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★ SECTION ONE ★

BREVARD, NORTH CAROLINA, THURSDAY, JANUARY 1, 1948

★ 20 PAGES TODAY ★

PUBLISHED WEEKLY

WILL LAUNCH COLLEGE CAMPAIGN

Business Outlook For Year 1948 Encouraging

WIDE RECESSION NOT ANTICIPATED BY W.N.C. EDITORS

Prices On Clothing, Furniture And Other Items Expected To Show Decline

FOOD SUPPLY AMPLE

The outlook for continued prosperity in Transylvania county for the year 1948 is good, a survey made yesterday of various reports reveals, and Roger Babson, noted economist, predicts that business in 1948 will be more or less a duplicate of 1947.

A complete business and financial outlook for the coming year by Mr. Babson is on page eight of the first section of this paper, and the publisher urges all readers to read carefully this important analysis.

Editors of the various papers throughout Western North Carolina at a meeting in Asheville on Saturday predicted a leveling off of high prices with possible drops in many cases but not necessarily a general recession.

In view of the fact that the year is a political one, no drastic changes will be brought about. The editors feel that prices have about reached their peak and that many items, such as clothing, furniture, jewelry and others, will drop materially in the next few months.

Members of the staff of The Times pointed out at the meeting that new businesses are springing up in this vicinity and that unemployment will probably stay at a minimum. Industries in this county are expected to continue their expansion program and Brevard college this week releases in detail the greatest building program in the history of the school.

The tourist trade next summer —Turn To Page Twelve

PUBLIC SCHOOLS TO RE-OPEN MON.

Faculty Change Announced. Miss Smith Succeeds Mrs. Lankford In Office Here

Brevard and Transylvania schools and Brevard college will re-open next Monday, January 5th, after a two weeks' Christmas holiday.

The only changes in the faculties of the various schools is at Silversteen, where Mr. and Mrs. Ralph Galloway will succeed Mr. and Mrs. Troy Owen, who have resigned, Superintendent J. B. Jones stated yesterday. Mr. Galloway is a graduate of Rosman high school, of Brevard college and recently completed a business course, it is reported. Both of the new teachers are residents of the Silversteen area.

Mr. Jones stated further that the resignation of Mrs. Randall Lankford, secretary to the board of education, had been accepted and that Miss Grace Smith had —Turn To Page Six

Full Steam Ahead Throughout The Year



Brevard Merchants Association To Hold Annual Banquet Meeting Here Wednesday Night, Jan. 14

State Secretary Invited To Speak. Directors And Officers To Be Chosen

The annual banquet of the Brevard Merchants association will be held on the evening of Wednesday, January 14, and it is anticipated that W. L. Dowell, of Raleigh, state secretary, will be the principal speaker on that occasion.

The date of the annual function was fixed at a regular meeting of the board of directors in the city hall last Tuesday evening, at which the president, Jack Trantham presided. The banquet will probably be held again this year at the country club.

An invitation will be extended to Mr. McDowell, by the program chairman, E. H. McMahan. Mr. McDowell was prevented from attending a similar function here two years ago.

Jack Trantham and John Ford were placed on the arrangements committee. Curtis Kelley was named chairman of the ticket committee and those designated to serve with him are Harry Sellers, Charlie Disher, Jack Parsons and the secretary.

The directors voted again to confine the sale of tickets to supervisory personnel and their wives with a limit of four to each concern. The price will be determined by the committee on arrangements.

The directors voted to recommend to the membership the night of the banquet that closing hours and holidays remain as they now are.

Invitations to attend the banquet —Turn To Page Seven

COUNTY WELCOMES NEW YEAR, STORES CLOSE THURSDAY

No Formal Program Scheduled. Many Parties Are Held

The coming of the New Year was afforded a gala welcome in Brevard and Transylvania county Wednesday night, and the celebrations were climaxed with many parties and special entertainments.

The annual New Year's Eve dance was held at the Brevard Country club with many hundreds of persons attending. Private parties were also given by many persons to welcome in 1948.

Wachnight services were held in many of the county churches, but no special services were scheduled in town for New Year's Day.

The celebrations for New Year's day (today) have been predicted as being very quiet with all stores, bank, postoffice, and county offices being closed for the day.

Dr. Lyday Moves Office To The Sledge House

Dr. Wilson Lyday has moved his office from the one formerly occupied by the late Dr. E. S. English to the Sledge house on West Jordan street, it is learned today.

Dr. Lyday states that his offices will be located on the first floor of the house and that he will reside upstairs. Both a day and a night nurse will be on duty, he says.

TAX LISTING TO BEGIN IN COUNTY FRIDAY JAN. 2

Books Will Be In Townships Until January 14. Law Is Cited

Tax listing will begin in Transylvania county on Friday, January 2nd, in eight townships and the books will remain there until January 14th, according to Mrs. Dorothy Mitchell, acting tax supervisor.

After the 14th, the books will be in the court house here where property may be listed during the remainder of January.

Pisgah Forest residents can list in that particular township on the 5th and 9th, and the eight townships and their listers are as follows:

Brevard: Miss Mattie Lewis; Boyd: L. F. Lyday; Cathey's Creek: J. L. Gillespie; Dunn's Rock: G. W. Maxwell; Eastatoe: A. M. Paxton; Gloucester: Mrs. Louise Galloway; Hogback: Fred Breedlove; Little River: Mrs. Celia S. Boyd.

The law requires all property, real and personal, shall be listed in accordance with ownership and value. Businesses and industries are asked to file copies of their inventories and farmers are requested to make farm reports, which will not be asked for again until five years hence.

Mrs. Mitchell calls attention to the fact that the 1947 general assembly passed a law requiring crop census to be taken every five years, rather than each year, beginning with this tax listing. Since this is the last opportunity to take the farm census, she asks all farmers to report their acreages. —Turn To Page Twelve

VALUABLE GIFTS FOR FIRST BABY

Local Merchants Enter Derby By Offering Awards To Infant And Parents

A number of valuable gifts await the first white baby born in 1948 in Transylvania county and reported to The Times by midnight January 6.

The awards follow: A dozen cans of Clapp's or Gerber's baby food by Cash and Carry.

A baby car seat by Ralph's Auto supply.

A meal ticket to the mother by Galloway's cafe.

A bag of laying mash to the parents by Farmers Federation.

A portrait of the baby when six months old by Austin's studio.

A brush and comb set by Slack's.

Two theatre tickets to the parents by Co-Ed and Clemson theaters.

A \$250 item by Belk's.

A year's subscription to The —Turn To Page Seven

Winner To Close Store On Saturday

The management has announced that Winner's store here will close Saturday night, Harry Winner, of Asheville, having stated some weeks ago that he had been unable to obtain a renewal of the lease on the building which houses the concern. C. W. Pickelsimer is the owner of the building and he has not revealed who the next occupant will be.

Mr. Winner established the exclusive women's store here seven years ago last fall and built up a large business. He expressed regret that circumstances made it impossible for him to continue in business in Brevard.

Mr. Winner recently established a store in Waynesville. He also has stores in Asheville, Canton and Morganton.

Retires After 30 Years Of Service



MRS. SARAH CLOUD, familiarly known here as the woman with the voice of smiles, has retired as night operator of the Citizens Telephone company, for which she has worked for the past 30 years. Above she is shown ready to get on a bus here in Brevard bound for Washington, D. C., where she will spend the winter with her daughter, Mrs. Egbert Stowers. Operators with whom Mrs. Cloud was associated for many years say she was the grandest person in the world to work with and the management of the company, in giving her a retirement bonus, highly praised her for the faithful service she has rendered to the company and to the people of the town and county. Besides the one daughter, Mrs. Cloud has two sons, W. M. Cloud, of Miami, Fla., and E. L. Cloud, of Falls Church, Va. (Staff Photo)

Mrs. Cloud Takes Vacation In Capital City After 30 Years Of Service With Telephone Company

ROGER D. COLE TO ASSIST COUNTY FARM AGENT HERE

Expected To Arrive From Forest City Thursday. Holds Degree

Roger D. Cole, son of Mr. and Mrs. D. C. Cole, of Forest City, is expected to arrive here Thursday and will assume his duties as assistant farm agent for Transylvania county.

He has recently completed his studies at North Carolina State college, where he received his degree in agricultural economics.

While at State college he was active in campus movements, and was the twirling drum major of the famous Red Coat band, and played flute in the band. He was also a flutist in the State college and Raleigh Symphony orchestras. —Turn To Page Twelve

High Cost Of Living Selected As Biggest Story Of '47 Here, Nation

The high costs of living, inflationary prices and general living costs were the biggest stories of 1947 in both Transylvania county and the nation, a survey this week reveals.

Expansion of industries, the opening of many new businesses and the building of a large number of new residences topped other stories in Transylvania in 1947.

Affording a great deal of publicity in the town, state and nation were the highly successful concerts of the Brevard Music festival, and the Brevard college expansion program, with the large number of students enrolled during

Is Highly Praised By Co-Workers And Management Of Corncern

Probably the best authority on voices of Transylvanians is Mrs. Sarah Cloud, who retired in December after more than 30 years of service with the Citizens Telephone company. Immediately after her retirement, Mrs. Cloud left for Washington, D. C., to spend the winter with her daughter, Mrs. Egbert Stowers.

"My plans for the future are indefinite," she told The Times reporter, "but I do plan to return to my residence here on Franklin street in the spring."

Elated as she was when she boarded the bus, here for Washington, Mrs. Cloud said that her work had always been her pleasure in life next to her family, and that she was looking forward to an extended vacation with her sons and daughter.

Mrs. Bert Freeman, with whom Mrs. Cloud was associated for many years, said that all operators —Turn To Page Six

LOCAL COMMERCE GROUP TO RAISE SUM OF \$200,000

Amount To Be Used In Construction Of New Science Building Here

DETAILS ARE GIVEN

The Brevard chamber of commerce is launching a campaign to raise \$200,000 in Western North Carolina for a new science building at Brevard college. At a recent meeting of the board of directors, a steering committee, of which S. E. Varner, Sr., Mayor of Brevard, is chairman, was appointed.

It has been felt for a long time that one of the most important developments at Brevard college, and one of its greatest needs, is a science building which would be adequate for the teaching of modern sciences such as chemistry, physics, biology, bacteriology, home economics and agriculture. Plans for such a building have been drawn by Mr. Henry Irven Gaines, of Asheville. Mr. Gaines has been retained by the board of trustees as the architect of the college for all construction projects in the future. The architect estimates that the cost of the proposed building would be at least \$200,000. In addition to the cost of construction, it would be necessary also to provide adequate equipment for the building. No effort will be spared to make the building and equipment modern in all details, President E. J. Coltrane reports.

Site Is Named
John Leon Hoffman, landscape architect for the college, in projecting plans for the campus indicated that the new science building would be located at the eastern end of the rectangle. Oth —Turn To Page Six

TOWN GETS NEW STREET FLUSHER

Delivered On Christmas Eve. Holds 1,000 Gallons. Approximate Cost \$5,000

Santa Claus came to see the street department of Brevard and delivered a new street flusher, according to C. F. Misenheimer, the superintendent of streets.

Last Wednesday afternoon—Christmas Eve, a new and modern Etnyre street flusher, mounted on a new Dodge chassis arrived here from Detroit, Mich., from where it was driven in the three previous days by Basil Peek. A member of the street department of the town, Mr. Peek had flown to Detroit on Sunday, Dec. 21.

Of 1,000 gallon capacity, the new street flusher can be operated by one man and will wash three city blocks on one filling. "Be —Turn To Page Six

Holidays Quietly Observed, Small Number Arrested

The Christmas holidays were very quietly observed in Brevard and Transylvania county with less than a half dozen arrests being made, according to Chief B. F. Banther and Sheriff Bert Freeman.

No serious accidents were reported and in spite of the snow and ice, there were only a few minor vehicle mishaps. On Christmas morning a Trailway bus skidded on Little Mountain, blocking the highway for some time, but no damages or injuries were reported.

"One good thing about the Christmas snow was that it kept law infractions to a minimum," a local officer said. —Turn To Page Seven

CALENDAR OF EVENTS

Thursday, Jan. 1 — All stores, banks, post office, county offices to be closed for New Year's day. Lions club meets at Bryant house, 7:00.

Friday, Jan. 2—Tax listing begins in county.

Sunday, Jan. 4 — Attend the church of your choice.

Monday, Jan. 5—Public schools and Brevard college open after Christmas vacation.

Tuesday, Jan. 6 — Transylvania Bee Keepers meet in N.Y.A. hut at 7:00.

Wednesday, Jan. 7—Rotary club meets at Gathers cafeteria at 7:00.

Brevard Is Featured With Asheville And Hendersonville In Jaycee Magazine

The December issue of Future, official publication of the North Carolina Junior Chamber of Commerce which came out this week, features a six-page spread of Brevard, Asheville and Hendersonville, including many additional ads from all three cities.

In the article about our town captioned "Brevard Has a Lovely Location . . . Plus!" are numerous pictures and dissertations on the industry, tourist center, education, agriculture advantages found here.

The opening paragraph states in part "Brevard's lovely location in a land of forest and waterfalls predestined that tourists and na-

ture lovers would seek the town as a resort—and this they have done for many years . . . Brevard has proved appealing to industrialists; and today the little mountain community can well claim to be one of North Carolina's fastest developing towns."

The major industries of the county are named, and the work done by each is explained in this timely article. Brevard Junior college is called an institution "which adds much to the economic and cultural life of the community."

The progress made by farmers in Transylvania county is outlined. —Turn To Page Six