

Nation's Top Travel Expert To Speak Here At Annual Commerce Banquet

The USA's Man of the Year in the travel industry — North Carolina's Voit Gilmore — will be the principal speaker at the annual banquet of the Brevard Chamber of Commerce on Friday night, March 31st.

The ladies' night affair will be held in the Masonic temple, and elaborate plans are being made for this auspicious occasion.

Mr. Gilmore, a resident of Southern Pines, is director of the United States Travel Service established in the Department of Commerce in 1961 for the purpose of improving the balance of trade by persuading more foreigners to visit the U.S.A.

His success in establishing a world wide organization and increasing the flow of visitors from abroad is attested by the "Travel Man of the Year" award made annually by the American Motor Hotel association for the greatest achievement in the travel industry.

Operating in virgin territory — (The U.S.A. was one of the few nations that did not have a national travel department) — Gilmore got the "Visit U.S.A." campaign going full blast in only a year and a half. USTS now has offices in 10 key countries in Europe, South America, Asia and the South Pacific.

"In the short span of 18 months the U. S. Travel Service has gained an impressive foothold, unmatched in recent years by any comparable travel activity, government or private," wrote Editor Irwin Robinson of "Travel Weekly", a bible of the travel industry.

This followed an earlier look at the U.S.T.S. by syndicated columnist Bob Considine, who said Voit Gilmore's operation was a good investment and pointed out that even with our start in advertising U. S. travel abroad, the U. S. investment in this project still ranked

23rd among 25 promoting travel through national government offices.

Mr. Considine touched on a major reason for Voit Gilmore's success. He's driving home to foreigners that travel in the USA need not be as expensive as reputed, and there are many attractions outside ports of entry and metropolitan centers which are most inexpensive — in North Carolina for instance.

The soundness of this approach was reflected in a 22% increase in travel to the U. S. from abroad during the first half of last year.

An outstanding feature of the "Visit U.S.A." program last year was the North Carolina travel mission to Europe in March, the first state-sponsored mission of this kind, and the visit to North Carolina in October of 25 European travel executives for on-the-spot inspection of our travel attractions.

—Turn to Page Three



VOIT GILMORE

Directors of the Brevard Chamber of Commerce adopted a record budget of \$7,500.00, at their regular February meeting Tuesday night in the library.

It was presented by W. H. Keith, chairman of the finance committee, and one of the largest items of expenditure is \$2,000 for industrial development.

The meeting Tuesday night was one of the best that the directors have held in years in Brevard. It was well attended, and many reports were heard.

President Wayne Bradburn urged all committee chairmen to have meetings during the month and to have reports of aims, objectives and accomplishments ready for the next meeting.

He stressed the importance of the directors and membership encouraging the building of homes and apartments for

the many new people who are expected to come into the community this year.

He also placed emphasis on working with the merchants in remodeling and building a modern shopping area in the community.

Dewey Nix, chairman of the merchants division reported that plans were being made for townwide promotions. He said one goal would be the stressing of better salesmanship in selling Brevard as an ideal place in which to shop.

"We're going to encourage Brevard citizens to trade in Brevard," he commented.

John A. Ford, chairman of the roads committee said that although the roads and highways may not appear to be in the best of condition because of the weather, the State Highway officials are doing everything possible to keep the county "out of the mud".

He also brought the group up-to-date on the progress along the Blue Ridge Parkway.

A report was also made on the progress of the Brevard College Development campaign, which is under the leadership of Bill Keith, and he said that so far response has been good.

"It's not easy to raise \$60,000, but we feel that the drive will be a success."

Al Martin, chairman of the advertising committee, asked for support of a campaign to boost Brevard.

Town Manager Bill Edens, who heads the beautification committee, reported that his group will come up with several ideas for beautifying the town.

Dr. Frank McGuire, chairman of the education committee, urged the directors and the members of the Brevard

—Turn To Page Three

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

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 College and Brevard Music Festival.

Vol. 74 — No. 7

SECOND CLASS POSTAGE PAID AT BREVARD, N. C.

BREVARD, N. C., THURSDAY, FEBRUARY 14, 1963

PRICE 10c

★ 24 PAGES TODAY ★

PUBLISHED WEEKLY



TRANSYLVANIA COMMUNITY CENTER officials are shown above in front of the building on Gaston street discussing the renovation work that is now being done and also the campaign to raise funds that begins on Thursday. From left to right, they

are: Rev. Ben Ormand, the campaign director; Dr. Julius Sader, president; Mrs. Emmett K. McLarty, secretary; and Tom McCrary, vice chairman, who is also in charge of scheduling meetings at the center.

(Times Staff Photo)

For Community Center

Campaign For \$20,000 Is Launched Here, Plea Is Made

A campaign to raise \$20,000 will be launched this Thursday morning by officials of the Transylvania Community center.

Rev. Ben Ormand, campaign director, says they hope the goal can be reached during the next two weeks.

"We have a wonderful community, and if all of us will do our part, we will have no trouble in reaching our mark," he declared.

He emphasizes that this is a five-year campaign in one.

The expenditure of the \$20,000 is broken down as follows:

- \$15,000 - to pay for property
- \$3,000 - for emergency repairs

—Turn To Page Five

CALENDAR OF COMING EVENTS

Thursday, February 14 — Girl Scout cookie sale begins. Masons meet at Temple at 8:00 p.m.

Friday, February 15 — Meeting of Better Schools Committee at Brevard Senior High at 7:30 p.m. Ace of Club meets at 8:00 p.m. Brevard Little Theatre play at Legion Building at 8:00 p.m.

Saturday, February 16 — BLT play at Legion Building at 8:00 p.m.

Sunday, February 17 — Attend the church of your choice. World War I Vets meet at trial

—Turn To Page Seven

Friday, Saturday

Little Theatre Will Present "You Can't Take It With You"

The curtain goes up Friday night at 8:00 p.m. on one of the zaniest comedies ever presented by the Brevard Little Theatre. It is Moss Hart and George S. Kaufman's stage and screen hit "You Can't Take It With You".

The play itself is enough to convince you that "Everyone is crazy but me and thee, and sometimes even thee".

The Vanderhof household—three generations of the family—operates on a standard of values which underscores the coinage of happiness.

Their delightful impracticality is the basis of every remark. When one member of the family asks, "What time is it?" she gets a helpful suggestion. "Mr. dePinna might know," and another idea. "It was five o'clock about two hours ago".

In this happy family grandfather keeps pet snakes and goes to commencements, mother has been writing plays since a typewriter was accidentally delivered to the house 8 years before, father manufactures fireworks in the cellar, one daughter studies ballet and makes "love dream" candles, and her husband prints copies of sentiments which look good in type.

Their way of life is put on trial when the lovely daughter Alice and her boss' son fall in love. And since the authors

On The Political Front

(Editor's note: William Leonard, Transylvania's representative in the General Assembly at Raleigh, spent last weekend here at home. In the following article he reports on his activities during the first few days of the legislature.)

About a week ago Lewis P. Hamlin, Mrs. Al Ream and a large delegation of Leonard's attended the inauguration ceremonies at Raleigh where I was sworn in as your representative. It took us about an hour to find seats, it was so crowded. In fact, my wife, Biddy, sat in House seat Number 120, since it was vacant. She didn't get sworn in, but I have wondered if any reporters were confused by her presence.

The State Legislative building is certainly new as we all know. And it is much larger than we are used to in this

—Turn to Page Five

The Weather

The weatherman's call for snow was finally answered on Tuesday morning of this week, but by noon the snow had all but disappeared.

Precipitation for the week totaled one and a quarter inches. High reading for the week was 67 and low temperature recorded was 15 degrees.

Official statistics during the past week were:

Wednesday	67	23	0
Thursday	63	27	0
Friday	49	29	0
Saturday	42	25	0
Sunday	52	15	0
Monday	51	28	27
Tuesday	37	29	98

At Olin Mathieson

Brownell Is Named General Manager Of Packing Division

Philip C. Brownell, a corporate vice president, has been named general manager of the Packaging Division of Olin Mathieson Chemical corporation, it is announced by Stanley de J. Osborne, president.

He formerly was manager of the Film Operations and Ecusta Paper Operations of the division. These two operations and the Forest Products Operations in West Monroe, La., comprise the operating units of the division.

Olin's Packaging division manufactures and sells a wide range of packaging materials including cellophane, kraft paper and board, shipping containers, multi-wall sacks, grocery bags and folding cartons. It also offers Bible paper, lightweight print-

—Turn to Page Four



PHILIP C. BROWNELL

Brevard Firemen Quell Stubborn Ayers Store Blaze Tuesday Night



THE KICK-OFF CHECK in the Brevard College Development campaign is being written by W. H. Keith, vice president of the First Union National bank here, in the picture above. Naturally, C. A. But-

terworth, campaign treasurer, is wearing a pleased look as he accepts the bank's first part of a three-year pledge to Brevard College.

(Times Staff Photo)

Much Difficulty Encountered, Dept. Praised

The town of Brevard suffered its worst fire Tuesday night in about four years, when the basement of Ayers' store was gutted by a blaze that was difficult to bring under control.

According to Fire Chief Dan Merrill, damages would have been thousands and thousands of dollars worse than it was had it not been for the courage and the ability of 22 of his fire-fighters.

"It was a dangerous fire to fight, and as nerve-racking as any we have ever had," Chief Merrill declared.

Preliminary investigations reveal that the blaze started in a little room near the furnace and quickly spread to the stock stored in the basement.

"By quick thinking on the part of the department, we were able to keep the fire in

—Turn to Page Three

Early Response To College Drive Is Reported To Be Good

The Brevard College Development program is now underway in the town and county with a goal of \$60,000.00.

Three-year pledges are being solicited, and according to Gilbert F. Coan, solicitation chairman of the campaign, the advance gifts division is getting fine response from businesses and industrial firms in Brevard who have already been contacted.

Mr. Coan calls the local attention to two North Carolina communities who were convinced of the economic value of a local college.

The first, Rocky Mount, raised \$2,000,000.00, in 1960 to provide a site for a new college, and pledged \$50,000.00, annually to support the school.

"Just last year," Mr. Coan said, "New Bern bid \$1,000,000.00, for Mount Olive college when it appeared that the citizens of Mount Olive were becoming lax in their support of the college".

The Brevard College Development Fund campaign is being conducted by a special committee of the Brevard Chamber of Commerce, headed by W. H. Keith.

This committee has set March 11th-25th as the official campaign period, although they add

—Turn to Page Seven

From Forest City

WPNF Making Plans To Carry College Basketball Tourney

WPNF is currently engaged in making plans for carrying the Brevard College games to be played in the playoff tournament next week in East high's new gymnasium in Forest City, according to Al Martin, station manager.

"It has been a most pleasurable basketball season for us," Martin stated.

"Frankly, we had expected far more complications in broadcasting basketball than in carrying

Brevard Rotarians Celebrate Anniversary, Background Cited

Next week the Brevard Rotary club will celebrate the founding of Rotary on February 23, 1905, in Chicago, Ill., Charles Picklesimer, the local president, states.

The local observance will begin with an important meeting of the club next Monday night in Gaither's Rhododendron room.

The Brevard Rotary club was organized in August, 1947, and the charter night banquet was held the following month at the

old Franklin hotel.

John I. Anderson was the first president, and other presidents are as follows:

- 1962-63 C. W. Picklesimer, Jr.
- 1961-62 Jack E. Bryant
- 1960-61 James E. Davis
- 1959-60 D. G. Dail
- 1958-59 Gil Coan
- 1957-58 Dr. Frank McGuire
- 1956-57 Al Perkins
- 1955-56 Rowell Bosse

—Turn To Page Seven

—Turn To Page Four

Better Schools Group To Hold Open Meeting

The executive committee of the Transylvania Citizens committee, for Better Schools announces an important meeting at 7:30 p.m., Friday, February 15th, at the Brevard high school auditorium.

This will be an open meeting and P.T.A. members and other interested persons are cordially invited to the meeting.

Dr. David C. Lea, chairman of the executive committee, makes the following statement regarding

—Turn to Page Five

World War I Vets To Hear York Sunday

John C. York, National Deputy Chief of Staff, Veterans of World War I, USA, Inc., will be the principal speaker at a rally of World War I veterans in the Transylvania County courthouse Sunday afternoon at 2:30 o'clock.

Headquarters of the National Organization is located in Washington, D. C., and by action of the 9th National Convention they are pressing in the Congress a more realistic hospital bill.

—Turn To Page Six