beautify, and light marker.

**Estimated cost—\$950.00.**  
**Committee:** Mrs. J. B. Nichols, chairman; Mrs. J. M. Buckner, Mrs. Elizabeth Brittain, Roy Alexander, Perry Alexander.

**Swannanoa Marker**  
 Travelers on Highway No. 70 through Swannanoa had no means of knowing the name of the community through which they were passing. The State Highway has not seen fit to erect even a simple sign announcing Swannanoa. The Swannanoa Community Council, taking this into consideration, decided to build a sign that would not only announce Swannanoa, but would also beautify it.

A beautiful stone shaft was erected at an intersection, with a clear view from all directions. Two redwood markers were attached to the shaft, with SWANNANOA beautifully done in large letters. Underneath this is the legend "Home of Beacon Blankets," complimenting Beacon Manufacturing Company, who has so generously supported all community projects.

The marker, as well as the shaft, was designed by Dr. Henry Jensen of Warren Wilson College, and the lettering was done by Clarence Davidson, also of Warren Wilson.

The corner where the marker was erected was a deep unsightly hole, overgrown with weeds and a convenient catch-all for rubbish. This was leveled with the highway after the shaft was built, using about 600 yards of soil for the filling.

The soil excavated for the new Community Clubhouse was used, as well as some donated by Beacon Manufacturing Company. Top soil was donated by Perry Alexander and hauled by Robert Davidson. Selmer Neskaug, with the help of his Agricultural class of Swannanoa High school, leveled, fertilized, and planted the plot in grass.

The Garden Department of the Swannanoa Woman's club appointed a committee to beautify the plot throughout the summer with beds of flowers, consisting of Mrs. J. B. Nichols, chairman, Mrs. J. B. Buckner, and Mrs. Elizabeth Brittain. Mrs. Nichols and Mrs. Brittain donned blue jeans, and with a hoe and spade, and helpful suggestions from Mrs. Buckner, planted the flowers. On this busy highway, there were plenty of offers of help from passing motorists, who sped on their merry way when the offers were accepted. In a few weeks, the weeds took over. With the temperature standing at 95 degrees, Mrs. Nellie Owenby, Mrs. Norma Hussy, and Mrs. Nichols, after a days work at the Swannanoa Bank & Trust Company, weeded the flower beds. Roy Alexander secured a hose and Mr. Alexander watered the grass and flowers. Grassy Moore was employed to mow and weed the plot for the rest of the summer. He also planted a row of cosmos across the back, adding much to the beauty of the marker.

The season was too far advanced when the plot was finished for planting shrubbery. Dr. Jensen gave advice on planting the shrubbery. Mrs. W. A. Ward and Mrs. Nichols selected the shrubbery, which was planted by the Nettles Nursery. Flood lights were installed by Beacon Manufacturing Company, under the supervision of Arnold Powell.

The Garden Department of the Woman's Club is sponsoring a Christmas scene during the holidays.

WANT ADS SELL—PHONE 4101

**END A NIGHTMARE**  
 The nightmare is almost two years old now. The nightmare for millions of Korean people. And another terrible winter is almost upon them. A portion of your pledge to your United Appeal campaign will be used to send clothing to the war-ravaged Korean people.

**WANT ADS SELL—PHONE 4101**

# Plenty... Of the Christmas Spirit In This Gift of All Gifts

**More About—Kickoff Dinner**

From Page 1  
 3. Youth activity program, sponsored by Swannanoa Community Council, Paul Young, chairman, Mrs. Sam Alexander, George Lemieux, Mrs. John Connet, and the Rev. George B. Talbot.

4. Remodeling school auditorium, sponsored by Swannanoa Parent-Teachers association, J. J. Walden, chairman, Y. L. Medlin, Sam Gant, Ulmont Baker, George Young, and O. M. Alexander.

5. Street improvement, sponsored by Men's club, Dixon Connelly, chairman, Horace Stroupe, and W. A. Ward.

6. Alternate project, establishing an Arts and Crafts group within the Woman's club, sponsored by Woman's club, Mrs. Artus Moser, chairman, Mrs. Lawrence Wainscott, Mrs. Otto Linstead, Mrs. Howard Patton, and Mrs. Arnold Powell.

Work will begin on these projects immediately. More about each project will be released at a later date.

William Holcombe and Miss Vivian Bushong of the Carolina Power and Light company were hosts for the dinner.

Great interest in the 1952 contest was shown and Swannanoa has hopes of winning one of the prizes offered by the Carolina Power and Light company. The cooperation of the entire community will be needed to make a success of the 1953 campaign. We are hoping to make Swannanoa "Carolina's Finest Town."

Let's go, Swannanoa.



**EXTRA SPECIAL**  
 One Group of Watches Swiss Movement  
 17 Jewels  
**\$25**  
 AT  
**Pellom's**  
 TIME SHOP  
 107 Cherry Street  
 Black Mountain

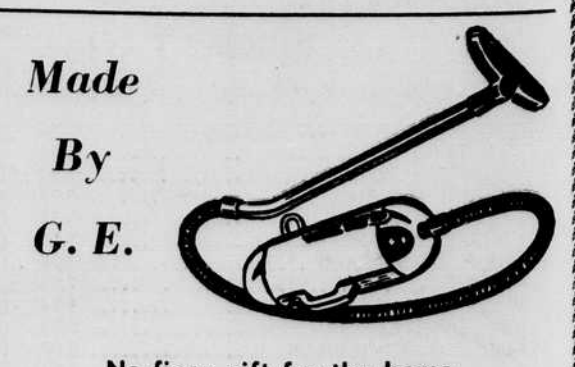
**THIS Christmas Select A Gift For The Home**



**The World Before Your Eyes**  
 ● MUSIC ● NEWS ● OPERA ● COMEDY  
 Choose your G. E. Television To-day.  
 Prices Start At **\$249.95**



**RADIOS BY G. E. RCA**  
 Music in every room in your home.  
 Price as low as **\$24.95**



Made By G. E.  
 No finer gift for the home. None more appreciative.  
**\$79.95 TO \$99.95**

**SEE THESE POPULAR APPLIANCES TO-DAY!**  
 ● TOASTERS ● CORN POPPERS ● IRONS  
 ● PORTABLE MIXERS ● GRILLES ● HEATERS

**McMurray Chevrolet Co.**  
 STATE STREET Phone 3141 BLACK MOUNTAIN

*For a Festive Holiday Setting!*

**Send Your Christmas Greetings With Flowers!**

A Most Wonderful Way to Say "Merry Christmas" To Your Friends

We Suggest Poinsettias and Begonias to say Merry Christmas or Wreaths to make out the Christmas Greetings.

Call 7325 to-day

**Seawright Florist**  
 COTTON AVENUE  
 1/2 Block East of Montreat Rd.  
 Black Mountain, N. C.  
 Phone 7325