



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)

Much Interest Is Being Shown In Election This Week At Olin

Post Offices 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 announces.

There will be no window service and no rural or city delivery of mail.

There will be special delivery, however.

The offices in the court house, with the exception of the Board of Education, will be closed on the 22nd.

The Town hall will be open, as will the banks in Brevard.

Here At Home

Survey Proves That It Pays To Advertise

By - Staff Writer

In what way will Transylvania county residents distribute the \$16,371,000 or so that they will be spending this year for consumer goods?

The way that they will spend it, and for what, will be determined, in great measure, by the effectiveness of the advertising that reaches them.

There is hot competition for their retail dollar. Local merchants, as well as manufacturers and distributors of thousands of products, are constantly trying to influence such spending and to lure larger portions of it toward themselves.

Some figures are now available from the American Newspaper Publishers Association, the Magazine Publishers Association and others on the amount of money that was spent in advertising in the past year.

Approximately \$606,000 of it, it is estimated, was aimed at Transylvania County and its purchasing potential.

Throughout the nation as a whole, a total of \$10.6 billion was spent for advertising in 1966 in publications of general circulation and over the air

waves. Newspapers were used for the major part of it, \$5.67 billion. The other principal outlets were TV, \$2.78 billion, magazines, \$1.25 billion, and radio, \$900 million.

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 it.

It was equivalent to an advertising expenditure of \$34 for every man, woman and child in the area.

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.

Currently, over 53 per cent of the total amount spent for advertising in the four media is going to newspapers, the reports indicate.

Fifth Attempt Is Made To Organize Plant

There is keen interest in Brevard and Transylvania in the election at the Olin Mathieson Chemical corporation this Friday and Saturday at Pisgah Forest.

The National Labor Relations Board has called the election to determine whether or not the hourly employees shall be represented by the United Papermakers and Paperworkers union in bargaining with the management.

This is the fifth attempt of the union to organize Olin's employees since 1949.

Other attempts were made in 1955, 1961 and 1966.

In all previous elections, Olin employees have rejected the union by a wide margin.

Olin officials announce that the election will be conducted in the Medical center building over the two-day period, Feb. 17th and 18th. Guards and watchmen will be excluded from the election along with salaried employees.

Those participating in the election will have an opportunity to vote from 5:30 a.m. to 3:30 p.m., and from 4:30 p.m., until 10:00 p.m., on the 17th.

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 secret ballot under the supervision of an agent of the National Labor Relations Board.

As soon as the results of the election are known, they will be announced over Radio Station WPNF.

During the many years of operation here, Olin has been recognized as one of the most "community-minded" companies in North Carolina.

It is a generous contributor to schools, clubs, libraries and organizations that are interested in the welfare and well-being of the people of this county and adjoining counties.

Because of this extreme interest, the citizens of the community are very interested in the outcome of the election.

There are no unions in the —Turn to Page Three

Million Dollar Project

Will Let Contract For Last Link, Whitewater Falls Road

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 approximately six miles long, and the project will cost around a million dollars.

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

Mr. Russ also told John Anderson, chairman of the Highway committee of the Brevard Chamber of Commerce, that bids are again being accepted for 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

By - Fred Reifer

Moderate temperatures have prevailed during the past week in Western North Carolina. Brevard averaged a daily high of 48 degrees, and low of 23 degrees. The high point for the week in temperature came on Tuesday afternoon when the mercury climbed to 66 degrees. The week's coldest temperature reading was 16 on Monday morning.

Rainfall amounted to only .23 of an inch. Most of the week's moisture fell in the form of snow, which amounted to 2-inches on Thursday. This snow equalled .18 inch of rain.

	High	Low	Prec.
Wednesday	44	21	0.00
Thursday	36	21	0.18
Friday	40	24	0.00
Saturday	42	26	0.05
Sunday	49	31	0.00
Monday	56	16	0.00
Tuesday	66	21	0.00

By Area Director

Local Group Is Praised For Organizing Sheltered Workshop

J. H. Clippard, area director 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

director.

She is ably qualified to direct the training in the proposed workshop.

Other reports were heard at the meeting.

The equipment committee said that a list of needed equipment has been prepared and submitted to proper authority. —Turn to Page Three

Program Highlights

Work Of Jaycees To Be Featured Sunday Over Radio Station WPNF

Sunday, February 19th, will be "Jaycee Day" on WPNF radio. The radio station is cooperating with local Jaycees of Brevard in presenting programs and announcements on that day.

Other area chairmen were: Mrs. Tom Penn, Mrs. Paul Schlunz, Mrs. Larry Turner, Mrs. John Smart, Mrs. Julian Schoenberg, Mrs. Pete Little in the city.

The county chairman were as follows:

Mrs. Bill Ives, Camp Key. —Turn to Page Three

Jaycee participation on WPNF radio.

A new daily feature begins over WPNF radio on Monday, February 20th, at 12:05 p. m.

Listeners can hear the "Obituary Column of the Air" on WPNF radio each day of the week, including Sunday. This daily service will be provided by Pisgah Gardens and Brevard Easley Monument company.

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

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

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 enjoyable experiences he had had in making new friends in Brevard over the years.

He also related his experiences as a Mason and as a —Turn to Page Six



"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.

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 Departments of Clinical Pharmacology, Clinical Investigation, and Professional Services.

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

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

