

BREVARD NEWS

Name changed from Sylvania Valley News, January 1, 1917.

NOAH M. HOLLOWELL, Editor

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Friday, March 2, 1917.

Should Brevard sit idly and fold its arms in supine indifference or should it advertise its advantages for health, pleasure and recreation to the world in the hope of inducing tourists to visit this section next summer?

Looks like it is going to be "drier" than ever for the unsatisfying thirst of those who succeeded in flooding this county with liquor. The thirst won't hurt if it can't be quenched. That's what the best medical authorities say.

A number of subscriptions expire with this issue and the News would advise prompt renewal in order that readers may enjoy the history of the county which begins in serial form this week. Subscriptions are not continued after expiration except by request of the subscribers.

The News has been a little lax in giving away copies of the paper in the hope of doing some good advertising for itself and the county but the high cost of that which it takes to produce a newspaper makes it necessary for us to charge for every copy of the paper hereafter leaving the office, except when subscribers fail to receive their copy or when names of former residents of the county are furnished us. We are glad to send such persons sample copies in the hope of inducing them to subscribe.

The News feels quite fortunate in being able to present to its readers for the first time the written history of Transylvania county. Mr. Ora L. Jones has given considerable study to this history and is qualified to present it in an interesting and authoritative way as records and tradition will permit. This history is worth preserving. Mr. Jones is considering the advisability of putting it in book form but this has not been decided upon, therefore the News would recommend the filing of this history for it is important historical matter.

Advertising Brevard.

The News has repeatedly called attention to the importance of some form of advertising for Brevard in the hope of getting returns in the way of tourists next summer.

Brevard has great competition as a resort for tourists and therefore cannot afford to let grass grow under its feet. We understand that limited funds are in hand. If this be true and the committee does not feel equal to the task of preparing the booklets or other advertising matter it should accept a proposition from an expert who has offered his services in this respect.

The town needs to print some booklets with which to supply those who would request literature in response to a series of advertisements that should be placed in newspapers in some of the Southern States.

Brevard is sleeping on the job. No literature was sent out last year and the time has come when there should be immediate publicity activities for results next summer. Money judiciously spent would pay great dividends from which the whole county would benefit.

**Transylvania County History
 From Earliest Settlement To
 Present Date; Weekly Serials**

Graphic History of County Published for First Time; Covers Movements of People From Date of Earliest White Settlements in Upper French Broad Section; Published Weekly in Serial Form.

BY ORA L. JONES

I.
 The series of articles on Transylvania county history, of which this is the first, that will appear from week to week in the Brevard News, like those now appearing in the Asheville Sunday Citizen, cannot rightfully be called a history of the county. It is not the object of the writer to write a complete history, at this time, putting each incident in its chronological order, but rather a few of the more important events will be selected at random to serve as subjects for these articles. While the articles that will appear in the News will differ somewhat from those heretofore published in the Citizen the same subjects and order will be generally followed.

The writer has been gathering data for a history of the county for the past five years with the hope of some time writing a complete story of the achievements of the county, and so far much valuable data has been collected. Less than one-fourth of the facts already gathered will be used in the newspaper articles, however the rest will be used in a book—should it ever appear profitable, or at least not unprofitable, to print one. Anyone interested in having the history published or anyone who wants a copy, if published, is invited to confer with the writer.

While there may have been occasional surveying parties and a few stray hunters in the upper French Broad valley before the Revolutionary war, it is quite likely that there were no permanent settlers here until after the colonies had gained their freedom. A number of grants had been issued to territory in this section before that time, but there is no record of any of them having been occupied by their owners.

The first settlers to move into the upper French Broad valley did not find an unbroken forest. A disastrous forest fire, presumably set by the Indians in their chase for game, had devastated the forests, leaving only ashes behind. The exact extent of this burned area cannot be definitely defined, but that it swept the Little River valley and the French Broad valley at least as far up as Rosman, including all the hills and mountains in the Island Ford and comestee sections is well established by statements made to some of the older residents of the county living today by old people living when they were young, and also by the writings of General Charles McDowell, who visited this section at the close of the revolutionary war. Statements above referred to were made to Judge George A. Shuford, J. M. Hamlin, J. L. Bell and others, and these men are positive in their statements that there was no standing timber in a good part of this section at that time.

The reaction was at that time de-

scribed as having the "appearance of a mountainous prairie." The writer does not mean to intimate that the county at that time was a flat, or rolling plain, with grass all over it, as an eminent (?) citizen of the town strongly insists we said in a former article on this subject. The mountains were here then, and in much the same formations as now; but according to good authority, undisputed by the "rings" on the trees since cut in the burned section, there was little if any standing timber when the first white settlers came.

There was one exception. Near the present town of Cherryfield there was a small area covered with wild cherry trees, with no other timber near. This gave the section its name, and for many years the entire upper part of the county was called "Cherry Fields."

All up and down the French Broad river, and especially in the lower end of the county there was a great swamp, which had grown up in a tangled mass, in some places miles wide. After the territory had been drained this swampy area was worth but little for farming purposes for many years. Many people living today remember when large tussocks of roots could be found, when to jump on one would disturb an area for many feet around. A large number of maple trees sprung up in this area after the water was drained off.

At the close of the Revolutionary war the officers and men of the Continental army were paid for their services in western land. General Charles McDowell, who won fame at the battle of Cowpens, and in defeating General Ferguson at King's Mountain, this being the turning point in the war, accepted as a part payment for his services 640 acres of land in this section including the site of the present town of Cherryfield as well as the cherry trees above referred to. He came to the upper French Broad section, probably in 1787, and spent two or three months on his property. He then moved to "Quaker Meadows," near the present town of Morganton, where he made his home.

In 1789 General McDowell received a grant for 500 additional acres of land adjoining his first grant, on both sides of the French Broad river, including the forks of said river where the path crosses to Eastatae. The "path" was an Indian trail that crossed the French Broad just below the present town of Rosman.

After moving to Morganton General McDowell's daughter married a young settler there by the name of Paxton, and as a wedding present the old Revolutionary hero gave his daughter and her husband all his land in the French Broad valley, and the young couple came

Continued on page 7.

**EVER SALIVATED BY
 CALOMEL? HORRIBLE!**

Calomel Is Quicksilver and Acts Like Dynamite on Your Liver.

Calomel loses you a day! You know what calomel is. It's mercury, quicksilver. Calomel is dangerous. It crashes into your bile like dynamite, cramping and sickening you. Calomel attacks the bones and should never be put into your system.

When you feel bilious, sluggish, constipated, and all knocked out and believe you need a dose of dangerous calomel just remember that your druggist sells for 50 cents a large bottle of Dodson's Liver Tone, which is entirely vegetable and pleasant to take and is a perfect substitute for calomel. It is guaranteed to start your liver without stirring you up inside, and can not salivate.

Don't take calomel! It makes you sick the next day; it loses you a day's work. Dodson's Liver Tone straightens you right up and you feel great. Give it to the children because it is perfectly harmless and doesn't gripe.—Advertisement.

RUB OUT PAIN
 with good oil liniment. That's the surest way to stop them. The best rubbing liniment is

MUSTANG LINIMENT

Good for the Ailments of Horses, Mules, Cattle, Etc.
 Good for your own Aches, Pains, Rheumatism, Sprains, Cuts, Burns, Etc.
 25c. 50c. \$1. At all Dealers.

Be the best in feeding your stock

"It does not pay to try to fool the animal." This opinion of Prof. W. H. Dalrymple, the South's foremost feeding authority, has always been the manufacturing policy of EDGAR-MORGAN CO.

Old Beck Sweet Feed

That is why This Feed Keeps Work Stock in Prime Condition. No substitutes to feed the hungry, health and power building, tissues of the animal—not an ounce of waste or valueless matter in a ton. The manufacturers stand behind our GUARANTEE of HIGH QUALITY of this FEED.



Dealers in Brevard



The Careful man tries to save a little of his earnings each pay day - and puts it in the Bank; till he is rich some day

THIS PICTURE TELLS ITS STORY BETTER THAN WORDS.
 ALL WE WISH TO SAY IS THAT WE HAVE A BANK WHERE YOU CAN PUT YOUR MONEY WHILE IT IS GROWING INTO A FORTUNE. OUR BANK IS A SAFE PLACE FOR YOUR MONEY. WE WILL WELCOME YOU HERE AND TREAT YOU WITH COURTESY. WE WILL GLADLY ADVISE YOU AND ASSIST YOU.
 COME IN.

BANK WITH US.
 WE PAY 4 PER CENT INTEREST ON TIME DEPOSITS
Brevard Banking Co.



Half the secret of good pictures is the film. See that yours is the EASTMAN N-C FILM. The word "Kodak" on the spool end identifies the genuine.

FRANK D. CLEMENT
 The Jeweler of Transylvania County.

**SOME FACTS AND THEIR APPLICATION
 ADVERTISING BUILDS GREAT CITY!**

In the face of superior natural advantages possessed by competing towns, Advertising produced in California one of the finest and most beautiful cities in the whole world. It is Los Angeles. Every state in the union and every country on earth have sent men and women to live there. Wealth was brought in. Manufactures were attracted. Population increased by amazing strides.

The results were wonderful—and so unmistakable was the cause of them all that a famous writer was moved to call Los Angeles "The City that Advertising built."

There was neither magic nor miracle in Los Angeles' growth—it was

brought to pass by vision; by a truthful conception of the power of publicity; by the correct application of the laws of cause and effect.

What Los Angeles accomplished any other town may do—and towns in Western North Carolina may do it more easily. Any Western Carolina town that has ambition enough to raise a fund equal to the per capita expenditure of Los Angeles may achieve even better results than were possible where new citizens had to be induced to cross a continent and the arid wastes of the West.

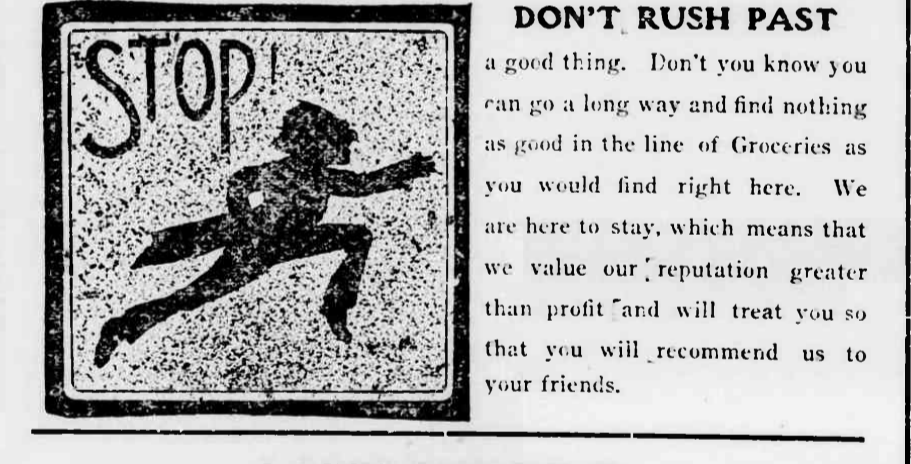
That WESTERN CAROLINA possesses many remarkable advantages is so strikingly evident as to admit of no argument.

**THE FACTS POINT THE WAY TO ACTION
 WILL YOUR TOWN GRASP ITS OPPORTUNITY?**

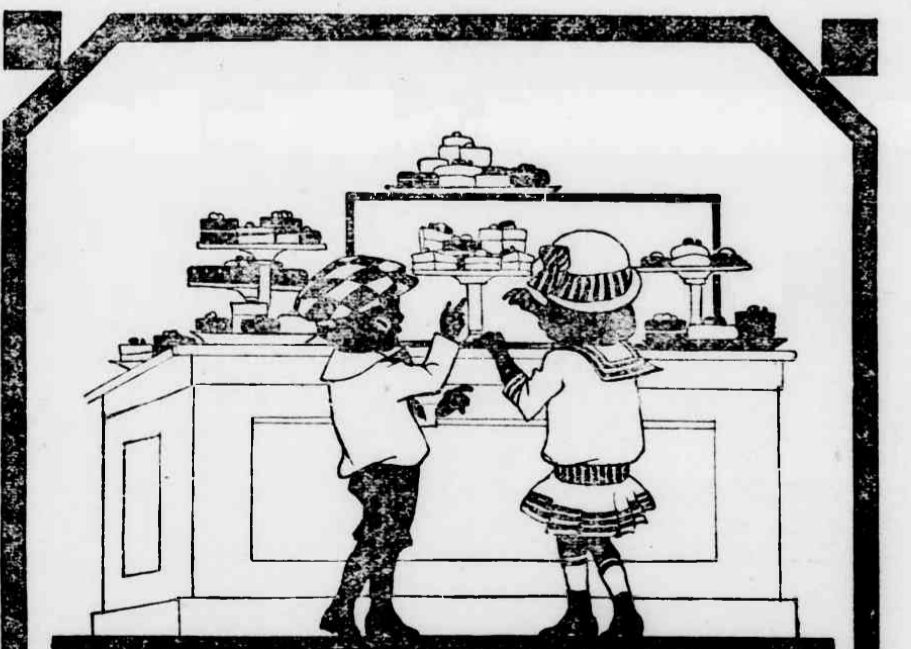
Successful advertising is more a matter of money—more a knowledge of "How" than a richness of means. This Agency offers its services to Commercial, Industrial and Tourist Organizations and Committees.

Display Advertising Campaigns, Booklets and descriptive matter, and correspondence forms, for Hotels, Schools, Assemblies, Sanitariums, Residence Parks and Real Estate Subdivisions, given special attention.

L. Edwin Gill Advertising Agency ASHEVILLE, North Carolina.



MITCHELL
 The Grocer.



COME TO THIS BAKERY FOR PASTRY THAT WILL MAKE YOUR MOUTH WATER.

Philipp's Bakery
 Phone 24