



MERRY CHRISTMAS



TRANSYLVANIA—

An Industrial, Tourist, Educational, Agricultural and Music Center. Population, 1960 Census, 16,372. Brevard Community 8,500, Brevard proper 4,857.

TRANSYLVANIA—

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

THE TRANSYLVANIA TIMES

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

Vol. 73 — No. 52



SECOND CLASS MAIL PRIVILEGES AUTHORIZED AT BREVARD, N. C.

BREVARD, N. C., THURSDAY, DECEMBER 27, 1962

PRICE 10¢



★ 24 PAGES TODAY ★

PUBLISHED WEEKLY

Yule Is Time For Customs

As the world grows smaller, Christmas observances in different countries grow more similar. Santa Claus in red suit and white beard drives his reindeer-drawn sleigh to North, Central and South America and to many other countries as well.

In fact, when the first explorer lands on Mars, he shouldn't be too surprised to discover that Santa, and even Rudolph, got there first.

Sharing of Christmas customs, however, only serves to point up the fact that this is a holiday for everyone, and a holiday which draws ideas from all lands and times, uniting them in both religious and secular observances of the season.



In Mexico

Celebrating the posada is a Mexican custom focused on the Nativity.

"Posada," means "lodging" or "inn," and for the nine "posada" days from December 16 to 25, churches, hotels, social groups and families throughout Mexico act out the story of the Nativity.

A procession of pilgrims comes to the place where the celebration is scheduled. They carry clay figures of Mary and Joseph, and they seek shelter from the "innkeepers" within.

At first the innkeepers refuse, then they admit the pilgrims to feast and rejoice. Figures representing Mary and Joseph are placed in a replica of the manger. On Christmas Eve, the figure representing Jesus is added.



In Holland

Gift-giving season in Holland traditionally begins on December 5th and is called "Strooivand" or "strewing night." Children place their shoes by the fireplace, filled with carrots and hay for St. Nicholas' horse — in the expectation that on the morning the shoes will contain candy, fruits and toys.



In Scotland

Christmas feast favorites in Scotland include shortbread, a rich cake or cookie, and haggis, a kind of pudding. New Year's Eve, or Hogmanay, is the principal day for gifts and greetings, when children go singing from house to house, in hopes of a treat. New Year's visits are paid — and it's customary for the

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CALENDAR OF COMING EVENTS

Monday, December 24 — Last shopping day before Christmas. Rotary club will not meet.

Tuesday, December 25 — Christmas Day. Holiday in town and county.

Wednesday, December 26 — Holiday in town and county. Jaycees meet at Gaither's at 7:00 p.m.

Thursday, December 27 — Masons meet at Temple at 8:00 p.m.

Friday, December 28 — Call meeting of Chamber of Commerce at Library at 8:00 p.m.

Sunday, December 30 — Attend the church of your choice.

Monday, December 31 — Rotary club will not meet. Elks dance at Elks lodge at 9:00 p.m. American Legion dance at Legion building at 9:00 p.m.

Tuesday, January 1 — New Year's Day. Holiday in town and county.

Wednesday, January 2 — Schools re-open. Toastmasters meet at Gaither's at 6:30 p.m. WOW meets in Woodman Hall at 8:00 p.m.



DU PONT OFFICIALS from Wilmington, Delaware, visited the Brevard plant last week, and they were well pleased with construction of the new photo products division. They are shown admiring the Christmas tree in the reception room of the office. At the left is Al Morrison, plant manager here at Brevard; George Loving, general manager, photo products department; and Tom Carlson, director of production, photo products department. According to

Mr. Loving, the Brevard plant will be the best equipped and most modern photographic film manufacturing plant in the United States when completed. Accompanying Mr. Loving during his visit in Brevard last Wednesday and Thursday were Tom Clark and Kurth Johnson, director of production, respectively, and Chuck Hunter, facilities coordinator, all of photo products, Wilmington, Delaware, offices.

(Times Staff Photo)

Chamber Of Commerce Calls Special Meeting Friday Night

The directors of the Brevard Chamber of Commerce have called a special call meeting of the entire membership on Friday night, Dec. 28th, at 8:00 o'clock in the library.

According to W. H. Keith, chairman of the finance committee, the purpose of the meeting is for consideration of a new system of dues and voting privileges.

This system has been approved by the Board of Directors, and if adopted, it will increase operating funds of the Chamber of Commerce.

Mr. Keith points out that the civic organization is operating now on a small budget, which limits the important work of the body.

"If we are to continue to grow and to expand, we must raise our budget," Mr. Keith states.

During 1962, the Brevard Chamber of Commerce has had

One More Shopping Day

Business Around Town Is Good, Two-Day Holiday Set

Brevard Merchants are experiencing one of their best Christmases and record sales are expected on Monday.

Most of the Brevard stores will be closed Tuesday and Wednesday, and town and county offices are closed Monday, Tuesday and Wednesday.

Bill Edens, town manager, says one of its busiest years.

It brought in new industry; increased the tourist trade; helped to improve schools; fought for better roads; and other activities too numerous to mention.

An open letter, which lists many of its activities, is carried elsewhere in this issue.

that there will be no garbage collection on Christmas day, and where collections are made on Tuesdays, they will be made on Wednesday of this week. Monday's regular garbage collection schedule will be followed.

The staff at the Brevard post office will give complete mail service on Monday, and Tuesday will be a holiday with no delivery of mail, and the general delivery window will remain closed all day.

Brevard schools closed last Tuesday for the holidays, and students will return to classes on Wednesday, January 2nd.



BUD TALLEY, a junior at Clemson college, is shown above, center, receiving \$25.00 award for his winning design of entrance road signs to be erected on the approaches to Oconee county. The competition was sponsored by the County Planning and Development Board, and M.

Charlie Jamieson, manager of the board, is shown at the left. Third year students in the class of design in Clemson's school of architecture entered the competition, and Professor Joseph L. Young, right, was the project advisor. Young Talley is the son of Mr. and Mrs. Holland Talley.

Economy Level Of Transylvania County Is Now At A Record High

The Times Is Out Earlier

This week's Transylvania Times is being published on Sunday, December 23rd, instead of on its regular publication date on the 27th.

Throughout the issue are Christmas features and greetings from business, industries, and others.

The Times staff urges all readers to examine this week's paper more carefully because it is one of their favorite editions.

The Times office will be closed on Monday, Tuesday and Wednesday; however the staff will continue to cover news sources in Brevard and Transylvania county each day and local news reports will be given daily over WPNF.

Persons having special announcements to be made can call 3-3511.



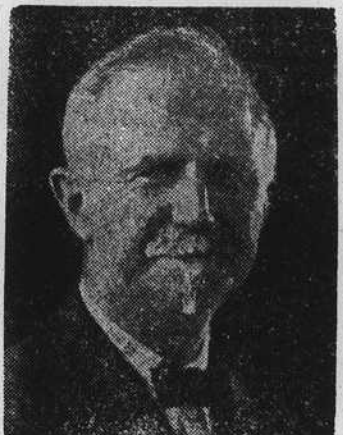
The news is out... the season is here! Merry, merry Christmas is with us once again. We wish you and your family a generous share of all its many blessings.

THE ENTIRE STAFF OF

The Transylvania Times

Babson Forecast Will Be Carried

The Transylvania Times will publish "BABSON'S BUSINESS



ROGER W. BABSON

AND FINANCIAL FORECAST FOR 1963 next week.

A careful checking of the Babson Predictions made in the BUSINESS AND FINANCIAL FORECAST FOR 1962 upholds the remarkable average of the past years by being 83% correct! Below is the score for the last 10 years. It holds the best and highest record for Annual Forecasts on U. S. Future Business.

Forecast For	% Accurate
1962	83
1961	82
1960	80
1959	84
1958	86
1957	88

—Turn to Page Eight

The Weather

More cool weather reminding Transylvanians that winter really was here preceded the Christmas holiday in our county.

Most residents in the area awoke several mornings during the past week with frosty windows and landscapes but certainly none was more beautiful than the frost that greeted us on Sunday morning when the mercury dipped to 19 degrees.

Readings for the week are as follows:

	High	Low	Prec.
Wednesday	60	24	0
Thursday	62	30	0
Friday	33	29	.09
Saturday	53	28	.24
Sunday	**	19	0

** : Sunday's high was not available at press time.

Report Is Made On Income And Retail Sales

A new survey of consumer markets in the United States, compiled on a fiscal year basis, shows Transylvania County's economy to be in good shape.

Its vitality is evidenced by strong buying power and by the large volume of business done by local retail stores.

The mid-year report, produced by the Standard Rate and Data Service, gives the first detailed figures on income and spending for the 12 months ending June 30, 1962. It covers every part of the country.

The best gains, nationally, were recorded by some of the retail lines that had not been doing too well previously. Among them were autos, household appliances and other costly equipment.

On the other hand, while the service businesses advanced, it was at a slower pace than in prior years.

The survey shows that retail stores in Transylvania County, despite the tightening up that followed the President's controversy with the steel industry and despite the subsequent stock market drop, were able to account for sales in the amount of \$13,332,000. This was a gain over the previous year's \$11,949,000.

In some sections of the country, especially those hit by heavy unemployment, retail business dropped considerably.

Where advances were made during the year, the underlying force behind them was the rise in income. Most families, it is found, had more money to spend than before.

In addition, they were in better financial shape otherwise, with smaller installment —Turn to Page Eight

At New High

Savings And Loan Will Pay \$168,000 In Dividends

Semi-annual dividends totaling approximately \$168,000.00 will be available to all members of the Brevard Federal Savings and Loan association as of the opening of business on December 31, 1962.

This announcement comes today from Jerry Jerome, the president, who says that resources of the association are fast reaching eight million.

Officers of the association, in addition to President Je-

rome, are: A. F. Mitchell, vice president and attorney; Jerry Hart Jerome, executive vice president and treasurer; J. I. Ayers, assistant treasurer and secretary; J. H. Tinsley, assistant secretary.

The directors are: Jerry Jerome, A. F. Mitchell, Jerry Hart Jerome, J. H. Tinsley, J. I. Ayers, H. B. Shiflet, J. F. Aycock, and Edwin Morgan. W. L. Mull is director emeritus.

Advent Prayer

By - Dr. Emmett K. McLarty
President
Brevard College

Almighty God, who didst come with saving power in the Person of Jesus Christ to a world that walked in darkness and in the shadow of death; we praise and bless Thee for all Thy servants who have helped prepare the way for His appearing, and for the example of those who received Him and who gave to Him the homage of their hearts and lives. For prophets who in the face of tyranny declared Thy truth and Thy righteousness; for psalmists who in days of gloom still believed in Thy great goodness and sang praises unto Thy name, and for innumerable simple folk who waited in patience and un-failing hope for the manifestation of Thy glory, we raise to Thee our grateful praise. Grant, we beseech Thee, that in our day and time we may show forth Thy salvation, that our children and our children's children may be furnished an environment in which to grow that will cause them to both seek out and find Thee.

Help us to put away all untruthfulness and all selfishness and greed during this Holy Season, that the influence of what might be in our lives may win us all the days of our lives. Deliver us from all malice and prejudice and cowardice. Let Thy Holy Spirit cleanse us from our sins, and teach us to love one another even as Thou dost love us.

O Father of all mercies and compassions, we pray for the sick and suffering. Bless those who perform the ministries of healing, who try to think Thy thoughts after Thee in order to bring health —Turn to Page Three

Rescue Squad Wishes All A Merry Christmas

All members of the rescue squad Brevard Unit are thankful to the people of Transylvania County for the support that has been given to them during the past year.

"Our families join with us in wishing each and everyone a very Merry Christmas and a Happy New Year!" says Captain Jimmie Rowe.

Elks To Hold New Year's Eve Dance

Brevard Elks will hold their annual New Year's Eve dance on December 31st, and all Elks are cordially invited to attend.

They will be permitted to bring their out-of-town guests. Music will be furnished by R. C. Rutherford and his Rhythm Makers, and dancing will begin at 9:00 o'clock.

There will be hats, favors, noisemakers, etc., and door prizes will be awarded. The supper will be buffet style, and a country ham breakfast is planned after midnight.