

TRANSYLVANIA—
An Industrial, Tourist, Educational, Agricultural and Music Center. Population, 1950 Census, 15,321. Brevard Community 7,394.

THE TRANSYLVANIA TIMES

A State And National Prize-Winning A.B.C. Newspaper

TRANSYLVANIA—
The Land of Waterfalls, Mecca for Summer Camps, Entrance to Pisgah National Forest and Home of Brevard Music Festival.

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SECTION ONE

BREVARD, NORTH CAROLINA, THURSDAY, JULY 28, 1955

24 PAGES TODAY

PUBLISHED WEEKLY



THE BREVARD HIGH SCHOOL CLASS OF '24, which had 24 members, held the 31st reunion last Saturday night at Knob Hill. Of the 21 living members, 13 were present for the event, and there were nine visitors. Members of the class pictured above, front row, left to right, are: Miss Molly McCall, Brevard; Mrs. Annie Sittin White, Greenville, S. C.; Mrs. Blanche Mason Osborne, Brevard; and Mrs. Mildred Trantham Tay-

lor, Belmont. Second row: Mrs. Elizabeth Ramseur Berthold, Chevy Chase, Maryland; Mrs. Mary Galloway Hinton, Princeton, Indiana; Mrs. Eliza Henry Vaughn, Gastonia; Anthony Trantham, Brevard; and Miss Myrtle Barnett, Greenville, S. C. Third row: Mrs. Gladys English Jones, Brevard; Edwin S. English, Bent Creek; Phillip Price, Wilmington; and Miss Ruth McCall, Brevard. (Times Staff Photo)

Brevard Merchants Offer Big Variety Of Bargains For Mammoth Trade Event

THREE AWARDS OF SILVER DOLLARS TO BE MADE AUG. 9TH

Marked Reductions Feature Timely Offerings In Brevard Stores

STARTS TODAY

A town-wide four-day Dollar Days event will begin in Brevard this (Thursday) morning and will continue through next week. On Tuesday, August 9, at 5:30 o'clock, 175 silver dollars will be awarded. There will be three prizes — of \$100, \$50 and \$25 each. The awards will be made in front of the Plummer building on West Main street.

Extraordinary values are being offered by participating merchants for these four days. There is a large volume of summer merchandise which has been drastically reduced and a wide variety of other items which have been marked at sacrifice prices.

Tickets will be issued to shoppers during these four days for each \$1.00 spent or paid on account.

This event is being sponsored by the merchants' division of the chamber of commerce, of which Dan Hawkins is chairman. Aside from offering individual purchasers an opportunity to save money on their personal and household needs, the collective effect of these offerings, he said, should give momentum to the trade-at-home idea. A complete list of the participating merchants will be found in a display ad on page 8 in the third section.

Read carefully every ad in this issue of The Times. Each was prepared with one main idea in mind — to give the buyer extra value for his money and there is the added incentive of the three prizes in silver dollars. Shop Brevard stores today, Friday, Saturday and all next week.

SHRINERS SPONSOR TALENT HUNT HERE

Arthur Smith And Crackerjacks Return To High School Sat. Night

Arthur Smith and his Crackerjacks, nationally famous television stars, will conduct a big talent hunt program Saturday night in the Brevard high school auditorium, beginning at 8:15 o'clock. The show is sponsored by the Transylvania Shrine club, and the public is cordially invited by President Bill Hensley to attend.

In addition to the Smith troupe, there will be 10 acts by top local amateur and professional entertainers. The group will be competing for a chance to appear on the Arthur Smith TV show in Charlotte, as well as for cash prizes of \$10, \$5.00 and \$3.00.

Clyde "Cloudy" McLean will conduct the amateur show, and the Crackerjacks are expected to play many of their well known selections on the program. Tickets are available at Grogan's, Ward's and Jones' news stands, and —Turn to Page Four

Red Diamond Oil Company Remodels Station On Broad

The Red Diamond Oil company, of Pickens, S. C., has purchased the property, formerly occupied by O. K. Rubber Welders here on Broad street, from Mrs. Maude B. Pickelsimer and C. W. Pickelsimer. At the present time the oil and gasoline tanks are being buried, and the service station is expected to be completely remodeled. Purchase price of the property, which is located less than a block from the square, was undisclosed. A. E. Merrill is in charge of installing the storage tanks and making the driveways.

MRS. LOFTIS NAMED SUCCESSOR TO MRS. JONES AT HOSPITAL

New Director of Nursing Service Has Been On Staff Since January, 1953

Mrs. Claudia Jones has resigned as director of nursing service at the Transylvania Community hospital, John W. Bailey, the administrator, announces today.

Mrs. Jones' resignation was effective as of July 27th, and she is being succeeded by Mrs. Jimmie Loftis, who has been employed as a nurse at the hospital since January, 1953.

"Mrs. Jones has done a wonderful job for the hospital and for the community," Mr. Bailey said.

He also stated that he felt the hospital was very fortunate in being able to secure Mrs. Loftis as the successor to Mrs. Jones.

"We are confident that Mrs. Loftis will make us an excellent director," he declared.

She is a graduate of the Rutherford hospital at Rutherfordton, and her husband, "Chick" Loftis, is employed at Ecusta.



KING-SIZE COKES go on sale in Brevard and Transylvania county this week. L. Y. Biggerstaff, right, manager of the Coca-Cola Bottling company, of Hendersonville, N. C., and William E. Robinson, left, president of the Coca-Cola company, are pictured above with one of the new cartons. During this week, all carton outlets in the Brevard and Transylvania county area will have the new package in addition to the standard Coke bottle, which has been sold here for nearly a half a century.

Coca-Cola Is Now Offering King-Size Cokes In Cartons

200 Jacksonville Scouts To Be At Johns Rock Camp

Two hundred Boy Scouts and their leaders from Jacksonville will begin arriving at John's Rock Scout camp on Thursday of this week for a 10-day encampment and nature study course.

Headed by Leon Frank, retired engineer, as leader, the group will also include scout leaders and businessmen from Jacksonville, who will act as counselors on the trip. Troop 27, 27-A and Explorer Post 27, sponsored by the Murray Hill Baptist church, will have the trip to the mountains financed by business men of the Florida city. This is the fourth trip to John's Rock by the group. Clearing of the camp —Turn to Page Five

Mayor's Condition Reported Improved

Mayor John A. Ford, who suffered a slight heart attack last Saturday night, is in the Transylvania Community hospital, and his condition is said to be much improved. Mayor is expected to remain in the hospital for several days and will probably return to his home this week end.

Program Highlights

Disc Jockey Shows Are Popular Over WPNF, Fan Mail Increases

WPNF's disc jockey shows are becoming more and more popular, and Bobby Hoyle, station manager, urges all listeners to mail in their requests daily to their favorite programs.

"Since WPNF began its independent operation on July 6, WPNF's fan mail has increased tremendously, which makes it evident that our listeners are enjoying the DJ shows more than they did soap operas," Mr. Hoyle states.

One of the most popular disc jockey shows is "Country Music Time," heard daily at 11:05 in the mornings. This program is conducted by John Dellinger, program

Biggerstaff Announces Plans For Distribution Of Product In Transylvania

The familiar Coca-Cola bottle now has a "big brother." New King-size bottles of the famed soft drink go on sale this week in food and beverage stores in Brevard and Transylvania county.

Announcement of the date for introduction of the new King-size package was made on July 15th at a dinner meeting held in the Hotel Barringer, Charlotte, at which W. E. Robinson, president of the Coca-Cola company, was the principal speaker.

L. Y. Biggerstaff, manager of the Coca-Cola Bottling company, of Hendersonville, which serves Transylvania, attended the banquet and this week he announces that the new King-Size Coke package is going on sale in Brevard and Transylvania county.

Officials of the other four Coca-Cola plants in Western North Carolina, Asheville, Marion, Forest City and Hickory, also attended the meeting, and they too will distribute the new Coke.

Host at the dinner, which assembled Coca-Cola bottlers from North and South Carolina, was George C. Syder, general manager of the —Turn to Page Four

HOME IS LEASED BY MOOSE LODGE

Residence Located At Corner Of Duckworth Avenue And Oakdale Street

The newly organized Moose lodge, No. 1769, has leased a home here in Brevard, and Governor Hugh Bradburn says he hopes the organization can move into it this week end.

The home is located at the corner of Duckworth avenue and Oakdale street, and Governor Bradburn urges all members to visit it this week end. The home has been leased for one year, and members of the lodge hope to build a new home in the near future.

The next meeting of the club, slated for next Tuesday night, August 2nd, is being planned in the new home. Ray Rigdon is in charge of making arrangements.

To Give Second Round Of Polio Shots In Sept.

Transylvania county boys and girls will not receive their second shot of the Salk polio vaccine until after school begins in September. This announcement came today from Dr. Charles L. Newland, now county health officer.

The vaccine has not yet arrived for use in the second shots. After it does come the clinic will be set up for the earliest practical time to suit the volunteer medical helpers, the hospital and the schools.

Dr. Newland also stated that the first shot the children received has not lost effect. It will not be necessary to give more than two in order —Turn to Page Five

Mercury Climbs To 90 On 21st, Remains In 60s At Nighttime

Summertime has arrived in Brevard and Transylvania county.

According to Jack Huggins, the official weatherman here, the mercury climbed to a record high of 90 degrees on July 21.

Since that time, daytime temperatures have been in the mid-80s, while at night the mercury drops to 60 to 65 degrees.

Thunderstorms, accompanied by high winds in some sections of the county, have been included on the daily weather diet during the past week in Transylvania.

Board Of Education To Purchase Facilities Of Athletic Association

Amount Of Contributions Is Set At Cost Figure. Cooperation Pledged

Directors of the Brevard Athletic and Recreation association agreed at a meeting Tuesday night in Brevard high school to sell all the athletic facilities owned by the organization on the Brevard high school field to the board of education for \$8,654.47.

President Raymond F. Bennett explained that this amount represented contributions entrusted to the association during the past 10 years for recreational purposes in Transylvania county.

F. S. Best, member of the board of education, told the meeting that the board had adopted a resolution to accept such an offer should it be made by the athletic association.

President Bennett further explained that when the money was received that it would be spent wisely by the non-profit association in the promotion of athletics and recreation in Brevard and Transylvania county.

Cites Charter
"By our charter we are bound to do this," he declared, and from the charter he quoted the following purposes of the association:

"a. Provide, improve, construct and light athletic fields, stadiums, playgrounds, gymnasiums and other athletic and recreational grounds, areas and facilities at Brevard college, Transylvania county public schools, and other places and locations in the town of Brevard and county of Transylvania.

"b. To promote, organize, conduct and carry on various athletic —Turn to Page Five

Returns Third Time

Frances Clark Piano Workshop Set At Brevard College, Aug. 11

The Frances Clark Piano Workshop, nationally recognized course for piano teachers and students, will take place on the Brevard college campus, August 11-17. This is the third year that the event has been a summer feature on the Brevard campus. President Robert H. Stamey announces.

Director of the course is Frances Clarke, distinguished teacher, author, lecturer and teacher of teachers. The Brevard workshop is one in a series of summer courses which Miss Clark and her staff conduct in various parts of the country. They have just completed a six-day course at the Minneapolis, Minn., MacPhail School of Music.

Miss Clark is the newly appointed head of the piano department at —Turn to Page Four

Schools Will Open Thursday, Aug. 25

Transylvania county schools will begin the 1955-56 year on Thursday, August 25th, Supt. J. B. Jones announces today.

Brevard college will open on Thursday, Sept. 15th, President Robert H. Stamey announces, and freshmen will arrive on Sept. 11th.

Transylvania's schools will close Nov. 24th and 25th for Thanksgiving, and the Christmas vacation schedule runs from December 16th through January 2nd. Schools will close on Friday, March 30th, which is Good Friday, and on the following Monday, April 2nd, for Easter.

Schools will end the scholastic year on May 22, 1956.

Olin Downes Will Appear At Music Camp Sunday, Band Slated On Friday

Olin Downes, music critic of the New York Times, will appear at the Brevard Music Center Sunday at 4 p. m., during the weekly concert of the Transylvania Symphony orchestra.

Mr. Downes, musician and interpreter of serious music for the lay public since 1920, will speak on "From Suite to Symphony," during a program which is to include a performance of Bach's Suite in B Major for Flute and Strings and Beethoven's Symphony No. 2 in D Major.

The orchestra, conducted by James Christian Pfohl, music director of the camp, will also present "Divertimento" by Haydn and the "Haffner Serenade" by Mozart. Starting his career in 1920 on —Turn to Page Eight



OLIN DOWNES

CALENDAR OF COMING EVENTS

Thursday, July 28 — Silver Dollar Days begin in Brevard. Flower Arrangement lecture, Brevard college, 10:30 a. m. B & PW club meets at Camp Straus, 7 p. m. Cub Scout Pack Two den mothers meet, 7 p. m., in Lutheran church. Ace of Clubs meets at Gaither's, 7:45 p. m. Masonic meeting in temple, 8 p. m. Republican Women's club, 8 p. m., at home of Mrs. Joseph Pickelsimer.

Friday, July 29 — Cub Scout Pack No. 2 meets at Lutheran church, 7 p. m. Band concert at —Turn to Page Eight