

Come To Town This Week And Take Advantage Of "Sidewalk Sale" Values

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PAGES TODAY ★



SIDEWALK SALE DAYS here in Brevard this Thursday and Saturday are expected to bring many folks to town looking for numerous bargains that Brevard merchants will have on sale during the big celebration. Sponsored by the Merchants Division, Brevard Chamber of Commerce, the annual event is one of the biggest promotions of the year, and is eagerly awaited by all Transylvanians. In the photo above, Carol Coleman Marsh, a former "Miss Brevard" who is currently

modeling, making promotional films and TV commercials up north, just happened to be home for a few days and kindly consented to help the local merchants promote the Sidewalk Sale here. She is pictured with Ben Patterson, left, president of the Chamber of Commerce, and Larry Prince, chairman of the Merchants Division, putting up Sidewalk Sale Signs in preparation for the 2-day sales event here.

(Times Staff Photo)

Olin's Picnic And Opening Of Music Center Will Highlight Fourth Of July Observance

Concerts, Opera Are Scheduled This Weekend

All indications point to the greatest season ever for the Brevard Music Center, beginning its 33rd year Friday, July 4 as the "Summer Music Capital of the South."

Musical fireworks are in store for Brevard audiences with three stellar concerts over the Fourth of July weekend. Friday night's gala opening concert at 8:15 p.m. will feature brilliant young American pianist Lee Luvisi in a concert recital with the Brevard Music Center orchestra, conducted by the Center's director, Henry Janiec.

Luvisi, a long-time favorite at Brevard who has reaped world-wide bravos from critics and audiences during extensive concert tours, will interpret Tchaikovsky's Piano Concerto No. 1. The orchestra, a full-sized virtuoso group composed of instrumentalists from the nation's leading symphonies will open the program with "The Secret Marriage Overture" by Cimarosa and conclude with Beethoven's monumental Symphony No. 1.

On Saturday evening at 8:15 the first opera of the Brevard season will be performed, Donizetti's comic masterpiece The Elixir of Love. William Mc-

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A LARGE CHECK in the amount of \$60,000 is being held above by Jack C. Dense, right, the general chairman of the "Fund For Your Life" campaign of the Transylvania Community hospital, and Ralph Breedlove, who is in charge of in-

plant solicitation at the Brevard Du Pont plant. The check represents the corporate gift of the local Du Pont plant, and it was presented to the campaign just prior to the in-plant solicitation of the employees.

(Times Staff Photo)

Friday To Be A Holiday In Town, County

Friday, July 4th, will be a holiday in Brevard and Transylvania county with most of the stores being closed.

The day will be highlighted in the county by the annual picnic of Olin Mathieson at Camp Straus.

Held annually for Olin employees and their families, the event is usually attended by more than 10,000 persons.

The gala picnic at Camp Straus will get underway with games and races at 10:00 a.m.

At 11:00 o'clock the annual Baby Parade will be held, followed by a luncheon at noon.

At 12:30 p.m., Rev. Russell Willis will lead the invocation and prayer.

At 12:45, Freddie Roberts and Orchestra, "The Ravens" will present a concert, featuring Brenda Roberts, outstanding girl singer of pop and country music.

There will also be a program of comedy, featuring the comedy team of Lewis and Kip.

During the afternoon there will be two softball games (slow pitch).

The lineup is as follows:
1st Game — Olin League's Top Two Teams

2nd Game — Old Timers vs. Winner (1st Game)

Supervisors: W. H. Hale, Joe Ragsdale and Tom Crawford
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Thursday & Saturday

Brevard Merchants Offering Bargains For Sidewalk Sale

Plans have been completed by the Brevard merchants to hold their "biggest and best ever" Fourth of July Sidewalk Sale this Thursday and Saturday.

Many merchants have made special purchases for the big event, and all that are participating are offering values galore and outstanding bargains guaranteed to excite even the most discriminating shoppers.

Some of the bargains being offered in the "Sidewalk Sale" appear throughout this edition of The Times.

Shoppers are encouraged to look over the ads in this issue, which can be a helpful guide during the big two day event.

Larry Prince, chairman of the merchants division of the Chamber of Commerce, extends a cordial invitation to everyone on behalf of the merchants to shop in Brevard during this big Fourth of July sales event.

Legion Post Meets Monday

The Monroe Wilson post, No. 88, of the American Legion will hold the July meeting on Monday, July 7th, at the Legion Memorial building.

Dinner will be served for the membership at 6:30 o'clock, followed by the regular meeting at 7:30 p.m.

Commander Don Culin urges all legionnaires to attend.

Davis Announces

Old Library Being Renovated For Art Building At College

President Robert A. Davis announced today the letting of a contract for the renovation of the old library building into a facility to house the art department at Brevard College.

Recently named the Eugene J. Coltrane Building in memory of the college's first president, the building was occupied in 1948 and was known as the James Addison Jones Library. Its use was discontinued in 1967 with the construction of the present J. A. Jones Library.

The renovation will be carried

Beating Price Hike

Transylvanians Stocked Up On Gas And Liquor Monday

Many Transylvanians, like many other North Carolinians, stocked up on gas and booze on Monday.

The new price hike, which was authorized by the current legislature, went into effect on Tuesday.

Service station operators here report above average sale of gasoline on Monday, and the sale of whiskey at the Brevard ABC store was twice

as good as an average Monday.

The increase on gasoline is a straight two cents tax increase passed from the distributor to the stations to the customers.

The increase on liquor is five cents for each five ounces or fraction thereof, making prices \$.65 more a gallon and \$.30 more a fifth.

President Jerome Says

Brevard Federal Savings And Loan Pays Dividends Quarterly

Jerry Jerome, President of Brevard Federal Savings and Loan association, announces today that, effective July 1, 1969, Brevard Federal will be paying dividends each quarter of the year on regular passbook savings accounts. These accounts earn 4.75%, the highest rate allowed by law.

In addition, Brevard Federal now offers thrifty savers a dividend rate of 5% on savings certificates with a minimum of only \$5,000.

Dividends will be paid on

these certificates on the same date that Dividends are paid on regular pass book savings.

Brevard Federal will continue to offer certificates in minimum amounts of \$10,000 on which they will earn 5.25%. Earnings on these certificates are distributed semi-annually.

Under this new program, all regular passbook savings accounts at Brevard Federal will be credited with dividend payments on each of the four quarters of the year, September 30, December 31, March 31 and June 30 of each year.



The past week was one of the hottest weeks on record for the past several years at Brevard, with average temperatures of 90 and 63. Highest readings came on Saturday and Sunday, when the mercury registered 93 for a high on both days. Low reading for the week was 62 on Sunday and Tuesday. Less than a half inch of rain fell during the period.

Long range forecast for the area calls for temperatures to average about normal for the next week. Highs should be in the middle to high 80s, with morning lows around the 60-degree mark.

The week's temperatures and precipitation as follows:

	High	Low	Prec.
Wednesday	92	63	0.03
Thursday	90	64	0.00
Friday	90	65	0.00
Saturday	93	62	0.00
Sunday	93	63	0.00
Monday	89	65	0.22
Tuesday	86	62	0.20

Tax Rate Same

Record Budget Is Approved For 1969-70 For Transylvania

A record budget of \$1,510,957 has been approved for Transylvania for 1969 - 70.

According to Donald Lee Moore, the chairman of the Board of County Commissioners, the tax rate will remain the same at 96c.

The new budget is based on an estimated valuation of \$82,000,000.

Last year's budget totalled \$1,438,995.

The largest expenditures in the budget are for schools,

Reporting Tuesday

"Fund For Your Life" Now \$475,000 Of \$600,000 Goal

Program Highlights

Radio Station WPNF Is Celebrating 19th Birthday

Radio Station WPNF is celebrating its 19th birthday this week.

During the past 19 years WPNF has meant a great deal to the educational, civic, religious, cultural, social, agricultural, and economical life of Transylvania county.

It has become an indispensable institution of public service.

In addition to this valuable public service, WPNF's outstanding programming provides our people with good music of all kinds, entertainment and information.

Sen. Ervin occasionally presents distinguished guests on the program, and discusses the current Washington political scene.

Other Programs

The schedule for the Farm and Home hour for the coming week is as follows: Thursday, soil conservation service, Merrimon Shuford; Friday, station program; Monday, county extension chairman; Tuesday, station program; Wednesday, home agent.

Speaking this week on Morning Devotions is Rev. Otis Wheelhouse, Minister of Education at the First Baptist church. Next week Rev. Dan McCall, pastor of Brevard-Davidson River Presbyterian church, will be heard.

The Sunday morning church service will be broadcast through the remote facilities of WPNF during the month of July, from the Wesleyan Methodist church. Rev. Watson Black is pastor.

A total of \$475,000 of the \$600,000 goal in the "Fund For Your Life" campaign of the Transylvania Community hospital has been pledged to date.

This announcement was made by Jack C. Dense, the General Chairman, at the weekly luncheon on Tuesday in Gaither's Rhododendron room.

Du Pont, whose corporate gift of \$60,000 was also announced at the luncheon, was the host to the well attended progress reports meeting.

"We have a wonderful campaign going, and if we contact all of the 5,800 prospects that we have, we'll reach our goal," the chairman declared.

He pointed out that industry has already oversubscribed its goal, which was \$300,000 — half of the campaign.

Corporate gifts are as follows
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For The Church - Related

Brevard College Receives \$22,232 From NC Foundation

Brevard College announced today receipt of \$22,232.25 as her share of the distribution of funds by the North Carolina Foundation of Church-Related Colleges. The Foundation received \$686,291.00 from 460 business firms operating in North Carolina.

In announcing the receipt of the foundation's check, President Robert A. Davis said that the business firms make corporate gifts through the North Carolina Foundation of Church-Related Colleges to the operating budgets of the twenty-five

The Times Is Out Earlier This Week

The Transylvania Times is being published earlier this week because of the Fourth of July falling on Friday.

This week's issue is being mailed out Tuesday evening to all subscribers in order that they might have their paper before the holiday observance.

The issue contains many, money - saving messages, and the public is urged to shop in Brevard during the "Sidewalk Sale" days.

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Look Inside...

Assets of Transylvania, front page of the third section
Mitchell - Bissell feature, front page of the second section

News of and for the women, page six, section three, and pages four and five, section four

Editor's Corner, page five, first section

Classifieds, pages two and three, section one

History of Transylvania county, page four, section three

Music Center pictorial feature and schedule, page seven, section two.