

THE BREVARD NEWS.

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

Wm. A. BAND.....Editor

SUBSCRIPTION RATES: (Subscriptions payable in advance) One year \$1.50 Six months \$1.00 Three Months50 Two months35

ADVERTISING RATES Display, per column inch30c Minimum Rate For Display Advertisements \$1.00 Reading Notices, per line10c Want Column Notices, per line50c 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:

FRIDAY, OCTOBER 26, 1923.

OUR NATIONAL PUBLICITY EDITION.

Brevard is starting on a era of development and expansion destined to make it not only the first city in Western North Carolina, but the of the greatest Manufacturing and Commercial Centers in the old North State.

Brevard now has high grade hydro electric power for all kinds of industries, delivered at the switchboard at a less cost than it costs to generate by steam.

Brevard has good rail connections and a system of hard surface roads stretching three ways throughout the county connecting us with the markets of the South and West.

Brevard has a wonderful supply of raw materials easily available for the manufacture of textile, wood products, Machinery, Milling Material, etc. And our farming and truck garden products cannot be surpassed in North Carolina.

Brevard has a splendid all year round mild climate which permits the operation of industrial plants every day in the year under the most favorable working conditions.

Brevard has a surplus of skilled and unskilled labor, both male and female, black and white, to meet all demands.

The city conditions in Brevard are unsurpassed in Western North Carolina. A beautiful city of homes, business, churches, good schools, and other institutions and facilities of the highest type, it is destined to become the commercial and manufacturing center of the Southland.

All of these parts and many other, need to be impressed not only on our own people so they may be enticed to us to the wonderful progress the city has made and is making, but upon the outside world. Brevard must attract capital from other sections for industrial, commercial and manufacturing projects if its development continues, and the people of the United States should be informed of what Brevard has to offer in the way of independence of a tangible character.

It is of our situation among the other cities of the city and the numerous other cities of the South and West, that we are now in a position to appreciate for wide-spread publicity on a scale never before attempted.

And in order to bring this about, the Editor of the Brevard News has decided to issue this National Publicity Edition which will carry the story of Brevard and Transylvania County in pictures and words to the corners of the earth.

Every point of interest to outsiders will be covered by feature writers of proven ability, and the edition will be widely circulated amongst people whom there is every reason to believe may be interested in the possibilities existing in Brevard and vicinity.

Publicity build cities just as surely as advertising builds business, and the Co-operation of every individual, firm, corporation, and industry interested in the further development of this section is requested in this effort to boost Brevard and its contingent trade territory to a new way.

Let's get together and make Brevard a bigger and better town—a city that will press towards the goal—a city of 5,000 population by 1925.

STEADY PAYROLLS.

Prosperity Breeds Contentment. Industries provide steady employment and Maintain Equilibrium. Good conditions Result from Co-operation. Every citizen should do its utmost to Encourage the establishment of Permanent Industries and Shops.

The Land of Waterfalls."

NATIONAL TAXATION POLICY

Collier's Weekly has presented for discussion the national policy proposed by a notable financial expert and summarized below.

- 1. Taxes should be planned primarily for their social effect. 2. Every person should be encouraged to earn and invest as much money as possible during his lifetime. 3. Large fortunes should be broken up at death. 4. Abolish income surtaxes. They discourage productive effort. 5. If we do this, tax-exempt securities will have no special value for tax-dodging. This would make unnecessary the amendment providing against tax exemption. 6. Put a graduated tax on all gifts and inheritances, to be computed on the amount received by each beneficiary. 7. Exempt small gifts and legacies; tax lightly up to \$250,000; legacies of \$10,000,000 might pay as heavily as 50 per cent. 8. To prevent sudden depreciation in values, legacies of large sums should be given 10 to 15 years in which to pay the tax.

RAILROAD VALUATIONS.

The government has spent a hundred million dollars and has forced the railroads to spend a hundred and fifty million more in valuing their railroad valuations. The result has proved what every railroad student, financier and economist knew—that there is more surplus than water in our railroad shares. Measured by any honest standard only twenty billion dollar railroad capitalization has been pounded by politics, labor unions and highbrows down to sixty cents on the dollar, could not be reduced at today's market values.

THE PHASE OF INVESTMENT

If all the buildings in New York City were to be pulled down and built together they would make a better city than the one we have now. The total number of office buildings in New York City is classified by the Department of Taxes and Assessments.

Next to its investment in modern equipment, the largest investment of the Bell System is in its 1600 modern buildings, with a value of nearly \$160,000,000. Ranking in the front twenty-seven stories down to one story, they are used principally as executive offices, central offices, storerooms and garages. The modern construction of most of the buildings is indicative of the fact that the investment in buildings is not over three times what it was ten years ago.

The Bell System must be a conservative in its attitude as to what it will do with its buildings. It is not to be a conservative in its attitude as to what it will do with its buildings. It is not to be a conservative in its attitude as to what it will do with its buildings.

OUR COUNTRY—ALWAYS.

American form of government is recognized throughout the world as the most humanitarian, most stable and most effective of all forms.

No real cause for unrest or discontent exists. Industry is thriving, peak load and payrolls are being steadily maintained. Labor and capital in America are nearly at balance.

Americans are not blind to the fact of European nations where famines and internal strife are preventing the orderly conduct of affairs. Where such conditions prevent a balanced return to pre-war conditions.

Americans will not brook the disruptive forces from without to enter Our Country with pink and red propaganda designed to disrupt the nation and turn its affairs over to an element which knows no law—either of Man or God—and destroy the initiative of a hundred and ten million of souls.

No socialistic or communistic doctrine can successfully endure in any nation, and this has been recognized in America for more than a century of orderly administration. There is no place here for the forces of destruction.

BANKS AND INSURANCE.

This is no boom article for banks or insurance but published because financial and property losses weaken the community.

In nearly every issue of this paper will appear accounts of the burning up of homes. Often everything in the house was a total loss, including a goodly

sum of money, and other valuable. And the boys come with the word "they had no insurance."

It is a human interest article to write such as do not have their homes insured, and all that a monthly property assessment.

It is a sound common sense to every possible precaution to safeguard one's property, real and personal.

No heavy proves the loss to almost any family that they are for the time destitute; neighbors care for them and relatives in another state are telegraphed to for funds.

It is also unsafe to leave one's person any great amount of money.

Banks are the place in which to leave money, and the check book does the rest. People, who imagine that when they deposit money in a bank, they are helping that institution, ought to know better.

It is the bank that helps them by providing a safe place for their funds, and a convenient and safe way of paying their bills.

Many hardships can be avoided when one takes precaution to protect, through insurance, his person, his personal property, his health and ward off losses through accident.

WAGES HIGHER THAN COST LIVING.

Based on selected industries all over the country by the National Bureau of Labor, and the cost of living calculated by the National Industrial Conference Board, a workman's family of five, it is shown that since 1917 wages had risen generally above living costs.

The downward trend of wages in 1923 was arrested much sooner than the decline in cost of living. During 1923-24, however, in many cases wages have been almost constant, and in many have even risen.

The downward trend of wages in 1923 was arrested much sooner than the decline in cost of living. During 1923-24, however, in many cases wages have been almost constant, and in many have even risen.

MRS. NORWOOD ENTERTAINS.

Monday of last week Mrs. E. H. Norwood gave a reception for the faculty of the public school and the present and past officers of the Parent-Teacher Association. A few personal friends helped the hostess to receive and entertain her guests. The special feature of the afternoon was the reading of a letter from Mrs. Taylor of the Red Cross, and the reading of a letter from Mrs. Taylor of the Red Cross, and the reading of a letter from Mrs. Taylor of the Red Cross.

During the afternoon refreshments consisting of pineapple ice, cakes and coffee were served amid a steady hum of conversation which endorsed the opinion of one of the guests, when she said it was one of the "best of all the parties."

During the afternoon refreshments consisting of pineapple ice, cakes and coffee were served amid a steady hum of conversation which endorsed the opinion of one of the guests, when she said it was one of the "best of all the parties."

RETAILERS SAY WOMEN DICTATE MEN'S TRENDS.

What don't they dictate? Divorces don't multiply so rapidly in a community where the people do.

If the world remembers its heroes it never will forget its piccolo players.

Naturally enough, when the world is upside down the dogs come to the top.

They may have isolated the influenza germ, but, if so, it got away again.

An apple a day keeps the doctor away, but it's cheaper to have the doctor.

Old Turkmen certainly commands the services of a first-class press agent.

ROOMS for rent, furnished or unfurnished. The location is in Franklin Park. Apply to Joe Grooms.

UNITED STATES DISTRICT COURT.

October 24, 1923.

Dear Sir:—

You are hereby notified that the regular November Term 1923 of United States District Court at Asheville, is adjourned, to convene Monday November 12th, at 11 o'clock, A. M.

All defendants, witnesses and jurors and all other interested parties will take notice and be governed accordingly.

By order of the Court. R. L. Blaylock, Clerk. E. J. Y. Jordan, Deputy Clerk.

OUR BANK offers you SERVICE and SAFETY for YOUR MONEY. We invite Your Business. We will not only give you safety and service when you make our bank your Bank, but when you come in we shall give you a hearty welcome and make you feel at home. It will be a pleasure to us to advise with you on any financial matter that may be considering whether or not you are doing your Banking Business with us. Come in. Put your money in our bank. BREVARD BANKING CO. Four Per Cent Paid on Time Deposit.

THE NEW Ford SEDAN. War is just a more complicated and expensive method of making maps. One thing you can say for Europe; she never claims she suffers in silence. The only palm that thrives as well in cold countries is the one that itches. Europe doesn't need a pulmotor half as much as she needs a push-motor. Rioting among German unemployed provides employment for the undertakers. The dogs of war, in their retrieving, seldom drag home anything except a deficit. If these long-distance dances start with "They're off," many agree with that sentiment. Just when it looks as if things might quiet down in Europe, along comes a new peace offer. Although the soviets are against all religions, they are in favor of fasting by the peasantry. The girl who danced till the cows came home now marathons till the calves break down. The reason some men tell Satan to get behind them is because they wish to set a faster pace. Divorces declined 33 per cent in England in 1921. Perhaps the novelty of the thing is wearing off. Kill one logy fly in spring and save yourself thousands of futile passes at its agile progeny in dog-days. The fine thing about fame is not that posterity will honor your name, but that the paying teller will. Once there was a man who could pop back to second gear without offering some alibi to excuse his car. Still any one who would enter an endurance dancing contest might as well be doing that as anything. A physician says eye exercise will mitigate spectacles. And maybe get a victim in jail on a flirting charge. A dispatch says that a dancer was seduced while trying to set an endurance record, meaning a little more so. Judging by the thoroughness of his fall, a king in Tut's day must have had something like a vice president.

OUR PRINTING on HAMMERMILL BOND Will Sell Your Goods. We Do STATIONERY PRINTING on HAMMERMILL BOND. LOWE MOTOR COMPANY.