

# "Made-In-Carolina" Campaign Held May 16-21

## TRANSYLVANIA COUNTY CAN CONTRIBUTE LARGELY TO SUCCESS OF THE MOVEMENT

Carolina Made goods and home made products to feature weeks campaign—Is third annual campaign for advertisement of home-grown goods—Will stimulate sale of home town articles sold in home-town stores—Industrial survey of Transylvania county reveals some of its latent resources.

Raleigh, May 4.—Products manufactured in North Carolina during the last census year (1929) were valued at \$1,312,000,000, or about three times the value of all crops and livestock. These products are grouped into 141 different classes by the Bureau of the Census, some of the classes comprising several different kinds of articles. The 3,800 manufacturing plants in the State gave employment to 210,000 wage earners and 17,000 salaried officers and employees and paid more than two hundred million dollars in salaries and wages.

Manufactured tobacco alone amounted to more than half a billion dollars and for the first time became the leading industry as measured by the value of products. However, the textile industry, with products valued at approximately \$453,000,000, is by far the largest in the employment of labor and the payment of salaries and wages. While all tobacco factories give employment to about nineteen thousand salary and wage earners and pay slightly more than twenty million dollars in salaries and wages; all branches of the textile industry give employment to 117,500 officers and employees and pay over ninety-three million dollars in salaries and wages. Other leading industries as measured by the value of their products are sawmills and planing mills,

furniture, fertilizer, leather, cotton seed products, flour and meal, printing and publishing, and railroad and street car construction and repair.

The products of our factories may be summed up somewhat as follows: Wearing apparel, hosiery, and piece goods for personal use; furniture, stoves, draperies, blankets, sheets, pillow cases, and many other things for the home; canned fruits, vegetables, butter, cheese, and other processed foods for the table; motor and horse drawn vehicles, auto tires and batteries, and similar things for our transportation needs; candies, cigars, cigarettes and smoking tobaccos for our pleasure; medicines, drugs, salves, and other medicinal products for our bodily ailments; and more than a 150 other different kinds of articles, including something for almost every imaginable need. Every section of the State shares in the production of some of these articles, but as a general rule, North Carolinians are not as well acquainted with what we manufacture as might be, because they have not been able to visit these manufacturing plants nor have they had many opportunities to see them at exhibitions or in retail stores. In most cases, when they have bought them at the stores, they have not known that they were buying things made in North Carolina.

In order to acquaint the public with goods made in the State and to stimulate the sale of these articles in the home-stores, the State Department of Conservation and Development is sponsoring the third annual "Made-in-Carolina" campaign. The week of May 16th to 21st, inclusive, has been selected for this purpose. During this period many merchants plan to feature North Carolina-made goods in their show windows, on their counters, and in their newspaper advertising, plainly marking all articles made in the State so that purchasers will know when they buy home-made products. "Manufacturers have been asked to make a special effort to place their products in as many stores as possible before May 16th," said officials of the Department, "and, of course, the public's part is to buy these



## PAINTED TOES ARE THE LATEST STYLE

The warm summer days during the early part of the week found a large number of youngsters, parting from all signs of footwear and treading the town streets barefooted.

Among the barefooted individuals were some not so young, though still in a childhood stage standing about the square stretching their long legs luxuriously and dreaming of the good old days when they went without shoes all summer.

The group included one of Erevard's young sportsmen and practical jokers, Charles Edmund Orr, known as "Brother" among his associates who had painted his toenails a dark black. He was heard to say that black toenails were the latest thing, among the best of circles. The barefoot cult included Van Tinsley, Robert Keller and others.

## RALEIGH ACCEPTS DAYLIGHT SAVING

Raleigh, May 4.—Raleigh has gone daylight saving. The city, by action of its commissioners, has decided to move back the time one hour, so that by going to work an hour earlier in the morning, the citizens will have an extra hour in the afternoon. Efforts will be made by Raleigh folks to have other cities in the State adopt the daylight saving plan.

But the State of North Carolina will have nothing to do with daylight saving, because it will throw things out of joint. Governor Gardner, back in his office Saturday, and Frank L. Dunlap, director of personnel, away but by telephone, both put their feet down on it. The State is now on its summer schedule, offices opening at 8:30 and closing at 4:30, Saturdays, 12:30. By using daylight saving time, the offices would, actually and for a majority of the people of the State, close at 3:30. They would not stand for coming to Raleigh and finding offices closed at that time. It would be inconvenient.

Since the State will not adopt it, it seems probable that it will fall through in Raleigh. It would certainly be confusing with the city operating on one schedule and the State on another.

## WATER, FOREST, AGRICULTURAL AND MINERAL RESOURCES ARE REVEALED

North Carolina census shows county to be rich in latent powers—Efforts being made by state and county officials to place resources and industries of Transylvania County on paying basis—chief industries are leather and tanning extract—Mineral deposits are being investigated.

"Reprint from North Carolina Resources and Industries."

In South Mountain; population, 9,589; area 242,260 acres; topography, high, fertile, mountainous; water, Davidson, French Broad, Little rivers; lakes, Toxaway; railroads Southern, baseline, Brevard, Interstate Scenic Coach Line; highways, Nos. 28, 283, 284; incorp. cities and towns, Brevard, Roanman. Land area 379 square miles and 25.3 inhabitants per square mile.

Industrial statistics of the county follow:

**Manufacturing Industries.** All Industries, No. Establishment, 12; Wage Earners, 806; Total Wages, \$685,580; Mat'l. Fuel and Power, \$2,238,552; Total Value Products \$3,552,831; Value Added by Manuf., \$1,314,329.

Chief industries are Lumber, Leather and Tanning Extract.

**Forest Products**

The first area is approximately 204,332 acres, comprising 84 per cent of the total land area. More than 24 per cent of the total land area, is farm woodlands; which includes some 7,000 acres of woodland pasture. Of the forest land outside of farms some 80 per cent is held in large timber tracts. The principal merchantable species are chestnut 30 per cent, poplar 10 per cent, hemlock, 10 per cent, oaks, 30 per cent.

It is estimated that there still remains a total stand of 159,000,000 board feet of saw timber which is fairly accessible by roads or rail.

The Pisgah National Forest includes a large area in the northern portion of the county, practically all of which was more or less cutover before it was acquired by the government.

Some 20 sawmills produce about 25,000,000 board feet of lumber per annum. Most of the logs from which this lumber is manufactured are cut in Jackson and Henderson counties. There is also a considerable quantity of pulpwood, ties poles produced each year. The estimated stumpage value of the timber cut annually is around \$180,000. There plans consume much of the acid wood and bark production.

These and other established industries consume the entire production and new industries for utilizing small sizes could well be established.

**Mineral Products**

Near Brevard there is a very high grade manganese ore running as high as 58 per cent manganese. Beginning at Lake Toxaway and extending in a southwestern direction through Jackson and Macon counties there are large bosses of residuals of granite. Great Hog Back mountain is one of these large exposures of granite.

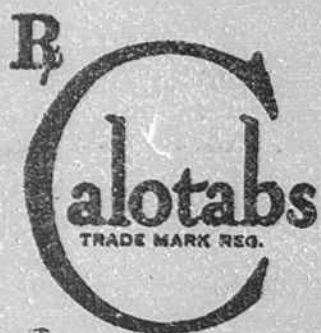
**Water Resources and Power**

Waters: Franch Broad, Davidson, South Fork Mills, and Little rivers; Avery, Cathey, Carson, Toxaway, Horse-pasture, headwater forks of French Broad river, and other creeks. Water: Surface sources of supply of typical mountain character, numerous of both large and small magnitude; chemical quality, naturally excellent in all ways; one or two streams receiving small amounts of industrial wastes are found, and in larger streams, moderately high turbidities concurrent with flood flows. Power: Cascade Power Company, Brevard has developed Little River, installed capacity 1,250 H P. The high voltage lines of Duke Power and Carolina Power are to be interconnected giving the county power for all needs.

**Agricultural Products**

The automobile roads have made Brevard, an attractive summer resort, and its valley, throughout its length, produces abundant crops. Only a small portion of the county's area is in cultivation, with latent agricultural opportunities, 68 per cent is in corn. It shows over 500 acres in home gardens; over 3,000 head of hogs sold and slaughtered in 1917; 23,000 hens of laying age; 763 ewe sheep, and 31 tractors in use.

The best way to dispose of surplus seed soybeans is to make up a cooperative carlot shipment, find growers of Tyrrell County who recently made such a shipment at a profit above local prices.



For lazy liver, stomach and kidneys, biliousness, indigestion, constipation, headache, colds and fever. 10¢ and 35¢ at dealers.

# Mother's Day SUNDAY, MAY 8th



Show your Mother that you are discriminating in your gift. If you know she needs Hose, Gloves, Slips or Bags, why not surprise her with a nice useful and appropriate gift? What a joy it will prove to be and how she'll thank you for it.

Also many other useful gifts that Mother will appreciate. Come in and see us.

# The Fashion

Where Quality and Price Always Prevail.

# GOOD, PURE, Grade "A" Milk

NOW TUMBLES TO  
TEN CENTS A QUART  
AND  
SIX CENTS A PINT

Butter Milk FIVE Cents a Quart

THIS NEW LOW PRICE BECOMES EFFECTIVE

Sunday Morning, May 8th

Place Your Order Now For Increased Supply Of Wholesome Milk.

# East View Farm Dairy

PHONE 173