

BLACK MOUNTAIN NEWS

DEVOTED 100% TO OUR COMMUNITY — THE GROWING SWANNANOVA VALLEY

Your
Hometown Newspaper
If You Live In
★ Black Mountain ★ Montreat
★ Ridgcrest ★ Swannanoa

Thursday, November 18, 1976, Vol. 32, Number 7

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15 CENTS

Carver School Variety Show To Star Billy Edd Wheeler

A Country Variety Show starring Billy Edd Wheeler, playwright, poet, songwriter, singer and musician "who sings for his supper," will be presented at Carver Optional School on Friday evening November 19 at 7 p.m. The show will be emceed by Bill Norwood (Mr. Bill) of WLOS-TV.

Wheeler, a graduate of Warren Wilson College, Berea College and Yale School of Drama, is a native of West Virginia.

He has written four plays that received national acclaim: *Hatfields and McCoys*, an outdoor drama, still running in Beckley, W. Va.; *Fire On the Mountain*, *Ode To A Critter* and *The Great John Brown* which premiered this summer at Harper's Ferry, Virginia. He is the author of a book, *Song Of A Wood's Colt*, has made numerous albums and has appeared on many T.V. shows including the Today Show, The Grand Ole Opry, and Carnegie Hall to name a few.

He has had many hit songs, chart songs and popular songs: *Jackson, High Flyin Bird, The Coming Of The Roads, The Rev. Mr. Black, Desert Pete, Ann, Ode To The Little Brown Shack Out Back, Coal Tattoo, Blistered, Winter Sky, I Ain't Buyin, Baby's Smile-Woman Kiss, A Baby Again, Blue Roses, Ain't Going Home Soon, It's Mid-*

night and others... (As recorded by Johnny Cash, Nancy Sinatra, Judy Collins, The Kingston Trio, Bobby Darin, Hank Snow, Jerry Lee Lewis, Faron Young, Loretta Lynn, Flatt & Scruggs, The Association, Ritchie Havens, Merle Haggard, Hank Snow, Elvis Presley and others.

Rounding out the Show will be appearances by the Blue Shadows Band; a number of musicians, singers and dancers from Warren Wilson College including Reed Smith who makes and plays Hammer Dulcimer and Sam Scoville, Academic Dean, who plays a mean banjo.

The entertainment will also include parents, teachers, students and community volunteers doing square dancing, clogging, singing, acting and as our informant stated "Come see your friends make a fool of themselves!"

Prior to the show, beginning at 6 p.m., there will be a Bake Sale and Bazaar. Tickets will be available at the door.

Since the Carver Optional School is our new school they need many things including new play ground equipment. The proceeds from the show will be used towards this and other projects.

The students, teachers and parents extend a cordial invitation to you to visit the school, see the show and enjoy the Bazaar. They promise you great entertainment.



BLUE RIDGE LAKE serves as a mirror to reflect nature's beauty and wonderland. (A David Peele Photo)

Local Author's Book On Alcoholism In Demand By Executives

Dr. Guy Philip Moore, a resident of Swannanoa has recently completed and has published a book titled "Managements' Approach To Alcoholism."

Doctoral dissertations are not normally known for their appeal to readers outside academic circles.

That alone makes Dr. Moore's work somewhat unusual since the book is in growing demand among company personnel executives as well as various governmental agencies. It already has been made a text for first and second level supervisors for the Bureau of Indian Affairs in the western part of this country.

Dr. Moore is a 1966 graduate of the University of North Carolina at Asheville (then Asheville-Biltmore College) who last August received his Ph. D from the University of Alabama.

For almost six years, he was director of psychological services of the Alcohol Rehabilitation Center at Black Mountain and currently is an industry consultant both in the areas of supervisory training and development and in alcoholism in industry both in the Atlanta area and Western North Carolina. At the outset, Dr. Moore provides a few facts about the problem of alcoholism which are guaranteed to get the attention of many personnel officers for industry.

His figures, which may well be conservative, show nine million alcoholics in the nation of which over five million are employed. Anywhere from five to eight per cent of the employees in a representative work force suffer from the illness, adding a staggering 25 per cent to payroll costs in nonproductive expenditures.

Those costs, he feels, show up in higher absenteeism, poor performance, lower production, higher turnover and training costs and increasing accidents and illness. What's more, the illness is spreading, "cutting across social and economic lines to affect every stratum of our society. It imposes costs—both financial and human—that our society cannot afford to pay."

Dr. Moore provides an "Administrative Model for Alcoholism Programming which provides enough

flexibility to be adapted by any size industry or government agency, noting options which have been used successfully in various states and even in the U.S. Navy. The guidelines of the National Institute of Alcohol Abuse and Alcoholism are noted as a basis for evaluation including emergency care, both outpatient and inpatient services and follow up.

One item is of interest. While nothing the many governmental programs aimed at curbing and rehabilitating the alcoholic, Dr. Moore notes the professional consensus in the field is that "no program in either the public or the private sector has a "track record" for success equalling that of Alcoholics Anonymous. The combination of religious force and peer group pressure it provides, delivered by recovered alcoholics who can empathize with the alcoholic because they have "been there" themselves, renders Alcoholics Anonymous



Dr. Guy Moore

peculiarly effective."

The author feels no program will reach peak effectiveness unless there is an opportunity afforded for involvement in AA both as part of the treatment and as follow-up activity.

Even before publication, this work received recognition from others in the area of alcoholism rehabilitation. Ashton Brisolaro, executive director of the Greater New Orleans Alcoholism & Drug Program and president of the Southern Community Executive Assoc., called Dr. Moore's book "A definitive new work in the field. It offers something of value to every program and every administrator."

Dr. Moore is married to the former Joyce Martin of Swannanoa and they and their two children Christi and Jeff reside on Harrison Ave. in Swannanoa.

He is well known by folks in the Valley and is a charter member of the Swannanoa Valley Lions Club.

Baptist Church Site

Community Thanksgiving Service

The Annual Community Thanksgiving Service will be held Wednesday evening November 24 beginning at 7:30 p.m. at the First Baptist Church, on Montreat Road, in Black Mountain.

The Rev. Harwood Myers,

pastor of the Black Mountain United Methodist Church will bring the message. Special music will be rendered by the First Baptist Church Choir

under the direction of Allen Cantrell. Other ministers

participating are Frederick Gordon, M. Elmore Turner, Richard Shelor, Neils Larsen, Edgar Ferrell and Neal Wyndham.

As has been the custom in the past the offering will go to support the Churches

Emergency Aid To Transients. This is a needed ministry and the united effort of the churches simplifies the approach to the problem and makes the ministry more effective.

Symbolic Tree Committee Named

The full membership of the community tree project committee in charge of the effort to get everybody to plant sourwood trees to beautify and symbolize the town and area has now been named, it was reported today.

Albert Garland, Mrs. Ruth Brandon, Albert Miles, Mrs. R. T. Greene, Gary Ball and Perry Stone have accepted appointments to serve with Mrs. Harriet Styles, chair-

person. The group was to meet Tuesday night to make plans and delegate responsibilities. The committee is expected to make available for sale small specimens of sourwoods at a reasonable price in the early future.

One civic club anticipates the delivery of a shipment of small sourwood trees today. A part of them will be given to the town for planting on public property.

Plane Crash In Broad River Area Kills Three

A plane crashed in the Broad River section at approximately 12 noon Tuesday killing all three persons aboard.

At 1:23 the special Rescue Search Team of the Black Mountain Volunteer Rescue Squad was called and were assembled and ready for action at 1:46. They had already moved into the general vicinity.

The Civil Air Patrol plane searching in the area spotted something on the ground at approximately 2:20, but lost sight of it. It was relocated at about 15 minutes later north of Stone Mountain Church near Old Fort.

The Rescue Search Team found three persons D.O.A. and were standing by at 4:00 p.m. awaiting arrival of the County Medical Examiner before the bodies could be moved.

The names of the victims and the identity of the plane were withheld at press time until next of kin could be notified.

Yule Parade Dec. 3rd In Black Mountain

The Black Mountain annual Christmas parade will march down U.S. 70 from the east end to the west end of the town beginning 3:30 p.m. on Dec. 3.

Some of the participants already signed up include marching ROTC units from McDowell High School, the Enka High School Band, Boy Scout Troops, children from Black Mountain Grammar School impersonating elves and teachers dressed as clowns.

Susan Proffitt, a native of Black Mountain and Miss North Carolina of 1976, will also join in the local parade. A floating Christmas tree on

the town's Lake Tomahawk and street decorations provided by city merchants will be displayed on the parade day.

The Black Mountain Chamber of Commerce expects more than 300 participants in this year's parade.

Anyone desiring to enter should contact the Black Mountain Chamber of Commerce by phoning 689-2300 in the morning or 689-8463.

The section of U.S. 70 from the east end of Black Mountain to the city hall will be closed to traffic from about 3:15 to 4:30 p.m. on Dec. 3.

Chamber Of Commerce Elects New Directors

The Black Mountain-Swannanoa Chamber of Commerce elected to the Board of Directors for 1977 the following persons: Marcus Begley, Lee Clapp, Jack Clevenger, Dr. Bob Dickey, the Rev. Edgar Ferrell, Harry Hyder, Ed Miracle, Mayor Margaret Slagle, C. T. Sobol, Jr., Congressman Roy Taylor, A. F. Tyson and John Woodcock.

Gordon Greenwood and Ken

McAneer were also elected to the Board but declined to accept as they felt they could not faithfully attend the scheduled meetings. Both expressed their sincere appreciation for the confidence and support shown them.

The twelve directors will meet to appoint three additional directors. The fifteen will comprise the entire Chamber Board from which its officers will be elected.

Congressional Award Presented To Taylor

U.S. Rep. Roy A. Taylor has been presented the 1976 National Congressional Award by the National Recreation and Parks Association (NRPA).

The award was given for his services while chairman of the House Subcommittee on National Parks and Recreation.

He received it at the opening general session of the annual Congress for Recreation and Parks in Boston, Mass., which was attended by more than 7,000 delegates involved in different aspects of parks, recreation and leisure management nationwide.

NRPA Award Committee Chairman Robert Toalson said, "Taylor's record while sub-committee chairman will

be a model for years to come. The personal conviction on the importance of public park and recreation programs for all citizens has and will benefit the nation in perpetuity."

As chairman, Taylor sponsored legislation improving and expanding the nation's recreation estate. These programs include creation of a national wild and scenic rivers system; creation of a national trails system; and numerous individual units of the national park system.

Taylor also helped sponsor amendments to the Land and Water Conservation Fund Act, the principal source of federal revenues used to acquire and develop national, state and local park and recreation resources.



Billy Edd Wheeler

Contract Let To Complete I - 40 East To Ridgcrest

The North Carolina Board of Transportation awarded the contract for the completion of construction of 4.2 miles of paving on Interstate 40 from 3 miles southeast of the Swannanoa interchange to 3 miles southwest of N.C. 9 at Black Mountain. The contract was awarded to Asheville Paving Co.

The bid was \$2,308,937.95, almost \$600,000 below the state estimate. Seven other firms bid on the project.

Highway Administrator Billy Rose said completion of that project will open I-40 east to Ridgcrest. All that will remain, he said, will be about six miles of upgrading east to Old Fort.

Valley Happenings P. 2

Social Happenings P. 6 & 7

Warhorses - Champs P. 10 & 11

Classified Ads P. 13

NOTICE
The Black Mountain News will be operating on a Holiday Schedule next week.
All news copy and ads must be in the office by 12 Noon Monday.
We will be calling on our Advertisers Friday and Monday.
This is in order that our subscribers can receive their papers on Wednesday prior to Thanksgiving.
Thank you,
The News Staff