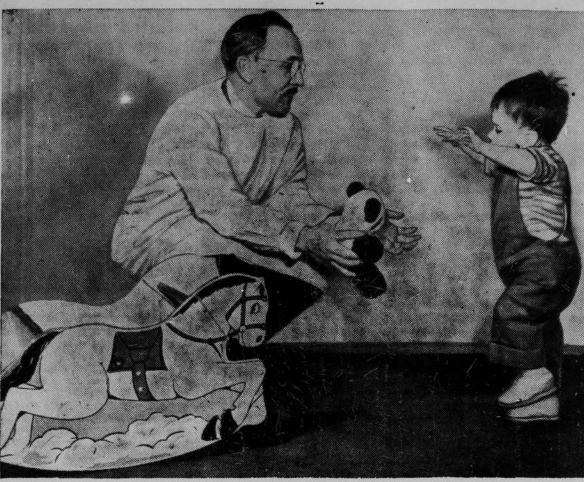
To Continue Fight On Crippler—After Victory



No one will be happier to see Dr. Pascal F. Lucchesi when he comes marching home than Johnny O'Rourke. Dr. Lucchesi had Johnny well along on his way to victory over infantile paralysis when the time came for him to lay aside his hospital garb for Uncle Sam's khaki. When Victory over Axis aggression is a reality, the physician will go right on fighting the Crippler, childhood's enemy on the home front. This remarkable picture, taken at the Philadelphia Hospital for Contagious Diseases, shows Johnny and his pal who is helping him to recapture the miracle of motion, childhood's natural heritage. Throughout America there are thousands of children like Johnny O'Rourke who have been aided by The National Foundation for Infantile Paralysis and the March of Dimes, which occurs this year January 14-31. (Photo, courtesy Philadelphia Inquirer)



This column is devoted to news of men serving their country. Such news is solicited from parents and friends of these men. "Revenge Pearl Harbor"

transferred from Camp Peary, Va., and Mrs. Van B. Waldrop, is a to the Pittsburg Replacement departrooper somewhere in Engpot, Pittsburg, Calif. In a recent land, and has been overseas about letter to this paper, he said, in three months He has been in the part, "I have been sent out here, for how long I don't know, but V. B. Waldrop, Jr., joined the it is not far from the briney. I marines the past November, and wish you would send The Times finished his boot training in San to me here, as I read it every time Diego, Calif. He is now at Ocean from cover to cover." Pfc. Jenkins Side, Calif. is the son of Mrs. Frank Jenkins, of Brevard.

Cpl. Howard L. Volrath, who is

Pfc. Donald Jenkins has been, Pfc. Auburn Waldrop, son of Mr.

Ensign Paul Jones, son of Supt. and Mrs. J. B. Jones, has grad-Fred A. Owens, seaman in the uated from the reserve midshipnavy, is at a New York naval train- man school at the University of where he is in the instructor's ing station, and writes that he Notre Dame, Ind., where he re- training school detachment. He has likes navy life very well. His wife ceived his commission as ensign been is service three years. He is is the former Miss Davie Banks, of Brevard. Fred is the son of Andrew Owens, of Brevard.

Cerved his commission as commission as the son of Mrs. H. G. Rogers, of Lake Toxaway.

overseas serving in a gunnery bat- been stationed in the Panama area arrived safely somewhere in Engtalion, writes to the editor of this with the U. S. army air corps as paper, "I am receiving your paper a fighter plane pilot, is now spend- the staff of the American Red and enjoy it a lot and like to ing a furlough at the home of his read the news from back home." mother here on Country Club road.

Lt. Fowler entered service in October, 1942, and had been in the Panama area for the past six months. He has just returned to the states and will go from here to Florida on February 3. He was formerly employed at Ecusta as a machine operator.

Pvt. Floyd W. Callaham, who has been visiting his wife here, left Tuesday for Nashville, Tenn., where he will engage in maneuvers in the engineering corps. He was transferred from Camp Breckinridge, Ky. He has been in service since last August.

Hairman M. Merrill, son of Mr. and Mrs. Harley Merrill, of Penrose, and William R. Sentelle, son of Mr. and Mrs. G. C. Sentelle, of Brevard, Route 2, both aviation cadets, are at the pre-flight school at Maxwell Field, Ala., where they are training in the army air forces for nine weeks of intensive in-

Pvt. Robert C. Rogers, is in the South Pacific in the field artillery,

Capt. John M. McGehee, MC, of Lt. Fred G. Fowler, who has Brevard and Cedartown, Ga., has land. For many years he was on Cross aquatic school at Camp Carolina. He is with the general hospital unit of the U.S. army.

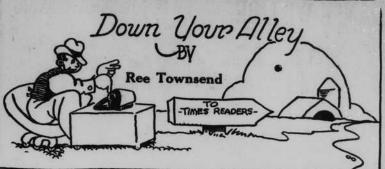
> Philip F. Osteen, gunner's mate third class, has been spending his 12-day leave here with his mother. Mrs. H. R. Redmond. He has seen action in the South Pacific and other foreign places in the theatres of war. He returned yesterday to his base in New Orleans.

Trainee Robert L. Oates, son of Mrs. Ethel S. Oates, of Rosman, is at Oregon State college, where he is taking training for engineer in army specialized training program. He has completed two terms in this special course. Oates en tered the army in January, 1943, and received his basic training at Keesler Field, Miss., and was then given special training as administrative and technical clerk at Salt Lake City, Utah. He was stationed at Fort George Wright, Spokane, Wash., in headquarters of the Sec ond Air Force. He was employed by the Silversteen Industries, Inc.

Charles L. Reid, who has been at the naval air base, Norfolk, Va. hospital since last September, has received a medical discharge and is now home with his mother, Mrs. A. L. Bagwell. He was in military service 16 months.

Inquiries regarding the safety, welfare or location of servicemen may be made through Red Cross when families have been unable to get a response to letters or cables through regular channels.

When a message announcing that a serviceman is wounded killed, missing or a prisoner of war is returned to the War De partment because the next of kin has moved and left no forwarding address, Red Cross Home Service attempts to locate the person



(Editor's note - Miss Townsend is on the sick list at her home, terest is the recruiting of women but expects to return soon. Like for the armed forces. Corporal all good newspaper people, she Jaramillo, of the Fourth Service her from writing.)

vard. One thing which seems gen- recruiting officers. eral, however, is interest in the

Another item of non-local inand Tuesdays at Patterson's, was trying to find eligible women in It is rather hard to sit down in South Carolina and write a column and around Brevard when we left. And now every time we go in the

The "run" on non-rationed OPA Fourth War Loan drive. We work- release shoes also seems to be ed on advertising for the drive in going on everywhere. Schulmans Transylvania county and now that was seemingly about to sell out polishing job on her desk. we're home for a few days all the along the shoe line last week. We ing. They said that they were buy- ture, Paul! Farm agent Glazener prices. (Advt.)

We aren't sure just where he did town. his shopping, but Editor Anderson is wearing some war time shoe models which have a suspicious looking newness about them.

Recently we had to call one of ness. When his wife answered the phone we had a good laugh over Miss Lyday, who teaches at Pisgah doesn't let a little illness prevent Command, who spends Mondays can you leave the baby long ting needles lately. Yes, the Tranenough to answer the phone?"

Bryan Shiflet was found trying out his ability as a carpenter one day last week. From the looks of of interest to people around Brejob too. The same day (which evidently was clean-up day at the Clemson and Co-Ed theaters) Margaret Carter was doing a tip top

Paul Pipkin sent out a number advertisements we can find in heard some of the Brevard women of extra copies of The Times last Filled only by registered pharma-Marlboro's papers are concerning talking about the stampless buy- week. That was a pretty good pic- cist; as written and at reasonable

ing shoes which they had wanted also requested extra copies. Perall along but hadn't felt like giving haps he is going in for Public up a stamp for.

Also wearing new shoes, but Transylvania was well represent-definitely the kind for which one ed at the Shriners convention in has to give a stamp, is Herb Charlotte last week end. From the Schain. It sounds as if he went on looks of the city almost all Masons a shopping expedition while in had a good representation. There New York during the holidays. surely were some "extra men" in

Knitting seems to be a popular pastime for Transylvania teachers. Brevard high's Miss Hudson has been keeping in practice by working on a white muffler. Miss Free-Brevard's leading citizens on busi- man, of the Rosman staff, does her fancy stitching on sweaters. her questioning him thus: "A___, Forest, has also been clicking knitsylvania school system may employ good teachers, but they find good knitters as well.

> Human things must be known to be loved; but divine things must be loved to be known.-Paschal.

When your doctor asks where you prefer to have your prescription filled, say: VARNER'S, because:

How Does Your Advertising Investment Compare With The Average

95%

of all failures in business are from the ranks of nonadvertisers . . . Only 5 per cent of those that fail are advertisers. - According to Bradstreet.

Competent business men scale their advertising investment in proportion to gross sales ... Then they use their advertising on a program basis so as to follow a systematic plan.

*The following percentage of gross sales usually are followed, according to surveys made by recognized authorities.

Department Stores .					•	•69	• 185		2.5
Men's Stores					•330	•00	•170		3.3
Women's Wear Shop									3.
Furniture Stores									6.3
Drug Stores									2.9
General Merchandise									1.5
Jewelry Stores									3.
Grocery Stores									1.0
Meat Markets									1.0
Specialty Shops									3.8
Dry Cleaners and Dye									
Hardware Stores									
Other Businesses									2.0

What About YOUR Firm, Mr. Business Man?

Check your gross sales and your advertising percentage can easily be figured . . . Your business cannot differ much from the average in your line, and if you wish to improve it—or even hold it where it is today then you cannot ignore your duty to yourself . . . And maybe we can help you.

The advertising medium that for many years has produced the greatest results for business men who have decided to reach homes in this trade territory with their messages is-

The Transylvania Times

Adjudged the Best Large Non-Daily in North Carolina and Second Best in Nation Last Year.

*Figures compiled by Harvard Bureau of Business Research and Northwestern University Bureau of Business Research.

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