

THE BREVARD NEWS.

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ADVERTISING RATES

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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:

FRIDAY, JANUARY 26, 1923
CO-OPERATION A NECESSITY

The question of advertising "The Land of Waterfalls" for the coming season will be an important and prominent topic in the very near future.

In former years it has been the custom of the merchants, boarding houses, hotels, etc., to donate and spend hundreds of dollars each year by advertising this section as a tourist playground, etc. Beautiful booklets were sent out and advertising space was contracted for in Southern newspapers, most likely to bring results. It was always a good investment, great good and splendid results were accomplished by this method.

But Transylvania county has grown and the town of Brevard must find different, better and more up-to-date methods if we would keep up with the times.

Nearly all summer resorts advertise by booklets, etc., in exactly the same manner that Brevard has been doing; but the majority of tourist towns have gone a great deal further and have organized a local Chamber of Commerce with a real live-wire secretary who received a good salary.

Towns much smaller than Brevard are achieving wonderful results by having a secretary who finds it a pleasure to entertain visitors and those looking for good locations, not only for homes, etc., but there are many capitalists looking for big manufacturing sites, etc.

There is at the present time a systematic movement by the capitalists of the North and New England States to establish cotton and other industries in this section of North Carolina. The climate, labor and raw products are all factors in adding these shrewd financiers in favor of this section in preference to any part of the United States.

"The Land of Waterfalls" will always have the tourists. Nature has endowed this country so beautifully with everything to delight the tourist that nothing can improve it. The many summer camps for boys and girls, which have been established here in the last few years is one of our greatest advertisements. Each camp sends out hundreds of beautifully illustrated booklets and the verbal boasting of the many students will naturally create new and more visitors each season. The advent of the grand new hard surfaced roads all through our county; from Dickens to Brevard; from Greenville to Brevard and from Asheville to Brevard will be our greatest drawing card and a wonderful factor in drawing transient tourists here. In days gone by the tourist usually spent several months with us or at one mountain

resort; but with the advent of good roads and the marvelous increase in automobiles, the tendency now is to spend shorter periods in each resort and to visit them all during the summer or while on their vacation.

That Brevard ought to do all in its power to increase the tourist population and do everything possible to entertain and make this section still more attractive each season is imperative; but we should not spend all our time and should not depend altogether upon the tourist trade for our future progress and growth.

There are only three or four months during the year that this section can hope to reap any benefit from our visitors, and any citizen realizes that no place is as dull as a genuine tourist resort during the other eight or nine months of the year.

There is absolutely no question that this county's future progress depends largely upon the development of its farming products, its truck gardening growth and its fruit crop. But most of all we must depend upon a good solid background in our annual payrolls. In manufacturing industries that employ the majority of our citizens and if we are to continue our ready, natural growth, we must increase our industries. In a few years our virgin forests will be cut over and the majority will be cultivated as farm land. The great lumber plant will be gone.

Brevard can easily afford a paid secretary and can easily support a Chamber of Commerce. It has been proven whenever attempted that great good and wonderful results have been accomplished by having a good, energetic business man put in his full time for the benefit of a town or city. Transylvania has more attractions for locating industries than any other place in Western North Carolina and yet we depend upon the tourists possibilities as our greatest asset when it has been proven that the annual payrolls that are already here are worth more to the county in one year than fifty of the tourist trade. Over a thousand dollars is spent each year advertising. Use some of it by having a boosting secretary. We have several social organizations that if combined would be of more benefit to our growth. Brevard has not had a real live real-estate agent for many years. There is a wonderful opening along this line. We have many village grocery stores, why not open one that the citizens of Brevard deserve and ought to have. A good systematic effort to abolish the twenty-five per cent freight rate discrimination against this county would be a wonderful help to this section. A little "pep," a little more co-operation, a little more pride in our town and less animosity will create a Chamber of Commerce and will build the dwellings, cottages, store and office buildings that are so essential to "The Best Town on Earth."

THE COURAGE OF CONVICTION.

J. J. Miner of Brevard will be remembered by many of the older residents of Western Carolina. The first day of the year marked his passing to another realm at the age of 82 years. Miss Elizabeth Stepp of Henderson county was his 2nd wife. Mr. Miner was an Ohio man. He went to Brevard and established the Sylvan Valley News, which he ran until about ten years ago. He was of the old school. He wielded a trenchant pen. He spoke his convictions with such force he made enemies and at times was forced to run his newspaper without advertising as the price of expressing his convictions. He was a good citizen and his going removes one from the scenes of action who did a great deal for Transylvania in the way of making it known as a popular playground for tourists.—Hendersonville News.

THE WAYS OF A NEWSPAPER

In few lines of endeavor is there to be found the determination to be progressive, and a little ahead of the times that one finds in the newspaper ranks. Occasionally you find a newspaper about five years behind its town but on the average the newspapers are ahead of the town.

For the third time the Lenoir News-Topic is going to launch a semi-weekly. The former attempt resulted in dropping back to a weekly "because of lack of enough business to pay the extra expense of running two papers a week."

Most people seem to think that a newspaper will run mainly on hot air but it takes a lot more than this because the whole force from front to back must be men experienced and skilled in the trade or profession and good salaries are the standard of such help.

You seldom find a newspaper that is not a few paces ahead of its town and the most of them have struggles with which the public or average business man is little acquainted. —Hendersonville News.

RETURNS TO WEEKLY

The Hendersonville News, which has been published bi-weekly for some time, will return to a twelve page weekly beginning next week.

CLIPPINGS

MAKING A LIVE TOWN

We notice that an Ohio town is advertising for someone to go there and start a paper. The ad says the business men of the town want a paper very badly. That may be true, but are they willing to dig down in their pockets and support it if they get it? Are they willing to see that it gets the advertising to which it is entitled, the backing and encouragement that counts for just as much as hard cash when the two are linked together? Are they willing to give the paper the very heartiest support they can muster, or do they think the paper can exist on good wishes? The man who starts a paper in that Ohio town is going to ask these questions. And if the answer isn't right he is a very foolish man if he doesn't leave the town still wanting a paper. It is one thing to want a newspaper, but another thing to want it had enough to support it as it should be supported if it is going to be a success.—Uniontown (Wash.) Journal.

NOT SO EASY

Not long ago the following advertisement appeared in a newspaper: "The man who found a pocketbook containing money in Bridge street is requested to forward it to the address of the loser, as he was recognized." The next day there appeared in the same paper the courteous response: "The recognized person who picked up a pocketbook in Bridge street requests the loser to call at his house at a convenient date."—Boston Post.

THREE THINGS TO REMEMBER

- First—The letter your wife gave you to mail.
- Second—The date of your wedding anniversary.
- Third—The printer that can do your work best.

WHO ARE THE POOR?

The teaching of all history, as George H. Stevenson says in our thought for the week, is that the farmer can never—in fact no one can ever—prosper as a mere producer of raw materials. The men who dig

oil live in huts; the men who sell and handle it live in fine houses.

The men who cut timber and run lumber-saws live in shacks and cabins; the men who manufacture lumber and sell it are well housed. The men who grow cattle make small profits; the packers, the distributors, are prosperous. The men who make pens are poor, the cleaners and distributors are wealthy. The men who make cotton and tobacco and sugar cane live humbly; those who buy and handle and manufacture these products live more prosperously.

And so the farmer is fighting today for a larger share of the wealth that he creates. He is fighting to be something more than a producer of raw materials. He is fighting to get and keep for himself the profits that come from handling and distributing—and wiser handling and distributing—of the products of his toil. He is fighting to bring about a realization of the prophecy uttered nearly three thousand years ago—

"They shall build houses and inhabit them; and they shall plant vineyards and eat the fruit of them. They shall not build and another inhabit; they shall not plant and another eat." —Clarence Poe.

The recent flight at practically 250 miles an hour by Lieut. R. L. Maughan at Mt. Clemens, Mich., opens a vista of possibilities which without doubt will become actualities within a few years. For example, such a speed would carry a traveler from New York to San Francisco or to London in about half a day. It would enable the trip from New York to Chicago to be accomplished in between three and four hours and from the Pacific coast of America to the Orient in less than a day and a night, while a journey around the world would be achieved in well under a week. Surely the age of material wonders has hardly yet been glimpsed.

The best publicity for a restaurant, according to members of the National Restaurant association, is the best possible menu card. They are as crazy as loons. The best possible publicity is that superinduced by a competent chef, writes Geo. M. Bailey in the Houston Post. We can produce some old negro women in Texas who have never seen a menu card, but who can make every garlic-smelling chef of New York look like a Russian ruble.

Diversified Ads.

FOR SALE—FORD TOURING CAR as good as new (guaranteed) to be Reasonable. Apply News Office.

WANTED—To lease for a period of at least five years a store building suitable for an up-to-date combined wholesale and retail grocery store. Must be in the center of the main business district, and price reasonable. If you don't mean business, don't apply. For further information see either N. Morris at Patterson's Department Store or Wm. A. Band at the Brevard News office. 2t.-pd.

FOR RENT—Unfurnished upstairs flat—four rooms and large hall, all rooms can be heated—on Depot street. Apply Mrs. A. N. Hinton. 4t.

WANTED SALESMAN for Transylvania to sell lubricating oil direct to automobile owners. One with car preferred. Good pay. For particulars write C. E. Rogers, Box 1064, Greensboro, N. C.

LOST—Friday night between Mull's store and Whitmire St. Child's fur scarf, brown with white stripe. Finder please return or notify Mrs. Coleman Galloway.

Diggers uncover an old gas pipe, installed underground seventy years ago, in Canandaigua, N. Y. The pipe is wooden, six inches in diameter, bored out of a tree trunk. We of 1922 do not realize the enormous progress that has been made since our grandfathers' boyhood. In 1852 pipes were made of wood and houses were put together with wooden pins instead of iron nails. That was typical of general conditions in those times. The world has made more material progress in the last century than in all previous centuries combined.

A bee raiser says it is going to be a hard winter, and the sign of that is that the bees are making windproof hives. Why not hire a few bees to fix your house up against the coal shortage?

A woman was granted a divorce because her husband went out 11 years ago for a drink and never came back. This would seem to be sufficient proof nowadays that he got it.

"Charity begins at home" sometimes is a charitable way of looking at it.


Brevard Institute
 Brevard, North Carolina

DEPARTMENTS—College Preparatory, Normal, Music, Business, Domestic Art, Household Economics, Agriculture.

ALL DEPARTMENTS are directed by teachers with special training and large experience. They know their business.

INFLUENCES of the Institute are alone worth the cost of tuition.

OPENS ON SEPTEMBER 7.



M. P. Hawkins & Son


Fresh Meats, Country Produce and Vegetables

Delivered to Your Door

KILPATRICK, SON & CO.
UNDERTAKERS
 and Funeral Directors

We carry a full line of supplies at Rosman. Our representative is A. M. Paxton.

"Early to Bed and Early to Rise"



applies to each one of us, the same as it did to grandfather.

Get yourself a good alarm clock, use it, get up early, start the day right, and you will quickly realize that you are getting ahead in the world.


Never mind "swearing off." Swear on a new alarm clock and a new getting up habit and the combination will bring you greater prosperity.

We are selling the America for \$1.00
 This is as cheap as before the war.

FRANK D. CLEMENT
 The Hallmark Jeweler

YOU CAN'T

Hide a city that is on a hill and a bank that stands as high as ours in resources. Experience and honest dealing can not be ignored. We solicit checking accounts and are at your service.



Brevard Banking Company