

Welcome Edition for Camps, Campers and Tourists In Transylvania County

MONEY IN POULTRY RAISING AS SHOWN BY THESE RECORDS

Mr. and Mrs. Marcus Williams Cleared \$27 a Month on 154 Hens

C. C. YONGUE MAKES MONEY WITH POULTRY

This Section Especially Adapted for Successful Poultry Business

(By J. A. GLAZENER)

Two years ago Mr. and Mrs. Marcus Williams began in the Poultry business in a very small way in order that they might learn just what it took to make it a success. They had at that time a typical farm chicken house, but visit that place today and you will find a modern laying house big enough to accommodate 250 laying hens and in addition to the laying house they have built a modern brooder house. From a start of 30 purebred Ancona hens they have built a flock of 250 counting the pullets that will soon be ready for the laying house. They believe in keeping records of all sales and expenses and by so doing they can tell you at any time just how the business is progressing. I called at their home late Saturday afternoon to check their records for the first half of the year 1928 and found the following which I should like for the public to know: Average number of hens kept first six months of this year 154; number of eggs produced 15,384; received for eggs \$380.70; expenses for feed, etc. (they buy all feed) was \$216.72; which gives them a net profit of \$163.98 or a profit of \$27.33 per month.

The above account is a splendid illustration of what can be accomplished in the poultry business right here in our own county if folks are willing to pay the price in study, work, equipment and good stock. The very fact that Dr. R. L. Stokes is again establishing a large flock on his farm is a pretty strong indication to me that he made poultry pay the first time and had it not been for the sale of his farm his first flock would never have been sold. As soon as he entered the farming business again he began to make arrangements to have a big flock of good laying hens. Why do you suppose he is doing this? For the simple fact that he has found out that poultry in this county pays and pays well. His farm is not devoted entirely to poultry production, it is just one of the sources of income from the farm.

Any one who knows Clarence Yongue, knows that he is not going to follow something year in and year out just for exercise and amusement, but that his undertaking must pay him or it will soon be discontinued. He has been keeping several hundred hens for five or more years. He does not devote all his time to poultry, but considers it only one of the sources of income from his place.

The illustrations just mentioned are used to back up the argument I have been putting forth for some time that our county as a whole could greatly increase its cash income by the establishing of more purebred flocks in its bounds. This is of course only one of the many sources that could be established. The sale of poultry and poultry products brought into one county of a neighboring state over \$1,000,000 last year, and yet the greater portion of this vast amount did not go to the commercial poultrymen, but to the farmers who

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Pigs Cost \$5, Outside Farm Feed; Sell for \$436; Corn, \$2 a Bushel

J. A. Glazener
T. J. Wilson and C. F. Woodfin say that the most profitable way to market their corn is to hogs. Mr. Woodfin tells me that last year he bought \$500.00 worth of hogs to which he fed 1000 bushels of corn and \$100.00 worth of other feeds making \$600.00 invested to market his corn. When the hogs were fat they were placed on the Asheville market at 9 1-4c per pound, which brought him \$2100.00 or a net profit for his corn of \$1500.00 or \$1.50 per bushel. In another feeding test of 21 head the corn and other feeds were weighed and complete records kept and it was found that he received a little more than \$2.00 a bushel for the corn fed them. Corn at that time was selling for 90c a bushel.

Mr. Wilson informs me that thirteen seven months old pigs brought him \$436.40 and \$5.00 worth of feed outside of the farm is all they cost him. Forty-three hogs brought him last year \$1100.00. Mr. Wilson tells me that what he is now most interested in is to find the shortest rotation of crops for his farm in which corn is used, yet one that will



MAYOR T. W. WHITMIRE,

The Mayor and Board of Aldermen of the town of Brevard, in a full page advertisement in this week's issue of The Brevard News, gives the town's official welcome to the Tourists and Campers. Mayor Whitmire is also vice president of the Chamber of Commerce, and Chairman of the Tourist Committee of the Commerce body.

Location of Beautiful Waterfalls-- So Attractive to All Who See Them

(By JOHN W. SMITH)

Transylvania County is known all over the country as "The Land of Waterfalls." This name is given us because of the numerous falls along our mountain streams, more beautiful by far than the falls in any other section of the world. Among the more prominent waterfalls of Transylvania are the following:

CONNESTEE FALLS— On Highway No. 284, between Brevard and Caesar's Head. These falls derive their name from a beautiful Indian maiden, known to her tribe as Conneestee. She loved a white man, one who came when the Indians occupied this section. Her people would not allow her to associate with the intruding white man, and her chief ordered that she forget the paleface. In desperation, the Indian lass jumped over the falls, to her death in the churning waters below. The falls were named for her.

MAIDEN HAIR FALLS— Just one mile off Highway 284, is found one of the most beautiful falls in all this section, known as Maiden Hair Falls. A pathway over dry ground enables one to pass behind these falls, and look through the sheet of water falling a great distance. With the sunlight playing on the falling water, it is similar to the waving hair of a beautiful young girl, hence the name—Maiden Hair Falls.

GLEN CANNON FALLS— Located two miles from Brevard is a beautiful double falls, bordered with rhododendron and laurel, making a most

beautiful setting. The falls are in a narrow canyon on Williamson creek. This beautiful place is visited by more people than any other place in the county.

LOOKING GLASS FALLS— Ten miles from Brevard, in the very heart of the great Pisgah National Forest, there is to be found one of Nature's most perfect pictures. This place is called Looking Glass Falls, named for another of Nature's wonderful realities, the Looking Glass Rock, hanging on the mountainside nearby.

TRIPLE FALLS—HIGH FALLS—BRIDAL VEIL FALLS— All these beautiful falls are along the waters of Little River, leaping from the river's fountain head high up in the mountains, to the peaceful quiet of the stream as it enters the beautiful Sylvan Valley, to flow thence lazily to the French Broad River. These are especially beautiful falls, and visitors never tire of seeing them.

CATHEY'S CREEK FALLS— On Highway No. 28, a few miles from Brevard, is Cathey's Creek Falls, named for the creek whose waters dash down the mountainsides, forming these pretty falls.

TOXAWAY FALLS— One hundred feet from Highway 28, at the far-famed Toxaway section, is the most scenic beauty known as Toxaway Falls. A big volume of water, clear as crystal, leaps over a great precipice to a foaming whirlpool 100 feet below, making a beautiful spectacle.

HORSE PASTURE FALLS— These falls are on the Horse Pasture River, a most popular place for fishermen.

DEEP FORD FALLS— These falls are on the Deep Ford creek, at the foot of the famous Hogback mountain, and are well known for the wild beauty of the falls and the surrounding country.

WHITE WATER FALLS— Last, but not least, are the great White Water Falls, on the White Water River in the midst of the beautiful Sapphire Country. The waters there make a mighty drop, three hundred feet from top to bottom of a sloping cliff, a foaming, roaring, mighty mountain stream that challenges the eye of the real artist.

There are many other waterfalls in the county, not mentioned here. Visit these waterfalls, revel in their beauty and see the perfection of Nature and the bigness of Nature's God reflected in every one of them.

IMPORTANT NOTICE!

Members of the Chamber of Commerce are urged to meet with the officers and directors of the organization next Tuesday evening at 8 o'clock in the Chamber of Commerce rooms. Notices are being mailed to all members and it is highly important that the members attend this meeting to take counsel and advice with the directors. Officers of the Chamber of Commerce are asking that all members make a sacrifice, if necessary, in order to attend this meeting.

TO CAMPERS and TOURISTS

This issue of The Brevard News is given you, with the compliments of the community. A copy of this paper is being given to every boy and girl, man and woman, in each of the organized Camps in the county.

Copies are being mailed also to the parents of all the young people in the Camps. The Brevard News wants the parents who send their children to the Camps here, to know that the community is glad to have them, and will do all within its power to add to the happiness of the young people in the Camps.

It is hoped that the parents of our Camp guests will visit this county during the season, and see for themselves how the thoroughly organized camps care for their own, and meet the citizens of the county and know for themselves just how glad the citizens are to have the Campers in the community.

If there is any service that The Brevard News can render to the people in the Camps, or to the parents of the boys and girls who are here, please command us, and give us the great pleasure that such an opportunity to serve you would bring to us.

GIGANTIC EXTRA VOTE OFFER IS ANNOUNCED FOR WORKERS IN THE BREVARD NEWS SALESMANSHIP CLUB

Campaign in Which \$2500 in Prizes and Commissions will be Awarded Opens With a "Bang" and Members Get Off to Flying Start. More Members Wanted to Share in List of Awards. This Week Is Best Possible Time to Enter.

The "Salesmanship Club" is already in the limelight of success and the idea struck a popular chord at once. The announcement that The Brevard News will give away \$2500 in automobiles and other big and appropriate prizes to those who engage actively in the work of increasing the circulation of this paper, met with instantaneous response and favorable comment on all sides. Folks just had time enough to begin reading the paper in which this magnificent prize list was announced before they were enthusiastic over the prospects of enrolling their names.

Great News— Listen, Club Member, here's some good news that will ring in your ears like the tinkling of little bells. And incidentally, it's going to make you think of gasoline, spark plugs, non-skids, detachables, Chevrolets, Fords, etc. It certainly is, whether you're a club member or not! Because it's news that is going to have a whole lot to do with your winning one of those big, handsome automobiles. The News will give away free on August 18th.

Of course you know that it is going to take votes—just votes—to win those big machines, and you've probably been figuring ways and means to get the most votes in the shortest period of time. Possibly you've laid awake nights thinking about it. Now, the Club Manager is an accommodating sort of person, always ready and willing to help Club Members in any way, and on top of that he is a sort of mind reader. He got to thinking, a couple of days ago, about a plan to help the members get more votes commensurate with the effort they exerted, and he hit upon a splendid idea. The more he thought about it, the better he liked it, and so he is going right along and pass it to you.

Here it is: To each and every club member who turns in as much as \$30 worth of subscriptions to The Brevard News on or before Saturday, July 14th, (Continued on page three)

Building Permits Show Rapid Growth The Community Is Now Experiencing

Building permits issued by Building Inspector Ott Summey during the past weeks indicate a greater building activity in Brevard than in any previous year, according to town officials. Most of the permits were for residences, yet three permits for business buildings aggregated many thousands of dollars in new business property. The largest building to be listed is that of the new Joines building, corner of Main and Caldwell streets, to be occupied by the Joines Motor company. Ford dealers. Adjoining this building is that of Judson McCrary, which has been completed for several weeks and occupied since first day of completion.

Next in size and cost is the new Carolina Theatre building, erected by M. A. Mull, in which Mr. Mull is operating a new picture show house. This structure is at the corner of Broadway and Jordan street.

The building permits do not nearly tell the whole building story, however, as there have been as many new residences erected in the suburbs as in the town. No permits are required for buildings outside the town limits, however, therefore no official record can be given.

Following is a list of the permits issued during the past few weeks:

J. L. Whitmire, Varsity street, residence; estimated cost, \$2,000.
J. L. Whitmire, Gaston Street, residence; estimated cost, \$2,000.
M. A. Mull, Broadway; estimated cost, \$5,000.

J. L. Whitmire, Park avenue, residence; estimated cost, \$1,800.
J. L. Whitmire, Park avenue, residence; estimated cost, \$1,700.
W. W. Duckworth, Park avenue, residence; estimated cost, \$2,200.

Home Builders, Probert street, residence; estimated cost, \$1,700.
J. L. Whitmire, French Broad avenue, residence; estimated cost, \$1,600.

Smith & McCrary, Main street, one story addition.
S. R. Joines, Main street, business property; estimated cost, \$12,000.
Judson McCrary, Main street, business property; estimated cost, \$8,000.

J. R. Whitmire, Park avenue, residence; estimated cost, \$1,900.

L. B. Huston, Main street, repairs; estimated cost, \$400.
J. L. Whitmire, Maple street, residence; estimated cost, \$2,000.
R. P. Kilpatrick; garage; estimated cost, \$500.

J. L. Whitmire, French Broad avenue, residence estimated cost, \$2,000.
J. L. Whitmire, Caldwell street, residence; estimated cost, \$2,000.
Charles Erwin, Galloway street, addition; estimated cost, \$200.

Roy Robinson, Pickelsimer avenue, residence; estimated cost \$4,000.
L. C. Loftis, Thomas street, addition; estimated cost, \$300.
J. L. Whitmire, French Broad avenue, residence; estimated cost, \$1,600.

Many other permits have been applied for, but have not as yet been issued, applications awaiting action by the inspector and the city officials.

REV. H. F. WRIGHT TO PREACH HERE SUNDAY

Rev. H. F. Wright, pastor of the Rosman Baptist church, will preach at the Brevard Baptist church Sunday morning at the 11 o'clock service.

BIBLE CONFERENCE BEGINS ON AUG. 5

Under Auspices of the Moody Bible Institute of Chicago

SECOND SESSION TO BE HELD IN BREVARD

Rev. Wayne A. Monroe, of Brevard, Is In Charge of Conference

Brevard's second annual Bible Conference, under the auspices of the Moody Bible Institute of Chicago, will convene here in a two weeks' session, beginning August 5 and continuing until the 19th, the sessions to be held in the Brevard High School building. The local conference is under the direction of Rev. Wayne A. Monroe, of Brevard, and W. W. Shannon, of Chicago, field organizer.

The week-day sessions include two daily meetings, one in the mornings beginning at 9 o'clock, and the evening evangelistic service beginning at 7:45 o'clock. The morning session will begin with the meeting for boys and girls, followed by the devotional period at 9:30 a.m., the Bible exposition at 10 o'clock, and the inspirational address at eleven o'clock. The Sunday morning services will be held in the local churches, while Sunday afternoon at 3 o'clock will occur the inspirational address at the school auditorium, and the evangelistic service at 7:45 in the evening.

The conference speakers will include prominent men representing various religious fields in different sections of the country, including H. A. Ironside, Rev. J. E. Conant, Rev. J. A. Sutherland, Rev. Robert Excell Fry, and Rev. R. O. Franklin.

Mr. Ironside, Bible teacher and author, is a business man who knows God and his brother-man, who has himself found the meaning of the deep things in spirituality and the Biblical ground of God's grace, enriching thereby in his addresses his hearers into richer and more spiritual experiences. Mr. Ironside is recalled to multitudes of church members and conferences for his excellent Bible addresses, and is a name that has attracted multitudes to Bible conferences in all parts of the United States and Canada.

Rev. Mr. Conant, noted Bible teacher and lecturer, who was for a number of years a member of the Extension field staff, is a promoter of evangelism. Gifted with the ability to think clearly and speak forcibly, Dr. Conant seems the master logician in uttering the convictions that have become a part of his very life. His experiences in the field of evangelism and much study have resulted in the writing of valuable books and numerous articles on the practice of "conventional evangelism."

Rev. Mr. Sutherland, pastor of West End Presbyterian church, of Birmingham, Ala., has for a number of years served as a member of the Extension Bible teaching staff, and has become known as a specialist in work for boys and girls. As pastor, he promotes a program of Bible teaching and evangelism of the New Testament type.

Rev. Mr. Fry, pastor of the First Presbyterian church of Pine Bluff, Ark., stands out as one of the younger leaders of the South in defense of Christian faith and its Bible. His gripping and illuminating messages have been heard at many Bible conferences, and the Moody Bible Institute places him on the conference program with much assurance.

Rev. Mr. Franklin, musical director of the conference, is pastor of the First Presbyterian church, Erwin, Tenn., and is a man with unusual musical ability and a charming personality. His presence at the conference will contribute much to its success. Mr. Franklin spent 12 years in Siam under the Presbyterian board of foreign missions.

Rev. Mr. Monroe, well and favored.

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Pisgah National Forest Offers Fine Homesites at Very Nominal Charge

Seventy-two thousand, six hundred and eight acres of the Pisgah National Forest lies within Transylvania county. The entrance to this great forest is located within two miles of Brevard. The United States government maintains the all-year road through the forest, which is open to the public. Deer, bear and other animals that once roamed wild and at will through the great mountains, are now kept and cared for by Uncle Sam in the Pisgah National Forest.

The highway through the forest, from the entrance at Brevard, runs through the Pink Beds, one of the most widely known mountain retreats in all the world. On, then, to the top of Pisgah Mountain the road winds its way, and on every side

and in every direction there are scenes of matchless beauty, magnificent and awe-inspiring.

For a very nominal sum, any citizen can lease a parcel of ground on the government land, and erect thereon a cottage or a mansion, a summer shack or camp, for residential purposes. The government makes this provision for the benefit of those who desire to erect a summer home in the mountains. There are already many such places on the government property now, and each year more people are taking advantage of this opportunity to erect their homes in the mountains.

The Brevard Chamber of Commerce, or any of the government employees in the forest, will give detailed information to interested people.