

FAMED ARTISTS TO APPEAR HERE

WPNF Is Given Fine Reception On Opening

HUNDREDS ATTEND DEDICATION AND ITS "OPEN HOUSE"

President Thanks Public For Many Pledges Of Support, Cooperation

REDDEN SPEAKS

A most enthusiastic response has been accorded Brevard's new and modern radio station WPNF since its opening last Thursday morning, and the dedication and "open house" last Sunday afternoon were termed highly successful by officers of the Pisgah Broadcasting company.

"We have been amazed and are profoundly and humbly grateful. We are highly gratified that all of Transylvania likes and approves our station operation and our building," President Ed M. Anderson said yesterday.

With hundreds and hundreds of local citizens and out-of-town guests as well attending, the open house last Sunday exceeded the fondest expectations, Mr. Anderson said. Many of the persons visiting the fine station at the city limits on the Pisgah Forest highway were interviewed on the air and all were most generous in their praise of the efficiently designed building and its attractive interior.

Speaking at the dedication ceremony in the American Legion building, Representative Monroe Redden heaped praise on station officials for erecting the new and modern station here and said that it would play an important part in the growth and development of progressive Transylvania.

Turning to national and international affairs, Rep. Redden said that these are grave times, and nobody in Washington wants a global war, but that the decision would be made by Russia.

"If we must lock ourselves in a death struggle with Communistic forces, America is ready," Mr. Anderson said.

WINNERS NAMED IN BABY CONTEST

Over \$1,165 Is Realized By OES Event; Funds Go To Temple Fund

Mary Katherine Moffitt, four-year-old daughter of Mr. and Mrs. Dwight Moffitt, was way out ahead of other candidates to win the Eastern Star baby popularity contest which closed Saturday. Little Miss Moffitt had 37,112 votes, which indicated \$371.12.

A total amount of \$1,165.47 was realized from this contest, according to Mrs. Morris Hawkins, the chairman, and this money will go into the Masonic Temple building fund.

Miss Moffitt is the winner of a \$50 savings bond as the result of placing first, and the second place prize, a \$25 savings bond goes to Virginia Owen, of Rosman, who got 18,039 votes. Georgia Elaine Bikas placed third with 17,910 votes and won \$10 in cash.

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CALENDAR OF EVENTS

Thursday, July 13 — Masonic meeting at hall at 8 o'clock. Reception at Brevard college library honoring new president at 8:30 to 10:30 p. m.

Friday, July 14 — Endowment concert at Transylvania Music camp, 8:15. Square dance in the American Legion building.

Sunday, July 16 — Attend church of your choice. Concert at Transylvania Music camp, 4 p. m.

Monday, July 17 — Women of the Presbyterian church meet, 8 p. m.

Tuesday, July 18 — Mid-Week Federation begins with tea at Brevard college, 4:30. Farmers Federation at 8:30.

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Speaks At Dedication Of Station WPNF



REPRESENTATIVE MONROE M. REDDEN is pictured above making the principal address Sunday at the formal dedication service of Brevard's new and modern radio station WPNF. The dedicatory program was held in the American Legion Memorial building, and many leading citizens of the town and county made brief talks. An open house was held at the station afterwards and hundreds of local people inspected WPNF. (Staff Photo.)

WPNF To Carry Concerts Each Week From Transylvania Music Camp, Other Broadcasts Planned

To Relay Sunday's Programs Over Wide Area; Schedule Is Given

Each week several broadcasts will originate at the famed Transylvania Music camp, it is announced today.

Every Sunday afternoon, beginning on July 16, WPNF will carry the concert at 4 o'clock, and President Ed M. Anderson states that these programs will be piped to a large number of other stations, both AM and FM over the entire state.

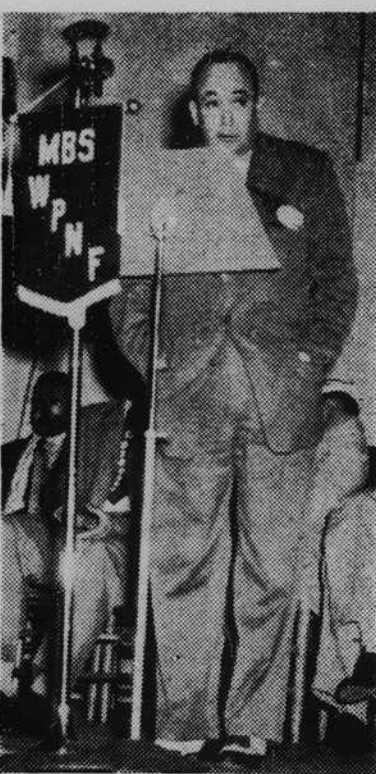
The concerts each Tuesday evening will be heard over Brevard's new and modern station WPNF, beginning at 8:15 o'clock. Wednesday evenings at 8:30 o'clock James Christian Pfohl, director of the music camp and musical director of the Brevard Music Foundation, will discuss the two unique projects and interview outstanding persons in the musical world.

On Friday night of this week, the Eileen Farrell-Thor Johnson "Endowment Concert" will be aired over several stations including WPNF, WBT, Charlotte, WSJS, Winston-Salem and possibly WPTF in Raleigh with WBT originating. The program will begin on the air at 8:30 o'clock.

On Saturday afternoon of this week, CBS will carry a concert by the Transylvania "Pops" orchestra from coast to coast from 4:30 to 5 o'clock. WWNC, Asheville, will originate the concert on this Saturday, and again on the following Sunday.

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Says "Thank You"



PRESIDENT ED M. ANDERSON, of WPNF, shown above, expresses sincere appreciation at the dedication program on last Sunday for the fine response given the new radio station by everyone. He outlined the policy of the station and introduced the staff at the ceremony. (Staff Photo.)

State Publication, "North Carolina" Gives Transylvania Vast Publicity

A 132-page book entitled, "North Carolina," which was released this week by the publicity bureau of the State Department of Conservation and Development, gives prominent publicity to Brevard and vicinity.

The front cover, done in four colors, includes an aerial picture of Ecusta Paper corporation, in the panorama. Another picture of Ecusta is printed inside the booklet in color. There are dozens of

colored photographs included, many of which were taken of the mountain scenery in this vicinity.

An entire page is devoted to the Brevard Music Festival and Music camp, and a picture of the camp entrance illustrates this article. The festival is also included in a calendar of summer events in the state.

Brevard is called a long-established town. —Turn To Page Six

ANNUAL PICNIC OF FEDERATION TO BE HELD ON TUESDAY

Many Entertainers To Appear On Program. Prizes Are Offered

The annual Transylvania county Farmers Federation picnic will bring string music, comic stunts, farm information and a general good time to the Brevard high school auditorium next Tuesday night, July 18, at 7 o'clock.

The best collection of talent ever assembled by the federation is scheduled to perform on the program. Performers will include: Howard Nash, "the one-man band" who plays 17 different instruments at once; Steve Ledford, ace fiddler from Little Rock creek; Patsy Messer, agile Canton acrobat; Mrs. Bascom Lamar Lunsford, Jr., a noted singer of mountain ballads; Ray Smith, accordion soloist; and many other entertainers.

Local musicians, quartets and choirs are especially invited to appear on the picnic program.

This year for the first time a cash prize of \$100 will be awarded for the best specialty entertainment number presented at any of the federation picnics. A second prize of \$50 and third prize of \$25 will also be awarded. Fiddlers, banjo and guitar players, string bands, choirs and quartets, and any other type of entertainers are eligible for these prizes, which will be awarded at the end of the picnic season.

The program will also feature a two-man cow, a man-sized hen and rooster, and numerous other entertainment stunts.

There will be one or two short talks describing improved farm practices and outlining the farm marketing and service program by the federation in Western North Carolina. President James G. K. McClure will act as master of ceremonies and Rev. Dumont Clarke, director of the federation's religious department, will give a report on the Lord's Acre movement.

There will be contests for the largest truckload of persons coming to the picnic, the oldest and —Turn To Page Twelve

PEARLMAN'S RENT SCHULMAN STORES

Asheville Concern To Open On East Main In August; Being Remodelled

Pearlman's, of Asheville, operators of one of the larger furniture stores in that city, have leased two of the Schulman buildings on East Main street and have commenced remodeling operations. They plan to open a completely modern furniture store around August 15, Fred Pearlman, vice president, said yesterday.

This company is well known throughout Western North Carolina, having operated a successful furniture business in Asheville for the past quarter century. In selecting Brevard for one of their units, Mr. Pearlman said:

"Brevard and Transylvania county, in our opinion, hold forth more promise for rapid growth than any other area in this part of the state. With industry rapidly appreciating the virtues of the climate, natural resources and an industrious people —Turn To Page Seven

McCall To Observe 48th Anniversary Of Preaching Sun.

Rev. S. B. McCall, who preached his first sermon at Turkey Creek Baptist church 48 years ago, will observe his anniversary by preaching there on the same text Sunday, July 30.

He invites all of his friends to come hear the sermon, based on the text from Hebrews 11:16.

When he first preached, the Rev. McCall was a student at the old Broad Valley Baptist institute.

Making Plans To Launch Campaign



THOR JOHNSON, right, conductor of the Cincinnati Symphony and trustee in the Brevard Music Foundation, is shown with a share in the endowment program, which is being launched at the music camp. At left is JAMES CHRISTIAN PFOHL, camp director, who made arrangements for the concert Friday. Mr. Johnson will conduct the Transylvania Symphony on this program.

Survey Of Brevard For Enlarged Waterworks, Sewerage Systems About Finished, City Clerk Says

Appearing Here



EILEEN FARRELL, young American soprano, who is a recording and radio artist, is appearing at Transylvania Music camp Friday evening in a program designed to launch a \$25,000 endowment program. This is her first appearance at the local music camp.

Mr. and Mrs. Theodore Reid left Saturday to attend the furniture showing in High Point.

Engineer Expected To Make Report To Aldermen At August Meeting

Jose Garcia, an engineer in the employ of the John J. Harte Construction company, of Atlanta, has about completed a survey of the town for the enlarged waterworks and sewerage systems, Clerk T. H. Barker said yesterday. His report will probably be presented to the board of aldermen at their August meeting and bids on the work could be received early in September, Mr. Barker continued.

Mr. Garcia is making a preliminary study of a site near the present reservoirs for a new reservoir, which will impound 2,000,000 gallons of water. He has already learned, the city clerk stated, that abundant water is available there. The new reservoir will be circular and covering the present reservoirs is being considered.

Sewer interceptors are being run and a site for a disposal plant will probably be selected next week, Mr. Barker said.

Mr. Garcia said yesterday he was doing all he could to speed the survey so that he would have all necessary data and recommendations ready to present to the aldermen at their next meeting. —Turn To Page Six

SHAREHOLDERS IN CAMP INVITED, RESPONSE GOOD

Endowment Campaign Continued; Need Of Funds Being Cited

TO AIR CONCERT

Eileen Farrell, young American soprano, and Thor Johnson, conductor of the Cincinnati Symphony, will appear in an Endowment Concert at Transylvania Music camp Friday evening, to sell "500 shares of faith in American Youth."

Sponsored by the Brevard Music Foundation, this unique concert will be played to an audience which has contributed \$10 a share to the endowment fund.

It is the hope of the foundation to raise \$25,000 before September 1st to provide scholarships and to improve the physical plant at the camp.

Shares are on sale at the Hobby and Sport shop, Varner's and Macfie's drug stores and at the camp. If there are any additional seats left after shares are sold, individual tickets will be sold for \$3.00 per person.

Conductor Johnson, who is a trustee of the Brevard Music Foundation, arrived at the camp Sunday. One of the country's youngest major symphony conductors, he is a former resident of North Carolina and was brought up in Winston-Salem.

According to Cincinnati Mr. Johnson served as conductor of the University of Michigan "Little Symphony" and of the Juilliard orchestra in New York; he is at present conductor of the University of Michigan's "May Festival." This will be his third appearance as conductor at Transylvania Music camp, and his services are being given for no remuneration.

Miss Farrell, popular radio and recording star, as well as concert artist, is known to the American public as the brilliant soprano of —Turn To Page Six

AVERY CASE RITES SET ON THURSDAY

Brevard Citizen Died Suddenly Tuesday; Was Well Known Here

Funeral services for Avery M. Case, 62, well-known Brevard contractor and skilled cabinet-maker, will be held Thursday afternoon at the First Baptist church at 2 o'clock. Rev. B. W. Thomason will officiate and interment will follow in the Gillespie cemetery. Mr. Case suffered a heart attack about noon Tuesday and was rushed to the local hospital where he succumbed about 30 minutes later.

The local Woodmen of the World will serve as pallbearers at the funeral.

Survivors include the widow, one son, William, two daughters, Mrs. Roy Nelson and Miss Nell Case, all of Brevard; and seven sisters: Mrs. Dovie Fowler and —Turn To Page Seven

Congressman Bryson Wins Renomination In South Carolina

Congressman Joseph R. Bryson was renominated in upper South Carolina Tuesday for his fourth term, winning easily over his opponent Matthew Poliakoff by a count of 28,379 to 10,380.

Congressman Bryson is well known in Transylvania county. He was born in the Cherryfield section and moved with his parents to Greenville when a mere lad. He was for years a practicing attorney in Greenville before being elected to congress.

Other races of interest in South Carolina showed Jimmy Byrnes easily nominated for governor and Senator Olin Johnston winning over out-going Governor Strom Thurmond in a closer vote.

WPNF Program Highlights

Many Local Persons To Appear On Programs During Week At Station

Many programs over WPNF during the next week will feature local persons, and all Transylvania is urged to keep their dials tuned to 1240 for the best in the news, local and national, music, drama and sportscasting.

The CIVIC HOUR, heard each morning at 9:30, will feature talks by the following: Thursday, Earl Aiken; Friday, Jaycee president, Russ Poole; Monday, Lions president, Ralph Conally; Tuesday,

Mrs. Jessie Lollis, of the health department; and Wednesday, Mrs. Louise P. Miller, of the Brevard Music Lovers club.

A program, entitled VISIONS, will begin next Monday evening at 9 o'clock, and featuring John Eversman and his violin. He will be accompanied by Mrs. Mary Glass at the piano, and a local trio, composed of Miss Lucille Heffner, Miss Bonita Hensley —Turn To Page Seven