

FBCC REMEMBERS

Communication and Education

Changes in the Bryson City (and surrounding) area since ~1940

Friends of the Bryson City Cemetery

Don Casada, April 13, 2023

Subjects proposed for consideration & added suggestions (discussion preference in parentheses)

- ➔ • Communication (1)
- ➔ • Education (2 - tied)
- Tourism (2 – tied)
- Travel (3)
- Land Use (4 –tied)
- Business establishments (4 – tied)
- Medical (5)
- Churches (6 – tied)
- Utilities (6 – tied)
- Childhood then vs. now
- Growth in and/or changing societal challenges (drug use, single-parent families, crime of now vs. then)
- Intrusion of “outlanders”
- Politics then vs. now
- Loss of/changing value systems: willingness to be dependent on government, change in work ethic: “Where Are All the 12 Year Olds That Used to Mow the Yard” (Ray Stevens)

Charleston & Bryson City Post Office Locations

See locations marked by number on the following sheet

1. 1872 to at least 1889: DK Collins Store (DK was postmaster)
2. 1889 to ~1932: Location is unknown
3. ~1932 to 1942: Everett Street building now housing The Artsy Olive & Gourmet from
4. 1942 to 1964: Ground floor of Main Street building erected by Thurman Leatherwood & McKinley Edwards, now Jimmy Mac's
5. Feb 10, 1964 to Federal building from Feb 10, 1964 to ????
(after Jan 6, 2000, when Bryson Bottoms property was sold by Mitchells)
6. ~2001 to present: northeast side of Slope Street

All known locations of the Charleston/Bryson City Post Office are on land which was owned by at least one individual now buried in the Bryson City Cemetery.

Charleston/Bryson City P.O. locations over time



Everett Street post office, August 30, 1940



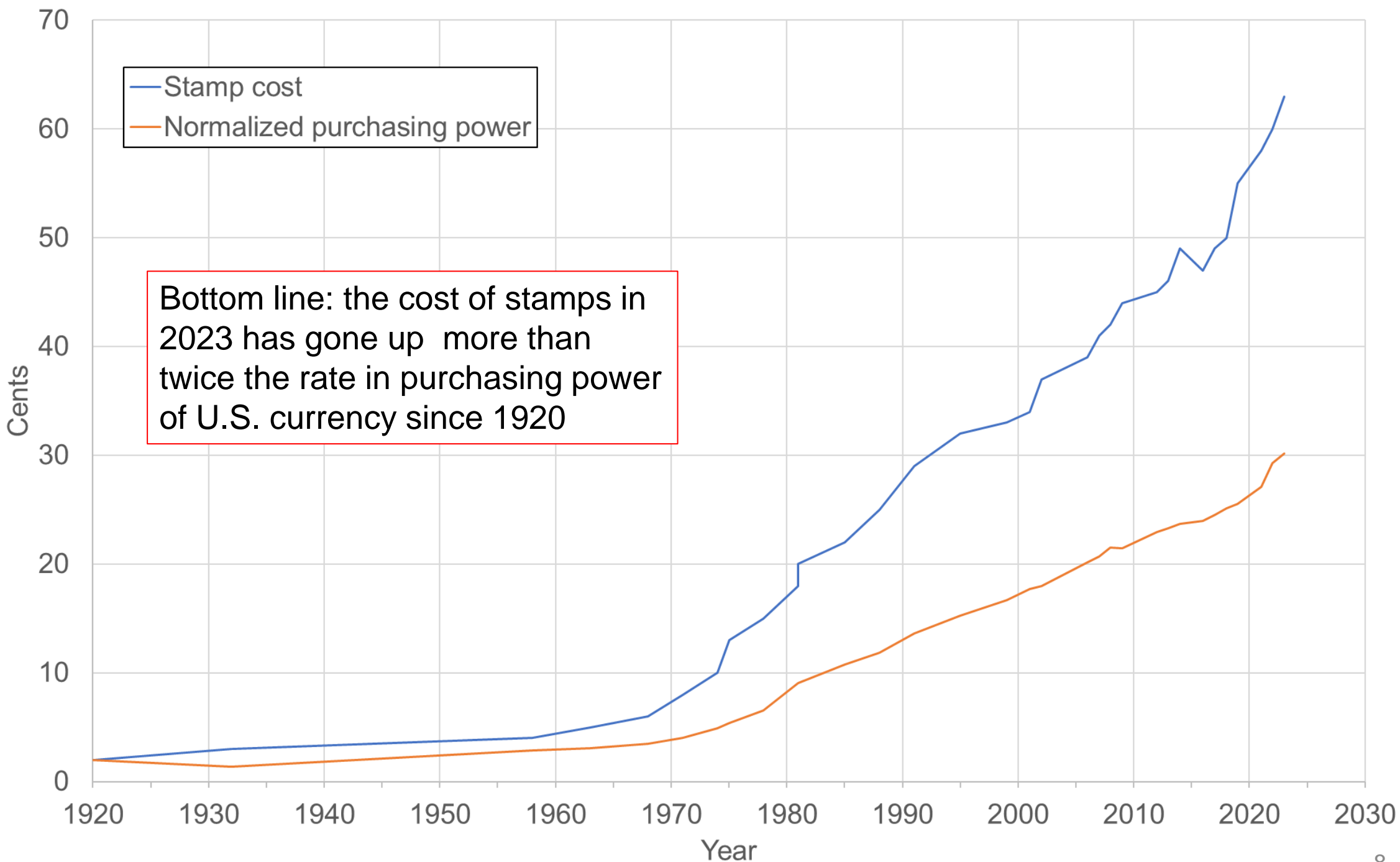
~1932 to 1942 Post office location: today The Artsy Olive & Gourmet



Individuals buried in the Bryson City Cemetery who once owned the land where the Bryson City Post Office has resided

1. Alfred & Lucy Raby Cline, D.K. & Mattie Franks & Ellen Sheffey Collins, James Robert Collins
2. Location not known
3. T.D. & Mary Bryson, H.J. Elmore, Margaret Welch, Minnie Welch Elmore, Charlie & Ellen Welch, McKinley & Annie Edwards, Thurman & Nell Leatherwood
4. Alfred & Lucy Raby Cline, M.H. Mendenhall, W.C. & Emma Mendenhall, W.F. Cooper, F.G. & Mary Stallcup Case, Mary Stallcup Case & W.B. Garrett, D.K. Collins, Mattie McLean, Annie & McKinley Edwards, Thurman & Nell Leatherwood, Robert Jackson Leatherwood
5. Alfred & Lucy Raby Cline, Samuel Conley, J.A. & Laura Cooper
6. T.D. & Mary Bryson and children T.D. and D.R. Bryson, Dr. W.E. Mitchell

Cost of standard letter stamp since 1920 compared to price equivalent to buying power of 2¢ in 1920



Telephone Service

- Bryson City Telephone Company was incorporated by R.L. Sandidge and J.L. Gibson on January 31, 1906. It took all of two days from when they signed and mailed the papers until they were registered by the NC Secretary of State.
- Before incorporation (January 2), Sandidge and Gibson had acquired exclusive rights to erect, operate and maintain a telephone system in Bryson City. The town was to receive a phone for free use by police or city officers. The town was also to receive 1% of the net telephone system earnings.
- February 6, 1906: County Commissioners authorized erection of telephone poles along public roads wherever needed. In December, they authorized installation of a phone in the courthouse.
- The phone system was not to charge more than \$1.50 per month for a home phone or \$2.00/month for a business location. Charges for connections to points outside the system were not to exceed 25¢.
- In August, 1906, BC Telephone Company leased “the two front rooms on second floor of a certain brick building owned by the party of the first part.....in which the said Telephone Company has its Central Station.” Rental fee was \$50/year, with free use of “the phone placed in the hallway of said building.”
- The owners were Mary C & A.M. Bennett. The only brick building they owned at the time was the newly erected Bryson City Drug Store (later Bennett’s Drug Store).
- In 1916, BC Telephone Company purchased town lot 9 from C.W. and Mayme Denning and moved operations location.

The BC Telephone Company's second location: Town lot 9



In 1919, Sandidge bought the lot from the phone company with another venture in mind, namely.....

Sandidge Chevrolet; changed to Floyd Chevrolet in 1923



Source: [Kelly Bennett Collection, Hunter Library Special Collections](#)

Photo ID: HL_MSS21-02_03_111_neg_0093

Next phone system HQ: in the former home of James H. Franks, located just east of the courthouse



Upper photo sources: [Kelly Bennett Collection](#), [Hunter Library Special Collections](#)

Upper left photo ID: HL_MSS21-02_04_118_neg_0517

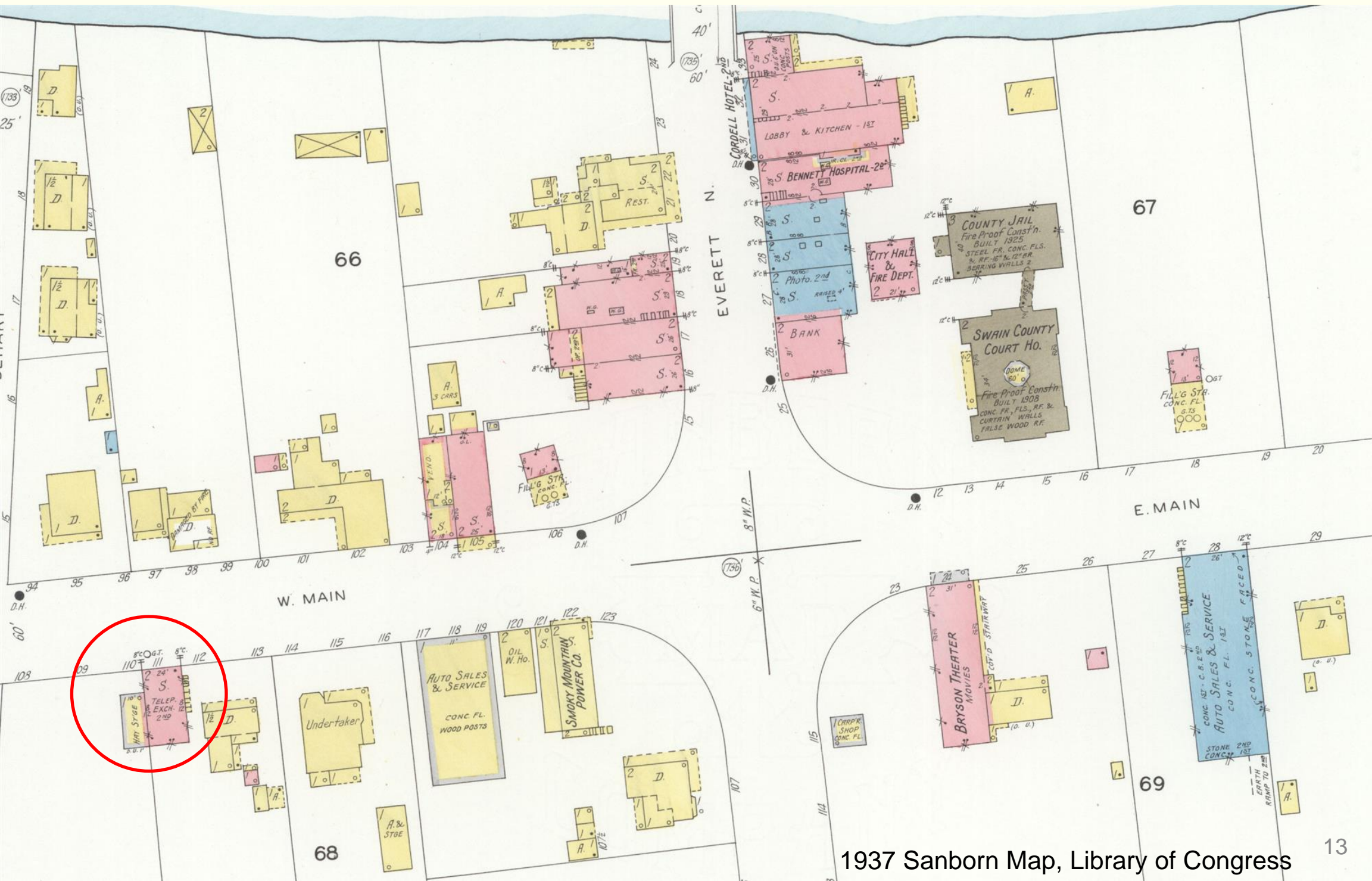
Upper right photo ID: HL_MSS21-02_03_111_neg_0082

The Franks heirs sold town lot 10, where the home stood, to BC Telephone Company (BCTC) in 1921. In 1927, S.L. and Hester Gibson bought the lot from BCTC; the same day, the phone company sold the operation to Western Carolina Telephone. In 1930, the Gibsons sold the lot to Standard Oil Company.

Samuel Leonard & Hester Sitton Gibson. Mr. Gibson maintained the lines & made new installations. Mrs. Gibson was the switchboard operator, the 'central'. When a customer cranked the phone and removed the receiver, it was Mrs. Gibson who said "Halla, 'num' please".

Photo of [Hester Sitton](#) and [Samuel Leonard Gibson](#), both buried in the BC Cemetery (as is [James H. Franks](#)), is from *Heritage of Swain County*. Leonard. Gibson was a nephew of J.L. Gibson, one of the two original incorporators.

In 1933, Western Carolina Telephone leased space from Charlie Browning in "The Browning Building"



Telephone Service (continued)

- April 30, 1952: switched from operator making connections to user dialing; all local numbers became four digits. Location: “Brick building behind Sim DeHart’s barn”
- Do you remember your four-digit phone number?
- Long distance: Operator assisted; person-to-person, station-to-station, collect
- 1963: Toll free dialing between Bryson City and Cherokee; to call Bryson City from Cherokee, dial 488 and then the number. To call Cherokee from Bryson City, dial 7 and then the number (Smoky Mountain Times, June 27, 1963)
- 1968: Sixty new customers in the Brush Creek, Almond and Needmore connected to the phone system
- 1971: Direct Long Distance Dialing
- Pay phones in or around town – did you ever use them?

1940

KEM - GEM
COAL
HIGH HEAT
LOW ASH
FAST BURNING
LONG LASTING
NO CLINKERS
Phone 59
FRANKLIN COAL CO.

January 11
BC Times

**MY MOM'S AWFUL SMART
 ... SHE ALWAYS BUYS
 ROYAL CROWN COLA**

Right you are, Sis!
 "Believe It or Not,"
 says Ripley, "Royal
 Crown has won 9
 out of 10 certified
 taste-tests against
 leading colas from
 coast to coast!" For
 after-school appetites
 keep Royal Crown
 Cola on ice!
BEST BY TASTE-TEST
 A Product of Nehi Corp.

TAKE HOME A CARTON
 ... 6 BOTTLES
 12 FULL GLASSES
25c
 PLUS DEPOSIT

P.S. Your family will also enjoy delicious Nehi and Par-T-Pak Beverage. Buy them in a variety of flavors. 12 ounces of Nehi for 5c... a full quart of Par-T-Pak for only 10c.

NEHI BOTTLING COMPANY W. C. MORGAN Bryson City, N. C. Phone 184

June 6
BC Times

Note: these ads and those on succeeding pages come from the DigitalNC archived issues of the *Bryson City Times* and *Smoky Mountain Times*, found here: <https://www.digitalnc.org/newspapers/the-smoky-mountain-times-bryson-city-n-c/>.

December 19, 1940

Seventeen local businesses had ads in the Bryson City Times; only two included phone numbers

OPEN EVERY NIGHT TILL CHRISTMAS

SAVE MONEY IN BELK'S WORK CLOTHES AND SHOES DEPARTMENTS



OVERALLS

Men's 8-oz. Sanforized Overalls with zip pocket.

97c pair

OVERALL PANTS

Men's Overall Pants sanforized.

97c pair

PANTS

Men's Duck Pants, brown color, heavy weight.

\$1.48

BREECHES

Laced Leg Breeches

\$1.48

SHIRTS

Men's "Tractor Brand" smooth Winter Weight Suede Shirts. Navy blue and tan.

79c each

MEN'S GALOSHES

Men's 4 Buckle Galoshes for complete foot protection, long wearing.

\$2.95 Pair

"SWEET ORR" WORK CLOTHES

"Sweet - Orr" Work Clothes are better. We have Pants, Breeches and Shirts.

Shirts \$1.25 to \$2.25

MEN'S WORK SHOES

SOLID LEATHER UPPERS, SOLID LEATHER INNER-SOLES HEAVY RUBBER SOLES,

\$1.98

GALOSHES

LADIES' GALOSHES Low, medium and high heel.

79c pair

MEN'S WORK SHOES

Horsehide Work Shoes and bettr double sole work shoes.. These are absolutely quality..

\$2.95 pair

SHOES

Leather middle Sole and innersole. Extra heavy compo-sole.

\$1.00 pair

NANTAHALA PROJECT WORKERS

WE

WELCOME YOU

FOR YOU CHRISTMAS GROCERIES

VISIT OUR MODERN STORE



- VIRGINIA ROYAL MINCE MEAT 15c
- 1-lb. Jar
- CRANBERRIES, Eatmore Brand 20c
- 1-lb.
- CONFECTIONARY SUGAR 25c
- 3 1-lb. packages
- SWANS DOWN CAKE FLOUR 25c
- 2 3/4 lb. packages
- CHOCOLATE COVERED CHERRIES 20c
- 1 lb.
- STICK CANDY 21c
- 2 lb. box
- ORANGES, COMBINATION 85c
- bag

WE CAN SAVE YOU MONEY ON FRUITS AND PRODUCE

FARMERS FEDERATION

PHONE 139 . . . MAIN STREET

Belk's Department Store

HOME OF BETTER VALUES
PHONE 137 BRYSON CITY N. C.

1950: Still some two and three digit phone numbers

It's a LEONARD!
It's a Big "12"!
It's only **\$299⁹⁵**

*Suggested price shown is for delivery in your kitchen with Five-Year Protection Plan. State and local taxes extra. Price and specifications subject to change without notice.

Never Before A "12" At A Price So Low!

Here's really great big space for little money! Just think of it! Marvelous new "12" that takes no more floor space than prewar 6-cubic-foot refrigerators -- for the amazingly low price of \$400.00. And you get features galore:

- BIG FROZEN FOOD CHEST-- 42½ LBS. CAPACITY!
- EXTRA-ROOMY, EXTRA-HIGH BOTTLE SPACE!
- ICE-POPPER ICE TRAYS!
- NEW WORLDS OF GENERAL STORAGE SPACE!
- HANDI-TRAY!
- EXTRA MEAT STORAGE SPACE!
- NEW MAMMOTH-SIZE 40-QT. REFRIGERATED CRISPER, DRAWER-TYPE!
- DOUBLE-WIDTH DESSERT TRAY!
- NEW BEAUTY FEATURES!

Only Leonard gives you home refrigeration experience that goes back to 1881. For value, get Leonard!

COLD from TOP to BASE

MODEL LV14
 Capacity 11.9 Cu. Ft. (NEMA)

YOUR BIGGEST DOLLAR'S WORTH OF COLD SPACE!

A Reputation for Value for 69 Years

The Brand Name LEONARD was Awarded the COLLEEN ANNIVERSARY CERTIFICATE by the HOUSEHOLD APPLIANCE FOUNDATION INCORPORATED

SOSSAMON Furniture Co.
 Bryson City, N.C.

Phone 146

'FIX UP' with these Better TOOLS

Specials for the CAMPAIGN

Claw Hammers ----- 79c

Pliers ----- 29c

Screw Drivers ----- 15c

Whether you are a Busy-Around-the-Home man or a skilled professional, we have one of the most complete lines of quality tools in town. Famous makes and keen values.

The better the tool the better the job. Easier on your time and your temper. How is that work bench of yours?

Save Today At **WESTERN AUTO Associate Store**

Home Owned and Operated by **LEO H. SUGGS**

EVERETT ST. **PHONE 104**

YOU MUST SEE . . .

Fiesta

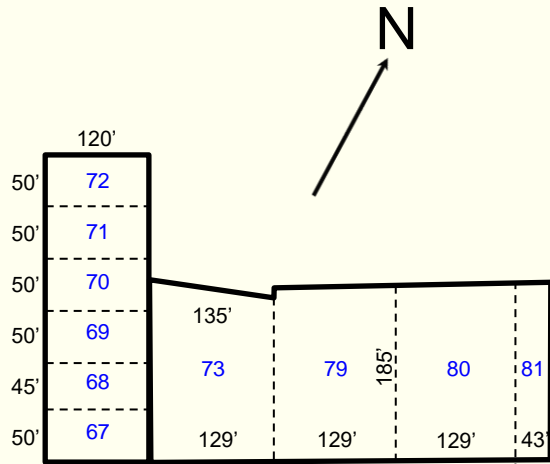
We now have in stock a complete line of this well-known Chinaware . . . All pieces in the latest style and pastel shades.

EACH PIECE AVAILABLE SEPARATELY AT 20c TO \$2.25.

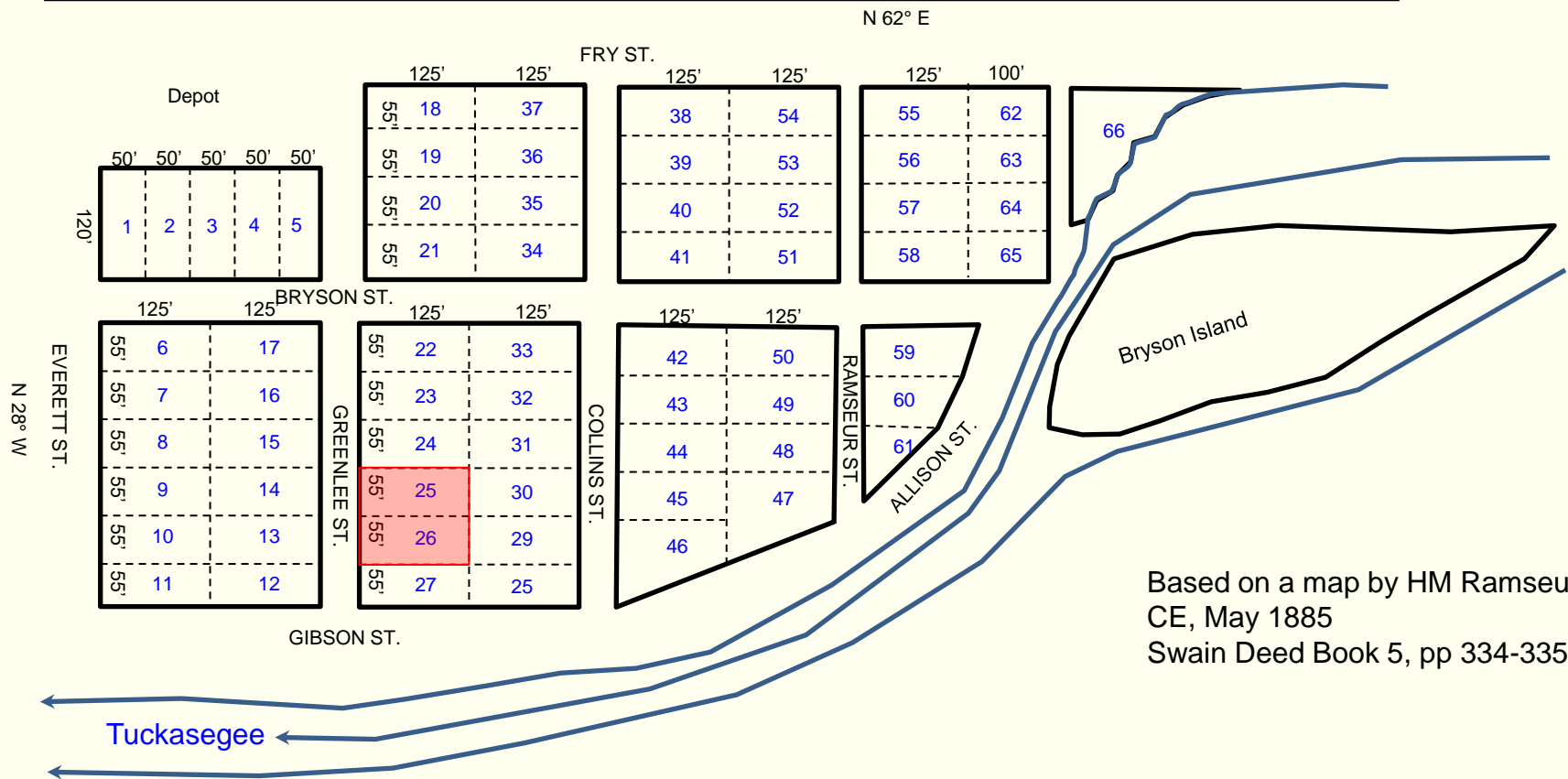
BROWNING FURNITURE

PHONE 10 :: **BRYSON CITY**

1950: Purchase of two lots from the Bryson family for installation of a new automated switching station



WNC RR



The system switched to all phones having 4-digit numbers on April 30, 1952. On that date, customers also began doing their own dialing.

NEW! NEW! LEONARD Combination Refrigerator and Freezer



FASTER ZERO COLD
— Just dial it here!

Giant 70-lb. zero-cold Freezer Chest. Separately insulated, separately refrigerated. Dependable for frozen storage on a separate home freezer.

RIGHT COLD AND MOISTURE
— Just dial it here!

Control both cold and moisture, and your foods keep better by far than ever before. Entirely independent of the Freezer above.

NO DEFROSTING!
There's no defrosting, since you dial the right cold and moisture in the food-keeping compartment.

AN EXTRA BUSHEL OF COLD SPACE HERE!
Extra refrigerated space to keep fruits, vegetables, deliciously cold and conveniently at hand.

Leonard 1951 Model LTR (Illustrated)
Minimum down-payment—convenient terms—flexible. Very liberal allowance on your old refrigerator.

It's the Crowning Achievement of Leonard's 70 Years!

Get Leonard... and get the precious benefits of appliances since 1881 in building best-quality refrigerators.

Delivered in your kitchen. Your refrigerator's built-in electrical, glass and metal doors, extra and special features are subject to change without notice.

YOU GET COMPLETE PROTECTION FOR ALL FOODS AT THE SAME TIME!

Far-advanced food-keeping efficiency — a long step forward in refrigeration benefits. Keeps all foods better, at the same time giving you more easy-to-reach storage space — twelve cubic feet of cold space in the floor space of former "6's"... and at the price of many "10's." And your happiness with this Leonard's new advantage as a food-keeper will be matched by the lasting thrill you'll get from its superb, streamlined beauty.

Among all refrigerators, only Leonard has been honored with this nationally-known award by the Good Housekeeping Institute, Inc.

Sossamon Furniture Co.
BRYSON CITY, N. C.

PHONE 146

April 24, 1952

Be sure to see the
NECCHI
Before you buy!

YOU'VE NEVER SEEN A SEWING MACHINE LIKE NECCHI BEFORE!

NEEDS NO ATTACHMENTS FOR

- Sewing on buttons!
- Blind-stitching hems!
- Making buttonholes!
- Embroidering!
- Monogramming!
- Appliquing!



With the amazing Necchi Custom Deluxe, all your sewing is as beautiful as expert handwork... yet you do everything faster, more easily, from start to finish, and **WITHOUT ATTACHMENTS. See the Necchi today.**

GUARANTEED BY GOOD HOUSEKEEPING

WITH MODELS AVAILABLE IN SMARTLY STYLED CABINETS AND PORTABLES

\$3.50 per week

THE NECCHI DELUXE FOR QUIET PERFORMANCE

Compare the features of the practical, precision-built Necchi deluxe model with any other sewing machine. Easier to run... easier to clean. Sews over pins, sews all fabrics from finest silk to heavy leather. Easy-to-use Necchi attachments for all special sewing needs included in the price.

LIBERAL TRADE-INS EASY BUDGET TERMS

CALL FOR FREE DEMONSTRATION

LOOK FOR **Necchi** YOUR GUARANTEE OF NATIONWIDE SERVICE AND PARTS

Sossamon Furniture Co.
Bryson City

DIAL 2415

May 1, 1952

Swain Communities To Get Phones in 1961

Several Swain communities will receive phone service for the first time in their history in 1961, an official of the western North Carolina phone company announced Wednesday February 17.

Brush Creek, Alarka and Grassy Branch are communities slated to receive a combined total of 130 phones by April of 1961, LJ Phillips of the phone company said.

At Alarka, a 400 student school is without a phone.

(February 25, 1960 Smoky Mountain Times)

FOR SALE: 1 dinette set, 4 chairs, chrome legs, formica top, red, good condition, reasonable price. Lena Cole, School House Hill, phone 3262. 2-25-tf

FOR SALE: Evans oil heater, good condition. Phone 5781. 1-14-tf.

HAY FOR SALE: Orchard grass and alfalfa, 75c bale. Denver Sutton, Whittier, phone 5688 Bryson City. 1-14-tf

FOR SALE: 47 Jeep, new aluminum top, motor overhauled. Also boat, motor and trailer. Zeb Morris, Bryson City, phone 3130. 2-25-2tp.

FOR SALE: 1 screen door, 7 window screens, 6 venetian blinds. Telephone 6482, Bertha Cunningham, West Deep Creek Road, Bryson City. 2-18-tf.

Toll free, direct dialing between Cherokee & Bryson City

June 27, 1963 Smoky Mountain Times

No toll fees will be charged for telephone calls between Bryson City and Cherokee effective 8 AM Friday, June 28th, Thomas H Sawyer, President of Western Carolina telephone company has announced.

This move was made to improve service between the two communities, especially during the visitor season. A C Tysinger, area manager, said that with the increasing number of people coming into the Cherokee - Bryson City area and the constant calling for motel reservations between the two towns, it was almost impossible sometimes to find a circuit open.

Installation of new equipment, including a new cable, makes it possible to now dial direct to Cherokee or Bryson City.

“If you are in Bryson City and wish to call a party in Cherokee, dial the digit 7 and then the number you wish to call. If you are in Cherokee and wish to call a party in Bryson City, dial 488 and then the number of the party in Bryson City you wish to call,” Mr. Tyson explained.

January 18, 1968 Smoky Mt Times: Advertising with both 4- and 7-digit phone

Furnished Trailer for rent.
Bryson Branch. Contact Mc-
Kinney's Grocery. Phone
6217.
16-1tp

Unfurnished house on Air-
port Hill for rent. Call 4131,
Mrs. Eudora Gunn after
3:30 pm.
17-2tp

FOR RENT 2 bedroom
house on Spring Street in Bry-
son City. Will be ready soon
to rent to some reliable per-
son. Ray Ashe, Box 673,
Bryson City, N. C., Phone 479-
3963 Cherokee.
17-1tp



*Dedicated to Serving
Pharmaceutical Needs
with All Precision*



Two Registered Pharmacists To Serve You

Ready... with Your Vitamins

For families who supplement their
diets with vitamin preparations,
we carry a complete selection.
Count on us.

BENNETT'S DRUG STORE

TELEPHONE 3065 & 3075 — Bryson City, N. C.



You're like a kid with a new sled.

Forget your ideas about winter driving. Join the 'Jeepster' crowd! Flip a lever—at any speed—and you're in 'Jeep' 4-wheel drive. Choose the 'Jeepster Commando' Station Wagon or the 'Jeepster' Convertible with continental spare. Bucket seats, 4-wheel drive and 4-cylinder en-

gine are standard. Add sporty options like V-6 with (or without) Turbo Hydra-Matic* automatic transmission; sports console; power brakes; air conditioning. Also Roadster model and Pick-up.

*Jeepster' and 'Jeepster Commando' are trademarks of vehicles made by and only by
KAISER JEEP CORPORATION TOLEDO, OHIO 43801

'Jeepster'

4-wheel drive fun cars

You've got to drive it to believe it! See us for a test drive.

MOUNTAIN MOTORS

AIRPORT ROAD

BRYSON CITY, N. C.

PHONE 488-8471

BEGINNING IN BRYSON CITY on JUNE 6, 1971

ALL NUMBERS WITH 488 PREFIX
YOU CAN

DIAL YOUR OWN Station to Station Long Distance Calls

Direct long-distance
dialing arrived in 1971.

DIAL "1" FIRST

Unless you do, your call can't go through. Dialing "1" CONNECTS YOU TO THE DIRECT DISTANCE DIALING EQUIPMENT. It's the key to faster long distance services. Enjoy DDD more by following these tips.

Calls Within 704 Area

Jot down the number before dialing. First dial "1", THEN the telephone number.

Calls Outside 704 Area

First dial "1", next the area code, then the telephone number. Area codes are in the telephone directory or can be obtained from the operator.

When Dialing

Listen for the dial tone, then dial away. Be careful not to dial the letter "I" for the numeral "1", or the letter "O" for the numeral "0".

After you have completed dialing, an operator may ask for your number. Give her your own telephone number — NOT — the number you are calling.

Remember — Direct Distance Dialing is for station-to-station calls only. Other type calls should be placed in the usual manner.

Western Carolina TELEPHONE COMPANY

Television

Relatively Snow-free Television Arrives: 1963

WLOS TV Translator Put Into Operation

A WLOS Asheville Television translator was put into operation here Wednesday. The 80 foot tower is located at Sherrill's Gap near Bryson City.

The translator picks up the WLOS Channel 13 signal and re-transmits it on Channel 8.

Terry Beeler, WLOS associate engineer, said this week that those in the immediate tower area can pick up this signal on rabbit ears, but that most people in the Bryson City area not already receiving WLOS on Channel 13 will need a Channel 8 antenna.

Those in this area who are now receiving a clear WLOS

Channel 13 signal will continue to do so, and reception will not be affected by the translator.

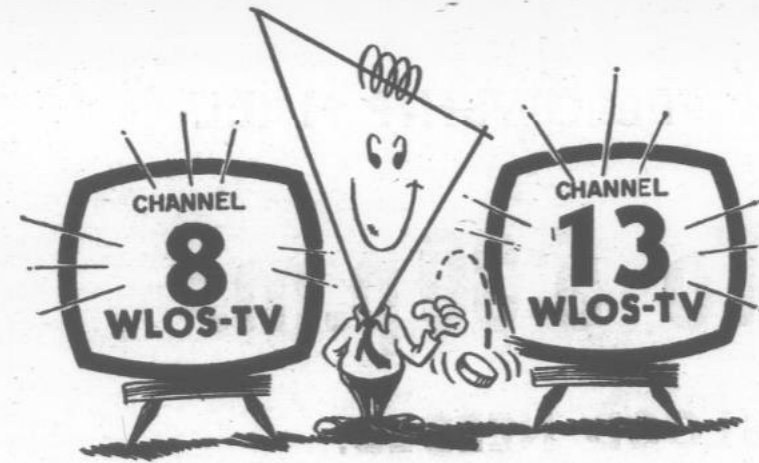
Lewis Sherrill is the local maintenance supervisor for the translator. Those who have questions about the translator are asked to contact him.

He can also answer questions about picking up the Channel 8 signal.

Including labor, engineering, and materials WLOS spent some \$4,000 for the erection of the translator. Cornelius Laws donated the site.

A sixty degree beam is telecast by the translator, covering a broad area of Bryson City. According to Mr. Beeler, some persons will not be able to receive the signal because of terrain, small coves and hollows, but the over-all effect will be to greatly expand coverage of the Bryson City area.

Immediate WLOS plans include translators for Sylva, Franklin, Cherokee, and Spruce Pine.



We hope all residents of the Bryson City area are now able to receive a first-class picture from WLOS-TV. All viewers in this area have an alternative of using either Channel 13 or the newly activated Channel 8.

If you have an all-channel rotor antenna, you should be able to receive an acceptable picture on Channel 8 or Channel 13. If in the past you receive a good picture on Channel 13, you can now continue to do so.

To receive a first-class picture on Channel 8, you need to point your antenna at Sherrill Gap.

Should you have a Channel 13 antenna, it will only be effective when pointed toward the WLOS-TV transmitter on Mt. Pisgah.

Another alternative would be to have a Channel 8 antenna installed pointing toward the WLOS-TV translator at Sherrill Gap.

Through use of one of these systems, you should be able to receive a first-class WLOS-TV picture.

WLOS-TV Ch. 8 and 13

Sep 19, 1963

Smoky Mt. Times

Sep 12, 1963
Smoky Mt. Times

WFBC (NBC – Greenville) and WSPA (CBS – Spartanburg) arrive

WFBC was originally at Sherrill's Gap May 6, 1965 *SM Times*.

It was moved to Fry Mountain later that year

**Double S & H
GREEN STAMPS**
with each \$5 or
Larger Order
HENRY'S CLEANERS
PHONE 4715
Everett St. Bryson City
Pickup and Delivery
Service

ELA HEIGHTS
Carpet Golf Course



Will Open For Season Saturday, May 8th

WFBC - TV
The exciting and colorful programs of
WFBC-TV now can be seen in the
Bryson City area on
CHANNEL 2
WFBC-TV, Channel 2 in this area
"Giant of the Southern Skies"

NEW
TO THIS AREA

WSPA - TV AND CBS PROGRAMS CAN NOW
BE SEEN IN THE BRYSON CITY AREA ON

Translator Channel 11

In response to the many requests from the people in and around Bryson City, WSPA-TV is now making available its program service over a new television translator. The WSPA-TV Channel 11 translator is on Fry Mountain, 3.8 miles south-east of Bryson City.

This translator picks up the color and black and white WSPA-TV, CBS programs from the main transmitter on Hogback Mountain and rebroadcasts them on Channel 11. This service is made available to viewers in Whittier, Birdtown, Greens Creek, Savannah, Gay, Alarka, Almond and Lauada as well as Bryson City.

For best reception of this new signal, turn your antenna toward Fry Mountain. If your set does not pick up Channel 11, call your serviceman, it may need some adjustments.

Now See These and Others From CBS:

- Gomer Pyle, USMC. . . In Color
- Hogan's Heroes. . . In Color
- Lassie. . . In Color
- Gunsmoke . . . A Top Western
- Dick Van Dyke Show
- CBS Thursday Night Movie
- Andy Griffith. . . In Color
- Red Skelton. . . Tuesday Nights

ENJOY TOP - RATED CBS PROGRAMS, NFL PRO FOOTBALL AND
FINE LOCAL PROGRAMS - MANY IN COLOR!

eye-exciting WSPA-TV

CHANNEL 7
CHANNEL 11 IN THE BRYSON CITY AREA

Owned and Operated by The Spartan Broadcasting Co., Inc. — Walter J. Brown, President

Dec 20, 1965 *SM Times*

The idea of Cable TV coming to the area was broached in the fall of 1979

Would You Be Interested In

CABLE TV

In The Bryson City Area?

We're sampling the interest.

Please Check Below And Return At Once To:

Stanley's TV Service

PO Box 396 Iaegeer, WV 24844

Yes, I am interested

Ad: Sep 13 & Sep 20, 1979
Smoky Mt. Times

**Cable TV For
Bryson City?**

The Bryson City Board of Aldermen, during regular session September 10, was asked to consider a request granting a franchise to a West Virginia man for operating a cable television service in Bryson City and surrounding areas.

Masel Stanley of Iaegeer, West Virginia, owner of Stanley's TV Service in Iaegeer and operator of one small cable serving 50-60 customers in his home state, received the board's permission to conduct a month-long feasibility study to determine interest among area residents. Stanley will appear back before the town officials next month with his findings.

Stanley said that he would sample interest by purchasing space containing a returnable form in *The Smoky Mountain Times*. The ads were to run in the September 13 and 20th issues of the newspaper.

In other September 10 business, the Town Board observed the swearing in of a

ney Joe Pachnowski stated that it was his understanding that Jackson County has a ruling from the Attorney General that the county may not contribute to the Committee for Lower Cost Power unless the state's Legislature approves. However, Alderman Clyde Bates said he did not believe that this opinion applied to Bryson City and Swain County as they are petitioners in the proceeding. The board instructed Pachnowski to obtain a ruling from the Attorney General.

A letter was read from Dr. W.E. Mitchell of Bryson City in which he proposed to donate a 40-foot strip of land between Everett and Slope Streets (in Bryson Bottoms) to the town. The strip could serve future development in the bottoms area, including the proposed county facility building. Alderman T.A. Sandlin made a motion, unanimously approved, to accept the street for dedication as "Mitchell Street."

Sep 20, 1979
Smoky Mt. Times

Cable television arrival: Top, front page coverage

Bryson Black Library
Bryson City, NC 28713 7/79

THE SMOKY MOUNTAIN TIMES

The Southern View Of The Smokies

Volume 97, No. 23, Bryson City, NC 28713

20¢ Per Copy

Thursday, February 12, 1981

Town Signs Cable Franchise Agreement

Cable television service for Bryson City is apparently just a few months away now, as town officials signed an agreement allowing Nantahala Cablevision, division of OMNI Communications, Inc., to begin construction and installation of equipment.

This work will likely begin in mid-March according to Ron Long, systems manager with OMNI. Long said his company was projecting that the system could be operative within Bryson City by the end of June, given good weather and no unforeseen special problems.

"It's been a long time coming, but we're glad to see it now," said Bryson City Mayor P.R. Bennett. The town held discussions with

several other potential system operators over the past several years, but reached no agreement until the OMNI proposal was presented.

By granting a franchise a local government satisfies Federal communications Commission requirements and receives small share of the cable system revenues.

Discussions between OMNI representatives and the Swain County Commissioners were still being held this week. OMNI would like to expand east and west from the Bryson City limits once the system is operational throughout the town, but must gain a similar franchise from the county.

"We're still talking with

the OMNI people," County Commission Chairman James Coggins said Tuesday night. "We'll be meeting with them again next week."

Long said that the initial work would involve the erection of a 100-foot tower and antennae and disc earth station near Robinson Gap above the new high school. The cable lines will be strung along utility poles down into Bryson City. "From Bryson City we would be in a 'continual build' situation," Long said, moving out into county areas.

OMNI, operator of more than 20 existing systems, serves areas with a residence density of 40 or more homes within a mile radius, but has built along less densely po-

pulated routes to reach areas of greater population, which it would have to do to reach the Whittier and Alarka communities.

The agreement signed by OMNI and the town calls for the cable company to carry minimum of 15 television channels which will include the following:

One NBC off air station; one CBS off air station; one ABC off air station; one North Carolina educational station; one independent station (which will be Channel 17, Atlanta); the Home Box Office movie package; one religious station (Christian Broadcast Network); one local time, temperature station; one local access cha-

nnel; and Plus-Six, a package containing the following channels; WOR-New York; ESPN-Sports; Nickelodeon-children's CNN-News; WGN-Chicago; C-Span-Madison Square Garden.

Initial subscriber rates would be: \$8.00 per month for the basic cable- all stations except Plus-Six and Home Box Office; \$9.95 monthly for HBO; and \$7.25 monthly for Plus Six. There would be no cable hookup fee, Long said. The OMNI representative said that the company would employ one office manager, secretary and one technician in Bryson City to manage the system once in operation.



Signing For Cable TV, from left, are Bryson City Mayor P.R. Bennett, Clerk Peggy Medford, Ron Long of OMNI and T.A. Sandlin, Chairman of the Board of Aldermen.

Swain County Commissioners granted a county franchise the following month.

Sidebar: Special kudos to our Marianna Black Library for its role in information archiving and communications

Library Celebrates 50th

The Marianna Black Library had an open house in celebration of its Fiftieth anniversary on Saturday, May 12th from two to four o'clock. An estimated crowd of slightly over 200 attended this event.

Jack Welch, Chairman of the Marianna Black Library Board, welcomed all of the visitors and introduced the Board of Trustees of the Marianna Black Library: Carrie Abbott, Mercedith Bacon, Kay Killebrew, Dot Lyday, and Anna Lou Casada, Librarian, and Claude Douthit from the Fontana Regional

Board.

Recognition was given to John Wilkie, Honorary Lifetime Chairman, for his many years of service to the library. He served as Chairman for over fifteen years, and was the first patron to check out a book when the library was founded. Mr. Wilkie was on the steering committee in raising funds for the present library.

Three charter members of the Woman's Club who sponsored the Marianna Black Library when it was founded back in 1929 were introduced, Ora Dougherty, Fannie Lea-

therwood and Zennie Seay, and presented with corsages by Mrs. Bacon.

Jack Lyday recognized distinguished guests, including Dr. Ellen Black Winston of Raleigh and Louise Black Cox of Washington, D.C., daughters of Mr. and Mrs. Stanley Black, Mr. and Mrs. Fischer Black of Tampa, Fla., son of the Blacks, and Mrs. Stanley Beck, daughter-in-law of the Blacks; Dr. and Mrs. Stanley Black III and children, Stanley and Sarah Black, Dick and Julia Black Ketner and daughter, Nancy Ketner; Mr.

and Mrs. Ed Bryson, Durham, N.C. and Ms. Frances Reid, State Library, Raleigh, N.C.

Dr. Winston spoke briefly about her memory of her mother's dedication to library service in Swain County. She also made mention of the upcoming White House Conference on libraries and library service and said that it was altogether fitting that the Marianna Black Library Anniversary fall in the same year that national attention be focused on libraries and their value.

The library committee wants to especially thank the various clubs in charge of individual portions of the anniversary celebration: The Bryson City Woman's Club, the American Association of University Women, the Bryson City Business and Professional Woman's Club, the Swain County Extension Homemaker's Council and the Bryson City Junior Woman's Club.



THE BLACK FAMILY at the 50th Anniversary of the Marianna Black Library [Martha Smith]

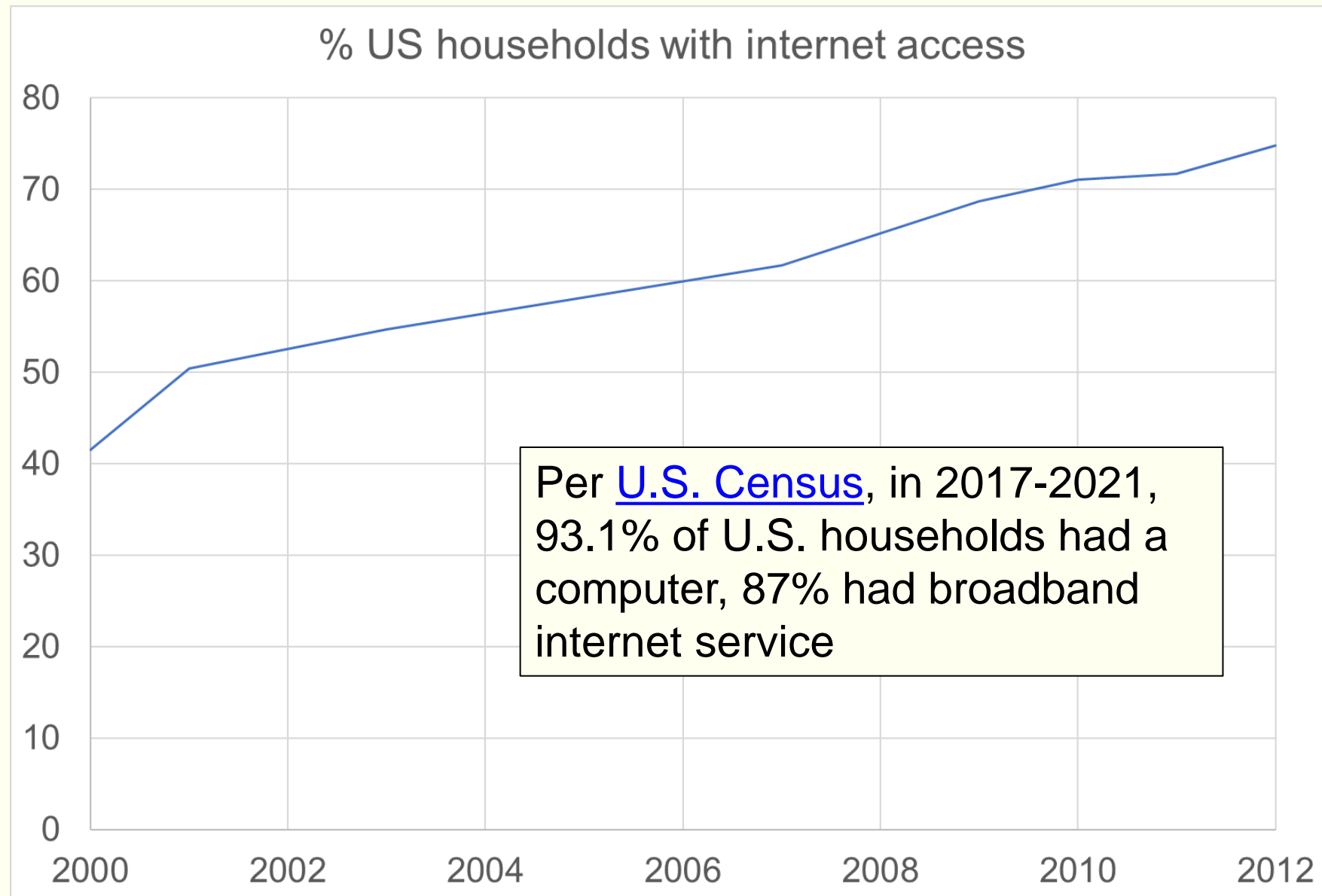
All of the materials from old Bryson City and Smoky Mountain Times used herein are available because:

- 1- Marianna Black Library archived the papers;
- 2- Images were digitized by the collaborative efforts of:

- [Marianna Black Library](#)
- [Hunter Library Special Collections](#)
- [DigitalNC.](#)

March 24, 1979 *Smoky Mt. Times*

The first Internet connection was made in Bryson City on ? _____ ?



Graph data source: U.S. Census Bureau

A transition from Internet to Education

“Commerce and industry are certainly arenas in which the Internet has had a profound effect, but what of the foundational institutions of any society—namely, those related to education and the production of knowledge? Here the Internet has had a variety of effects, some of which are quite disturbing. There are more computers in the classroom than ever before, but **there is scant evidence that they enhance the learning of basic skills in reading, writing, and arithmetic.**”

Robert Kahn, Michael Aaron Dennis, in Britannica article entitled *Internet computer network*. Kahn, then at DARPA, collaborated with Vinton Cerf in the 1970s to first describe protocols used by all sorts of machines to communicate data – the foundation for the Internet.

Educational tidbits, 1940 - 1950

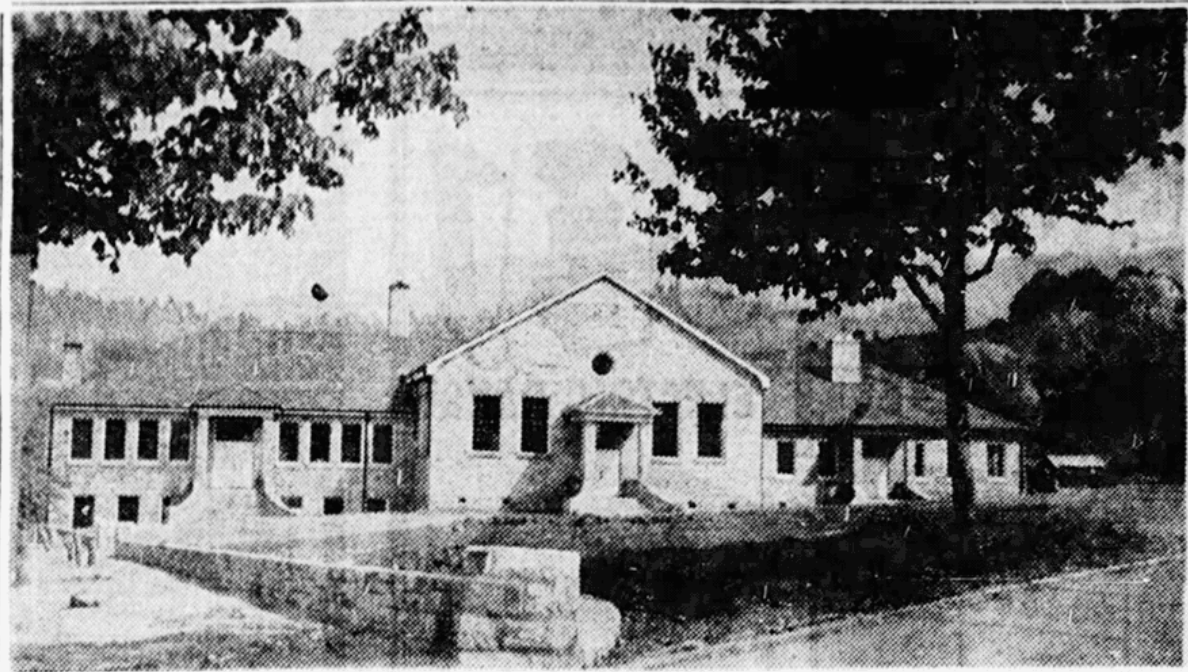
- Early 1940s: elementary school consolidation begun in the 1930s continued
- Fall of 1943 – last session of high school at Proctor (the school's principal, Lytle Hickerson, is buried in the BC Cemetery – died in January, 1944).
- Did elementary students attend Bushnell and other schools affected by Fontana in the fall of 1943?
- The 1944-45 school year was the last for Almond High School (Thomasson)
- The Swain High class of 1947 was the first to complete 12 grades of elementary and high school

New Buildings erected by WPA



The Alarka School, built by Swain County and the WPA, was opened in 1937. The WPA-built rock building on Schoolhouse Hill was finished in 1941

Source: [Kelly Bennett Collection, Hunter Library Special Collections](#)
Photo ID: HL_MSS21-02_05_131_neg_1207



BRYSON CITY'S NEW WPA-BUILT STRUCTURE — The building shown above is the new vocational-physical education building at Bryson City which will be dedicated at exercises this morning. W. L. Lathan, Swain county school superintendent, will preside. (Photo by Kelly E. Bennett.)

Asheville Citizen, May 9, 1941

Education Building At Bryson City Dedicated

BRYSON CITY, May 9. (Special) The new WPA-built vocational-physical education building here was dedicated at exercises held Friday morning at which the principal address was delivered by C. C. McGinnis, of Raleigh, state WPA administrator.

The building, of native gray rock, was made possible through faith and the backing of the Works Progress administration, said Warren L. Lathan, superintendent of Swain county schools, who presided. "We started the building on a shoestring; our initial money was \$3,000," he said. "The completed building cost \$52,000, of which Swain county furnished \$12,000. The building is paid for.

"I feel that the greatest contribution of the WPA is in the field of education. Not only has it made this building possible, but the school plants at Alarka, Whittier and Almond and our splendid athletic field. Today two of the dreams I have had since coming here are realized: A building to house the home economics and agriculture classes, this physical education room and the cafeteria in the basement."

A. F. Weaver Speaks

A. F. Weaver, of Asheville, director of the ninth district of the WPA, introduced by Mr. Lathan, spoke briefly and introduced Mr. McGinnis, who outlined the aid given in numerous projects carried out in Swain county, linking them with his theme, national defense.

He stressed the need of more vocational training in the schools and promised continued sympathetic support of needed projects. He warned of the threat against American freedom and urged all to put their shoulders to the wheel in aid to Great Britain that "we may protest our liberties." He linked this building as a definite part of national defense, as a training center.

Stanley W. Black, chairman of the Swain county board of education for the past 31 years and on the local board for four years, stated that the athletic field is of more value than all Swain county's school property when he joined the board. He spoke of the changed attitude of the people toward education during his years of service and promised that this building should be used to promote the welfare of the county's youth.

W. E. Elmore Heard

W. E. Elmore, chairman of the board of county commissioners, expressed his gratitude for all help given Swain county and his pleasure in cooperating with this branch of the government.

Several guests from district and local offices were recognized.

The Bryson City band and the elementary school glee club, directed by David Schrum and Miss Margaret Wilson, played and sang. Invited guests were entertained at lunch by the school boards in the school cafeteria after the exercises closed.

Asheville Citizen, May 10, 1941

Swain High Class of 1947



1) Dorothy Marie Fortner, 2) Hilda Delsie McHan, 3) Gilda Elsie McHan, 4) Leonannie Doris Shuler, 5) Mary Alice Seals, 6) Mayme Geneva Watson, 7) Doris Lee Anders, 8) Gwendolyn Beryl Monteith, 9) Carlana Sue Thomas, 10) Bobbie Marylee Cochran, 11) Lois Lillian Ledford, 12) Opal Lee Ball, 13) Marie Jeanette Shuler, 14) Lauretta Smith Barefoot, 15) Ruth Maulene Wilson, 16) Madge Geneva Massey, 17) Helen Jeannette Sandlin, 18) Helen Marie Sherrill, 19) Reva Christeen Queen, 20) Mary Jean Cochran, 21) Dorothy Joyce Sandlin, 22) Clova Lee Mashburn, 23) Mary Lou Gloyne, 24) Carrie Catherine Byrd, 25) Pearl Marie Ammons, 26) Ellean Martin, 27) Willa Belle Clampitt, 28) Ernestine Garrick, 29) Jack Hicks, Jr., 30) Johnny Richard Shuler, 31) Herbert Lee Morrow, 32) Leonard Mashburn, 33) Burlin Elijah Oliver, 34) Burl Edward Laney, 35) Claude Monroe Douthit, 36) James Worley Branton, 37) James Arnold Cooper, 38) Robert Max Reed, 39) James Hugh Gibby, 40) Don Lee Tabor, 41) Richard Albert Brown, 42) Robert Edward Sherrill, 43) Edith Cabe, Senior Sponsor, 44) William McNeil Woody, 45) Harold Curtis Revis, 46) William Robert Ayers, 47) Emmabelle Lovingood, Mascot, 48) Cecil Ford, Mascot

Photo and Identities courtesy of Jean Sandlin Douthit (#17)

1952: New Elementary School Building & Gymnasium

School building photos
from [1953 Ridgerunner](#)

Smoky Conference Tournament To Be Played At Swain High

BRYSON CITY—The annual basketball tournament of the Smoky Mountain Conference will be played in the new gymnasium in Bryson City, beginning on Thursday, February 19th and running through Saturday night, the 21st. This announcement was made here jointly this week by Coach Joe Hunt, of Sylva, as president of the SMC Coaches, and Coach Norris Jones of Swain High School.

The SMC is divided, geographically, into two divisions this season. The top four girls' teams in each division, the top two boys' teams in the A school division, and the four AA school's boys' teams will be matched in the tournament, based on team standings in the two divisions at the end of the regular season before the tournament is set.

On the first day eight games will be played in two sets of four games each. On Friday, in the semifinals, four games will be played. The finals are set for Saturday night, with boys' champion and girls' champion teams emerging.

A total of sixteen trophies will be awarded at the close of tournament play. These will range from winning team in girls' and boys' divisions, to best player awards, and a new trophy—one for the coaches—to be handed out by conference officials. There will be "bracket"

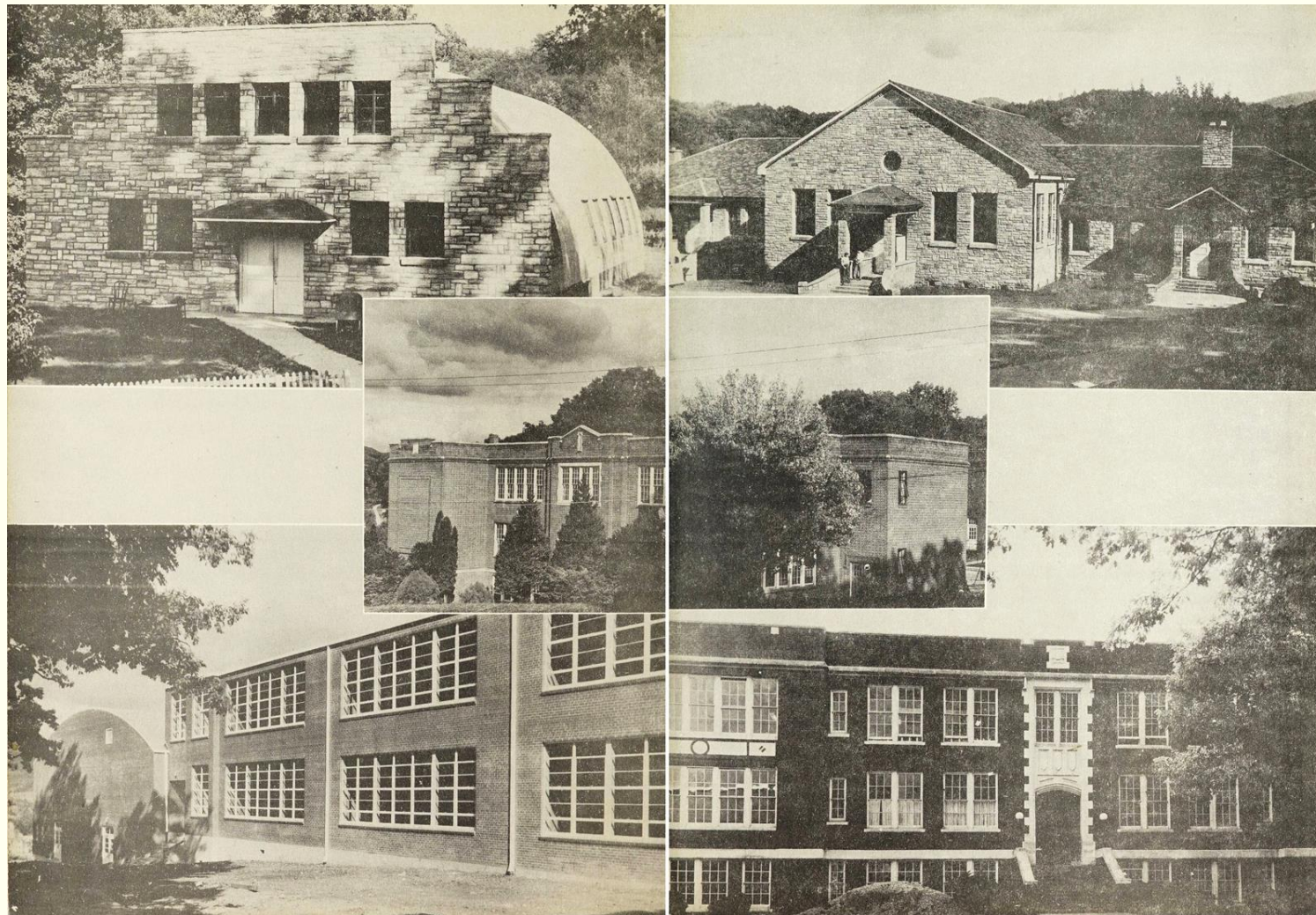
awards, with trophies in each bracket going to Class A and Class AA school boys' and girls' teams. Coach Jones said that the winner of the Class A school division would be matched against the winner of the Class AA school division to decide the conference championship in the boys play-offs.

The two boys' teams advancing furthest in the AA school division will be named to represent the Smoky Mountain Conference in the state-wide AA class tourney, the place and date of which are to be announced by State AA officials later this season.

Student admission fee for the tournament will be 50 cents each day; adult fees are 75 cents for each of two sets the first day, and \$1 for each of the final two days.

The new gymnasium in Bryson City was described by Coach Jones as being adequate to seat 1,500 fans for the tournament. This factor, along with the central location of Bryson City in relation to the Smoky Mountain Conference, was considered in the coaches' choice for tournament site.

Asheville Citizen
Jan 18, 1953



The new gymnasium and classroom building being constructed adjacent to the other school buildings on Arlington Heights is rapidly nearing completion. Swain County Superintendent of Schools, WL Lathan stated that the building should be completed by early fall and that he hoped it would be ready for the opening of school on August 28.

The building of reinforced brick construction will be one of the most modern and beautiful in western North Carolina. In the test room section There will be 12 classes, four washrooms and an office. In the gym section there will be the gym itself, girls and boys dressing rooms, a boiler room, and two storage rooms. The classrooms with a recommended capacity of 35 will be used by the elementary grades to relieve the congested condition in the high school. The one office in the new building will be used by the elementary school principal.

The new gym which Swain County has needed so long measures 90 by 100 feet And if equipped with proper type bleachers could easily seat 1000 spectators. The old gym which has served since the mid 30s (it could seat only about 400 at best) will be converted into a lunch room in the future.

Contractors building the new gym and classrooms are, WB Dillard general contractor of Sylva, HJ Hyatt plumbing contractor, Waynesville, and Webb Electric Company Electrical and heating contractor of Anderson, SC. Work began on the new building in the early fall of 1951 but construction was held up for weeks because of the shortage of structural steel.

The front of the building will measure 226 feet; the sides will measure 150 feet (one side is shorter because of the greater length of the gym section). The back side is divided. The gym section will measure 92 feet and the classrooms section will be 134 feet. Mr Lathan has stated that the approximate cost of the actual construction would be \$245,000.

The Smoky Mountain Times, July 10, 1952

Negroes Rejected In Swain

—Continued From Page One

enroll were:

Carolyn Powell, 16, 12th grade and Barbara Ann Powell, 14, 9th grade, children of James Powell, a jack-of-all-trades.

Julius McDowell Jr., 15, 9th grade, and Betty McDowell, 14, 8th grade, children of Julius McDowell, a Baptist preacher.

And Herman Thomas, 14, 10th grade, son of Albert Thomas, a Bryson City furniture worker.

All of the children with the exception of Thomas have been attending the Negro school at Sylva. Thomas has been living with an uncle in Ohio and attending an integrated school.

McDowell said the youths wanted to attend the Swain High School because: 1. Their parents can't afford to pay their board should they reside at Sylva, and 2. The Sylva school is not accredited.

Between 10 and 13 Swain County Negro children commute about 45 miles daily to the Jackson County school.

McDowell appeared before the Swain County School Board last week and presented a petition requesting the board "to immediately integrate the schools."

The Negroes apparently have no connection with the NAACP.

Earlier, through an Asheville attorney, Harold F. Epps, the Negroes said they were not asking integration but wanted, instead, \$35 monthly for each Negro student so each could board in Jackson County.

Woodard said Swain schools operate on a \$40,000 local budget and could in no wise afford such an allocation.

McDowell said this morning he does not know at this time if the Negroes will proceed with a law suit for admittance to the Swain school.

The petition has been in the wind several months and the school board has had a series of conferences with the Negroes.

A Bryson City white doctor, Dr. Harold E. Bacon, appeared at last week's school board meeting and spoke in behalf of the petitioning Negroes.

He said he thought it would be best for the community "to gracefully accept" the decision of the Supreme Court and not have integration "forced on us."

"This is a moral issue," he said. "It is either right or wrong. I think the people of this community recognize the basic rightness of this thing. They know it is coming eventually."

"I feel that if we went ahead and complied voluntarily our problems would be over," he said.

Dr. Bacon is a native of North Dakota but has practiced medicine here for 21 years. He apparently is popular and is active in community civic work.

Swain County Negro students and Jackson Negroes moved into a new \$100,000 school plant at Sylva this year, erected from state and local funds—with 5 per cent paid by Swain County—to replace an old unit.

There were 86 Negro students enrolled in the new school this morning.

Woodard said the School Board would have given the Negro students a \$35 monthly per student allocation "but we just don't have the money." He estimated such a proceeding would cost the county between \$3,000 and \$4,000 a year.

As for admitting the Negroes, he said "I don't think the people of this community are ready for integration."

"If it happened the Negro children would suffer more than the whites," he said.

He said intergration would make even worse "inferiority complexes" the Negroes have as a result of feeling they are "second class citizens."

Too, Woodard said he is afraid of what the "rabid element" would do at the onset of intergration. "But thank goodness we don't have many of those," he said.

There are ten Negro high schools in the 16 Western North Carolina counties.

One is in Asheville, four west of Asheville, and five east or south of Asheville.

Those west of Asheville are located in Macon and Jackson counties, Canton and Murphy.

Others are at Spindale, Tryon, Marion, Hendersonville, and Morganton.

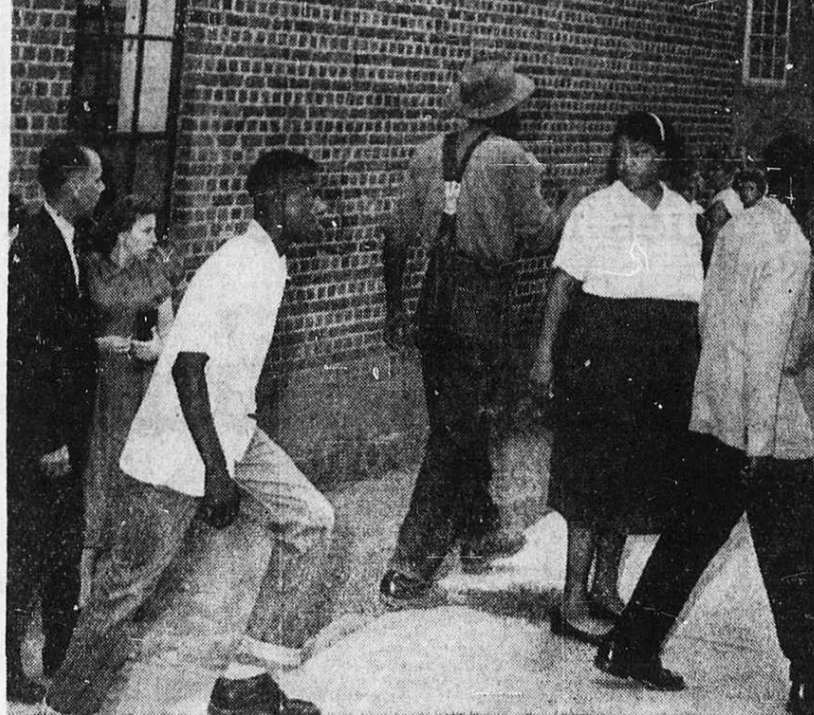
Two of the four west of Asheville, the Murphy and Macon schools, are one-teacher units.

Sending Negro students to school in another county, or another administrative unit, is a fairly common practice and done simply by an agreement between the two boards of education.

Under the General Statutes, the boards have the authority to make agreements with other boards of education to transfer pupils from one administrative unit to another unit "when the administration of the schools can thereby be more efficiently and more economically accomplished."

1956: Attempt made to Integrate Swain High and Bryson City Elementary Schools was Rebuffed

The entire Education Chapter of state law was rewritten in 1955. There was no such registration requirement in the 1955 law, as claimed by Woodard. However, on July 27, 1956 (one month before the attempt made to enroll the black kids), the General Assembly, in a special legislative session, enacted such a statute. Woodard took the recently passed law and applied it retroactively to the close of the previous school year (see highlighted section at right).



NEGROES SEEK ADMISSION

—Citizen Photo—Glenn

Negro students left white Swain County High School at Bryson City yesterday after applying for admission with three other Negroes. Entry for the five was denied. At left is L. H. Ballard, principal of the school.

5 Negroes Rejected By Swain High School

By KARL FLEMING
Citizen Staff Writer

BRYSON CITY, Aug. 30—Five Bryson City Negro students applied for admission to the white Swain County High School as the fall term opened here this morning.

They were politely turned away and no flare-up took place.

It was the first known application of Negroes for admission to white public schools in North Carolina this school year and was the first such effort since the recent legislation on the Persall Plan, which will empower local units to shut down schools threatened with desegregation if voted as a constitutional amendment Sept. 8.

It was the second known application by Negroes for admittance to Western North Carolina schools. Five Negro children petitioned the white Old Fort elementary school for admittance

a year ago and were refused. Swain County has no Negro High School.

The application this morning went off without incident and was through almost before a crowd of between 25 and 50 adults and about 100 students gathered outside the school knew what was happening. A group of whites followed the Negroes to



WOODARD

their cars but not a word was spoken between them.

The students, accompanied by their parents, entered the office of school principal Lacy Ballard and were gone in less than five minutes, after County Superintendent of Schools T. L. Woodard quietly informed them they could not be admitted because of improper registration.

"If you want to apply for admission again next year, you will have to register within 10 days after the close of the school term, according to the 1955 Legislative school assignment law," he said.

"We know you parents want the best for your children and we are not angry at you for coming here. Maybe in the next year or two something can be done," he said.

The Negroes who appeared to

—Turn To Page Five

The laws written during the [Special 1956 State Legislature Session](#) were entirely focused on avoiding school integration

Examples:

- Established “Education Expense Grants” for private, nonsectarian school attendance if the parents or guardians of a child did not want them to attend school with children of another race.
- Allowed the local board of education to suspend operation of public schools.
- Provided an exception to compulsory school attendance if the parents or guardians of a child objected to required attendance at a “school attended by a child of another race” and if it wasn’t (a) practical to reassign the child to a public school not attended by a child of another race and (b) reasonable and practical for the child to attend a private non-sectarian school (which the State would pay for).

1965-66 School year: County Schools Integrated

- Swain schools were integrated in the fall of 1965. Mike Jones was the first black student to graduate from Swain, in the spring of 1966.



Back: William Shuler Mike Jones
Front: Jim Nations George Oliver
Washington, DC 1966



Back: George Oliver Mike Jones
Front: William Shuler Jim Nations
Class Reunion, Bryson City 1996

Photos courtesy of George Oliver (the four boys roomed together on the senior Washington trip)

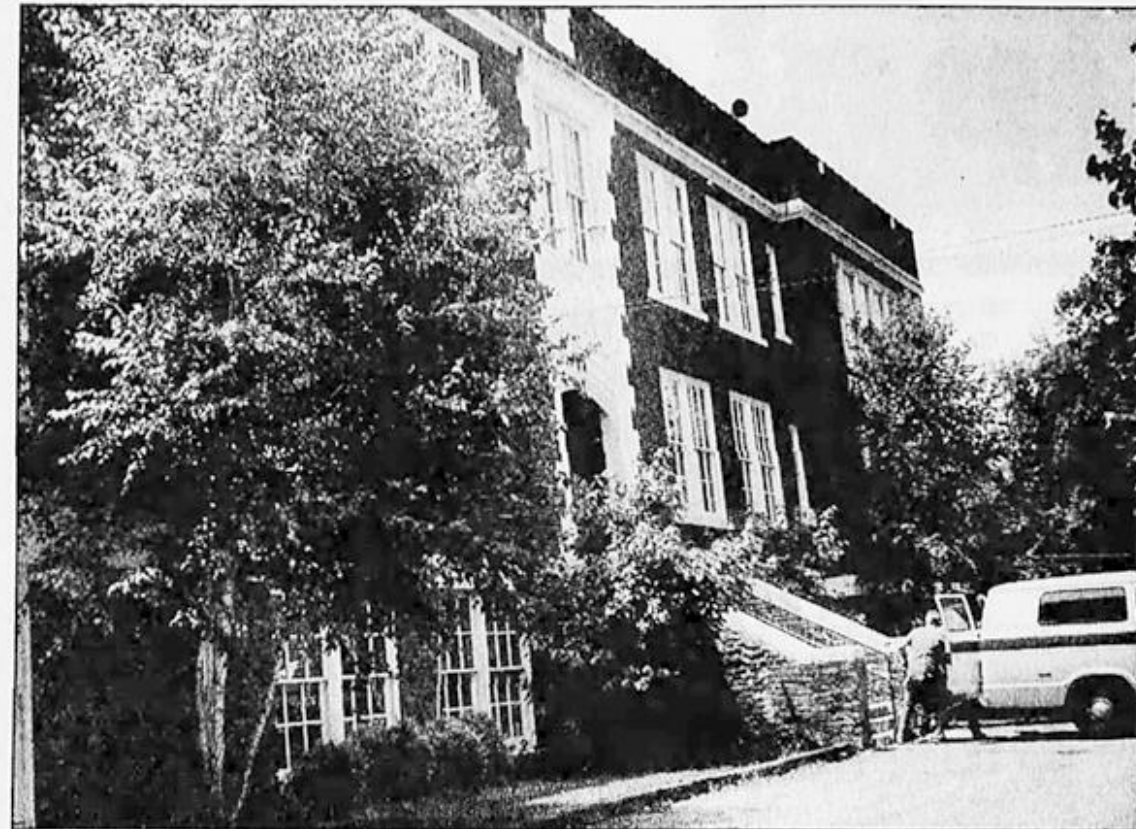
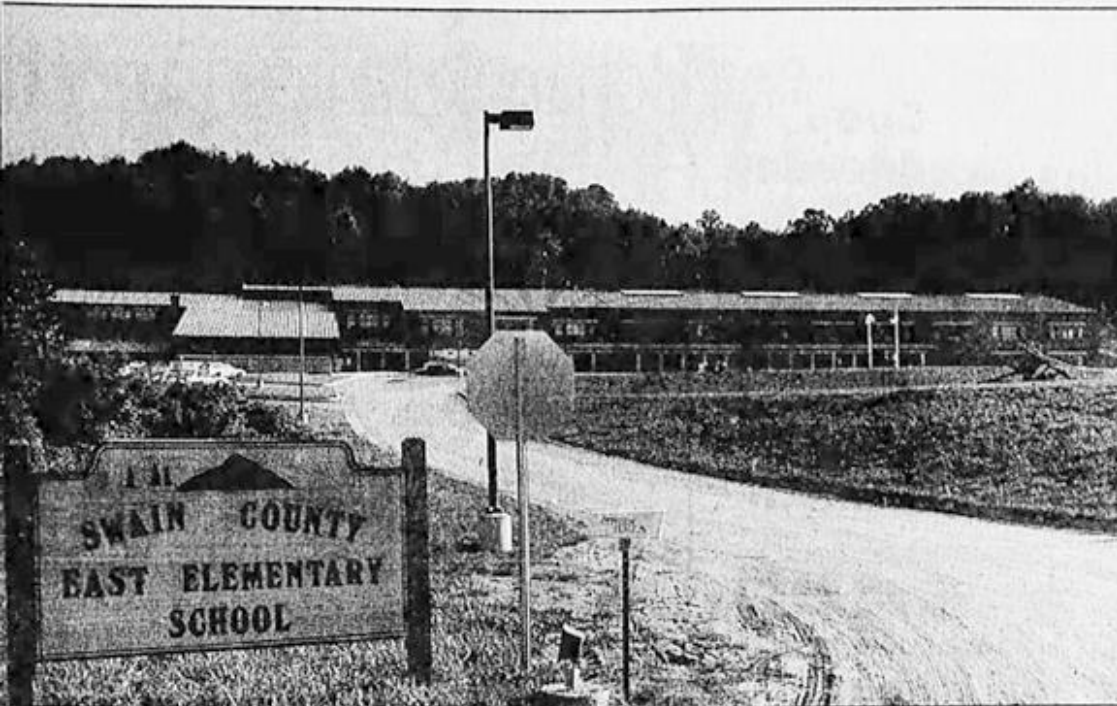
1970s-1990s

- Issuance of school bond approved by 90% of the voters in November 1974 election
- Moved into the new high school in the fall of 1977
- East and West Elementary Schools opened in 1991 (see below); initially Middle School on Schoolhouse Hill was grades 7-8, now 6-8.

ASHEVILLE CITIZEN-TIMES THURSDAY, OCT. 31, 1991

SMOKY NEIGHBORS

5



GEORGE ELLISON/NEIGHBORS

The new Swain County East Elementary School (left photo) and an almost identical Swain County West Elementary School were dedicated recently. The old Bryson City Elementary School (right photo) will soon be razed to make way for a new Swain County Middle School.