

THE BREVARD NEWS.

Published every Friday and entered at Postoffice at Brevard, N. C., as Second Class Matter.

Wm. A. BAND Editor. SUBSCRIPTION RATES: (Subscriptions payable in advance)

Table with subscription rates: One year \$1.50, Six months \$1.00, Three Months .50, Two months .35

ADVERTISING RATES

Display, per column inch .30c Reading Notices, per line .10c 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 AUGUST 4, 1922

BUILD BACK LAKE TOXAWAY

The Lake Toxaway damage suits between cottage holder, and Mr. Jennings was tried here Tuesday and the case won by Mr. Jennings. It is now hoped by the citizens of Transylvania that the Cottage Holders and Mr. Jennings will get together and rebuild the dam.

THE LOCAL BAND

That a band is needed in Brevard everyone agrees, but just how it is to be financed is the present question. It is proposed that the town itself buy and own the instruments. There are several good reasons for this, the main one being that when individuals own their own horns, etc., they are apt to be independent, may leave for some other point and that breaks up your band.

It is pretty nearly impossible to get up any kind of a celebration to entertain the citizens or to organize or promote anything without music. Towns much smaller than Brevard have lively community bands and Brevard proposes to have one.

Mr. Hume Harris will give all particulars to anyone desiring information upon the subject and on next Monday night a committee will appear before the city fathers asking for the city to finance a local band. If you are for it, let them know it, but if you don't like music and are so pessimistic that you are against growth and improvement of Brevard then go somewhere and get a rake to scrape the moss off your back.

FOR OUR CORRESPONDENCE

Many of our rural writers are too spasmodic in their articles. We appreciate having one from every section every week. If you don't care to write every week, let us know, or better still, come in and talk it over with the editor. Maybe we can make it worth while.

CLEANING AND PAINTING UP—LOCAL PRIDE

As we gaze up and down the streets of Brevard, we wonder with increasing amazement why more local pride is not manifest in cleaning and painting up our stores and buildings. There is about a yard of vacant space from the brick walk to the edge of the road on one side of Main street. The ornaments have fallen off leaving vacant rusty holes on the corner building. An old board without any awning upon it hangs from one store and the great majority of the buildings need dressing up, repainting, etc.

WHERE ARE YOUR EYES?

Doctor Galin said our eyes were placed at the top so that we could see things at a distance. It sounds simple enough, but not many of us have thought of it just that way.

WHERE ARE THE BENCHES?

Last season the town of Brevard bought and paid for several dozen green painted benches for the use of our citizens. The baseball fans borrowed them and now they seem to be scattered all over the town in private property. These benches ought to be gathered up by the proper authorities and placed upon our sidewalks, in our parks, etc.

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vestment, if a suitable store building could have been located. This is to be deplored. There is plenty of prospects for the building of new business blocks, but nothing actually started. Get busy—it will be a splendid investment.

A new furniture factory of real benefit will soon be established by local capital near depot. This will add quite a payroll to our city, as only skilled labor will be used. Several other projects of some magnitude are in the air, but not ready for publication. It is an honest fact and not newspaper talk that Brevard is really on the verge of its greatest boom. For many years Brevard has enjoyed a steady natural growth, but never made any great strides towards a large city, but due to the roads, due to new blood, and new citizens coming in, caused by the tannery and other manufacturing plants, we are now in a position to grow by leaps and bounds—Don't knock—boast.

You will find the man of principle and with a strong personality also with many bitter enemies.

BUILD IF YOU INTEND TO DO SO

Why in the world doesn't someone start building on a big scale in Brevard. Never before has there been such a demand for store buildings, dwellings, etc. You can't stop progress. Keep up with the times. Big interest on the investment awaits the nifty investor.

A WHOLESALE GROCERY STORE

Many thousands of dollars are being sent out of Transylvania county for groceries. This is due to the fact that many boarding houses, hotels and the many camps buy in large quantities and buy at wholesale prices.

There is an ever increasing number of jobbers who not only sell to our local merchants, but who solicit business from private individuals as well.

A wholesale grocery store would do well in Brevard if all the citizens would co-operate to make it a success. It would keep the money home and would make staple and fancy groceries much more reasonable.

If some enterprising business man is looking for an opening this is his opportunity. Someone will open up soon—think it over grocers.

YOUR JOB PRINTING

The Brevard News has a most up-to-date job printing department—We want your work. We never refuse any printing; but we guarantee to give prices as low, and the majority of times, lower than any other printing houses, considering quality, workmanship and attention.

AUCTION SALE OF LANDS

The first thing a new resident generally wants to know is whether land is moving or not.

That land is beginning to change hands in Brevard is an actual fact. The auction sale of last week was a decided success and the beauty of it all is that dirt is cheap in "The Land of Waterfalls."

Two auction sales are scheduled for next week and if those, who are in the market, are wise, they will attend these sales. It will not be very many months when property will at least double in value, especially when the new roads are an accomplished fact.

THE ANNUAL COUNTY FAIR

In the rush during the summer tourist season, let us not overlook the coming annual county fair. Let the farmers prepare their exhibits and let the fair committee keep it ever before the public.

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Signals in night houses are elevated so that they may be seen from afar. Many other instances might be cited to show the value of high lights.

The driver of an automobile, as he sits at the steering wheel, has a clear view ahead and ought to be able to protect his passengers from danger at the railroad grade crossing. The risk of being killed by a rain of cars is something we all

learned in childhood days.

There should be no haphazard driving across railroad tracks. Any driver who assumes that because trains run only at occasional intervals, he is relieved of the necessity of being vigilant every time he crosses the tracks, certainly takes a big chance of being numbered with the slain.

Careful use of the eyes is the first consideration; next comes something else quite important, the exercise of good judgement in meeting the situation that confronts us.

Much has been said about the safety habit—what a good thing it is. Everybody gives assent to it in theory but that many fail to practice it, is demonstrated daily at railroad crossings, where lives, lost and bodies maimed are the heavy toll paid for thoughtlessness.

Thank you lucky stars for those good eyes, placed high up at a point of vantage in your anatomy! Yes, and see to it that you make 100 per cent use of those same eyes at a place of known danger, like the railroad grade crossing. Who drives across. Will live to drive. Another day.

LEGAL NOTICES AGAIN

The News has published the fact many times that all legal notices must be paid for in advance or at least when the publication is finished.

Some of our lawyer friends have again become careless and seem to think that we are so anxious for these kind of advertisements that we can wait indefinitely for payment.

It is just as easy to pay when ordered—just as easy to collect from the client at the time of publication. Legal notices are generally put in at about cost. They are a lot of trouble and have to be perfect in every particular and the News refuses to wait from now on for anyone. We positively refuse to wait until estates are settled, lands are sold, divorces granted, administrators and minors red tape adjusted. We want cash in advance—If you don't understand this, then it will positively not be published. We have lost too much actual time, space and cash by running these legal ads on a credit basis.

DONATING SPACE AND JOB PRINTING

The News has always been pleased to do its share in donating to all good causes. It has been our pleasure to oblige all societies, boosting organizations, etc., with time, space and hard cash; but it has become such a habit that it is too much of a good thing. Nearly everyone takes it for granted that the News is here to give all kinds of publicity and advertising matter to everything that comes along. It has become such a universal proposition that the editor gets blessed out if he leaves out this kind of donation.

There comes a time when there is too much of a good thing and that time is here now—from now on we will publish any news and will charge for any and all kinds of ads whether reading matter or display advertisements. You don't expect your grocer to give you your groceries free and you can't expect us to give our space free—It's all we have to sell. Don't embarrass us by asking for any more donations, because we'll refuse. When the News has anything to donate for good causes, we'll notify those concerned.

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Hills That Never Failed the Buffalo for Ages Gray With Exhaustion

By J. R. HOWARD, American Farm Bureau Federation.

Here and there a hilltop eighty has worn out and lies beneath the sun, indifferent to the seeds in its keeping, to the hungry who tramp over it. Hills that never failed the buffalo for nobody knows how many thousand years are gray with the exhaustion of extensive production.

Fortunately farmers are awakening to the fact that soil must be revitalized. Public opinion forbids the burning of straw. Legumes have been put to making hay and nitrogen. Fertilizer companies are doing business. Phosphate and limestone deposits are being distributed. The hilltop eighties are being rejuvenated. Just as the land has been devitalized, here and there a farm community has worn out.

No nation has ever risen above the level of its agriculture, and the dead communities scattered through the United States are comparable to the white alkali patches on the hilltop eighty. And if allowed to spread will ruin our country just as sure as blight will wipe out an apple orchard.

They are going to take 200,000 more horsepower out of Niagara falls. But the honeymooners will never notice it. The soviet delegation might quiet down if somebody could be found to take the "itch" out of Tchitcherin.

Maybe the radio is turned by an exchange "the baby of inventions" because all the relatives want to hold it. What is humor, something at which we laugh, at which we should laugh, or at which the other fellow laughs?

All that a woman had in her purse that was snatched by a thief were the light and gas bills. "Steals that which not enriches him."

The more tracks there are elevated over grade crossings, of course, the less danger there is of filivvers knocking the locomotives over.

A "criminology student" stole to prove that she wouldn't get caught. But she was, and now she'll have to study up a new theory.

Although a volcano expert declares that the present eruption of Vesuvius will not be serious we are rather glad we live here rather than there.

Before this radio rage gets quite out of control some decision should be reached as to whether the past tense is "broadcasted" or "broadcast."

Women going back to the corset discover that the road to normalcy is a tight squeeze.

It took man a long time to learn to read and the movies and radio may unteach him in less.

This is the season of the year when a man doesn't know whether his lawn is coming or going.

Advertisement for W. E. Bishop & Co. Hardware and Furniture. Text: "We Are Remodeling Our Store. But our prices are right. We have no rent to pay, and can give you that much advantage in price. Our men engaged in remodeling the building expect to have it finished in a few days and the trash to the entrance cleared away. It will pay you to crawl to our store to get advantage of our low prices on our new Hardware and Furniture arriving every day." Includes address: Main Street, Brevard, N. C.

Advertisement for Brevard Banking Company. Text: "A HELPFUL BANK is the one that, at all times, is willing to prove its worth to the community in which it is located. This also makes a GOOD BANK. How can a bank be helpful. By being a strong, reliable, public-spirited institution. By guarding carefully the depositor's money. By loaning money to assist legitimate enterprises. By giving sound advice on financial matters to its customers. By having competent and accommodating employees. By furnishing every modern banking facility for its patrons. In fact, by giving prompt, faithful and dependable service in every possible way. We believe our Bank is a good and helpful Bank." Includes logo: "Make Our Bank Your Bank" and financial details: "We pay 4 per cent on Time Deposits. Brevard Banking Company, Brevard, N. C. Capital and Surplus \$130,000.00"