

Black MOUNTAIN NEWS

Serving the Swannanoa Valley

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Santa Claus entertains at the Jaycees Christmas party at Highland Farms. Over 100 valley children received a big holiday boost. Later the children were taken shopping at Roses Dept. Store.

Jaycees throw a party

Over 100 valley children were helped by the Black Mountain-Swannanoa Jaycees this year to give these kids a Christmas they might not have had.

Some of the children were taken to Highland Farms by area Jaycees and friends for a Christmas party and presents presented by Santa Claus

himself. Christmas carols were sung with music provided by Chet Prentice. The children were later taken to Roses Dept. Store to shop for articles of need.

The Jaycees also distributed special fruit baskets to area elderly, and over 40 area families received food and gifts to help make their Christmas merrier. The Jaycees wish to thank area manufac-

turers, businesses, churches and individuals who contributed to help make this year's project a success.

Funds come in for rescue tool

The McDonald's Corporation presented a check for \$3,300 to the Black Mountain Volunteer Fire Department last Wednesday to aid in the purchase of a power rescue tool.

Mayor Tom Sobol and Fire Chief Gary Bartlett accepted the donation from McDonald's Operations Manager Larry Carter and local store manager Larry McCall.

The money will go towards a Lucas tool for the East Buncombe Fire District. The Lucas tool, or the "jaws of life," is a motor-driven device used to cut and pry metal to rescue victims from wrecked vehicles. The estimated cost of the tool is \$8,200.

Although several of these tools exist in Buncombe County, the closest available tool is approximately 30 minutes away, Chief Bartlett said.

"A rescue tool is needed in Black Mountain because of the number of accidents that occur in our area, particularly on the Old Fort Mountain," he added.

Carter said that McDonald's first learned of the town's need for the special life-saving device last June when the Volunteer Fire Department began several fund-raising events. The volunteers raised approximately \$1,200 through these events, which included a donkey softball game.

Valley donors

Donors from the Black Mountain-Swannanoa area who completed giving one or more gallons of blood in November were:

Four gallons—C.L. Pittman and Marsha G. Stafford of Black Mountain; James H. Davidson, Rufus M. Fisher, John J. Madison and Gordon W. Metcalf of Swannanoa.

Three gallons—Ruth B. Ogle of Swannanoa.

One gallon—Michael E. Gardner and Vernon L. Wilson of Black Mountain; Hedy E. Fischer of Montreat; and Dina M. Garland of Swannanoa.

New exposure in 1982

Chamber will be more visible

by Bill Studenc

The Black Mountain-Swannanoa Chamber of Commerce has planned a number of new committees, events and projects to gain more exposure for the organization in 1982, said Bill White, the new president.

"My goal as president is to make the Chamber a lot more viable and visible than it has been in the past," said White, who does not officially take office until January 1.

The recently formed Economic Development Committee, chaired by Wendell Begley, should help accomplish White's goal, said Ed Weber, executive secretary of the Chamber of Commerce. The committee will be in charge of compiling a current and up-to-date roster of local buildings for sale or rent and local property for lease or sale. The roster will be made available to businesses interested in coming into the area.

"In the past, businesses have had to contact one realtor, and then another, and then another," White said. "This

roster will benefit those selling and renting and it will help those coming in."

The chamber is also pushing for construction of a road to Mount Mitchell through Black Mountain. "The Chamber realizes that this is a long-range project but we're encouraged by the support we've received to date," said Weber.

Two possible routes exist, with one going along the Old Toll Road and the other going through state owned land near the North Fork Reservoir area, he said. "Feasibility studies will have to be made by the state, which will designate the final route with costs being the overriding factor."

"The area would gain economically from the road because its beginning would be here in Black Mountain," Weber added. "Tourism is a factor and there will be a need for accommodations and the services for them. The road would introduce a lot of people into the area to shop, to vacation and to retire."

Weber stressed that the road would be a restricted, highly controlled road, somewhat similar to the Blue Ridge Parkway, to prevent the buildup of businesses and billboards that would detract from the natural beauty.

Another project to be undertaken by the Chamber in the new year is an attempt to boost promotions by local merchants, said White. "This would perhaps include extending discounts to local students."

"We want to encourage merchants to have distinctive promotional displays during major holidays of the year," Weber said. "Just to make people want to stop and look in the stores and then enter them."

The chamber is also working with the Department of Transportation on ob-

taining road signs for the town, including a new sign on I-40 east of Black Mountain indicating that the next two exits are for Black Mountain and signs to Montreat-Anderson and Warren Wilson Colleges.

White said that the Chamber is also looking into the erection of interstate signs which list the actual names of local businesses under the headings of motels, service stations, and restaurants. These signs, which are like those on I-95 in Virginia and South Carolina, could possibly be up within the next year.

"These signs are paid for by the participants whose businesses appear on the sign," Weber said. "It appears to be a great deterrent to the need for unattractive signs along the highway."

The Chamber will also continue to push to bring new businesses into the Black Mountain-Swannanoa area, White said. Plans already exist for the expansion of the Singer-Kearfott, Charles D. Owen and Clevenger plants, he said.

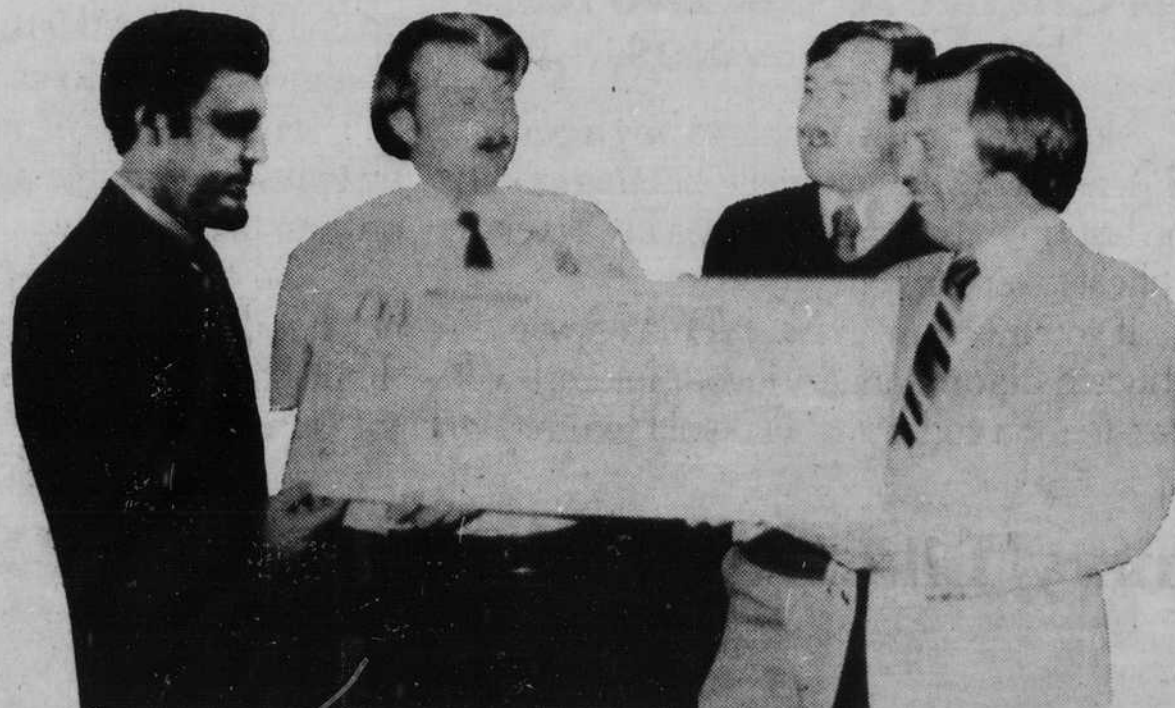
Weber added that the new Kunkle Valve factory on Old U.S. 70 would be opening soon and that the Kentucky Fried Chicken chain has shown a strong interest in opening a Black Mountain store. Shoney's restaurant chain will be constructing a new store in Swannanoa in the near future.

"There appears to be a strong alliance between the Chamber and the town to work together and accomplish these projects," said Weber, in summation.

White added, "We can't get much done unless the members help us and stay with us and support our events. We can plan all we want to but if we don't get any participants we're not going to accomplish much."



Nancy Simmons presents a check for \$207 to Fireman Sterling Poe to be used toward the purchase of a power rescue tool. The money was raised through a bake and rummage sale sponsored by a group of individuals and local businesses and organizations.



Mayor Tom Sobol and Fire Chief Gary Bartlett accept a \$3,300 check from McDonald's representatives Larry McCall and Larry Carter to be used to help buy a pneumatic rescue tool for the Fire Department.



Western North Carolina awoke Christmas morning to find a blanket of snow had covered the ground, giving the area its first white Christmas in several years. The Black Mountain Presbyterian Church was beautiful. Photo by Bill Studenc.