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Cherry St. group given beauty 1st

A group of shop owners on Cherry Street in Black Mountain were honored as the Business For Beauty winners for 1976-1978 by the North Carolina Federation of Women's Clubs at the State Convention April 25 through 27 at the Raddison Hotel in Charlotte.

The Business For Beauty is a national program to improve the visual environment of the community and is co-sponsored by the General Federation of Women's Clubs and Cities Service Company.

Merchants of the Cherry Street Plan were responsible for major assistance through the Town Board for street improvements. Additional improvements included sidewalk patching, a corner planter, benches on the lower end of the street and planters of sourwood trees along the street. Several merchants on Cherry Street painted their store fronts.

A plaque honoring the merchants of Cherry Street was presented in recognition of their efforts. The Black Mountain Woman's Club, whose President is Mrs. R.C. Moss, sponsored the project and received a \$100 check for their efforts. Mrs. Harriet Styles served as project chairman.

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A late freak blizzard provided an unusual contrast to spring flowers on Montreat Road Friday. (Dan Ward)

Swannanoa fire destroys home, investigated

by Dan Ward

A fire with suspicious origins destroyed a mobile home and all its contents, and resulted in one injury April 21 in Swannanoa.

Mrs. C.A. Wilson was treated and released from Memorial Mission Hospital for smoke inhalation when she awoke to a fire in the trailer she rented from an out-of-state owner on North Street Friday.

Swannanoa Fireman and investigator David Strickland said that, because there were two "hot spots," or potential beginnings of the fire, the investigation was turned over to Buncombe County Sheriff's investigators.

Sheriff's Det. Don Whitaker confirmed, through reports of Arson Investigator Forest Weaver, that the fire could have started in two places—the heater and the stove of the trailer. Value of the trailer was set at \$10,000, while personal belongings lost were worth \$4500.

Whitaker said that that because no flammable liquids

were found at the scene, the fire did not warrant an SBI arson investigation. He said, however, that a county investigation continues.

Two trucks and nine men from Swannanoa responded to an alarm called by Mrs. Wilson, to find the trailer already in flames. The fire was under control in 10 minutes, a fire department spokesman said.

The burning ban in Swannanoa has been lifted, although the Swannanoa Fire Department recommends that persons starting a controlled burning exercise extreme caution and common sense.

The Swannanoa Fire Department made two other runs last week.

On April 17, two trucks and eight men responded to an unauthorized controlled burning at the Davis Mountain Hideaway on Davidson Road. Also that day, one truck and 10 men stood by a wreck on I-40 east of Jim's Branch Road. The driver, who was injured in the wreck, was treated for minor injuries at Memorial Mission Hospital.

5 local youths arrested in raid

Five Swannanoa men were among 16 arrested in a surprise drug raid April 20. One warrant remains outstanding on an Asheville man, according to a Buncombe County Sheriff's Police investigator.

Arrested in the 7 a.m. raid, coordinated between the Sheriff's Department, Interagency Narcotics Squad and Asheville Police Department, were Keith Aiken, 18, sale and delivery of marijuana; Danny Lee Brigman, 19, sale and delivery of marijuana; Preston O.

Walker, 22, sale and delivery of marijuana; Perry R. Shippey, 19, manufacture of marijuana; and Michael Shippey, sale and delivery of marijuana—all of Swannanoa. A hearing is set for May 4.

The other 10 arrested in the raid, all from Asheville or Candler, were Marvin K. Bryan, Philip R. Ross, William S. Isreal, Philip Vernon, Terry Philson, Effie Fullwood, Steven R. Wilson, Michael Gray, J. Leonard Gudger, Charles S. Collins, and Gary E. Radford.

In another case, Terry Lynn Stephenson, 22, of Swannanoa has been appointed a public defender and had a hearing set for May 8 on charges of armed robbery and assault with a deadly weapon in connection with two separate incidents.

Stephenson is charged with the robbery at gunpoint of \$35 from the Ice Service Store on US 70 April 10 and with beating his wife, Dorothy Jean, on April 22. Bond was set at \$25,000.

Black Mountain Police arrested James Manuel St. John of Thomasville on April 23 and charged him with communicating a threat after St. John allegedly threatened another man at Reed's Motel while holding a shotgun.

Black Mountain Police answered 83 calls, issued two traffic citations, arrested one for public drunk, investigated two accidents, and assisted sheriff's police last week.

Black Mountain fire

Black Mountain firemen made four runs last week.

On April 18, one truck and seven men stood by at a car wreck on US 70 west. One person received minor injuries in the wreck.

On April 19, one truck and five men stood by at a controlled burning on Oconeechee Avenue.

When another controlled burning got out of control

April 22, two trucks and 18 men responded to the Bill Price residence on Old US 70.

On April 23, one truck and 20 men were called to stand by at the scene of a car wreck on US 70 west. Power lines were downed as a result of that accident. There were no injuries.

The Buncombe County Ambulance Service made one emergency, 16 routine and two unneeded runs last week.

Black Mountain water Supt. Al White looks on as Johnny Harrison climbs to the new reservoir on McCoy Cove Road. The reservoir, when it soon meets Health Department specifications, will replace the current facility in the background. (Dan Ward)

Bell rate increase begins

by Nelle Laetsch

Residence telephone rates for Southern Bell's North Carolina customers will increase 10 cents a month and business rates 25 cents a month, beginning April 26, as a result of an order issued April 17 by the North Carolina Utilities Commission.

In Black Mountain the basic monthly rate for residence telephone service will increase from \$7.70 to \$7.80, according to R.B. Moore, Bell local manager. The monthly business rate will increase from \$19.25 to \$19.50.

Service connection charges also are being revised more closely reflect the work the telephone company must perform to establish the service.

As an example, Moore said, service connection charge for residences where all wiring and jacks must be installed will increase from \$5.50 to \$31.10.

For residences in which telephone wiring and jacks

are already in place, the service connection charge will be \$24.06.

For residences in which the wiring and jacks are in place—and the customer picks up his or her telephone at a Southern Bell Phone Center Store—the service connection charge will be \$15.90.

The installation charge for a business telephone will increase from \$33.40 to \$40.00. Savings for business customers, similar to those for residence customers, on wiring and jacks can be realized if these facilities are in place.

Moore pointed out that basic monthly rates have been adjusted for a variety of local service items. Rates for touch tone service were among those restructured and some customers who have this service may experience additional increases.

The monthly rate for business extensions will increase slightly, from \$1.90 to \$1.95 per month.

Today's order by the

Utilities Commission resulted from a request by Southern Bell in August, 1977 for \$53.7 million in additional revenue. Following extensive public hearings, the Commission on March 24 granted the company additional revenues of about \$28.6 million. Nearly \$22 million of the increase went into effect April 3 in the form of higher rates for in-state long distance calls and for Wide Area Telephone Service (WATS).

The April 3 revisions also established a 25 per cent discount for in-state long distance calls placed between 12 noon and 1 p.m. weekdays. Southern Bell originally had requested three hours of discount calls on weekdays. The Commission ordered just one hour, saying that such a concept should be tested in actual experience before being extended to additional hours.

Today's order affecting local service charges will produce about \$6.7 million in additional annual revenue for Southern Bell.

Roy Orr

by Dan Ward

Like the gleaming grill on a '57 Chev, Roy Orr's soda fountain is a symbol of a space in time that defies clocks.

Amid a row of gleaming flavor spouts and constantly wiped ice cream bin covers, Orr reigns as half-owner and operator of "the only soddy fountain around," at B&J Drugs in Swannanoa.

"This is the only one left between Beverly Hills and Marion," he said. "Folks come here from all over."

"Most soda fountains were in drug stores, see, in the old days. You take on 10 and 15 cent sales, you have to take in a lot of business to pay the overhead."

"When the rest of them closed down, I raised my prices to where I could stay above board," he said.

Even with higher prices, Orr knows that ice cream sodas alone won't keep him in business. Counters around the store are filled with toiletries and non-prescription medicines. Behind the

counter hangs a kaliedascope of key chains, pipes, watchbands and cigarette lighters. The main attraction, next to the ice cream, is the shop's sandwiches and hot dogs all-the-way.

"We've always had the best hot dogs in Buncombe County," Orr said as though he were saying the grass is green—an indisputable fact.

"We've never had anyone kick on hot dogs." A man sipping coffee at the counter nodded in silent agreement. People wander in and out, all taking their time. While they know a Coke costs the same here as everywhere else, they know the conversation is free—and friendly.

One young man at the counter, who was probably in his early teens when the soda fountain was the main hangout for rock-n-roll lovers, called to Orr.

"Hey Roy, tell him about the jukebox."

Orr put down his wiping rag and led the way past the counter to where a row of initial-carved booths faced an old jukebox.

"Yeah, we've got the only nickel jukebox in the county—state maybe," he said, tapping on the coin slot.

"They want me to change it, but I said 'hell, the kids only got a nickel, let them play it.'"

"They come in here and pool their pennies to get nickels." The drug store, with its old-time paneling, shelves and trim—along with the traditional wooden booths and



soda fountain—has stayed pretty much the same since Orr and his step son, Morris Jones, bought it 27 years ago.

Some of the reasons for not modernizing is money, Orr said.

"My overhead would be higher and I'd have more work to do—and I don't want to do that," he said with half a wink. "I'd just be asking for headaches. As it is, my wife and I can run it all right."

But part of the reason is a feeling for the store's distinctive style.

"If you look at all the

booths, you'd see the names of million that's graduated and moved on. I wouldn't take one thousand dollars for all those names," he said.

Another customer came in, and Orr began methodically making a chili dog, keeping the jokes and conversation going all the while. A country music station played on a portable radio, which was perched next to a large mirror behind the counter.

At the far end of the store, near the booths, sat an idle stand-type fan looked down on by a '50s vintage Coca-Cola

clock. After the last scoop of onions buried the dog and it was handed to its new owner, Orr ambled back down the counter.

"There used to be a lot of businesses on this side of town, but they're all moving out now—because of the big chain stores," he said.

"They undersell some things I've got by as much as 15 cents. But it don't hurt me, people just come back. When people find a place they like, they stick with it."

Our Valley Mountains and streams

by Bill Penfound and June Hodge

The following is the first article in what promises to be a long series on natural and human history of the Swannanoa Valley. The authors, with the typing assistance of Ethel Caldwell, plan to publish their series in a book called SWANNANOVA VALLEY sometime in the future.

broad, mountain-edged valley which is located in Buncombe County, in the southern section of the Blue Ridge Province of North Carolina. The Swannanoa Valley extends from the sources of Flat Creek and the North Fork River to the confluence of the Swannanoa and French Broad Rivers at Asheville. The Valley has its beginning in the Craggy, Black and Graybeard mountains to the north and the Swannanoa mountains to the south. Many

of the mountain peaks are over a mile high whereas the elevation of the Swannanoa River at its confluence with the French Broad is only 1995 feet above sea level. The Valley is 18 miles long and varies from less than one mile to six miles in width. An impoundment, as a water supply reservoir for Asheville, has been constructed on the upper reaches of the North Fork. This area is now under



Years of carvings in B&J's booths—"I wouldn't take \$1000."

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