

MUST PREVENT FIRES WHICH DESTROY FOOD

You cannot continue to eat if you continue to burn up the food!

Therefore, if you want to eat—and continue to eat—prevent the fires that are destroying vast stores of the country's food products every day.

These are the salient thoughts of a letter recently issued by one of the largest insurance companies to its agents and to the insurance fraternity. The letter emphasizes the fact that the duty to serve cannot be delegated. "U. S. stands for the United States," it says, "but it spells U. S. and with a very distinctive spelling when a 'state of war' arrives."

The letter is a clarion call to individual service—personal assumption of responsibility for waste, however caused and whatever it affects but with particular reference to the prevention of food wastage by fire.

The insurance company's call is to the agents of the company first, to the insurance fraternity second; but it applies with equal force to every man and woman—even every child—that handles or in the remotest degree is responsible for created values, whether created by man's handiwork or produced as the result of his labor.

The letter follows:

"In the stress which confronts our country we have also the recognized importance of the individual, the quantity and quality of the personal obligation of every citizen, which in less strenuous times is overlooked or ignored. It is not a time when personal responsibility may be left to parties, societies, officials, aggregations, etc. which in 'piping times' of peace and prosperity is too much our habit. Each must now follow the flag for himself—we cannot avoid or delegate our duty. U. S. stands for the United States, but it spells U. S. and with a very distinctive spelling when 'A State of War' arrives."

"It is a favorable feature of the war, this renaissance of the individual. Boys at once become manly; the careless and indifferent become sober-minded; the sober-minded become serious, and the serious become intense. The inanimate reaches its best and thus the whole people become like a tuned piano with every wire at tense tension. Insurance men are sure to respond to the preparedness requirements of the situation, and they know as well as any what is needed to insure the safety and honor of our country. All will not be called to the colors, but all will be called to share in the duties and burdens of the times."

"Never before in the war experience of this country has there been such anxiety for our food supply, and never before has there been so much reason for this solicitude. There is abundant evidence that we are going to be hungry! In fact, this question of food supply is the great feature of the awful European war and it will have an important if not decisive influence upon the outcome. Throughout our country the danger is being understood and the demand has gone forth for the fullest product which the land can be made to yield. There must be no idle lots or acres or tillers of the soil—for food supply takes prominence over munitions."

"Equally important with food production is its conservation, the saving for actual use. Stores of food-laden vessels have been sunk at sea by the vicissitudes of war and enormous quantities have been lost by fires on land from vicissitudes that you know all about. We may not diminish continued loss by war, but there can and must be salvage from the loss by fire. What avails it if thousands of acres are sown and harvested if the product be destroyed in such elevator fires as have recently occurred, one of them involving a million bushels of grain? Not only grain in elevators, but grain and flour in mills and warehouses; meats in cold storage and packing houses; food in wholesale and retail groceries, canning and provision establishments—in fact, few fires occur without the loss of foodstuffs now so

potentially precious. That there was insurance cuts no figure for you cannot eat money. . . .

"In behalf of our mutual business and the higher motive of patriotism, it occurs to us to suggest that you use your war-stimulated earnestness and quickened sense of duty for serving your country in a consecrated effort for the prevention or loss by fire in your business territory and plan a campaign which will make incendiarism as odious as treason and careless indifference to fire-prevention requirements as nothing less than criminal!

"You have the ability, the knowledge and the experience; you have the confidence of your clients and acquaintances, and you have behind you the critical need of your country in conserving the supply of food. You know where fire dangers exist and what improvements are needed. This is no small matter at any time, but is much emphasized just now and is worthy of your determined undertaking according to plans which are best calculated to bring results in your respective localities. Enlist the interest of your competitors, your fire department, your good citizens, your local press, and arouse your community to the prodigious wastage of fire, which can easily be lessened. We are sure that if the insurance men of this country were conscious of how much they could do in this behalf and made that consciousness active along lines in which they are well informed, our share of annual ash-heaps would diminish, rates of insurance would decrease, a patriotic service would be rendered and an important contribution to the food supply of the future would be made."

There is no gainsaying the importance and timeliness of this plea. The country is not yet awake to the fact that we are at war. The sound of the guns is afar off and it is on the other side of the world that men are dying. Yet millions in value—including millions of value in food—and hundreds of lives have been destroyed here at home in the carrying out of a warfare as real as that raging from the English Channel to the Swiss frontier and as bitter as that which has filled the gloomy chambers of stormy seas with uncounted dead.

And all because there has been, in this country, no adequate system of prevention, no well-planned method of protection, no general adoption of sound principles for the accomplishment of fire extinguishment. Individual responsibility is a burden on all; but it bears with a compelling force on those whose properties are destroyed, and particularly those mills where grain is ground into flour and meal, in the warehouse where foodstuffs are stored and especially in the grocery store where the keeping of foodstuffs and inflammable materials near together renders an extra hazard. It is up to them to remove every hazard that is removable. It is up to them to provide every means, method and facility for protection against both internal and external hazards.

And, above all, if works and devices and systems and methods of prevention fail, there is the last trench defense of fire-extinguishment. From the very nature of the problem—food conservation—it is necessary that this be accomplished with the least possible loss or damage, which presupposes immediate detection of fire at the point of origin, immediate alarm to outside fire fighters that fire exists, and immediate setting to work to extinguish it. This means that these functions must be automatically performed, to be of highest service.

Fire prevention, therefore, for the removal of causes; fire protection, for the safeguarding of properties and processes; and sprinkler equipment to meet the exigencies of the situation if—despite all precautions—fire develops—these are the elements of the personal responsibility that must be shouldered by the food handlers of the country. What are YOU going to do about it?

person learns to handle the steering wheel well enough to keep the car in the road he immediately begins to bend his efforts toward the maximum of speed. The speed limit of automobiles on the country roads in North Carolina is 25 miles an hour. But there isn't always a traffic officer in sight and the utter disregard of law is appalling to say nothing of the greater danger to human life.

"It seems to me that the first thing an embryo motorist should do is to learn to have perfect control over the automobile. This is necessary, not only for the safety of the motorist himself but for those who are forced to share his road as a part of the reckless driver. Twenty-five miles an hour on a straight stretch of country is all the speed the average person needs. But when the careless motorist attains from forty to sixty and takes the curve ahead at practically the same speed he is flying in the face of Providence. If no one suffered but the wild driver himself it might be just as well if the inevitable happened and got rid of him. But the worst part of it is the same citizen driving in a buggy at a decent rate of speed, or worse still the child or aged person who may be just around the curve, must stand in danger always."

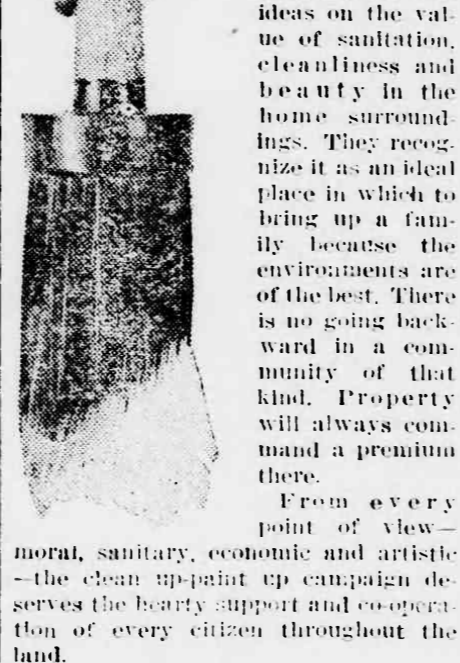
"No truer saying was ever uttered than that 'Safety First is Man's Humanity to Man.' If the reckless driver has no fear for his own safety he owes it to his neighbor to be careful of the neighbor's life and property."

Every One Should Co-operate In the Paint Up Campaign

THE market value of property is greatly enhanced by its attractive appearance. Every community where the homes are neatly kept up, the houses and fences painted and the grounds in spick and span condition is its own best advertisement.

Home seekers and investors are naturally drawn toward it. They recognize that such a community is progressive and that it is actuated by enlightened modern ideas on the value of sanitation, cleanliness and beauty in the home surround- ings. They recognize it as an ideal place in which to bring up a family because the environments are of the best. There is no going backward in a community of that kind. Property will always command a premium there.

From every point of view—moral, sanitary, economic and artistic—the clean up-paint up campaign deserves the hearty support and co-operation of every citizen throughout the land.



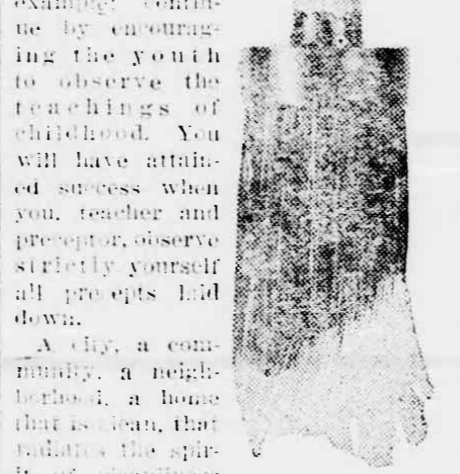
Paint Will Make Your Place Pleasing to Eye

PAINT makes store fronts more pleasing and entrances more inviting, just as the uniform makes the soldier seem twice a hero. A liberal use of paints, oils and varnishes in the business world brings back the money taken from the purse for their purchase many times over. They are the emblems of business prosperity and growth, and these are magnets to all. If the merchant is prosperous it is good wisdom that he should let the people know it, and then, by a rule as sure as the workings of mathematics, he will have more prosperity. And the merchant who is not doing quite so well would be equally wise to refurbish up his place and make it put on the tidy, bright air so generally characteristic of the headquarters of successful enterprises.

City With Well Painted Houses Advertises Itself

"A CITY set upon a hill cannot be hidden." Neither can a house set in a well kept yard and surrounded with a painted fence. Both are conspicuous, both excite curiosity from afar. When the beholder draws nearer and becomes acquainted in detail conscientiousness grows into dignity and curiosity becomes admiration. A clean city, a clean community, a clean neighborhood, a clean house—one possesses as much goodly virtue as the other—each is to be sought by him who would dwell in an atmosphere of godliness. Thomases must be educated to a standard of cleanliness as they are educated to a standard of morality or to any other standard. Begin by teaching the children by precept and example; continue by encouraging the youth to observe the teachings of childhood. You will have attained success when you, teacher and preceptor, observe strictly yourself all precepts laid down.

A city, a community, a neighborhood, a house that is clean, that radiates the spirit of cleanliness even from its remotest crannies, needs no other advertisement than its own virtues. The paint brush is one of the greatest cleansers. Set the pace by painting up your house.



\*\*\*\*\* You know the FIRE LOSS in this country is great. BUT Do you know that the PROPERTY loss due to the LACK OF PAINT is much greater? STATISTICS PROVE IT. PAINT UP AND SAVE YOUR PROPERTY! PAINT UP AND CONSERVE THE LIFE OF YOUR TOWN! \*\*\*\*\*

Strangers Impressed With Well Painted Houses

THOUSANDS of strangers are constantly visiting our city. Imagine the effect upon them of seeing our stores cleanly and attractive, our mansions and pretentious dwellings dressed in the newness and freshness of the painters' art and material and the many humble homes bearing evidence of the ambition and wisdom of their owners.

The practical side of life means much, for it is necessary. But it is not everything. What woman is not happier when she beholds the jeweled rings on her fingers or the gems about her neck? And what man does not share her pleasure at the sight in which he participates? It is the higher nature within humanity that values beauty. But the same aesthetic spirit that discovers pearls in the morning mists, rubies in the depths of blood stained roses or diamonds gleaming in the sunlight fires should not be too proud to affiliate with the hard facts of life and tame them to their prosaic uses.

\*\*\*\*\* Do you want to rent that house of yours? Paint it. Paint preserves the life of your property. Tenants are attracted. Be progressive. Paint up. \*\*\*\*\*

Potato diggers 75c and \$1.00 Farmers Supply Co.

\*\*\*\*\* Diversified Ads Are Business Builders \*\*\*\*\*

\*\*\*\*\* ILL For sale. Write or see, C. K. Osborne, 6-22-tf \*\*\*\*\* DGS WANTED—We pay cash. Mille Supply Co. 3-2-tf \*\*\*\*\* FOR SALE—One first class Jersey cow fresh. E. S. English, 8-17-2b \*\*\*\*\* TRENS, EGGS, BUTTER—Cash paid for them. City Market, 7-6-tf \*\*\*\*\* HOUSES AND LOTS and vacant lots for sale. See W. H. Faulkner, 12-29-tf \*\*\*\*\* R RENT CHEAP—Nine-room house modern conveniences. E. T. Henning, 1-tf \*\*\*\*\* TOWN LOTS, farms and timber lands for sale. Frank Jenkins, Brevard, N. C. 1 \*\*\*\*\* WANTED—Chickens and beef cattle. Osborne Market, next door to Bishop's, 6-8-tf \*\*\*\*\* FOR SALE—Six room house on French Broad ave, just below depot. R. K. Ballard, 5-18-tf \*\*\*\*\* DRESSMAKING, plain and fancy sewing, next door to postoffice. Miss Elizabeth Bennett, 6-15-tf \*\*\*\*\* STOLEN—St. Smith & Wesson pistol, No. 190809. Reward for information, W. D. Glazener, 8-10-3p \*\*\*\*\* WANTED—HIDES, WOOL AND FURS. Bring them to W. L. Aiken for highest market prices in cash. 12-8-tf \*\*\*\*\* WANTED—Cash paid for all your feed sacks. Bring or ship them to J. L. Aiken, Brevard, N. C. 7-13-tf \*\*\*\*\* FOR Sale—Good four-section hook case at a bargain, \$12, because don't want to risk shipment. Noah M. Hollowell \*\*\*\*\* WHY PAY RENT—When you can buy a nice home in town or a small farm just on the outside of town? See Thos. L. Walters, 8-10-tf \*\*\*\*\* BARK WANTED—Chestnut Oak and Hemlock. Highest cash market price. Transylvania Tanning Company, Brevard, N. C. 4-27-tf \*\*\*\*\* WANTED TO BUY—Farm adapted for stock purposes. State price and full particulars. Address Box 8, Asheville postoffice. 7-27-3tc \*\*\*\*\* THE BLYTHE AND SCOTT rye and corn mill at Blantyre is now ready to serve their customers on Tuesdays, Thursdays and Saturdays. 8-10-tf \*\*\*\*\* FOR RENT—Eight-room house on Broad street near E. W. Blythe also rooms for light housekeeping above Mitchell's store. A. M. Verdery, 6-8-tf \*\*\*\*\* FOR SALE—Modern cottage, practically new; six rooms, bath and pantry; desirable location; good community; price reasonable. Rev. A. W. McDaniel, 8-3-tf \*\*\*\*\* LOST OR STRAYED—Painter dog, eight months old; liver-colored head, liver and white spotted body; named "Scout." Reward offered for return. W. Mck. Fetzer, Camp Sapphire, 8-24-tf \*\*\*\*\*

\$10,000 FIRE VISITS STORE AT ROSMAN

The Gloucester Lumber company's store at Rosman was partially destroyed by fire on Friday.

The fire was discovered about 9:20 o'clock in the morning in the second story of the building, one part of which was occupied by a family, the other part being used for storage. The cause of the fire is unknown.

On the discovery of the fire, the plants at Rosman were shut down and the employees went to work to save the building. Citizens of the town also gave their aid, and all struggled heroically against the flames. Two lines of hose were run from the tannery to the store and streams of water were kept playing on the fire, which by dint of hard work was confined to the upper story.

The destruction of the second story and the damage to the goods in the store from water caused an estimated loss to the company of \$10,000.

REV. LINER'S FOOT MASHED

Rev. J. R. Liner met with a painful accident while at work at the Transylvania Tanning company's plant on Monday. A heavy piece of lumber, 6 by 6 was dropped by a workman and fell upon his foot, mashing the big toe. The mishap has put Mr. Liner out of working order for several days. He had just about recovered from a puncture of the foot by a nail.

LIEUT. ALLISON RETURNS

Haskell Allison, who spent about three months in the officers training camp at Fort Oglethorpe, was granted a second lieutenant's commission in the regular army and assigned to the post at Chattanooga, Tenn. He came home last week for a few days' visit before taking up his new duties.

J. M. KING AT FT. MOULTRIE

John M. King, son of P. S. King, recently left Greenville, where he had been in business for several years, and entered the volunteer service of the country by enlisting in the medical department of the army at Fort Moultrie, S. C., where he is now stationed.

FREE SCHOLARSHIPS AWARDED

Scholarships in the following institutions have been awarded in this county: Berea college, Ky., Miss Ruby Faulkner and Cecil Sheffield; A. and E. college, Raleigh, Everett Talley.

Go to Farmers Supply company for seed sowers noted for even distribution of seeds.

J. W. McMINN W. P. WEILT J. M. ALLISON

HARNESS AND LEATHER



You have made a good crop, prosperity is smiling abroad over the land. Your horse and mule have worked faithfully and there is no better time for complimenting them with a good set of strong, durable harness. Old rotten harness on muddy roads create embarrassing positions. Invest in a good set. We have all parts of harness and in addition to a wide assortment we have leather in bulk to cut in various sizes, sole leather, etc.

The most of these materials were bought when the prices were low and while the goods last we are going to give our customers the full benefit of the attractive prices.

Farmers Supply Company

Advertisement for PYREX Pyrex food dishes. Includes an illustration of a woman baking and the text: 'You can SEE as you Bake'. 'In PYREX food dishes quickly retains its flavor and you can watch the baking through the dish—the bottom as well as the top. PYREX is sanitary, washes easily, keeps clean, never cracks and is guaranteed not to break in oven use. There is a PYREX style and size for every practical baking purpose. One Pyrex dish does the work of several pieces of other oven-ware.'

Brevard Hardware Co. Don't order. C. Doyle.

Get your Mason fruit jars and rubber and preserving kettles at Farmers Supply Co.

Auditorium Thursday, August 30

WILLIAM FOX presents VIRGINIA PEARSON in

"A Tortured Heart" IN FIVE PARTS.

The dramatic story of a woman's struggle for happiness. Admission 10 and 15c. Matinee 3:30, 10c.

Ladies' riding skirts and leggings. Farmers Supply Co.

MOTOR DRIVERS GIVEN WARNING

INSURANCE COMMISSIONER JAS. R. YOUNG CALLS ATTENTION TO NUMEROUS ACCIDENTS.

Automobile Accidents Are Too Numerous—Toll of Human Life Is Fearful—What Shall We Do?

Calling attention to the great number of serious and minor accidents to automobiles which become so marked as the summer weather approaches, Insurance Commissioner James R. Young says:

"Automobile accidents are too frequent and there must be some means by which they may be checked. Our newspapers every day give accounts of accidents to automobiles but especially is this true of the Monday and Tuesday morning newspapers. They carry the accounts of the accidents that occur to the Sunday motorists. The toll of life is fearful. What shall we do about it?"

"The speed mania seems to be the cause of the greater part of the accidents. It appears that as soon as a