

Object: The Promotion of the Agricultural, Civic, Commercial, Educational, Industrial and Moral Life of Transylvania County.

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ORGANIZE CREAMERY FOR COUNTY, MARCH 6

Farmers Who Are Interested in Selling Cream or Subscribing for Stock in Creamery Are Requested to Attend Organization Meeting on Monday.

(By C. F. Baldwin)

The proposed co-operative creamery for Henderson and Transylvania counties is nearing the point of organization and the final meeting will be held in Hendersonville on Monday, March 6, at 11 a. m. at the city hall, at which time organization will be started or the subject dropped. All that success depends on now is the pledging of the cream from 400 cows. That number has nearly been reached; however, the more cows pledged the greater the success at the start.

It is very much desired that persons in Transylvania who are interested in studying the question of shipping cream will be present at this meeting and look into the subject and if satisfied arrange at that meeting to pledge some cream, learn about the formation of cream routes, or else to make individual shipments.

Any who should desire to become stockholders will be welcomed, but no one will be urged to take stock. The purpose is to get any interested and show them how to become cream shippers. Anyone who might be unable to be present at that meeting but desires any information or help in starting to ship cream is requested to write to the Blue Ridge Creamery, Hendersonville, and an effort will be made to give any help or advice possible. In a short time now there will be a quantity of surplus milk produced in Transylvania. Why not come in and learn how to get the most out of it?

CEDAR MOUNTAIN CHOIR PLEASES AUDIENCE WITH MANY NUMBERS.

The Cedar Mountain choir under the leadership of Prof. H. M. Eagle, who has been training it for several weeks, gave Brevard a musical treat at the Auditorium Monday night.

Despite the heavy snow the attendance was fairly good. The choir, composed of twenty-four voices, rendered numerous selections for more than two hours. The applause was long and frequent and the audience was well pleased with every selection.

Cedar Mountain people have a reputation for good music, and that on Monday night was above the usual good standard.

MR. PRICE OPENS GROCERY STORE

W. S. Price, Jr., has purchased the fixtures and secured the quarters formerly occupied by F. M. Nicholson on the corner of Main and Caldwell and will conduct a grocery business.

Mr. Price has had considerable experience in the mercantile business, having recently severed his connection with the T. M. Mitchell grocery store. He will continue to handle wall papers and do paper hanging. He has given his new quarters a coat of paint and will convert them into a more attractive place of business.

The store will open this week.

Destructive forest fires are very common in the mountains these days. Thousands of dollars worth of young timber is being killed and destroyed by these fires. How long will it be before those responsible for these fires will learn to try to help preserve instead of destroy our natural resources?

HOTEL CRARY IS OPENED BY MRS. S. M. PETERS

Mrs. S. M. Peters of Charleston, S. C., has opened Hotel Crary, opposite the court house, and will cater to commercial trade.

Truman Crary, owner of the building, which has been used for store rooms, has remodeled the structure and converted it into convenient hotel quarters.

The front has three entrances, one leading into the lobby, the middle one leading up the steps to the second floor, and the third into the dining room. On the upper floor are ten rooms newly furnished.

The building has been painted throughout and has been converted into nice attractive quarters for hotel purposes on a small scale.

Mrs. Peters on visiting Brevard for a number of summers became impressed with the prospects for a business of this kind. She arrived last week from Charleston.

COS PAXTON IS ALSO RUNNING FOR SHERIFF

Cos Paxton of Rosman is also a candidate for sheriff. While Mr. Paxton has made no formal announcement, the News is reliably informed that he will be a candidate before the democratic primary.

Mr. Paxton represented this district in the State senate at the last General Assembly. He was formerly clerk of the court of this county.

Mr. Paxton and Mr. Duckworth are the two candidates now out for the nomination.

TRANSYLVANIA AUTOMOBILES

The University News Letter from Chapel Hill in an article on automobiles, gives Transylvania a total of 47 machines, this being an average of one to each thirty families.

This estimate was made on statistics available on June 29, 1915.

News Advertising Results

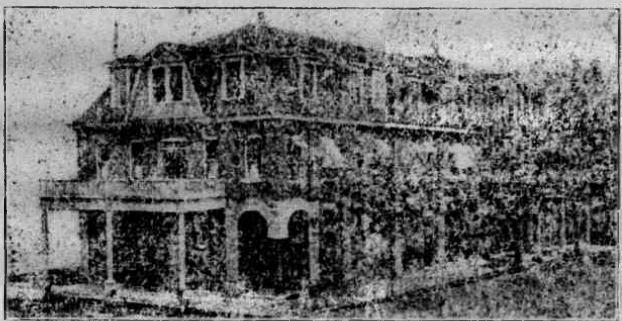
In addition to bringing direct returns, Sylvan Valley News advertising has a good accumulative effect, which means returns of a permanent nature, next week or next year.

Here are some recent DIRECT returns.

- For a 15-cent advertisement Dr. J. Y. McKinney sold his office furniture.
- For 30 cents the Macfie Brodie Drug company exhausted its supply of a remedy of which not a single package had ever been sold here. The demand was made, meaning both direct and accumulative returns.
- For a 25-cent advertisement a Spartanburg lady last week received 5 answers, offering houses to rent.
- For a few inches of space J. L. Aiken received many responses in connection with the new brokerage business.
- Progressive merchants are well enough pleased with their News advertising investments to continue.

The News with its efficient service and increased circulation will do the work for those who want to buy, sell or exchange.

Aethelwold Registrations Show Business Improving



The hotel business is a fairly good index of conditions with the commercial travelers and when they flock around in increased numbers such is taken to mean that business conditions are generally on the mend.

According to the register of the Aethelwold, Brevard's leading commercial hotel, business is improving. The number of traveling men stopping at this place has considerably increased during the past two weeks.

The register shows that during January and February there was a total of 401 registrations at the Aethelwold, 355 of which were of people not residing in and around Brevard.

PROPOSED HIGHWAY THROUGH TRANSYLVANIA IS DISCUSSED BY PHILADELPHIA NEWSPAPER

The proposal to build a highway through Transylvania county via Brevard, Rosman, Toxaway, Fairfield and Sapphire into Macon county, connecting with the Asheville-Atlanta highway, has created considerable interest by reason of the vast importance that such a link in a great highway would prove.

The following is taken from the Philadelphia Public Ledger:

"The plan which had its origin some years ago for the construction of a highway connecting the states of North Carolina and Tennessee is now being pushed with vigor, with the view of rushing it to its completion. The Asheville chamber of commerce, good roads association and other such organizations of Western North Carolina are co-operating now to bring about the completion of the highway."

"The completion of this highway means one of the most important, if not the most important, links in a veritable system of highways in the clouds, which, it has been predicted, will be a real paradise for motorists in search of scenic routes. These highways will traverse and transect the entire famous Sapphire country of Western North Carolina and eastern Tennessee, and their various tributary roads are to furnish a network of highways throughout the section. This system will be so arranged that it can be conveniently used by tourists coming south from the east or the west or by southerners going northward on either side of the Alleghenies."

"From Chicago to Miami on the west side of the Alleghenies runs the Dixie highway. From New York to Jacksonville on the east side of the Alleghenies runs the National highway."

"The proposed Tennessee Carolina highway, running east and west, will, through the Asheville-Charlotte highway on the eastern end, connect with the National highway, while in Tennessee on the western end it will tap the Dixie highway. From either the Dixie or the National highways then the tourist may motor over fine roads into the very heart of the Sapphire country, with its beautiful mountains and lakes and famous resorts."

"Then coming southward from the Lake Toxaway region in North Carolina is now being built the Sapphire route. This highway is already completed for a great deal more than half its length, and will be famous for its scenic qualities. Coming southward from Lake Toxaway the Sapphire route branches, one running in a westerly direction, where it joins the Dixie highway, and the other running in an easterly direction, where it joins the national highway."

TRANSYLVANIA TEACHERS MEET; DOMESTIC SCIENCE FOR SCHOOLS.

The teachers of Transylvania met in the Brevard graded school building Saturday for their last meeting in this school year. County Superintendent Henderson presided.

The opening exercises were conducted by Rev. W. E. Poovey, pastor of the Brevard Methodist church. These exercises consisted of Scripture reading, prayer and a short address.

The program as arranged by the committee was successfully carried out in the main, only one or two of the speakers being absent. Miss Annie Gash explained the purpose of the U. D. C. in offering medals to high school pupils for essays on assigned topics. She read a prize-essay from Buncombe county and one from the state of Alabama as samples of what is being done in other sections. The rules of the contest were presented and leaflets containing these rules distributed among the teachers who have high school pupils. It is hoped that at least a dozen pupils will enter the contest this year.

In connection with the Teacher's association a meeting of the County Betterment association was held. The purpose of this meeting was not only to consider what may be accomplished by a live association and thorough organization in every community in the county, but also to make comparison of Transylvania's work with the work of other counties in the State. In regard to betterment work, but little information could be secured as to what other counties are doing along this line. In regard to local school support in the State, the fact was presented that Transylvania stands thirteenth in the list of the one hundred counties.

Plans for the county commencement were discussed and it was decided that the numbers prepared by the committee and published in last week's News will make a program sufficiently lengthy for one day's exercise. It is expected that there will be this year the largest class finishing the seventh grade work and receiving elementary school diplomas that the county has had since establishing the county commencement as a feature of the Transylvania county schools. Superintendent Henderson explained to the teachers his purpose and plan of introducing the teaching of domestic science in all the schools of the county which have pupils above and including the seventh grade. He stated that there should be a more vital connection between the school and the home, and that next year pupils completing the seventh grade would be given school industrial credits for home industrial work.

The Interdenominational Bible class will meet Friday afternoon at 3:30 at the rectory.

REPUBLICANS HOLD CONVENTION; NAME CONVENTION DELEGATES

The republicans of Transylvania held a peaceful county convention Saturday for the purpose of electing delegates to the conventions.

All townships were represented except Gloucestier and the precincts of Cedar Mountain and East Fork. There were no lively discussions; no red-hot resolutions condemning democratic policies, etc.

C. B. Deaver introduced a resolution that the delegates to the state convention be instructed to vote for Brownlow Jackson of Hendersonville as delegate from the Tenth district to the national convention to be held in Chicago in June.

DELEGATES TO STATE CONVENTION

E. A. Shaffer, Dr. J. Y. McKinney, C. B. Deaver, L. P. Hamilton, D. L. English, Lake Osteen, J. H. Picklesimer.

CONGRESSIONAL AND SENATORIAL

Dr. W. M. Lyday, Dr. E. S. English, A. E. Hampton, C. B. Deaver, Roscoe Nicholson, Charles Jolley, A. E. Shaffer.

O. W. Clayton presided. C. B. Deaver acted as secretary.

G. C. KILPATRICK RUNS FOR REGISTRAR DEEDS

John W. Duckworth broke the political silence last week by announcing himself as a candidate for sheriff. He is followed this week by G. C. Kilpatrick, who makes formal announcement that he is seeking the office of registrar of deeds.

They intend to keep things warm, politically, until the primary.

BREVARD INSTITUTE NOTES

After a busy week of examinations the school was granted a holiday on Saturday last. Several parties went picnicking, one to Conestee, another to Cedar Rock and another to the Park Beach, coming down on the logging train. The snow squall hurried some of them home.

Miss Pauline Curtis of Candler has returned for the last time, having been detained at home since Christmas by the illness of her mother.

Miss Lexine Davenport and Julia Shuford spent the week end with their parents at Horse Shoe.

Miss Emma Searcey spent Sunday with friends in Rosman.

Keep Tabs On the Ads.

Hark!
What's that?
It's opportunity knocking at your door.
It knocks every time you pick up this paper. Through the advertising columns opportunity reaches out its hand and thumps hard.
If even only once during the course of a year you let opportunity in, it will pay you.
Isn't this true?
Try it.

NEWS SUBSCRIPTION LIST STILL GROWING

The Danger Signals Worked Like Charms; Delinquent Subscribers Made Things Right; Just a Few Dead Readers.

Those red signals bearing such startling news as "dead—expiration" and "reminders" and pasted in the News for the last two weeks worked like a charm. Many of those whose subscription had expired, made things right, but there are a very few who will not receive the News this week for the simple reason that they have neither renewed nor promised to do so—and that means dead so far as the News is concerned.

If the News doesn't do anything else, it will keep its list of subscribers paid up, for to let them run behind, as a consequence of water charges would be a few who would never pay, would mean a losing proposition to us the way newspaper materials are soaring in prices.

But every subscriber will receive fair warning before the paper is discontinued.

Tom Loftis keeps on finding new subscribers and bringing in renewals.

New and renewals received through Mr. Loftis, in the office and through the mails since last week, follow in the News' weekly memo roll.

New Subscriptions.

- Mrs. S. M. Peters.....Brevard
- Mrs. Garfield Jones.....Brevard, R. 2
- Mrs. E. O. Lyday.....Brevard, R. 2
- Mr. P. C. Kelly.....Indianapolis, Ind.
- Mrs. J. W. Singleton.....Canton
- W. R. Wyatt.....Pisgah Forest
- W. P. Whitmire, Jr.....Lexington, S. C.

Renewals.

- Mrs. Roscoe Nicholson.....Brevard
- P. N. Simons.....Brevard
- E. B. Clayton.....Brevard, R. 2
- D. J. Bullock.....Rosman
- G. L. Tabor.....Rosman
- C. W. Henderson.....Quebec
- T. L. Garren.....Selma
- J. M. Anders.....Lake Toxaway
- R. E. Norton.....Pisgah Forest
- Mrs. J. R. Withers.....Davidson
- Floyd Gash.....Lenoir
- E. H. Jennings.....Pittsburg, Pa.
- Mrs. G. W. Southern.....Toney Creek, S. C.
- J. C. Bagwell.....Brevard
- Dr. Thos. J. Summey.....Rosman
- T. O. Thrash.....Brevard, R. 1
- Isaac B. Leubetter.....Davidson River
- A. B. Smith.....Quebec
- A. S. McCall.....Balsam Grove
- Josephine Galloway.....Lake Toxaway
- Mrs. M. L. Owen.....Lake Toxaway
- B. J. Wilson.....Selma
- Mrs. Julia Whitmire.....Midland, Tex.
- Judge Gen. A. Shuford.....Asheville
- W. C. Middleton.....St. Augustine, Fla.
- Mrs. I. T. Newton.....Dallas
- Z. A. Nicholson.....East Flat Rock
- Mrs. W. O. Batson.....Norwalk, Calif.
- Mr. C. R. Clarke.....Bridgeport, Conn.
- Roid's Store.....Chanadis, Wash.
- T. F. Marr.....Salisbury

TOXAWAY SECTION BOOMING; BUILDINGS BEING ERECTED

L. E. Mull, who was at Toxaway Monday in connection with some tin work and plumbing he is doing for Mrs. Armstrong, reports considerable activity at that place.

J. M. Kilpatrick of Brevard is completing a handsome residence for Mrs. Armstrong of Augusta. It contains 17 rooms in addition to four bath rooms; it will cost about \$10,000. She is having erected a barn to cost \$2,800 and a servants' house at a cost of \$1,600. Mrs. Armstrong will spend about \$3,000 in building a road to her home and about \$3,000 on a water line from the "Golf Links."

R. H. Morrow of Sapphire is building for Mr. Inman of Atlanta a house that will cost from four to five thousand dollars.

Mr. Mull reports that the Toxaway people are expecting many visitors this summer and that considerable "touching up" is being done.