

Christmas Wishes



Jolly old St. Nick is coming to help us thank all our patrons, friends, ... you!

B & V SERVICE
Black Mountain

Peace, Joy



May the Star that guided the Wise Men blaze a path of enrichment for you.

BURNETTE APPLIANCE
Black Mountain

Christmas Joy



A message of thanks to our wonderful patrons. We want to wish you the warmest wishes for the holiday season.

Pizza Hut BLACK MOUNTAIN



MERRY CHRISTMAS TO ALL! Wishing you a star-bright, love-warm holiday season. We hope that you will continue to honor us with your patronage.

HARRY PAPAS & THE STAFF OF BURGER WORLD
Black Mountain

Former Black Mountain Resident

"Bodacious" Describes Sneed's CB Antenna Booster



REX SNEED (left) of Boiling Springs, formerly of Black Mountain, has a patent pending on his Red Cloud invention that is designed to boost the modulation of CB

antennas. Sneed has already formed a corporation to produce his product. The man on the right is Bob Watson of Marion.

"Bodacious" is the description given to the revolutionary new Red Cloud CB antenna booster invented by Rex Sneed of Boiling Springs.

Sneed a former resident of Black Mountain is the son of Mrs. Elzie Sneed and the late John Sneed. His wife is the former Katherine Bailey of Black Mountain. They have two sons, David and Gary.

Aptly defined by CB'ers, the term "bodacious" means "shamelessly strong."

And "strong it is," attest scores of local CB operators who have been supplementing their antenna systems with the Red Cloud booster.

Approximately one year ago, Sneed, who carries the handle of "Red Cloud" began working on an auxiliary antenna component to increase the modulation and reception of his own CB unit.

Disturbed by the inefficiency of existing antenna systems, Sneed set out to develop a booster unit to correct the deficiency of the popular communication medium.

"I knew that you copy better near a stream or lake," surmised Sneed as he began the development of the liquid core and solid aluminum housing unit which later earned the 'handle' of the Red Cloud Booster.

Though Sneed's invention was originally designed for the enjoyment of himself and other local CB operators, a fellow operator and future partner, Norris Walker, encouraged Sneed to mass produce and broaden the market area of his new booster.

Faced with the common problem of thousands of inventors, the question of just "how do you get a new product off the ground" confronted

him. Thus, through a meeting of the mind and a combination of expertise, came the formation of the Red Cloud Corporation. Its principals are: Sneed, Walker, Phil Yelton and Dennis Beam, Jr.

Already the new company is mass producing approximately 1,200 units per week with an anticipated step-up in production of 5,000 each week.

The Red Cloud Booster with a patent pending, with no formal advertising to date, is already boosting several thousand units. "We've got a man in Oklahoma who has already sold three thousand," says Walker. "It's unbelievable," he added.

The Red Cloud Booster received a regional "boost" Saturday evening at 6:30 pm as WSOC, Channel 9, Charlotte, aired an interview with Sneed and associates. In addition, the December, 1976, edition of National CB magazine is featuring the first of a series of Red Cloud ads which will officially in-

roduce the product to the whole USA.

The three boon bars on the compact Red Cloud unit gives the appearance, at least to some observers, of being from outer space. Donald "Tob" Self, a Boiling Springs trucker who sports a Red Cloud booster, was recently stopped by a Georgia highway patrolman. "I just wondered what in the world you've got on your antenna."

Even though the marketing potential of the booster appears to be unlimited, the owners of Red Cloud Corporation plan to introduce other related products. Already, the company is testing a new CB "wet whip" antenna and plans are underway for development of a CB "noise eliminator."

Editor's Comment: The Black Mountain News would like to express our thanks to our compatriots Diane and Tommy Holland of the Foothills View of Boiling Springs for sharing this information with us. Thanks good buddies - "over and out."

Hunter New Director Of Development At M-AC



Don Hunter, a newcomer to the Asheville area, has been selected to fill the newly created position of associate director of development at Montreat-Anderson College, President Silas Vaughn announced Tuesday. His employment follows a recent decision to expand the college development department.

Hunter's primary responsibilities in the job will involve special emphasis upon planned giving in the fund-raising arm of the college while lending some help to stimulating annual donations. A former Washington state resident, the new associate director brings with him 12 years experience at the Boeing Company in contracts management. After leaving there in 1973, Hunter pursued interest in the real estate sales and development field.

Hunter is a 1960 graduate of the University of Michigan at Ann Arbor where he received his J.D. degree. He did undergraduate work at the

University of Dubuque in Iowa and was graduated cum laude with a Bachelor of Arts. A president of the U.D. student body, he is still active in alumni work. He and his wife, Brenda, have two children. His father is a retired Presbyterian minister.

NC. Calendar '77

Full Of Fun And Excitement

Old Quawks' Day...The Highland Games...Mule Day...Old Time Fiddlers Convention...National Hollerin' Contest...World 600...Coon Dog Day...Collard Festival...Marlin Festivals...Azalea Festival. Samples from the North Carolina 1977 Calendar of Events published by the State's Travel Development Section.

The book contains 406 events with a brief description of each, the dates, and a contact for additional information. The color cover is a picture of the annual reenactment of the

First Official July Fourth Celebration in Old Salem, at Winston-Salem. Eleven black and white photographs illustrate the book, and monthly calendars are included for easy reference.

The booklet will be used to answer thousands of inquiries from potential out-of-state visitors during the next year, and to boost the state's billion-dollar tourist business.

Copies of the brochure may be obtained free from "Calendar of Events, Dept. '77, Post Office Box 27687, Raleigh, N. C. 27611.

Warren Wilson, UNC-A Plan Academic Exchange

In an move to expand their academic resources, Warren Wilson College and the University of North Carolina at Asheville will exchange faculty members for the coming spring term.

Dr. Ming-Yu Wang, of the History and Political Science

Department at Warren Wilson, will teach "Modern China and Japan" at UNC-A. The course is designed to explore the forces and events shaping China and Japan today both politically and culturally.

Dr. Bahram Farzanegan, associate professor of Political Science at UNC-A, will teach a course on "Contemporary World Politics." Dr. Farzanegan will make extensive use of computer simulation to place students in the decision-making roles of world political leaders. The course will survey the forces that have shaped the political environment of the modern world.

Dr. Farzanegan is a leading authority on the use of simulation games and has conducted numerous workshops on their use. Dr. Wang helped develop the instructional materials on Afro-Asian studies used by the North Carolina Department of Public Instruction. A native of Hupeh Province, Dr. Wang left China at the time of the communist takeover in 1949.

Both institutions feel they will benefit from the academic exchange. Dr. Roy Riggs, vice chancellor for academic affairs of UNC-A, said of the program: "It serves the needs of both institutions," Dr. Samuel Scoville, Dean of Warren Wilson, commented: "By sharing resources unique to each of us, the program will most certainly operate to our mutual gain."



Merry Christmas
At Yuletide, we extend to you our wish that merriment may brighten your happy home, all season long.

TYSON FURNITURE CO. Black Mountain

The Christmas Story



As we celebrate His Birth, we pause to study the true meaning of Christmas. Best of the season to you and your family.

BLACK MOUNTAIN GARDEN SHOP
Willie & Randy Pinder



THERE IS A SANTA!

Time for us to say thank you to our many friends wishing them all "Merry Christmas"

Black Mountain Insurance & Realty Inc.

Dick, Ethel, Richard, Naomi, Billie and Ann



O HOLY NIGHT

May the Holy Family bless your home with peace and harmony. Thank you so much for your patronage during the past years.

Stafford Fender Motor Co. Inc.

Season's Greetings



A special thank you to all of our friends. May your holidays be bright and happy! We look forward to seeing you in 1977.

BLACK MOUNTAIN SAVINGS & LOAN ASSOC
Black Mountain