

**TEN TABLES SHOW B. M. BRIDGE CLUB IS GROWING**

Last Thursday night at the Monte Vista hotel, ten and one-half tables were in play at the Black Mountain Duplicate Bridge club meeting.

Winners were: north-south, William Wacker and Charles Ross; second, a tie, Townsend Hay and Mrs. Carter C. Uzzell

—Mrs. S. S. Cooley and L. S. Covin; fourth, Mrs. Al Jennings and Mrs. Charles Ross. East-west, Mrs. Grace Conant and Lawrence J. Brady; second, a tie, Wade Morrow and Max Woodcock—N. C. Shuford and Mrs. Nancy Luxemburger; fourth, Mr. and Mrs. W. W. White.

—Go to traffic court as a visitor—not as a violator.

**PERSONALITY OF THE WEEK**

**New President of C of C Has Worked Hard To Reach Present As Ex-Cell-O Head; Industry Moves South Due To Business Climate, Ford**

by Edith K. Benedict

This is the story of a man, Eugene Ford, who started at the bottom of the ladder and worked to the top, "pulling himself up by his own boot straps", to use an old expression.

Born and raised in the little southwestern Kentucky town of Sedalia, where he grew up on a farm with his parents and one brother, he had very little time for anything except school and work on the farm. Like many farm boys, he decided that there must be a better way to make a living than to continue farming, so after completing high school, he lined up before the employment office at the Ex-Cell-O plant in Detroit and was employed immediately. This was in March 1942. Thus began his long association with the Ex-Cell-O corporation.

During the 10 years he was in Detroit he was first a thread grinder; these metal threads were for aircraft parts. In time he advanced to lead man in the department which was the first step toward becoming foreman. He was moved through several departments for about a year to familiarize him with the general work, then was advanced to supervisor of expediting for Pure-Pak division of Ex-Cell-O. Here he met Peggy, who was also an employee, and they were married.

His work in industry convinced him that if he were to get ahead in this field it would be necessary to have further education, so, since he worked in the plant in the daytime, he continued his education in the evenings. At nearby University of Detroit and Cass Technical school, also in Detroit, he added to his technical knowledge and his superiors began to notice the extra efforts of the young man.

His industriousness began to really pay off when he was transferred to the Pure-Pak division of Ex-Cell-O in Lima, Ohio, as superintendent of the machine tool division. The last years with this organization he became associated with machine tool sales. All this time he was continuing his education by extension work with the University of Pittsburgh and through correspondence courses with Alexander Hamilton Institute. He smiled wryly at this point and said: "Eleven years of education and no sheep skin to show for it!" There are things no diploma can show, and the mere possession of such a degree does not assure the holder of possession of such qualities as ability to understand his fellow men, a large dose of common sense, diplomacy enough to be a politician, and personality and good will which radiate from him at the first hand shake of greeting.

Since I have deviated from my story to the personal note, let me add at this point for the benefit of those who have not met Mr. Ford, that he is a "tall" six foot man, meaning that he looks taller. I would have guessed that he was very athletic because he looks like a football player. He did play basketball while in high school, is a sports enthusiast "from the word GO" (these are his words), and spends his leisure time now on the golf course.

About 1957 Ex-Cell-O realized the need for a plant located in the southeast in order to be nearer the firms for which they did sub-contracting. Mr. Ford was sent, along with several other men, to look for a prospective site

for opening up a branch office. In the search through this section they agreed on the purchase of the building formerly owned by the Bennett family near Swannanoa. In 1957 operations began here and in February of the following year the Fords moved to this section when he was made plant manager.

"We loved the Swannanoa Valley from the first and were very happy living in Black Mountain, but we wanted to buy a home and property for sale was scarce at the time. We hope someday to move back."

In the meantime they live on Country Club road in Asheville where the club, of which they are members, provides the golf with which he fills his time from work.

Naturally people around here know that Mr. Ford has just become the new president of the local Chamber of Commerce of which he has been a member since 1959, but he is also a member of the Asheville C of C. In 1961 he was a member of the governmental affairs board of that organization.

His ability as a leader has placed him as president of the Western Carolina Industries which is dedicated to maintaining and protecting a good business climate for Western North Carolina. Charlie Riley of Kearsott is second vice-president of this same organization and about 90% of the industries in this part of the state are represented.

By religion he is Methodist and his family attends Central Methodist church.

As a member of the board of advisors of the Asheville Industrial Education center he is most enthusiastic about the work being done there to further the technical education of men of high school age and older, in the fields of metal work, electronics, and engineering. This vocational school, state supported, is a new advancement in this section and should, in the future, provide more trained personnel for the industries already located here and for those to come.

The situation was somewhat the same for the Ex-Cell-O people as it has been for other industries moving here: there are no trained people from whom to draw employees. A trainee program goes on at Ex-Cell-O, and has for the past two years. "It is a long time process to acquire the skills necessary, but the effort and interest put into it by the workers indicate that here is the place for such training and business appreciation this, so as long as people show this effort, management is more than willing

to give them the opportunity", he said.

"I would like to have one thing stressed," he continued, "and that is the business climate in Western North Carolina is excellent. I have never seen people more cooperative and eager to learn the work and acquire the skill. Whatever success our company has met here has been due to the interest of our employees. They are interested in their jobs and we get things done."

Not being familiar with the type of work done at Ex-Cell-O I asked about it. Primarily they manufacture precision parts for aircraft, atomic energy and missiles, plus the component parts that go into machinery that Ex-Cell-O builds in other divisions.

Interested then in the size of his organization he told me they employ 112 persons, only men work in the shop, women in the office. Ages of their employees range from 19 to 62 and all except three are from this section of the state.

The only other plant located in the south is one in Charlotte which does no manufacturing, only rebuilding of their Pure-Pak product. Plants are located in seven other states and in four foreign countries. He hopes it may not be too long before the plant here is expanded.

Asked next about his family I was surprised to find that his son Norman is married and lives in Black Mountain with their two daughters, Peggy 2, and Sandra, 7 months. One daughter, Nancy, 15, is a student at David Millard and a cheerleader. The family is happy here and would hate the thought of ever leaving. They like the climate, the scenery, and most of all the people. "We have been made to feel welcome and wanted from our first days here. People contribute to a large percentage toward making this area liveable." Here again is a family content with the environment as it is, not unhappy that the area does not afford all the entertainment provided by the larger cities.

At this point I had almost three full pages of notes and had usurped very nearly an hour of Mr. Ford's time which he had given generously without any interruption, so I rose to leave while thanking him for seeing me on a busy work day. "As you see, I haven't had a very interesting or exciting life," he stated as we ended the interview, "it has been mostly hard work."

I thought, as I drove back to town, that most men with any record of achievement have worked hard every inch of the way. Here was a prime example of the hard fact that

**JESSE SEXTON IS IN BASIC TRAINING**

Jesse L. Sexton, son of Mrs. Della Sexton of 233 Flat Creek rd., Black Mountain, began a nine-week basic training program, Dec. 29 at the Naval Training Center, Great Lakes, Ill.

We still live in a country where a man with ambition and stamina can fight his way up if he has the will to do so.

Recruit training consists of classroom instructions in various naval topics. As prospective leaders, the recruits are schooled in military etiquette, drill, physical fitness, swimming and survival, first aid, shipboard safety measures and security duty. Recreation and a rigorous physical fitness program will round out the training.

During the nine-week phase, each recruit will receive specialized counseling to aid his

**WITH THE SICK**

Kim Sarti, small daughter of Mr. and Mrs. Sandy Sarti, has been sick at her home for the past few days. Bill Judger is a patient at St. Joseph's hospital.

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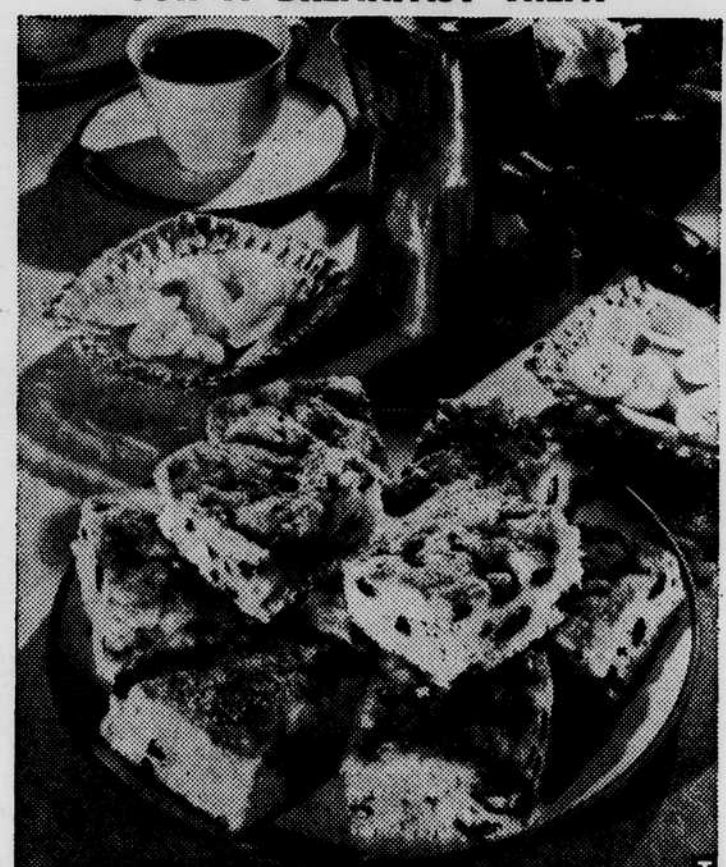
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**RAISIN ORANGE COFFEE CAKE**

1 cup dark or golden raisins	1 egg
2 cups sifted flour	3/4 cup milk
1 tablespoon baking powder	1/2 cup frozen orange juice concentrate
3/4 teaspoon salt	1/2 cup brown sugar (packed)
1/2 cup sugar	1 teaspoon cinnamon
1/4 cup shortening	1 tablespoon butter or margarine

Resist flour with baking powder, salt and sugar. Cut in shortening. Mix in raisins. Beat egg lightly and combine with milk and orange juice. Pour into flour mixture and stir just enough to moisten. Spread in greased 8-inch square pan. Mix brown sugar, cinnamon and butter until crumbly. Sprinkle over top. Bake in hot oven (425 degrees F.) 25 to 30 minutes. Makes 1 (8-inch) square.

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