

HURRY !!
We Have Only Three
More Fruit Cakes Left

BLACK MOUNTAIN NEWS

DEVOTED 100% TO OUR COMMUNITY — THE GROWING SWANNAHOA VALLEY

Weather

	High	Low	Prec.
Dec. 15	42	28	
Dec. 16	46	18	
Dec. 17	57	40	
Dec. 18	52	20	
Dec. 19	34	10	
Dec. 20	52	28	.05

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12 PAGES TODAY

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CHRISTMAS GREETINGS

FROM ALL OF US TO ALL OF YOU AT CHRISTMAS TIME

Greetings:

Once more the world is waiting for Christmas! The air is filled with hopes and plans and dreams. We are all happy and eager and joyful.

Christmas is a wonderful time for us in our church, for Christmas belongs to the Church. This is because Christ belongs to the Church! Christmas is the birthday of Jesus Christ.

What more fitting time could there be, for us to look back gratefully on the things we have accomplished during the year and to plan with hope for another year ahead?

The year ahead should be one of accomplishments for us. There is so much to be done . . . and together we can do it! Team Work can achieve great things . . . especially when we are teaming up for such a wonderful purpose. Work and loyalty and enthusiasm can produce miracles.

So let us be firm in our faith that the year ahead will be a miraculously successful one, and that we will succeed in all the things we strive to do together.

And now, a Very Merry Christmas to you!

CHRISTMAS: THE MAGICAL SEASON . .

Here is the gay time of Christmas once more.
 And a strange wistfulness comes to the fore;
 It haunts our hearts and invades our reason
 With the marvels of this magical season.
 The wistfulness comes to us partially
 'Cause we look through the lens of memory.
 But chiefly because the tramp of small feet
 Make grown-ups' eyes glow at the sounds so sweet.

Somehow there returns for too short a time
 The fondest reflections of 'Auld Lang Syne'.
 Minds that know values of material things
 Delight with the joy of Spiritual brings.
 Ears that have been dulled by the din and blare,
 Are made keen by sounds of songs in the air.
 Eyes that were blinded by greed for each mite,
 Open to behold the Heavenly Light.

The Magic Season brings back, it is said,
 The tender grace of a day that is dead.
 Hardness is banished by nostalgia strong,
 And the air is filled with sweet angel song.
 That which time has bent, again becomes straight,
 A magic hand cleans from memory's slate.
 Years which Locusts have eaten from our hoard,
 Are made full again, completely restored.

The Magic Season Tomorrow has blest,
 For ere we attain the Heavenly Rest.
 Days will come when we walk on leaden feet,
 And we will sigh for the sound of Voices Sweet.
 Nights will come when the Bright Star will not glow,
 The Angel-Song hushed that we long for so.
 When such time comes, they who the Way have trod,
 May reach through gloom and grasp the Hand of God.

When we grow faint with Life's hurry and pace,
 And tire of striving for power and place;
 When the world leaves us all bruised and torn
 With a Life so vain, so lost and forlorn;
 Then comes Christmas, the Season of Magic,
 And heals the wounds of a Life so tragic.
 Gone are the scars of the hurts and the pain,
 And we laugh and sing as children again.

At the Magic Season, our hearts come home
 From the far country through which we did roam.
 Where Life's substance we carelessly wasted,
 And through our portion, aimlessly hasted.
 Back we come to get the Robe and the Ring—
 To Father's House—and the glad welcoming.
 Again are brought kind thoughts to our reason,
 For it is Christmas: The Magical Season.

—Vernon W. Johnson

USE CHRISTMAS SEALS



FIGHT TUBERCULOSIS
 and other
 Respiratory Diseases

Gordon H. Greenwood
 Elizabeth S. Keith
 Andrew Milovitz
 Carrol Marler
 Tyson Baber
 Mrs. E. F. Hardin
 Miss Bertha Greene
 Mrs. M. M. Elliott
 Mrs. W. N. Brown
 Grover Farr

Garnet E. Greenwood
 Edith K. Benedict
 W. C. Field
 Robert McKinney
 Jimmy Hart
 Mrs. George Slight
 Mrs. Thelma Buckner
 Mrs. Hayes Connor
 Mrs. Lib Harper
 Roger Beddingfield

The Following Merchants Of Swannanoa And Black Mountain Wish All Of You Hearty Good Wishes For The Holiday Season

Harrison Furniture Company
 Buchanan's Department and 5 & 10c Store
 Huggins Jewelry Store
 Sibbett's Beauty Shop and Taxi Service
 Davidson Coal and Fuel Oil Co.
 DeLuxe Dry Cleaners
 Bilo Super Market
 B & J Drug Sundries
 Garland and Long Tire Co.
 Folsom's Superette
 Swannanoa Insurance Agency
 Rice's Grocery (Gulf Service)
 Parkway Auto Service
 Redmon's Texaco and Grocery
 Wilson Brothers Esso (V. A. and Ralph Wilson)
 Bridges Amoco Service Station
 Campfield's Esso Service
 Garland's Esso Servicenter
 Beddingfield-Konrad
 Mi Lady's Beauty Isle
 Giftcrafts
 Knight's Pharmacy
 H. & W. 5 & 10c Store
 Valley Realty Co.
 Jones Food Store
 Reed's Radio & TV

Dalton's American Amoco
 Town Hardware
 Black Mountain Savings and Loan Asso.
 Earley's Drive In Cleaners
 Black Mountain Drug Co.
 Gibson-Kilby Construction Co.
 H. McGuire Wood (Home Planning Service)
 Climax Barber Shop
 Claude's Restaurant
 Radio Stations WFGW and WMIT
 Polly's Beauty Salon of Hair Design
 Carl Bowness, Building Contractor
 Donald Burgin, Plumbing Contractor
 Collins Dept. Store
 Eckles Real Estate
 Black Mountain Lumber Co.
 Western Auto Associate Store
 Acme Barber Shop
 Acme Beauty Salon
 Ann's Restaurant
 Black Mountain Esso Servicenter
 M & T Moulding Co.
 Seawright Florist
 Slagle's Grocery
 Blankenship's Gulf Station
 Ward's Drug Stores

Norwood Real Estate
 Broadway Motors, Inc.
 Key City Pharmacy
 Tyson Furniture Co.
 Genuine Parts Co.
 Goff Radio & TV
 Stepp's Gulf Station
 Pop's Coffee Shop
 White Ins. Agency
 Amcel Propulsion Co.
 Grovestone and Sand
 Kearfott Division
 Roger and Billie Viverette
 Williams Bros. Oil Service
 Swannanoa Bank
 Draper Corp.
 Beacon Manufacturing Co.
 Ex-Cell-O Corp.
 Key City Laundry and Quality Dry Cleaners
 Montreat Launderette
 Riddle's Flower and Antique Shop
 Snyder's Appliance Repair Service
 The Northwestern Bank
 Asheville Federal Savings and Loan Assoc.
 Carolina Power and Light Co.