

## Pisgah Bank Encourages Thrift—Offer Prizes.

The Pisgah Bank of Brevard, in accordance with the provisions of the act of the Legislature of 1921, for the purpose of encouraging thrift among the people of the county, has opened a Thrift Savings Bank, and is offering prizes for the best stories written on thrift and how to save by depositing a percent of their earnings in the bank. The prizes are to be bank accounts opened in the name of the winners as follows:

- First prize \$15.00
- Second prize \$10.00
- Third prize \$5.00

This contest will be limited to the sixth and seventh grades of the public schools. Each pupil writing a story, will send in, along with his story, an advertisement for Pisgah Bank in which will be embodied the method of advertising, which the pupil believes will be the best method of advertising to induce people to save along the lines indicated in their story.

The contest is open now and will continue until April 12th, 1924 at 12 o'clock M. and all the papers must be filed with the County Superintendent of Education on or before that date, after which time the school children of the county and the judges will examine and grade the stories, and the names of the winners will be announced and the prizes awarded at County Convention.

The County Superintendent, Mr. T. C. Henderson, will have supervision of the contest, will prescribe the rules under which the contest will be conducted and select the judges to examine and grade the stories.

All school children of the County in the sixth and seventh grades will be eligible to enter this contest and it is hoped that all will enter.

Another contest  
A contest open to the pupils of the High School, as above outlined, with prizes of \$15.00, \$10.00 and \$5.00, will be given.

Not more than one prize will be awarded to pupils of any one school except a pupil in the High School and a pupil in the sixth or seventh grades may win a prize in the same school, as the contests are separate.

## OUR RALEIGH COMMUNICATION

Raleigh, N. C., Feb. 11—The latest development in politics is the announcement of Latham, member of the state board of agriculture from the First Congressional District, that he will offer himself as a candidate for Commissioner of Agriculture in the June primary. He was considered a "tentative candidate" for the position prior to the death of Major Graham, but had made no announcement. A number of friends urged him as successor to the Major. Governor Morrison did not wait for endorsements. He "knew where he was going" and did not wait to be impurged by the friends of various aspirants. Instead, the Governor chose to recognize W. A. Graham Jr., son of the late Commissioner, who was induced into the office a few days following the death of his distinguished father. For a time there appeared to be a general feeling that he would not be opposed for the nomination this year. But Mr. Latham is not to be deterred from his intention of seeking the honor because of the unexpected turn affairs have taken. Commissioner Graham will, of course, stand for nomination to succeed himself.

Starting yesterday afternoon at 8:30 Rev. M. F. Ham, noted evangelist, and W. J. Ramsey, celebrated chorister, began a revival in Raleigh to continue for six weeks. A wooden tabernacle of immense proportions has been constructed especially for the purpose. The structure was started and completed largely by volunteer labor from various denominations of the city and is a distinct tribute to the cooperative spirit which has long predominated the capital city of the State. Evangelist Ham is said to be "a second Billy Sunday" and it is predicted that he "will shake the old town from center to circumference."

Special memorial service for former President Woodrow Wilson was held in the city auditorium yesterday afternoon which was packed with sorrowing admirers from Raleigh and vicinity. The principal address was made by Associate Justice W. P. Stacey of the Supreme court on "Woodrow Wilson." Other speakers were R. N. Sims, Raleigh attorney, who chose for his subject "Wilson, Man of Letters," and General Albert L. Cox on "Wilson Commander-in-Chief." The invocation was by Rev. W. A. Stanberry pastor of the Edenton Street Methodist church. Prayer was offered by Dr. W. McC. White, of the First Presbyterian church, the benediction being pronounced by Rev. H. C. Lane of the Church of the Good Shepherd. The favorite hymns of the former President were rendered at the service. "How Firm a Foundation, Ye Saints of the Lord," and "Onward Christian Soldiers," were sung in the order named. The service was impressive throughout and entirely befitting the life of the great citizen, statesman and scholar in whose memory the auspicious event had been planned.

The banking department of the State Corporation Commission reports that the state banks have gained thirty million in their resources the past year, having at present deposits subject to check an amount aggregating \$129,330,761. Capital stock in state banks increased \$1,025,755; loans and discounts, \$16,983,478, reaching a total of \$197,371,337. The biggest year for state banking institutions experienced in a decade, according to the report. The National banks have not been so fortunate. A loss of four million reported, said to be the result of the closing of two of the system's largest institutions during the year.

Rev. R. D. Carson, D. D., of Bristol, Va., will preach at David on River Presbyterian church next Sunday morning at 11 o'clock. Dr. Carson made many friends when here last year, and they will be delighted to see and hear him again. Miss F. E. ... has recently moved here and is a new acquisition to the Clayton building ... enjoying the patronage of her many customers.

## TO THE WOMEN OF TRANSYLVANIA

When the death of Woodrow Wilson was made known, into many a mind there must have come the thought, "He has found the Peace that passeth understanding." For his labors for peace were known the world over; and so long as histories are written, and the lives of great men recorded and studied, so long will the name of Wilson be associated with the word peace.

Never, since the Prince of Peace began His gentle reign, has mortal man so earnestly sought to win the minds of his fellow beings to the cause of peace with the exception, perhaps, of Tolstoi, the Russian Dreamer.

But while Tolstoi's message was heard by the educated and the thoughtful, here and there, the words of Wilson have been sounded in the ears, yes, and pondered in the hearts, alike of the mighty and of the lowly—of the learned and of the ignorant. Not only to the statesman at his desk, but to the toiler in the fields, and the peddler on the streets have come the plea to cease thinking the thoughts of war, and to think and to do the things that bring peace. Even the little children in unhappy Europe gathered in their thousands to honor, not the President of the United States, but the man whose whole desire was that "Peace on earth, good will toward men" might prevail, not only then, but to the end of time.

It would seem to the writer, that the life message of Woodrow Wilson would appeal to the women, the mothers of the world, as no other message, save that of the man of Galilee has ever done.

What have the world's leaders hitherto offered us for our sons? "Give them to us," the great soldiers have demanded, "that we may make cannon fodder of them." "Give them to us," said the statesmen and diplomats, "and we will teach them to advance the interest of their own nation." A worth aim truly, but how often unworthy carried out.

"Let us have your sons," the captains of industry have said: "We will teach them to build up fortunes—for themselves, or for others." Yes, wealth is desirable, but is there nothing nobler.

But Woodrow Wilson said (in substance) "I would have your sons realize that they and the sons of every other mother are brothers. I would make it no longer profitable or possible to deliberately create and stimulate hatred without which war cannot be waged—for hatred is of the devil. Since the final appeal to reason, (for brute force can not be brought into action without the consent of the mind that liberates it) I would appeal to reason before your sons are butchered, your daughters widowed, and your babies starved, rather than afterwards. Never again must your sons be sent forth to murder or be murdered by the sons of other mothers as innocent as themselves. I would have the quarrels of government settled at the council table, and not by the blood of your sons and the agony of your souls."

Women of Transylvania, has the message of our dead leader touched your hearts? Will you do what I wish you to bring peace to the world? Then study, or at least read the synopsis of the peace plan the recently won the Bok prize. It was printed a few weeks ago in the Brevard News. If you approve of the plan in substance, use the ballot appearing in this issue of the paper and record your approval, send it filed in ballots to the Editor of Transylvania who will gladly forward the same to the committee of the American Peace Award.

Woodrow Wilson gave his all, but he might follow his vision if we will give a few minutes of our time and a 2c stamp. In closing, may I say that at the social service last week I was ... (Continued on another page)

## State Offers Attractive Field For Shoe Industry Attention Chamber Commerce

In the development of new industries in North Carolina the possibilities offered by the manufacture of shoes demand the closest attention. The shoe industry be developed so-ordinately with textiles in an area largely agricultural? North Carolina, for example, puts less money into making shoes to-day than she did in 1890; and it has never been an important industry in this state. A factory at Elkin reports a daily capacity of from 750 to 1,000 pairs of medium and lower grade shoes, and a smaller concern at Jamestown can produce 100 pairs daily. This completes the story for the Carolinas. There is nothing to compare the production developed by three concerns in Lynchburg, Virginia; and nothing comparable with several shoe-manufacturing centers in the Middle West, which were developed long after the industry was localized in New England.

The question can be answered only through analysis of the factors responsible for the development of shoe-manufacturing elsewhere. Does the Southeast offer the industry such facilities as were found in Massachusetts, Missouri, Illinois, Minnesota, and Virginia?

Proximity to Raw Materials. Tanning in this section has become an important industry. Starting on a small scale in the 90's, it now boasts four million-dollar concerns and an annual output valued at more than \$10,000,000. The product is sold largely in the leather centers: Philadelphia, New York, and Boston. As one operator puts it: "If shipment could be made direct from the tannery to local shoe factories both tanner and shoe manufacturer would profit thereby." That is, the raw materials are here waiting for local demand.

Capital is Available. Shoe-manufacturing today is highly specialized both as to types of product and machine process. Newly organized companies frequently start with manufacturing only a few parts or shoe findings and market the output to larger concerns or to assembly plants. In this way they can gradually expand operations until they are in position to set up the numerous special machines required to make an entire shoe. The tendency is for one factory to make only one type of shoe and for large concerns to combine several specialized factories in order to offer a full line.

This does not mean, however, that shoe-manufacturing is typically or necessarily a large-scale business. Positive encouragement is offered to the small scale concern by the shoe machinery leasing system which characterizes the industry. The greater part of the machinery employed is obtained from the United Shoe Machinery Company under

leases rather than by purchase; so that the machine cost consists almost entirely of royalties based on the pairs of shoes produced. It is said that these royalties have been maintained on a uniform basis which makes it possible to produce either a few hundred or many thousand pairs of shoes at about the same machine cost per pair.

In some centers chambers of commerce have erected loft factories where space may be rented in any desired amount. Since rent includes power, heat, and light, "the only requirements for entrance upon shoe-manufacturing are either experience in directing the work inside a factory or skill in selling." As a general result "the greatest number of factories are operated upon meagre financial resources."

High grade shoes undoubtedly require skilled operatives. And a supply of skilled labor in residence is probably an advantage to the established industry. Yet there is considerable evidence of "a distinct movement away from organized shoe-making centers into towns where the manufacture is unknown. The town selected for the new location has generally been one that has already established a labor force by means of textile mills." The relation of this movement to organized labor need not concern us here; the important facts are that the industry can be established as it was in Lynchburg, by bringing in trained superintendents and foremen with a few skilled operatives; and that textile centers are suited to such development.

Transportation is Advantage. While transportation cost is ordinarily a small percentage of the retail cost of shoes, it is often sufficiently important to determine the location of a factory. It was important enough to enable St. Louis to change from a jobbing to a manufacturing center in the industry, and for this reason manufacturers in the east have set up branch factories in Mississippi Valley.

As regards the Southeast, it is apparent that a freight rate amounting \$1.50 or more per case of 24 shoes shipped from eastern Massachusetts offers a distinct advantage to the local producer. Since the present tendency is to sell direct to retailers rather than through jobbers, there would be no displacement of jobbing enterprises. Where shipments are made by express, as is sometimes done, the advantage is more pronounced.

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Nearness to Market. The shoe industry developed in St. Louis as a distributing center for the South and Southwest. Why not develop the industry in North Carolina to serve the Southeast? There is no question as to the existing "home market"; the problem lies in meeting the competition of brands already established. This indicates that the industry might be started in lower-grade products, where price competition counts heavily and where national advertising has less force.

Proceeding on the basis of price-competition there is no important reason why the market for higher-grade types could not be captured. Then there is the national market, which is open to anyone who can produce good shoes for less money. In fact, there are sound economic arguments against developing the shoe industry unless a broad market can be reached. This has been done in Virginia and in Minnesota; why not in North Carolina?—Edmund Brown.

Mrs. Saltz of North Brevard, arrived home on Friday evening with her son, Edwin, who has been very ill. He is now at a boarding school in Ky., for several weeks. Edwin's friends are glad to learn he is improving rapidly.

Have you ever tried our pure, natural, alcoholic Vanilla Extract? Division Walker Drug Co.

## BREVARD GUN CLUB HELD SHOOT

The Brevard Gun Club held shoot February 12 and the following is the score made:

|                                  |    |
|----------------------------------|----|
| T. T. Loftis, out of possible 25 | 7  |
| T. S. Wood                       | 22 |
| F. L. Derby                      | 17 |
| Jerry Jerome                     | 22 |
| D. M. Henry                      | 16 |
| L. D. Martin                     | 17 |
| George Simpson                   | 14 |
| A. E. Smith                      | 12 |
| J. A. Smith                      | 10 |
| Boade Loftis                     | 11 |
| F. P. McCoy                      | 7  |
| Edw. Osborn                      | 20 |
| Posner                           | 17 |
| E. S. English                    | 13 |
| Pete Brown                       | 14 |
| J. W. Smith                      | 21 |

Wood won over Jerome on shooting off eye.

## A DESERVED PROMOTION

At the annual meeting of the stockholders of the Brevard Banking Company, held in Brevard recently, Miss Annie L. Shipman, was elected Assistant Cashier of this strong and prosperous bank.

"Miss Annie," as she is known to her many friends, has been teller of the bank for several years past, and by her ability and faithfulness, has won this splendid promotion.

Not only is Miss Shipman to be congratulated, but the Brevard Banking Company is also to be congratulated in being able to secure the services of such an able and popular official.

Miss Shipman is one of the few women in the State who has, by reason of her ability and application, been given the responsible position of one of Assistant Cashiers of a large financial institution, and the people of Transylvania County, and especially the women, should feel grateful at this recognition and promotion of Miss Shipman.

## PRESBYTERIAN NOTES

There was no Bible study on last Wednesday, because of absence of the pastor. Mr. Hay is in Morris-town, Tenn., conducting a meeting in his brother's church there. There will be no church service on next Sunday morning, but we hope to have a good attendance at Sunday School.

The ladies of the Brevard Choral Society met in the Hut on last Monday afternoon, to discuss plans concerning the ladies' chorus.

The Choral Society will meet in the Hut on Thursday evening at the usual time.

Mr. and Mrs. H. Patterson left on Sunday for New York and Baltimore to purchase the latest styles in wearing apparel for their Brevard and Hendersonville stores.

## A TRIBUTE OF APPRECIATION BY MISS FLORENCE KERN

To the Editor of the Brevard News. The writer feels that the community rather than the editor is to be congratulated upon the publication of the great Publicity Edition of the "News." We have many valuable assets as shown in this edition.

One of the greatest was shown concretely—our paper. No community work can be carried on successfully without publicity, and we are indeed fortunate in having a paper with an editor who is generous with his space in advancing every effort put forward for our progress materially or spiritually.

The facts brought together in this edition are skillfully edited. Note the first pages. The pictures in the top row are of two men, who have given their lives in the service of God and humanity, with not a thought of self. The third shows us a patriotic people. In the center of the page is the picture of a young man who has shown the ability of the "mountain boy" to overcome obstacles and forge to the front. Then there are the schools and those other two men who are called upon to lead in every enterprise.

It is the spirit of a people as well as the chances for making money that attract and bring others to dwell in the midst. Our churches, school and hospitals are just as much as sets as our forests and our fertile fields. These are all shown.

All honor to our editor who is unselfishly striving to make known to the world how altogether desirable a place is "The Land of Waterfalls."

Florence Kern.