

# TRANSYLVANIA COUNTY'S REAL FOUNDATION STONE

Every standing structure has its foundation stone, upon which the whole building must rest. That is true of community life. The progress of a community depends upon its business life. We are herewith presenting for your consideration the list of business houses and the names of businesses that constitute the very foundation stone of our Community Life and Progress. If these business places succeed, the whole community succeeds; as these places prosper and progress, so will the entire community progress and prosper. Please read this list, and study the importance of community dealing and community co-operation.

**SID BARNETT MACHINE SHOP**  
With a shop equipped equal to the best in Western North Carolina, Sid Barnett at Pisgah Forest operates the only plant of this nature in the county for the general public. Highly skilled mechanics giving the best of service have aided Mr. Barnett in building one of the best businesses in this community.

**CARR LUMBER CO. STORE**  
Operating at Pisgah Forest with a general line of merchandise, composed of staple and fancy groceries, dry goods and notions, boots and shoes featuring the famous Star Brand line. They also carry a complete line of horse and cow feeds.

**LONG DRUG COMPANY**  
The Long Drug company, with licensed druggist, is an up-to-date drug store in every particular. Prescription work is a specialty at this good drug store. Every family knows the value of a good drug store—its service is indispensable.

**SIMPSON'S BARBER SHOP**  
The Simpson Boys, as they are known, are good barbers. They are also good citizens. Furthermore, they are good singers. These boys make the men look better with their shaves and haircuts, and they sing wherever and whenever they are called upon to sing.

**MULL'S STORE**  
Mull's Grocery Store, on the corner of Caldwell and Jordan, is an old landmark. Mr. Mull is not concerned about competition, he says, and offers groceries and service in such manner as to meet all comers. His is, indeed, a most successful home-owned grocery business.

**PURITY PRODUCTS CO.**  
The Purity Products company, makers and sellers of ice, and dealers in coal and wood, is among the most popular of Brevard's business houses and establishments. It is operated by A. B. Galloway, whose associates include many of the leading men of Brevard.

**HOUSTON FURNITURE CO.**  
Perhaps the most active business house in Brevard is the Houston Furniture company, employing a large force of men and running a fleet of trucks. This firm, while selling everything in furniture, makes leaders of their famous Hoosier Kitchen Cabinets, Majestic Radios and Roman Ranges. A. H. Houston is manager of the firm.

**H. R. WALKER INSURANCE AGENCY**  
Under the management of Mrs. Mary Jane McCrary, the Walker Agency represents some of the largest companies in America, covering all branches of insurance, including complete coverage for all lines, and enjoys the confidence and patronage of a large list of clients.

**BREVARD LUMBER COMPANY**  
F. E. B. Jenkins has been in Brevard doing a lumber business since Brevard was in its infancy. His multitude of pleased customers have been responsible for the growth of his lumber and Building supplies business. Mr. Jenkins also sells much of the fertilizer used in this county.

**OURSELF**  
Austin's Studio, photographers, is recognized as one of the most proficient photo places in Western North Carolina. Mr. Austin is a photographer of recognized ability, and does work for many leading men and women of the South. He is photographer for many of the camps of the county.

**BREVARD DRY CLEANERS**  
Operating a first class pressing and cleaning business on East Main Street under the management of Cleo Gardner, this firm has many satisfied customers. They are firm believers in trading at home and merit the support of the people of this community.

**THE CHEVROLET PLACE**  
Paul P. Smathers, long experienced in the auto sales business, is now owner of the Chevrolet agency, operating under the name of The Auto Sales company. In addition to the sales end, Mr. Smathers is operating a first class auto repair department.

**GARREN AND V. S. S.**  
H. Garren, feed dealers and grocer, fills an important niche in the community life. He operates a corn mill; is authorized dealer for V. S. S. feeds and products, and operates a good grocery store. His home-ground meal is a popular seller, and his feed line is recognized among the leading brands.

**WALTERMIRE HOTEL**  
Brevard's only all-the-year round commercial hotel, The Waltermire is operated by that genial booster, T. W. Whitmire. The Waltermire is most orn in every respect, with steam heat and a full service. Whitmire mid-

**ED McCOY'S SERVICE STATION**  
Ed McCoy's Standard Service Station at the corner of Broad and Jordan street is in charge of Bill Erwin and Albert Lyday, who delight in serving you with Standard products. These boys are responsible for a large number of the clean autos, being experts in the washing and greasing business.

**SHOE DEPARTMENT**  
N. Morris, in charge of the Shoe Department at the American Sales Co., is said by his friends to know the size of the foot of every man, woman and child in the county, and buys the shoe for each particular foot. He has a most splendid reputation in the county for fair dealing and as a "square shooter."

**A NEW CONCERN**  
The American Sales company, purchasers of the Pushell Department Store stock, is made up of highly trained men in merchandising, and is now engaged in selling out the stock of Pushell's Store. New Winter clothing for men, women and children, is the inviting feature of this store.

**THE CITY MARKET**  
The City Market, owned by S. F. Allison and B. W. Trantham, and operated by Mr. Allison, is a combination market and grocery store, doing a thriving business at all times. "Everything to Eat" is the slogan of this popular place. It is "a Home Institution Doing Well."

**THE BLUE FRONT MARKET**  
The Blue Front Market is the name of a good store, owned by W. L. Mull and operated by C. O. Robinson. This is a complete market and grocery store, owned and operated by Brevard's own citizens, and is an important part of the community's active business life.

**PISGAH INDUSTRIAL BANK**  
The Pisgah Industrial Bank, with its departments of insurance and other forms of service, has filled a great place in the community life here. Active in the affairs of the place are O. H. Orr, F. E. Shuford and T. H. Galloway, three of the leading citizens of the county. They say "Spend your insurance money at home and get another chance at it yourself."

**BREVARD BATTERY CO.**  
Thoroughly equipped in every essential, the Brevard Battery company has long been an important place in the business life of the community. Battery and ignition work is a specialty there, although every phase of auto repairing is carried on, and the large rooms are used as storage for the public.

**CENTRAL MARKET**  
The Central Market, long a favorite place for obtaining fresh meats by a large number of citizens, is managed by J. E. Waters and operated by Plato Allison. Native and western meats are served here in expert manner, and the Central Market is a household word in Brevard.

**SMITH'S BARBER SHOP**  
Smith's Barber Shop is an institution in Brevard, headquarters for homefolks and a meeting place for summer visitors. John Smith, in addition to being a good barber, is also one of the hardest working men of the town in planning, boosting and building for Brevard.

**CALDWELL STANDARD STATION**  
On an equal par with the excellent service of all Standard Service Stations is that operated on the corner of French Broad and Caldwell by Harry Sitton, popular young Brevard man. Polite, courteous service is the keyword with Harry as he sells Standard gas and oil to a large number of customers.

**PLUMMER'S STORE**  
Outstanding in Brevard's business life is the Plummer company's store, which is a leading institution here. Being

long a leading institution, a department store in the true sense of the word, Plummer's carries a complete stock of seasonable merchandise at all times. It is one of the very pillars of the business life here.

**BUILDING AND LOAN**  
Many people of the town and county are home-owners because they were enabled to own their own home through the Brevard Building & Loan association. The Building and Loan is one financial business that weathered the storm. It is safe; it is good; it is a building force for the community. Ask Jerry Jerome about it.

**SUNNY SIDE DAIRY**  
Paul and Walter Glazener, two of Brevard's most popular young men, operate the Sunny Side Dairy on a scale that is attracting much attention. Aside from the grade "A" raw milk and buttermilk they sell to a large list of customers, they are placing a chocolate milk drink on the market now that is very popular.

**CLEMENT, THE JEWELER**  
Frank D. Clement, The Hallmark Jeweler, conducts a jewelry business that is second to none in any city. He handles only the best of standard goods, and his reputation as a man is just as fine as the fine line of jewelry which he handles.

**BREVARD HARDWARE CO.**  
The Brevard Hardware & Furniture company, with Messrs. D. F. Moore and Furde Osborne at the helm, reaches far out into the countryside districts, serving the people of the town and county with hardware of all kinds and furniture for every purpose.

**THE WHITEWAY**  
George Nicholson, one of the younger business men of the town, is at the same time a veteran in the pressing and dry cleaning line. The The Whiteway Pressing club has been in continuous business for the past several years, testifying to its excellent service and good work.

**RECREATION CENTER**  
All work and no play is not good for any one or any town. W. H. Harris and B. W. Trantham have established and operate an amusement center known as the H. & T. Recreation Center, where are located the very best alleys for bowling to be found in any city anywhere.

**W. O. W. INSURANCE**  
Woodmen of the World Insurance is being recognized throughout this county and the whole of Western Carolina as Family protection that is A-1. Several hundred Woodmen and their ladies, members of the Circle, in Transylvania, give their o. k. to W. O. W. Insurance. W. H. Grogan, Jr., is district manager here.

**EAST MAIN STREET STANDARD STATION**  
Glenn Lookbill, operating the Standard Service Station on East Main Street, has been responsible for a large number of car owners changing to Standard Gas and oil. He gives excellent service at his station and has one of the neatest appearing stations in Brevard.

**THE CANTEN**  
"Doc" Galloway's place, "The Canteen," is such a cafe, as would do justice to a town of ten thousand population. Visitors and home-folks alike praise The Canteen for its splendid service and good food. It is the largest restaurant ever operated in this community.

**THARP, THE PLUMBER**  
R. F. Tharp, the Plumber, is a most valuable man. Not only is high class plumbing and steam-fitting work done here, but high grade electrical repairs and installation is a part and parcel of this active business place. Weather reports indicate that you will soon need Mr. Tharp.

**EVERY CASE**  
Windows get broken in the best of homes, and auto doors and wind shields have a way of losing their fastenings. Every Case, 151 West Main street, makes a specialty of glasswork of any kind, from replacement of the smallest particle to the installation of the biggest glass found. His is an important work.

**RED'S SERVICE STATION**  
"Wash 'em, and your wife won't weep; grease 'em and they won't squeak," says Red Misener, speaking, of course, of the automobile. Red's Service Station handles Standard Oil and gas, and does a general greasing and washing business. Red himself is an important factor in the community life.

**THE SPIC AND SPAN**  
One of the new businesses of the community, headed by young men here is that of the Spic and Span Cleaners, located in the Clayton Hotel Building. The new firm has inaugurated the cash and carry system, which is proving quite popular here. C. W. Townsend is manager of the Spic and Span.

**THE CLAYTON HOTEL**  
The Clayton Hotel is one of the old landmarks here, and is an all-the-year popular place for tourist and local citizens. Its home-like atmosphere and famed dining room makes of the Clayton Hotel an important factor in the business life of Brevard and Transylvania county.

**JOINES MOTOR COMPANY**  
The Joines Motor company, authorized Ford dealer, is among the community's larger places of business. The head of the concern, S. R. Joines, is recognized as one of the community's outstanding business leaders. In addition to sales, the place maintains a complete repair department.

**MACFIE'S DRUG STORE**  
Every person, without exception it is believed, in Transylvania county knows Macfie's Drug Store, one of the oldest and most popular business houses of Brevard. It is known as the Rexall store, and aside from handling the complete line of this brand, are prescriptionists that are making and keeping friends from all sections of the county.

**SOUTHERN PUBLIC UTILITIES**  
The Southern Public Utilities Co., branch of a statewide utility, is in Brevard, lighting the city and running its machinery, and has an ample supply of power for any industrial purpose. The presence of this company in Brevard is a promise of greater industrial activity.

**MAIN STREET A. & P.**  
The Great Atlantic & Pacific Tea company finds Brevard a good place, and the Main Street store of the A. & P. is a favorite place for many housewives of the town and county. Lee Arledge is manager of this store, and takes an active part in community affairs.

**PICKELSIMER'S DRUG STORE**  
The Brevard Pharmacy, presided over by J. B. Pickelsimer, Ph.G., is one of the popular business houses of the town, and is noted for its special offers on standard remedies and nationally advertised goods. Dr. Pickelsimer is one of the leading churchmen of the town.

**BREVARD PLUMBING CO.**  
Nicholson and Duclos, forming the organization of the Brevard Plumbing company, have had much to do with the progress of the community in its building aspects. This firm has had many large contracts for plumbing and steam fitting, and is an important factor in the life of the community.

**JUDSON McCRARY**  
Perhaps the one man in Brevard who has done more than one man's part in keeping real estate on the "up and go," is Judson McCrary, real estate dealer. His offices are located in the Tinsley building. Mr. McCrary rents and sells property of all kinds.

**RAD NICHOLSON'S**  
Rad Nicholson's Shoe Repair Shop is a favorite place in the community. For the past 22 years Mr. Nicholson has been selling, re-soling and consoling the footwear of the people here. Friends say that half the county walk on shoes soled by Rad Nicholson.

**WATCH REPAIR WORK**  
B. F. Beasley, long an honored citizen here, is instrumental in keeping time straight, because of the large amount of watch repair work that he does. He also works on clocks, when they go blooey, but the watch repair work is his favorite line. He guarantees all his work to be satisfactory.

**MARTIN'S BARBER SHOP**  
Lester Martin, and other Transylvania boys are operators of Martin's Barber Shop, a popular place in the town's life. These young men know their community, and enjoy a large patronage from both the town and the whole of Transylvania county.

**THE CLEMSON THEATRE**  
Year in and year out, in good times and in dull times, The Clemson Theatre goes on, providing a place of amusement for home folks and visitors. The Clemson gets first showings of pictures at all times, and it is a theatre that is a credit to the town.

**DR. J. B. S. McINTOSH**  
There's a thousand and one things to delight the lover of beauty in the store of J. B. S. McIntosh, the man who has had much to do with development of the organized camp life of this county. It is, indeed, a variety store in that term's broadest scope. It is a good place to visit.

**WARD'S NEWS STAND**  
One of the most popular places in the town is that of Ward's News Stand, where papers, magazines, books, and periodicals of all kinds are always on hand. Then Ward handles cigars, cigarettes, candies and so on, and operates a first class barber shop in addition.

**BROAD ST. A. & P. STORE**  
The A. & P. Store, on Broad street, managed by Harry Sellers, is, indeed, a popular place. Mr. Sellers is one of the most popular young business men of Brevard, and his friends are scattered all over the county. This store is recognized as one of the leaders in the A. & P. system.

**FRED HOLDEN**  
Fred Holden, young business man, is making great headway in establishment of his business as operator of the Shell Service Station. In addition to selling Shell gas and oils, young Mr. Holden renders such service as greasing, washing and adjusting automobiles.

**PHILIPPS' BAKERY**  
Philipps' Bakery, a Brevard institution, is an important factor in the business life of the community. Good bread, rolls, pies and cakes can be had at Philipps' any day in the week. Mt. Philipps avows that he sells as big a loaf of bread as anybody, good, and fresh, and for five cents.

**THE NOBBY SHOP**  
The Nobby Shop, Brevard's only exclusive shop for women, is operated by Mrs. Flax Lawrence, and is stocked with carefully selected wear things for women. It is a known fact that The Nobby Shop has in stock dresses and coats of identical make in larger city stores at 25 to 50 per cent less cost.

**DRESSMAKING**  
Quietly, unassuming, but constantly and persistently, Miss Maggie Ownby has built up a dressmaking establishment here that would go credit to a much larger town. Many of the best dressed women in Brevard wear creations planned and wrought by Miss Ownby.

**K. & M. AUTO REPAIR**  
One of the long established places of business in Brevard is the K. & M. Auto Repair, with Dan Merrill and the Kilpatrick boys as operators. This place is one of popular appeal, repairing any kind of car in fine manner, and selling the famous Willard Battery as a leader.

**McCRARY'S**  
Carl McCrary is recognized as one of the most successful young business men of Western North Carolina. His is, indeed, a "One-Stop Service Station," everything that a car can need being found there. Mr. McCrary makes a leader of Firestone products, and does a big business.

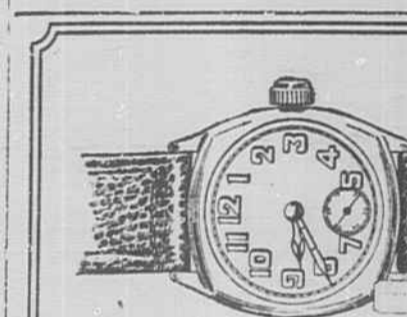
**JESS SMITH'S GARAGE**  
Jess A. Smith, recently moved into his own building at the "foot of the hill," and adding the Shell line of gas and oils to his repair business, is making great progress in his line. His slogan, since moving, is: "Come to the foot of the hill and save on your repair bill." He carries in stock Alcorine, Alcohol and Federal tires.

**ED McCOY'S—Pisgah Forest**  
At Pisgah Forest, just two miles from Brevard, Ed McCoy serves as Postmaster, sells hundreds of Good-year tires yearly and presides as Justice of the Peace, besides operating a Standard Service Station. Most anything you want in a hurry is what you get at Ed's.

**SAMBO'S PHILOSOPHY**



"De folkses dat bonstes day DEY allus tells de truth 'even ef hit hurts,' g'inly allus tells hit on othah folkses."



A word of esteem or appreciation lasts for a breath and is gone. A written tribute is filed away where it is unseen. Other gifts are seen or used only on occasion. But a fine Watch goes with the recipient through the years and repeats its message many times a day, for a lifetime.

Fine Watches—made by Elgin, Hamilton, Illinois or Walkham—Watches worth while—for all occasions.

Frank D. Clement, The Hallmark Jeweler  
CLEMSON THEATRE BUILDING

**EAST VIEW FARM DAIRY**  
Operated by C. K. Osborne and sons, this dairy furnishes much of the milk and butter for Brevard people, and in the summer enjoys a wide trade among camp people. The Osbornes have been in business here a long, long time, and have built a big business with their dairy products.

**THE B. AND B.**  
The B. and B. Feed and Seed company is so much a part and parcel of the life of the community that no one tries to remember how they got along before the B. and B. came to town, five years ago. This firm has paid tens of thousands of dollars to the farmers of the county for produce. They handle the Checkerboard feeds and all Purina products.

**THE BREVARD NEWS**  
The Brevard News, for 37 years boosting and pulling for Brevard, is producing each week what the other papers of the state call one of the best county newspapers published anywhere. The job printing, done by C. M. Douglas, Henry Henderson and Clifford Monteith, is of best quality at lowest prices.

**THE RIGHT WAY TO TRAVEL**  
is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips. SOUTHERN RAILWAY SYSTEM

**\$5,000.00**  
IN CASH PRIZES  
See Your Druggist.

**NEXT**

We contribute to your good looks. You can get a Vitalis treatment here, the vegetable oil tonic, also the Fitch products.

It Pays To Look Well

**SMITH'S BARBER SHOP**

Today Is Somebody's Birthday

A word of esteem or appreciation lasts for a breath and is gone. A written tribute is filed away where it is unseen. Other gifts are seen or used only on occasion. But a fine Watch goes with the recipient through the years and repeats its message many times a day, for a lifetime.

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Frank D. Clement, The Hallmark Jeweler  
CLEMSON THEATRE BUILDING

TRY OUR WANT ADS.

**NOW** Is the time of all times to buy a home in Brevard or Transylvania County.

**UP**

The very first thing you know, the prices are going to start upward, and then you will have to pay more and more, as times improve and values increase.

**WHY**

Wait until the advance comes? Why not buy NOW? Gay Green and other men who know values are buying in Asheville. Several men are buying in Henderson County. It is YOUR opportunity RIGHT NOW to buy in Brevard—and reap the reward.

**BUT**

If you will rent a house to live in, then see me. We have them listed at low prices in all room-ranges.

**Judson McCrary**  
TINSLEY BUILDING Brevard, N. C. PHONE 172