

# Bargains Galore To Be Offered By Brevard Merchants Thursday, Friday, Saturday

## 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.

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**THE FIRST INSTALLATION** on the Brevard College Endowment Fund that has been inaugurated by the Brevard Jaycees was recently presented to Dr. Emmett K. McLarty, Jaycee President Tom McCary is shown presenting the check for \$1,000.00 to Dr. McLarty, while Jaycees Chester Kilpatrick, left, and John K. Smart, right, members of the Jaycees Endowment Fund committee, look on approvingly. The endowment fund will be increased

ed by \$200.00 each year by the Jaycees, and the interest from the fund will be used to aid some worthy Transylvania county student attending Brevard College. Currently, a campaign to raise \$60,000 for the local educational institution is being conducted by the Brevard College Development committee of the Brevard Chamber of Commerce. (Times Staff Photo)

## Big George Washington Birthday Sale Celebration To Begin Today

### Sales Event Is First In Series Of Promotions

Brevard merchants are staging a town-wide sales promotion on Thursday, Friday and Saturday of this week.

The big three day event is a "George Washington's Birthday" Sale, and the participating merchants have gone all out to offer tremendous bargains throughout their stores this weekend.

In announcing the sale, Merchant's Division Chairman Dewey Nix stated,

"It's George Washington's birthday, but the Transylvanians shopping in our stores this weekend will be getting the gifts.

"We've really chopped down prices for this event, and I urge everyone to shop our Brevard stores for the many values that can be found there."

Shoppers are requested to read the many "George Washington" advertisements in this week's issue of the Transylvania Times, including the two-page spread on the sale found in the second section of this paper.



**BREVARD MERCHANTS** are celebrating George Washington's birthday this weekend with a gigantic three-day promotion. Officials of the Chamber of Commerce are pictured above looking over the promotional material being used in the big town-

wide event. Chairman Dewey Nix, left, Treasurer Don W. Brown, center, and Secretary Bill Norris, right seem pleased with plans for the celebration, and they urge Transylvanians to shop the participating stores for hundreds of outstanding values. (Times Staff Photo)

## What's In A Name

How much is the name and address of a Transylvania county resident worth? On a mailing list — plenty.

Just how much, depends on his position, economically and otherwise. If he is wealthy and is thereby a good prospect for a cabin cruiser or for membership in an exclusive club, his name is worth quite a bit.

However, if his name is a readily-obtainable one, as is the case with school teachers, doctors, lawyers and the like, or if his buying power is low, it brings less.

There are about 250 firms that compile such lists and lease them or sell them to companies that wish to approach prospects by mail or —Turn to Page Seven

## Piano Received

### Dates For Judging In Rural Contest Set, Officers Named

The tentative dates for the judging in the Transylvania Rural Development program have been set for October 2nd, 3rd and 4th, and the awards program will be held at the Olin Matheson Chemical corporation on the evening of October 8th.

According to Jim Davis, county agent, the new officers and directors are as follows:

President — Ralph Lee, Cedar Mountain community

Vice-president — Merrimon Shuford, Little River community

Secretary-Treasurer — Mrs. Hester Hanson, Sapphire-White-water community

The directors are to be composed of the president or his representative and two other members of his choice from each —Turn to Page Four

## Activities Planned

### Committee Chairmen For Friends Of Library Named

Jack Driscoll, president of Friends of Transylvania County Library, announced committee chairmen and planned activities for the coming year.

The chairmen are: Book Comments and Reviews—Mrs. Sumner Williams; Exhibits—Mrs. Alan Wallace; Finance—Admiral Ligon B. Ard; Historian—Mrs. C. A. Richardson; Membership—Mrs. Charles Glazier; National Library Week—Mrs. Gene Smithson; Publicity—Mrs. Bill Norris; Puppet shows—Mrs. Robert N. Hill, III; Story Time—Mrs. Glenn Hardesty and Mrs. Vernon Wray.

Activities for the year will include events of interest of children and adults alike. National Library week will be observed during April of this year and special exhibits are being planned during that week to focus attention on the County Library.

An important event for the children will be the summer story hour. This will run for 10 weeks during the summer months on Saturday mornings and will feature children's stories, puppet shows, etc.

From time to time during the year exhibits will be on display in the country library. These exhibits will be collections of unusual items and works of local artists and craftsmen. These displays will be publicized in the Transylvania Times and will remain in the library for several weeks in order that interested persons may view them.

Friends of the Library is a loosely-knit national organization which promotes appreciation and —Turn to Page Five

The next term of the General County court in Transylvania is set for Monday, March 4th, and it will be for the trial of jury cases.

Jurors who will serve during the court are as follows: Mrs. R. E. Matthews, Ed C. Mitchum, Jackson A. Gillespie, Perry Lee Sitton, Mrs. Charles W. Cook, William D. Scruggs, William E. Bentley, Edward Conley, Donald Lee McCall,

Thomas J. Langford, Troy H. Zachary, W. E. Neill, Calvin L. Frady, Clarence Orr, Gertha H. Landreth, Jack L. Zachary, Mrs. Tom Couch, Carolyn Ashworth Eugene Shelton, Jack H. McCall, Roy E. Carter, George W. Poor, William Douglas Brown, James A. Newsome.

Verdicts handed down in the General County court on Monday were as follows: Ralph Fisher Perry, charged with possession, has to pay —Turn to Page Four

Friday, George Washington's birthday, will be a semi-holiday in Brevard and Transylvania county. Schools and stores will remain open; however, several offices will close.

The day is a legal holiday, so the banks and the post office will be closed.

There will be no delivery of rural or city mail, and the general delivery window at the post office will be open from 11:30 a. m. until 12:00 noon.

## Snow Closed Schools On Tuesday

Brevard and Transylvania county had the first real snowfall of the year late Monday night and early Tuesday morning.

The depth of the snow ranged from four inches at lower elevations to seven and eight —Turn to Page Seven

## Breakdown Given Transylvania Farmers Granted \$37,434 In '62 Through ACP

Transylvania county farmers received a total of \$37,434.00 gross assistance through the Agricultural Conservation program in 1962.

This figure and others are contained in the annual statistical ASCS report made public this week by the Transylvania county ASCS office in Brevard.

In addition to the gross assistance given county farmers, the report pointed out that 831 farmers participated in the program; 47,276 acres of farmland came under the program; 12,570 acres of this farmland was cropland; and 7,347 was non-cropland pasture.

There were 10 conservation practices included in the County —Turn to Page Three

## Banks, PO And Some Offices Close Friday

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## Banquet Planned

### Community Center Campaign Is Now In Full Swing Here

## To Make Awards

### FFA Chapter Will Hold Annual Banquet On Friday

The annual Father-and-Son banquet of the Brevard Chapter of Future Farmers of America will be held Friday night of this week in the cafeteria of Brevard senior high school, beginning at 7:30 o'clock.

Randal J. Lyday, the advisor, says an excellent program is planned in keeping with the national observance of Future Farmers of America.

Dr. A. D. Stuart, of the extension division, State College, Raleigh, will attend the banquet and award the state corn growing championship trophies to two Transylvanians.

They are: Hugh N. Lambert, adult division; Beecher Carl Allison, junior division.

Chapter awards will be made by Roger Wilson.

Lewis Frady will give a toast to the Home Economics girls, and the response will be by Susan Ashe.

A talk on the National FFA week will be given by Ronnie Huggins, and Mr. Lyday will recognize special guests.

Others participating on the program will be Merle Baldwin, David Cantrell, Frank Smith and the officers will be in charge of the closing ceremony.

This group recently won first place in the federation ritual and parliamentary procedure contest at Hendersonville, and Frank Smith placed second in public speaking.

Mr. Lyday and the group will —Turn to Page Seven

The campaign for funds for the new Transylvania Community Center is now in full swing and Campaign Director Rev. Ben Ormand urges all solicitors to complete their canvassing this week and next.

Persons who have not been contacted may make contributions to Ralph J. Duckworth, the Community Center treasurer, at the First Union National Bank.

Transylvania's larger industries including Olin, Dupont, and Mitchell-Bissell Company, have made a challenge gift of \$3,200.00 to the Center.

The Center, the former Methodist church, on Gaston street, is currently being renovated, and quarters for the Art League and church services have already been set up.

Dr. Julius Sader, president of the Center, said the officers and directors were most pleased this week with a beautiful —Turn to Page Five

## Program Highlights

### WPNF Rendering Valuable Public Service To County

Radio's importance to the town and county was emphasized this week as the local radio station made numerous announcements concerning school closing in Transylvania, Henderson, and Buncombe counties.

"Shortly after six o'clock on Tuesday morning, Superintendent Wayne Bradburn called our morning man, Leon Southerland, informing him of the school situation," station manager Al Martin said.

"Immediately Leon began making the announcement for the benefit of local residents, informing them that schools in the area would be closed because of the weather.

"From Asheville, we received word that business schools were also closed, and that information was added to our announcements."

During the afternoon, a number of persons called the station —Turn to Page Six

## Look Inside..

You'll find much good reading inside of The Transylvania Times this week.

There are many excellent pictures too. Here's a guide to portion of the paper:

Page 7, section three — Representative Bill Leonard report on activities in the Legislature.

Page 6, same section — Elk name youth leaders at Brevard and Rosman.

Page 4, section three — Morrison writes about his greatest sport thrill. On the same page complete coverage is given to Tornadoes being the favorite —Turn to Page 4