

THE BREVARD NEWS

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

WM. A. BAND, Editor

MISS FLORENCE KERN, Community News

SUBSCRIPTION RATES:

(Subscriptions payable in advance) One year \$2.00 Six months \$1.25 Three months .75

ADVERTISING RATES

Display, per column inch .30c Minimum Rate For Display Advertisements \$1.00 Reading Notices, per line .10c

Want Column Notices, per line .05c We charge 5 cents a line for Cards of Thanks, Resolutions of Respect and for notices of entertainments where admission is charged.

LEGAL NOTICES

All Legal Notices must be paid in advance.

FRIDAY, JULY, 11TH, 1924.

FRIDAY, JULY 18th, 1924.

NEW HEALTH SERVICE

What is appendicitis? Is face powder harmful? Are "spring tonics" necessary? Have good roads any effect on health? Is pneumonia preventable? "Keeping Well", a new health service written and edited by Frederick R. Green, M. D., nationally known as the editor of HEALTH and for his contributions to medical literatures, will become a regular department of the News with this issue.

RECIPROCITY

The Asheville Citizen recently carried a nice long boosting article on the "Land of Waterfalls." It appears in another column. It has generally been the policy of our neighboring tourist towns to give writeups about Brevard some time during the winter.

We spend much money advertising to get the tourists to Western North Carolina. While they are here we suggest that each tourist town show hospitality by inviting the tourists in other towns to visit their town if only for a week end visit.

The citizens of Brevard should run at least one full page ad in the Asheville Sunday papers inviting the tourists of that fair city to visit this community while in the mountains. This should be done at once. A full page. We do not care to take tourists from any other tourist towns; but we would like to have a reciprocity visit.

In addition to the ad that is carried in the Sunday Asheville daily, the Brevard News will gladly exchange with any weekly tourist town paper an advertisement of equal proportion. Their advertisement can set forth the advantages of their respective territory and invite our tourists to visit their town. The Brevard ad can do the same. This is reciprocity—it can and should be done.

We are too busy to get out and solicit for this special advertising, but our Chamber of Commerce can do it and may be sure of our heartiest co-operation. The ad in the Citizen should appear at once.

FAIR PLAY

In another column the Power Company have a large advertisement offering a substantial reward for evidence leading to conviction of the criminals that have "shorted" the current. It made it mighty hard on the merchants on two Saturday nights to have the lights suddenly cut off when their stores were full of patrons.

The citizens of this county and the Brevard News are behind any corporation that will use drastic measures to protect not only their own interests but that of this community.

The folks of Transylvania have very little patience with any individual or set of men who "lay down and allow any one to walk all over them."

A GOOD BUSINESS MAN

When a man gets a reputation for being a good business man, he

not only commands the respect of his fellow business men, but that of the whole community. A good, live wire business man is a goodly asset to any community; but sometimes too many boquets thrown to this so-called business man go directly to his head and he becomes a deadly menace and liability, instead of an asset.

Unfair competition methods, bullying, clownism, rudism and everything that is not polite and gentlemanly soon turns away the very clients that the suggested good business man needs not only for his own future, but that of his family.

In a small community like Brevard where everyone ought to have the community co-operative spirit and where everyone ought to at least be civil with his neighbor, it does not become any of us to pull off dirty, miserable, sneaking, low-life tricks on our competitors; nor again, it does not get us anywhere to slam up a telephone receiver in the ear of a lady customer or to be impolite with the tourists whom we all invite and are so anxious to have with us.

When any of us get so rude, impatient and such big business men that we cannot tolerate any opposition to our mere whim, it seems to me that we are riding too high a horse—"Pride goeth before a fall"—And everything cannot be excused on the plea of good business. "A citizen should so live that his death will be a loss not a benefit to his town."

THE YEAR 1895 AND BREVARD

What has the year 1895 to do with Brevard? To one whose mind is not fresh with notable events in the history of Transylvania County this year would mean no more than any other in the growth of Brevard. But yes—the year 1895 has a vast more to do with the growth and prosperity of Transylvania County than the average period of twelve months. For in this year, twenty-nine years ago, two great and notable events occurred, the opening of the Transylvania Branch, Southern Railway, and the publishing of the first issue of THE SYLVAN VALLEY NEWS, the exponent of Transylvania County.

Yes truly, this was a progressive year for the "Land of waterfalls," and a railroad into this fertile valley was the greatest step that could be taken by Transylvania County on its upward, progressive march. By this Brevard emerged from a small, out of the way place to a stand upon the march of progress and took its stride with the country, onward.

The year 1895 stands for Brevard's entrance into the commercial world, through its rail way lower freight bills were produced and thereby greater was the commerce, through its rail way greater was the number of visitors to the county and finally their permanent residence here greatly boosting the population and business of the county.

The second of these progressive undertakings, the establishment of The Sylvan Valley News, was of a much importance in the life of the county as the first and the greatest of the undertaking may be realized from the fact that the town had a population of only 500 and the county of 6,000, both extremely small to be supporting a newspaper. In looking back over our files we have found that of the year 1895, the first to be printed, and here through out its pages it is boosting "The land of waterfalls," proclaiming to the nation the advantages of Transylvania county and calling the world to immigrate into the county. And have these undertakings succeeded? The population of Brevard has increased from that meagre 500 to more than 1700 and that of the county has doubled more than once.

Yes those four figures, 1895, spell a red letter year for Transylvania and today twenty-nine years later the Transylvania Railway is still serving and up-building the county and the Sylvan Valley News, under the name Brevard News is as ever, "The Exponent of Transylvania." E. P.

NEW HEALTH SERVICE STARTS IN THIS ISSUE

The News new health department "Keeping Well", makes its initial appearance today on another page in this issue.

Dr. Frederick R. Green, editor of "Keeping well", is listed in "who's who in America" as a graduate of two universities; instructor, adjutant and major in United States Army medical reserve corps, 1917-1918; at present a lieutenant colonel of M. R. C., and a high official of the American Medical Association.

Dr. Green's varied experience, together with his training as editor of HEALTH, combine to make his writings both scientifically sound and easy to read and understand. Health is the most important subject in the world, and in offering this service The News believes it is

satisfying the growing demand for accurate information about health topics.

Turn to another page and meet Doctor Green now.

\$500,000. BUILDING PROGRAM

(Continued from Front Page) and an auditorium. It is of brick and is located on Gaston Street.

The Presbyterian Church is being remodeled and additions are being made at a cost of some \$6,000. This work will be completed in 30 days. A new social activities house was recently completed.

The Episcopal Church has had plans drawn for a new parish house of brick or native cobble stones. It will cost about \$10,000. Work is starting soon and it is hoped it will be completed this year.

The Brevard Institute, the vocational school of the Southern Methodist Church has just completed a boy's dormitory. It contains two stories and a basement. The Institute now has under construction a large girls' dormitory. It will be fire proof, of brick and will contain three stories and a basement. During the last year the Institute has expended more than \$150,000 in buildings and other improvements.

The new county high school located in Brevard, which will cost \$100,000, is now under construction. The foundation is now being laid. It is located on Broad Street and is being built with State aid. It will be three stories high and will contain a basement.

F. D. Clement and J. S. Bromfield plan to build a new motion picture auditorium on Main and Caldwell Streets. It will probably cost about \$12,000. Plans are not yet ready but it is thought that construction work will begin in a few weeks. The seating capacity will be about 1,000.

J. S. Silverstein, who controls practically three-fourths of the industrial enterprises of Transylvania County, and W. S. Ashworth, county commissioner and leading financier of this section plans to build an office building on the corner of Main and Caldwell. This will be the largest most up-to-date building of any in this section. It will contain a large basement and will be three stories. The floors will be of marble. Plans have been drawn and it is thought that the work will commence within a few months. The cost will be between \$100,000 and \$150,000. The office of the Brevard News may be located in this structure.

Miss Emma Bagwell recently let the contract for the construction of a new grocery store building at Caldwell Street, behind the new bank. It will be one story and will cost about \$5,000.

J. S. Bromfield recently completed one filling station and is now building two others. The location is on Broad, Caldwell, and Main Streets. Each will cost about \$2,000.

The Cascade Filling Station owned by the McCrary Motor Co., was recently completed. It is located on Caldwell Street and cost about \$2,000.

Miss Florence Kern recently completed the rebuilding and remodeling of her home on Gaston Street at a cost of \$4,000.

B. F. Beasley of Fayetteville, who recently moved to Brevard, is building a \$3,500 bungalow on Broad Street. Mr. Beasley is also opening a new jewelry store. It is located in the same building with grocery store of W. S. Price on Main Street.

N. A. Miller, clerk of the Superior Court, recently completed a new bungalow on Broad Street at an estimated cost of \$7,000.

N. Morris, Manager of Patterson's Department Store, recently moved into his new home on West Main. It contains two stories, a basement and cost \$8,000.

J. S. Bromfield has purchased a 10-acre tract of land fronting on East Main Street. He plans to construct a new home here soon.

Ernest Norwood has just built a home on Depot Street at a cost of several thousand dollars.

In recent months there have been quite a few additions made to homes and business structures of the town. Many of the homes and business houses have a new appearance as a result of the paint-up, clean-up campaign waged here in May.

Not only is Brevard building but plans are under way for extensive developments in the surrounding communities. Cagle Heights, Inc., is planning a large residential development project on a tract of some 200 acres of land about three miles out from Brevard in the direction of Rosman. It is thought that the development will involve around \$100,000. Those interested in this project are: T. H. Shipman, president of the Brevard Banking Co.; C. C. Yongue, J. S. Bromfield and Joe Tinsley.

The Brevard Cotton Mills, with some 12,000 spindles which have been closed for four months awaiting the settlement of the estate of the late W. S. Gray, will probably be taken over in the near future by a syndicate of mill-men from South Carolina and New England. About 150 men have been employed in the mills. As soon as the proposed deal is completed work will be resumed, and it is thought the capacity of the plant will be doubled. The present investment is around \$125,000.

The tanning interest of J. S. Silverstein plan to put in a leather and shoe factory at Rosman and valise, harness, and other leather goods will be made. This plant will be located about 12 miles from Brevard and will cost about \$50,000.

Transylvania County is interested in the good roads movement. It has hard-surfaced highways in three directions; first, from the Hendersonville County line to Brevard; second, from Brevard to Lake Toxaway; and third, from Brevard to Greenville, S. C. From-Pickens, S. C. to Lake Toxaway, the road is splendid. Transylvania County is meeting the South Carolina roads at the State line.

All told, the Federal, State and County government has spent in Transylvania County in the past four years \$900,000. This includes expenditures to the end of the current year. T. H. Shipman is chairman of the Board of Road Commissioners; and Charles E. Orr and

R. F. Glazener, all of Brevard, are the other members.

It is understood here that the Brevard Tanning Co., at Pisgah Forest, which has been closed for two years, will re-open in the near future. This Company, a \$100,000 concern, manufactures a tanning extract.

Brevard expects to have a large tourist business this Summer. The new hard surfaced roads will bring in additional numbers over former years, it is believed.

Brevard has a live Chamber of Commerce. It terms itself "the business organization of Transylvania County." W. E. Breese is president, and Mrs. R. L. Gash is secretary. The Chamber of Commerce was organized last fall and the office was opened in February. Transylvania section is known as "The land of waterfalls."

WANTED—Copies of July 4, and July 11th, 1924, issues of the Brevard News. Deliver News office.

SPECIAL EXCURSION TO WASHINGTON, D. C.

Leave Asheville 3:10 P.M., July 26th. Three full days in the National Capitol. Through sleeping cars and coaches from Asheville. Round-trip from Brevard \$14.50, Rosman \$15.00, Hendersonville \$14.00. Make Pullman reservations early.

J. H. WOOD, D. P. A., Asheville, N. C.

FOR SALE—A five gallon milk cow. See A. N. Jenkins or L. B. Jenkins.

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Frank D. Clement The Hollman Jeweler

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