

# Sylvan Valley News

SUBSCRIPTION PRICE

One Year.....\$1.00 Six Months.....50c  
Three Months.....25c

NOAH M. HOLLOWELL Editor and Owner

Money Payable by Check, Stamps or Money Orders

Friday, December 8, 1916

Brevard should begin to think about using the advertising fund already in hand.

Young man, have you a hand in that \$5,000 for distribution at the bank or did you throw it away?

Remember the road question. Don't give up hope for better roads. Sentiment is ripening and something will come of it.

Could you think of a better Christmas gift for the money than a year's News subscription to some far away friend who formerly lived in this county?

Do your Christmas shopping and do it at home. Look over the timely suggestions in this week's News. They will make Christmas shopping easier for you.

Brevard is the recipient of some nice compliments in the way it raised funds for a factory site. But we should not let one good deed satisfy us. Just keep at it, that's the thing.

Remember the Red Cross Seals when sending letters or Christmas packages. They cost only a penny each but many pennies will do great work in stamping out tuberculosis.

Transylvania begins a new year this month from an official standpoint. Here's trusting that the next two years will be a period of efficiency and progress in the fullest sense of these words.

The Brevard Building and Loan has the right idea about helping a town to grow. Take a few shares and have a home or build for investment. Probably you can find a good plan from our Chicago architect in the series of articles to appear in the News.

Look over the items of county expense and see if things have been going to suit you. The paper list reminds us of the joke on a neighboring county, where a little light on a subject showed that the person drawing paper funds monthly had been dead for about a decade.

Time to be planning a house for the great influx of new residents. For the benefit of our readers having building operations in mind during our great city-building and industrial boom we have arranged to run a number of architectural plans from week to week. Look over the sketch this week for a cozy home for people of moderate income.

Prosperity is just buzzing in the air around Brevard. Plenty of money despite the cry of hard times and floods. Did you notice the report of the Brevard Banking company. The deposits stand at \$314,415.55 against \$225,096.83 for the corresponding period last year. The money is in the county to be spent if you can get hold of it and merchants are wise in using News space liberally during these holidays when thousands will be spent by Christmas shoppers.

We have been in a deep quandary for a long time regarding the kind of music to be played at our wedding and now through the kindness and inventive genius of the Hendersonville Hustler the problem has been solved and we shall have the same kind that it employs in a half column beautiful write-up lavished upon our good friends in Hendersonville. We don't know much about Mendelssohn's music and its effects upon honeymooners but recommend the following from the Hustler to all prospective brides and grooms: "The bridal party left the church to the stirring wedding strains of Men the afternoon (Edified R. Poff) (23476 5544 deissohn.)"

### Attractive Town Advertising.

Dr. C. W. Hunt has on display in the photographic window of Mr. W. N. Orpin an attractive piece of advertising. It consists of a number of photographs, life colored, grouped in a large frame. One of these frames will be displayed in the Foster advertising bureau at St. Petersburg, Fla., and the other in Dr. and Mrs. Hunt's hotel at that place.

The group of pictures arranged by Mr. Orpin include photographs of Mrs. Hunt's boarding houses in Brevard, some descriptive literature and local mountain scenery. It is very attractive.

The News believes that the town could accept this plan of advertising this section and display its attractions to splendid advantage at comparatively small cost. It has money to spend for advertising and it should not all be invested in any one scheme. Due consideration should be given the methods to be employed.

### New Subscription Rate Policy.

In face of the continually increasing cost of publishing the Sylvan Valley News by reason of rising prices in paper, nearly three times as much as it was a year ago, we have combatted the high cost of producing a creditable newspaper to the best of our ability, and while other publishers are seeking relief by increasing subscription rates, we have decided to let that of the News remain at \$1.00 per year in advance, but make some slight changes necessary in our subscription policy.

We have a few hundred subscribers who do not renew for a full year at the time but prefer to renew for three months four times a year. These have received the paper at the \$1.00 a year rate, making four payments of 25 cents each. This has necessitated our sending out expiration notices, coin cards, return envelopes and receipts four times a year instead of one, crediting renewals four times instead of one, correcting mailing lists and galleys and making records on our books four times a year instead of one.

We have been encouraging the 25 cent subscriptions but owing to the great amount of unnecessary work entailed in this office will have to encourage the \$1.00 renewals, many of which we are receiving.

This new policy will go into effect on January 1. The paper will not after that date be sent three months for 25 cents but the yearly rate will remain at \$1.00. After January 1 the paper will be sent to subscribers at the following rates: Two months for 25 cents, three months for 35 cents, six months for 60 cents, twelve months for one dollar.

### WHY THAT LAKE DIRT?

That morning business in the sharp pains which are not infrequently, makes such a disagreeable and impossible. Don't let your life be spoiled by a bad case—keep your kidneys in good shape by following this plan:

W. Davis, owner of the N. C. says: "I have been on and on for years. I was so sore and lame that I could hardly stoop and it was impossible for me to lift. When I got up suddenly, specks came before my eyes, turning me right. Nothing did me any good until I tried Davis's Kidney Pills. They soon gave me rest, and I know I can always depend on them."

Price 50c at all dealers. Don't simply ask for a kidney remedy—get Davis's Kidney Pills—the same that Mr. Davis had. Foster-Milburn Co., Props., Buffalo, N. Y.

Remember your friend with a News subscription as a Christmas gift.

### CALOMEL DYNAMITES A SLUGGISH LIVER

Crashes Into Sour Bile, Making You Sick and You Lose a Day's Work.

Calomel salutes! It's mercury. Calomel acts like dynamite on a sluggish liver. When calomel comes into contact with sour bile it crashes into it, causing cramping and nausea.

If you feel bilious, headachy, constipated and all knocked out, just go to your druggist and get a 50 cent bottle of Dodson's Liver Tonic, which is a harmless vegetable substitute for dangerous calomel. Take a spoonful and if it doesn't start your liver and straighten you up better and quicker than nasty calomel and without making you sick, you just go back and get your money.

If you take calomel today you'll be sick and unproductive tomorrow; besides, it may sicken you, while if you take Dodson's Liver Tonic you will wake up feeling great, full of ambition and ready for work or play. It's harmless, pleasant and safe to give to children; they like it.—Advertisement.

### Christmas Prayer

By Meredith Davis

STAR of the east, beacon of hope, angles nor tumult can dim thee above. Though sons of thy God lose sight for awhile of the life thou didst watch o'er that first Christmas morn, look not in anger nor turn from the scene of war's desolation with hot faith in man. Mortals must mortals be, what though the toll of nature's law strips the heaven from the earth. Yet there are hearts still attuned to the word of his Son, who came down this day to spread love supreme. The Christ word endures, brotherhood lives on, while the hands of God's nations stretch across to the lands where men have forgot and have struggled and died—forgot that their Father sees, forgot he shall judge—but the Christ spirit prevails to the end that all men shall one day be brothers, swords sheathed evermore. That now is our plea to the Peace King divine.

### Christmas Legend

The legend of St. Boniface and the first Christmas tree has been beautifully told. The scene lives before us—the wintry night, the swelling billock crowned with the great oak tree, the "thunder oak," sacred to the pagan god Thor; the tongues of ruddy flame, the ranks of white clad warriors, women and children facing the altar; the hoary high priest and kneeling child, the victim doomed to die by the blow of the hammer, a sacrifice to Thor, the hammerer.

Then the coming of Boniface, the blow from the hammer turned aside by the cross, the rescue of the boy, the fall of the oak beneath the mighty blows of the apostle, the story of Jesus simply told and how sin, not human life, is the sacrifice he asks.

"And here," said the apostle as his eyes fell on a young fir tree, with its top pointing toward the stars, amid the divided oak—"here is the living tree, with no stain of blood upon it, that shall be the sign of your new worship."—Parish Tidings.

# NOTICE NOTICE

## The Brevard Banking Company's Christmas Saving Club

BEGINS

Monday, December 18, 1916.


You are invited to enroll and get enough money to pay your expenses next Christmas

By Making Small Deposits Weekly

CLASSES are organized to save amounts from \$12.50 up to \$63.75. You can become a member of one or more classes, or take one or more memberships in the same class.

Children as well as Adults will be Enrolled  
ASK US FOR PARTICULARS

# Brevard Banking Co.



**THE MARTIN** will save enough to pay for itself several times during the first season. It saves time, labor and real money, but what it saves for you is more important.

Martin ditched farms pay from \$10 to \$30 more per acre. This machine reduces waste land and makes every acre pay. We don't ask anyone to take our word for these things, but we ask you to try.

*The Martin*

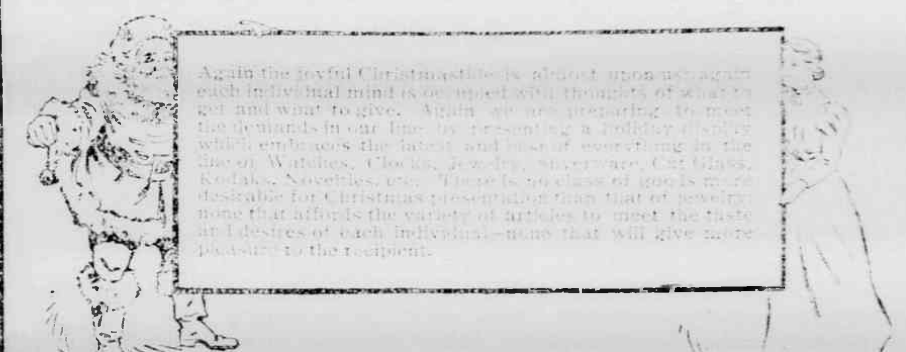
**Farm Ditcher and Road Grader**

for ten days. Put it to work. See what it is worth to you.

It cuts a V-shaped ditch, ditches on old ditches, throws up terraces, builds and levels roads, fills gulches, grades lawns, levelers, throws dirt to either side, adjustable for narrow or wide cut. Made of steel and will last a lifetime.

Don't let  
**C. DOYLE**  
Brevard, N. C.

Made by  
Curelans  
Ditcher and  
Grader Co., Inc.  
Owensboro, Ky. Patent



Again the joyful Christmas is about upon us and each individual mind is occupied with thoughts of what to get and what to give. Again we are preparing to meet the demands in our line by presenting a jewelry store which embraces the latest and best of everything in the jewel world. We have jewelry, watches, cut glass, Kodak, cameras, etc. We have a large stock of goods ready for a first-class presentation. We have a large stock of goods that affords the variety of articles to meet the taste of Libertes of each individual mind that will give more pleasure to the recipient.

**FOR MOTHER**  
A Clock for the mantle. We've alarm clocks from 75c to \$2.50; kitchen clocks \$3 to \$5; parlor clocks \$8 to \$22.

**FOR BROTHER**  
A Ring. He has been wanting one for a long time. Children's rings 75c to \$1.25; seal rings \$1.25 to \$8; plain rings \$1 to \$6; stone rings \$1.50 to \$50.

**FOR FATHER**  
A Gold Watch. We've watches from the dollar watch to a 14K gold watch at \$30; a solid gold watch as low as \$12.50.

**FOR WIFE**  
A piece of nice Cut Glass. Prices are from \$1.25 to \$10. Imported china 65c to \$2.50.

**FOR SISTER**  
A Bracelet. Baby bracelets \$1 to \$5; others from \$2 to \$14.

**FOR LOVER**  
A Start Pin. Solid gold pins from \$1 to \$10. Gold filled \$1 and down.

**FOR SWEETHEART**  
A Neckchain with Locket, Pendant or Cross. We can give you a chain as low as 75c or as high as \$15.

**FOR HUSBAND**  
A Fountain Pen. A few years ago these were a luxury, but now they are a necessity to the farmer as well as to the merchant. Pens \$1 to \$5.

**FOR GRANDPA**  
A pair of Field Glasses with which to view this beautiful country of ours. \$7.50 to \$15.

**FOR GRANDMA**  
A Trunk—silver or gold filled; which will you have? Silver, 25c, 35c, 50c, 60c and 75c. Gold filled that will last for twenty years \$2.25.

**FOR AUNT**  
Knives, Forks and Spoons. We sell the kind that wear.

**FOR COUSIN**  
A Kodak with all the fixings to take, develop and print your own pictures. Let us talk kodak with you.

Our stock is much larger than any ever before shown in Transylvania county, but the best of the most extensive stock always goes to the early birds. Will you be one?

We look for Quality first and then the price.

**FRANK D. CLEMENT**  
The Jeweler of Transylvania County  
Buy in Brevard this Christmas.

### A NEW SUIT COSTS FROM \$10 to \$50

Your old suit can be cleaned, pressed, repaired and made to look almost as good as new for 50 cents; \$1.00 a month for four suits.

City Pressing Club  
J. E. Waters ( Props. P. L. Bruce )

### IN TOYLAND

All kinds of Toys will be found at the  
**Brevard 10c Store**  
for Santa Claus. Unbreakable Dolls, Games, Stationery, Dishes, Pictures, etc. Reasonable prices to one and all.  
Store will be open on Saturday nights until after the holidays.

