

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)



(Editor's note—Miss Townsend is on the sick list at her home, but expects to return soon. Like all good newspaper people, she doesn't let a little illness prevent her from writing.)

It is rather hard to sit down in South Carolina and write a column of interest to people around Brevard. One thing which seems general, however, is interest in the Fourth War Loan drive. We worked on advertising for the drive in Transylvania county and now that we're home for a few days all the advertisements we can find in Marlboro's papers are concerning the drive.

Another item of non-local interest is the recruiting of women for the armed forces. Corporal Jaramillo, of the Fourth Service Command, who spends Mondays and Tuesdays at Patterson's, was trying to find eligible women in and around Brevard when we left. And now every time we go in the post office in Bennettsville we see recruiting officers.

The "run" on non-rationed OPA release shoes also seems to be going on everywhere. Schulmans was seemingly about to sell out along the shoe line last week. We heard some of the Brevard women talking about the stampless buying. They said that they were buy-

ing shoes which they had wanted all along but hadn't felt like giving up a stamp for.

Also wearing new shoes, but definitely the kind for which one has to give a stamp, is Herb Schain. It sounds as if he went on a shopping expedition while in New York during the holidays. We aren't sure just where he did 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 Brevard's leading citizens on business. When his wife answered the phone we had a good laugh over her questioning him thus: "A... can you leave the baby long enough to answer the phone?"

Bryan Shiflet was found trying out his ability as a carpenter one day last week. From the looks of things he was doing a pretty good job too. The same day (which evidently was clean-up day at the Clemson and Co-Ed theaters) Margaret Carter was doing a tip top polishing job on her desk.

Paul Pipkin sent out a number of extra copies of The Times last week. That was a pretty good picture, Paul! Farm agent Glazener

also requested extra copies. Perhaps he is going in for Public Relations work these days.

Transylvania was well represented at the Shriners convention in Charlotte last week end. From the looks of the city almost all Masons had a good representation. There surely were some "extra men" in town.

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 Freeman, of the Rosman staff, does her fancy stitching on sweaters. Miss Lyday, who teaches at Pisgah Forest, has also been clicking knitting needles lately. Yes, the Transylvania 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: Filled only by registered pharmacist; as written and at reasonable prices. (Advt.)

How Does Your Advertising Investment Compare With The Average

??

95%

of all failures in business are from the ranks of non-advertisers . . . 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	2.5
Men's Stores	3.3
Women's Wear Shops	3.1
Furniture Stores	6.3
Drug Stores	2.9
General Merchandise	1.5
Jewelry Stores	3.1
Grocery Stores	1.0
Meat Markets	1.0
Specialty Shops	3.8
Dry Cleaners and Dyeing	3.3
Hardware Stores	1.0
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.

Following Transylvania

Men with the Colors!



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"

Pfc. Donald Jenkins has been transferred from Camp Peary, Va., to the Pittsburg Replacement depot, Pittsburg, Calif. In a recent letter to this paper, he said, in part, "I have been sent out here, for how long I don't know, but it is not far from the briney. I wish you would send The Times to me here, as I read it every time from cover to cover." Pfc. Jenkins is the son of Mrs. Frank Jenkins, of Brevard.

Fred A. Owens, seaman in the navy, is at a New York naval training station, and writes that he likes navy life very well. His wife is the former Miss Davie Banks, of Brevard. Fred is the son of Andrew Owens, of Brevard.

Cpl. Howard L. Volrath, who is overseas serving in a gunnery battalion, writes to the editor of this paper, "I am receiving your paper and enjoy it a lot and like to read the news from back home."

Pfc. Auburn Waldrop, son of Mr. and Mrs. Van B. Waldrop, is a paratrooper somewhere in England, and has been overseas about three months. He has been in the army four years. Another son, Pfc. V. B. Waldrop, Jr., joined the marines the past November, and finished his boot training in San Diego, Calif. He is now at Ocean Side, Calif.

Ensign Paul Jones, son of Supt. and Mrs. J. B. Jones, has graduated from the reserve midshipman school at the University of Notre Dame, Ind., where he received his commission as ensign on Jan. 20. He has been home on a 5-day leave, and left Tuesday for an amphibian base at Norfolk, Va.

Lt. Fred G. Fowler, who has been stationed in the Panama area with the U. S. army air corps as a fighter plane pilot, is now spending a furlough at the home of his 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. Callahan, 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 instruction.

Pvt. Robert C. Rogers, is in the South Pacific in the field artillery, where he is in the instructor's training school detachment. He has been in service three years. He is the son of Mrs. H. G. Rogers, of Lake Toxaway.

Capt. John M. McGehee, MC, of Brevard and Cedartown, Ga., has arrived safely somewhere in England. For many years he was on the staff of the American Red 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 entered 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 Second Air Force. He was employed by the Silverstein 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 Department because the next of kin has moved and left no forwarding address, Red Cross Home Service attempts to locate the person named.

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