



Drive  
Carefully

# BLACK MOUNTAIN NEWS

DEVOTED 100% TO OUR COMMUNITY - THE GROWING SWANNANOVA VALLEY

10c Copy

It Pays To Advertise

Volume 24 Number 50

Thursday, August 21, 1969

Second Class Postage Paid at Black Mountain, N. C. 28711

12 Pages Today

## Growth Depends Upon Both Community And Industry

The Black Mountain - Swannanoa Rotary Club held its regular weekly meeting, Tuesday, August 12, at the Travel - Eze Restaurant. Vice - President Don Underwood presided.

Dr. James Spencer was presented as a new member.

Mr. Morris Bunker, program chairman, introduced the visiting speaker, Mr. Harry W. Clark, President of Western Carolina Industries, Inc.

Mr. Clark's main theme was the involvement of both the community and industry in the welfare and growth of the area.

The growth and development of industry in the southeast has been phenomenal. He listed some of the reasons: Trainable people and the facilities for training them in needed skills, sound local and state government, reasonable tax rates in comparison with other areas and construction costs are pretty much within the norm and the construction work is well done.

There have been improvements made in water and power facilities in many areas and although we still have a number of bottle necks in highway transportation, this is showing improvement in some areas. The fact that we now, also, have air transportation is helpful.

He pointed out that new people are much more readily welcomed to the area than they used to be. We are selling ourselves and our area to other industries.

However, all is not bright on our labor front. Growing industry has developed a tight labor supply. Most of those unemployed are women, or the people who are uneducated and untrained. The need for additional training facilities for these people, such as A. B. Tech are badly needed.

He pointed out areas are often inclined to court new industry, to show them only the good points and not let them see potential problems. In inducing

new industry to come to the area some people will make any promise or commitment, then worry about carrying them out later. He said he was very glad very little of that was done in this area. Committees inviting new industry must live up to the information given. Do not promise adequate water and power if it is not available. If a labor staff is not available for a plant, do not lead the industry to believe this is so.

Our local governments should realize that the revenue from taxes and salaries will soon pay for any improvements that they make.

While "courting" new industry we must not forget our old reliable firms who have been with us through good and bad. Do they receive proper attention to get to and from their businesses made as adequate as to new industries?

These businesses, the old industries, are approached

from other areas to try to get them to expand elsewhere.

Serious transportation problems exist on the Old River Rd., and U. S. 25 has fourteen new industries, employing 9,000 people and is serviced by a two lane highway. The Highway Commission has promised to do something about this for 15 years.

The Marble Imperial Furniture would like to expand its facilities but is suffering from a water shortage problem. The insurance rates are very high because of this factor.

We are missing a great deal of industrial expansion because of old existing problems. The best salesmen we can have are satisfied old industry. Their explanation of how their grievances are handled can either sow seeds for growth or cause the area to be chalked off.

One major problem that must be solved is low cost housing, where the purchase price can be within the income of the average wage earner. "A man who owns a house and a piece of land is more likely to stay in one place and be a more stable worker."

Industry needs and must have the support of the community.

Mr. Clark also pointed out the interest and welfare of the people must be the prime objective. Our schools and educators are doing all they can to bring this about with the facilities they have for training and educating workers, but they are very inadequate to fulfill this need.

Other states are working hard to lure industry to their vicinities promising low tax rates, low rate bonds and etc. We must prepare ourselves to combat this by improving local conditions.



### Fire Leaves Family Of Seven Homeless

The home of Marion Ballew on North Fork Road was completely destroyed by fire Saturday, August 16, at 12:16 a.m.

Their fourteen year old daughter was awakened when the flames broke through the walls of her bedroom. She awakened the rest of the family: her parents, two sisters, and two brothers and they escaped the house without injury. However one young girl received a severe cut on her foot as she ran across the field to a neighbor's home to summons aid. She was treated by a local physician.

The family escaped in only the clothes they were wearing.

Everything in the house, as well as the home itself was destroyed.

People from all over the area have been responding to the needs of the family but many necessities need to be replaced.

There is the problem of preparing five children to start school, school fees, clothes, shoes and other things. The children's sizes are (Boy - age 15) size 14 - 14 1/2 shirt, trousers - waist 30 - length 31, size 9 1/2 shoe. Boy - age 10: size 10 shirt, size 10 trousers, size 5 shoe. Three girls, one age 14 - dress size (woman) 10, shoe size 10 (adult size), Girl age 13 - dress child's size 10, shoes size 4. Girl age 11 dress size 10, shoe size 4. Underwear and socks are also needed.

Mr. Ballew wears a 36 waist 31 inseam trouser and a size 16 shirt. His shoe size is 10 1/2 or 11. Mrs. Ballew wears a size 14 dress and a size 7 1/2 shoe.

Many large appliances have been contributed but sheets, towels, blankets, and kitchen utensils - dishes - are needed.

The Ballews are at the home of his mother, Mrs. John Ballew while a house is being repaired for them to move into.

Assistant Fire Chief Kirkpatrick listed, as probable cause of the fire, wiring in the house believed to have centered on the front porch. This assumption is based on the fact the fire was contained between the outer and inner walls of the house and broke through into the interior. The complete destruction of the house makes it extremely difficult to determine the exact cause.

One very serious problem is the fact that Mr. Ballew, a carpenter, had most of his tools destroyed. If anyone has some extras please share!!

### Ladies Aux Aid Fire Dept.



Mrs. Pat Tweed, president of the Black Mountain Ladies Auxiliary, is shown presenting a check for \$210.00 to Mr. Charles Arnett, president of the Black Mountain Fire Department. This money is to be used for the purchase of turn-out jackets for the volunteers.

Along with Mrs. Tweed are from left to right - Mrs. Pat Poe, Vice-President, Mrs. Pearl Watkins, Mrs. Betty Wheelon, and Mrs. Cecile Kirkpatrick. Others shown are members of the Fire Department present for the presentation.

### Jaycee Softball - Barbecue

Friday night, August 22, is the Jaycee Barbecue. Fellows, the girls are expecting to be taken out to the ballgame, AND UPPER. Barbecue and all the trimmings, will be served from 7:30. The cost is \$1.50 per plate (one plate will feed two youngsters).

Thursday, the 21, at 6:30 P.M. Hill and Wards vs. Morgan in the first game. At 8:00 Northrop faces Beacon.

Friday the losers of Thursday's games will meet at 6:30 for the consolation trophy and the winners of Thursday's game will meet for the championship and runner-up trophy.

See you at the Primary School Field Thursday and Friday evenings!!!

### Chamber of Commerce

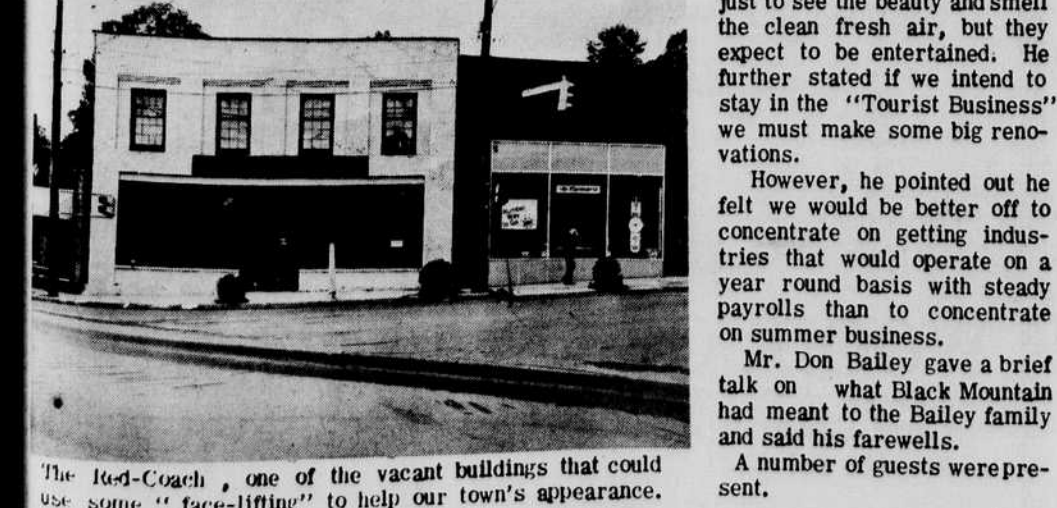
President George Pickering presided at the August 19th meeting of the Black Mountain - Swannanoa Chamber of Commerce at the Monte Vista Hotel.

Due to unavoidable circumstances, the expected speaker was not present and Mr. Pickering and several others gave brief reports on the outlook, plans, and growth in our area.

Mr. Pickering related that with two Interstate Highways crossing in our immediate area we can expect growth and acceleration.

He also reported the rumor that a plant comparable to that of Enka is expected to locate somewhere here in the area.

### Not An Asset To Our Town



The 'face-lifting' vehicle, one of the help our town's appearance.

### Youth Week To Be Held

The young people of Ridgecrest Baptist Church are holding their Youth Week '69 at the church next week, August 24-31. The theme, of "Tell It Like It Is About Youth," they are planning a full week of activities.

Starting it off Sunday night will be a unique program about the youth of today and his search for himself and quest for God. Throughout the week will be traditional services with the youth in charge, a devotional campfire, and a picnic for everyone on Saturday night featuring a panel discussion with adults and youth on "A Changing Time."

Ending the week on Sunday, August 31, the youth will take over the entire Sunday morning program and fill all the church positions. The public is cordially invited and urged to attend.

### Robinson Honored

Twenty-three Southern Bell employees were guests of honor at a semi-annual service recognition party held at Lake Thomas Steak House in Marion. Fred L. Robinson of 501 Montreat Road in Black Mountain was among the fourteen who received a five year recognition pin. Robinson works as an installer - repairman in Buncombe County. Some 240 years of service were recognized among the 23 honorees. Eight retired plant men were among the forty-odd who attended. J.D. Phillips, district plant manager, was the emcee for the evening.

### Editor's Appeal



In striving to make The Black Mountain NEWS an interesting and informative weekly paper, I would like to solicit your help in this work.

We have requests for news columns from every community in the Valley, and I am in dire need of correspondents. The people who are now writing columns for their respective areas are doing a fine job, and I hope to find others who will show as much interest in reporting.

This is your paper, supported by merchants and businessmen in your own communities and with weekly reports of news of interest we can publish a paper that we will all be proud of.

If you or one of your neighbors would be interested in submitting news from your locality, please call at The NEWS office, and I will be glad to answer any questions that you may have.

F. LOUIS GRANT

### Artists To Present Concert

The Annual Usher's Turnout of the Mills Chapel Baptist Church will be held Sunday, August 24, at 3:00 p.m.

The Program this year will be different in that a concert of Gospel Music will be presented by two local artists.

Presented in concert will be Mrs. Ann Hamilton and Mrs. Mable Lytle. Mrs. Hamilton will be accompanied by Mrs. Carl Roberts.

The public is cordially invited to attend an evening of Christian fellowship. Refreshments will be served in the Church Fellowship Hall following the service.



### New Students Register



Mrs. Frank Watkins, first grade teacher at Black Mountain Primary School, is shown registering new students.

### Hightop Colony Holds 50th Annual Meeting

The 50th Annual Meeting of Hightop Colony was held at "E Top", home of Mrs. Selma Erwin, beginning with the noon meal at 1:00 o'clock. It had been traditional for Dr. Bill Morgan to give the grace before the meal, but since illness kept him from being with the group the President read a prayer which he had composed for the occasion.

The members present were: Mr. and Mrs. Stanley Buss, Mrs. Grace Bergthold, Mrs. Selma Erwin, Mr. and Mrs. Dag Folger, Mr. Buck Kester, Mrs. Eve Mathews, Mr. and Mrs. Ira Martin, Mrs. Jim McHugh, Mr. and Mrs. Bill McPherson, Mrs. William Morgan, Mr. and Mrs. Hall Swain. Guests attending were: Mrs. Bethany Buss Canover, Elizabeth and Lori Loutzenheiser, Mrs. Lois Arceneux, Miss Gloria Pickens and Mrs. Ruth Westbrook.

After a delicious dinner prepared by the women of the Colony, the business meeting was called to order by Mrs. Hall Swain, President. The high light of the meeting was a history of Hightop Colony written and given by Dr. D. F. Folger. This history revealed many changes along the way, from transportation, to communication, to prices of commodities. Peaches were quoted as selling for 58¢ per bushel during the early thirties. The evolution of the water system proved humorous, yet revealed how loyalty and real fellowship with oneness of purpose over came many hardships.

Dr. Folger was the only charter member present, and it was significant that the 50th Anniversary Meeting was held in one of the original homes, Dr. Folger's former cottage, known as "Bob White" cottage.

### Students Present Musical

The college students of the Black Mountain First Baptist Church will present "Tell It Like It Is", a folk musical about God, on Sunday evening, August 24, at 8:00 p.m. The group is composed of about 20 people who very soon will be either returning to college or entering college for the first time.

The musical was written by Ralph Carmichael and Kurt Kaser, both pioneers in the field of contemporary religious music. Carmichael is well - known for several Billy Graham films. Both he and Kaser do much arranging and conducting for recordings and other musical performances.

The public is cordially invited to the presentation.