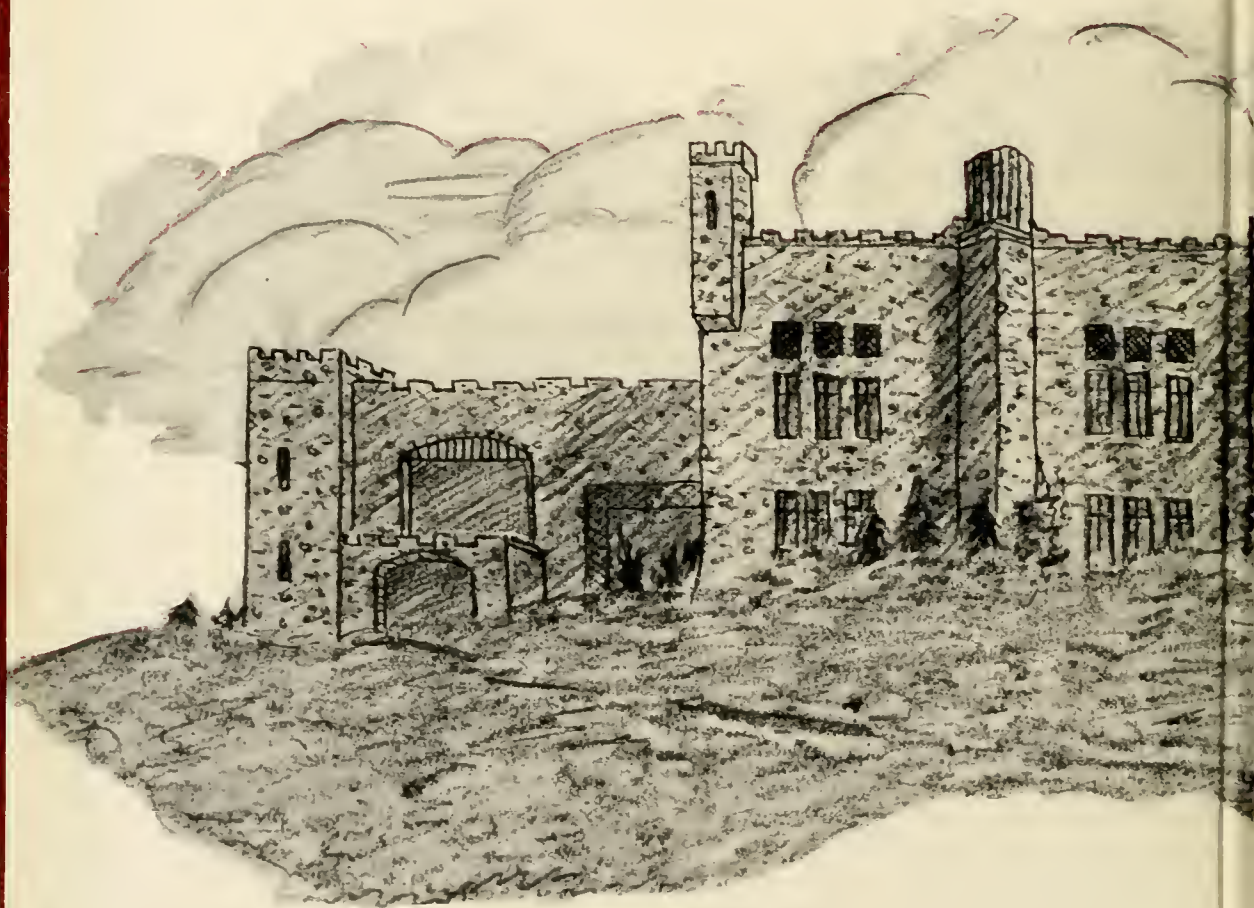


THE SUMMIT 1955





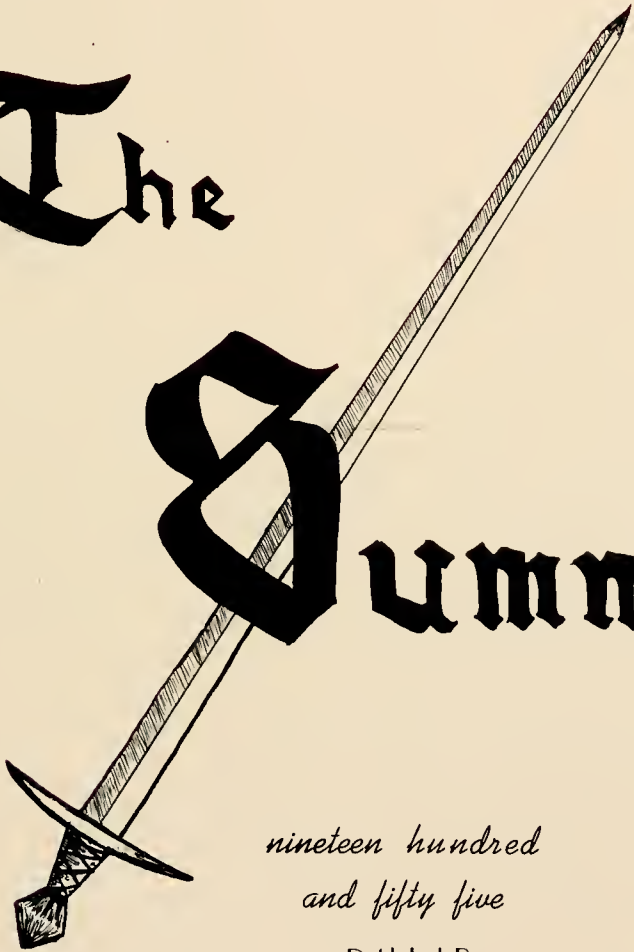




C.E. SILER



# The Summit



*nineteen hundred  
and fifty five*

Published By  
THE SOPHOMORE CLASS  
ASHEVILLE-BILTMORE COLLEGE  
Asheville, North Carolina





ASHEVILLE-BILTMORE COLLEGE  
Asheville, North Carolina

### PRESIDENT'S MESSAGE

In a very real sense, an annual is an "encyclopedia of memories." As the years roll by, the Summit will serve as an excellent reference to busy and happy days spent in the College in the Sky. The events chronicled in this volume and the faces and scenes depicted here, will recall to mind activities which were an effective phase of your education. Here you developed a spirit of cooperation, social consciousness, a sense of responsibility, initiative, and many qualities of leadership. Most of you will remember this part of your collegiate career with much pleasure.

To the editor, her staff, and the faculty advisor, I wish to extend congratulations for a job well done in producing this excellent issue of the Summit. You have worked hard, and your labors have borne fruit.

As you leave our campus to continue your work elsewhere, we bid you goodbye and good luck. May a genuine affection for your alma mater here bring you back to us many times in the future.

Glenn L. Bushey





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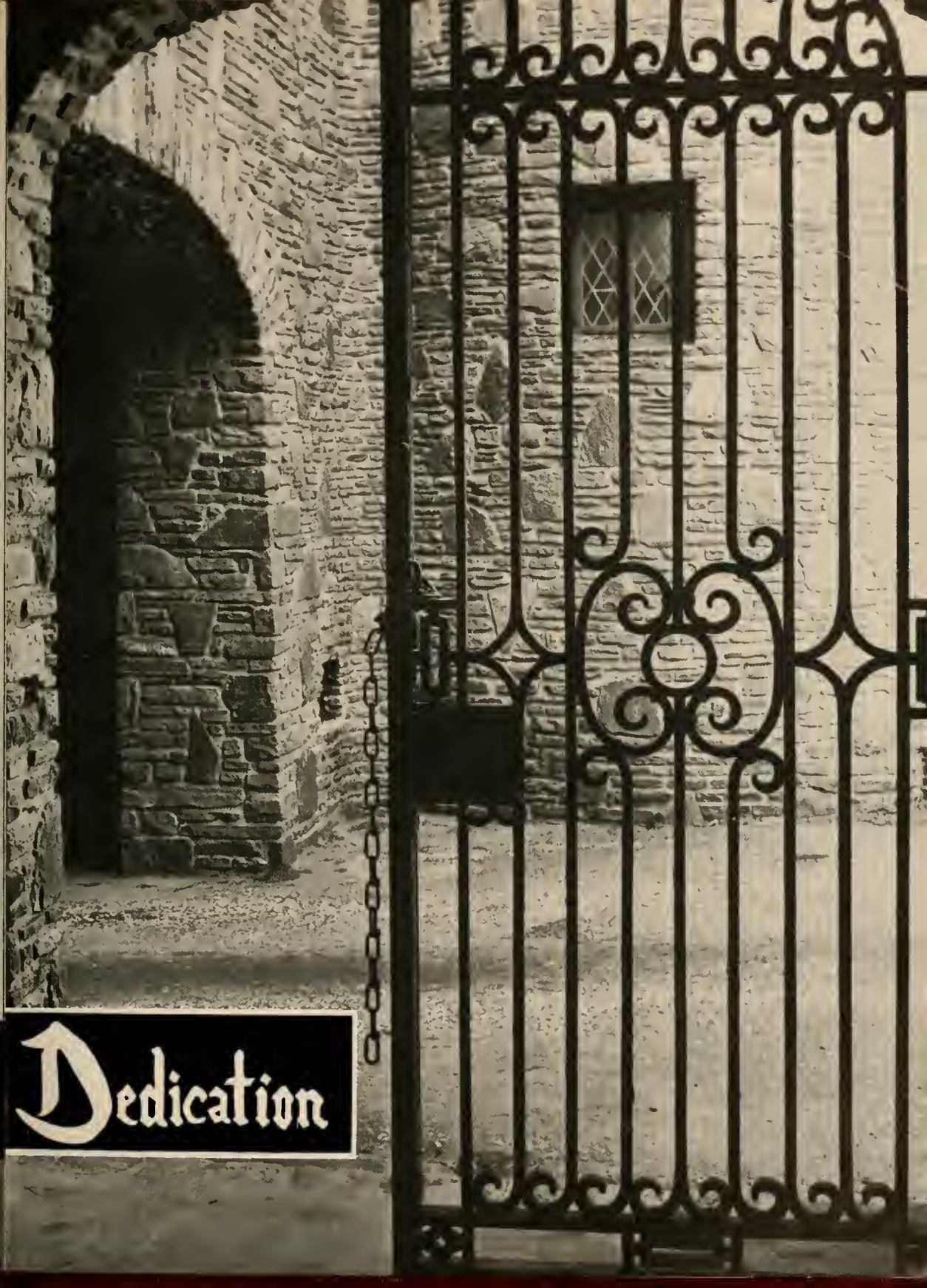
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## Dr. David H. Pierce

In the years that he has been at Asheville - Biltmore, he has been a source of joy and inspiration to everyone who has known him. We shall always remember him as our teacher and adviser, but most of all, our friend.





Dedication





Hail To Thee, Our Alma Mater , Raise Thy Banners High,







*Mighty Asheville Biltmore College Shall Not Ever Die!*







Hear Thy Sons, Oh,, Alma Mater, Give Their Hearts In Song,







Unto Thee, Dear Asheville Biltmore, Mater Fair And Strong.





Honor, Glory, Praise We Bring Thee, Hallowed Halls So Dear,  
Greater Still Shall Rise Thy Virtues With Each Passing Year!





# Administration



## PRESIDENT

DR. GLENN L. BUSHEY  
B. S. Shippensburg State Teachers College,  
Pennsylvania, M. A., Columbia University  
Ed. D., Temple University, Penn.

# Our Administrative Leaders

DEAN OF WOMEN  
Mrs. Lutrelle A. Wishart

ACADEMIC DEAN  
Mr. Joseph M. Parsons

DEAN OF MEN  
Mr. James Vernon Webb





DR. MARCIA ANDERSON  
B. A., Bryn Mawr College; M. A.  
Ph. D., Duke University; post-  
doctoral study, Columbia University,  
Harvard University.

BUSINESS MANAGER  
Mr. William S. Jenkins

SECRETARY  
Mrs. Wesley B. Sprinkle

LIBRARIAN  
Mrs. Elizabeth R. Wright  
A. B., Randolph-Macon  
Woman's College  
B. A., in Library Science, Emory





## Faculty



MR. W. M. HOLLYDAY  
B. A., University of North Carolina; B. S., Commerce, University of North Carolina; Certified Public Accountant. Accounting.

MRS. ADELE PITTS LOWRANCE  
A. B., Winthrop College; M. A., University of Pittsburgh, Commercial Science.

MR. FRANK MAENLLE  
B. S., East Carolina College. Coach, History, Sociology.

MISS MARY T. MILLER  
A. B., Woman's College, University of North Carolina; Graduate Work, National University of Mexico; M. A., Middlebury College. Spanish, French.



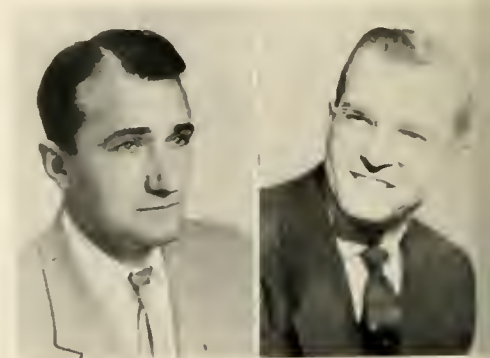
MR. A. L. MORLEY  
B. S., Carnegie Tech; M. S., Penn State. Math, Physics, Engineering Drawing.

MR. JACKSON A. OWEN  
A. B., Duke University; M. A., Wayne University; Graduate work toward Ph.D., Wayne University; Director of Counseling Service.



MR. JOSEPH M. PARSONS  
B. A., George Peabody College; M. A., George Peabody College; graduate work; University of Tennessee.

MR. CARL D. PERRY  
B. A., University of North Carolina; Graduate work, University of North Carolina. Music Director.



## Faculty

DR. DAVID H. PIERCE

B. S., St. Lawrence University; M. S., University of Minnesota; Ph. D., New York University. Chemistry.



MRS. WILLIAM SMITH

B. A., King's College. Psychology, Sociology, Religion, Hygiene.



MR. NOAH A. STEWART

B. S., Florida State; A. B., Florida State; Graduate Work toward M. A. and M. S., Florida State. Biology.

MR. JAMES VERNON WEBB

B. A., University of Georgia; M. A., University of Georgia. Social Science.

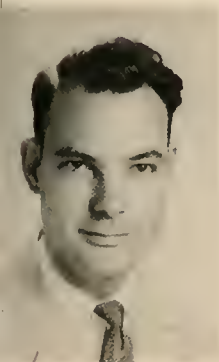
MR. KARL B. WILSMAN

Stevens Institute; Lawrence Institute of Technology. A. B., King College. Assistant Director of Counseling Service.



MRS. LUTRELLE A. WISHART

A. B., Randolph-Macon Woman's College; M. A. Duke University. English, Journalism.



MR. MELVIN E. WOOTEN, JR.

B. S., Florida Southern College; Radio, Dramatics, Speech, History.



DR. GLENN L. BUSHEY



DR. MARCIA ANDERSON



DEAN JOSEPH PARSONS

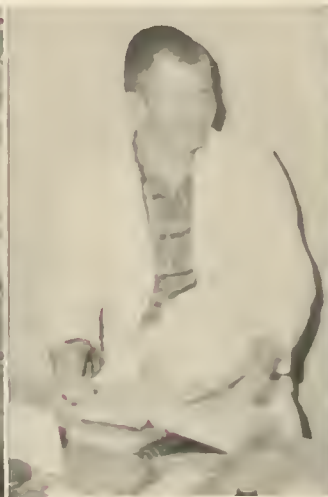
## The Faculty As We See Them

MRS. W. B. SPRINKLE

MR. W. S. JENKINS

MR. NOAH STEWART

DR. D. H. PIERCE







# Sophomores

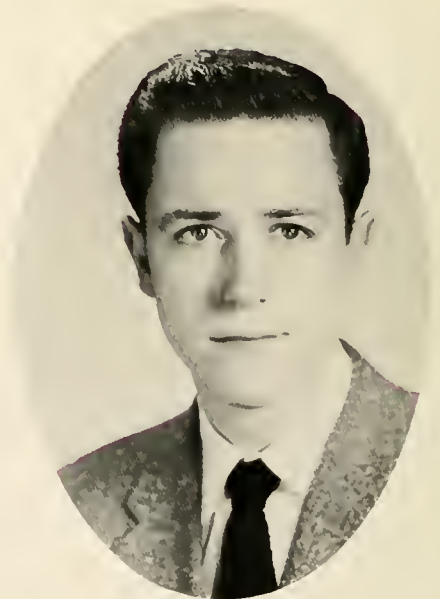
SOPHOMORE

CLASS

OFFICERS



PRESIDENT  
Phillip McKenzie



VICE-PRESIDENT  
Andy Lawson



SECRETARY  
Hugh Penland



## SOPHOMORES

ELON ALBERT ABERNETHY, JR.  
Asheville, N. C.

Major: Political Science.  
Summit Staff 2; Glee Club 2; Bluets Staff 2.

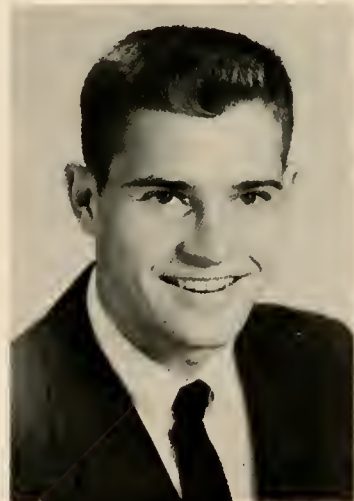


WILMA JEAN BIDDIX  
Candler, N. C.

Major: Secretarial Science.  
Business Club 1; Secretary 2; C.S.U. Secretary 2; Phi  
Theta Kappa 1, Secretary 2; Classical Co-ed Club 1,2.

HARRY KENNETH BLACK  
Asheville, N. C.

Major: Business Administration.  
Student Council 1,2; Football 2; Co-Captain Football  
Team 2; Monogram Club 2; Vice-President Student  
Body; Superlative 2.



JOHN LEWIS BRENDELL  
Asheville, N. C.

Major: Engineering.  
Alpha Beta Gamma 1,2; Student Council 2.

## SOPHOMORES

JANICE ELIZABETH BRYSON  
Asheville, N. C.

Major: Architecture.  
Cheerleader 1, Coach 2; Phi Theta Kappa 1, President 2; Alpha Beta Gamma 1, Council Secretary 2; Sigma Mu Pi 1, Treasurer 2; Annual Art Editor 2; Football Court 1,2; Football Sponsor 1,2; Dramatics Club 1,2; Glee Club 1; May Day Play 1; Superlatives 2.



LEWIS WILBURN BUMGARDNER, JR.  
Asheville, N. C.

Major: Business Administration.



RILEY O. CARROLL  
Asheville, N. C.

Major: Mechanical Engineering.  
Alpha Beta Gamma.



WILLIAM CHAMBERS  
Asheville, N. C.





## SOPHOMORES

DOUMIS CHAPMAN  
Greenville, S. C.

Major: Business.



DOYLE DAVIS  
Asheville, N. C.

Major: Business Administration.

ELMER FENDER  
Asheville, N. C.

Major: Social Science.  
International Relations Club 1.



MARGARET L. GRIFFITH  
Graham, N. C.

Major: Primary Education  
Glee Club 1,2; Classical Co-ed Club 1,2; Secretarial  
Club 1, French Club 2, Football Sponsor 1,2; Marshall 1.

## SOPHOMORES



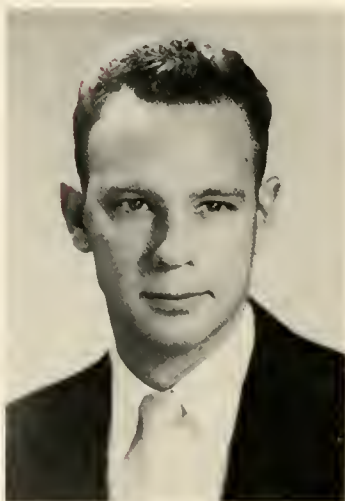
GRACE JEANETTE HAWKINS  
Woodfin, N. C.

Major: Secretarial Science.  
Cheerleader 1,2; Classical Co-ed Club 1, President 2;  
Secretarial Club 1,2; C.S.U. Program Chairman 2;  
Dramatics Club 1; Football Sponsor 1.



NANCY LYNN INGLE  
Asheville, N. C.

Major: Secretarial Science.  
C.S.U. 1, President 2; Dramatics Club 1; Marshall 1,  
Student Council 1,2; Classical Co-Ed Club 1,2; May  
Court 1; Assistant Editor of the Summit 2; Business  
Club 1,2; Basketball 1; Glee Club 1,2; Superlative 2.



BRUCE C. JONES  
Asheville, N. C.

Major: Law.  
Sigma Mu Pi 2; Alpha Beta Gamma 2.



ANDREW LEE LAWSON  
Asheville, N. C.

Major: Engineering.  
Alpha Beta Gamma 1,2; Vice-President of Sophomore  
Class, Superlative 2.



## SOPHOMORES

ROY HEYWARD McCALL, JR.  
Brevard, N. C.

Major: Business Administration.  
Football 1,2; Monogram Club 1,2; C.S.U. 2.



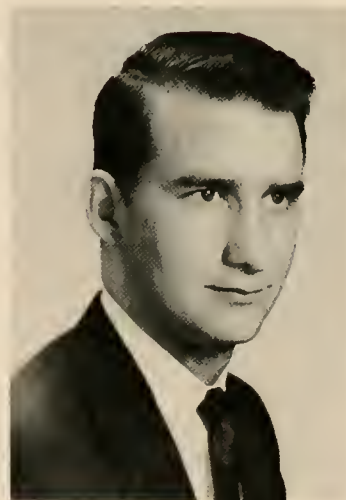
PHILLIP E. McKENZIE  
Asheville, N. C.

Major: Textiles.  
Monogram Club 2; Student Council 2; Alpha Beta Gamma 2; Sigma Mu Pi 2.



BILL K. MATTHEWS  
Asheville, N. C.

Major: Dentistry.  
President of Student Body 2; Vice-President, Phi Theta Kappa 2; Sigma Mu Pi 1,2; Alpha Beta Gamma 1,2; Superlative 2.



SALLY ELIZABETH MATTHEWS  
Asheville, N. C.

Major: Secretarial Science.  
Classical Co-ed Club 1,2; Secretarial Club 1, President 2; Cheerleader 1, Head Cheerleader 2; May Court 1; Football Court 2; Glee Club 1; C.S.U. Reporter 2; Dramatics Club 1; Chairman Christmas Party 2; Superlative 2.

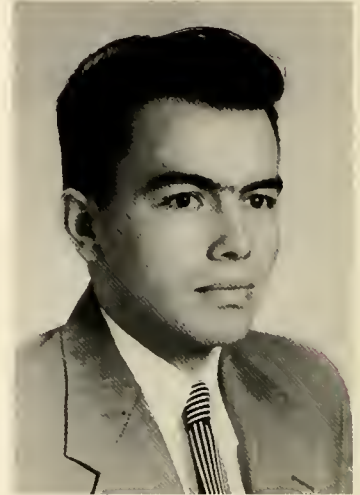


## SOPHOMORES



HUGH A. MESSER  
Asheville, N. C.

Major: Engineering.  
Alpha Beta Gamma 1, Corresponding Secretary 2; Sigma  
Mu Pi 1,2; Monogram Club 1,2.

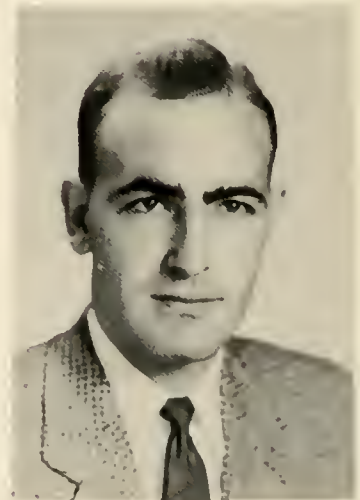


JESSE W. MORGAN, JR.  
Asheville, N. C.

Major: Science and Education.  
Alpha Beta Gamma 2.



EARL MYERS  
Asheville, N. C.



HUGH EARL PENLAND  
Asheville, N. C.

Major: Electrical Engineering.  
Sigma Mu Pi 2; Superlative 2.



## SOPHOMORES

OLIVIA BRIDGEWATER RHOADS  
Asheville, N. C.

Major: Secretarial Science.  
Classical Co-eds 1,2; Secretarial Club 1,2; Glee Club 1.



PATRICIA MARIE ROBERTS  
Asheville, N. C.

Major: Music Education.  
President of Glee Club 1,2; Football Queen 1; May Court  
1, Classical Co-ed Club 1,2; Alpha Beta Gamma 2, C.S.  
U. 1,2; Marshall 1; Miss Summit 2; French Club 1,2;  
Editor of Summit 2; Cheerleader 1,2; Superlative 2.

JOHN A. TAYLOR  
Asheville, N. C.

Major: Industrial Arts.  
Alpha Beta Gamma 2.



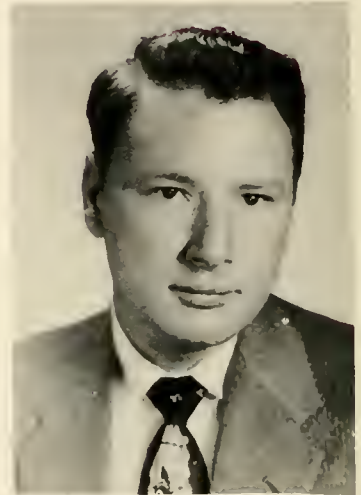
WILLIAM A. VAN TREUREN  
Asheville, N. C.

Major:  
Alpha Beta Gamma 1,2.

## SOPHOMORES



CAROL WEAVER  
Asheville, N. C.  
Major: Nursing.



CHARLES ROBERT WOODS  
Asheville, N. C.  
Major: Science.  
Alpha Beta Gamma 2; Glee Club 1.

SOPHOMORES NOT PICTURED  
Joseph H. Galloway, William O. Harris, Floyd Pryor.

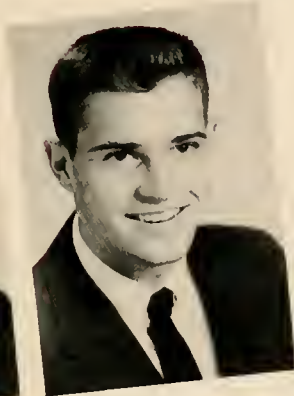


### CAMPUS SCENES





# SUPERLATIVES



**BETTY COED AND JOE COLLEGE**  
Marie Roberts  
Ken Black



**MOST SCHOOL SPIRITED**  
Nancy Ingle  
Bill Matthews



**BEST LOOKING**  
Jan Bryson  
Andy Lawson



**MOST POPULAR**  
Sally Matthews  
Roy McCall



**MOST STUDIOUS**  
Wilma Biddix  
Hugh Penland



**MOST ATHLETIC**  
Olivia Rhoads  
Royd Pryor



We're on our way.



Our scientists.



Three Musketeers.



Going to speech.



Oops! Beg your pardon.



Scientific discovery-Ice!





# Sreshmen

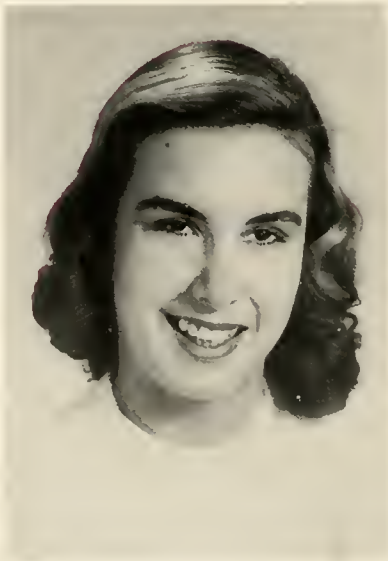
FRESHMAN  
CLASS  
OFFICERS



PRESIDENT  
William Bell



VICE-PRESIDENT  
Ann Cloninger



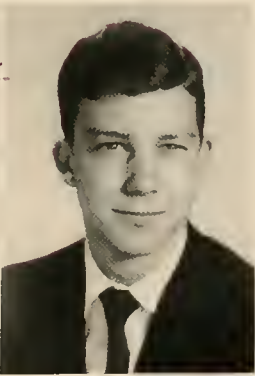
SECRETARY  
Barbara Maxwell



Joan Anders

Mary Armistead

Dr. William Bell



Jack Bishop

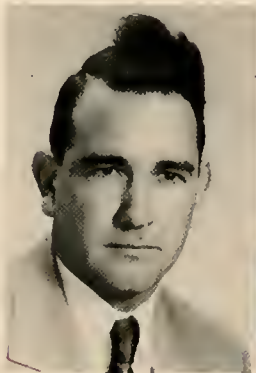
Joe Boley

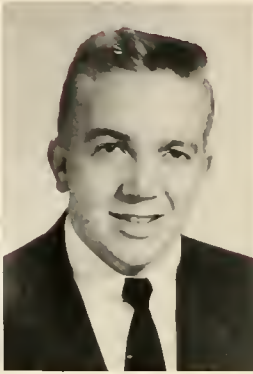
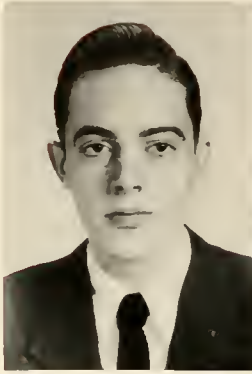
Thomas Boone

Henry Brackett

Clarence Branson

Jack Brooks





Edward Brown

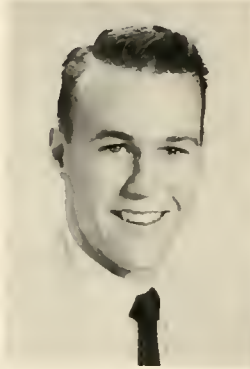
Joseph Buckner

Michael Carrelli

Nick Carter

Lanny Cassida

Bill Clark



Ann Cloninger

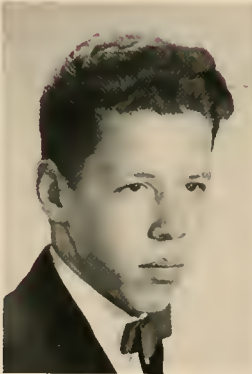
Chris Crawford

Woodrow Edwards

Gail Elkin

Tommy Farmer

William Faulkner



Donald Gassaway

Gordon Glenn, Jr.

Alice Goodnough

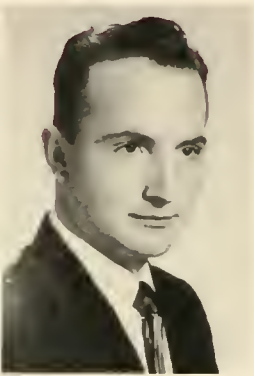
Margaret Haynes

Richard Hensley

Leonard Holder







Gwendolyn Huffman

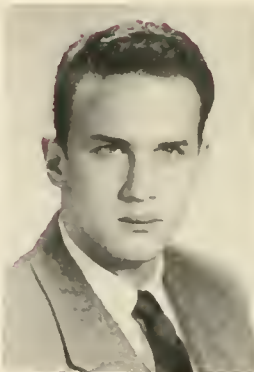
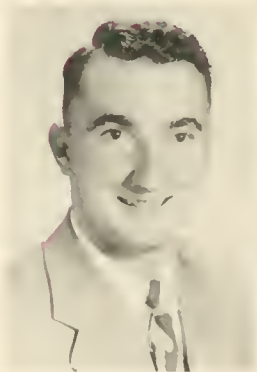
Tom Howard

Robert Ingle

John Israel

Dale James

Ralph Jarvis



Cecil Jones

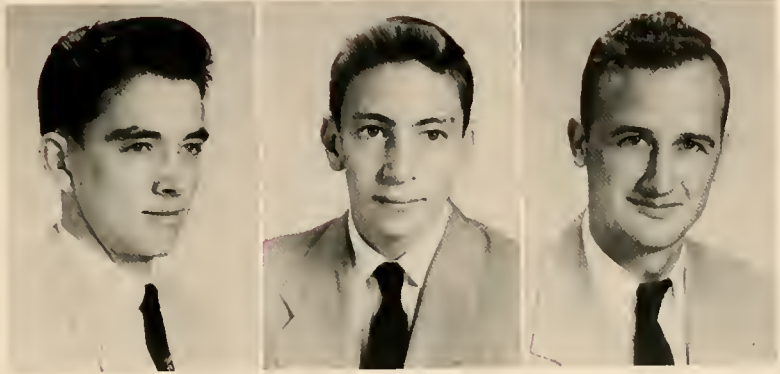
Shelby Jones

Donald Johnson

Hoy Johnson

James Kinman

Johnny Lawrence



Barbara Maxwell

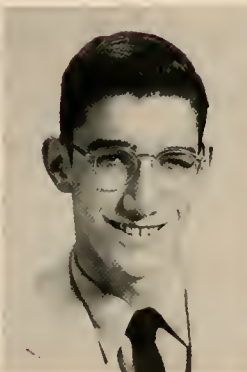
Frank McAlister

Howard McElrath

Frank McKeown

James Mulvaney

Nancy Norman

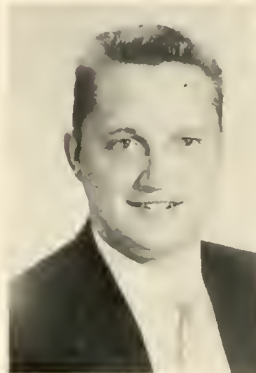




Mrs. Juanita Okano

Ansel Page

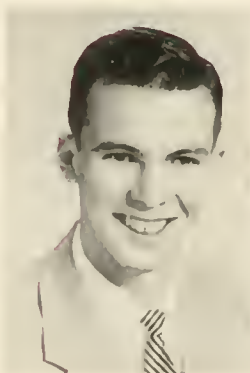
Charles Parrish



James Penley

Champ Ray

Shirley Ray



William Rice, Jr.

Geraldine Robinson

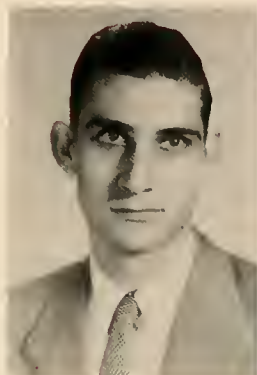
James Shearer



Claude Stiles

Arnold Taylor

Claude Taylor



Grady Taylor

Rodney Taylor

Harry Tolley

William White, Jr.

Henrietta Wolfschlag

Charles Wenger





Charles Young



SPECIAL STUDENT  
Pantha Houser

FRESHMAN NOT PICTURED

William F. Edmundson, Robert C. Hunter, David Jenkins, Raymond R. Miller,  
and David Simpson.

SPECIAL STUDENTS NOT PICTURED

Frank Douglas, George Fletcher, and Claire Sams.



# SNAPSHOTS



Hurry, we're cold!



Jan entertaining.



I'm ready Doc.



Our own Andy Griffith.



Come on you all, smile!





Merry Christmas!



S-P-O-N-S-O-R-S Sponsors!



You name it.



What's so funny?



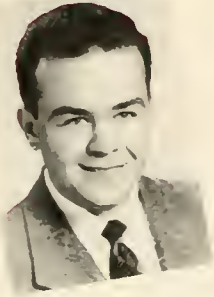
Maenlle and Penley.



Ante up!



# Activities



BUSINESS MANAGER  
Elon Abernethy, Jr.



EDITOR-IN-CHIEF  
Marie Roberts



ASSISTANT EDITOR  
Nancy Lynn Ingle



ART EDITOR  
Jan Bryson

### SUMMIT STAFF



### 1954-1955



PHOTOGRAPHER  
Charles Wenger



Geraldine Robinson



Ann Cloninger

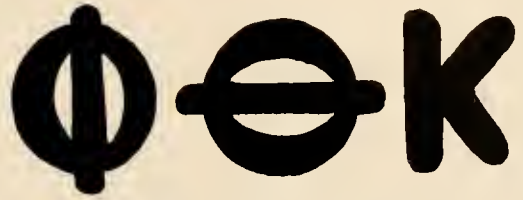


ADVISOR  
Miss Miller



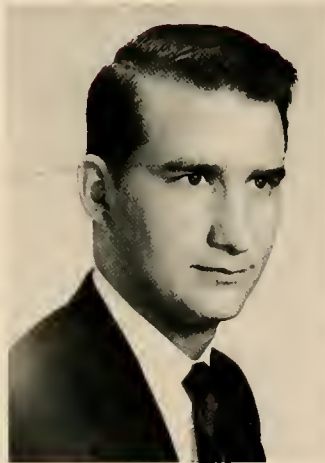


JAN BRYSON  
President



## PHI THETA KAPPA

Eta Sigma Chapter



BILL MATTHEWS  
Vice-President



WILMA BIDDIX  
Secretary



ALPHA  
BETA  
GAMMA

Officers: William Chambers, President; Hugh Penland, Vice-President; Jan Bryson, Secretary; Hugh Messer, Corresponding Secretary; Earl Myers, Treasurer.

Left to Right: Front Row: Hugh Messer, Jan Bryson, John Taylor, William Chambers, Hugh Penland, Clarence Branson, John Brendell, Jesse Morgan, Andy Lawson, Bill Matthews, Earl Myers, Dr. Peirce, Advisor. Second Row: Bill Van Treuren, Riley Carroll, Bill Rice, Barbara Maxwell, Ann Cloninger, Joe Boley, Bill White, Juanita Okano, Gordon Glenn, Phillip McKenzie, Marie Roberts, Tom Howard, James Mulvaney.

Officers: Earl Myers, President; Tom Howard, Vice-President; Ann Cloninger, Secretary; Jan Bryson, Treasurer.

Left to Right: Front Row: Phillip McKenzie, Mr. Morley, Advisor, Jan Bryson, Earl Myers, Ann Cloninger, Tom Howard, Rodney Taylor, William Chambers. Second Row: Dave Jenkins, Tom Boone, Clarence Branson, Bill Matthews, James Mulvaney, Gordon Glenn, Woody Edwards, Howard McElrath, Hugh Penland.

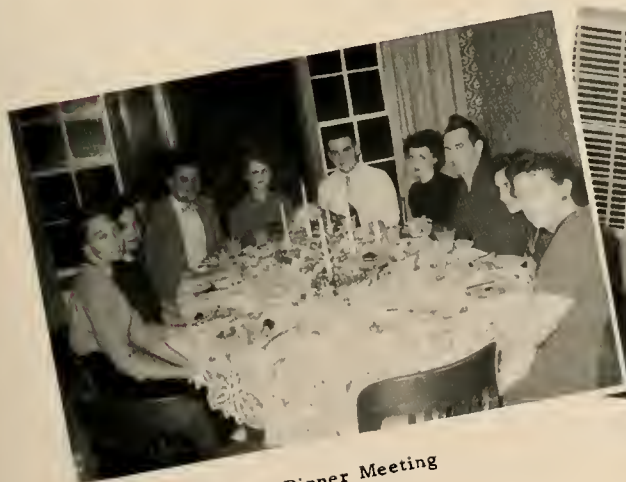
SIGMA  
MU  
PI



## FRENCH CLUB



Officers: Ann Cloninger, President; Bill Rice, Vice-President; Geraldine Robinson, Secretary. Left to Right: Front Row: Bob Ingle, Shirley Ray, Alice Goodnough, Margaret Griffith, Ann Cloninger, Marie Roberts, Geraldine Robinson, Miss Miller, Advisor. Second Row: Charles Wenger, Helen Cartwright, William Bell, Johnny Lawrence, Henry Brackett, Bill Rice.



Dinner Meeting



Christmas Meeting





## BUSINESS CLUB

Officers: Sally Matthews, President; Gwendolyn Huffman, Vice-President; Wilma Biddix, Secretary; Nancy Norman, Reporter.  
 Left to Right: First Row: Gwendolyn Huffman, Jeanette Hawkins, Sally Matthews, Nancy Norman,  
 Second Row: Mrs. Lowrance, Advisor, Geraldine Robinson, Nancy Ingle, Gail Elkin, Margaret Haynes. Third Row: Olivia Rhoads, Joan Anders, Shelby Jones, Henrietta Wolfschlag, Wilma Biddix.

Officers: Nancy Ingle, President; Marie Roberts, Vice-President; Wilma Biddix, Secretary; Geraldine Robinson, Program Chairman.  
 Left to Right: Front Row: Sally Matthews, Jeanette Hawkins, Miss Mildred Thomas, Advisor, Nancy Ingle, Joan Anders. Second Row: Wilma Biddix, Geraldine Robinson, Marie Roberts, Roy McCall, Bill Rice, Joe Boley.

## CHRISTIAN STUDENT UNION



**CLASSICAL  
CO-ED  
CLUB**



Officers: Jeanette Hawkins, President; Ann Cloninger, Vice-President; Margaret Haynes, Secretary; Gail Elkin, Reporter.

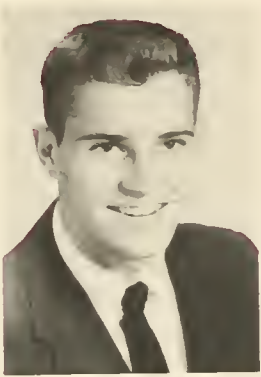
Left to Right: Front Row: Ann Cloninger, Marie Roberts, Geraldine Robinson, Margaret Griffith, Margaret Haynes, Alice Goodnough, Nancy Ingle, Henrietta Wolfschlag, Gwendolyn Huffman. Second Row: Nancy Norman, Gail Elkin, Joan Anders, Shelby Jones, Shriely Ray, Sally Matthews, Jeanette Hawkins, Wilma Biddix.

Officers: Marie Roberts, President; Joe Boley, Vice-President; Barbara Maxwell, Secretary.

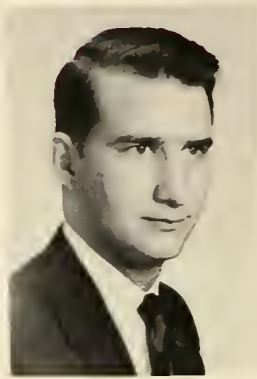
Left to Right: Front Row: Margaret Griffith, Geraldine Robinson, Marie Roberts. Second Row: Barbara Maxwell, Nancy Ingle, Juanita Okano. Third Row: Howard McElrath, Nick Carter, Joe Boley. Fourth Row: Elon Abernethy, Dale James.



**GLEE  
CLUB**



VICE-PRESIDENT  
Kenneth Black

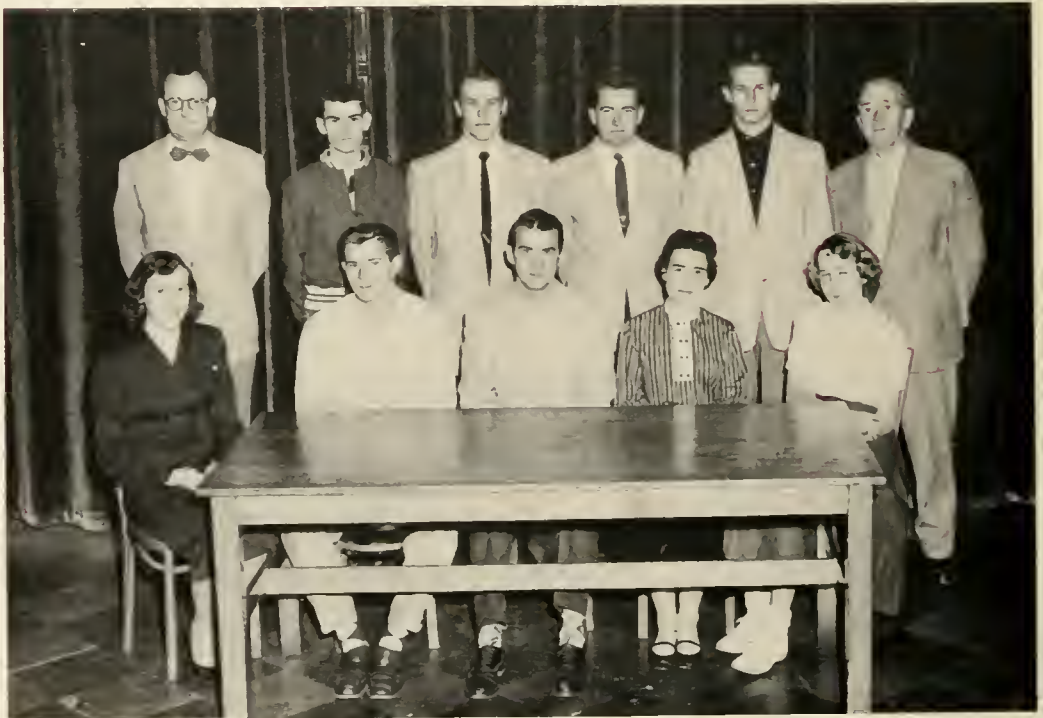


PRESIDENT  
Bill Matthews



SECRETARY  
Marie Roberts

## STUDENT COUNCIL



Left to Right: Front Row: Nancy Ingle, Kenneth Black, Bill Matthews, Marie Roberts, Nancy Norman. Second Row: William Chambers, John Brendell, Nick Carter, Phil McKenzie, Dr. David H. Pierce, Advisor.





# Features



Sally Matthews



Queen  
Susie Roberts



Betty DuVall



Nancy Ingle



Maid of Honor  
Marie Roberts



Crown Bearer  
Lail Roberts



Carolyn Young

## 1954 MAY COURT





Miss Summit

MARIE ROBERTS



# FOOTBALL QUEEN

ATTENDANTS



Sally Matthews



QUEEN  
Henrietta Wolfschlag

ATTENDANTS



Gail Elkin



Jan Bryson



Peggy Griffith



Margaret Haynes



Nancy Norman



Barbara Maxwell



"Hank" and Rodney.



"Hank" feeding Doumis.

NOT PICTURED:  
Mrs. Jack Bishop, Mrs. Nick Carter.



Jan Bryson



Marie Roberts



Peggy Griffith

## SPONSORS



Gail Elkin



Nancy Norman



Barbara Maxwell



Miss Nancy Jones  
WINNER



Miss Maxine Hawkins  
RUNNER-UP



Contestants in the Miss Buncombe County Contest.



Judges interviewing contestants.



Alumni President and winners.





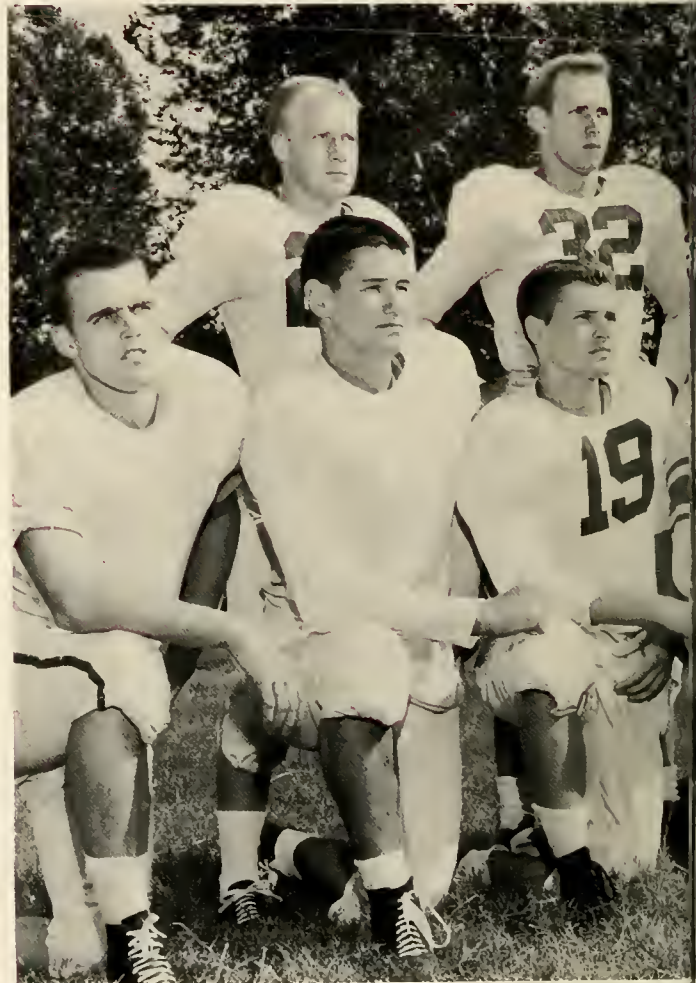
# Athletics



JACK BISHOP  
Quarterback



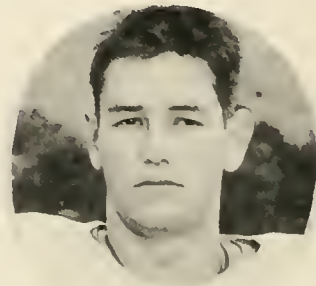
FRANK McALISTER  
Right Halfback



Left to Right: Front Row: Charles Young, Ansel Page, Kenneth Black,  
Doumis Chapman, Roy McCall, Richard Hensley, Frank McKeown.



CHARLES YOUNG  
Right End



ANSEL PAGE  
Right Tackle

# BULLDOGS



Second Row: Frank McAlister, Phillip McKenzie, Jack Bishop, Don Gassaway.



PHIL MCKENZIE  
Fullback



FRANK McKEOWN  
Left End



ROY McCALL  
Left Guard



DOUMIS CHAPMAN  
Center

NOT PICTURED:

William Bell, James Shearer, James Penley.

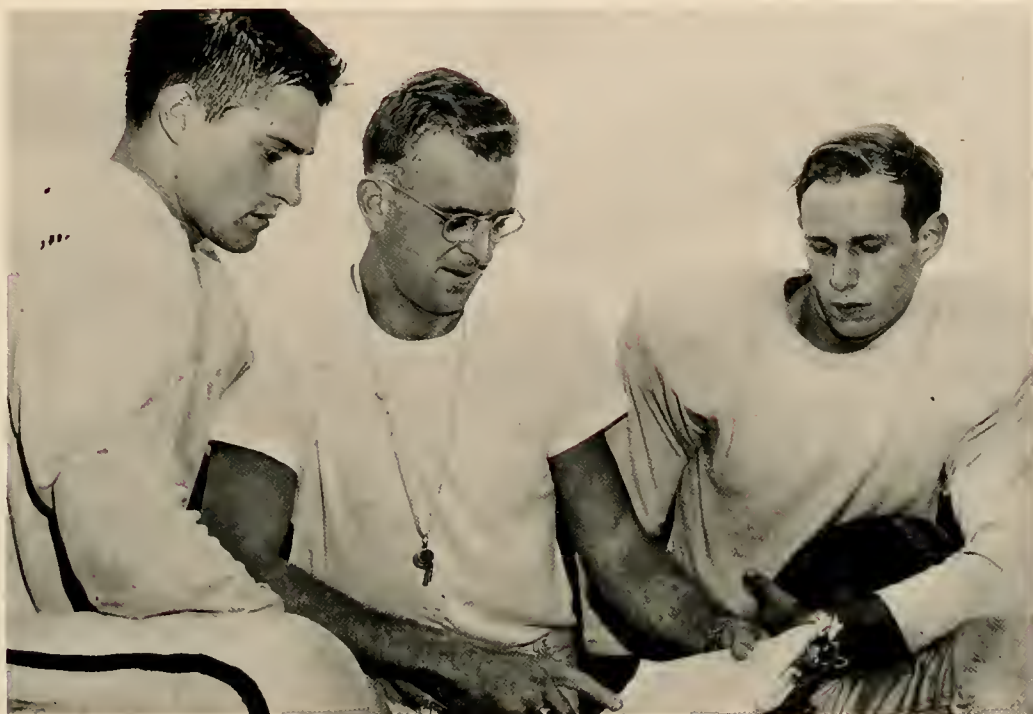




DON GASSAWAY  
MOST VALUABLE PLAYER



ASHEVILLE-BILTMORE VS. MARS HILL



COACH MAENLLE AND CO-CAPTAINS, McKENZIE AND BLACK.

FOOTBALL SCHEDULE

A-B C Bulldogs	September 18, 1954 Memorial Stadium	Lees-McRae College
A-B C Bulldogs	September 23, 1954 Jefferson City, Tennessee	Carson-Newman College
A-B C Bulldogs	October 2, 1954 Memorial Stadium	Gardner-Webb College
A-B C Bulldogs	October 9, 1954 Cullowhee, N. C.	Western Carolina College
A-B C Bulldogs	October 16, 1954 Memorial Stadium	Mars Hill College
A-B C Bulldogs	October 23, 1954 Banner Elk, N. C.	Lees-McRae College
A-B C Bulldogs	October 30, 1954 Forest City, N. C.	Gardner-Webb College
A-B C Bulldogs	November 6, 1954 Memorial Stadium	Western Carolina College
A-B C Bulldogs	November 25, 1954 Mars Hill, N. C.	Mars Hill College
A-B C Bulldogs	December 12, 1954 Memorial Stadium	All-Stars





THE COACH AND THE BOYS







## CHEERLEADERS

Officers: Janice Bryson, Coach; Sally Matthews, Head Cheerleader.  
 Center: Janice Bryson, Left to Right: Sally Matthews, Geraldine Robinson, Nancy Norman, Henrietta Wolfschlag, Gail Elkin, Margaret Haynes, Jeanette Hawkins.

## MONOGRAM CLUB

Officers: Phillip McKenzie, President; William Bell, Vice-President; Don Gassaway, Secretary-Treasurer.  
 Left to Right: Front Row: Coach Frank Maenlle, Phillip Mc Kenzie, Nick Carter, Rodney Taylor, James Penley, Frank McAlister, John Brendell, Second Row: Jack Bishop, Bill Rice, Lanny Cassida, Don Gassaway, Floyd Pryor, Ansel Page, Hugh Messer, James Mulvaney, Leonard Holder. Third Row: Kenneth Black, Richard Hensley, Roy McCall.





A. B. C. BULLDOGS

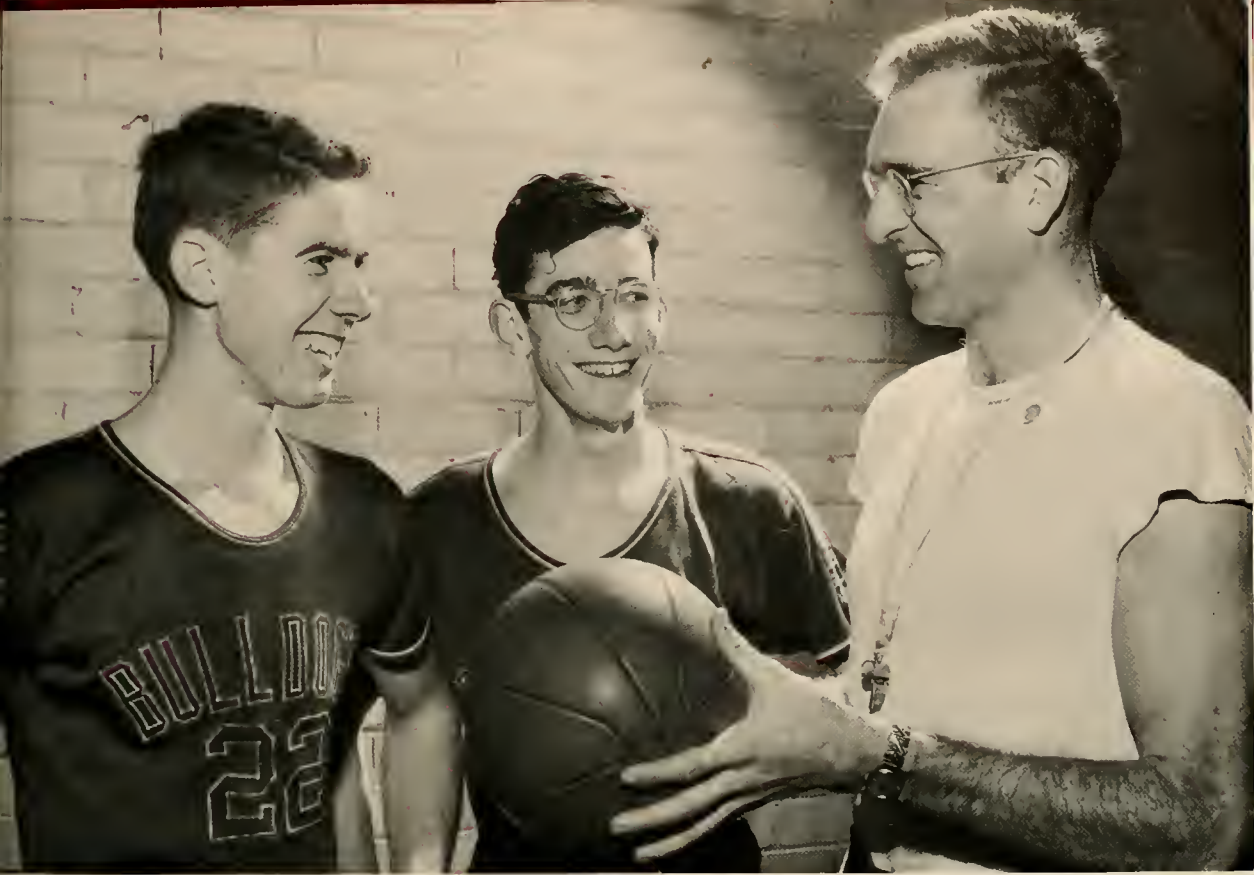
Left to Right: Nick Carter, Floyd Pryor, Charles Young, Jim Mulvaney, Bill Rice.

## BASKETBALL

Coach Maenlle giving the boys some pointers.







Coach and boys during practice.



FLOYD PRYOR



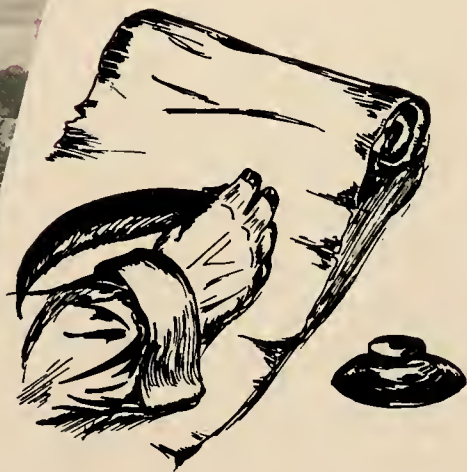
CHARLES YOUNG





"DOC"

Keeper of the Keys



# A Advertising



# Dominant Business Papers —

## WHERE BUSINESS IS GROWING FASTEST

November 15  
1951

### SOUTHERN ADVERTISING AND PUBLISHING

**SOUTHERN ADVERTISING AND PUBLISHING:** Covers top management, sales and advertising managers, and advertising agencies that now spend more than \$300,000,000 with budgets going up every year. Founded in 1925.

### Southern JEWELER

**SOUTHERN JEWELER:** Reaches retail and wholesale firms which have shown a tremendous increase in sales as Southern payrolls and personal incomes have risen steadily. Established in 1926.

### THE SOUTHERN PRINTER

**SOUTHERN PRINTER:** Commercial printing and newspaper circulation go up in proportion to new business and industry, and this magazine continues to serve this field as it has since 1924.

DECEMBER 1951

### Southern STATIONER AND OFFICE OUTFITTER

**SOUTHERN STATIONER AND OFFICE OUTFITTER:** In the South, stationery store sales went up 314% from 1939 to 1948 while the national increase was only 238%. These tremendous advances have been pinpointed by an Abernethy Publication since 1930.

DECEMBER, 1951

### NEW SOUTH BAKER

THE ONLY SOUTH-WIDE BAKERY PUBLICATION

**NEW SOUTH BAKER:** For over 40 years, this publication has reported development and helped shape the thinking of the baking industry—one of the leaders in gains in the South.

Every measuring stick of progress points to the South. To reach this expanding market, use Abernethy Publications, all of which are devoted to close and thorough coverage of this section in nine vital fields.

DECEMBER 15  
1951

### Southern PULP AND PAPER MANUFACTURER

**SOUTHERN PULP AND PAPER MANUFACTURER:** National in circulation, but concentrates on the South which produces more than 55% of the wood pulp and more than two-fifths of the paper for the nation. Founded in 1938.

### SOUTHERN GARMENT MANUFACTURER

**SOUTHERN GARMENT MANUFACTURER:** Few industries in the South have grown so fast as this one, producing about \$2,000,000,000 worth of goods a year. Abernethy has been covering this important field since 1941.

### Southern FOOD PROCESSOR

**SOUTHERN FOOD PROCESSOR:** Progress especially in the frozen food field, as well as canning and glass packing, makes this an extremely valuable market. You can reach it through this magazine, founded in 1940.

### COMMERCIAL FERTILIZER

FORMULATED WITH THE FERTILIZED BLEND SOILS

**COMMERCIAL FERTILIZER:** National and international coverage is offered by the leading publication in this mammoth field. Commercial Fertilizer has reported the phenomenal growth of the fertilizer industry since 1910.

## ABERNETHY PUBLICATIONS

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75 Third Street, N. W. • Atlanta, Georgia



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"Store of Fashion"

ERNE MILLER'S SHOE SALON

"Shoes of Fashion"

WINNER'S SALON OF BEAUTY

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34 Haywood St.

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\*Furnace Cleaning

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at

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Sandwiches-Soups-Sodas  
Novelties-Cosmetics

Mr. & Mrs. R. J. Luther, Owners

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Esso Fuel Oil & Kerosene

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Education and Industry Are Closely  
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CAROLINA DIVISION

Canton

North Carolina

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*Entrance to  
The Great Smokies*

H. OLIVER RILEY  
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Serving Asheville's Finest Food

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North Carolina

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Pace Setters for Style-Wise Fashions  
at  
Penny-Wise Prices

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Asheville

North Carolina

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A. Fulton Roberts, Manager

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Dial 2-0671

Asheville

North Carolina



## SEVEN-UP ASHEVILLE CO., INC.



7 London Road

Asheville North Carolina

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*"The Nation's Leading Candies"*

ON SALE AT GOOD  
STORES EVERYWHERE

\$1.00 — \$2.00 Lb.

Morgan Bros., Inc.

*Wholesale Distributors*

67 Broadway, Asheville, N. C.

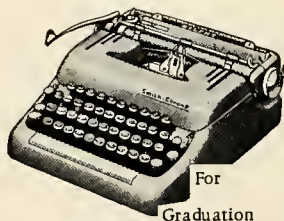
**Candy is Delicious Food**  
*ENJOY SOME EVERY DAY!*

Smart Students Shop



For Fashions and Gifts

Dial 8711 or Write  
Caroline Ashe,  
Personal Shopper



For  
Graduation

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Be Wise!  
Relax Play, Exercise  
And Keep Fit  
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Special Rates to A-BC Men

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"B-P"--Better Printing, Biltmore  
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is for stationery, perhaps, a simple  
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Pleasing prices, too!

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ASHEVILLE, N.C.

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Save by Cash and Carry

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North Carolina

Asheville 8230

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North Carolina

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North Carolina

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"Over Half a Million  
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B & B PHARMACY

Bishop & Brookshire  
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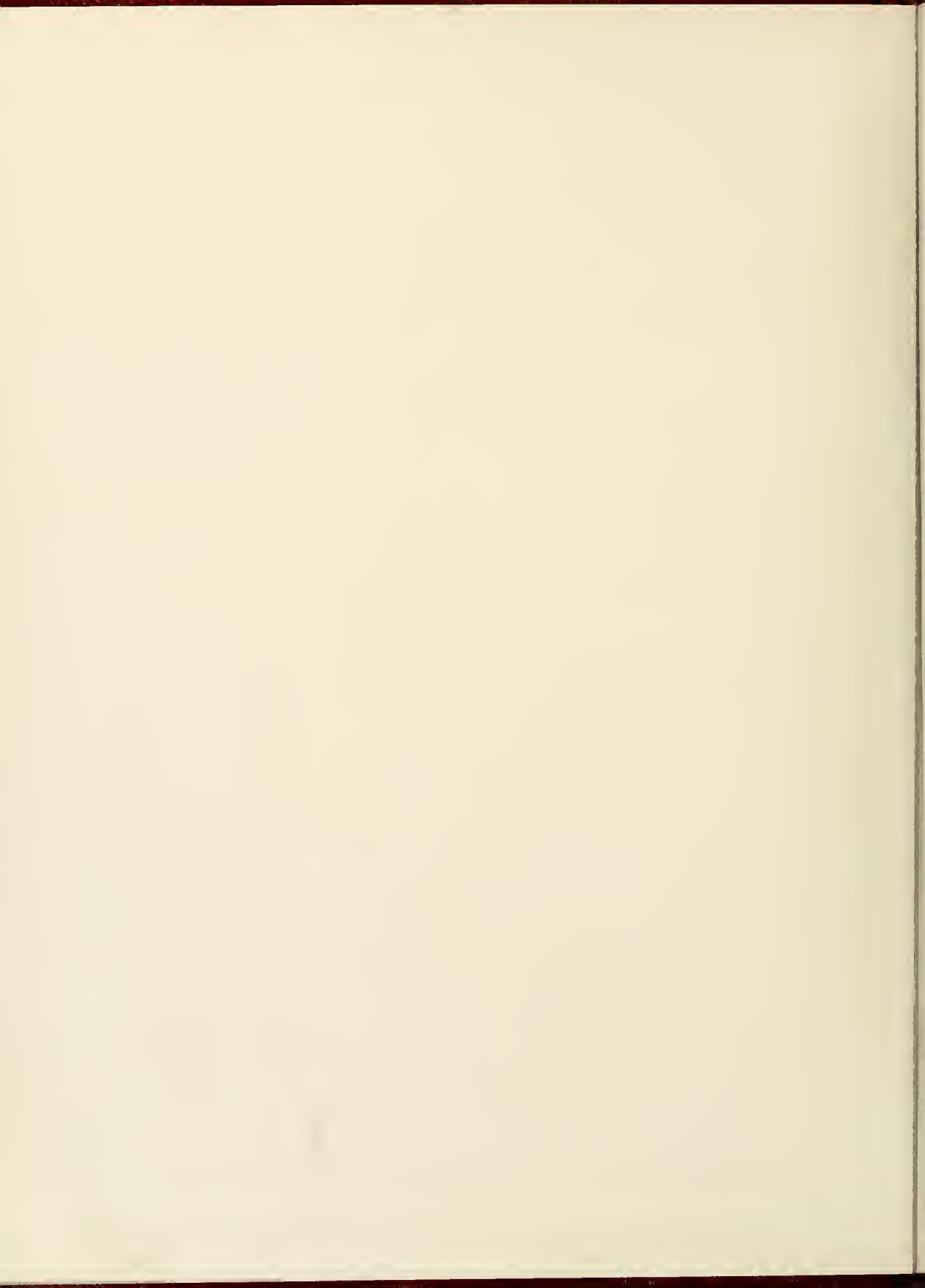
MODERN CLEANERS

437 Biltmore Ave.  
Dial 2-3261

MERRILL'S BICYCLE SHOP

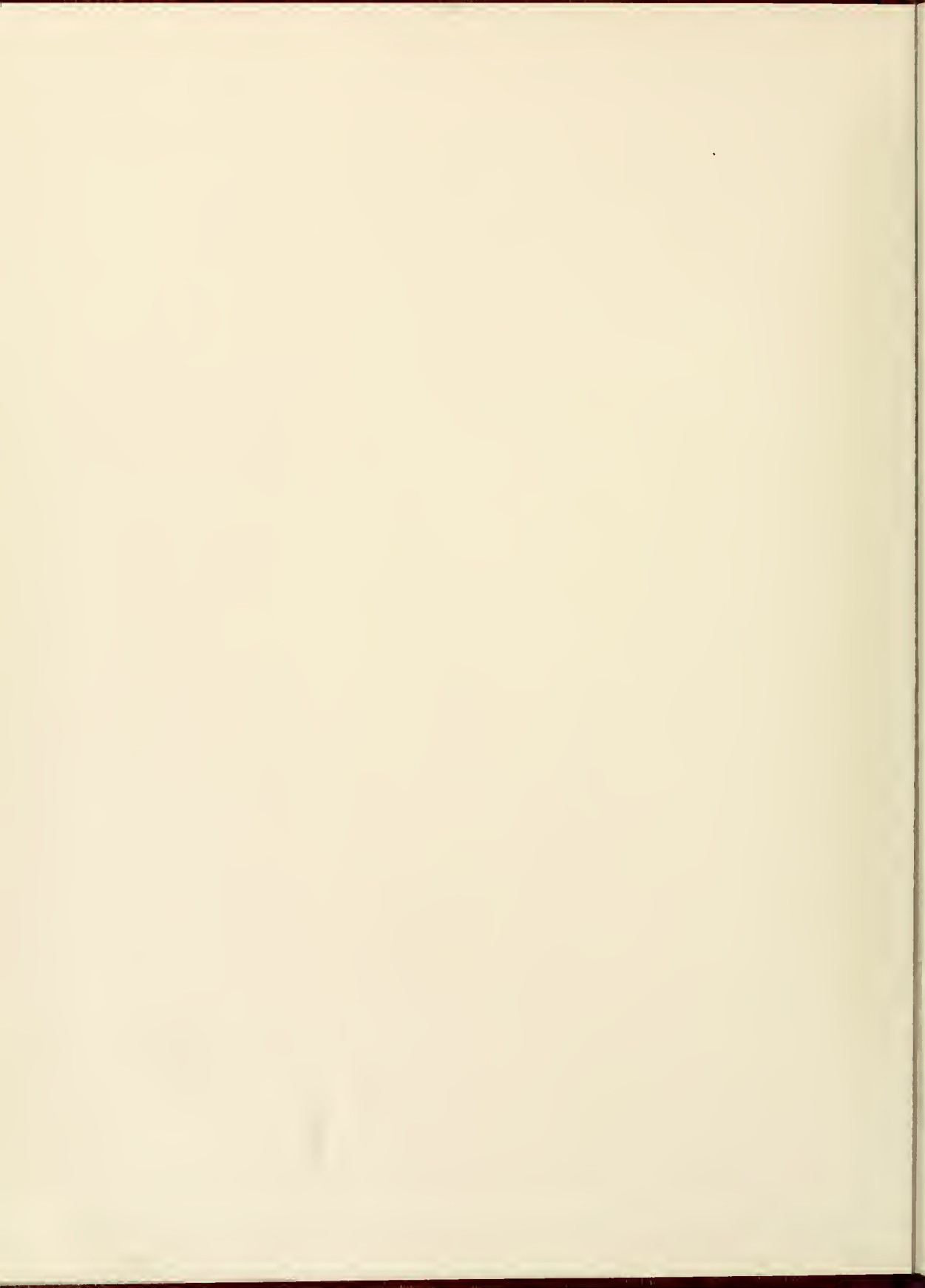
Bicycle and Typewriter Repair  
Lawn Mowers Sharpened  
Corner of Coxe & Commerce Sts.





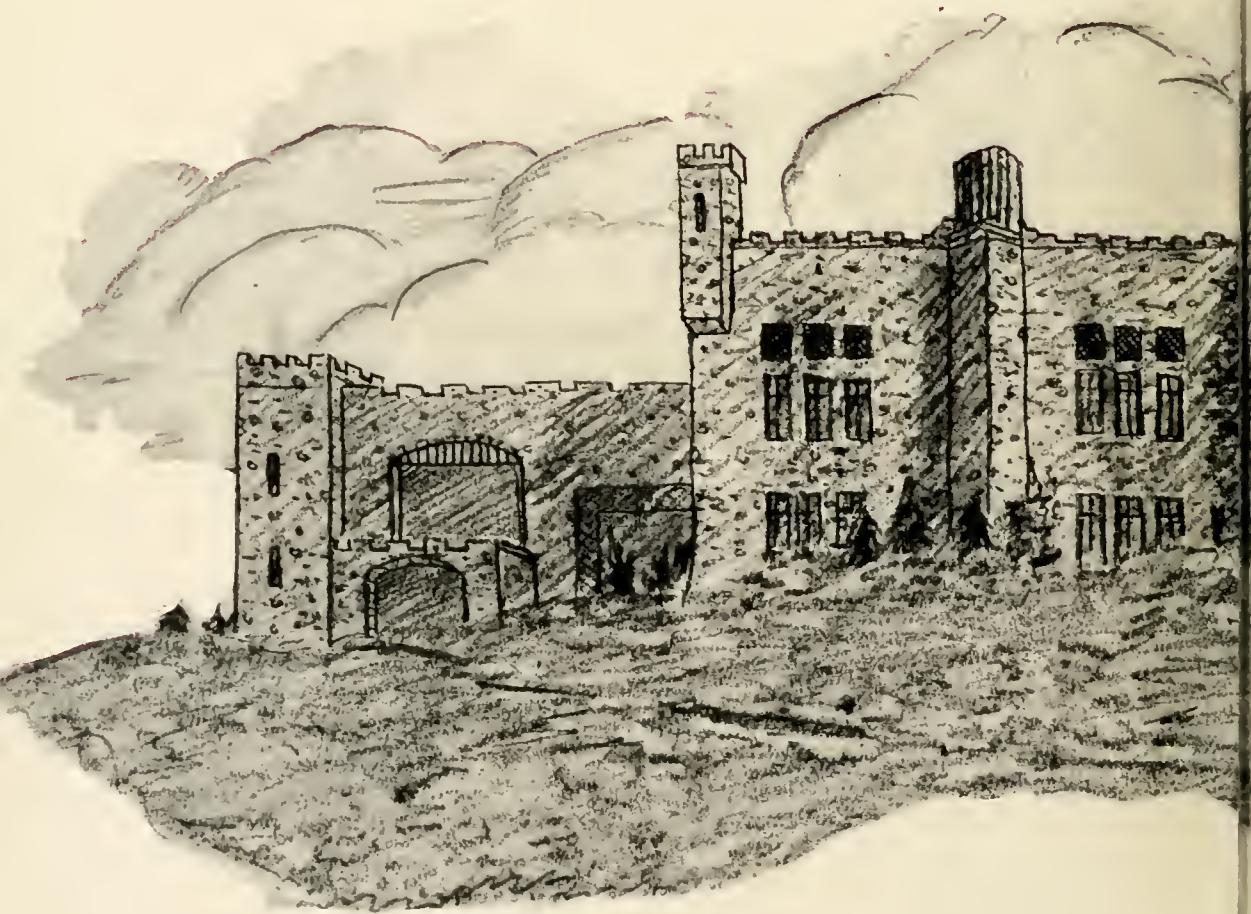














C.E. Siler



JOHNSON