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★ SECTION ONE ★

BREVARD, NORTH CAROLINA, THURSDAY, NOVEMBER 8, 1951

★ 20 PAGES TODAY ★

PUBLISHED WEEKLY

DEDICATION OF ECUSTA MEDICAL CENTER PLANNED

Event Will Be Held At 1:30 O'Clock On This Friday Afternoon

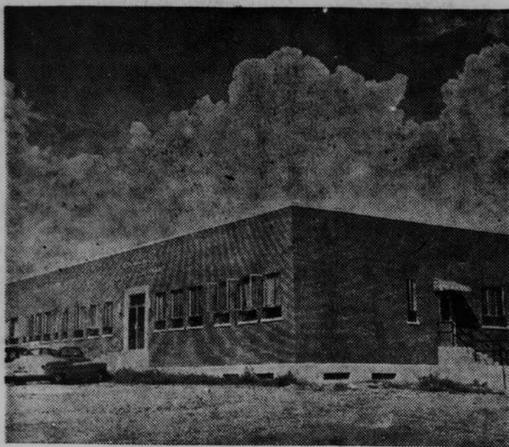
Dedication exercises for the Medical center of the Ecusta Paper Corporation, a subsidiary of Olin Industries, Inc., at Pisgah Forest, will be held on Friday at 1:30 p. m., it is announced by John W. Hanes, Ecusta president.

The Ecusta Medical center is one of the company's industrial relations services and is under the direction of Dr. MacRoy Gasque, a specialist in industrial medicine and a native of Western North Carolina.

The principal speaker will be Dr. Edwin Holmblad, of Chicago, managing director of the Industrial Medical association. Others participating in the program will be Dr. George Gehrmann, medical director of the E. I. du Pont de Nemours and company, and representatives from the Medical School of the

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Medical Center Dedication Set Friday



Dedication of the recently completed medical center for Ecusta Paper Corporation will take place at the modern structure Friday afternoon, with Dr. Edwin Holmblad, of Chicago, managing director of the Industrial Medical association as the principal speaker. Employees and friends of the plant are invited to attend the dedication of the new structure which provides facilities for medical care of 2,000 employees.

Total Of 70 Firms Enter Holiday Trade Festival Here, Award Prizes On Nov. 17

SURVEY REVEALS GAIN IN SALES FROM FESTIVAL

Merchants Are Well Pleased With Public Response To Huge Trade Event

A survey made yesterday by The Times among merchants participating in the Harvest Trade festival revealed that they are highly pleased with the public response, although the event started only a week ago.

Without exception, those questioned said that sales had been stimulated. One merchant said that his sales for last Monday were three times what they were the Monday before and he attributed the increase largely to the festival.

The manager of one furniture store here reported a "very good" response and another made similar comment, stating that he had heard favorable reports from several other merchants.

The manager of a variety store

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Hospital X-Ray Room Serves Double Purpose



MRS. GUSSIE METZ, hospital superintendent, takes the temperature of COY L. OWEN, of Brevard, who was hospitalized at the local institution in the X-ray room since all wards and private rooms were filled. An Ecusta employee, Owen has had considerable hospital care in the past few months, but this is his first trip when all 25 beds were full. But the chief of staff at the institution will still say that no one has ever been refused admittance, when they were in need of medical treatment. The proposed new wing will add the needed rooms. (Times Staff Photo)

PONTIAC NOW ON DISPLAY, OTHER AWARDS LISTED

Participating Concerns Are Announced By The General Chairman

RESULTS GRATIFYING

Seventy local business firms are participating in the Harvest Trade Festival, in which more than \$3,000 worth of prizes, including a Pontiac Eight, are being offered to Brevard shoppers. The car was delivered to Crawford Freeman, general chairman of the festival, and Dr. E. O. Roland, president of the chamber of commerce, last Friday. It is now being exhibited on the streets here.

The first awarding of prizes will take place on the high school athletic field next Saturday afternoon, Nov. 17, at 2 o'clock. The prizes to be given away at that time are:

A Frigidaire refrigerator valued at \$229.75, purchased from Abercrombie Home Furnishings.

A "True Temper" Steel Fly Rod valued at \$2.50, purchased from Hobby and Sport Shop.

A "Dominion" Waffle Iron valued at \$2.95, purchased from Western Auto Associate Store.

Prizes will be awarded each Saturday thereafter at the same time and place with the giving away of the Pontiac on December 22.

The following firms are participating in the trade festival:

Abercrombie's, A&P Super Store, Ayers' store, Austin's studio, Belk's, Bradley's, Brevard Hardware Co., K. Rubber Welders, Sid Barnett Machine Shop, Brevard Laundry & Coal Co., Brevard Jewelers, Blue Bonnet Beauty Shop, Cash and Carry, Coleman Tire Service, Corn's Taxi, Cassel's 5 and 10c Store, City Cabs, Crest 5 and 10c Store, Duke Power Co., DeLuxe Esso, Dixie-Home Store, Farmers Supply Co., Ford's Corner, Farmers Federation, Frick's Buick Co., Gaither's Restaurant, Goodwill Motor Co., Gibbs' Esso Station, Galloway's Cafe, Harold's Super Market, Hart's Barber Shop, Hobby & Sport Shop.

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Ecustans Placing Goal In Hospital Drive At \$40,000

The campaign to raise \$77,360, Transylvania's part of the \$200,000 needed to build the Harry H. Straus Memorial wing at the Transylvania Community hospital, is gaining momentum, Ralph H. Ramsey, the chairman, reports.

A voluntary solicitation program for funds for the proposed addition is under way at the Ecusta Paper Corporation and pledge cards have been distributed to most of the employees.

"We are highly gratified with early results," company officials declare.

A goal of \$20,000 has been set by the officials and this amount will be matched by the company's \$20,000, making a total of \$40,000.

In order to raise the goal, it will be necessary to give one hour's pay per week for the next eight weeks, which is the equivalent to one day's pay from each employee. No pledge will be extended beyond the eight-week period, it is stated.

Ecusta officials request that all employees support this worthwhile project which will result in better hospital care.

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DR. BOTNER TO SPEAK AT MEET

Teachers And Parents Urged To Hear Educational Problems Discussed

Dr. Taft B. Botner, director of teacher training at Western Carolina College, Cullowhee, will lead a discussion on what can be done locally to improve the educational advantages for the children of the community at a mass meeting in the Brevard high school auditorium next Wednesday night.

The meeting will begin at 8:00 o'clock, and all teachers, principals, school patrons and other interested persons are cordially invited to attend.

Dr. B. A. Stevens, county supervisor, said yesterday that every teacher and parent in Transylvania should hear Dr. Botner, who is directing practice teaching of about 80 prospective teachers of this region.

"Dr. Botner, by the very nature of his work, can not be classed as an armchair theorist in education. His constant field and classroom contacts have given him the advantage of a proper perspective for viewing education as it is now; and how, in practical ways, it can develop in the future. What he will tell us of the needed forward steps in school development will be realistic goals and practical objectives. The things he will suggest are those which are attainable."

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DAR Essay Contest Winners Announced

The Waightstill Avery chapter of the Daughters of the American Revolution this week announce the top three winners in their essay contest recently conducted at the Brevard elementary school.

Marion Verner was declared first place winner, with the second and third being Kathryn Sands and Dorothy Osteen, respectively. All three girls are pupils in Miss Margaret Hall's eighth grade.

The essay topic was "How a Junior American Citizen Serves."

THEATRE GROUP SPONSORS PLAY ON TWO NIGHTS

Old-Fashioned Melodrama With Barbershop Singing On Tuesday, Wednesday

An old-fashioned melodrama, along with a barber shop quartet and a community sing, will open the 1951-52 season for the Brevard Little Theatre Tuesday and Wednesday nights, November 13 and 14, at 8:30 o'clock in the American Legion building.

A membership drive is now underway and admission is by season ticket of \$5, paying the single admission price at the door. No seats are reserved.

The play, "The Curse of An Aching Heart" or, the subtitle, "Trapped in the Spider's Web," is reported to be an extremely funny production, offering lines during which the audience will be expected to applaud and boo as well as laugh. These are typical of the old melodramas, which all have a hero, a heroine and a villain. These are played by Alex Kizer, Jr., Ann Lemmond and Bruce A. Livengood, respectively.

Robroy Farquhar, director of the group

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Winning Essays In Times Contest Announced Today

The two winners in the more than 100 entries in The Transylvania Times essay contest for high school students in the county are announced today by Publisher Ed M. Anderson.

Highlighting the observance of National Newspaper week, the subject of the contest was: "How Does a Newspaper Light the Way to Freedom?"

Winning first place and a cash award of \$10 was Alice Owen, 12th grade student at Rosman high school, and second prize of \$5.00 went to Hattie Bolick, 12th grade student here at Brevard.

These two winning essays will be printed in next week's issue of The Times.

"We were extremely pleased with the response in the contest, and we regret that everybody could not win a prize," Publisher Anderson said yesterday.

Transylvania Farmers Approve "Nickels For Know-How Measure"

Transylvania and other North Carolina farmers voted overwhelmingly Saturday in favor of the "Nickels For Know-How" proposal to finance an expanded program of agricultural research and education.

The Transylvania vote was the second largest among the Western North Carolina counties, with a total of 986 ballots being cast. Of these 906 were for the referendum, and 80 were against the measure.

Unofficial reports from 95 counties showed: 59,063 voted for the plan; 5,932 were against it. Merrimon Shuford, the Transylvania chairman, and County Agent Julian Glazener this week expressed extreme delight over the excellent vote in the county. "We wish to thank everybody who assisted in any way in the passage of the measure, which will mean far greater progress in agriculture, not only in Transylvania, but also throughout North Carolina," they declared.

It was pointed out that a record vote was cast in the polling places in Brevard and this was due to the fact that so many of the farmers had come into town to shop. Of the 18 polling places, only two had a negative vote, and they were Little River with 34 for and 43 against, and Enon with 8 and 10. Pisgah Forest had eight and eight.

Other tabulations in the county are as follows:

Polling Place	For	Against
Blantyre	21	3
Boyleston	35	3
Turkey Creek	8	5
Brevard	255	5
Connestee	11	1
Calvert Cherryfield	39	1
Dunn's Rock	116	1
Rosman	97	1
Cathey's Creek	80	4
Quebec	47	0

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LEGION TO HOLD PARTY SATURDAY

Event Will Climax Membership Drive. Many Prizes To Be Awarded

Transylvania legionnaires will climax their annual membership drive with a party Saturday night in the American Legion memorial building, beginning at 8:30 o'clock.

Prizes, totalling more than \$800 in value, will be awarded during the evening, and Commander Charles B. Disher urges all veterans who have paid their 1952 dues to be sure to attend. They will be permitted to bring their wives or girl friends, and auxiliary members are also invited and may bring their husbands or boy friends.

The buffet-supper will be followed by dancing, and special music will be furnished by the Ecusta string band. A large number of door prizes also will be awarded during the evening.

CALENDAR OF COMING EVENTS

Thursday, Nov. 8 — Brevard Jayvees vs. Hendersonville, 2:30, high school field. Rotary meeting at Coffee Shop at 7 o'clock. Masonic meeting in Temple at 8 p. m. Jayettes at 8 o'clock, home of Mrs. T. E. Hall.

Friday, Nov. 9 — Marine and Navy recruiters at post office, 10 a. m. to 3 p. m. Junior class play, Brevard high school, 8 p. m. Square dance in American Legion building, 8:30.

Saturday, Nov. 10 — Hiking club meets at elementary school, 1 p. m. Music club meets with Mrs. J. H. Pickelsimer, 3 p. m. American Legion party at 8:30.

Sunday, Nov. 11 — Armistice Day. Attend the church of your choice.

Monday, Nov. 12 — Transylvania

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WPNF Program Highlights

Churchill To Be Heard On Friday Night, Theatre Group To Broadcast

Winston Churchill, newly-elected prime minister of England, will be heard over WPNF Friday night from 10:30 to 11:00 o'clock, and he will discuss Great Britain's foreign policy.

Due to the seriousness of the recent election in England, this talk should prove very interesting to people here at home, the program director of the local station announces.

Sport fans of Transylvania are reminded that WPNF will carry the Carolina-Virginia game on Saturday afternoon. The program direc-

tor also informs high school students in the county that the deadline in the radio script-writing contest is next Monday, November 12th.

Other Programs

Members of the Brevard Little Theatre will present the civic hour Friday morning at 9:30. On Monday the Hospital auxiliary will be in charge of the program, while the Wednesday club is scheduled for Wednesday's program.

Here is the Farm and Home hour schedule for the coming week: —Turn To Page Twelve

Hiking To Looking Glass Rock Proves Popular On Sunday

The first trip by the newly organized hiking club last Sunday afternoon to Looking Glass Rock was attended by 22 men, women and children, and the group was so enthusiastic another hike is planned for this Saturday, November 10.

Led by Charles Coffin, wildlife expert with the Forest Service, and Charlie Moore, naturalist, the group will leave the elementary school next to the post office at 1 p. m. Saturday in cars and travel to the national forest. The hike will be to Cold Springs in the Sherwood area of the Parkway.

Anyone who is interested in the hike is invited to meet at the elementary school.

BRAZILIAN PAYS VISIT TO THE LOCAL HOSPITAL

Says Transylvania Institution Is Well Planned And Constructed

Roberto Nadalutti, an architect of Brazil, who is very much interested in hospital structures in the United States, visited the Transylvania Community hospital on Tuesday and said that it was one of the best arranged small hospitals that he has inspected in this country.

Accompanied by his wife and George P. Harris, director of field service of Duke endowment, Mr. Nadalutti was given a conducted tour of the local institution by Otis E. Ridgeway, administrator of the local hospital.

The tour of the Brazilian is being conducted under the auspices of the Institute of Inter-American Affairs, an agency of the government. Mr. Nadalutti is employed by the South American government in the field of hospital planning and construction.

He arrived in Washington about 10 days ago and will spend the next 30 days visiting hospitals of North and South Carolina.

Superintendent Says Private Rooms, Emergency Operating Room Are Musts

By FRANCES WALKER

"We had them standing in line waiting to be admitted at Transylvania Community hospital last week end," Mrs. Gussie Metz, superintendent, half kidding told a Times reporter who was investigating the crowded conditions and need for expansion at the institution.

She wasn't being altogether literal in her comment, yet at the same time all of the 25 beds in the house were full and one man was hospitalized on a cot in the X-ray room. Actually two patients coming for tonsilectomies did have to wait for a short while until the procedure of discharging two others was completed.

"What would have happened if you had had several emergencies brought in after this?" was the logical question to the personable superintendent, but how could she or anyone answer this question.

The need for an added wing and expanded facilities are noted not only in bed space but in many other ways after a very brief tour through the hospital under the eagle eye of a trained member of the personnel.

Because of the lack of private rooms (only two and only one with a private bath) it is not possible to ascertain how many more persons would avail themselves of local hospital.

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Business Is Better

Postal Receipts And Bank Deposits Show Gain, Expect First-Class Office

Postal receipts and bank deposits in Brevard show a gain for the first nine months of 1951.

Total receipts at the Brevard post office are more than a thousand dollars ahead of 1950, and according to Postmaster T. Coleman Galloway, the local post office is expected to become first class in 1952.

"If we continue at our normal rate of operation until January 1, we will be a first class post office next July 1," Mr. Galloway said yesterday.

Resources at the Transylvania

Trust company as of October 10, 1951, total \$2,862,031.26, as compared with \$2,690,288.55, for October 4, 1950.

According to Ralph J. Duckworth, the executive vice president, deposits now are \$2,702,232.05, while this time last year they were \$2,547,535.82. The vice president reports that the surplus is up from \$40,000 to \$55,000, while undivided profits are \$22,129.14 for 1951, while they were \$16,430.47, at this time last year.

Another nice gain is shown at

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OPEN YULE SEASON HERE ON NOV. 23

Santa To Come To Town. Streets And Stores To Be Gaily Lighted

The Christmas shopping season in Brevard will open on November 23, with the arrival around 7 o'clock on that date of Santa Claus on a gaily decorated sled. The colored Christmas lights will be turned on shortly before his arrival.

This decision was made at a meeting on Tuesday of the Holiday Trade festival at the Coffee Shop, at which plans for the opening were formulated.

Santa after being received with appropriate acclaim will visit in the stores and mingle with his admirers on the streets. The stores will remain open until 9 o'clock that evening.

A Christmas program is being arranged to coincide with Santa's arrival here. Details are yet to be worked out, but it will be very impressive, according to Crawford Freeman, general chairman.

Holiday business here this year

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Hold "Open House" At Harry H. Straus School On Tuesday

An "Open House" for all parents and friends of the new Harry H. Straus school in North Brevard is being given by the Parent-Teacher association at the regular meeting time, Tuesday evening, November 13, at 8 o'clock.

A brief business session of the P-TA will be held at 8 o'clock by the president, Mrs. Arthur Loeb. Membership plans will be discussed for the drive already underway, with each parent being urged to join.

A tour of the school will be held, and teachers will be in their classrooms. Refreshments will be served in the school cafeteria.