



# Welcome



## TO THE HEART OF AMERICA'S VACATIONLAND!

WE WANT TO MAKE YOU FEEL RIGHT AT HOME WHILE YOU ARE HERE, WHETHER IT IS FOR A DAY OR FOR THE ENTIRE SEASON. EVERY NEED YOU MAY HAVE WILL BE PROMPTLY AND EFFICIENTLY TAKEN CARE OF BY OUR BUSINESS ESTABLISHMENTS.

SHOP RIGHT HERE FOR ANYTHING YOU MAY NEED IN ORDER TO MAKE YOUR STAY A HAPPY ONE. WE WILL BE GLAD INDEED TO SERVE YOU! WE WELCOME YOU AND INVITE YOU TO VISIT OUR PLACES OF BUSINESS, USE OUR SERVICES, AND SHOP OUR FIRST-OF-THE-SEASON MERCHANDISE. OUR COURTESY, SAVINGS AND EASY PARKING WILL MAKE IT PLEASANT FOR YOU TO SHOP HERE.

### APPAREL

BUCHANAN'S DEPARTMENT STORE and 5 & 10, Swannanoa  
COLLINS DEPARTMENT STORE, Black Mountain  
SARAH LEE'S SHOP, Black Mountain

### ATTORNEY

R. E. FINCH, Black Mountain

### AUCTIONS

ROYAL ART GALLERY, Black Mountain

### AUTO REPAIR

THOMPSON'S GARAGE, Black Mountain

### AUTO SALES & SERVICE

McMURRAY CHEVROLET CO., Inc., Black Mountain  
ROCKETT MOTORS, Inc., Old Fort. Chrysler - Plymouth

### AUTO SERVICE STATIONS

BLACK MOUNTAIN TEXACO SERVICE, Black Mountain  
BURGESS ESSO SERVICENTER, Black Mountain  
J. WORTH BURGESS "66" SERVICENTER, Black Mountain  
CAMPFIELD'S ESSO SERVICE, Swannanoa  
DALTON'S AMOCO SERVICE, Black Mountain  
DAVIDSON'S CITY SERVICE, Swannanoa  
J. M. LANCE'S SERVICE STATION, Black Mountain

### AUTO TIRES

GARLAND & LONG TIRE CO., Swannanoa

### BANKS

NORTHWESTERN BANK, Black Mountain

### BARBER SHOPS

ACME BARBER SHOP, Black Mountain

### BEAUTY SHOPS

ACME BEAUTY SALON, Black Mountain  
BEA'S BEAUTY SHOPPE & GIFT SHOP, Black Mountain

### BUILDING CONTRACTOR

R. C. BOWNESS, Black Mountain  
C. CLIFF MEYER, Black Mountain

### DINE & DANCE

PEEK'S PLACE, Black Mountain (New Management)

### DRUG STORES

B. & J. DRUG SUNDRIES, Swannanoa  
KEY CITY PHARMACY, Black Mountain  
KNIGHT'S PHARMACY, Black Mountain  
UZZELL'S REXALL, Black Mountain  
WARD'S DRUG STORE, Swannanoa

### DRY CLEANING & LAUNDRY

BUCKNER CLEANERS, Swannanoa  
EARLEY'S DRY CLEANING & LAUNDRY, Black Mountain  
KEY CITY LAUNDRY &  
QUALITY DRY CLEANERS, Black Mountain

### ELECTRICAL CONTRACTORS

R. W. COOK, ELECTRICAL CONTRACTOR, Black Mountain

### FEED & SEED STORES

POTTER FEED & FERTILIZER CO.,  
FEED, SEED, & HARDWARE, Black Mountain

### FIVE & TEN CENT STORES

H & W 5 & 10 CENT STORE, Black Mountain

### FLORISTS

RIDDLE FLOWERS & ANTIQUES, Black Mountain  
SEAWRIGHT FLORIST, Black Mountain

### FURNITURE & APPLIANCES

HARRISON FURNITURE CO., Swannanoa  
TYSON FURNITURE CO., Black Mountain

### GROCERIES

THE GREAT ATLANTIC & PACIFIC TEA CO., Black Mountain  
JONES FOOD STORE, Black Mountain  
PORTER'S FOOD STORE, Swannanoa  
SLAGLE'S GROCERY & SERVICE, Black Mountain

### INSURANCE

VALLEY INSURANCE AGENCY, Black Mountain  
WHITE INSURANCE AGENCY, Black Mountain

### JEWELRY

HUGGINS JEWELRY CO., Swannanoa

### LUMBER & BUILDING MATERIALS

BLACK MOUNTAIN LUMBER CO., Black Mountain

### MOTELS

BETTS COURT, Black Mountain  
IDEAL MOTEL, Black Mountain  
REED'S MOTEL, Black Mountain  
GRANDVIEW COURT, Black Mountain

### PHOTOGRAPHER

GRAGG'S STUDIO, Black Mountain

### PRINTING

BLACK MOUNTAIN NEWS, Black Mountain

### RADIO & TV SERVICE

REED'S RADIO & TV SERVICE, Black Mountain

### REAL ESTATE

VALLEY REAL ESTATE AGENCY, Black Mountain

### REFRESHMENTS

JAY'S DAIRY BAR, Black Mountain

### RESTAURANTS

DON'S OUTPOST, Black Mountain  
DON'S PATIO, Black Mountain  
POP'S COFFEE SHOPPE, Black Mountain

### SHOE SERVICE

BLACK MOUNTAIN SHOE SERVICE, Black Mountain

### SPORTS GOODS & EQUIPMENT

WESTERN AUTO ASSOCIATES, Black Mountain