-Modern automobile horns --Words of wisdom from can startle. The State Motor the North Carolina Depart-Vehicles Department urges ment of Motor Vehicles: Don't you to save the horn for emer- learn about traffic rules by gencies. Don't startle some- accident. Know and obey one into an accident, your state traffic laws.



'Most everywhere folks are noticing that there really is extra flavor in JFG Special Coffee. It's there because of a very special blend of select coffee beans. And also, because JFG is so fresh. You see, it's roasted practically next door, so it comes to you fresh as fresh can be.

So have a cup and you'll agree, there's extra flavor in JFG



RESTAURANTS

ANN'S CAFE

Cherry St.-Black Mountain

HOME COOKING

We Fix Dinners to Go!

PHONE NO 9-5531

BUILDING SUPPLIES

FOR SALE:

• DRESSED ROOFERS

CUSTOM PLANING

Buy Direct from Mill

and SAVE!

-We Deliver-

GROVER LEDBETTER

Broad River Section

Black Mountain

**BUILDING & REPAIR** 

Masonry Contractor

JAMES G. SHIELDS

Residential & Commiercial

Free Estimates—NO 9-5391

123 Cherry - Black Mtn.

-FREE ESTIMATES-

BUILDING - REPAIRING -

FHA FINANCING

GEORGE D. TATHAM

116 Oakland Dr.-Black Mountai

WRECKING SERVICE

WRECKER SERVICE

McMurray's Chevrolet Co.

Black Mountain, N. C.

**PHOTOGRAPHERS** 

GRAGG'S STUDIO

PORTRAITS, GROUPS, WEDDINGS

OLD PHOTOGRAPHS COPIED

AND MADE NEW.

\* BABY PICTURES

NO 9-5431

and FRAMING

• LUMBER

# Mountain Musings

by Gene Byrd

PONT MILE POST

PROCEED FURTHER

TURN BACK NOW!

With The P. T. A. too many people present, a occasion some fine program was pregiven by the Rev. Charles tive speakers in the Valley is a master of elocution. He presented some thoughts to our fine climate and liv- Blackwelder, the from the Scriptures that had never occurred to me before.

OPPRATION

7-POINT OVERLOOK

12-POINT PEAK

TURN IN YOUR DRIVER'S LICENSE

gentleman from the Health Department presented a very interesting summary of results of a recent health survey conducted among the ninth grade physical education students and the would be basketball players of the var-

HARDWARE

Swannanoa Hardware

Hardware • Paints

Plumbing Supplies

SWANNANOA, N. C.

FURNACE SERVICE

SERVICE, INC.

Factory-trained Mechanic,

Oil Burners, Air Filters.

JOHN E. BENEDICT

NO 9-5584

PHILIP S. STEVENS

CONTRACTOR

Blue Ridge Road

NO 9-7380 - Black Mtn.

BURGIN

Plumbing and Heating

PHONE NO 9-5584

AUTO SUPPLIES

Black Mountain, N. C.

AUTO SUPPLIES-SPORTING GOODS

FISHING TACKLE

WESTERN AUTO

ASSOCIATE STORE

-118 Broadway-

DRUGS - SUNDRIES

B. & J.

DRUGS & SUNDRIES

Trailways Bus Service

\* Fast Film Service

SWANNANOA, N. C.

WATCH REPAIRING

**HUGGINS JEWELRY** 

**Expert Watch Repairing** 

Where your \$ Goes Further

SWANNANOA, N. C. Phone NO 9-8124

DISTRIBUTORS of U. S. Royal Tires

Garland & Long Tire Co.

SWANNANDA, N. C.

PHONE NO 9-6231

Block West of Traffic Light

TIRES

PHONE NO 9-5671

PLUMBING

• Garden Tools

County. We are pleased to me. Grief for the loss of my The Owen High School P. note the fine rating attained friends and humble pleasure T.A. held a recent meeting by Owen from the comparathat my former playmates, that was Pretty Terribly Attive standpoint, but there were and former students would tended. While there were not points of deficiency that might grant me the great privilege alarm. would appear that dental and funeral blended in sweet sensented. I was very much im- nutrition problems were the timent. pressed with the devotional chief points of weakness. One interesting fact that was lovely life of service and she brought out was that this had a lovely funeral. faculty. Mr. Smith is prob- area has more dentists per fresh young voices of the ably one of the most effec- capita than any other sec- choir, the never ending comtion in the United States, fort of the Scriptures, the well Whether this was a tribute chosen words of Brother

> teeth was not made clear. I was impressed by the ef- deep peace combined into un-cient organization of our forgetable moments at old ficient organization of our P.T.A. Everything went off Tabernacle most smoothly; the organizaur support.

> After P. T. A., Woodfin survive this good woman Too Bad, fellows! Rhodes, Gary Carson and went down to Shuford Field see how our undefeated family. J.V.'s were making out with the invading J.V.'s from Bre vard High School. We happened in on a pretty dismal fourth quarter for the home team. Brevard punched over two touchdowns in the last three minutes of play to defeat our War Ponies. Coach Art Ditt was suffering from ome of his good boys having been promoted to the Varsity. We were sorry to see the bid for an undefeated season spoil-

ed, but we must heap praise upon this bunch of lads and their fine coach for a very successful and interesting

Baptist Preacher In A Black "Cat" Hat: If any of my friends have noted a striking change in my appearance this past week explanations are in order. misplaced my faithful old hat last week (found it today at bert F. Sluder, Cecil Nanney, Nancy Fullam, J. D. Baker Mamie Pulliam, Mrs. Ruth

church where I had left it). and my balding pate started Cunningham, Bonnie Hyatt, suffering with the onrushing Mrs. N. D. Freeman, Bud cold wave. I scouted around Partlett I H Propular the house and found a cap that had been purchased for my son. Robert has refused to Mrs. Charles Walker, A. M wear this cap, and a quick McCoy, Mrs. Beatrice Mc ook in the mirror convinced Crary, Mrs. Addie Joyner me that it didn't do anything for his old man either. While Patricia Gail Cook, Mrs. Helen my wearing of this hat may make me famous, Odin's beret and Jack's Bermuda shorts did for their respective owners, I have been my Vernon, Mrs. Mary F. subject to some uncompli- Allison mentary stares.

Eager Weaver: never cease to marvel at G. C. Carson, John R. Wilthe loyalty commanded by our various Scout Workers. My laughter, Jackie, is now a Brownie, and Mrs. Bill Brown has been promoted to that Viola Andrews, Joe L. Simp-exalted position formerly occ- son, Mrs. F. V. McCall, J. P. upied only by Jodie Brown Slagle, Terry Brigman, Elaine and Mrs. W. W. White. Pre-Bastarache. sently she is making innumberable pot holders on a little L. Edwards, Mary Emma Walfrome and making the Scout kup, Chester Cochran, John salute between potholders. I doubt if we realize the debt we owe to the various leaders who so unselfishly devote

so much time to our young

sters. You Left Too Soon, Fred My Wife went by Reed's Motel to invite Fred Schnelz to "break brown bread" with is only to be informed that despondent over the bad weat her that seriously hindered hi lans, this good man had again pulled up stakes and headed North. This was poor treat-ment from the climate that Fred says has no equal any where in the world that h has been privileged to visi Ironically enough, the weather has been more to his liking

the past few days. Hi There, Teen-agers! jaunty salutation may e the title for another book for the youth of our land from the ready pen of our own Dr. Frank Howard Richardson. The good doctor has won no little fame in the field of youth problems, and

forward to any effort on his NOV. 18-Lois Payne, Loning our home awhile back paid Dr. Richardson a great com-Richardson a great com-nent. Dr. Richardson had Mary Bumgarner, Mary Tay attended her when she was lor, J. Worth Burgess, Robin a little tyke and she had much Cole, H. B. Robinson.

to say about his kindly, un-derstanding nature. Since NOV. 19-Mrs. Gussie Pat her father is no longer living, terson, Mrs. Paul Harris, she said that if her brother Mary Ann Innes, W. L. Wheel were unable to be present on, Brenda Harwood, Dwight to give her away when she Lee Hall, Nancy Brookshire, Lee Hall, Nancy Brookshire, was married that Dr. Richard-Roy W. Alexander, Lewis son would be her next choice.
(Now, Dr. Richardson, if you don't read this column, Curry, Jr., Mrs. H. L. Buch-

anan, Doris Rose, Mike Wyly.

derstanding nature.

you'll miss your compliment, and it will be good enough for you. If you do read the

Muser's Mess, you owe me a "last go trade.") A Friend of the Family:

Last Friday, I answered a knock at my classroom door. There stood my good and es-

teemed friend, the Rev. Black-welder, pastor of the Taber-nacle Methodist Church. He

nformed me of the death of

Mrs. J. A. Brooks, told me of the details of the impending funeral and then said, "The

family requests that you as

Mrs. J.

friend.

a friend.

friend.

Journey's End.

We Salute YOU on

Your Birthday!

NOV. 13-Bee Hogan, Ro

NOV. 14-John H. Rice,

NOV. 15-Mary B. Garland.

Ferguson, Bruce Clapp, Lee

Clapp, Shelba McCall, Ruth

Stroud, Carroll Marler, Tom-

Uzzell, Pauline Jackson, Mrs.

liams, James A. Biddix, Mary

Cagle, Frank H. Cordtmeyer,

J. H. Riddle, Mrs. H. H. Ingle,

NOV. 17-Nina Cordell. D

NOV.

G. M. Bartlett.

then

is a must!

The finest glass-lined electric

water heater ... now with

HYDRÁSTEEL for extra long life!

McMURRAY

CHEVROLET CO.

-Phone NO 9-3141-

Mrs. Charles Walker, A. M.

Bartlett,, J. H. Brandon.

SAVE!! Black Mountain Building & Loan Association

• CURRENT INTEREST RATE 3% Full Paid Stock -or - Optional Shares COME IN AND TALK WITH US

See the Patented SIEGLER now at Harrison Furniture Store

Let us show you now you can



New! SYNCHRONIZED AIR-OIL CONTROL GIVE

# at the turn of a dial!



you want and your new Siegler de it automatically. Turning the dial feed the exact amount of oil into the burner. feeds the flame the exact amount of air then regulates the blower speed to give you perfect SUPER Floor Heat! An the exclusive Heat-Line control is right up front for real convenience. The new synchronized Sieglermatic control system means even greater fuel savings by assuring the most economical fire possible on all settings.

Imagine! Turn just one dial to the hear

Don't go through another winter with cold floors and high fuel bills. Buy a beautiful New Siegler that gives you amazing SUPER Floor Heat as it pays for itself with the fuel it saves!

MONEY BACK GUARANTE

LEGIZETZ OIL HOME HEATER PATENTED . AUTOMATIC . FORCED-AT THERE'S A MODEL FOR ANY SIZE HOME

> Trade In Your **Old Heater!** Easy Payment Plan!

Come In . . . Expert Installation FREE!

Harrison Furniture Store

"THERE'S NO COMPARISON WHEN YOU TRADE WITH HARRISON SWANNANOA, N. Across from Railway Station NO 9-8565

PLENTY OF FREE PARKING SPACE

"the best part of the meal." Business -- Professional -- Services

\* EXPERIENCED

. RADIO and T.V. Experience Counts!

★ EQUIPPED ★ BONDED

THE BEST COSTS LESS

GOFF RADIO & TV SERVICE

Bonded Technician OPP. P.O. - DIAL NO 9-4301

For Guaranteed USED Television Sets ☆ CALL ☆

> Harrison FURNITURE CO.

SWANNANOA, N. C.

EXPERT TELEVISION SERVICE-Call NO 9-8565

REED'S RADIO & T.V. 105 SCOTLAND-DIAL NO 9-7609 GUARANTEED SERVICE ON ALL MAKES AND MODELS Factory Authorized Service

PRINTING by Master Craftsmen Black Mountain NEWS \_NO 9-4101\_

CRISP RADIO & TV SHOP • Expert Repairing • -Cragmont Road-

Phone NO 9-8401

Office: Dial NO 9-7660 All Work Guaranteed

SWANNANOA T.V. & APPLIANCE CO.

Motorola Dealer

SALES & SERVICE R. SIBBETT MASSEY, JR NO 9-8168 NO 9-6741

## TEMPER - SAVE TROUBLE SAVE TIME -

DRUG STORES

WARD'S DRUG STORE • PRESCRIPTIONS Complete Drug Service SWANNANOA, N. C.

-NO 9-6841-

CARPENTRY M. F. RIDDLE

1, MONTREAT RD. - PHONE NO 9-7938, Black Mountain CARPENTER WORK ON CONTRACT OR HOURLY BASIS-REPAIR

BULLDOZER SERVICE

BULLDOZER and SHOVEL WORK

Mtn.,

 AUTO SERVICE GENERAL REPAIR WORK ON ALL CARS

Body Repairs & Painting ROCKETT MOTORS, Inc. Tel. 30-Old Fort, N. C.

BURGESS ESSO SERVICENTER -ROAD SERVICE-

NO 9-8826-Black Mtn.

For Expert Auto Repair Call WILSON'S CASH GARAGE 401 West State St

Black Mtn. - NO 9-5611

DALTON'S AMOCO Greasing, Washing & Tires NOT TO HARM YOUR MOTOR!

• BAKERIES

ELECTRICIANS

R. W. COOK -Electrical Contractor-PHONE: NO 9-3082

NO 9-3141

### Hwy. 70 - Black Mtn. Black Mountain, N. C. NO 9-8882

Asheville Business Directory

. SHOE REPAIR GARDNER'S SHOE HOSP. EADERS IN SHOE REPAIR SINCE 19201

xclusive Agency for Dr. Scholl's Shoes & Foot Comfort Service 72 COLLEGE ST. - DIAL AL 3-3684

AUTOMOTIVE

Safety-tested Used Cars! Skyland Oldsmobile, Inc 196 HILLIARD ST.-DIAL AL 2-1886 OVER 23 YEARS' SERVICE-Dealer No. 1199-1199A

ORTHOPEDIC SUP.

Towne House Bakery

Pasties - Pies-Doughnuts

Open 24 hrs. daily 7 days weekly 257 Biltmore Ave. - AL 4-4351

W. A. McELDUFF CO. 186 COXE AVE .- Dial AL 3-9301 ★ Orthopedic Supplies ★ ELASTIC HOSIERY-WHEELCHAIRS AND WALKERS-CRUTCHES AND CANES-ARTIFICIAL LIMBS

TRANSFER - STORAGE



# CURTISS MOTOR & BOAT CO.

### Antique Dolls Repaired Doll Dresses and Wigs

BETTIE'S CRAFT CENTER 35 Broadway-AL 2-2746

# GENERAL INSURANCE

FIRE

\* HOMEOWNERS ACCIDENT & HEALTH & WORKMAN'S COMP. HOSPITAL & MAJOR

MEDICAL AVIATION HULL & LIABILITY

AUTOMOBILE MORTGAGE

REDEMPTION

CAMPERS

AND CONTRACT BURGLARY & THEFT

\* BONDS - FIDELITY

TRIP ACCIDENT AND BAGGAGE A BOATS AND MOTORS

☆ LIFE

A GENERAL LIABILITY PERSONAL LIABILITY

We can Supply ALL Your Insurance Needs

. . . Some at Considerable Savings.

# • CHAIN SAWS

-PRICES START AT \$149.95-McCULLOCH CHAIN SAW CO. Asheville - Canton -Dial AL 2-1095-

 CONCRETE READY-MIXED CONCRETE Accurate-Economical - Speed ASHEVILLE CONCRETE MATERIALS, Inc.

tmore, N. C. - Ph. AL 3-6421

LIBERTY TIRE CO. EXPERT TIRE RECAPPING FIRESTONE TIRES and TUBES & Chas. Posey -253 Biltmore Ave.-

DIAL: AL 2-4346

PRINTING AT ITS BEST! NEWS NO 9-4101 CRAFT CENTER

**BOATS & MOTORS** 

Sea Horse Sales, Service Penn Yan and Lone Sta ALL BOATING ACCESSORIES 46 Banks Ave. - Dial At 2-3886

WHITE INSURANCE AGENCY

121 Broadway - Black Mtn. - NO 9-7912