

# THE TRANSYLVANIA TIMES

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Consolidated, 1932

A STATE AND NATIONAL PRIZE-WINNING NEWSPAPER  
PUBLISHED EVERY THURSDAY

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JOHN I. ANDERSON, Editor      HENRY HENDERSON, Mechanical Supt.  
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## We Are Over The Top Again

Again Transylvanians have answered another humanitarian call and the county is "over the top" in the '54 March of Dimes.

Never before have we seen such a community project as was this year's polio campaign. With the Jaycees directing, civic groups, church organizations and others pitched in to make the drive a success.

Of course, the cooperation of the public at large was necessary, and more people this year contributed more than ever before. The school kids gave their nickels and dimes to the tune of nearly two thousand dollars; businessmen kicked in their dollars as always; and the industries again

did their part, along with the Home Demonstration clubs and others too numerous to mention. It was certainly a community project!

Since polio does not discriminate, the primary objective this year was to reach every home and every family for a donation. Polio strikes the home of the rich and the home of the poor. It plays no favorites with race, color or creed, and by this same token, the Jaycees appealed to all to give. And they did in a most generous way.

We highly commend a community-minded organization on a job well done and say thanks to all who gave their dimes and their dollars in this never ending job to stamp out infantile paralysis.

## Times Again Wins Press Awards

In competition with the largest and best weekly newspapers from Murphy to Mantoloking, The Transylvania Times was awarded three prizes at the annual institute of the North Carolina Press association at Duke university last week end.

These awards bring the total to 17 that The Times has won during the past 11 years in state and national contests. No other weekly in the state has received so many awards in the same period of time.

During 1953, Brevard's weekly newspaper won second place in news coverage, editorials and photography. In the first category, news coverage, The Times has won all three places during the past four years. In 1949, we were awarded third place; in 1951, first place; and last year, second.

The general news coverage award is eagerly sought after by editors and publishers for the primary function of a newspaper is to gather, prepare and distribute the news. To do this in such a way as to impress the readers with the integrity and fairness is a sure mark of superior journalism, which is recognized in these contests. Another newspaper published by Ed

M. Anderson, the Forest City Courier, was awarded first place in this category during '53.

In the editorial division, The Times won another second place, and again this past year this newspaper ran a close second in photography among North Carolina's weeklies. First place went to The Skyland Post at West Jefferson, which is also an Anderson newspaper. In recent years pictures have assumed so much prominence in the weekly and especially the daily newspapers.

While we who produce The Times are naturally quite gratified that we are again recognized by out-of-state judges as producers of a top-flight newspaper, we feel no sense of gloating nor any tendency toward complacency. Rather do we consider the awards as a challenge to continue to do our best to publish the best weekly newspaper in North Carolina.

These awards are a compliment to the staff of The Times, and more particularly, they are the result of the fine cooperation and support of our readers, our advertisers and the citizens generally of Brevard and Transylvania county.

## Scouting Builds A Better Community

Boy Scouts in Transylvania and throughout America will observe the 44th birthday of Scouting all next week, and Mayor John A. Ford has issued a proclamation, proclaiming the week, February 7th to 13th, as "Boy Scout Week" here.

Today our nation is all the richer for since 1910 the Boy Scout program has affected the lives of 21 million American boys and men, and today there is an active enrollment of 3,300,000 Scouts.

Under the guidance of many outstanding adult leaders in Brevard and Transylvania county, Scouting here plays a most important role in building better future citizenship in our community.

While the current theme is "Forward

on Liberty's Team," major emphasis is being placed on the Scout family. This is a two-way recognition. It honors the many fathers of Scouts, and it salutes the mothers, who give generously of their time as Den Mothers in the Cub Scout rank.

It is here that the enrichment of family life is a main objective. Through doing things together boys and parents learn to know each other better, and this emphasis upon strong family ties helps to build a stronger community, a stronger America.

The Times salutes all Boy Scouts, Cub Scouts, their parents and adult leaders during the 44th birthday observance of Scouting in America.

## Paragraphics....

Right now the ice that wasn't thin is taking the place of the gun that wasn't loaded.

Indignation is what hits a housewife when she discovers her laundress has stolen some of her best hotel towels.

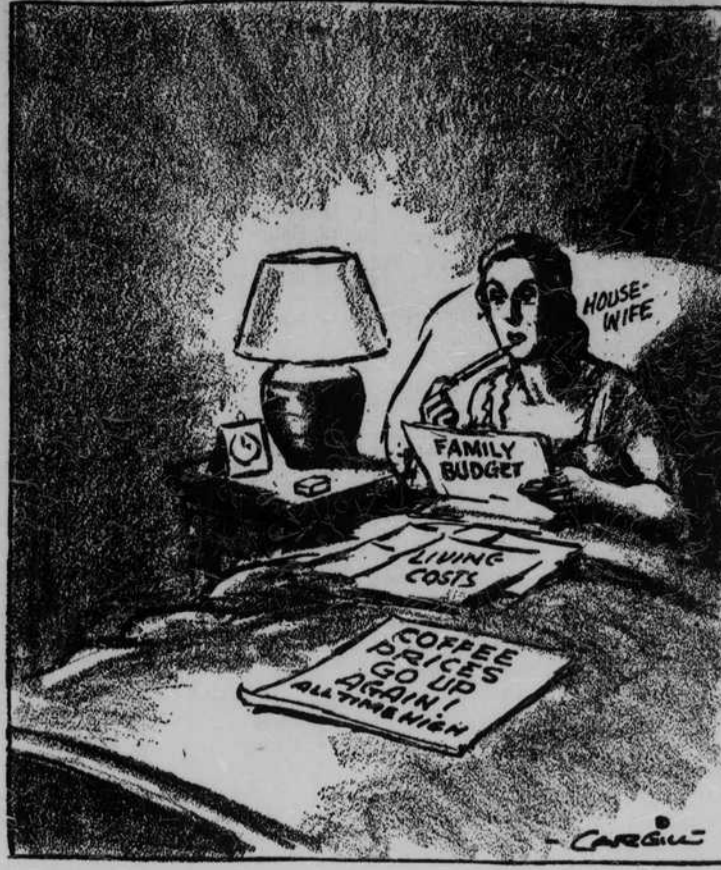
Before marriage a man yearns for a woman. After marriage the "y" is silent.

Forgetfulness is a virtue only when you can remember the right things to forget.

It's getting so that it's easier to make your money first than it is to make it last.

People with a wishbone where the backbone ought to be constantly complain about not getting ahead.

'CAN'T DRINK COFFEE KEEPS ME AWAKE NIGHTS'



## Comments From Our Readers . . . . LETTERS TO THE TIMES

Editor and Staff  
The Transylvania Times  
Brevard, North Carolina  
Our Dear Friends:

Let me congratulate each individual of the Transylvania Times on the most wonderful special hospital issue of your good paper. It was indeed a great effort on your part to make the "hospital story" become a reality in print. It was done in such an excellent fashion that I feel that those individuals who were unable to visit this wonderful institution could visualize most clearly their hospital.  
It was with great pleasure

that I had the opportunity to work with you good people, and I assure that the same will be true of all future relations.

Once again let me thank you from all of us of the hospital proper for the great public service rendered by your most excellent newspaper. The Transylvania Times is serving the people of Transylvania county in the fashion that a newspaper should and that you can be proud of.

Most sincerely yours,  
Transylvania Community Hospital  
JOHN W. BAILEY  
Administrator

## PICK OF THE PRESS IN THE CAROLINAS

MAYBE THE TIME IS  
HERE AGAIN  
(Elkin Tribune)

There was a time — and in the very recent past — when the automobile dealer didn't have to worry about new car sales. But it would appear that the time has come when things are not like they once were in the new car business. And in many cases, no doubt, this is a situation that is causing considerable worry to the dealer and car salesman. However, when you get right down to it, maybe this is the time when folks should get back to work again.

Robert S. Armacost, president of the National Automobile Dealers association, told the nation's car dealers recently that 77.6 per cent of the national population had not been solicited by car salesmen, either in person or by telephone. Armacost also said 17,000,000 U. S. families do not own automobiles.

This seems surprising to those of us who are inclined to think almost every farm family has a car or truck. But the auto dealer official pointed out that 37 out of 100 farms are without an automobile, while 66 out of every 100 are without trucks. These figures, he said, are a challenge to all the retail dealers of the country, and he believes the retail dealers can

spur sales of new cars by intense effort to sell motor vehicles.

As we see it, what the auto dealers association president really believes is that new car salesman will have to go back to the old-time selling methods and hustle up deals, rather than wait for the customer to come to him.

And as this is true in the auto business, it can be just as true in other lines. When things seem to level off and business is not as good as it has been, rather than wring one's hands and talk about how hard things are, business should roll up its sleeves and go after new business. It's nice not to have to, and be able to sit back and have it come to you, but times like that cannot last always.

Our country grew great on hustle and bustle and competitive buying and selling. But in recent war years, living in a so-called war economy, with money plentiful, we have grown accustomed more or less to sitting back and watching the business and the money roll in of its own accord. When it stops rolling, then it is time to go back to work again.

So rather than cry depression, and blame the administration in power, and think up other excuses, why not just roll up our collective sleeves and go back to work?

Like we once did.

## FROM OUR FILES . . . . . GLANCING BACKWARD AT "THE GOOD OLD DAYS"

14 YEARS AGO  
Thomas S. Gash, aged 91, of Brevard, was presented a certificate of membership in the Dunn's Rock Masonic lodge Friday evening, in recognition of his 50-year continuous membership. He has been a member of the local lodge for 67 successive years. He is said by Masonic officials to be the oldest living Mason in North Carolina. The presentation of the certificate was made by J. Edward Allen, grand master of North Carolina. Mr. Gash was born in Penrose, Transylvania county, on August 10, 1848.

George Bromfield, son of Mr. and Mrs. J. S. Bromfield, of Brevard, has been promoted to the position of assistant radio operator at the Atlanta airport.

Low temperature records of the past 20 years were broken here last week when the extreme low

of 15 below zero was registered at the official station checked by Phillip Price at the city hall. The snow reached a depth of eight to 12 inches in many parts of the county.

Brevard's new post office building prospectus in the hands of the specifications division, according to a letter from Congressman Zeb Weaver, it is expected that bids will be asked on the project by the end of February.

The new Community hospital thermometer on the court house lawn moved up to the \$15,000 mark Wednesday afternoon, denoting three-fifths of the actual cash on hand.

Miss Gladys Shipman, daughter of Mr. and Mrs. M. C. Shipman, of Pisgah Forest, has been notified that she passed the state board ex-

BEHIND THE NEWS . . .

## From Washington

By GEORGE E. SOKOLSKY



### UP GO THE STAMPS!

I can remember when a two-cent stamp carried a letter from coast to coast and when the post office was the proudest boast of every American. Then the postage went up to three cents and the post office ceased to be a boast. The mail came only once a day. The postmen's uniforms looked shabby and the men were dissatisfied. Letters lost never turned up and generally speaking, a smell of inefficiency pervaded the service.

So there were lots of complaints and apologies. Mr. Truman appointed a postal employee as postmaster general and things went from bad to worse. Then came the Eisenhower administration, and Arthur Summerfield, a businessman, went to work to make the post office an efficient organization, and one of his efficiencies is to raise the rates.

Mr. Summerfield apparently believes that nobody really objects to the rates being raised. That is naive because everybody objects to prices going up, it does not matter for what. All Mr. Summerfield needs to do is to have a look at the excitement over the high price of coffee or butter to recognize that nobody wants to pay more this year than he paid last for anything.

But any increase in price ought to justify itself in some way. It is like the New York subway, which has jumped from a nickel a ride to 15 cents a ride, but the service is constantly growing worse. If there were any other practical way to go to work, no one would ride in the New York subway, but it is a monopolistic enterprise and leaves the customer no alternative but to walk. So, the people pay more and growl. If they had real courage, they would kick out of public office any politician who would so much as say "Good morning!" to Mike Quill, who is responsible for both the increase and the bad service.

Now to get back to postage stamps: if the only way to reduce the deficit is to increase the cost of the postage stamp, then inefficiency will increase. What the public would like to see done is for the deficit to be reduced without increasing postal costs by eliminating every type of inefficiency. The theory of "pay-as-you-go" has no limits as long as the operations are not brought under engineering controls. For instance, mail order houses such as Sears and Montgomery Ward have not built their great businesses by charging more for less but by keeping prices down as low as

possible while providing greater service.

This is not written in criticism of Arthur Summerfield, who is the first postmaster general in many years who is really trying to do a job of modernizing the post office. Credit must be given him for trying to rationalize the postal operation. It has been usual for postmasters general to leave things alone, like the funny pens they use and the heavy sacks postmen in cities carry on their shoulders in an era of lightweight but durable fabrics. Summerfield, at any rate, is not letting grass grow under him.

But like everyone in the Eisenhower administration, he is under pressure to cut his deficits, which is an excellent pressure to be put on any public official. However, sometimes the response to the pressure is in the wrong place, as for instance, some savings among the armed forces are producing a breakdown of the morale in the armed forces, resulting in resignations when they ought not to take place and separations of those with experience and then the hurried hiring of those with inexperience to fill holes. There is no economy in that except for a bookkeeper who only goes by figures, which do not always make sense. Firing a chaplain who has been in service 12 or 15 years to take on a youngster because he costs less is not good administration although it may contribute to showy accountancy.

While the post office should be operated efficiently and should not produce an unnecessary deficit, it nevertheless exists not as a profit-making monopolist business but as a public service. Certainly Benjamin Franklin would have placed public service high in the functions of the post office he founded. If this monopoly is to be operated strictly as a business, the sky can be the limit for its charges.



But ye, brethren, be not weary in well doing.—(Thessalonians, 3, 13.)

Why are so many of us these days addicted to pills to make us sleep, to give us needed energy, to allay our nervousness and tension? Let us try stopping at least once a day, in the headlong rush, to help someone in need, unselfishly to lighten another's load—and in well doing, find peace.

## THE EVERYDAY COUNSELLOR

By REV. HERBERT SPAUGH, D. D.



How do you look at life? Do you expect the best, or do you expect the worst? Do you say that your cup is "half full," or do you say that it is "half empty?" There is a vast difference between these two expressions. He who says his cup is "half full" looks at it with expectation of having it filled. He who says his cup is "half empty" reflects an attitude of expecting it to become completely empty.

Modern science is teaching us that our mental attitudes not only determine our relationship with other people, success in our work, but also our physical health. We tend to become like that about which we think.

Both love and hate are gradual mental build-ups in the subconscious mind from small beginnings.

A man fails to receive an expected promotion in his business. His pride is hurt. His mind continues to dwell on this until it possesses him with jealousy, resentment, and an inferiority complex. His efficiency is decreased and he may end up in losing his job completely. A wife takes exception to some slighting remark made by her husband—at least she considers it slighting. Her mind dwells upon it. She becomes resentful and either sulks or nags. One thing leads to another, and the end may be the divorce court.

A man or a woman may have some new and unexpected pain. The mind commences to dwell upon it. Fear mounts. The pains increase. He goes to the doctor who checks him over and finds nothing organically wrong, then asks him what he is worrying about. Sometimes the sufferer puts off going to the doctor for fear the doctor will find something wrong. Finally he does go and there is something wrong.

The Bible, which is our best book on psychology, says, "For as he thinketh in his heart, so is he." Expect the best of life. Expect the best from God and your fellowman. Expect the best from your business associates and employees. Then compliment them for it. Compliments work like a two-edged sword. They make both the one who gives them and the one who receives them feel good. The new Standard Revised Version of the Bible, in Romans 8:28, tells us, "In everything God works for good." It is all a matter of allowing God to work in us for good.

Commence your day with praise instead of criticism. Then continue throughout the day in the same manner. Let your cup be "half full" instead of "half empty."

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