

THE BREVARD NEWS

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Thursday, July 2, 1931

GREAT IMPROVEMENT BEING MADE IN BUSINESS NOW

From every direction there come reports of improving business conditions, and the large number of men and women being called back into industry give indication of an early return to normal conditions.

Mr. Lamar Lewis, who has been with the Roberts, John & Rand Shoe company for the past 11 years, is just back from St. Louis, attending the annual convention of the salesmen of that great concern.

Shoe factories running full time means activity in the tanneries, and activity in the tanneries means activity in the acid woods and allied industries.

Mr. Lewis drove through to St. Louis, covering 1,423 miles on the round trip, and encountered some hot weather that makes it easily understood why so many thousands of people hurry to these hills when Old Sol begins to scorch things in those sections traversed by the Brevard man.

GOVERNOR GARDNER ASKS SUPPORT OF THE PUBLIC IN OPERATION OF ROADS

Governor O. Max Gardner is calling attention of the people of the state to the fact that every citizen may help in making the new highway law more effective for all the citizens, simply by lending sympathetic support to the movement.

The Governor, in sending out the statement, addressed a letter to the editors of newspapers in which he stressed the fact that, in his belief, greater efficiency of highway work, at less cost, may be had under the new law than was possible under the old regime.

I myself believe that the new road law marks the embarkation upon another state policy that will maintain North Carolina's established position as "the good roads state" in the eyes of the nation.

May I express my whole-hearted appreciation of the able assistance that the daily and weekly newspapers in North Carolina rendered the administration in the effort to work out this major program.

THE GOLDEN HARVEST BEING GARNERED IN COUNTY NOW

It is an inspiration to any one who is interested in Transylvania county to pass along the highways and view the abundant harvest of the wheat crop, now being cradled and shocked, and then to look upon wheat's companion crop, the corn, and see the waving stalks of sturdy black growing so rapidly as to suggest a race in every field to see which stalk will be first to tassel and silk.

The county's finest citizens may be seen everywhere in these fields of growing grain and flourishing vege-

tables. Out there in the heat, wet with perspiration, toiling long hours in bringing forth the food without which the human family would perish, those men have a dignity that is not seen in face, form or bearing of any other group of men on earth.

LIKES THE BREVARD NEWS—DISLIKES SOME OF THE NEWS

Editor The Brevard News: Find enclosed money order for \$2 as renewal on my paper for another year. I would be completely lost without The Brevard News, coming from my old home where I was raised.

I am a Democrat, and if I did not know that the editor of The Brevard News is a Republican, I could never tell it from the paper, nor could anyone else tell what party you belong to by reading the paper, for it is absolutely fair, taking no sides with either party.

Say "Howdy" to all my old friends. R. K. BALLARD. Summerfield, Fla., Route 1.

CATCHING THE PUBLIC EYE

Advertising slogans are furnishing material for many editorials in the country's newspapers, it is indicated from a check-up of the advertising of one of the manufacturers making the largest investment in newspaper space.

Lucky Strike's current series has elicited comment from newspapers all over the country. "Speaking of advertisements," Louis Sobel says in the New York Evening Graphic, "those Lucky Strike blurbs are fascinating, but some one ought to tell the lad writing the copy that normal women have no Adam's apples. The catchline line reads: 'Consider Your Adam's Apple,' and below is a picture of a pulchritudinous lass with an arrow and her fingers pointing to the spot where the anatomical fruit is usually located.

The Oceanside, Calif., Tribune says: "The Lucky advertisements, which always sparkle with new advertising ideas, sound a new note to smokers" in telling them of "the consideration they should have for their Adam's apple."

Walter Winchell, one of the country's leading columnists, in the New York Daily Mirror, comments as follows: "There appears to be a great to-do over the newest Lucky Strike ad because it states that women have Adam's apples in their throats, etc."

The successful advertising today is that which so captures public attention that it slogans become national by-words. And this is certainly true with cigarette advertising.

ALEXANDER REUNION

A number of relatives gathered at the home of J. W. Alexander Sunday. Picnic dinner was served at 1 o'clock and in the afternoon addresses were made by D. H. Orr, I. N. Kuykendall and J. W. Alexander.



THE LEGEND OF CONNESTEE FALLS

By MISS SUE LANKFORD, ORD, Dec. 15, 1881

The Brevard News is indebted to Miss Louise Merrill of Greenville, for one of the most interesting articles it is possible to publish in this paper. It is a clipping from a newspaper published in 1881, entitled, "The Legend of Connestea Falls," written by Miss Sue Langford, now Mrs. Clingen of Springfield, Mo.

The News is publishing both the letter from Miss Merrill and the clipping from the old paper. The letter explains the clipping most thoroughly.

Editor The News: In turning through an old scrapbook my mother made when she was a young girl, I ran across the enclosed clipping, "The Legend of Connestea," by Miss Sue Lankford. The date on the reverse side is December 15, 1881. I thought it might interest present day readers who may have forgotten, or perhaps never heard the legend of the falls.

In the last paragraph Miss Sue tells of a romance between a belle of Transylvania and a gentleman from Texas. It is interesting to note that Miss Sue herself had a similar romance with a gentleman from Ohio. And it is said that the gentleman from Ohio was quite as "delighted with his wife" as the gentleman from Texas was with his.

Miss Sue, who is Mrs. Sue Clingen, is living today in Springfield, Mo., but the gentleman from Ohio died several years ago. Mrs. Clingen had one son killed in the World war. She makes her home with her daughter in Springfield. She has many relatives in that section of the state.

Mrs. Clingen is a first cousin of the writer's mother, who was Miss Leoti Lankford, herself a belle of Transylvania of the eighties.

I would like very much to have a copy of your paper should this article appear in it. I enclose also a verse by the writer about Connestea, written about five years ago when the drought had robbed Connestea of most of its crystal flow. You may use it if you wish, also the parts of my letter you think necessary to explain the clipping.

Very truly yours, LOUISE MERRILL. 207 Memminger Street, Greenville, S. C., June 21, 1931.

Following was published in "The Farming World," issue of December 15, 1881:

The Legend of Connestea Falls

To the Editor of Farming World: I am a farmer's daughter and live in the suburbs of Brevard, the county seat of Transylvania. This town is one mile from the French Broad river, nestled among the mountains of Western North Carolina and surrounded by one of the most beautiful and prolific valleys imaginable. From the southern piazza of our cottage the scene is pronounced enchanting by many summer tourists who flock to our salubrious climate in the summer. There are many points of interest in this valley each within half a day's drive of Brevard, upon which I wish the readers of the Farming World could feast their eyes. Glenn Cannon Falls, Bridal Veil Falls, Minnehaha Falls, Dunn's Rock, Rich Mountain, Caesar's Head and Connestea Falls, over which hangs the myth of an Indian legend. Some of your readers have heard it, but I will give it for the benefit of those who have not.

The Cherokees who occupied this region a hundred years ago and more, in an expedition to Charleston, wounded and captured a young Englishman who was faithfully nursed by Connestea, the daughter of the chief. His life was spared at her entreaty on condition that he assume the Indian life and wed her. He did so, and became the chief at the death of the old warrior. But on another trading

and Blanche, Mr. and Mrs. Clarence Brown, Mr. and Mrs. Herman Brown and children, Lucile and Freeman, Glenn Newton, B. J. Brown, Mrs. A. W. Davis and children, Leroy, Irene and Clyde, Miss Kate Gillespie, Raymond Reed, Edward Ownsby, Rev. C. E. Blythe and Rev. and Mrs. I. N. Kuykendall, Glenn Hughes, Mrs. Sarah Orr, Mrs. J. C. McCall and children, Pearl, Charles, Lois and Newell, and Wade Lyday.

Accustomed to tea since his childhood, John Rodgers of Los Angeles said in a divorce suit that his wife insisted on giving him coffee and thereby spoiled his pleasure in life.

CLASSIFIED ADS

TYPING and general Stenographic Work. Rates reasonable. Phone 43. Miss Catherine Moffitt, Broad St.

CANOE WANTED—Need several good second-hand canoes. Write J. D. Metz, Cashiers, N. C. 1tp

FOR SALE—Poland China pigs. See George Morgan, at Cherryfield. 2p

WANTED—Small farm within 5 miles of Brevard, accessible to highway, 15 to 20 acres tillable land. 4 or 5 room house, must be cheap. Box 487, Brevard, N. C. 1tp

WANTED—Adding Machine for two months. Box 534. 1tp

FOR SALE—4 or 5 thousand Golden Flume Celery plants. The finest you ever saw. P. A. Morgan, Brevard, Rte 3. 1tp

WANTED—Antique bed, dresser, table and hanging lamp; saddle horse; English saddle. Must be reasonable. Address 1-2-3, Brevard News

ALL who are interested in good meals come to Hinton Lodge where you will have fried chicken and ice cream besides all other kind of good eats. Mrs. Hinton. Jn18 4tc

A Two or Three room, furnished upstairs apartment for rent. All modern conveniences. Rent reasonable for season or year round. Hinton Lodge. Jn 18 4tc

FOR SALE—Aster plants, assorted colors, 10c per doz. Mrs. Luther Wilson, near Wilson Bridge. Jn 18 3p

WANTED to Buy—Good used oil stove. Must be reasonably priced. Address, C. A., care Brevard News.

ENGLISH BROTHERS, Shoe Repairers—Anything in Shoe repairing—We Satisfy. Rose Building, Fourth ave., Hendersonville, N. C. We pay postage, so mail your shoes to us. Jun11 4t

FOR RENT—to Reliable Party, 3-room apartment with bath, hot and cold water, furnished or unfurnished, including electric range. Apply C. W. Pickelsimer, 336 W. Main Street. A23 1t

VICTOR RADIOS . . . Victor Phonographs . . . Victor Records . . . If it's a Victor, it's good. For sale at Houston's Furniture Store. M121t

NEWEST MAJESTIC RADIOS at Houston Furniture Company, Brevard. Guaranteed no "A-C hum." A high class Radio at a reasonable price. Jly13 1t1d

FIRE WOOD, Stove Wood, Kindling, Sand and Gravel, Trunks and Baggage and general hauling. Rates reasonable. Siniard Transfer Co. Phone 118. Aug 13 4tc

WANTED—Every one interested in Radios to call and see the wonderful Atwater-Kent Radio. Hear it and see it at the Houston Furniture company's store. J151tc

PASTURE FOR RENT—See me for pasture. Any number of cattle taken. Rates reasonable. Best of care given to stock. Thousands of acres of best pasture land. See Paul F. Roberts, Cedar Mountain. A15 1t

FOR SALE Like Rent, furnished six room Bungalow, hardwood floors, in Franklin Park or will rent for the summer season for one hundred dollars. G. N. Ennett, Black Mountain, N. C. Jn5t

GLASS TUMBLERS FREE July Specials—Free on Each Saturday in July with each purchase of 50c or more, on glass tumbler. Brevard Pharmacy, Jesse B. Pickelsimer, Ph.G., Prop. thr Jy

IF Interested in FUR RABBITS, my stock will please you. All pedigreed from America's Best strains. Some household and kitchen furniture. Col. H. E. Boucher, Brevard Institute

FRYERS WANTED—Can use all you have and will pay as much as anyone else. W. L. Mull's Stores, Brevard. 1tc

SILVER LEE QUARTET TO SING AT COLORED SCHOOL

With a promise of all the favorite Negro Spirituals, announcement is made that a singing contest between the Dixie Jubilee Singers of Forest City and the Silver Lee Quartet, local colored singers of note, will be staged at the colored school Monday evening at 8:15. The double quartet will open the program, it is announced, with "Swing Low, Sweet Chariot," and close with "Carry Me Back to Old Virginia." Requested numbers will be sung by the contesting quartets and a special section will be reserved for white people.

We Pay Cash for Chickens and Eggs

Heavy Hens . . . . . 14c Light Hens . . . . . 12c Nice Fryers . . . . . 25c Roosters . . . . . 7c Eggs, fresh country . . . . . 20c yard . . . . . 22c Corn—Cash . . . . . 85c

B. & B. Feed & Seed Company BREVARD, N. C.

Prices subject to change any time

Kosciuszko

Patriot of Poland Who Fought for Liberty of America.



More than a century has passed since he died in exile, an impoverished and broken-hearted failure, yet the world still thrills to the name of Thaddeus Kosciuszko, the beloved Polish patriot, who, incidentally, was one of the most useful and popular officers in the American army during the Revolution.

De Kalb

Volunteer Who Gave His Life for American Freedom.



The brilliant ideology of the American Revolutionists and their military inexperience attracted gallant or needy soldiers whose hands were free and whose courage was bright, or whose necessities were great and whose prospects were dismal. Great Britain drew upon the German reservoir and the French helped America.