

THE BREVARD NEWS.

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Wm. A. BAND Editor.

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Three Months50
Two months35

ADVERTISING RATES
Display, per column inch 30c
Minimum Rate For Display Advertisements \$1.00
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:

FRIDAY, FEBRUARY 9, 1923

TRI-WEEKLY CHASE

Hendersonville News
How! That was some race!

We are talking about that race for the past eight months with Hendersonville's first tri-weekly publication. To all who do not think that the price of subscription furnishes the necessary sinews of war with which to publish a newspaper, a run-on for discontinuation of the tri-weekly until the year is up should be made. It would be just as useless to tell why a new million dollar hotel on Main Street wouldn't pay as an accommodation for the commercial water traffic.

Hendersonville is not in the tri-weekly class during the winter months. Business men do not feel justified in investing sufficiently heavy for advertising in winter to warrant a tri-weekly publication. This is no reflection of the merchants. They are the judges as to their investments and the business they gave us during this period was more than liberal, more, of it, than we ever enjoyed, but the expense of producing a tri-weekly form was a real eye-opener.

And yet we have those among us whose advertising is small in volume even for a weekly publication who are abroad for a daily newspaper.

Contrary to common belief it takes a little more than hot air to meet a week-end payroll around the average newspaper shop; be it weekly, semi-weekly, tri-weekly or daily. Skilled labor is required and it comes not for a song and dance or a few dollars and a good drink, as was the case of old. Publishing a newspaper calls for coin. The most of it must come from advertising unless the publishing is done in a philanthropic sense.

It is doubtless surprising to some of our readers to know that our last payroll alone was \$7,399.66, and July was \$1,188.41, in August was \$1,255.76. We mention these cold facts to show something of the expense attached to the publishing of a newspaper.

The News is just as anxious as anyone to see a daily published in Hendersonville. If we remain in the newspaper business in Hendersonville until it reaches the daily class, we shall be found in the daily publishing business, but we are not ready for fifteen story buildings, neither are we ready for daily newspapers unless they are endowed or subsidized for propaganda purposes. Even a tri-weekly is not warranted except for a few summer months and if a newspaper publisher of Hendersonville were to view the situation in a cold-blooded, unsympathetic manner and purely as an investment a weekly newspaper would be the most sensible thing undertaken in Hendersonville journalism. The News this week enters upon its 30th year and there have been other papers in the field fully this long but we have never heard of an editor or proprietor being founded by government agents on account of suspicions being aroused by any enormous profits that might have been accumulated.

The business men of Hendersonville are progressive. The appearance of many of their places of business is better than those in much larger cities. A tourist town has kept the average business on the run and the two newspapers of Hendersonville are no exception. They have tried to keep the pace and have, as a rule, been found in the vanguard of progress in their efforts to produce just as creditable publications as possible under the circumstances. When business conditions warrant such they will be publishing daily newspapers.

A GEORGIA VERDICT

That North Carolina leads the southern states in normal and healthy growth, and is rapidly forging ahead of many other states in the

in return to prosperity, is the opinion of C. E. Shepard, of Atlanta, district sales manager of the Gulf Refining company, here to attend a day meeting of the company's agents, ending yesterday. About 40 representatives of the Gulf Refining company were here as guests of Mrs. A. Grice, manager of the Charlotte branch. A. R. Wilby, assistant district sales manager at Atlanta headquarters, and C. E. Waters, of the same office, also were here. North Carolina's prosperity, according to Mr. Shepard, is due to the diversity of her industries.

"South Carolina, Georgia and Florida, other southern states with agricultural interests similar in many respects to North Carolina's, are not so fortunate as the Old North State. Georgia and South Carolina have been hit by the boll weevil with considerable force during the past few years and have not fully recovered, but they are on the way to recovery. They had the diversified industries that North Carolina has they would have been so hard hit."

"Everywhere I go I hear about the prosperity of North Carolina. Of course, I have been more or less familiar with it for many years but its prosperity and progress has become so marked during the past few years that it has become a matter of comment everywhere."—Charlotte Observer.

TIPS FOR THOUGHTFUL

Life is a daily opportunity to express our highest and best.

The darker it is around us, the more our light is needed.

Intelligence is not shown by witty words but by wise actions.

Do not believe all you hear, except when the voice of conscience is speaking.

Getting on is largely a matter of getting up each time you are knocked down.

Pride generally empties the life of everything of which one may rightly be proud.

Determination reduces hard work to nothing; procrastination makes hard work out of nothing.—Boston Transcript.

A Washington village is boasting of a hen that weighs only seven ounces, can't cackle and lays an egg half an inch long. This shows that a hen doesn't cackle unless it has something to cackle about, in which hens are different from villages.

A record low death rate was established in the United States last year—only 11.7 to the thousand population. And optimists believe that the man who was only seven-tenths dead may recover by next year.

A husband reached his wife's room in time to discover that she had turned on two gas jets and her attempt to die was unsuccessful. The prompt response of the husband was due to the noise made by the gas meter.

Let us not undecieve the proud father who stands behind the curtain watching his young son engaged in an intent research in the library, but the young man is looking up what will take off walnut stain.

EPIGRAMS OF AN OFFICE BOY

A mahogany desk don't make a magazine.

De office "soldier" soon gets on de brin' line.

Dere's somethin' attractive even in de homelies' cashier's face on pay day.

When de boss smiles dere's a customer in site.

It's a good ting telephones ain't got no consciences.

A bilious boss makes a dispeptic business.

Luv between de head bookkeeper and de girl stenog lafts at overtime.

When yer two bosses start scrappin' it's time to begin readin' de want ads.—Boston Transcript.

FLASHLIGHTS

One can't be a rich uncle without having fond relatives.

Poverty is no disgrace, but that's about the best that can be said of it.

Sometimes it is easier to give than to go into lengthy explanation why you won't.

Every young fellow is looking for his chance, but what every young fellow doesn't always realize is that he is himself his best chance.

MODERN PROVERBS

Rage is brief insanity.

Eternity has no gray hairs.

Gentleness is not weakness.

Promise little and do much.

Talent repeats—genius creates.

Learn the luxury of doing good.

Great ships require great waters.

Conduct hath the loudest tongue.

Inquire not what is in another's pot.

Ignorance and fear go hand in hand.

Don't pluck the apple until it is ripe.

Friendship is a plant that needs watering.

Give man the earth—he reaches for the stars.

None so arrogant as the beggar suddenly rich.

Two brave men pulling together are a four-horse team.

A great artist can paint a great picture on a small canvas.

How many fetters we willingly wear because they were forged by our forefathers.

The lover sees in the glance of his beloved the same beauty that in the sunset paints the western skies.

APROPOS OF NOTHING

Part of being a nuisance is to be unconscious of it.

Nobody will be fair in an argument; that's why it doesn't pay.

Conversation is mostly preferred as a game instead of a revelation.

Charm of ten-cent jewelry is that when it breaks you don't care.

If you have a new idea all the failures want to help you put it in operation.

Too much dieting consists in eating a "balanced ration" and going hungry for four hours.

Love one another, even when the impulse doesn't come like Niagara pouring over a cliff.

It is a subdued complacency that a man feels when he reflects that his automobile is saving him shoe leather.

Conceded young people get over come apparent, but usually their elders are not there with that kindly smile.

In dividing the work on the lawn, those who sit on the porch and aim the hose, think they are as important as those who push the lawn mower.

WHERE HAPPINESS IS FOUND

In friendships.

In good thoughts.

In helping others.

In friendly letters.

In pleasant words.

In little kindnesses.

In social intercourse.

In work that we love.

In mutual confidence.

In healthful recreation.

In cultivating the mind.

In doing duty cheerfully.

In making others happy.

In facing life with a smile.

In achieving worthy ambitions.

In doing one's best regardless of reward.

Diversified Ads.

AUTOMOBILE in good condition. Will sell or exchange. C. T. S. Tom Wood, Jr. 2-9-tfc.

FOR SALE—I have one or two first class second hand cars for sale at a bargain. See J. W. Burnett. 4tc.

DOGWOOD WANTED — Paying highest prices. Sixteen dollars and up. Cash as delivered at mill or on railroad siding. Car load lots. — Brevard Manufacturing Co., V. Fontaine, Manager. tfc.

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

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.

SAFETY! SERVICE! SATISFACTION

SAFETY—or the freedom from loss, is the primary essential for the successful accomplishment of any undertaking.

SERVICE—or the faithful and honorable performance of duty, is the medium which promotes all achievements.

SATISFACTION comes only as a result of having first secured Safety and Service. This makes a great Trio.

SAFETY, SERVICE and SATISFACTION are furnished at this bank in connection with all the requirements and facilities of good banking.

We cordially solicit the patronage of the public.

Our bank is the home of SAFETY, SERVICE and SATISFACTION.

Brevard Banking Company
"SAFETY AND SERVICE"
Brevard, North Carolina

Southern Railway System

Special Round Trip Rates To **NEW ORLEANS, LA., MOBILE, ALA. and PENSACOLA, FLA.** ACCOUNT **Mardi Gras Celebration** February 6 to 13 1922

Account of the above occasions, tickets will be sold to New Orleans and return. Selling dates February 6th to 13th, inclusive, final limit February 20th. Tickets may be extended to March 7th upon application to Special Agent, 708 Common Street, New Orleans, and payment of \$1.00. Round-trip fare from Brevard to New Orleans \$40.41, this being one and one-half the regular one-way fare. Proportionately lower rates from other stations. Stop-overs permitted on going and return journeys. Special round-trip tickets also on sale to Mobile, Ala., and Pensacola, Fla., account Mardi Gras Celebrations. For further information consult ticket agents, or address the undersigned. J. H. WOOD, Division Passenger Agent, 42 Haywood Street, Asheville, N. C.

KILPATRICK, SON & CO. UNDERTAKERS and Funeral Directors

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

EVERSHARP PENCILS IN WORKING TOGS

For 50 cents you can buy an Eversharp Pencil with the same necessary features that go to make an expensive pencil. The small price is caused only by the enameled outside instead of gold or silver. In colors of Red, Blue and Black it is a very attractive, economical pencil for everyday use. Just the thing for the school children.

FRANK D. CLEMENT
The Hallmark Jeweler

The Flour That Satisfies

DIXIE DREAM AND LARABEE (Soft Wheat)
LARABEE'S BEST (Hard Wheat)

Larabee Flour Mills Corp.
Kansas City, Mo.

LENTZ BROS., Distributors
Hendersonville, N. C.

Warra rty Deeds and Deeds in Trust at News Office.