

THE BREVARD NEWS

Published every Thursday by THE TRANSYLVANIA PUBLISHING CO., Inc.

Entered at the Postoffice in Brevard, N. C., as second class matter.

James F. Barrett, Editor; Miss Alma Trowbridge, Associate Ed.

Subscription Rates table with columns for 'One Year', 'Six Months', 'Three Months' and 'Payable in Advance'.

Readers are invited to use the columns of The Brevard News in expressing their opinions on any matters of public interest.

THURSDAY, SEPTEMBER 13, 1928

ONE LITTLE WORD, THEN JAIL, PENITENTIARY, OR, PERHAPS, ELECTRIC CHAIR.

In the heat of political campaigns men are willing to fight "a barrel of wildcats" for their favorite candidates.

What good will it do any one to engage in a fight with one's neighbor over the campaign?

All the murder cases that have been tried in the Transylvania county court house started over some little frivolous something.

Let's say that John and Joe, for instance have been fairly good friends. Both men have families—mothers, fathers, wives, little children.

Directly the deadly report of a pistol breaks the silence. John has killed Joe, or Joe has killed John.

There's a widow down there in one of the homes. A group of little children are crying for "Daddy"—a Daddy that is no more.

A funeral is held over one of the men, while, within a short time, trial of the other begins—a trial for his life.

Two families torn asunder. Two families without fathers or husband. A community torn by factions as friends line up on each side.

And what good has it done the democratic party and the republican party for these two men to fight over their politics—with such disastrous results.

Ah, friends, if each of us would look deep into the eyes of our little ones, and see something of the misery that our hasty action must surely bring upon them, we would be more careful in what we say and do.

Let all Christians pray God that no two neighbors in this county will come to blows throughout this campaign. Any one of our citizens is worth more to Transylvania county than is both Smith and Hoover put together.

SCHOOL BOOK QUESTION NEXT CONSIDERATION.

In all the great progress that has been made along educational lines in North Carolina, there is one feature of the school work far behind the times.

School books ought to be purchased by the state and given to the school children without any charge at all. The state assumes the right to adopt or reject any text book, and make changes in the books at any time the state so desires.

But it will be many years before the state reaches that advanced stage in its progress, therefore immediate remedy is needed for existing evils.

are distributed. For some reason only one dealer in a county sells school books to the students, and all these sales must be made in a day.

In a small place like Transylvania county the task may not be so hard, yet it is most unpleasant. But in the larger counties, where thousands and

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Carlyle has said: "I acknowledge the all—but omnipotence of early culture and nurture." And Pope has thus expressed the reason why early culture is all—but omnipotent—

Bishop Dupancoup has well said that "The world would be saved if we devoted ourselves to the children." They will not always be children; we are dealing with the parents and leaders of tomorrow.

If it is true that "She who rocks the cradle rules the world," it is no less true that the teacher is sowing seeds which will replant themselves generation after generation.

front pages of our daily papers? What we're most interested in is to get a good industry here, so the sons of the good citizens of Transylvania county can get some jobs.

The Asheville Advocate appeared last week as an eight-column paper, greatly improved over the former six-column paper.

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WHAT'S THE NEWS AS TO JOHN COOLIDGE?

For many days the newspapers have kept the American people fully informed as to the movements of John Coolidge, his job-hunting and his courting.

Can't get a job, can't go courting, without having his every movement duly chronicled in the big daily newspapers. Monday's papers carried the "wonderful" news that John is to go to work for a railroad company.

Isn't it funny, that we, as American people, boast of our democracy, our hatred of royalty, our aversion to kings and queens, yet each little member of the "big" folks in America is given prominence on

THE PRAYER CORNER

"THE CHILD IS FATHER OF THE MAN"

What Wadsworth meant by the above statement was, of course, that the life of the child determines the character of the adult.

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A LETTER FROM MR. SAMS

To the Farmers of Transylvania County: It has been both a privilege and pleasure to be in your splendid county for a few days.

We have walked over your beautiful farms and seen your cattle, mules and sheep browsing on your hills and bottoms.

The Roman Catholic church believes in state control by the church. Now, if I vote against a man on the ground that he is a Roman Catholic, and for that reason neither an American nor a democrat, I am charged with being "intolerant" and guilty of narrowness and religious bigotry.

A PRAYER FOR THE CHILD AS FATHER OF THE MAN

Our Father God, help us to remember the saying of the great poet, that "The child is father of the man," that the life of the child determines the character of the adult;

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HOUSEHOLD HINTS

A good way to utilize left-over farina or oatmeal is to season while hot with butter, pepper and salt, and when cold shape the size of a walnut.

A good way to utilize left-over turkey or chicken: Cut pieces of the bones, season with salt and pepper, dip in fritter batter and fry in fat until a golden brown.

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BETTER BUSINESS BULLETINS

For Combating Mail-Order Competition

Published by THE BREVARD NEWS (C)

Newspaper Advertising Secures Volume and Rapid Turnovers

Right now—when merchandising is once more a man's game, and merchants are compelled to sell, rather than hand the goods over the counter to anxious buyers—is the time to pay particular attention to advertising in order to secure rapid turnovers to offset the smaller margin of profit we have today.

On a declining market, such as exists at the present time, merchandise must move faster or a store will get into difficulties. The public is asking for lower prices and the only way a store can give them lower prices is to increase its volume and the number of times it turns its stock.

This can be accomplished in only one way and that is by adopting the one proven method which the big successful merchandisers of the country use in securing volume and rapid turnover—newspaper advertising.

Newspaper advertising is the cheapest and the most effective means of increasing your volume of business. The flow of trade toward your store will steadily increase if you will but keep the buying public informed of your preparedness to meet its needs.

Store-news advertising should be just as interesting and attractive as any display page of a mail-order catalog. The mail-order house must of necessity have strong compelling copy in order to sell goods, on account of the great amount of extra trouble the customer is put to in buying by mail.

Let your home newspaper increase your volume of sales by presenting to the town and country folks regularly, as interesting and attractive merchandise bulletins as those of the mail-order houses.

Any merchant who will make a careful study of the five leading mail-order catalogs and their supplements, as issued, is bound to become a better advertiser and also a better merchandiser.

WHERE DO YOU BUY?

Do you buy your goods of your home dealer or of some far-away catalogue house which, in nicely worded letters and voluminous catalogues, offers apparently great bargains?

The town whose citizens are constantly discouraging every business enterprise, and who would rather patronize mail-order firms or out-of-town business houses than buy at home stores, is invariably a dead town, where empty houses abound, where property and rents are cheap, and where farm lands are correspondingly cheap.

It is just as easy to say a good word for a town as a bad one, and you will be surprised to find what a wonderful influence a little boasting will have in this locality. Try it.

Our citizens are loyal. They only need to be reminded to talk up the town with a little more frequency and enthusiasm, so then we may hold our own and grow faster.

WHO IS SENDING HIM?

(Greenville News) Jack Johnson, negro pugilist, announces at Winston-Salem, North Carolina, that he is to make a speaking tour in the South in behalf of Al Smith.

How comes it that Jack Johnson is to make such a tour in the South might make an interesting story if the facts could be gleaned.

If the former champion has placed himself at the disposal of political agencies in the United States, his field of operation would be decided upon in cooperation with the campaign management's plans.

Has the Democratic national campaign management, then, sent Jack Johnson on a speaking tour through the South, in the expectation that he would fill the role of a political orator, address audiences of white citizens, and fire them with enthusiasm for Smith? We don't know, of course, but our guess would be that there is nobody connected with the Democratic organization who would be so assinine.

If the Democrats have not sent Jack Johnson South on a political mission, then who has? We don't know the answer to that either, but there are only two parties particularly interested in this election—Democrats and Republicans.

We don't know anything about who is backing Jack Johnson in his political pilgrimage South of the Mason and Dixon line, of course, but if we were a Republican and had no scrapes about political tricks of any kind, we would probably consider it a great stroke to get some figure like Jack Johnson to tour the "Solid South" ostensibly in the interest of the Democratic ticket. That is, provided, of course, we could do it without being found out.

The Republican party is resorting to almost every sort of device and appeal in the hope of breaking the "Solid South" this year. Its spokesmen in these parts have not hesitated to make the most blatant appeals to religious prejudices and intolerance in order to win votes. If effective ways could be found to make use of prejudices of other kinds, who doubts that they would hesitate to employ them, too?

LOYALTY TO OUR HOME TOWN

It must be very apparent to every man of good judgment that the welfare of any locality depends largely on the prosperity and success of the various business enterprises operating within its boundaries.

The farmer, the merchant, the banker, the mechanic and the laborer are all equally benefited by the individual prosperity of any business community.

The man who is indifferent to the welfare of his home town or his home business houses, the owners of which are his neighbors and friends, and whose affairs and habits are an open book, reminds one of the proverbial fellow who "cut off his nose to spite his face."

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A CLEAN HOME TOWN

(Atlanta Contitution) In Pensacola 2,000 school children joined in a clean-up campaign. It is another impressive example of what children may do to make life cleaner and better in urban centers.

Children have been playing in all the progressive cities of the country in recent years, and it is properly looked upon as a very important part of their practical education. It teaches them many useful lessons in civics, and at once brings them face to face with the vital fact that health and beauty go hand in hand.

It is interesting to note also that in these clean-up efforts children often are very much more efficient and thorough than are grown persons. Youth is wide-eyed. Youth sees more, and sees more accurately, as a rule, than age, when it comes to rubbing out ugly spots in urban centers. The range of vision seems to narrow, and the eyes become slower and duller as we age.

Youth sees many things not picked up by the eyes of older persons. Children are not likely to overlook anything in these clean-up campaigns where they are interested in what they are doing.

It is useful work, useful from the standpoint of the health and beauty of the city, and useful, too, from the standpoint of the children who take part in it, for it helps them to acquire the habit of keeping the home town clean, beautiful and healthy.

Mildred Ives of Pasquotank county and Sam Raper of Davidson represent the club boys and girls of North Carolina at the Camp Vail Training School for club leaders near Springfield, Massachusetts, September 9 to 22.