

THE BREVARD NEWS.

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Wm. A. BAND, Publisher

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ADVERTISING RATES
Display, per column inch30s
Reading Notices, per line10c
Want Column Notices, per line . .5c
We charge 5 cents a line for Cards of Thanks, Resolutions of Respect and for notices of entertainments where admission is charged.

Address All Communications To The Brevard News:

Foreign Advertising Representative THE AMERICAN PRESS ASSOCIATION

FRIDAY, SEPTEMBER 30, 1921

TRADE AT HOME

The mail order house never has a bargain—not for you, anyway. If there are bargains occasionally, the thousands of employees of the mail order concerns get them, they or their friends. Trade at home.

Your own home town merchant frequently has bargains and tells you about them through the paper you read.

The mail order house that receives your order doesn't know you from Adam and doesn't care.

The home town merchant knows you as a neighbor and he cares. He cares enough for you and your trade that he goes to the trouble and expense of telling you about his goods and his bargains. He cares enough to carefully show you his goods. He gives you a choice among many; if you don't like one article, he shows you another until you are pleased.

Trade at home and get service, choice quality, and good prices. Trade at home and your money helps your town—which is only another word for saying that you help better your own job.

"A part, however small, of every dollar you spend in your own town comes back to you. The more money that is spent in this town the more there is to be spent WITH YOU, no matter whether your business is farming, drygoodsing, restaurating, plum bering of laboring.

This is true of every town and city in the land. But the town that can coax money from the people of other towns soon become so prosperous that people flock to it, and that's how wealthy cities are made.

"It is the duty of every man and woman in this community to spend every cent he intends to spend right here. It is his duty to himself, so that his own property, his own business, his own job will be worth more — worth more in the selling market.

"Homes and farms and blocks and businesses and jobs are least valuable and poorest in communities whose people spend their money elsewhere. Trade at home."

ROSMAN SCHOOL NOTES

The enrollment in all the departments of the school has reached the record breaking point and still increasing.

Miss Widmeyer, the assistant high school teacher, resigned at the end of the first week of school to accept a position in West Virginia at an increased salary.

Mrs. Ockerman has substituted in the high school the past week, until a teacher could be secured.

Miss Tiny Odom of Gibson, N. C., has been selected to fill the vacancy in the high school, caused by the resignation of Miss Widmeyer.

Miss Norma Chapman of Quebec, visited the school one day this week, also Mr. Otto Alexander of Oakland.

Miss Alberta Perkins, the grammar grade teacher, was a week end visitor with friends at Camp Fairfield.

All the Rosman teachers attended the teachers meeting at Brevard last Saturday.

The work of the school in all departments is going very nicely, and with the added conveniences of our prospective building this year promises to be the best in the history of the school.

OUT-OF-TOWN ADVERTISING

"Should a newspaper accept advertising from an out-of-town firm?" Newspapers are business enterprises, and must run along the same line as other business.

Do merchants refuse to sell to out-of-town people, when it is to their advantage?

Do the banks refuse to take money on deposit from out-of-town people; or to make loans to out-of-town people, when said loans are properly secured?

"Yes, that is different," you will say.

How different? It is just that idea that a newspaper is different from any other business, that has killed somewhere in the neighborhood of seven thousand of them since 1914.

Of course it is different in a way; just as a blacksmith shop is different, in a way, from any other business.

There may, possibly, be individual cases where it would not be good business to accommodate out-of-town customers. Any business may meet with such instances. However, as a general principle of business, it is good business to sell your goods to anyone who wants them.

It is not at all uncommon for merchants to object to a newspaper advertising for out-of-town concerns, but we don't know as we ever heard of their forming a pool to take all the advertising space a newspaper had to sell, in order to keep away the out-of-towners.

The way they usually get at it is to send a committee to tell the newspaper man that if he advertises for the out-of-town concern, they will all withdraw their business. The newspaper man then tells them where to head in, and it results in the out-of-town folks getting more and more trade. Sometimes they succeed in killing the local paper, and that certainly does them a power of good.

They start out to get "some young man" to come and start a "real paper." When the situation is explained to him he says, "Not for Joseph," and goes somewhere else.

And then the old foggy merchants sit on cracker barrels and tell "this mount a been quite a town if it hadn't have been for that fool of a editor. He certainly did give this berg a black eye.

A SNAKE GOES TO CHURCH

French Broad church bell "shall not ring to day", seems to have been the attitude of a huge seven foot black snake Sunday morning, when Sexton Johnnie Smith of the colored French Broad Church tried to ring the bell for Sunday School. But instead of the black snake succeeding in his act he lost his life. Johnnie climbed up to the belfry and found him wrapped around the rope in such a manner that it was impossible for the bell to make a sound.

PUTTING THINGS OFF.

Is a human weakness that profits mankind but little and in most cases does actual harm.

1. This applies to saving money.
2. The longer you postpone beginning, the less you will have.
3. Today as never before economy is essential to national welfare.
4. We urge you to save money.
5. We invite you and your family to open a savings account here.
6. The Brevard Building & Loan Association, Dunn's Rock Building, Brevard, N. C.
7. The only Building and Loan Association in the county. Over the Post Office.

NEW MACHINE SHOP:

Messrs. J. E. Harris and Fred Harris of Pisgah Forest, N. C., are building a machine shop on Main Street next to the Cray Hotel.

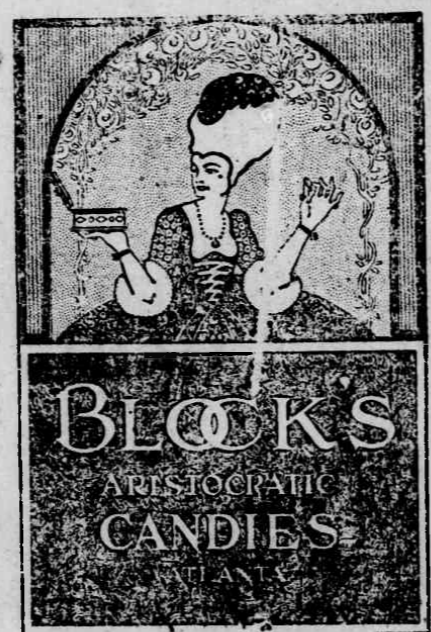
They plan to have one of the best machine shops in Western North Carolina and will be prepared to repair anything from a small needle to a steam saw mill. The building will be two stories and as a brand new enterprise will be a big asset to Brevard.

TEACHERS EXAMINATION OCTOBER 11th and 12th.

Please take notice that on the dates of Oct. 11th and 12th an examination for the renewal of teachers certificates, and, also, an examination for all original certificates will be given in the office of the county Supt of Public Instruction. The examination will commence at 10 o'clock on the morning of each day. All those who are interested in raising or bettering their certificates please be present for the examination.

Signed, A. F. Mitchell, Co. Supt. of Public Instruction.

Tanlac has the largest sale of any medicine in the world. Over Twenty Million bottles have been sold in six years. No other medicine has ever approached it as a seller. Davis-Walker Drug Co.



Davis-Walker Drug Co.

HOME HINTS:

You are making this community your HOME.
Are you making a HOME in this community?

Remember there is no HOME like your OWN HOME.

Let us show you how you can Own your HOME.

There are many whom we have shown, who now have HOMES of their OWN.

If you are planning for a Home later on, begin with yours! Try our monthly savings plan. The Brevard Building and Loan Association, over the post office. The only building and Loan Association in the County.

Checks Are Receipts

To pay your bills by check is to preclude the possibility of being obliged to pay them twice.

The cancelled check which is returned to you is undeniable proof of payment. And the stubs in your checkbook are an accurate account of your expenses.

Why not open a checking account with us at once?

Great Oaks From Little Acorns Grow

Total Resources of \$785,000.00

4 per cent paid on Savings Deposits

Brevard Banking Company

ified Ads.

All diversified advertisements must be cash unless you have regular account with the News.

FOR SALE — Three milch cows See Dr. C. W. Hunt — 2tc.

GET THAT GOOD FLOUR at Glazener's \$1.00 a bag — Rosman and Quebec Stores.

BULL FOR SERVICE thoroughbred Shorthorn. Beech Nut Farm. E. O. W. t. f.

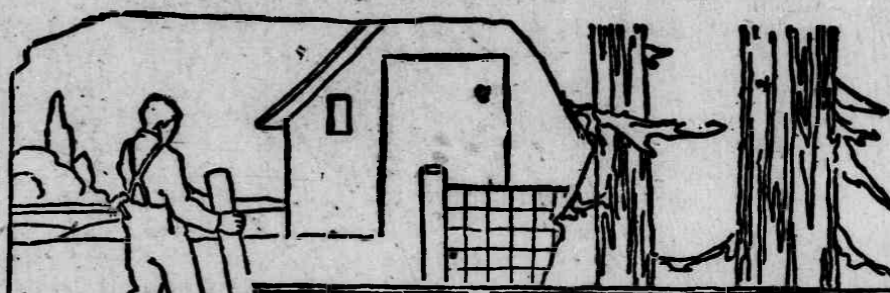
NOTICE — If the parties or party who have formed the habit of writing me anonymous letters in regard to the management of the public schools will come to me personally and discuss the question, I will likely tell them something that they evidently don't know.
C. C. YONGUE.

FOR SALE OR FOR RENT — 8 room house and lot on Depot St. Mrs. Mary Hamlin. 2t. pd.

LOST — An English Walker Fox Hound. Small, black and white spotted — Lost near Rich mountain — See A. W. Barnett and receive reward.

FOR SALE — Ford touring car demountable rims, self starter, extra tire and rim, 3 new inner tubes, and other extras. Am leaving Oct 3 for Muskogee, Oklahoma, P. O. Box 85. Price Five hundred dollars. Brevard, N. C. E. L. Haf sell. 1tc.

Tanlac, that celebrated medicine makes you eat better, feel better, sleep better and work better. Sold by Davis-Walker Drug Co.



Beauty and Utility

A fence can be a thing of beauty as well as a protection. Your home surroundings help to make your home.

You can select fencing here that reflects your ideals of home building. Or if it is rugged strength that you wish find it here in our extensive stock.

Sturdy Fence Posts

After all wood is truly the natural as well as the economical fence material. Quality and designs have improved with the years but the basic material holds its own.

Our fence posts especially—the backbone of any fence—are sturdy yet inconspicuous. They will find favor with you. Come and see. Come to us for

LUMBER
of Quality at Economy Prices

ORR-SITTON LUMBER COMPANY

Our specialty is House Patterns and Rough Lumber
Depot Street Phone 42 Brevard, N. C.

**Oliver Chilled Plows
Cherokee Plows**

- Nisson Wagons
- Hickory One-Horse Wagons
- Sherwin-Williams Paints
- Dixon's Graphite Paints

SELL FOR LESS THAN CAN BE BOUGHT TODAY



FARMERS SUPPLY COMPANY

J. M. ALLISON, Manager

BREVARD, N. C.