

**THE BREVARD NEWS.**

Published every Friday and entered at Postoffice at Brevard, N. C., as Second Class Matter.

**Editors:**  
W. E. BREESE, Owner  
Wm. A. BAND, Publisher

**SUBSCRIPTION RATES:**  
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Two months ..... .25

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Display, per column inch ..... .30c  
Reading Notices, per line ..... .10c  
Want Column Notices, per line .. .5c  
We charge 5 cents a line for Cards of Thanks, Resolutions of Respect and for notices of entertainments where admission is charged.

Address All Communications To The Brevard News:

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

FRIDAY NOV. 25 1921  
**BUYING AT HOME**  
The Aim Is Frankness and Sincerity

The heading of this editorial has appeared in many, many issues of the "News" and great stress has been brought to bear upon the readers of these columns of the mutual benefits derived from co-operation or buying and dealing with one another.

A recent article in this paper on the subject of "High Prices in Brevard" rewarded the writer (his own words) with much abuse and criticism from those interested by his attack. The secretary of the Brevard Club is a booster and the News believes that he is working for the interests of this community; but to be fair to Brevard, we must confess that prices of other towns, and all nearby tourist resorts, at the present time, and Brevard show that we are mighty fortunate and that there is at least thirty per cent. difference on all commodities in favor of our home town (compare Winston-Salem with Brevard).

These are indisputable, tabulated facts and should convince the people of Transylvania to stop and think whether they are honestly patriotic in not at least giving local merchants first chance.

We of course have no patience with the confirmed pessimist who is forever and eternally knocking, kicking and exaggerating against his home town. We like to see constructive criticism. There are a few who preach that Transylvania has no future, that we have a ring of merchants and that anything from a needle to a bale of hay can be bought away from home cheaper. This is utterly false, absolute nonsense, it can't be done! A few cheap, shoddy, inferior articles might be bought, sight unseen, from the mail order houses apparently cheaper than at home; but when it comes to real quality, examine them close, articles; you will find that right here at home is the place to spend your money. (It may be too that the knocker is peevish at the merchants because they won't support him for some political office.)

A merchant in a town closeby says that he gets more business out of Transylvania than he gets out of his own county. And a local merchant of many years experience in Brevard says that he has never known it to be so dull here at home.

Why is it that "business is so dull" only at home? It is not on account of prices because we are as reasonable and far more so than the majority of places. It is because we have too many, far too many, knockers and pessimistic loafers who are, or seem, to be, determined to kill their

town if malicious agitating will do it. Another reason is that the merchants themselves do not buy their own personal wants at home. We know of two instances where a clothing merchant bought food stuff out of town and another where a grocery merchant bought clothing and another instance where an agitation was started by a grocery merchant against the so-called high price of clothing, etc. This is the greatest reason that the money is leaving Brevard. If the merchants themselves don't "practice what they expect the editor to preach", then how can they expect the dear pepit to be led to the slaughter.

Then there is a natural inclination to go to the city to buy with the supposition that everything is of better quality; just as Paris gowns and hats are nationally craved for. We know of several instances where printing has been sent out of town because the home printery is supposed to be only a country print shop, when it is really ten years ahead of time in equipment, etc.

Now to be perfectly frank this is not intended to encourage advertising in the News — We get columns of it, all we can handle; but it is not local, it is not home merchants all-together; the great majority of our advertising space is sold to foreign advertisers or merchants. We have only a certain amount of space and would gladly give preference to the HOME FOLKS; but we can't take it all out in trade; we must have a little cash. The merchant, now-a-days, who doesn't figure his advertising bill at least equal with his rent is certainly not going to get the business. We, like all business men, sometimes get a little weary when, after spending a good deal of valuable time with many arguments, jokes and salesmanship traits, are turned down by local merchants with polite but positive assurance that they don't care to turn loose a few dollars, even though they might make twice as much by the investment. Some would rather fuss over present conditions and talk about when "You and I Were Young Maggie". You can tell from the ads NOT IN this paper what we are trying to say. The News believes in helping those who try to help themselves and will and does boost those who boost their community.

We realize that there is an honest demand for our space by foreign merchants who really appreciate the wonderful possibilities of advertising in the Brevard News; but we are here as "The Exponent of Transylvania County", and to boost our merchants, our citizenry, resources, etc. Mr. Merchant if you are not supporting your county paper, stop and think! You surely don't want the merchant that does support it to pay your way; and yet that is what you are doing. We can never expect to grow, to get new manufacturing industries, etc., unless we co-operate and quit knocking our present local, money-making, industries — The thing for all of us to do is to throw off petty jealousies and give credit where it is due and fight to-gether for the real, genuine up-building of "The Land of Waterfalls".

What needs to be done is to realize that the business men of our county lack co-operation. We are drawing apart and its every one for himself and to thunder with the community. We must get to-gether, not to fix prices, that won't do, but to fight for what is justly ours. We want the good people of the county to realize that home is the place to trade and we must show them, not by promises, but by actions and deeds that they are being fleeced and are helping to build up other towns and counties and neglecting their own whenever they buy elsewhere.

The merchants of Brevard gave the folks of Transylvania a glorious Armistice Day celebration — They donated hard cash from twenty-five dollars down, out of their own pockets, simply because they are here to supply the Transylvania people's wants and appreciate their business and have got to have it too.

It is the opinion of the News that the Brevard Merchants are cheaper in price, considering quality, than anywhere else in Western North Carolina and we hereby challenge the dollar worshippers to disprove it thru these columns.

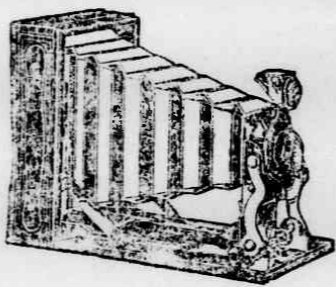
The holiday season is upon us, and naturally our thoughts turn to the task and pleasure of Christmas shopping. What we buy for ourselves or others it is but natural that we want the best bargains our money will buy. Our merchants have spared no means to supply your every need in the line of merchandise, and on behalf of those who have labored so untiringly to meet the wants of their patrons we ask you to patronize your home merchants, shop early and spend your dollars where they will help those who live among you, are part of your community life, to whom you owe it to lend your support in a business way. Providing, of course, that you can get what you want. It is to be hoped that the local merchants will advertise their wares for your consideration in these columns. WILL YOU BUY AT HOME THEN?

Miss Jessie King left this week for Albany, Texas, where she will spend the winter.

Mrs. Lyon, two children, her mother and father from Berkley, Va. have leased and moved into the Joe Patton place; (the Verdery house) and will make this their future home. The Secretary of the Brevard Club located them and perfected the lease.

Hugh R. Walker has returned from a business trip to Durham, Greensboro and other points.

Mrs. Wm. A. Band and three children have returned from a week's visit with her sister, Mrs. C. B. Osborne in Winston-Salem, N. C.



**POCKET PREMO**

Easy to load—easy to use—easy to carry—describes this little camera.

1 1-4 inches in thickness,  
3 1-4 inches wide and but a little over 4 inches long, yet it makes a picture 2 1-4x3 1-4

Open and it snaps into focus automatically, thus barring the chance of a blurred picture.

Only \$13.85. Let us show it to you.

Write for catalogue.

**FRANK D. CLEMENT**  
The Hallmark Jeweler

WANTED—Good Truck driver—call at News Office, permanent job; good pay. Bring recommendations and state experience.

**Brevard Banking Company**

**WE OFF---Every accomodation consistent with sound banking. Our Board of Directors is composed of business men of wide experience. We invite your business whether large or small.**

**OFFICERS:**

**R. R. Deaver, President; Jos. S. Silversteen, Vice-Pres. Thos. H. Shipman, Active Vice-President; R. B. Lyon, Cashier.**

**DIRECTORS:**

**R. R. Deaver, W. S. Ashworth, C. C. Yongue, Jos. S. Silversteen, Chas. E. Orr, R. W. Everett, Thos. H. Shipman**

4 per cent paid on Time Deposits

**Brevard Banking Company**

**Patterson's Great**

**"Turn It Into Cash" Sale!!**

**Sale Values Revolutionized**

**The Sale Of Years**

\$12.50 Ladies' Coatsuits and Dresses for	-	-	\$ 4.95
20.00 Ladies' Coatsuits and Dresses for	-	-	9.95
30.00 Ladies' Coatsuits and Dresses for	-	-	14.95
40.00 Ladies' Coatsuits and Dresses for	-	-	19.95
60.00 Ladies' Coatsuits and Dresses for	-	-	29.95
\$16.50 Men's Suits and Overcoats for	-	-	\$ 9.95
25.00 Men's Suits and Overcoats for	-	-	14.95
50.00 Men's Suits and Overcoats for	-	-	29.50
\$ 6.50 Boys' Suits and Overcoats for	-	-	\$3.95
8.50 Boys' Suits and Overcoats for	-	-	4.95
12.50 Boys' Suits and Overcoats for	-	-	7.95
Men's Genuine Velour Hats, \$7.50 value for	-	-	\$3.95
Men's Genuine Velour Hats, \$5.00 value for	-	-	\$1.95

**Patterson's Department Store**

On the Corner Hendersonville, N. C. Opposite Two Banks

Warranty Deeds for sale at News office.

**MICKEY, THE PRINTER'S DEVIL**

By Charles Sughroe  
© Western Newspaper Union

**Passing the Buck, (or Rather Passing the Five Bucks)**

