

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

Mrs. A. B. BAND, Editor. SUBSCRIPTION RATES: (Subscriptions payable in advance) One year \$1.50, Six months \$1.00, Three Months .50, Two months .35.

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, JUNE 29, 1923

ALL HONORS TO THE CONTRARY NOTWITHSTANDING

Wm. A. Band has constructed a new house to house, including power, water, and plumbing, on the Prichard building on Main street, now occupied by the Brevard News Printing Office. This house is for a north of 14th avenue, bounded May 1, 1923.

Any owners that the above party stands to vacate these premises or have Brevard at the present time is pending.

The paper said about us was to be expected. In fact we feel that that is what the paper is for, and anyhow we deserve anything said, etc., but we can at least reciprocate by supporting in a financial way the paper with the little printing and advertising we have to hand out.

The too many of us feel that we are donating when we support the paper, when in reality we are receiving substantial results in every way we turn caused by the invisible and of the boosting, encouraging, prompting spirit of the local paper.

FOURTH OF JULY IN BREVARD

There will be no celebration in Brevard July 4. It will be held later on at the unveiling of the Memorial Monument. However, the Franklin Park lake and moving pictures, etc., will afford plenty of attractions.

The games will all be closed, with the exception of the chess games, which will be held Sunday hours.

CASH-IN-ADVANCE TALK

Not only every subscriber should pay for this paper in advance, but every advertiser should do so. We do not expect a deal of our subscribers, those reading within the bounds of reason will not do so. But when they do, we shall overlook their faults, and this paper which we have so many others.

We do not want to see any of our subscribers who are in arrears, but we are sure that between the cost of the paper and the advertiser's money, time and effort is a heavy burden on the advertiser.

It is a money, time and effort in securing subscribers and keeping them as a steady flow. That cost must be passed on to the advertiser. The advertiser is the one who is the beneficiary of the paper, if there are any.

Certain credit arrangements are occasionally necessary in any business. We have been pleased to extend a reasonable credit on subscriptions to subscribers who needed credit. This we cannot do to that all who want credit really need it. Credit should only be extended for an indefinite period.

Our subscription list is a permanent asset of this paper. Many subscribers have been billed for years and years. They are like old friends to a publisher. If we had to go out and renew every subscriber, our advertising cost would be prohibitive.

We are glad to furnish a high class circulation at lowest cost. Your cooperation in the form of subscription payments is warmly requested.

But, for our honor, we have a good credit record. It is a permanent asset of this paper. Many subscribers have been billed for years and years. They are like old friends to a publisher.

STEADY PAYROLLS MEAN PROSPERITY

We have all read in the paper how P. D. White, president of the American Association of Manufacturers, has said that the only way to get out of the depression is to have steady payrolls. This is the only way to get out of the depression, because if you have steady payrolls, you have steady business.

Mr. White says the trouble is in our manufacturing when we cut our payrolls, we cut the nation's prosperity. It is so important that every employer should fight to keep his payrolls steady.

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JEROME & PUSHELL'S NEW AWNING

The Franklin Park building, occupied by Jerome & Pusehell's Department Store, and the Pishan Bank, has just received a new set of awnings. This is an attractive addition to this already beautiful department store.

"In the Land of Waterfalls"

ROAD COMMISSIONERS HAVE NEW SIGNS

The County Road Commissioners, composed of Messrs. T. H. Shipman, C. E. Orr and Flem Glazener, have had painted and erected at the county road line between Henderson and Transylvania counties a large wooden sign. The sign has on one side: "You are now entering Transylvania county—Welcome to the Land of Waterfalls." On the other side: "You are now leaving Transylvania county. 'Come again.'"

RALPH FISHER ON PLAY

(Continued from first page) Watch him "cut it in the neck" later. Gene Harris is "hot" at home and away from home.

The show will be excellent. Miss Dorothy Silverman, Miss Martha Lee, Miss Beatrice Carr, Miss Mary McLean, Miss "Betty" Carr and other charming accomplished young ladies will cooperate it and their husbands will please you. See "The Young Man in the Old fashioned suit" at the Grand Old Hotel.

Those who will not be thrilled with "The Young Man in the Old fashioned suit" will find entertainment in the acting of young Philip Pines, whose natural comical attitude makes the thing go.

Miss Frankie Mann, whose ambitions are above this line, will please the audience with her "muzz" part. She has held her own with the women doing the dancing. The children leave off the music as quick as sheep from a dog.

High class of musical and other equipment will be furnished by the Wayne B. Stowell Co. of Asheville. If you are not pleased at the show please don't let us invite you again. Come, show these participating that you appreciate their devotion. Go to show the Ladies that we are backing the cause of the Transylvania "dancing" who stepped out a great slice of his life for you and spend it at another place than he had previously planned, and in a much different manner.

James & Pichell, Patterson, Hunter, Guide Co. Standard Chevrolet Co., Harris Machine Co., City Machine & Lumber Motor Co., Brevard Banking Co., Davis-Walker Drug Co. are identified with this show. The cost of your newly priced automobiles will pay for our "muzz" show. Watch the Brevard News and you will see the progress of this show and you will see the progress of this show and you will see the progress of this show.

"In the Land of Waterfalls"

Diversified Ads.

FOR SALE—A modern Ford truck, no second year, can be seen at Mrs. Mary Motor company, Asheville.

WANTED—old men in New Orleans.

WHY TAKE CHANCE? Get your milk from dealers who have had their cows tuberculosis tested. Cows have not been tested and everyone in your herd is in A-1 condition. We would be pleased to place you on our route. Our aim is to give good service and please our customers. Phone 173. C. K. Osburn. 17c.

FOR SALE—Bundles of old newspapers, 10c per large bundle—News Office.

DCGWOOD 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. 17c.

FOR SALE—Chattel Mortgages, Claim and Delivery, Warranty Deeds, Deeds in Trust, Leases, Surrenders and Warrant of Attachment, State Warrants, Notes, etc.—News Office.

SEWING and fancy work by Mrs. James Warren, Residence near Roy Duckworth's, corner of Caldwell and Oakdale streets. 7-20-17pd.

LOST—Euncheon pen, DuPont Parker on Main Street. Finder return to News Office—Reward. 17c.

FOR SALE—One nice room house in the town of Brevard, with bath, hot and cold water, two out bedrooms, with hard wood floors. Well developed and partitioned as boarding house. Apply to T. H. Erampton, Brevard, N. C.

SUBSCRIBE FOR THE BREVARD NEWS.

SERVICE

It is a pleasure for the officers and employees of our bank to be of real service to our customers. If we can give you any information regarding your financial affairs do not hesitate to call on us at any time.

With Resources of more than \$300,000.00 we are in a position to take care of the large accounts as well as the small accounts, and we at all times have in mind that it is the small accounts that eventually makes the Great Oaks, and the small accounts have the same attention from us as the large ones.

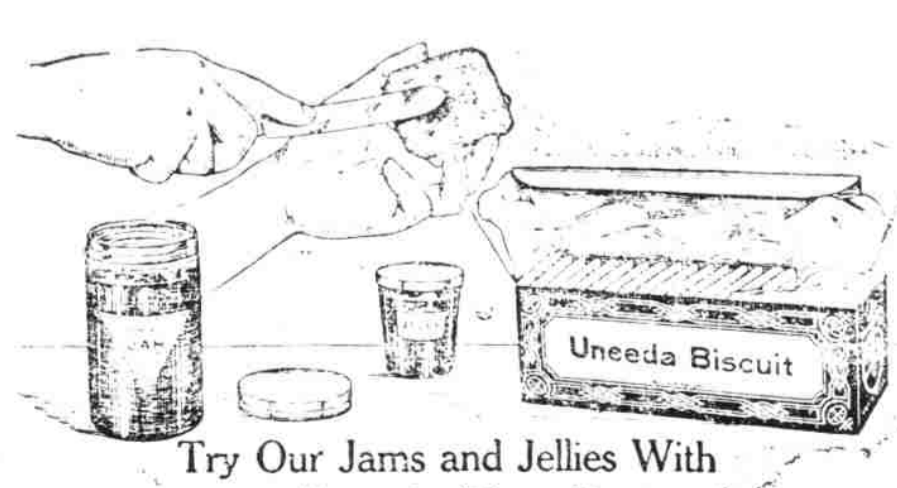
Four Per Cent Paid On Time Deposit

Brevard Banking Company

GIVE US A TRIAL

Our Prices Are Right Our Delivery Service Is Best Just A Few Of Our Prices

- Spiced Wheat 15c, Rabbit's Foot 25c, Best Transylvanian 10c, Corn 10c, 10 lb. Bags 30c, Pork and Beans, 2 1/2 lb. Cans 25c, Corn Meal 25c, Corn Meal 15c, Horning Bee 25c, 1 lb. Basket Peanut Butter 30c, 11 oz. Apple Jelly 10c, Strawberry 10c.



Try Our Jams and Jellies With Uneeda Biscuit

Transylvania Produce Store

Where a Dollar Does Its Duty

Phone 86 Brevard, N. C. Broad Street

In publishing of a weekly newspaper it takes cold cash weekly for labor and overhead expense. It has and will always be the purpose of the publisher to boost and give every dollar value to every enterprise and to all organizations and it takes this cash in many ways and it takes this cash in many ways and it takes this cash in many ways...