

Franklin, Popular Resort Hotel



RESIDENCE OF T. H. SHIPMAN

INDUSTRIES GREATER THAN POLITICS

THE prosperous commonwealth cannot exist without payrolls and industries based on production from the soil, the waters and the mines.

The Stines theory of government is that a state can get along without parliaments, kings, or presidents, most of its ministers and 90 per cent of its minor officers.

His government would be an industrial stewardship. The framework of the social order consists of the great industries, the trading classes deriving their privileges from the masters of industry.

The world will learn some day that the political priesthood that forces the people with constantly higher taxes is of minor importance than industries.

Taxing industries and production from the soil is economic folly. Taxes should be laid on amusements, pleasures, extravagance and luxuries—not on necessities of existence.

The prosperous country of the future will cease to penalize industries and production and return to the Jefferson maxim that the people least governed are governed the best, and the highest statesmanship will consist of reducing governmental burdens to a minimum.

The Brevard section has for years been the scene of thriving manufacturing plants, among them large tanneries, tannic acid plants, cotton mills, lumber manufacturing industries, and other factories depending upon the vast hardwood forests of this section. The town, therefore, enjoys a large year-round pay roll that is a decided advantage to business enterprises in the community. Inquiries for data concerning particular manufacturing projects are invited.

We Are First

NORTH CAROLINA leads the Union in births and baby carriages. Otherwise, we could not increase in population faster than the average for the United States, and at the same time suffer a net loss to all the states except five. The birth rate of this state has held attention for many years. In 1921 it was 39 percent higher than the average for the United States.

North Carolina ranks first in the United States in the percent of her white population 93.4 percent were born within the state's border, and 93.3 percent were born in the South.

North Carolina ranks first in the percent of her people born in the United States. Only 7,279 people in 1920 were of foreign birth or four-tenths of one percent of her total population. Of her entire population 99.9 percent were born in the United States.

The Tide Has Turned

The 1930 census will prove to us the effect of good roads, schools and the like on retaining our present, and attracting new, population. Formerly our roads were poor. Our industry and agriculture were far less developed than today. For these and many other reasons, hundreds of thousands of people have left the state through choice or necessity. But these days are gone forever, we hope. Today North Carolina offers industrial advantages and opportunities that cannot be matched by the United States. The state is prosperous, and prospering, as is shown by a recent announcement of bank dividends for 1932, by the Federal income tax returns for the same year by the purchase of 64,800 new automobiles during the last twelve months.

The state is full of opportunities for almost every calling. Unsurpassed opportunities of every sort together with our net work of splendid highways, and the educational facilities the state has set her hands to build and maintain will not only retain our native born people from now on, but will attract thousands of good people and millions of investment capital from other states. The tide has changed. The sensitive mind notes it. We will no longer be a population of exporting, but instead a population importing and wealth attracting state.—S. H. H., Jr.

INFANT DEATHS FEWER

NORTH CAROLINA is a safer state to be born in than she was a few years ago. The chance of living through the first year following birth in 1921 was 25 percent better than in 1917. The first year of life is a hazardous one. In 1917 out of every 1,000 children born 100 died during the first twelve months. In 1921 the mortality rate was eighty-four, while in 1921 it had been reduced to seventy-five. Both rates have shown marked decreases in infant mortality.

The mortality rate for white babies under one year of age has decreased from eighty-five per one thousand births in 1917 to sixty-six in 1921.

The mortality rate for negro infants under one year of age has decreased from one hundred thirty-three to ninety-five per one thousand births. Our infant death rate is now considerably lower than the average for the United States, for both races.

We think that this large reduction in infant mortality rates for both races is due to the splendid work of our state and county health officers. North Carolina has a state health department unsurpassed in the United States. It is teaching our people the principles of sanitation and how to prevent sickness and suffering. Other states and many foreign countries have sent delegations here to study our health department. A delegation of eminent doctors representing several countries belonging to the League of Nations is now in North Carolina making an intensive study of her state and county health work. All praise to our health officers and their health service.

In The Land of Waterfalls

THE MOUNTAINS surrounding Brevard are to thousands a never-fading source of inspiration, pleasure, and health-giving recreation. They make the "Land of Waterfalls" a natural playground, adapted to the needs of the human family seeking outdoor life at any period of the entire year. In the field of games and sports as well, Brevard and the community adjacent offers a wide variety in which the expert and novice alike will find something to meet particular needs.

Camp life in all the "Land of the Sky" knows no section superior to Transylvania County and the Brevard section. Canoeing, boating, swimming, specialized water sports, horseback riding, baseball, hiking, or speeding along in motors over modern highways of easy grade—all are found in abundance.

PISGAH NATIONAL FOREST

When Uncle Sam was delegated by his folks to select a playground in the heart of "Opportunity's Empire, the Land of the Sky," he came to the Brevard country to make a wise choice. As a result, Brevard may be termed the gateway town to one of the Eastern America's fairest natural playgrounds, the Pisgah National Forest and Game Preserve, embracing more than 80,000 acres. Here fishing and camping permits are granted under government supervision at national rates.

The Bennett Gap motor road, reached from Brevard, leads by easy stages to a commanding altitude, joining the famous Pisgah Motor road that leads past the Vanderbilt Lodge and Mt. Pisgah and the Rat, the former being 5,749 feet high. The views from this road are superb and of ever-charming aspect. Elk and buffalo herds, maintained upon the preserve, add interest to the trip.

HEALTH AND SANITATION

Nature made the Brevard section an ally to all medical science. The ozone-laden air, coming in bracing quantities from the clean, high peaks surrounding the town, adds zest to all activities. Yet all reliance has not been placed in Nature alone. The water and sewer system are the best that can be secured. A roomy hospital of handsome construction near the heart of the town, retains the attractiveness of a home and the perfect sanitary appointments of the modern hospital. The surgeon in charge was for years a staff member of the Baltimore College of Physicians and Surgeons, and he is assisted by experts.

OPPORTUNITY awaits you in Transylvania County. Here you will find a variety of interests from which to choose. And yet with all that might be said about this immediate section as a place worthy of due consideration by home-seekers, nothing perhaps should have more weight than the fact that here is a spot unexcelled as a place for growing splendid livestock.

"Engadine Farms," owned by Mr. Randal W. Everett, formerly of Cleveland, Ohio, lies five miles down the French Broad River from Brevard, and consists of several hundred acres. Fireproof barns house the thoroughbred herd of cattle. A number of these choice animals have been exhibited by the owner at various livestock shows in the Southern States, where prizes were captured in open competition with the best other breeders could offer.

Upon Transylvanian farm lands the home-seeker can raise the very best of nearly every kind of vegetable for table use, and the abundance of moisture always keeps them tender and toothsome. Markets for truck gardening are rapidly opening as the new world-famous North Carolina highway building program is pushed to completion.

Vineyards in this section, now well established, prove profitable and a great addition to other fruits grown in Transylvania. The apple industry, while yet in its infancy throughout all of Western North Carolina, has here shown its tremendous possibilities. Other types of fruit also thrive in this locality.

AMONG the chief natural advantages of Transylvania County in the immediate vicinity of Brevard, should be mentioned its facilities for the location of Summer Camp Schools for boys and girls. More than any other spot in all of "Opportunity's Empire, the Land of the Sky," has the Brevard section been favored in the selection of these camps, which are of the highest grade and conducted in a most efficient and satisfactory manner. Each year sees some of the established Camps growing in size and popularity, while not infrequently new institutions spring up to join the ranks of those who have been most successful in this commendable enterprise.

Not only does Brevard possess Camps which give the boys and girls the opportunity of enjoying the pleasures and benefits of an outdoor life with boating, bathing, canoeing and other water sports, in addition to the "hikes" to the nearby mountain peaks and also the educational facilities of the Camps, but it offers to the parents the happy combination of spending the summer near their boys and girls; for while the children are in the Camps, the parents are enjoying the pleasures of the hotel or boarding house at which they may be staying, and at the same time are relieved of the responsibility of looking after their livel offspring.

BORN IN NORTH CAROLINA

North Carolina has always been a population exporting state. You can find a Tar Heel in almost any part of the United States. A native of the state traveling through other states is usually surprised at the number of people he runs across who were born in North Carolina, but who are now living out of the state. One gets the idea that we must have lost a considerable number of natives to other states. And so we have. The people born in North Carolina but now living in other states number 445,684, and they range all the way from seventy-five in Vermont to 113,151 in Virginia. As far away as California you will find 5,742 Native Tar Heels. In Washington there are 5,729, in Arkansas 11,128, in Texas 14,908, in New York 17,803, in Pennsylvania 20,377, in Missouri 5,476, in West Virginia 12,886, in Florida 17,358, in Tennessee 27,744, in South Carolina 56,640, and in Virginia 113,151, or so in 1920.

HIGHWAY WORK IN TRANSYLVANIA COUNTY

THE State Highway System in this county provides for a State Highway to cut through the county connecting the counties of Henderson and Jackson. Project 89 (Federal Aid) consists of ten miles of waterbound macadam beginning at the Henderson-Transylvania County line and extending to the corporate limits of Brevard, the county seat. This road completed during the past year, winds its way through the French Broad valley opening up the market for the agricultural products which provide the chief source of industry. It also provides an easy mode of travel for the vast tourist travel going to Brevard or points beyond, and has done much even during the past summer to boost business in Brevard.

Project 990, beginning at the outskirts of Brevard, extending to Hosman. This project is at present under construction, the grading being about complete. This contract provides for the surfacing of this ten miles of Route 28 with waterbound macadam, and when completed will connect the two most important towns in this county. The construction of the macadam will commence within the next week or ten days and from the equipment on the job it should be rushed to an early completion. In the location of this road especial attention was paid to the elimination of grade crossings, and so on the old road which had eight grade crossings in ten miles by the use of one overhead bridge and better location, these grade have been all eliminated.

Project 992 begins at the end of Project 991 with a well graded road at present under construction by the county forces. The survey for this project is about complete and this location is also unique in the fact that it avoids excessive grades and eliminates two bridges and two grade crossings. This two miles parallels the French Broad River on its right and will entail some rather heavy work, as in spots the ground rises perpendicular from the river for a height of fifty feet. Beginning at the end of Project 992 and extending to the beginning of Project 991 is Project No. 1, Transylvania County. This road approximately nine miles long is being constructed by the Transylvania County Highway Commission. The location of this road almost entirely is over virgin land, and should be when completed one of the most picturesque roads in the State. This road is being built by the county 28 feet wide and with every curve widened it provides quite a change from the old road which was twelve feet wide. In different spots this road in rising through the mountains winds so that views can be had from different parts of the road, one above the other; from one spot—or to be more specific, if a rock was thrown down from the top it would touch the road three different times before reaching the bottom. This road also by relocation changes the grade of the old road which was on an average of eight per cent to one with an average of four percent with a maximum of six per cent.

This road is at present about seventy-five per cent complete and should be complete at the latest by the next summer.

Project 991, beginning at Lake Toxaway and extending to Sapphire, provides for seven miles of grading, with bridges and culverts. This project will provide an outlet when completed, both for the heavy lumber operations above and also for an entrance to Lake Fairfield, a summer lake one mile above the end of this project. Fairfield Inn, the place where the Governor chose to spend a portion of his vacation, will be greatly benefited by the completion of this project as the present road to this place is one of the most tortuous winding roads in the State. The location and construction of this road is unique in the fact that it was necessary to cross Lake Toxaway at some point which would be most economical and at the same time best serve the public. The crossing made about two hundred feet below the dam site, and about a hundred feet above Toxaway Falls will give a view unequalled. This road entirely leaves the present traveled road and skirts Toxaway Mountain at the same time cutting three miles from the present road and avoiding two crossings of the Horsepasture River. This project when completed will provide for an easy graded wide good aligned road from one end of the country to the other and will provide a means for opening up the extensive timber resources along this route.

Transylvania Leads In Good Roads

