

CHAMBER COMMERCE ELECTS NEW OFFICERS

(continued from page one)

promotion of the growth and prosperity of the community in which it operates. In this, I think that the record will stand without any comment.

"It is not necessary, I think, to go into too much detail as to the activities of the Chamber of Commerce during the past year. Suffice it to point out a few of the major projects undertaken and successfully completed. And to remind the membership in addition to these major undertakings, the organization has done a thousand and one things of smaller moment in themselves, but contributing to the ultimate aim, which has been help to Brevard and Transylvania County to attain growth and prosperity.

"Perhaps the most important thing which the Chamber of Commerce did during the year just closed, was to foster and really to make possible, the very fine system of street paving, water works improvements, side walks and curbs which are now either completed or in process of being completed. This organization first conceived this splendid program of civic improvements, and it was due to a small measure to the earnest and patient endeavor of the organization, its members and directors, that Brevard can proudly boast of being one of the best paved small towns in the entire State.

"The white way street lighting system is another of the accomplishments to which the Chamber of Commerce can point with pardonable pride. This very great and important improvement was entirely the child of the Chamber of Commerce and it was carried through the Town Council by a committee of this organization, whose work was of very material assistance to the town authorities in securing the best possible prices both for the material and the installation of the white way system, which is one of the most complete and modern lighting installations in any town in the State.

"The Chamber of Commerce secured, and managed the entertainment of the 1924 convention of the South Carolina Press Association, which met in Brevard for three days, bringing to our town more than one hundred of the leading editors and publishers of the Palmetto State, and which in turn brought about a joint session with the North Carolina Press Association, then holding its convention in Asheville. This meeting brought thousands of dollars worth of publicity and advertising to Brevard and this entire section, and I have no doubt that the interest now being shown in this section and this town by a large number of South Carolinians, is due in no small degree to the favorable publicity secured by Brevard in entertaining the Press Association convention.

"The splendid newspaper publicity which Brevard has gotten during the past year is due directly to the Chamber of Commerce, which supplied newspapers in this and other sections with material, photographs and other matter which got into their columns. Another splendid piece of publicity secured by the Chamber of Commerce was getting several pictures, with the line, Brevard, North Carolina, under them in the Saturday Evening Post. The value of those insertions was several thousand dollars. The cost was less than ten dollars.

"Brevard's first annual horse show which was held under the auspices of the Chamber of Commerce, was one of the most successful events held in this entire section during the summer season. The show was widely advertised, and brought hundreds of people to Brevard who would not probably have come to this city otherwise. The show, from the standpoint of interest to exhibitors was an unqualified success, and practically every exhibitor promised to exhibit again during the 1926 show, some of them saying they would bring a number of additional mounts to the show.

"The Chamber of Commerce was the factor to which most of the credit is due for the present boom in real estate which Brevard is enjoying. This organization brought to Brevard the first large outside real estate company, whose advertising and activity really started things booming in the real estate field.

"It was also the Chamber of Commerce which revived the organization of the Brevard Country Club, secured a gift of land upon which to build a golf course, and nursed this project to the point where it now is, thus assuring for Brevard by next summer, one of the finest nine hole golf courses in Western North Carolina, together with excellent club house facilities for the social life

of the community and the enjoyment of summer visitors. "These, and many other things, have been done by your organization during the past year. "Now as to the future—I will leave this opportunity of making the following suggestions or recommendations to the incoming administration:

"I recommend that the Chamber of Commerce investigate the commission form of government, and the city manager plan, and submit their recommendations to the organization, who shall then submit its recommendations to the voters of the town.

"Another important matter which should receive the attention of the organization is that of handling traffic on Main Street, and of the parking problem. Altho the organization last summer made every effort to have this matter handled in the most practical and beneficial manner, it was unable to convince the city fathers that its views were worthy of consideration. The ordinances regarding traffic, and especially regarding the parking of buses and public service cars on Main Street, should be strictly enforced.

"The Town of Brevard should employ at least four professional and full time firemen, to be in charge of the fire department, and to form an expert nucleus for the volunteer fire fighting force. At least two of these men should be on duty at fire department headquarters all times, ready to respond to an alarm.

"A program of city planning and zoning should be worked out and adopted, with adequate attention paid to parks and playgrounds.

"A sufficient sum should be appropriated by the town and county and the Chamber of Commerce to put on a well planned and well thought out advertising campaign. The tentative campaign planned for the organization last year by Harvey and Company of Atlanta, should, I think be carried out as nearly as possible.

"I wish further to suggest that the Town of Brevard take such steps as will insure an abundant supply of water, not only for the use of the Town proper, but so that nearby developments can also secure water for same.

"This is a good business investment as an income produced for the water rents received both from consumers in and outside of the corporate limits, and without sufficient water you cannot interest investors to make developments and no town is more blessed than Brevard with nearby water supplies, and the cost of said supplies or watersheds are going up daily and the town should act at once.

"I also suggest that the citizens of Brevard and North Brevard join hands and that North Brevard be made a part of Brevard.

"No town can grow without the expenditure of money and the question of taxation is always one which appeals to the pocket nerve of every citizen and improvements heretofore made and which should be made in the future will demand that a revaluation of property that is being held for rising prices and which the owners cannot, or will not improve, nor will they sell to someone else who can improve, should receive the special consideration of the authorities.

"Brevard and Transylvania County need additional hotel facilities both for the commercial travelers and for the tourists. Another need of our section is more amusements for the visitors. Lakes and swimming pools, as there has been a greater demand for swimming than anything else, except golf, and our community is lacking in these facilities.

"In closing this report, permit me to express to every member of this organization whose efforts and whose thought has contributed to the success of the Chamber of Commerce during the past year, my sincere appreciation of such thought and efforts, and my personal thanks. In turning over the direction of affairs to my successors, I take this occasion to assure them of my earnest and sincere desire to be of whatever service, I can, and to pledge my support to them unconditionally."

SECOND LYCEUM TO APPEAR THIS THURSDAY

The second number of the Lyceum course will appear at the new high school building this (Thursday) evening at 8:15.

Branch Rickey, of big league baseball fame, who is the lecturer of the evening, has been characterized as a combination of baseball player, lawyer, soldier, orator, bank director, hunter, and student of men and events. In his lecture here he will demand that the game of life be played above board, and will illustrate his statements with thrilling human interest stories from his baseball experience.

THE PRAYER CORNER

(continued from page one)

muscle makers; tests make powers, and weariness well won, brings happy balm. 'Tis fretful, coward weakness, saps our strength and kills. We will be strong.

We will be calm. The age worry never stirred a leaf, help us to drown our deep then in a sea of trust, on which our carefed souls shall sail in quietness. We will be calm.

We will be glad of the whole of life. Both bitter rue and fragrant thyme are good, both serpent and dove, Thou madest. Let us drink life's cup and sip its foam—we will be glad.

We will be great, not in the littleness, nor in the mouth of men, but in our work and spirit. Let us not

side. We will with Thee. Then walk, O Father, along the climbing pathway year. For so will we clasp with love and power, and shall no fear. And this we ask and pray the name and for the sake of Jesus Christ, our Lord and Saviour Amen.

-C. D. C.

CARD OF THANKS

We take this means of expressing our appreciation to each one who we may not be able to thank personally for the many kindnesses shown us during the illness and death of our wife and mother, C. C. Kilpatrick and family.

W. B. SPEARMAN

OPENS NEW GARAGE

AT

CHERRYFIELD, N. C.

January 22nd, 1926.

FREE! FREE!

With each five gallons of gas sold January 22nd, and 23rd.

Will give crank case service and New Oil FREE.

Look These Over!

- No. 1.—850 Acres near Lake Toxaway—Well wooded and plenty good mountain streams. Cheap at \$32.50 per acre on terms 1-4 cash, balance 1—2—3 years.
- No. 2.—745 Acres near Pickens Highway, in Pickens County, S. C. Good road through this tract. Near N. C. Line—For quick sale, Price is \$10.00 per acre—1-2 cash, balance one year.
- No. 3.—931 Acres in Old Toxaway, five miles from Rosman—This property has one of the finest water falls in County. Controls head waters of Toxaway Creek and covers this creek on both sides for over two and one-half miles—Price \$30.00 per acre—Terms, 1-3 cash, balance 1—2—3 years.
- No. 4.—326 Acres near N. C. Line in Pickens County, S. C. Cut over land—Has lots of cord wood and plenty water. For quick sale, Price \$10.00 per acre—Terms 1-2 cash, balance 1 year.
- No. 5.—Cascade Ave. Lot—125 feet front—quick sale price \$1400.00. Terms—
- No. 6.—One ten-room House on Caldwell Street—size of lot 117x207. This is a great buy—Price and terms on application.

We have listed some exceptional values in Brevard building lots—Glad to show over these at any time.

C. P. WILKINS

Real Estate and Insurance

PHONE 238

Main Street, Opposite Brevard Banking Co.

BREVARD, - North Carolina

1926
and Editor
at Brevard as

STUTE & STERLING
Editors

MISS ALMA TROWBRIDGE
News Editor

Telephone: office, 7; residence, 189

SUBSCRIPTION RATES:

(Payable in Advance)

One year	\$2.00
Six months	1.25
Three months	.75
One month	.60

CHANGE IN POLICY

A decided change in the policy of the News is evident, starting with this week's issue. The foreign printed matter, which has heretofore filled four pages of our edition, has been discontinued and will hereafter be replaced by entirely new printed material.

Regarding this change in policy we have an eye looking ever toward the best interests of our friends and readers. In presenting to our subscribers a strictly "home-grown" production in way of a weekly newspaper, we feel that we are able to meet the needs of the community which we are trying to serve. We will thus be allowed more space for local, meaning town and county news, whereas heretofore on various occasions, matters of general interest have necessarily been crowded out of our columns altogether, or until a later edition.

It is our intention, as it has been in the past, to issue each week a publication filled with matters of interest suitable to every class and age of people—the farmer and the townspeople, the old and the young. In order to successfully accomplish this purpose, we need co-operation on the part of all. Many are the ways, needless to mention, in which the press and the community may co-operate for mutual benefit.

The News wishes to take this opportunity to express to its many friends, not only in the local section but throughout the wide expanse of its travels, real appreciation for numerous demonstrations of co-operation and support in the past, and hopes that all may work together harmoniously for a better and bigger section in which to live.

Our first attempt at publishing the entire paper at home may not meet with the approval of all, but if our readers will bear with us we will set as our goal the slogan, "The Brevard News, best weekly newspaper in Western North Carolina."

A THREATENING DISASTER

It is the expectation that hundreds of additional tourists will visit Brevard during the coming summer season. The paramount question at issue is, "Will we be prepared for them?" Are sufficient housing accommodations being started now to take care of this expected increase in our summer population?

It is true, a few of our public spirited and far-sighted citizens are making plans for erecting suitable buildings to house a portion of this influx of people, but that is not enough. The situation requires immediate action on the part of many to meet the coming demands upon us as a tourist town. Additional boarding houses, hotels, light-house-keeping apartments, summer cottages, are the call of the day, some of which at least, should be under construction at an early date in order to be ready when the season opens. Otherwise, we will be called upon to face the humiliating situation of, "No room," "Guests turned away."

Early action regarding this all-important matter will not only save the heretofore hospitable name of our fair town, but will, at the same time, prove a benefit, financially and otherwise, to the local promoters and all concerned.

CANDIDATES NAMED FOR COMMISSIONERS

We a committee of citizens, would like to name at this time the following men to be nominated at the primary for general election to fill the position of County Commissioners on the democratic ticket: W. R. Kilpatrick, Little River Township; C. C. Yongue, Brevard Township; Leo Case, Hogback Township.

In view of the fact that Boyd Township has been represented in the County Commissioners for about twenty years, we feel that the time for a change has come.

—Committee.