

**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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**AN AERIAL VIEW** of the race track of the Brevard International Speedway is pictured above. The track is nearing completion and the promoters are expected to hold some races there next month. The high bank dirt, one-half mile track is said to compare favorably with any of its kind in this entire

area. Several drivers have already made practice runs on the track. It is located between the Greenville highway and the French Broad river. (Aerial photo by John Anderson in plane flown by Gil Coan)

## Transylvania Joins Four Other Counties In French Broad Study

### Local Symphony Flies To Winston For A Concert

The Brevard Music Center goes to Winston-Salem for a concert by its elite 95-piece Transylvania Symphony in R. J. Reynolds high school auditorium at 8:15, Tuesday evening, July 21.

The event, which features violin soloist 14-year-old Charles Rex, Jr. of Winter Park, Florida, is a special kind of homecoming for center director, James Christian Pfohl, whose birthplace is Winston-Salem.

Honored guests at the concert will be members of the Governor's School of North Carolina, many of whom will participate in the first Honors Program at Transylvania Music Camp next month.

This program, which involves the best high school students from Transylvania Music Camp and from the music division of the Governor's Schools of both North Carolina and Georgia, is a two-week innovation at the Brevard Music Center this year.

Outstanding guest conductors will conduct what should be the finest student orchestra of its kind in the world. Students selected for participation from each of the three institutions are to be notified, along with their parents, within the coming week.

The concert in Winston-Salem follows a Monday night appearance of the Transylvania Symphony at Furman University near Greenville, South Carolina; and the entire orchestra is to be flown from the Asheville-Hendersonville airport at 3:00 p.m., and will return around midnight of the same evening.

Young Rex, camper-winner of the Hinda Honigman Scholarship to Transylvania this year, will perform the first movement of Mendelssohn's Violin Concerto in E Minor. Orchestral works on the program include Overture to —Turn to Page Four



### TVA And State Making An Economic Survey

Brevard and Transylvania county were well represented on Tuesday at a meeting of representatives from five counties in Asheville to hear a report on the "study-in-depth" that is being made of the area by the TVA.

In addition to Transylvania, other counties in the group include Buncombe, Henderson, Haywood and Madison.

Persons attending official formed the Upper French Broad Planning and Development committee of the Western North Carolina Regional Planning commission.

Another meeting of the group will be held in mid-August.

Brevard's mayor, B. W. Thomas, and the county attorney, Jack Hudson, who are official members of the committee, attended the meeting.

Others from the town and county in attendance included Don Blankinship, Art Loeb, W. J. Wallis, John D. Smith, Harry Blake and John I. Anderson.

The economic study-survey that is being made by the TVA and North Carolina State will be explained in detail at the next meeting.

This project calls for expenditures of \$250,000.00.

Kermit Edney, of Hendersonville, was elected chairman of the newly formed committee, and Charles E. Mashburn of Marshall was named vice chairman.

Members of the committee, who were appointed recently by —Turn to Page Four

### Arthur Smith To Bring His Show Here

The Brevard Chamber of Commerce will help sponsor the appearance of Arthur Smith and his Crackerjacks at the Brevard Music Center on Tuesday, July 28th.

The popular star of radio and tv will have one of his television shows taped at the music center, as well as originating radio programs from the Brevard stage.

These will be carried over a network of 32 stations.

The directors of the Chamber —Turn to Page Eight

### Reservists At Fort Jackson

Fort Jackson, South Carolina, is now the scene of much activity as Army Reservists from Brevard's Company M, 323rd Infantry Regiment, are engaged in two weeks of intensified Basic Combat Infantry Training.

The personnel is attached to training committees and training companies where they will train as Instructors and Company Cadre.

1st Lt. Gene Palmer, who is acting company commander in the absence of Captain Joseph M. Gilreath, reports that he is well pleased with the training of his men, and that they will return to Brevard on the 25th of July.

The men of Company M are a part of 25,000 Army Reservists of the XII U. S. Army Corps who are participating in annual training this summer. —Turn to Page Eight

### Farm Census For County Released

The North Carolina and United States Departments of Agriculture and Transylvania County commissioners R. M. Boyd chairman, Dwight Moffitt, and Henry W. Holliday have released the preliminary 1964 farm census.

According to the census, farmers reported more than double the number of brood sows than in 1963. There was also reported an increase of 146 beef cows.

However, the census showed slightly less milk cows, any laying hens dropped 1,400 head below the number shown a year ago.

The number of people living on farm tracts was 176 below the 1962 total. People who worked 100 days or more in off-farm employment were slightly less than the preceding year.

The acreage of corn harvested for grain and silage was less than the 1962 acreage of corn for all purposes. Other crops showing decreases were alfalfa hay, all other hay, Irish potatoes and other vegetables grown for the market.

Only slight increases were noted in small or mixed grains, soybeans, lespedeza hay and miscellaneous crops including orchards.

The 51,286 acres of farm —Turn to Page Seven

### CALENDAR OF COMING EVENTS

Thursday, July 16 — Kiwanis club meets at Country Club at 6:45 p.m. Lions meet at Colonial Inn at 7:00 p.m.

Friday, July 17 — Ace of Clubs meets at 8:00 p.m. Brevard Music Center concert at 8:15 p.m. Elks dinner-dance at 9:00 p.m.

Saturday, July 18 — Story Time at Transylvania County Library at 9:30 a.m. Brevard Music Center concert at 8:15 p.m.

Sunday, July 19 — Attend the church of your choice. Brevard Music Center concert at 3:30 p.m.

Monday, July 20 — Rotary club meets at Gaither's at 7:00 p.m.

Tuesday, July 21 — Ace of Clubs meets at 8:00 p.m. Eastern Star meets at Temple at 8:00 p.m. Brevard Music Center concert at 8:15 p.m.

Wednesday, July 22 — Jaycees meet at Berry's at 7:00 p.m.

### Pooser Reports

## Construction Is Progressing On Plant Of American Thread

Construction of the new plant of the American Thread company at Calvert, although delayed by the April rains, is progressing satisfactorily, A. Keith Pooser, the chief engineer, announces today.

It is hoped that the plant, which will be as modern as any of its kind, will be completed in early November of this year.

The target date for the completion of the Calvert plant had been set during October.

"However, we are pleased with the way things are moving now," Mr. Pooser declared. To date some 72,000 yards of dirt have been moved, and the railroad siding, a spur line from Southern Railway, will be completed this week.

The concrete foundation for the northern half of the building is about completed, and the erection of steel will be started next week.

A total of 580 tons of structural steel and bar joists will be used in the building of the plant, Mr. Pooser stated.

In all, there will be some 332,000 square feet of space in the Calvert plant, which will be the first "all-electric textile mill in the country."

A boiler plant will not be required in the operation at the Calvert site.

In addition to the 232,000 square feet of building, will be service areas, warehouse and office space.

Other aspects of the new plant include the following:

- (1) A ground suction fire —Turn to Page Five

### At Spectacular Falls

## Some 500 Persons Expected At The Whitewater Picnic

The 15th annual Whitewater picnic will be held at Whitewater Falls on Wednesday, July 22nd, beginning at 10:00 o'clock. More than 500 persons are expected to attend.

The purpose of the picnic, sponsored by the Sapphire-Whitewater Community club and the Salem-Whitewater Community club, is to bring to the attention of those in power the beauty of the Whitewater Falls, the highest cascades in Eastern America, and the need for a paved road into the area.

Many improvements in facilities have been made in preparation for the event, according to E. O. Hansen and John Rankin, presidents of the two clubs, with more than 50 persons contributing to the efforts the last two Saturdays.

Two new rest rooms have been added, more than 100 feet of new tables have been built, seats have been made, and a platform for the use of the entertainers and speakers has been erected.

Signs have been erected and the grounds surrounding the area have been cleaned. Work has been done on the road leading to the falls and it is reported to be in good condition.

Entertainment, according to C. G. Dalton, of Salem, S. C.,

who is in charge of it, will include the Carolina Shufflers and Shufflets, of Pisgah Forest, square dance teams, and a number of string bands from both North and South Carolina.

Public officials expected to attend include Senator Olin D. Johnston, of South Carolina; Robert Scott, the Democratic nominee for lieutenant governor —Turn to Page Seven

### Is Ultra-Modern

## Olin Installing New Centrex Direct Dial Telephone System

An ultra-modern telephone system, known as Centrex, is being installed at Olin Mathieson Chemical Corporation, Pisgah Forest, by the Citizens Telephone company, of Brevard.

This system provides for direct inward and outward dialing and permits calls to be made to and from any extension. The cut over will be made at 1:30 p.m. on July 18, 1964.

A unique feature of Cen-

### The Weather

Brevard received over an inch-and-a-quarter of rainfall during the past week scattered fairly well each day.

High reading for the week came on both last Wednesday and Thursday when the mercury climbed to 85.

Low reading for the week came this past Tuesday morning when the column dipped to 55 degrees.

Average highs and lows for the week were 82 and 60 degrees, respectively.

Daily readings at the local radio station were:

	High	Low	Prec.
Wednesday	85	63	.16
Thursday	85	60	Trace
Friday	81	60	.41
Saturday	84	58	Trace
Sunday	79	61	.22
Monday	78	60	.47
Tuesday	83	55	.00

trex is the console type switchboard which eliminates all cords. Operators perform all switchboard operations by means of push-button type keys and lamps. Persons in the community will be able to dial a number directly to any extension in the Ecusta Paper and Film Operations without going through the switchboard. This is known as direct inward dialing, a cardinal feature of a Centrex system and provides a direct, more rapid and personalized telephone service.

Since there will be a limited number of trunk lines to take care of the tremendous telephone traffic of Olin, it is requested that all calls be limited to business or emergencies.

Persons who often call certain departments or employees on business are urged to request a copy of the directory or to secure from that department or individual one extension number and list it in the back of the Citizens Telephone Company directory so that a call can be placed directly.

More Stories, Pictures

More details on the new Centrex telephone system can be found elsewhere in this week's Times. A feature story, with pictures, is on page three, third section, and a message from the company is on the back pages of that section.

EXCEPT FOR THE IMPOSING BUILDING going up behind the two girls pictured here, the scene could belong to any of the dozen or more camp lakes in Transylvania County. The new auditorium at Transylvania Music Camp, however, is a very special dream growing into reality at the Brevard Music Center. It will seat nearly 1500 concert-goers and provide the most complete lighting and acoustical facilities in the South. Its growth is watched with excitement by regular visitors to the camp, as well as by the hundreds of campers, faculty and staff members who work there.

### At Music Center

## One Of America's Finest Violinists To Be Heard

A great American violinist is presented by the Brevard Music Center Sunday afternoon, July 19th, at 3:30, to highlight the third week in a "Summer of Music" at Brevard. Sidney Harth, called by Alan Rich of the New York Times "the ideal personification of the modern violinist" will play the Violin Concerto in D Minor, Opus 47, by Sibelius.



SIDNEY HARTH

The first of the weekend's concerts is on Friday night at 8:15. The Brevard Music Center Faculty Orchestra, James C. Pfohl conductor, accompanies Young Artist winner, Daniel Sher, in Beethoven's Concerto No. 4 in G Major for Piano and Orchestra. Mr. Sher, who was selected by the piano faculty from among several Oberlin Conservatory contestants, will spend one week at Transylvania Music Camp, and win \$100 in addition to his solo appearance with the orchestra.

Others works on the Friday evening program are Bee-

### Program Highlights

## Winner Announced In WPNF'S Summer Treasure Hunt Show

The winner of the fourth contest created by the contest in this area, and we hope this is only the beginning as we still have six more contests to go during the summer."

Thomas Munro, of Probert street, in Brevard was the winner after a drawing determined the outcome of a five-way first place tie.

Station Manager Al Martin expressed pleasure at the large number of entries received during the past week and said, "This is evidence of the inter-

thoven's Overture to "Egmont," Opus 84, and the Symphony No. 4 in F Minor, Opus 36, by Peter Tchaikovsky.

On Saturday evening, July 18th, the Faculty Wind Ensemble, conducted by Robert Barr, and the Transylvania Chorus, under the direction of James E. —Turn to Page Four