

Brevard News

EXPONENT OF TRANSYLVANIA COUNTY.

The Aim is Frankness and Sincerity.

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No. 11

HOW TO KEEP THE TRADE AT HOME

Speech Made To The Brevard Club Members by Mr. Brown Carr.

On the 8th and 9th of this month I had the pleasure and privilege of attending the Merchants Short Course, given by the University of Tennessee at Knoxville, Tenn., for the benefit of the merchants from the Appalachian region. At this course, each and every one of us who attended received some very helpful suggestions, ideas and methods, given by men who have applied them and succeeded in retail stores in different localities over the United States. I happened to mention the fact to our Club Secretary, Mr. Band, that I had attended the Merchants Short Course and after relating some of the good things that I had heard, which I deem very beneficial, he insisted that I should come up here tonight and tell you about it.

Now it seems that there is very much thought given in the community as to how to succeed in decreasing the volume of mail order business that goes away from our stores to Chicago, New York and other cities. The following methods were given to us by Mr. Whitehead, of the Business Administration Department of the University of Boston, and Mr. Mann of Devil's Lake, North Dakota, both men of wide experience in retail stores which have succeeded in keeping home trade in their respective localities.

First—Have you the good will of all the customers that come into your store?

Second—Do you greet each and every customer that comes into your store with a pleasant smile, and make he or she feel at home?

Third—Do you display your merchandise in such a way that they can see exactly what you carry?

Fourth—Have you a trained force in your store who are capable of showing your customers that it is to his or her advantage to trade with you instead of going to other stores, or sending away to mail order houses for their needs? Here, I might give you an example of a mail order which was secured by one of Mr. Mann's expert clerks by this plan: One of their prospective customers, a Mr. Jones, came into their store, and by some way or another this clerk found out that Mr. Jones was planning to send off a mail order for merchandise which Mr. Mann carried in stock. The Salesman in a very nice and pleasant manner, asked Mr. Jones if he might have the opportunity to figure on this order, and if, after he had proven that he could fill the order for the same price, might have the business. Mr. Jones responded that he would be glad to do that, so the clerk figured up the bill. Then, being familiar with the express rate from the mail order house to Mr. Jones' home, he added the express charges to the bill that he had just figured; also the money order charges and the postage for sending away the order, and found that he could fill the order for less money than the mail order house would charge. At the same time, he asked Mr. Jones for the full amount, retaining the money for a few moments, giving Mr. Jones an opportunity to wonder; he then gave Mr. Jones this illustration: "Now, Mr. Jones, I have your money for the postage and money order charges, also the express charges." As Mr. Jones had already told the salesman that it usually took from a week to ten days to receive the merchandise after sending the order for same, the salesman told him that within a week from that date they would fill his order and deliver same to his door in a truck. At this, Mr. Jones did not know what to say, leaving an opening for the salesman to show him the advantage of trading at home, and the disadvantages of ordering merchandise from mail order houses, by explaining to Mr. Jones that he had the opportunity of examining the merchandise closely when he purchased it at home, before paying for same, register complaints at the time of purchase, if he had any complaints to make and receiving merchandise in better condition.

Speaking of the pleasantness which should predominate in a retail store among the whole force, there is nothing that will keep your prospective customers from trading with you as the manner in which your clerks receive them.

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BAPTIST NEWS

At a recent meeting of the Transylvania Baptist Pastors' Conference held in Brevard it was decided to make March 26th "Stewardship Sunday" in most of the Baptist churches of this county. The plan is for a sermon or talk on some phase of stewardship to be given in every church in the county as far as this can be arranged. The various pastors are to go to churches other than their own on that day, so that every church will have a visitor to speak to the congregation.

Of course, with so many one-a-month churches there are not enough preachers to go round, so that several laymen have been asked to go to some of the churches and speak.

The hour chosen for these services has been the morning hour, or 11:00 o'clock on that Sunday, which is the fourth Sunday in this month.

The following is the list of churches at which it has been arranged to hold services at that time, with those who will speak at the different places of worship:

Brevard, Rev. E. G. Ledford; Carr's Hill, Mr. W. B. Henderson; Cathey's Creek, Mr. L. P. Hamlin; Enon, Rev. S. B. McCall; Gladly Branch, Mr. A. E. Hampton and Mr. W. S. Price, Jr.; Lake Toxaway, Rev. J. E. Dupree; Little River, Rev. A. J. Manley; Mt. Moriah, Mr. N. L. Ponder and Mr. Walt McGuire; Oak Grove, Mr. D. F. Moore; Pisgah Forest; Rev. A. I. Justice; Cedar Mountain, Mr. A. B. Jones; Union, Mr. N. A. Miller; Zion, Rev. Chas. C. Smith; Dunn's Creek, Mr. G. W. Whitmire; East Fork, Mr. C. W. Henderson.

REV. O. L. ORR TO PREACH HERE

Rev. Oscar L. Orr, who recently moved to Brevard will preach at the Baptist church here on next Sunday at 11:00 A. M. and 7:30 P. M. Mr. Orr came here from South Carolina, but is well known thru the section having been pastor of the Baptist church in this county, and of the West End Baptist church, Asheville. He is preaching here next Sunday in the absence of the pastor, Rev. Chas. C. Smith, who is this week holding a meeting at Rruiland Institute, one of the Baptist mountain schools, and located seven miles east of Hendersonville. Mr. Smith expects to return home early next week.

BUY FROM US

Buy your job work from "The Brevard News." There is no earthly reason for any Transylvania industry to send out of town for their printing. The News guarantees to print anything, punch anything, rule anything and pad, bind or perforate anything. If we can't do it, we'll have it done and a more reasonable than you can buy elsewhere. If it is a question of price, make your own figures.

GALLOWAY-BROWN

It was quite a surprise to the many friends of both parties to learn a few days ago of the marriage of Miss Callie Galloway and John H. Brown, which took place Feb. 14 in Lewis Hamlin's office, only in the presence of Rev. Seagle, his sister, Dr. King, and Lewis Hamlin. Mr. and Mrs. Brown will probably make their home in Anderson, S. C. Their many friends with them a long, successful life.

Watch for date of Brevard's grand Clean-Up Day.

CALVERT NEWS

Quite a number of the Calvert young people attended the wedding at Cherryfield of Mr. Miles Bird and Mrs. Lizzie Lance.

Miss Nell Allen spent Sunday with Miss Alza Hogsted.

Mrs. J. M. Zachary spent Sunday in Brevard.

Miss Edith Dupree visited Mrs. J. C. Whitmire Sunday.

Mr. and Mrs. P. A. Morgan were callers at Mr. and Mrs. John Perrys Sunday afternoon.

Mrs. Edith Galloway and Mrs. T. P. Galloway called on Mrs. R. L. Hogsted Sunday.

Mr. and Mrs. J. W. Glazener visited his father, Mr. E. A. Glazener.

Mrs. Sallie Jordan has undergone an operation at Dr. Stokes' hospital. We hope for her a speedy recovery.

"Clean Up and Keep Clean" is the slogan for Brevard.

Young People Need to Be Shown That Farming Can Be Made to Pay

By PROF. E. A. ROSS, University of Wisconsin.



In a general way the flow to the cities is normal and inevitable. Cheap transportation provides the denizens of great cities with food at moderate prices. Hundreds of articles that two generations ago were home made are now factory made and these factories are in cities. Power-driven machinery on the farm releases a part of the rural population for other pursuits. The state of affairs has stimulated the exodus of the young people from the hard work and penny-pinching of the farms to the prospering, easy-going cities.

The country has not been keeping a fair share of its brighter boys and girls. It has been the young people with spirit and initiative who have responded to the call of the distant city. Had they stayed on the farm, this spirit of initiative would have shown itself along rural lines.

In certain older parts of the country which have been losing their young people to the West and the cities for two generations, there is a visible moral decline. The roads are neglected so there is less social intercourse and a smaller turnout to school, to church and public events. School buildings and grounds have deteriorated. The church is in a rut or has even disappeared. Frivolity engrosses the young because no one organizes singing schools, literary societies or debating clubs. The next generation, having missed the benefits of these communal institutions, shows itself coarse, sensual and irresponsible. There is a marked decline in the standards of individual and family morality. This is an explanation of the "degeneracy" that one finds in certain rural parts of New England and middle states.

The remedy is to make life on the farms more attractive. There is need of redirecting rural education, reinspiring the rural church, multiplying societies of recreative opportunities and dispelling the false glamour of the distant city. The young people need to be shown that farming can be made to pay if one puts brains and energy to it.

A CORRECTION

Editor Brevard News:

To whom it may concern, I wish to announce that it is a false report about J. L. Whitmire and Bettie Owen's being married, as I notice published in last week's News.

J. L. WHITMIRE

NEWS TO INCREASE CAPITALIZATION

The News expects, in the early future, to put in a new "Mehle" press, a folding machine, some new series of type, a miller saw and other new inventions of the printing art. If the advertising department demands it, we hope also to put into operation the famous auto-caster which will enable the News to cast its own photos. Without exaggerating, we believe the News to be the most up-to-date printing office in the State (considering territory) and with the new additions will be capitalized at over twelve thousand dollars.

WOMANS AUXILIARY MEETING

The Womens Auxiliary of the Presbyterian Church met at the "Hat" on Thursday at 3:30 P. M. A very interesting program on Home Missions was presented by Circle No. 2. The annual election of officers took place and committees appointed to arrange work for the coming year. This Auxiliary will be hostess to the Asheville Presbyterian, Apr. 26-28. Circle No. 1 served delicious refreshments during the evening. Real Chinese tea, the gift of a missionary of the Southern Presbyterian Church to a member of this circle was very much enjoyed. A silver offering amounting to several dollars was made by those present.

KILLS LARGE HOG

W. D. Glazener, rural mail carrier killed a hog last week that weighed 251 pounds, net. The hog was only five months and twenty-five days old. Pretty good, eh.

A NEW GROCERY AND MEAT STORE

Messrs. Johnson and Robinson will open an up-to-date cash grocery and meat market at once. The store will be located in the Whitmire building, formerly occupied by John Glenn. The News welcomes the new enterprise and wishes them all kinds of success.

THE MORE THE MERRIER.

Candidates may come and candidates may go, but the "News" goes on from one election to another and we get five candidates too.

MYSTERY CLOCK IN WINDOW OF PISGAH BANK IS A PUZZLE

A novel clock just inside a window of the Pisgah Bank has aroused much curiosity among passersby as to the means by which it runs. All that is visible are the hands of a clock, which appear to be of bronzed metal, and the figures 1 to 12 in gold letter to which the hour and minute hands point. The hands are suspended by a chain. Over the hands is a suggestive sentence, "Time to start an account," and under it the words, "No clock works, no electricity, no air control, no mercury." A card placed under these words reads, "What makes it go? Old Father Time guards the clock while we guard your deposits. Open an account today."

Those who don't understand how the clock works are invited to ask the man inside. To those who inquire, the man inside gives a little booklet which explains just how the clock works—if you can understand it.

THE PRAYER CORNER

"The God of the Broken-Hearted. The God of the Bible is the God of the broken-hearted. There is a verse in one of the Psalms which says: "The Lord is nigh unto them that are of a broken heart." Then another Psalm says: "He healeth the broken heart and bindeth up their wounds."

The world pays no regard to broken hearts. Indeed, men oftentimes break hearts by their cruelty, their falseness, their injustice, their coldness, and then move on as heedlessly as if they had trodden only on a worm. The world treads remorselessly upon bruised reeds. Like the old car of Juggernaut, it rolls on crushing and breaking without pity, without feeling, never stopping to lift up, to heal, to restore those who are in the way.

But there is one who cares. He healeth the broken in heart and bindeth up their wounds. The broken heartedness attracts God. The plant of human grief draws Him down from Heaven. Physicians in their round, do not stop at the homes of the well, but of the sick. Surgeons on the battle field pay no attention to the unhurt, the unwounded, they bend over those who have been torn by shot or shell, or pierced by sword or bayonet.

So it is with God, in His movements through this world; it is not to the whole and well, but to the wounded and stricken that He comes. Jesus said of His own mission, He hath sent me to bind up the broken-hearted. Men look for the glad, the happy when they seek friends, but God chooses the sorrowing for His sweetest revelations of love.

A Prayer
Our Heavenly Father, blessed be Thy Holy Name. Thou turnest darkness into day and mourning into praise. Thou art our fortress in temptation, our shield in remorse, our covert in calamity, our star of hope in every sorrow.

Remember in pity the sick and the distressed of body or of mind. Open the souls of all who be in beds of weariness to the inflow of Thy Divine Life. In the silence may they hear Thy voice saying: "I have heard Thy prayer, I have seen Thy tears, behold, I will heal thee."

For the burden-bearers, the tempest-tossed, the afflicted, and not comforted we pray. Thy consolations are greater than all the sorrows of the world.

Bind up the broken-hearted, and with Thy touch heal those wounds of the souls that bleed, and will not cease. Give a spirit of endurance and of trial to those whose thorn in the flesh must remain. Save them from despair, from the indifference of a heart without faith, and perfect Thy strength in their weakness. Comfort all men everywhere with Thy light, and guide them by Thy Spirit, for Jesus Christ's sake, Amen.

C. D. C.

The Carr Lumber Company is now opening up the Mills River Section of their boundary and expects to be operating the double band saw mill by May the 1st. The planing mill is just about completed and will be in operation at once.

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THE FAIR SEX WILL ELEVATE POLITICS

Wherein A General Writup of the Experiences of the Male Voters is Given for the Benefit of the newly enfranchised Women Voters.

The writer of this article realizes that the business of running the public affairs of a town or county is probably the most thankless task a citizen could possibly take over unless that of publishing a newspaper. A citizen elected to office has rarely the co-operation of the majority for any political party and generally has to operate upon the theory that the end justifies the means in order to put forward any progressive ideas or measures. The fact that a man must first of all be public spirited and patriotic is well understood and must be prepared financially to spend a great deal of time working for the dear public for nothing.

There has been few who are interested in politics to the extent that they want to secure good government, a nonpartisan business administration of the town and county affairs, and they have been active in the attempt for years, but their activities have interfered with the plans of certain public office holders, men who have lived off the county for years and probably will continue to do so for a long time to come, unless the ladies interffer. These public spirited men have been beaten every time they have essayed anything. The real reason that such exponents of progressivism have been defeated is not because of any political organization beating them, but because the men who should have supported them either were indifferent (afraid they would be noticed) or were securing benefits from conditions as they then existed—the business and professional men, I mean, who might have fought side by side with the progressive men. Instead they look at Mr. Progressive Man as a fanatic (or in plain words) as a fool. They were engaged in making money to the exclusion of all other considerations and they considered politics a rotten game and let it go at that. They were mighty keen about their own businesses, but so lax and indifferent and uninterested in the business of their town or county, which should have been their chief concern, they allowed the boss system to perpetuate itself, and have gone on careless of the fact that the affairs of Transylvania were in the hands of men who were politicians and who used the county's machinery for political purposes and their own purposes first, and paid small attention to the rights and wants of the taxpayers and citizens.

Mr. Progressive citizen has fought to interest these men, to rouse them to their opportunity, but he failed—politics is beneath these citizens—a dirty business, fit only for muckers and corrupt machines. They could not be made to see that the character of the government of a city or a state or a nation is the direct and highest charge of the men who live in that city, state or nation, under our system of independence, nor that the lack of character of that government is their sole and inevitable fault. They denounced boss rule and took no step to destroy it. They hadn't time. They must make money. They had their trifling social duties, their piffing amusements, their ambition to outshine their neighbors, to occupy them. The criterion of success was money and the demonstration of that success was ostentation in spending it. They couldn't bother with politics. It is a mighty good sign to know that the ladies are voting and to see more and more progressive, self-sacrificing, red-blooded, aggressive, level headed young men, who not only take more interest in our public affairs, but who will dictate, direct, and control our grand old county.

We know of a stalwart young American, a woolsocked mountaineer (not a sissy) who, at the age of eighteen years first entered the graded school in Brevard in the third grade. He was under the direct tutoring of Mrs. A. B. Riley, then Miss Georgia Bell, and due to his perseverance and the systematic teaching of his teacher he was able, after a short time, to enter and work his way through the Brevard Institute paying every cent.

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