

OPENING OF BANK CREATES FEELING OF OPTIMISM HERE

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The new bank opened with a capital stock, paid in, of \$25,000. While the Transylvania Trust company has leased the building and will occupy the same, it is announced that the bank has sub-let space in the bank to W. W. Woodley, Jr., liquidating agent for the old bank, and he will continue his work of clearing up the affairs of the old bank in the same building. The new bank, it is announced, has charge of all safety deposit boxes and the renting of same.

Selection of a board of directors was done with minute care, it is said, and every effort to have on this board men in whom the people had the utmost confidence; men who represented all interests of the county and men who were willing to serve the community. That the selection was well is proven by the community's enthusiastic approval as evidenced by expressions heard on the street. Of particular interest to the citizens generally was the information that the board of directors in electing officers placed in nomination for the presidency of the bank the name of J. H. Pickelsimer, and urged him to accept the place. Mr. Pickelsimer, it is said, declined to serve as president, expressing belief that Mr. Kelly, already in the banking business, would be the proper man for the place. It is said that Mr. Kelly was one of the group wanting Mr. Pickelsimer to take the place of president, and accepted it himself only when convinced that the Brevard man would not agree to accept it.

Mr. Kelly's long and successful connection with banking business and his splendid reputation as a man of high honor and great integrity, together with his connection with the State Trust company at Hendersonville, make him most acceptable to the people of the community as the head of the new financial institution.

The organization meeting was held Saturday night, by-laws were adopted, directors elected and officers named. It was ordered at that time that bank open for business Tuesday morning. As soon as announcement was in Sunday morning's Citizen of the board of directors and the officers selected, favorable comments were heard in almost every group of citizens who were so intensely interested in the establishment of the bank. While the entire board of directors has met with general approval, some of the men named were especially pleasing and appealing to the citizens, it is learned from comments heard. Much favorable comment has been heard of the action of the stockholders in naming Messrs. Pickelsimer, McNeely and Silverstein to the board. It has been occasion for expressions of highest confidence in these men by their neighbors, and no action of the stockholders, many people assert, could have been so generally satisfactory to the majority of the people as that of naming these three men to the directorship of the new bank.

Officers of the bank are: H. R. Kelly, president; S. R. Joines, vice president; A. M. Whitehurst, vice president; M. B. McDaniel, cashier; and Ralph Duckworth, assistant cashier. Mr. Kelly is president of the State Trust company, Hendersonville, and is considered to be one of the best informed men in Western North Carolina on banking. Mr. Joines is head of the Joines Motor Company in Brevard, and is one of the recognized leading business men of the western counties. Mr. Whitehurst is president of the bank at Marshall, and has had a most successful career in banking and in business. Mr. McDaniel is a native of Rutherford county, and has had long experience in the banking business, having been with the State Trust company at Hendersonville since the organization of that highly successful institution. Mr. Duckworth was with the Brevard Banking company a great many years; is a native of this county, and one of the most highly respected young men of the section.

In addition to Messrs. Joines and Kelly, the board of directors is made up of the following well-known citizens: J. H. Pickelsimer, H. A. Plummer, C. R. McNeely, J. S. Silverstein, A. H. Houston, Otto Alexander, Lewis P. Hamlin, Judson McCrary and Frank D. Clement.

Mr. Pickelsimer is one of the outstanding men of Western North Carolina, having been sheriff of the county, chairman of the board of county commissioners, president of the Cascade Power company, and was, up to the time of the sale of the business to the Southern Public Utilities Co., president of the Brevard Light and Power company. Mr. Pickelsimer was urged to accept the presidency of the new bank, and none was more insistent in urging him to take the place than was Mr. Kelly. He steadfastly refused to accept the presidency, however, believing that Mr. Kelly was the better choice to head the new institution. Mr. Pickelsimer expressed keen appreciation of the tender of the presidency by the board of directors, but declined to serve in that capacity.

Mr. Plummer is one of the leading business men of the town, having been for many years an outstanding merchant here with the concern that bears his name. He is now a member of the board of county commissioners, and enjoys the full confidence of the entire community.

Mr. McNeely is a leading lumberman, merchant and churchman, and was a member of the board of county commissioners from 1923 to 1930, acting also in the capacity of county auditor and county accountant. He is recognized as an unusually successful business man, and is especially active in church work.

Mr. Silverstein is probably the

most widely known man in Transylvania county, being at the head of four of the counties largest industries, and having business and financial connection with banking and manufacturing interests throughout Eastern America. He is head of the Transylvania Tanning company, the Toxaway Tanning company, the Gloucester Lumber Company and the Rosman Tanning and Extract Company.

In addition to these business connections, Mr. Silverstein is head of the Red Cross in the county, and is noted for his philanthropic work.

A. H. Houston is engaged in the furniture business in Brevard, and is recognized as one of the best business men of the county. So successful has he been in promoting sales and carrying on business without regard to the times or conditions that the factories making the Hoosier Kitchen Cabinet and that making the Roman range, has recited Mr. Houston's success in their trade journals that go all over the United States. It is said that there are but few houses in Transylvania county that Houston's trucks have not visited.

Mr. Alexander is clerk of the Superior court in Transylvania county, and is one of the most popular leaders among the younger business and professional men. He is a native of the county, coming from the famous Horse Pasture river section, and numbers his friends by his acquaintances. He has had extensive business and teaching experience, and is considered a valuable member of the board of directors.

Mr. Hamlin is one of the leading lawyers of Western Carolina, an experienced banker, and a great fraternalist and church worker. He was elected in July to the post of vice counselor of the Junior Order in North Carolina, and next year will head that group, which has the distinction of being the largest organization of men in the state. Mr. Hamlin is noted as being a good lawyer; he is pronounced by all who know him to be a good man, and enjoys the fullest confidence of the entire citizenship.

Mr. McCrary is in the real estate business, and bears the distinction of being one of the best business men in the community. He has done much work in the organization of the new bank, having devoted most of his time for the past several months to this one task, declaring at all times and to every one he met that the first great need of the community was the establishment and opening of a bank here. His friends declare that without his constant work on the matter, the bank would not now be open and doing business.

Mr. Clement is head of the Clement Theatre, the F. D. Clement jewelry business, and a member of the board of aldermen of the town of Brevard. He is counted among the best business men of the community, and has done much in building Brevard during the past several years.

There is no other man in Transylvania county who enjoys a greater confidence of the people or is held in higher esteem than Frank D. Clement. Stockholders in the bank, in addition to the officers and directors above named, are:

Randall W. Everett, E. H. (Dick) Jennings Brothers company, W. W. Croushorn, R. E. McCall, R. L. Nicholson, C. W. Pickelsimer, J. B. Pickelsimer, Brownlow Jackson, Ira McCall, Dr. Roy Long, J. C. Scruggs, Jerry Jerome, T. P. Ward, Carl McCrary, H. L. Wilson, E. P. Scruggs, T. C. Whitmire, W. W. Brittain, J. A. Simpson, W. E. Breese, and W. L. Couch.

Brevard has been without banking facilities for the past 11 months, since the Brevard Banking company was forced to close 25 days after the fall of the Central Bank & Trust company at Asheville, and many other banks in Western North Carolina, had gone down. It is generally conceded that the local institution would not have experienced any difficulty at all had it not been for the failure of the Asheville bank, followed by many other failures in nearby towns. Many efforts have been made to organize and open a bank here since that time, and on several occasions it appeared to those interested that the happy day had arrived, but some unforeseen obstacle would be encountered, or the insidious influence of obstructionists would prevail. But the community is fortunate in having a group of citizens who did not give up at these apparent failures, and kept right on working after each set-back, with greater determination than ever before, to provide the community with banking facilities.

The merchants have suffered great losses in business because of there being no bank in Brevard, and the tourist business of the summer was tremendously handicapped because of this situation. The men of the town have been most generous, however, in accommodating the citizens and visitors. Jerry Jerome, at the Building and Loan office, has cashed checks and kept change on hand for the convenience of many hundreds of people. The Pisgah Industrial bank has likewise accommodated the public and R. L. Nicholson, postmaster, has extended accommodations at his place. Carl McCrary is another place where people went regularly for change and to get checks cashed. Many others, in fact, practically every business house in town, went out of the way and to much trouble, for the accommodation of the public.

Opening of the bank has resulted in greatly increased activity in the community, and this event coming on the heels of extensive highway work, the re-opening of the big Carr lumber Company's plant, and a gradual increase in employment on the several Silverstein jobs, it is believed that Transylvania county is entering upon an era of activity which will result in thorough re-establishment of business here.

THE RIGHT WAY TO TRAVEL is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.

SANTA CLAUS TO BE IN BREVARD FOR AN HOUR DECEMBER 3

(Continued from page one)

boys and girls of the county have written their letters to Santa Claus and have felt them at The News office. Many of the younger tots who are unable to write as yet, have had their older brothers and sisters to write their notes to the fine old gentleman who wants to know just exactly what every child in Transylvania wants to make them happy at Christmas time.

Santa is an excellent reader of letters, having had years and years of experience, he knows how hard it is for lots of the boys and girls to write perfect, and so he has taken special lessons in child-writing in order that he can read all of the many letters he receives every year from the boys and girls of every country. If you can't write so awfully good, do the very best that you can, telling Santa just what you would most like to have for Christmas, and then mail it to The Brevard News, or bring it by the office before Wednesday of next week and this newspaper will see that Santa gets it.

Santa Claus wrote to Mayor Ralph Ramsey that he was to make his headquarters in Asheville for several days and that he intended to visit Brevard.

Santa Claus told the editor of the Brevard News that he would arrive in Brevard Thursday morning by an escort. He plans to park his float near the Baptist church. He told the Brevard News to tell all his little friends, the boys and girls of Transylvania County that he would bring each a stick of candy, if they are all good little boys and girls.

Prof. Jones has promised that he will allow all the children to get out of school and go to see Santa, talk to him and get the candy Santa is to bring.

Quebec News Items

Rev. J. E. Bert, Messrs. Malcolm Ross and John Chapman were dinner guests of Mrs. B. T. Whitmire and family Sunday.

Born, to Mr. and Mrs. Clyde Jones, on Nov. 17, a son.

Jack Smith was a Brevard visitor Saturday.

Messrs. Doc and Richard Whitmire have returned from the Great Lakes, Michigan, where they have been working.

Mr. and Mrs. T. T. Miller and family spent Saturday night with their daughter, Mrs. S. W. Reid, and family, at Oakland.

Miss Helen Henderson spent Monday night as the guest of Miss Geneva Paxton, of Calvert.

Mr. and Mrs. John Rufty and Mr. and Mrs. Mitchell Neely of Brevard, visited Mrs. B. T. Whitmire and family Sunday.

Edmond Owen, who is working in Gloucester, spent the week-end with his parents, Mr. and Mrs. Alfred Owen.

Messrs. Ross Malcolm and John Chapman, young ministers from Tryon, visited our church Sunday.

Uncle Alf Cantrell and family have moved to Botha.

The Intermediate girls and the Junior Sunday School classes have shown a wonderful spirit in bringing gifts in the form of food to a needy family as a Thanksgiving offering.

Mr. and Mrs. Mack Collins of Rosman, were dinner guests of Mr. and Mrs. Homer McCall.

Mr. and Mrs. Ramon Fisher and Mr. and Mrs. G. B. Galloway have moved to Uncle Jack Whitmire's place.

Miss Annie Lyda spent Saturday night with her sister, Mrs. Rosa Holden, of Rosman.

Mr. and Mrs. B. T. Whitmire entertained many friends this week at their home with a radio.

Miss Willie Fay Fisher of Lake Toxaway, spent Saturday night with her cousin, Opal Doggin.

Dr. McLean, of Brevard, and Miss Hassie Tinsley called on Mr. and Mrs. C. W. Henderson last week.

Misses Lucile and Mildred Henderson visited Miss Reba McCall of Lake Toxaway Sunday.

Mr. and Mrs. Woodfin Miller of Sapphire, and Mrs. Gene Moore made a business trip to Brevard Monday.

Mrs. Charlotte Chapman of East Fork, is visiting her mother.

TRY OUR WANT ADS.

**We Pay Cash for
Chickens, Eggs
Potatoes**

Heavy Hens	14c
Light Hens	11c
Nice 2-lb Fryers	14c
Roosters	6c
Irish Potatoes	50c
Fresh Country Eggs	25c
Yard Eggs	28c
Old Corn	50c

**B. & B. Feed & Seed
Company
BREVARD, N. C.**

Prices subject to change any time

BREVARD HIGH SCHOOL NEWS

JUNIOR GIRLS WANT TO KNOW

If Rachel Orr and Ruth Pickelsimer wouldn't make a good Mutt and Jeff.

If Coach Tilson combs his hair.
If Miss Puette sings French in her sleep.

If the members of the Science Department can eat their own cooking.

What the Junior Girls would do without the wit of Rachel Orr.

Why Mrs. Kimzey doesn't make pies and pass them around.

When Mr. Wike and Miss Puette will sing a duet in Latin and French.

JUNIOR-SENIOR BALL GAME

Tuesday afternoon the Junior girls played the Senior girls in a basketball game to an 8-4 victory. Both teams did splendid work but the game ended in favor of the Juniors. We expect to have many more games in assembly and we be unto the team that comes up against the Junior girls.

The line-ups of the teams were as follows:

Junior	RF	Seniors
Pickelsimer	LF	Sharpe
Scruggs	C	Pearce
Townsend	RG	F. Ponder
Snelson	LG	Johnson
Owenby	CG	Norton
B. Ponder		King

Referee, Booth; Scorekeepers, Tilson and Macfie.

Substitutes: Seniors, McCrary for Sharpe; Juniors, Green for Owenby.

SPONSORS ELECTED

Though the football season is rapidly drawing to a close, there yet remains our most invincible foe—Hendersonville. Naturally, the game with this team has always been eagerly anticipated by the student body. If one witnesses no other game of the season, he must needs, "walk, ride, slip, slide—anyway to get there," in order to see this all-important event.

As suitable representatives of the school, the students elected, from the Senior girls, Christine Saltz and Elizabeth Case. These girls readily deserve the intangible honor of representing the Brevard High School.

INTERESTING CHAPEL PROGRAM

Thursday afternoon in chapel, Mr. Julian Glazener gave an interesting history of the Red Cross. In an unusual manner, he explained the origin of this organization and told many of the helpful acts wrought by the early leaders. This work is still carried on by present day leaders and we are encouraged by former experiences to do our part in supporting the Red Cross.

Another feature of the program was the election of two Senior girls

as sponsors of the Brevard team at Hendersonville Wednesday. These two girls, Christine Saltz and Elizabeth Case, will represent Brevard High at the annual battle between the two teams.

SENIOR GIRLS ENJOY HOME-ROOM PROGRAM

The Senior girls enjoyed one of the most entertaining programs of the semester last Wednesday afternoon. The half hour's program was in charge of Floy Ponder. Popular vocal selections were given by Margaret Barnette, Winnifred Nicholson, Christine Saltz and Louise Gillespie. "A Faded Summer Love," given as a duet by Louise Gillespie and Margaret Barnett brought a roof-lifting applause for encore. A short one-act play, versioned by one of the Senior girls, was given in a clever manner, the players being Thelma Johnson, Doris Lyday and Leslie McGuire.

At the conclusion of the play, the girls elected a basketball captain to represent the Senior girls. It is being done in the other classes also. Floy Ponder was unanimously elected.

—Helen Galloway.

THE BENEFITS I HAVE DERIVED FROM ENGLISH

(Jane Pearce)

Among the benefits I have derived from English this year; an increased ability to express myself effectively. Since I first began writing themes, this has been a difficulty which I have striven to overcome. With excessive writing I have found easier to eliminate this gross error, and a natural tendency toward correct expression has developed as a satisfactory result. My English class has thus far greatly enabled me to conquer a fault that has harassed me through my entire scholastic career.

As punctuation is necessary for correct interpretation of an important phrase of this division of grammar has proved very beneficial. Though I have previously studied all marks of punctuation, a recent review of the comma has greatly facilitated my theme-writing.

By this superfluity of writing I have discovered that practice does

make perfect in actual reality. Perhaps it is the thrill of conquest, but, at any rate, composing for this year has been a genuine pleasure for me, even though it has always been difficult, heretofore.

This year's work has aroused a keen desire within me to increase and perfect my meagre vocabulary. At best, words are poor instruments for conveying thoughts so the most accurate and effective ones should be used in all instances.

Picture-writing is extremely instructive as well as interesting. This phase of expression has taught me to be a very careful and accurate observer. Scrutinizing animated characters has aided me in judging human nature and understanding my fellow-beings. Now I realize what actual joy can be obtained from a careful analyzing of human nature.

In the months that follow I would gain useful knowledge with a continued study of and practice in theme-writing. As variety is the spice of life, I would be benefited by a varied course of study, including, besides writing, punctuation, paraphrasing, letter-writing and literature.

Congratulations to

Brevard and Transylvania Co.

and Welcome to The

TRANSYLVANIA TRUST CO.

Now get a hair cut and a

shave, and look better,

since we have a bank in

Brevard.

SIMPSON'S BARBER SHOP

CONGRATULATIONS TO

Brevard and Transylvania County

and a Cordial Welcome to

THE TRANSYLVANIA TRUST CO.

WE HAVE A WILLARD BATTERY for Your CAR.

All Kinds of Auto and Battery Repair

K. & M. AUTO REPAIR

CONGRATULATIONS TO

Brevard and Transylvania County

AND A CORDIAL WELCOME TO

The Transylvania Trust Co.

Patience and perseverance, industry and square dealing, will win in the long run, whether it be an individual, a company or a community. The citizens of our town and county have manifested a fine spirit during the trying times which we believe are now becoming a period of the past. The present and the future of this fine community is assured, judging from the splendid manifestation of our citizenship in meeting the many trying issues of the past two years.

THE NEW BANK

Will help us in immeasurable manner, but there is much work for each and every one of us to do every day. The Christmas Holidays are just ahead, and all of us should make our Christmas purchases right here at home. We have marked our Christmas Jewelry at prices that will enable one to remember their loved ones with something of proven quality, yet at very low cost. We hope to be permitted to help you select your Christmas presents for those whom you wish to remember. You are cordially invited to inspect our stock and obtain our prices.

FRANK D. CLEMENT

THE HALLMARK JEWELER — BREVARD, N. C.