

# THE BREVARD NEWS

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### B & P W CLUB MAKES ITS PUBLIC BOW.

We as a club of business and professional women, known as the Brevard Business and Professional Women's club, make our bow to the public with the edition of this issue of The Brevard News, which this club is sponsoring in its entirety this week.

The spotlight of publicity is focusing upon the achievements of business women in more than one thousand communities during this week, March 10 to 16, which is being observed throughout the nation as National Business Women's Week. In the observance of this week we as a club are endeavoring to make known something of the work, purposes and aims of this great nationwide organization, treating the matter from a local, state and national standpoint.

The purpose of Business Women's Week is to bring before the public the achievements of pioneer business women, and to point out the increasingly important contribution which women are making to the commercial and professional life of the day.

If the Brevard Business and Professional Women's club has succeeded even in a small measure to "put across" this purpose we will feel that our efforts have not been in vain in presenting this information and much more to the readers of The Brevard News through its columns this week.

### LET'S TRY SINGING A DIFFERENT TUNE.

Instead of thinking, talking and dreaming hard times, let's reverse the order of things and sing a different tune for a while and see what happens.

If a drive is on foot to raise funds for any worthy cause, about the first thing to be heard is, "Well, I don't believe you'll get much because you know times are so hard." If a person is approached to pay an account or an overdue bill, the common reply is, "Well, I tell you I just haven't got it. Money is so tight and I can't make any collections for myself and I've had so many other bills to pay lately." If an urgent call is made to pay the preacher his deserving and well earned salary, or to pay toward any church benevolences or charitable purposes, the same old tune is sung, "I've had so many expenses of late that I've just had to meet that I declare I actually haven't got any money to spare. I've just had another payment on the car to meet; the final payment on the radio had to be paid last week or they said it would be taken out; I had to take my wife and children on a little week-end trip week before last, and before they could go they all claimed to need new coats, shoes or dresses; we've had quite a bit of entertaining of one kind and another that we had to do lately and you know how much that costs, so you see there's nothing left when it comes to giving away anything," and so forth and so on and so on ad infinitum.

Now isn't that the real secret of the whole trouble right there? Aren't we spending so much on ourselves trying to keep apace with the other fellow, so that there is really nothing left to pay our just and honest debts or to give to those less fortunate than ourselves?

If everybody in this community would pledge ourselves honor bound to quit talking hard times on every occasion, to quit spending all we make and more on our own pleasures and needless expenditures, and instead begin paying a little on our back debts, what a different community this would be and what a grand time we would all have together! Let's try it and see.

### FIND JOY IN YOUR WORK IS THE GOAL.

The solution of life's greatest problem — earning a living — is a question that but few people escape. Of greatest importance in the material world, therefore, is the choice of one's vocation or occupation in life.

The time was, not so many years

ago, when almost the only occupation to which woman could turn was that of teaching. Employment other than that in the home was considered beneath the standards of womanhood a generation ago. The modern young woman, however, is faced with a new situation. Not a lack but a wealth of vocational opportunities are open before her today, and her problem is one of wise selection. If she is to choose wisely her vocation there are various factors to be considered.

The most important factor, perhaps, is following the inclinations of one's natural ability. The large majority of people are gifted with at least one thing which they can do a little better than anything else. Development of this talent along vocational lines plays a large part in the choice of an occupation. Whatever a person likes the best to do and is the best qualified for is the thing he or she will have the greatest success in, and, consequently, is the occupation which should naturally be followed.

In event one is not especially inclined toward a particular trade or occupation, there are many avenues open for women to find the thing they can best fit themselves to do. The world today as never before is calling for trained men and women. It is generally conceded that every woman should have special training for the work which she undertakes, and there are no end of available means of securing this training at a minimum cost, in the various trade schools, commercial departments, correspondence courses, night schools and many other sources.

The surest test, it is believed, of real success in one's occupation is whether or not there is joy in the job. If one finds real joy in her work similar to that obtained in play, then it may be assumed for a surety that she has found her right niche in life. If this test of success has not been attained, it can be made a goal for which to strive in the various pursuits of earning a livelihood. If one finds her work nothing but a daily grind and drudgery, then in all probability there is a misfit somewhere; either that person should seek another occupation or should determine that she will find out the whys and wherefores of her dissatisfaction, and then set herself about remedying the trouble if it be a possible thing.

The ideal situation in work of all kinds is to find in it genuine pleasure, and if such is not the case this result should be one's main objective. Real joy in work results in success, and real success in work results in joy.

### NOT ALL BOQUETS ARE FOR THE DEAD.

Is it not better to share our boquets with the living rather than save them all to bestow upon our departed dead? Are we not prone to forget the word of appreciation in exchange for little deeds of kindness and thoughtful attentions shown us?

In this busy world of struggle and turmoil we are apt to take too much for granted. We too often take it for granted that our friends know we appreciate them and are grateful for their kindness, and do not take the time, or possibly do not deem it necessary to voice a simple "thank you." Our friends do not know that we are appreciative unless we say it. They have no way of knowing what we think unless we tell them. In keeping to ourselves expressions of gratitude for kind attentions or for any task well done, we not only deny ourselves much pleasure but also deprive others of their just deserts. If we think someone has done us a good turn or has performed well an assigned task, we should take the time to let them know we are aware of what they have done and are appreciative of it. Continual silence in these little matters of courtesy may result in our losing an otherwise good friend, who might not care to continue kindly acts of friendship where they are not appreciated, desiring rather to turn to others more expressive and more grateful. All of us are too human not to like a little praise for anything we have done which we think is deserving of such, and any time spent on expressions of gratitude or deserving praise for deserving deeds is by no means time wasted.

The familiar expression, "life is too short," does not apply in these matters, for it is undoubtedly true that life is not too short to say an occasional "thank you" or to drop a frequent word of appreciation or praise whenever deserving, for in so doing we will reap an abundant reward for ourselves and at the same time will make life just a little brighter and happier for others with whom we come in contact.

### WHO KNOWS WOMAN'S FATE TWENTY YEARS HENCE?

A visionary glimpse through the half-open door into the year 1950 focuses upon the screen a scene depicting woman in her various phases of activity. The truly modern woman in a highly developed state of efficiency is revealed in this picture to be enacted twenty years hence.

The vision reveals woman as now come into her own, her superior powers of intellect are duly admitted, she is at last on an equality with man in all respects, and in most respects is recognized as his superior. Her day has come; she is fully aware of it; she is making the most of her opportunities, and she and the world are consequently better off.

The destiny of the world and the guiding hand in all important matters of national, state and community affairs are now under the controlling power of women. Public office holders are no longer under the dominating rule of King Politics, for women are now in authority, and justice and right prevail in the handling of matters pertaining to public affairs. Politics play a minor part. It is now a question of the best woman or the best man, as the case may be, in the various public offices, regardless of party affiliations, which are at this time in a state of more or less decadence. The best candidate for every office is the order of the day.

The pendulum has swung; a new day has dawned for the woman in business. There are no woman's jobs and men's jobs, but just jobs. Women are being placed in the front ranks in the business world, and in numerous instances are given preference over men in the more exacting executive positions. In being allowed an outlet for their hitherto suppressed mental powers, women are proving themselves competent, courteous and efficient in all positions in business or profession.

Women are also entering other fields of service in increasingly large numbers. Some of the most noted and successful ministers, lawyers and surgeons are now found among the women. They are also filling well their niche in the educational field, many holding positions of prominence as heads of the higher institutions of learning. The highest office in the land is now open to women, one of the presidential nominees being a woman, with present indications pointing to a landslide in her favor.

Efficiency to the nth degree in all matters has been developed, and time savers and short cuts are in common usage at every turn. Every woman of any standing at all has her own little sport model airplane, very compact and easily managed. Airports are in evidence everywhere, and little time is wasted in traveling from place to place. Automobiles are almost a thing of the past, and airplanes have been developed to such a high power of efficiency that gliders are almost extinct and are now replaced by machines much newer in device.

Best of all, the home has again been reclaimed, and this in spite of the fact that women have broadened their field of usefulness in assuming varied outside responsibilities. This is accounted for in part by the use of the most up-to-date electrical, wireless and mechanical devices in the home and the fast traveling individually owned airplanes, resulting in a great saver of time and energy and allowing more time for family companionship. These changed conditions together with increased salaries, shorter working hours and efficient office holders all tend to require less time for outside pursuits and to allow more time in the home.

Is the Millenium at hand? What has become of man? you ask. Time alone will answer these questions.

### OUR BUSINESS CLUB

(By a Member)

A merry band of business women  
Meet together for work and fun,  
With little fuss or fix or trimmin'  
After the long day's work is done.

A banquet is spread each time we meet,  
And many good things we devour;  
But there's much else to do besides eat,  
If profitably we spend the hour.

To business affairs we must attend,  
To talks we listen and songs we sing,  
And in other ways the time we spend  
Seeking the best in everything.

A young club we are in space of time  
Yet in one thing we all agree:  
We've not yet attained to heights sublime,  
But on the map we're sure to be.

### 666 TABLETS

Relieves a Headache or Neuralgia  
in 30 minutes, checks a Cold the  
first day, and checks Malaria in  
three days.  
666 ALSO IN LIQUID

This is the last of a series of ten advertisements, sponsored by a group of some twenty-five citizens of the town and county, in an effort to set forth the absolute necessity of cooperation among the people of this county if the county is to endure and prosper.

# SCHOOL IS OUT RECESS IS TAKEN ANOTHER COURSE COMING

This is the last in the series of Ten Advertisements, published by and in behalf of this community and its business interests, in which effort has been made to call attention of the citizens of the community to the big losses sustained when people here send their money to mail order houses, or spend it in Chain Stores.

Whether or not the campaign has been a success is not of much moment to the men sponsoring this series of advertisements, but it does mean a tremendous lot to the citizens of Transylvania County. It is the hope of all concerned in this publicity that the men and women will give serious thought to this problem of Chain Store operation, for it is a problem that is attracting the attention of people throughout the United States. We would have you remember that every time you lay a dollar or a dime down in the Chain Store, you are kissing that dollar or dime a long, last farewell, for it goes the next day to that chain store's headquarters, never to be returned to you or to your neighbors.

You are also requested to think about the matter from a far more important angle. Every time you trade in a chain store, you are giving strength to that chain store, and ENCOURAGING OTHER CHAIN STORES TO COME INTO YOUR COMMUNITY. Then, when all the business, or the larger part of the business, is transacted by Chain Stores, WHAT IS YOUR BOY GOING TO DO?

The problem is YOURS. The dangers lurking in every successful Chain Store is a danger confronting YOU AND YOUR OWN BOY. You know what you would do if YOU and YOUR BOY were on the mountainside, and you heard a Rattlesnake give its warning rattle. You would get busy, and get busy now! Well, the Future of every boy and girl in Transylvania County is at stake, and if you want your children to have a fair chance in the business world, then HELP KEEP AMERICAN BUSINESS OUT OF THE HANDS OF CHAIN STORES AND FOREIGN OWNERSHIP!

Goodbye for the present. We shall be with you again before very long. This fight may take ten years. If so, we shall be fighting for the next ten years. The battle must be won, regardless of the time it takes, for it is a battle Right against Might, of your Child and your Neighbor's Child against Plutocratic Wealth and combined Wall Street Banking influences.

TUNE IN ON STATION

KWKH SHREVEPORT, LA.  
AND HEAR WHAT OLD MAN HENDERSON HAS  
TO SAY ABOUT THIS QUESTION.