TRANSYLVANIA-

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

THE TRANSYLVANIA TIMES

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

PUBLISHED WEEKLY

Fifth Attempt

There is keen interest in

Brevard and Transylvania in

the election at the Olin Ma-

thieson Chemical corporation

this Friday and Saturday at

The National Labor Rela-

tions Board has called the

election to determine wheth-

er or not the hourly em-

ployees shall be represented

by the United Papermakers

and Paperworkers union in

This is the fifth attempt of

the union to organize Olin's

Olin officials announce that

the election will be conduct-

ed in the Medical center

building over the two-day pe-

riod, Feb. 17th and 18th.

Guards and watchmen will be

excluded from the election

along with salaried em-

employees since 1949.

bargaining with the manage

Pisgah Forest.

ment.

ployees.

Vol. 80 — No. 7

PAID AT BREVARD. N. C. ZIP CODE 28712

BREVARD, N. C., THURSDAY, FEBRUARY 16, 1967

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



CONTRACTS WERE SIGNED last week merging Gloucester Lumber Company with Champion Papers, Inc., giving Transylvania's pioneer industry a new name, Gloucester Carolina, Inc. Gloucester Lumber's sawmill and 9,000 acres of timberland will now belong to Gloucester Carolina, Inc., which will be a subsidiary of Champion Papers, Inc. Pictured above as contracts were signed are, seated, left to right: Mrs. Dorothy S. Bjerg, president of Gloucester Lumber Co., and John J. Ennis, regional manager, Woodlands Division, Champion Papers, Inc., and new executive vice president of Gloucester Carolina, Inc. Standing, left

to right: Jerry Cowan, attorney, of the law firm of Frost & Jacobs, Cincinnati, Ohio, representing Champion; Herbert Schain, vice president of Gloucester Lumber Company, and manager of the new Gloucester General store; Norman Coombs, Champion official; Robert N. Hill, vice president of Gloucester Lumber Company; Ralph H. Ramsey, Jr., attorney for Gloucester Lumber Company; D. E. Gatewood, of Winston-Salem, accountant for Gloucester Lumber Company and Thorvald A. Bjerg, vice president of Gloucester Lumber Company. (Times Staff Photo)

tions to the campaign in Transylvania County totaled \$1,-950.00.

> sylvania County into areas of responsibility. Each area chairman subdivided her area and secured marchers.

Western North Carolina. Bre- who sponsored the Mother's vard averaged a daily high of March, presented a gold key to 48 degrees, and low of 23 de- the area chairman within the grees. The high point for the city and the area chairman in week in temperature came on Transylvania County whose Tuesday afternoon when the territories made the largest con-

won for the county area, Is- operating with local Jaycees of Brevard in presenting programs She is ably qualified to di- week's moisture fell in the and announcements on that Other area chairman were: form of snow, which amounted rect the training in the proday. to 2-inches on Thursday. This Mrs. Tom Penn, Mrs. Paul posed workshop. snow equalled .18 inch of rain. Schlunz, Mrs. Larry Turner, High Low Prec. Mrs. John Smart, Mrs. Julian Many prominent Jaycees will Other reports were heard at Wednesday ____ 44 21 0.00 Schoenberg, Mrs. Pete Little in the meeting. on Sunday, and listeners are 0.18 the city: Thursday _____ 36 21 especially invited to listen for equipment committee Friday _____ 40 0.00 The county chairman were as their friends as they participate daily service will be provided 24 said that a list of needed Saturday 42 26 0.05 in this worthy local project. follows: equipment has been prepared ----- 49 31 0.00 Sunday . and submitted to proper autho--Turn to Page Three Mrs. Bill Ives, Camp Key- Several periods during the -Turr to Page Three day are being set aside for Monday 56 16 0.00 21 Tuesday _____ 66 0.00

Much Interest Is Being Shown In Election This Week At Olin

Post Offices Here At Home

goods?

There is hot competition

for their retail dollar. Local

merchants, as well as manu-

Some figures are now avail-

its purchasing potential.

PRICE 10c

To Close On February 22

Post offices in the county will be closed all day on Wednesday, February 22nd, in observance of Washington's birthday, Postmaster C. Y. Patton anhounces

There will be no window service and no rural or city delivery of mail. it, and for what, will be de-

There will be special deliv- termined, in great measure, by the effectiveness of the advererv however. tising that reaches them. The offices in the court

house, with the exception of the Board of Education, will be closed on the 22nd.

facturers and distributors of The Town hall will be open, thousands of products, are as will the banks in Brevard. constantly trying to influence such spending and to lure larger portions of it toward

Mother's March themselves. Nets \$1,950.00 paper Publishers Association, the Magazine Publishers As-

sociation and others on the Mrs. Robert Masengill and amount of money that was spent Mrs. Milton Massey, co-chair- in advertising in the past year. men of the 1967 Mother's Approximately \$566,000 of Approximately \$606,000 of March of the March of Dimes it, is is estimated, was aimed announced today that contribuat Transylvania County and

Throughout the nation as a whole, a total of \$10.6 billion The campaign was organized was spent for advertising in to divide Brevard and Tran-1966 in publications of general circulation and over the air

Program Highlights The Junior Woman's Club, Work Of Jaycees To Be Featured Sunday Over Radio Station WPNF

Mrs. William Kelly won the Sunday, February 19th, will Jaycee participation on WPNF reading was 16 on Monday morngold key within the Brevard be "Jaycee Day" on WPNF ra- radio. ing. area and Mrs. William Arnette dio. The radio station is co-Rainfall amounted to only won for the cou .23 of an inch. Most of the land Ford Road,

By . Staff Writer In what way will Transylwaves.

vania county residents dis-Newspapers were used for tribute the \$16,371,000 or so the major part of it, \$5.67 bilthat they will be spending lion. The other principal outthis year for consumer lets were TV, \$2.78 billion, magazines, \$1.25 billion, and radio, \$900 million. The way that they will spend

Survey Proves That Is Made To

It Pays To Advertise Organize Plant

* 24 PAGES TODAY *

All in all, for every dollar of retail business done in the country, there was an advertising outlay of 3.7 cents.

Applying this general average to Transylvania County and to the \$16,371,000 in local retail business, an estimated \$606,000 was spent in local and national advertising to achieve

Other attempts were made in 1955, 1961 and 1966. It was equivalent to an advertising expenditure of \$34 for In all previous elections, every man, woman and child in Olin employees have rejected able from the American News- the area. the union by a wide margin.

> In other parts of the country, where purchasing power is not as high as it is locally, the amount spent on advertising is proportionately less.

The 1966 figures show that advertisers are turning more and more to newspapers to reach potential buyers.

Those participating in the Currently, over 53 per cent election will have an oppor-tunity to vote from 5:30 a.m., of the total amount spent for advertising in the four media to 3:30 p.m., and from 4:30 p.m., until 10:00 p.m., on the is going to newspapers, the reports indicate.

> On the following day hours of voting will be from 6:00 a.m., to 7:30 a.m., and from 8:30 a.m., until 11:30 a.m.

A representation election is determined by a simple majority of those who actually vote.

Some 2,000 production and maintenance employees in the Ecusta Paper and Film division will be eligible to vote. Voting will be by ballot under the supervision

of an agent of the National

the election are known, they will be announced over Radio

During the many years of operation here, Olin has been recognized as one of the most

"community . minded" com-

It is a generoas contribu-

tor to schools, clubs, libraries

and organizations that are in

terested in the welfare and

well-being of the people of

this county and adjoining

Because of this extreme in-

terest, the citizens of the community are very interest-

ed in the outcome of the elec-

panies in North Carolina.

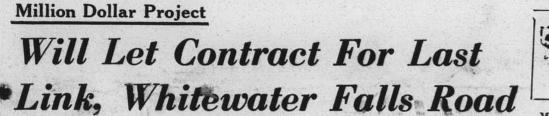
As soon as the results of

Labor Relations board.

Station WPNF.

counties.

tion.

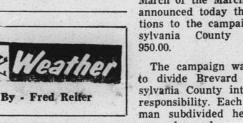


The bid for construction of the remaining link of the Whitewater Falls road will be let prior to July 1st, of this year, W. Curtis Russ, Highway commissioner for the area, announces today.

The stretch of road is apmillion dollars.

By Area Director Local Group Is Praised For **Organizing Sheltered Workshop**

proximately six miles long, and the project will cost around a



Moderate temperatures have revailed during the past week mercury climbed to 66 degrees. tributions. The week's coldest temperature

When completed, this road will open up one of the most beautiful sections in Eastern America, and there will be payed roads into Whitewater Falls from both the North and the South Carolina sides.

Mr. Russ also told John Anerson, chairman of the Highay committee of the Brevard Chamber of Commerce, that ids are again being accepted or culverts on US Highway 276 to prevent flooding and high water.

Just this week, drainage experts have been in Brevard working out plans to solve the flooding problem along Caldwell, Broad and French Broad streets in the Brevard College area.

Some \$10,000 has been allocated for paving the driveways at Straus, Penrose and Rosman -Turn to Page Three

J. H. Clippard, area direc- director. tor of the Western Area Vocational Rehabilitation, has commended the Brevard Jaycees on the establishment of the Jaycee Sheltered Workshop.

Speaking with the trustees of the workshop, he congratulated the Jaycees and others responsible for the launching of this important project.

"We believe a very successful workshop is now assured." he declared.

Mrs. Virginia Valentine has been employed as the director.

A definite site for the workshop appears a certainty, and a number of clients have been cleared for admission into the workshop. It will be located at 6 South Caldwell street.

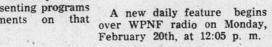
The trustees feel that the workshop is indeed fortunate in having Mrs. Valentine for a

Brevard Native Dr. Walker Accepts Post With Riker Laboratories

> John S. Walker, M. D., has been appointed Vice-President, Division of Medical Affairs, for Riker Laboratories, Northridge, California. A new post at Riker, the division Dr. Walker will head will include the Depart-ments of Clinical Pharmacology, Clinical Inverstigation, and **Professional Services.**

Dr. Walker is the son of Mrs. Mary Jane McCrary and the late Hugh R. Walker.

He comes to Ricker after having been associated since 1961 with The Upjohn Com-Kalamazoo, Michigan, he was in that company, pany's Clinical Research Division, and most recently chief of Upjohn's Clinical Infectious —Turn to Page Eight



Listeners can hear the "Obitbe heard on the local station uary Column of the Air" on WPNF radio each day of the week, including Sunday. This by Pisgah Gardens and Brevard . Easley Monument company.

> Latest information concerning local deaths, funeral information, etc., will be provided on this program.

Other Programs

Listeners are reminded to hear the local news each weekday on WPNF at 7:30 a.m., 12 o'clock noon and 6:00 p. m., as furnished to WPNF radio by the Transylvania Times.

The schedule for the Farm and Home Hour is as follows: Thursday, station program; Friday, N. C. Forest Service, Clark -Turn to Page Four

There are no unions in the -Turn to Page Three

Installation Held

"Jim" Farley Is New President Of Transylvania Shrine Club

New officers of the Transylvania Shrine club were installed at a Ladies' night meeting at Berry's.

The outgoing president, Don Parker, welcomed the large group attending, and he expressed appreciation for the fine help and cooperation he had received during the past year.

L. Y. Biggerstaff, prominent Mason and Shriner, of Hendersonville, installed the new officers, and he told of the enoyable experiences he had had in making new friends in Brevard over the years.

He also related his experi-ences as a Mason and as a —Turn to Page Siz

"THE SILVER WHISTLE", the second production of the current Brevard Little Theatre season, will be presented this Friday and Saturday evenings, February 17th and 18th, in the Brevard high school auditorium. Curtain time will be 8:00 p.m. each evening. The play, directed by Maggie Masters, is one that the entire family will enjoy. An additional feature of the production will be a display in the lobby of arts and crafts made by the

local organization of the American Association of Retired Persons. Admission will be by season membership, or individual tickets will be available at the door. The cast is pictured above in a recent rehearsal session. It includes, left to right: Jim Keeley, Walter McKelvey, Minnie Norville, Bill Cook, Betty Wallace, Bill Sagar, Ray Burgin (seated, front), Arah Hamlin, Mary Armfield, Jerry Brock and Rhuemma Carter.