

Has the Largest Circulation, by far, of any Paper in This County

The French Broad Hustler.

ONE DOLLAR PER YEAR

HENDERSONVILLE, N. C., THURSDAY, NOVEMBER 21 1907

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The Campaign Is Now On!

TO ADVERTISE THE CITY

Definite Plans Submitted To the Business Men. Good Results Are Sure. Much Interest Shown by All.

If Hendersonville is to become known to any extent, as a resort, the city must be advertised.

The meeting last week at the court house shows that the business men realize this fact.

There are definite plans for an extensive advertising campaign made, and the matter is in the hands of men absolutely competent.

The ladies have become interested. The hotels and boarding houses will bear their full share of the expense.

And there is no reason why EVERYONE should not do the same.

What We Want

In order there may be no misunderstanding whatever about the proposed advertising campaign, the following statement from C. E. Wilson, chairman of the Committee on Publicity, is published:

"The committee proposes the following plan of advertising Hendersonville.

"First: To publish a fine book of views, with little or no reading matter. On last page a list of every boarding house in town with rates charged. This to be free to all who send in their names. Those hotels and boarding houses who want illustrations of their building to appear, to pay not less than five dollars each for such privilege. No cuts of individuals to appear in booklet and no names of firms underneath the different pictures of city building.

"Second: At least \$100 to be spent in magazine advertising.

"Third: About \$200 to be spent on little slips, to be given to every merchant or others who wish to send one out in every letter, pamphlets on climate, resources, attractions, etc. These pamphlets to be written by men who are thoroughly competent for the task.

"No money to be paid out until bills and the literary and mechanical work of all advertising matter has been O. K.'d by the committee, who are: C. E. Wilson, A. W. Calhoun, Dr. Ewbank, Mayor Schenck, R. C. Clarke, J. D. Waldrop, Wm. Hewitt, T. W. Valentine and T. R. Barrows.

W. J. Davs, Wyt Ewbank, D. S. Pace and A. W. Calhoun will call on the business men to solicit subscriptions, and will also see the town authorities for the same purpose.

Mrs. Carter, Mrs. A. F. P. King, Mrs. C. E. Wilson, Mrs. J. L. Garland, Miss Ella McClain, Miss Emma Sample compose a committee to see every boarding house keeper in town. It is expected these ladies will also render valuable aid in calling upon the merchants and others interested.

"This safeguards in every particular, all money subscribed for this advertising campaign.

"The method of distributing the booklets will also be left to these gentlemen."

Signed, C. E. WILSON, Chairman.

Hendersonville Beginning to Awaken.

The commissioner's room was just about as full of people as it would hold, last Thursday, night, with many un-

able to get seats.

The concise and businesslike reports of the advertising committees were read and adopted without amendment, after an interesting discussion.

The report provides: For the printing of a booklet at a cost of not over \$400. Definite specifications for the work was submitted, and it must be an absolutely first-class piece of work in every particular.

There are to be no pictures of individuals, illustrations to consist of business blocks, scenes, hotels and boarding houses. No names are to appear under the pictures. Only those boarding houses which pay five dollars for their illustration are to appear, but in the back of the book will appear the name and rates charged by every hotel and boarding house in town. No charge is to be made for this, and EVERY proprietor of such a business should send in their name at once to Mr. C. E. Wilson, chairman of the committee.

There will be very little reading matter in the booklet, being practically all illustrations. The plates will be the best money can buy.

Other separate pamphlets will deal with such subjects as the climate, the resources of the county, letters from those who have been benefited by their stay here, and other matters of interest to prospective visitors, or home-seekers.

About \$100 will be spent in magazine advertising from which good results will undoubtedly follow. A list of the best mediums has been prepared and copy sent to them for insertion.

The meeting was an interesting one. Some good, short talks were made by men who have only the best interests of the city of Hendersonville at heart. Mayor Schenck talked earnestly on unity of purpose. John L. Orr, H. S. Anderson, W. A. Smith, Dr. J. Steven Brown, W. A. Ewbank and many others took part in the discussion.

Capt. Wofford commended the committee for their prompt and efficient work.

Charged With Assault

Sheriff Bryant of Mitchell county was in town Tuesday, with four prisoners, brought here on a bench warrant issued by Judge Peebles.

Two of the men were discharged, but Charley Murphey was bound over to McDowell and Yancy courts on \$200 and \$300 bonds. F. Simmons was bound over under \$200 bond. Attorney Morgan of Marion appeared for the prisoners, who are now out on bail.

The offense was committed on the border line of three counties, Yancy, McDowell and Mitchell, and the men were charged with assault with deadly weapons on one Ottery. It is said all concerned were more or less under the influence of liquor. Charley Murphey has the reputation of being a "bad man."

Is the Mule Dead?

T. C. McNeely sued the Southern Railway for one dead mule. Mr. McNeely failed to prove his muleship was dead and so Judge Peebles non-suited him. T. C. McNeely—not the mule. Ex-Sheriff Rhodes was the principal witness and he failed to get into court on time, else he could have established the fact that the mule was dead.

MAYOR'S COURT

"You swear to tell the truth the whole truth an—m—m—m so help you God kiss the book."

First it's a young fellow with a bloody bandage around his head. His name is Rogers—Melvin Rogers. He says Maxwell Frisby struck him with his fist, he thinks, altho' its hard to see how a bare fist could inflict so ugly a wound.

Frisby, a young fellow with curly hair, is called to the stand. The Mayor questions him. "Why did you strike him?" The answer: "Well, he just made me mad, a-throwin' off on me the way he did." Some more questioning and then

"Gully; five and cost," amounting in all to \$7.45, which is reluctantly paid, mostly in dimes and quarters and nickels.

The room is bare and cold and ugly. Cobwebs are in evidence and the windows have not been cleaned for many a long week. The mayor sits at a plain little table with two police officers back of him. On the table are two nasty looking guns, taken from a drunken prisoner, and to be used as evidence. The room is full to suffocation, with an audience which is giving its undivided attention to the evidence. Prisoners, witnesses, idlers and sensation seekers are there.

"Call the next case!"

The next case is called. Three men, E. A. Edwards, E. E. Turner, John Smith, are accused of being drunk in Tom Jackson's stable.

There is a slight delay while the Mayor sends Zeb Arledge into T. M. Smith's office for a clean blotter.

Turner and Smith plead guilty. Smith, who talks and smiles easily says: "Well, Mayor, I'll tell you how it was. I bought the whisky in Asheville," etc. etc.

Turner says it's his first offence and says "be as lenient with me as you can, Judge."

"Three and costs." This amounts to \$7.45 and Smith pulls out a roll of bills and pays for both.

E. A. Edwards pleads "not guilty" and has many witnesses, but His Honor thinks differently and he is fined the same.

It's dark now. The single electric light in the room casts monstrous shadows upon the whitewashed walls. The crowd is thinning out. They are beginning to think of their evening meal. Outside a cold wind is racing down Main street and is rattling and shaking the big window at his honor's back. The stores are bright with lights, and people are hastening homeward. From some nearby residence the faint wailing of a violin is heard. The court room is as cold and dreary and forbidding as ever, as the Mayor, with maybe a little sigh in his voice, says—

"Call the next case!"

A Pretty Good Climate

When Miss Jennie Vail Davis came here, three years ago from Alabama, she weighed 69 pounds and had a temperature of 104, with chills every day. She now weighs 113½ pounds and is absolutely well.

This is what Hendersonville has done for one person.

Miss Davis is now in New York city visiting relatives. She is expected home, in Hendersonville, on Dec. 1st.

A Popular Hotel



The Hotel Gates, under the able management of Col. Wm. Hewitt, is enjoying an enviable patronage these days. The new and attractive advertising matter the hotel will shortly send out will be well distributed, several thousand copies will be sent to different railroads and the effect will be good, for the hotel and for the town. Mr. Hewitt is also an extensively user of magazine advertising space, and his "ads." are unusually catchy and interesting.

Prizes for the Bachelor's Contest

After much prayerful consideration the committee having the awarding of the "bachelor" contest prizes have reached the following decision:

To divide the first prize into two, awarding one dollar to Mrs. Lila Ripley Barnwell and the second to W. E. Ewbank.

The second prize of one year's subscription was awarded to Col. S. V. Pickens.

The third prize of six month's subscription to Miss Rosa E. Clisby, of Fletcher, N. C.

Good Advertising and a "Good Booster."

Mr. A. W. Calhoun, of the Hendersonville Wholesale Grocery Co., has received the following letter from Mr. J. A. Sanden, head of the sales department of the Blish Milling Co., of Indiana, one of the largest corporations of its kind in the West. In it was an ad cut from the Hustler to which reference is made, and is one more instance of how a good newspaper advertises a town.

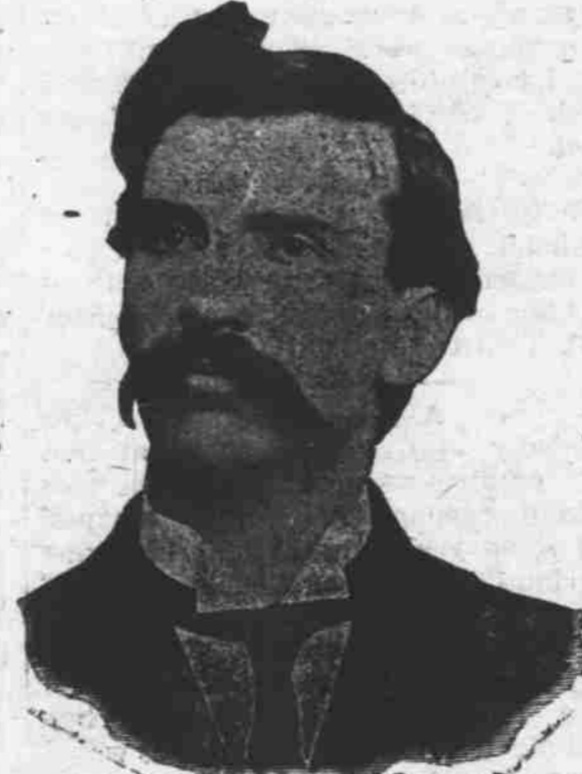
Mr. Sanden says:

"Noticed enclosed ad in Hustler today. By the way The Hustler is a mighty good booster. Their write up of your town in issue of 14th is splendid. He pictures your town so prettily I think I shall have to stop off and see you the first time I am South."

SANDAN

Water Meters.

You hear a good deal about water meters these days, and it is the opinion of many of our business men that meters would go a long way towards solving a somewhat vexatious problem, which sooner or later must come before the people for final settlement. It has been suggested that were the livery stables, boarding houses and hotels metered, they would pay for only what water they actually used, which is proper, and that possibly a large waste would be done away with. What do you think about it?



PROF. A. E. POSEY

who is doing such excellent work in the cause of education at Fruitland Institute.

Business Good Here.

W. F. Edwards says that so far as he is concerned business has never been better than it is right now. Speaking of a recent trip to Mills River, Mr. Edwards says it looked as though that prosperous section alone had enough stuff on hand to feed the whole county.

Board of Trade Meeting

The Board of Trade will meet tonight (Thursday) at the court house. The excellent meeting last week is surely an indication that the business men of the town are awakening to the necessity of concerted action where Hendersonville is concerned. The meeting tonight will be fully as interesting, fully as important as last week, and ALL who are interested in their hometown should be willing to devote an hour to boosting Hendersonville. Tonight (Thursday) at the court house, at 7.30. Take an hour off and come.

The Climate of Henderson

WHAT ONE MAN SAYS OF IT

H. H. Saylor, After Spending Much Time Investigating Other Localities, Believes No Place Equals this City

EDITOR HUSTLER: I attended the last meeting at the court house when the question of how best to induce people to come to Hendersonville was discussed and I wish to say that I think none of the speakers hit the nail squarely on the head. In the first place southern people are not going to come here in the winter at all for a winter climate, and northern people will not come for the benefit of a winter climate except it be to find relief from Asthma, Bronchitis, Catarrh, or some of the incipient or advanced stages of Tuberculosis. Now I think the best way is to recommend Hendersonville highly to both northern people and southern people alike as the finest climate to be found for an all the year residence for both northern and southern people alike. And this we can do honestly and truthfully for I know it to be a fact from a long and careful personal investigation of a large portion of the southern states during a period of more than two years that there is no place further south in the United States where so fine a summer climate can be found than right here while the winters here are much milder than in any of the northern states where the heat of summer is as great as it is here; and in very many of them it is very much greater. Take for instance such states as Illinois, Indiana, Ohio, Penn., Kentucky, Virginia, Maryland and West Virginia, and such cities as New York, Philadelphia, Baltimore and Washington. In all of which states and cities the mercury frequently indicates 100 degrees or more in the shade, while here by careful observation I noticed it did not go above 87 degrees last summer except in very exposed places.

Now it is not convenient to be all the time migrating like the birds, and besides it is very expensive; and many people cannot afford to do so; and as by coming hither from the low hot localities of the south, people can enjoy a delightful summer, they can afford to have a little colder winter by staying all the year, as the discomfort of a slightly colder winter are not to be compared with the stupefying and debilitating effects of a hot climate in summer. And the northern people have everything to gain and nothing to lose by coming here, as they get a milder winter, and a delightful summer climate.

mate, saying nothing about the healthful influences, beautiful scenery and numerous other attractions of this locality. H. H. SAYLER.

Union Carpenters Will Meet

The union carpenters of Hendersonville, Local No. 1492, will hold an open meeting on Dec. 7, at 7.30, in their hall, over Staton, Jones & Hill's store. O. R. Jarrett, of Asheville, well known as an able and even eloquent talker will address the men. Hon. H. S. Anderson and others will make short talks. The Shaws Creek Choir will be present and everyone interested in the cause of organized labor is urged to come. The ladies especially are invited.

"Labor is holy," and any movement to advance their interests is of concern to the whole community.

This meeting is to explain something about the benefits of organized labor and the men present will be amply able to do just that.

Rev. John W. Moore.

Rev. John W. Moore will occupy the pulpit of the Methodist church during the next year. The presiding elder will be Dr. L. W. Crawford, who for the past two years has been pastor of the leading church in Reidsville, and has been editor of the Christian Advocate for several years.

Rev. Moore was formerly pastor of Bethel church, Asheville. He has many friends here, and it is the general opinion that Hendersonville has been fortunate in his appointment to fill the vacancy left by Dr. Litaker.

Dr. J. G. Waldrop says there is no man whom he would rather see come here than Rev. Moore.

Retiring presiding elder Plyler has been appointed to the Salisbury district as presiding elder.

TWINS

Note was recently made of a double crop of June apples on Squire Cannon's farm. Now it's twins. Mr. and Mrs. Reddin, tenants of Mr. Cannon, last Saturday became the proud parents of twins—one boy and one girl. It's the air of this wonderful climate.

[For The Hustler]

The Lord's Prayer

By James Walker Heatherley

Our Father which art in Heaven—We humbly bow to Thee. Hallowed be Thy name—Forever hallowed be. Thy kingdom come—Blessed promise given. Thy will be done—On earth as it is in heaven. Give us this day—This day to give. Thanks for our daily bread—And the joy to live. Forgive us our debts—Thy dear Son bought us. As we forgive our debtors—Forgive Christ taught us. Abandon us not in temptation—Leave us not alone. But deliver us from evil—From the evil one. For thine is the kingdom—It all is thine. And the power and the glory—Power and glory divine. Forever and ever—Without an end. Forever and ever—Amen! Amen! Amen!