

Sylvan Valley News

Our County—Its Progress and Prosperity the First Duty of a Local Paper.

MINER & BREESE.

BREVARD, TRANSYLVANIA COUNTY, N. C., FRIDAY, MAY 1, 1903.

VOL. VIII—NO. 18

Dunns Rock Lodge No. 267

A. F. & A. M.

Meets Friday on or before the full moon in each month, at 2 p. m. Visiting Masons are cordially invited to meet with us.

WM. MAXWELL, Sec'y.

Brevard Telephone Exchange.

HOURS:

Daily—7 a. m. to 10 p. m.
Sunday—8 to 10 a. m., 4 to 6 p. m.
Central Office—Cooper Block.

Professional Cards.

W. A. GASH,

ATTORNEY-AT-LAW,

Rooms 7 & 8, McMinn Bld'g, Brevard, N. C.

W. B. DUCKWORTH,

ATTORNEY-AT-LAW.

Investigation of Land Titles a Specialty.

Rooms 1 and 2, Pickelsimer Building.

W. W. ZACHARY,

ATTORNEY-AT-LAW

Offices in McMinn Block, Brevard, N. C.

D. L. ENGLISH,

ATTORNEY-AT-LAW.

U. S. Court practice a specialty.

Offices in Cooper Building, Brevard, N. C.

WELCH GALLOWAY,

ATTORNEY-AT-LAW.

Practices in all the courts.

Rooms 9 and 10 McMinn Block, Brevard, N. C.

J. H. McLEAN,

Doctor Dental Surgery.

Rooms 1 and 2 Cooper Bld'g, Brevard, N. C.

Miscellaneous.

T. L. SNELSON,

Blacksmith and Horse-shoer.

Shop in Rear of Orr's Livery Stable.

Carriage and Wagon Building.
Wheelwright work a specialty.

C. C. KILPATRICK,

CONTRACTOR AND BUILDER.

Room 13, McMinn Block, Brevard, N. C.

Estimates given on all kinds of work in the building line.

T. L. CLARKE,

Architect and Contractor,

Plans and specifications on all kinds of building work.

T. B. CRARY,

Contractor for All Kinds of Brick Work.

Cement Work, Plastering, Pebble-dash and Rough Casting a Specialty.

BREVARD, N. C.

J. O. DERMID,

The Reliable Jeweler.

Watches and Jewelry for sale. Fine Watch and Clock repairing. All Work guaranteed. West Main st.

A. C. NORTON,

Practical Boot and Shoemaker

Harness Work a specialty.

West Main Street near Caldwell.

When you want your

Clock or Watch Repaired

right take them to

JOS. F. BOREN

Satisfaction Guaranteed. Calvert, N. C.

The Paramount Issue.

Money and How to Get It—Successful Men and Their Methods—Advertising the Key to Prosperity in Business.

What is the "Paramount Issue" and how can we get "in the swim" and benefit by its success? To the teacher there is no question that can compare with Education in importance for the rising generation; to the preacher who is devoting his life for the salvation of souls here and hereafter there is no issue but Religion; the merchant and business man spend their lives trying to convince customers that it is to their advantage to deal with them, while the farmer "who feeds them all" is scheming to find the best market for the product of his toil. Every class and condition of men has its own peculiar Paramount Issue, but as we see it there is one question which affects all classes—"Money and how to get it."

Without money there would be no schools and the educator would be out of a job; stop the donations at the churches and the preacher would hunt for something else to do; reduce the mercantile business to a "barter" basis and nine-tenths of our merchants would find some other investment for their means, and even the farmer would cease to produce a surplus and would grow only what was necessary for home consumption. "Money and how to get it" is the absorbing theme with all.

In the efforts made to reach the public purse no class can succeed without advertising. The teacher uses every honorable means to get the advantages of patronizing his particular school before his prospective patrons—its moral standing, methods of government, branches taught and the names of its patrons—every item that can help to bring in new pupils, is given as wide publicity as possible. The preacher who would "succeed," as the world of to-day measures success, makes his service as attractive as possible with good music, comfortable seats, gentlemanly ushers and an attractive and inviting auditorium. The merchant and business man does not let every one he meets with a smile and pleasant word as if trying to convince them that it would be a real pleasure to see them in his place of business. He not only erects a sign over his door to let the passer know where to find him, but he also keeps a sign in the newspaper telling where he is located and what he keeps that the public require.

Judicious advertising is the key to success in every line of business. The manufacturer of patent medicines knows it, and the merits of his nostrums are told to the readers of 20,000 newspapers in the United States each month. Did you ever stop to think that it costs not less than \$500,000 per year? And they get money from this investment. The educational institutions are aware of the influence that newspapers have, and they send out

an ad every year a month or two before the term opens. Look at the colossal catalogues which reach our town from large cities. Does it pay the firms which send them out to use full page ads constantly in addition? They are in business for money and if the use of printer's ink was not a paying investment it would soon be discontinued.

But we have no need to look away from home for the benefits of advertising. The present growth and prosperity of Brevard is a direct result of the advertising done by the Toxaway company in the interest of their hotels. Our town is reaping a large part of the harvest which their seed-sowing has made possible. This paper has always seconded the enterprising methods of this company, and it was only to more efficiently aid them that the recent improvements in our plant and facilities have been made. Left to its own exertions our town would have been fifty years in reaching its present importance. Advertising is the key to success in any business and we are highly pleased that the business men of Brevard appreciate the opportunity they have to give the county a good name. The columns of the News creditably represent a town of 2,000 population while we have only 600. Is anything further needed to show that advertising pays in more ways than one?

Misplaced Gratitude.

It is a common occurrence now-a-days to see where some millionaire has donated a large sum to some college, library or hospital. The American man of means is much more generous with his money than any of his foreign cousins and they should receive their full measure of thanks and appreciation for their donations. But while we thank these givers of large gifts we should not forget that there are others who should receive some of the praise and who are really the source from whence come these great donations. In some instances that we know of the public should withhold their thanks until the question of how the money was obtained is answered.

To eulogise a man for giving away that which has cost him no sacrifice is many times needless; to laud a man for endowing institutions with money that he has secured by simply raising the price of a necessity, is a positive wrong and will injure the morals of the country. We deny that the end justifies the means—it does not remove the taint from money by giving it to a charitable institution.

If the credit of the gift was given to those from whom the money was secured and not to the giver it would be better, but

still not right. To force the consumer of one or more of the necessities of life to pay more than a fair profit for the same and take the proceeds of the sales and endow institutions with them is fundamentally wrong. The expenditure of money so gotten in a good cause does not rectify the wrong.

We do not intend to decry the natural ability of a man and say that because of his greater ability to make more money than another that his gifts are tainted; not at all. We want to protest against those gifts that are given by the very rich who have obtained their wealth not by any marked ability but by the opportunity offered them to take advantage of their fellow man to their own profit. We do not believe in Socialism, Communism or any other ism of like nature; we do hope for some method whereby this illegal and wrongful seizure of the property of others; where this continual raising of the price of commodities far above the actual cost of production will be regulated by law. Let us learn of these great endowments by the increased facilities of our institutions; not as we do now, by finding out from our merchants that the price of some article has gone up. We now know of a library being endowed by the price of iron and steel advancing; we learn to our cost that some college has been presented with a large sum by finding that kerosene oil has gone up a little in price; we learn that \$50,000 is paid to some foreign doctor on looking over our grocery bill and finding that the price of bacon and lard has been advanced in order to raise that amount.

The value of a gift is greatly lessened when the donor does not make some sacrifice in order to accomplish it. The "Widow's mite" has ever been the true criterion of a gift. Robbing Peter to give to Paul should ever be discouraged, but if at present it is impossible to save Peter let us give the credit of the gift to him and not to the party taking his property from him. Let our institutions look more closely at the source from which these gifts are derived. Let the moral standard be raised along with their curriculum. With each addition of books to their shelves let our libraries look and see if the purchase money thereof is free from the taint of extortion.

In olden times blood was said to wash out all stains on character. The modern tendency is that moral rehabilitation can be had by large gifts to worthy and needy institutions; let it not be so. Blood money is ever tainted, let our moneyed men build their monuments in the hearts of their countrymen, those who buy their products by reducing the prices to a fair profit. Let the small manufacturer live; do not drive him out of business so as to control the market—live and let live.

By raising the moral standard of acceptance we can also raise the now low and debasing method of obtaining the gifts. Do not accept from one man that which he has forced from his needy brother. Why force a man to accept charity when if left alone he is able to be self supporting?

Ask your
grocer for

Desoto Flour

It is good.

M. M. SHEPHERD

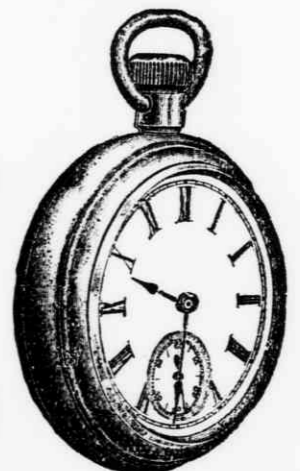
Broker

Hendersonville, N. C.

D. S. HAWKINS

The Jeweler

Finest
Watch and
Clock
Repairing



Silver Ware, Watches and Clocks For Sale

Eyeglasses and Spectacles
Magnifying Glasses

Eyes examined free and lenses fitted.



THE SIGN OF
GOOD TAILORING

Here is the great Oak-Easel now on display at our store. It contains the line of beautiful new spring tailoring samples sent us by

STRAUSS BROS., Chicago
Good Tailors for 26 Years

The Oak-Easel is the connecting link between the tailor and the faultlessly finished garments which give you so much pleasure to wear. It's really a lesson in good clothes buying to see this great collection of tailoring novelties.

Prices low and satisfaction absolutely guaranteed. Call soon.

J. R. LEDBETTER