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Readers are invited to use the columns of The Brevard News in expressing their opinions on any the United States Country Club Golf matters of public interest. Personal Course, the game was most exciting, attacks on individuals will not be published for any one.

THURSDAY, JULY 5, 1928

TO THE CAMPS AND THE TOURISTS

This issue of The Brevard News is dedicated to the Organized Summer Camps operating in Translyvania made a hole-in-one. After the ap-County.

It is the purpose of this number of The Brevard News to express this community's sincere welcome to each and every boy and girl, young man and young woman, councilor and director, in all the camps located within the county.

The Brevard News knows how this and the people who come from all sections of the country to attend ball bounced from the fairway and citizens of the county have told it oil barrels. Al followed, and he, too, over and over again, just how great- sliced, sending his ball ka-smack-dab score. ly the Camps are appreciated.

The Brevard News wanted the Camp directors and the people who been dumped there by some prohibiattend the Camps to know about the cordial feeling existing for them in the hearts of the citizens of the community.

News-this issue of appreciation. The Chamber of Commerce, the Kiwanis Club, the Mayor and Aldermen of the town of Brevard, the County Commissioners, the business and professional men and the citizens generally, approved the plan of dedicating this issue of The Brevard News to the Campers and Visitors.

If the people to whom these messages of good will and appreciation are directed are made happier by these expressions of the community, then this paper shall be satisfied with its effort.

These expressions of welcome contained in this paper are sincere. The big-hearted mountain people of this community mean exactly what they say. In the dead of the winter, when there are no visitors here, the citizens talk of them, and plan for them, looking ever to those things that will make the visitors happier and more comfortable during the next season than ever before.

May your visit here this season be the most pleasant experience of your life, and may you come again and again, is the sincere wish of The Brevard News and all the citizens of this community.

#### THOSE WHO HELPED US TELL THE STORY

Brevard News, and read the mer

ral millions of interested spectators, room was so darkened that Herb had out of his mouth. In account of the many hazards on to take the ball into the yard to play, the United States Country Club Golf losing one. and the players were in the rough and

in-one. Al followed, and turned the erowd upside down when he, too, their having to make a stroke. It was against all rules, of course, but what are rules between friends and friendly enemies when two leaders have made holes-in-one?

Playing for the third hole, Herb stroke, He sliced, however, and his into the rough where it lodged in a pile of old whiskey bottles that had tion agents.

At this stage of the game, Charlie and Joe were taken out of the game, to one side, slicing his ball right into OF HOOVER-SMITH and ordered to caddy for the two raking around among the broken beted in a tie.

had the honors, and, laying aside his stroke for the time lost. Playing for the fourth hole, Al ball was finally retrieved, and Al got out, and beat Al, one up.

THE BREVARD NEWS Hoover and Smith Play Great Game ATTENTION TO THEM Dear Visitons:--of Golt on U. S. Country Club Course If it happens that you find yourwho is knocking the town and talking about hard times, please pay no

attention to him. There is just ONE Herbert Hoover and Charlie Curtis, white women, were working side by man here guilty of this disloyalty to ere paired against Alfred Smith and sRie. The looks on the faces of the his community. You, will know him oseph Robinson in a great four-Southern portion of the spectators when you see him. His shoulders are ome, played on the course of the who had followed the ball were so stooped, his lower lip hangs down, United States Country club, mine black, upon seeing the whites and his eyes are watery, his nose is runholes, before a gallery of some sev- negroes working together, that the unshaven, and his tongue is sticking ning, his collar is dirty, his face is

If you should meet him, and he begins to tell you that, "things are Al, after seeing the trouble his op- powerfully bad, and business is dull traps most of the time. Never once, nowever, did the large following lose interest in the pack-and neck game interest in the neck-and-neck game. up and took careful aim. He drove just naturally that way, and can't Herb teed off, and his followers off, and his ball kept going, clear help it. That's all he's ever done across the brow of a hill and out of here. He doesn't even know where sight. Al and Joe started hotfoot the Chamber of Commerce in his across the hill, followed by an im- own town is located; he doesn't even mense throng, in search of the ball, know what it means. Some say he plause had died down, the gallery It Had topped the hill and rolled into thinks it is some kind of a vessel. If in the cup with Herb and Al ,without the valley below, right in the middle he starts talking to you, please just of the fairway. But the Ku Klux turn around and look at the other Klan was holding an open air meet- fellow coming along the streeting in that valley, and upon behold- clear eyed, shoulders erect, stepping ing this sight, Al, Joe and the crowd quickly, a smile on his face. That is stopped, surprised, and thunder the typical citizen here-forging struck. Not a sound was to be heard, ahead.

until the Grand Dragon said, in deep Then raise your eyes to the mouncommunity feels toward the Camps had the honors and heaved a mighty and clear tones: "Proceed with your tain peaks about you, and see beaugame. We offer no interference un- ties in a moment that the old grouch til you start playing for the ninth them. This paper knows, because the fell into a pile of old oil cans and hole." The game continued, and Al all his life here. you first talked to has never seen in beat Herb, one up, again tying the

Please do not judge Brevard by that one piece of pessimistic, dyspep-Playing for the seventh hole, Al had the honors. Somewhat nervous He is alone in his thoughts, tic, remnant and shadow of a man. because of his encounter with the

Klan, Al played safe, and made a FOUR SOLID MONTHS long drive, but lent a little too much

During the next four months the a Catholic cathedral, far removed Hence this issue of The Brevard leading players. Charlie went after from the fairway. As Joe didn't know people of the United States will read Herb's ball and after rolling a few his way about the cathedral, not be- but little except such news as reoil barrels out of the way, his chief ing a Catholic, himself; Al had to go lates and refers to Hoover and Curwas able to get back on the fairway. in after the ball. Having entered the tis, Smith and Robinson. Front pages Joe went after Al's ball, and after building, Al had to perform the rites of our big daily papers will emblazon and ceremonies, as all good Catholics these names ten million times betles, was able to get a lie that en- must do, and he lost so much time tween now and the November elecabled Al to come out of the rough. The third hole was made, and result-kneeling to the priest and kissing his ing this time will be about Hoover hand, that he was penalized one and Curtis, Smith and Robinson.

Every time Hoover hiccoughs and had the honors, and, laying aside his little brown derby and wreathing his face with smiles, made a mighty efface with smiles, made a mighty ef-fort. But he again sliced, and this ing his drive for the seventh hole. less public will be told all about how er advertise their business. Fourth, time his ball went into the back yard of a foreigner's home. The foreigner grabbed the ball, and thought it was landing squarely in the middle of a grabbed the ball, and thought it was a government passport for members of his family in Southern Europe to be his family in Southern Europe to of his family in Southern Europe to enter the United States. Not being able to understand the English lan-guage very well, it was some time be-fore Joe could convince the foreigner that it was only a golf ball he had, farmer a plank for the right to play all over the front pages of the paper. and the passports would come later from the cornfield. He finally got When Robinson rises, reads his paper,

rings for his refreshments, reaches Playing for the eighth hole, Herb for required articles, raises his foot Editor Brevard News, back on the fairway. Herb had equal-back on the fairway. Herb had equal-had the honors. He made a pretty ly hard luck, slicing his ball through a window and into a big factory, a rich factory. The owner of the fac-rich factory. The owner of the fac-bed to within a few feet of Herb's to the rest, rolls his own, or runs about the house, then the faithful scribes will relate, religiously, each and every movement, act and to the rest, rolls his own, or runs about the house, then the faithful scribes will relate, religiously, each and every movement, act and to prove the fact that P. H. Gaston to no the fairway. Al followed, and roll-ed to within a few feet of Herb's tion. tory was what is called a Big Busi-ball. Both players made the greens tion.

beck through this issue of The story was what is called a Big Busk ball. Both players made the greens torn in the claimed everything that came his way. It took Charlie that came his way. It took Charlie a long time to get the ball away from a long time to get the ball away from a long time to get the ball away from a long time to get the ball away from a long time to get the ball away from a long time to get the ball away from the pride of the moment.



**Combating Mail-Order Competition** Published by THE BREVARD NEWS - (C)

A HEN KEEPS ON SCRATCHING EVEN IF WORMS ARE SCARCE

Then Why Should a Merchant Stop Advertising When Business is Dull?

. As you desire and expect the continual all-year-round patronage of the people of your sales community, just that much you should continue, in season and out of season, your cordial invitation-your advertising-to these customers that they do continue to patronize your store and buy your goods.

If you use only the Christmas and New Years greetings. as the limit of your invitation for patronage and for presenting your goods to the public, how can you consistently kick if the community folks read the merchandise offerings in the catalogs and give the mail-order houses their patronage throughout the year, and when they do see your invitation for patronage in the home paper along about Christmas time, patronize you at that time with but a dollar or so purchase?

One is as consistent as the other,

Make your invitations for their patronage so cordial, the descriptions of the goods so alluring, the quality of the offering so high that a gallon of gasoline spent in reaching your store is an investment to them, not an expense.

High sounding words do not alone sell goods. Establish a character for your store-the words of your advertising are truthful, the quality of the goods are dependablethe buying public of your sales territory will have confidence in what you tell them and will know that you are offering the very best merchandise at the lowest possible price.

Do not lose sight of the fact that all men and women love a bargain. And it is also true that a bargain is not always gauged by the nice tag. Just as it is harder to get a purchaser for goods from an unknown firm, just that much easier it is to sell merchandise in a store Advertising has made popular.

The more you advertise your store the more popular it will become with the buying public. The more popular your store the more you turn your goods over and the oftener your turn-over, the greater your profits.

Profit by the HEN. Worm or no worm, she scratches. Business or no business, ADVERTISE.

#### ARE YOU ONE OF THESE?

### CREDIT DUE TO MERCHANTS The remark is often made by visi-

The men who do a town more harm

tors to our town that it is a prosperous thriving one. Traveling men especially speak of the amount of business done here. The reasons for

## RECOMMENDS MR. GASTON

gallery, in the pride of the moment, the actors and actresses during the worthy fellow. The very fact that he violated all rules of the game and next four months, for there wouldn't has been employed as Agricultural almost shouted, just as Herb started be a chance of their getting on the Instructor at one school for seven him as a co-worker in the field of agriculture. Mr. Gaston, not any other County Agent or person, can had the honors and sliced once more. This time the ball rolled from the ed his first putt. Just as he was bend-You're blocking the way to your single handed and alone. If we exact the program single handed and alone. If we exact the program single handed and alone. If we exact the program single handed and alone. ing low over the ball, pressing put- store door whenever you and the pect to profit from the investment of agricultural workers, we must co-

Ten Dollars will keep five families; Five Dollars will feed five children. Millions are dying. How much will you save?

Yours in the name of humanity, S. Parkes Cadman. Secretary Herbert Hoover, of the Department of Commerce, makes the following statement regarding the de-

vania's story to a large portion of the United States.

bounds.

There is no section in the country got the ball into play at once, Sinmore beautiful than our own. There clair permitted Herb to enter upon is no place that equals this commun- his property and knock the ball back ity in what it has to offer any one to the fairway.

ceeking industrial sites. There is no Al, much to the chagrin of his folother place in the world where indus-lowers, also sliced. This time he try can obtain water supply, in such drove his ball through the window of abundance, or as pure and clear, as a Little Red School House. It hapthat to be found right here. The pened that the Junior Order United United States government owns the American Mechanics was engaged 'in land upon which the watersheds are presenting the school with the Holy located, therefore there is an abso-Bible and an American flag. They lute guarantee of plenty of water liked not the interruption of their here, clear as crystal, for all time to program, and Joe failed to quiet them. They threw the ball into the come.

There are or ater agricultural pos- yard and pushed Joe after it. By lossibilities here than can be found in ing one, Al played from the school any other mountain section. In fact, house yard and onto the fairway. there is every reason for unbounded This unlooked for trouble gave Herb hope and optimism in the future of a lead of one stroke; when the cup this section. was reached on the fifth greens.

That is why the citizens here have Playing for the sixth hole, Herb so loyally supported The Brevard had the honors through being in the News in giving all these facts in the lead, one up. He made what was at public, through this welcome edition first considered a master stroke, but of the paper. It is being sent to fine the ball went too high, getting inpeople all over the country. Please, to the winds blowing from the Sens therefore, give full credit to the ad- of Adversity. The ball kept going, vertisers in this issue in the commun- and landed in a government building ity effort to build this community to at Washington, in which negro men mal stage." Goodgoshamighty, man! kind and courteous people, and have still gender size and importance. and white men, negro women and

of welcome and good will as express- Mr. Big Business Man, and then suced by individuals, firms and organi- ceeded only when the buisness man zations, and give full credit to those was promised all the golf balls, and taking advertising space in making everything else he might want, just this issue of The Brevard News pos-sible. Through the co-operation and providing Herb won the game. The balls were finally placed in the cup the finally placed to have the finall Playing for the fifth hole, Herb

You cannot beat a town that pos- This time the ball rolled from the sesses such citizenship. These loyal fairway and fell into a field owned and patriotic citizens know the pos- by Mr. Sinclair, which however, had sibilities of this section. They know been owned by the United States in a cathedral started playing "My your own cars all along your front. thought out, definitely planned pro-that all the citizens have to do is Country club before Mr. Sinclair Rosary," and for the moment Al You know the side streets, while the grams of work that will be for the would like to give. sibilities of this section. They know been owned by the United States vantages here, and the community to give the ball up to Charlie, but will keep on growing by leaps and upon learning that the game would be lost by his friend Herb unless they

taking advertising space in making everything else he might want, just \_\_just watch him!" Herb and the necessary to record every little thing munity outstanding pieces of work,

hissed, and Herb trembled, and made

ter hand against knee, the chimes other members of your firm park and he dropped his club on the ball with them. It would be both an act and came to attention. Herb was still of courtesy to our visitors, and good worried about the Vare interruption, business for you, to park your own

membered that the National Anthem along Main street for the visitors and in America is, "The Star Spangled shoppers. Banner," and quickly recovered from

his very natural mistake of a mo- ONE OF BEST KEPT

At this juncture darkness descend-ed upon the face of the earth, and storm clouds stood tip-toe on the jail. Mr. and Mrs. Ulys Merrill, in of their little empty stomachs. Mr. Gaston's coming will be pleas-ing to a large number of farmers misty mountain peaks, and the thun-the institution as clean as a well kept der rolled and the lightning flashed, home, and accord the inmates such and all the people sought shelter and a place of safety, and the games was postponed until the sixth day of next November, when lierb and Al will will and safety and the jail and safety are watching the intervention of the most hardened criminal. The grounds around the jail and safety are watching the intervention of the most hardened criminal. November, when lierb and Al will the court house adjoining are among play the ninth hole, and finish the the best kept grounds in the town. greatest game ever played between man and man. Many more hazards will be erected, and sand-traps placed of the men in prison to assist him about the coveted green, ere the two in working on the lawns about the mighty foes meet face to face in the jail and court house. Great improvefinal putting of this exciting game. ment is noted, and the men added There'll be no hole-in-one made in much beauty to the property by sodthe final contest.

Headline in Asheville daily paper oughly cleaning the grounds. says: "Rain this year not up to nor-"her yo' bin all Sprine?

almost shouted, just as Herb started be a chance of their getting on the years speaks much in his behalf. I on his putt, saying: "That's MY man front page, because of the space know he has put across in his com-

How about that parking suggesthought it was the National Anthem, and he dropped his club on the ball with thom it would he both an art and made another bad putt. Al re- cars elsewhere, leaving the space

ding barren places, planting shrubbery, trimming shade trees and thor-

friends throughout this section.

Very truly yours, J. A. Glazener, Agricultural Instructor

surroundings, especially during the school, and one of the best known season of the year when many people school, and one of the best known his very natural mistake of a mo-ment ago, and placed his ball in the cup, winning the eighth one up, again tying the score. At this juncture darkness descend-At this juncture darkness descendare taking their vacations, it is hard to authorities on agriculture in the

But this condition does exist in farm agent. China, where countless thousands are suffering from the effects of a real famine. Mothers are watching their

eaves the starved body.

Dear Mr. Whitmire: Millions in China are starving!

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rals are reported daily. stock oysters for me. Do you under-Leaves, bark and chaff are used as stand?"

Leaves, bark and chaff are used as stand? food. Feebly crying children are fed clny-soup that helps to stop their ernving, but only a lingering death results. "I think so, sir," said the waiter; "but do you wish, the oysters with or without?" "With or without what?" asked

sults. A Hundred Dollars will keep a the customer. "Pearls, sir." Chines village, alive for a month;

cate erv real fam ine in China from which several mil-lion people are suffering greatly. The American people have never failed to respond to a call for charity in time of need

"I wish to commend the effort of the China Famine Relief Fund in its attempt to bring this aid to a most unfortunate people and I trust it will meet with generous support. "Herbert Hoover."

Money sent to the China Famine Relief, 419 4th Avenue, New York City, will be immediately used in the relief of these suffering people, or if you prefer to make a donation, either Mayor Whitmire or the Brevard News will be glad to forward to the proper

Transylvania county's new farm agent, Mr. Gaston, will arrive in Brevard during the week, to assume his Brevard High School duties here. In a letter to The News,

Julian Glazener, vocational agricul-In this land of plenty and pleasant tural instructor of the Brevard High

who know the importance of a real

The following letter was received this week by Mayor T. W. Whitmire, and it tells something of the awful-ness of the situation. Deer M. Within and the stuation. ters should then be added without the liquor. The liquor should not be without Millions in China are starving! Because there is nothing to eat. Be ver ycareful to get good, rich mothers are drowning their babies, milk, and nothing but the best, gilt-fathers are selling wives and children. edged butter. As for the oysters, I in villages of 500, three to ten fun- want Cape Cod saits. No ordinary erals are reported deily.