

The French Broad Hustler

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HENDERSONVILLE, NORTH CAROLINA, THURSDAY, JULY 13, 1911.

\$1.00 PER YEAR.

EQUALIZATION OF TAX LEVY HENDERSON COUNTY BOARD

The Board of Equalization for Henderson county now in session at the court house hopes to finish its work sometime today. This board is composed of the three county commissioners and a fourth man, Mr. Charley Corpening, appointed by the state tax commissioner.

For the past three days this board has been in session and in this time has done a prodigious amount of work. It is possible that still another day will have to be spent before the work is finished. Numbers of citizens both urban and rural who felt they were unequally taxed have appeared before the board and requested that their tax be equalized. Among all this number no one has yet made complaint that his tax was too low and should be equalized upward.

County commissioner T. A. W. Lyda says the work has kept them busy from early morn till dewy eve—and the end is not yet.

Will Speak Tomorrow.

Mr. Bivens of Raleigh, who will address the teachers of the county at 10:00 a. m., tomorrow at the court house, is expected to reach the city tonight.

After spending a day or two here, Mr. Bivens leaves for Brevard where he is scheduled to speak Saturday.

Superintendent Shilte requests all who are interested, whether teachers or not, to come and hear what Mr. Bivens has to say.

Farmer and His Wife Burned to Death

Princeton, N. C., July 12.—The charred bodies of Arthur Perceval, a prominent farmer, and his wife were found in the ruins of their burned farm house near here yesterday.

Recent Arrivals at East View.

Mrs. W. E. VanLandingham, Ernest VanLandingham, Casper VanLandingham, Mrs. C. M. Horton, Theda Horton, Eugene Horton, Mrs. N. M. Sanders, Mrs. J. C. Herlong and five children, Miss C. M. Simonton, Mrs. John M. Simonton, Phillip Herlong of Jacksonville, Fla., Mr. Charles Dohmen, New Orleans, La.

The Salvation Army.

Hendersonville is being visited today by representatives of the Salvation Army who will hold a series of meetings. Major Ed. White, divisional officer for North and South Carolina, Georgia and Florida, is accompanied by his secretary, Adjutant W. S. Quirk and Adjutant John Bonits who has charge of the army work in Asheville. The object of the visit is to hold a few meetings and also to raise some money for the Salvation Army.

A meeting was held this morning in front of the Herald office, a large crowd listened attentively to the singing and music and responded very liberally to the offering.

NEWS OF THE SANDHILLS.

Farmers Relieved of Worry Over Cotton Worms—Russian Jews Make Good Farmers.

Southern Pines, July 11.—When Prof. L. C. Newman of the A. & M. College was shown the worms that are so abundant on the cotton in this section he smiled. The farmer who brought him the first specimens said: "Do not know what to do with them."

"Do with them," said Prof. Newman. "Do nothing with them." That is the larva of the lady bird, the best friend the cotton planter has when lice are on his cotton. Those worms develop into the lady birds, which eat the lice. You let that worm alone and it will settle the lice question.

It is needless to say the farmers feel better since Professor Newman came down this way and saw the situation.

EXPLOSION JARS EGGS, NO SPRING CHICKENS.

Chicago, July 10.—Spring chickens are a scarce article of food in Chicago.

When the country for 50 miles or more around Pleasant Prairie, Wis., was shaken up last March by an explosion in a powder mill, the blast played havoc with setting hens and incubators. The explosion was mistaken by many for an earthquake when it was felt. A few houses were blown down and thousands of windows were broken.

About 90 per cent of the spring chicken crop went up with the powder explosion, commission men say. The eggs were shaken and the young chickens were either killed outright and failed to hatch, or they were born deformed. Some were hatched out minus a leg, others with twisted necks and some with only portions of wings.

Mrs. J. Woodward of Columbia is visiting her parents Mr. and Mrs. F. G. Hart for a few weeks.

WILL BE TRIED THIS EVENING

The negro, Tom Hampton, who tried to carve up his affinity, Maggie Williams, Monday night will appear before Squire Hood at 4:00 this afternoon. Languishing in jail is contrary to Tom's idea of the eternal fitness of things, so he requested the officers to give him as early a trial as possible. He said that if he was to be made a member of the Good Roads Movement he wanted to enroll himself and begin service at once.

Record of Death From Heat in Richmond is Unprecedented.

Richmond, Va., July 11.—Seven deaths from the heat this summer, four during the present spell, are listed by the city health board. This record is unprecedented in the history of Richmond.

Never Been to Town.

Nashville, Tenn., July 11.—Mrs. Polly Monk, 94 years of age, is dead in North Christian county, according to a special from Hopkinsville, Ky. She had lived all her life on a farm, outlived two husbands and had never been to town, although living within two miles of Crofton. She had never seen a train, and had an antipathy for "new fangled things."

Virginians Called on to Pray for Rain

Richmond, Va., July 11.—Within half an hour after Governor Mann issued a proclamation yesterday calling upon the people of the state to pray for rain, refreshing showers fell upon the capital, at least reducing the temperature 20 degrees from the maximum of yesterday, which was 97, in about 20 minutes.

Hendersonville's Playground.

Laurel Park has properly been named "Hendersonville's Playground," and fills admirably all the purpose of a city park centrally located. The new steel row boats are now floating on the waters of Rhododendron Lake in the Park. New bathing suits have been received and at almost any time of the day may be seen a sportive crowd of youngsters enjoying themselves in the waters of the lake.

The free moving pictures will be given either Tuesday or Wednesday night and will continue during the season. This is expected to prove one of the most attractive amusement features of the Park.

The moving picture machine is a first-class one, and only the best subjects will be shown. The program will be changed every night, the pictures will be shown.

Of doors at a point convenient to the dummy, and no admission will be charged.

The Swiss Incline Railway is daily gaining in popularity as its absolute safety is becoming better known. A constantly increasing number of delighted passengers are now daily available themselves of this novel means of reaching the summit of Echo Mountain, and there viewing one of the greatest mountain pictures in the world.

There are refreshment stands in the Casino and at the foot of the Swiss Incline. There are superb springs of cold water everywhere. The shady drives and delightful walks appeal to all, and the pleasure to be derived from an exploration of the Park's hidden charms is almost inexhaustible.

AN ENTERTAINING LECTURE.

At the valley Hill church an arge and appreciative congregation listened to Mrs. Cora Ransier talk on her recent journeys through Palestine and the Orient. She delighted alike young and old while the Bible students were kept busy following her from place to place as she gave historic data or graphically depicted scenes and events. The lecture was instructive, entertaining and educational. A vivid reflection of her personal experiences overland from Damascus to Jerico and Dead Sea. Repeatedly she was interrupted with questions from her eager hearers and only after two hours of continuous speaking was she permitted to close, with a promise of a second lecture in the near future. At the close the audience derived much pleasure from inspecting the numerous costumes, stone, shells, fancy work Mrs. Ransier has brought back as souvenirs from the Holy Land.

At the Lyric.

Tonight a new program has been prepared. All of the vaudeville performers will put on new acts which are said to be fully up to the standard set for the past two nights. Beginning tomorrow night an entirely new group of performers will be seen.

The fine new row boats at Laurel Park are from the famous Mullins people—made of steel and are lately safe.

\$40,000 FIRE AT SALISBURY

Salisbury, N. C., July 12.—One of the worst fires for years in Salisbury occurred yesterday when a two-story brick building owned by Miss Elizabeth Hedrick and occupied by J. Feldman and sons, clothiers, was gutted by fire entailing a loss of forty thousand dollars. A list of the losses include:

J. Feldman, stock \$30,000, with insurance \$20,000; Arey Bros, damage to hardware stock by water, \$2,000; Miss Elizabeth Hedrick's building, \$5,000; insurance, \$2,000; V. Wallace and sons, damage to clothing stock by water, \$1,500.

CO-OPERATION.

Support Local Enterprise Should Be The War Cry of the Entire Local Merchant Community.

By Dundas Henderson.

When a merchant sees of Mrs. Jones buying a few things from the mail order house in the far away big city he permits a howl to escape him. He characterizes Mrs. Jones as a bad neighbor and asks the surrounding space what he is paying taxes to.—If it is to help his neighbors bolster up those condemned mail order concerns. He remarks to the storekeeper next door that there should be a law passed compelling people to spend their money in the community in which they live it.

Five minutes after he has exhausted himself in his trade against the iniquity of Mrs. Jones buying her goods away from home he is giving close attention to a gamblesman who is selling him a bundle of pretty calendars got out by a New York concern. Or maybe the goods that he is purchasing are advertising novelties, the kind that is guaranteed to bring so much solid ever lasting success that it is a wonder there are so many bill collectors traveling around all the while. Count the salesmen who have called on you during the past year and offered you advertising schemes calculated to enrich the bank account of some wise person in a far away town and you will understand what I mean.

What is sauce for the goose is sauce for the gander. If it is a heinous crime for Mrs. Jones to spend her money outside the town in which she or her business have made it, it is just as serious for a merchant to buy advertising from an outside advertiser when he has right in his own community the means of getting the best advertising value if he only uses that means in the right way.

In every town worthy of the name in this country there exists one or more local newspapers. In some cases the circulation of those journals is small. They have a struggle for existence and in about seventy-five cases out of one hundred these papers do not pay at all. The publishers rely on other business, such as job printing, to reimburse them for their labor. More often than not it is a labor of love. No more conscientious set of men exist than the country newspaper editors. Does it not therefore seem to you that those men and their papers are deserving of all the support you can give them? If their circulations are small it is your blame and the blame of others like you. You cannot get circulation without money and if most of those newspapers were given greater advertising support they would be able to give better value and take other means to boost their circulation. Give to them, therefore, the money you are accustomed to spend on those outside advertising schemes. Give your neighbors a fair show.

Do not, for a moment, suppose that your advertising will not pay you in your local paper and still less pay attention to any lack of success you have had in the past in this respect. You have not gone about the matter in the right way. Let me tell you how you can make your advertising a success and convert your local newspaper into the finest possible salesman you could get on this fair earth.

There are four points to this local newspaper advertising question. First, you must be able to buy your space at the right price, and I will say that I have found very few papers in the United States, after a long experience with them, which charge too much for their space to local merchants.

Second, you have to take enough space. Here again most merchants fall down. Buying a piece of land about three feet by two to make an income by farming would be folly, would it not? Purchasing space in a newspaper that is inadequate to contain a pulling advertisement of your business is just as bad if not worse folly. The merchant who spends less than five per cent of his income on advertising is losing money and is a living example of the old English adage "penny wise pound foolish."

Third, you must take space for a long enough time to give the advertisement a chance. If you planted a piece of land with seed potatoes you would not dig them up at the end of two months, would you? No, you would give them time to produce a crop. It is the same with advertising. You must give it time to produce paying results. If you cannot take space in your local newspaper for

E. L. TRAVIS APPOINTED

Raleigh, N. C., July 12.—E. L. Travis, of Halifax, received from Governor Kitchin yesterday evening his commission as corporation commissioner to succeed the late Henry Clay Brown. He went before Judge W. R. Allen in the office of ex-governor Chas. B. Aycock, and at once took the oath of office and entered upon the duties of the commissionership this morning. It is learned that the matter of the appointment was settled Monday morning in the conference between the governor and Mr. Travis.

Mr. Travis is one of Governor Kitchin's closest personal and political friends, has been a member of the state democratic executive committee for twelve years and chairman of the Halifax county committee since 1898. He was for a number of years chairman of the board of directors of the state penitentiary and has served four terms as state senator.

FREE MOVING PICTURES AT LAUREL PARK TONIGHT

Unexpected day in the installation of the fine moving picture machine at Laurel Park has postponed the exhibition of pictures there until tonight. The pictures will be exhibited in the open air on the slope immediately in the rear of the Casino—an ideal location. The car stops there and no long walk is necessary on the part of those wishing to witness the pictures. Two reels of good subjects will be shown every night. No admission fee will be charged.

Mr. C. S. Steele of Columbia is at the Gates.

J. T. Brice of Americus, Ga., was in the city today enroute to Brevard where he will spend the summer.

one year leave it alone till you have more knowledge and better sense. Last, but not least, you must put in the space you have bought, salesmanship that will make most use of it—give it, in fact, one hundred per cent value. You do this for two reasons, one because you are a business man and want to get full value for the money you pay out and, second you desire all the results you can get by safest and quickest method. The first three points I have enumerated can very easily be attended to by the average local retailer with the aid of his friend the newspaper man, but the salesmanship in the space bought is best left to an expert. I offer you the aid of such an expert.

If some one were to come into your store and offer you the services of a high grade city salesman for a sum that you usually spend on cigars weekly what would you do when you were convinced that he was not joking? You would take him at his word. You are no fool and you want to make money just as fast and easily as you can drag it in.

What I offer you is something as startling. I can sell you the services of men who have made a National reputation as constructors of ads for concerns like yours—men who have made, and are making success for thousands of similar stores and who can make as sure a success for you—for the extraordinary sum of one dollar per week. This is only made possible by the syndicate method of supply with which you are no doubt familiar, but with which, if you are not your local newspaper man will be only too glad to enlighten you. It places within your reach the same class of advertising, including illustrations, as is used by the most successful stores in this country. The kind of salesmanship you must put in your newspaper space if it is to bring you the highest and quickest returns, and it is the lack of that sort of salesmanship that has made more failures in local newspaper advertising than any other cause.

When next therefore a smooth tongued salesman wanders into your store and tries to unload a new fangled advertising scheme remember the paper near at hand and the struggle the editor is making to produce a sheet that, after all, is yours—the product of your town and the representative of it in the world's press. It may not be a great and mighty production, but you can materially aid it to be better by turning the smooth salesman and using a little of the medicine I have prescribed in these lines.

Yes, co-operation is just as good for you as it is for Mrs. Jones, and when you come to think of it, the newspaper is more entitled to your business than you are to Mrs. Jones' for it has bigger interests at stake and is probably doing more for the town than you are.

Buy enough space for a long enough time in your local newspaper therefore and use it in salesmanship—the kind I have outlined, which your local editor will readily endorse as the one hundred per cent method of getting sure returns. Pass it around.

HENDERSONVILLE-GREENVILLE HIGHWAY TO BE BUILT SOON

STATE NEWS.

The Winston-Salem Poultry Association, which is a large, influential and flourishing organization, has committed at work preparing for the big show which will be held here next winter.

Mr. Car Skaden, of Mooresville, Ohio, has recently purchased the Bowen farm, a few miles below Washington, and will run a high-class stock farm there during the next several years. He expects to raise fine horses and has already shipped a carload of fine horseflesh here. It is also understood that he will open up a race track during the coming fall.

Three thousand strong. Citizens from all sections of Johnson County attended the Annual Farmers Picnic and good roads meeting at Smith Saturday.

An election will probably be called in Salem at an early date to vote on the matter of issuing \$30,000 bonds for schools.

Charlotte's new quarter-of-a-million-dollar postoffice is approaching nearer to realization. Though in a sense and in proximity it is to be an addition to the present structure, the designation "new" is not a misnomer. After a conference yesterday with the local postmaster, assistant postmaster, weather observer and other occupants of the present Federal building, Mr. D. J. Lix, an architect of the Treasury Department, Washington, stated that the contract will be let within the next six months.—Charlotte Observer.

The Greensboro ministerial association has started a movement to have the postoffice here closed on Sunday; that is, the association asks that the carriers' windows be closed and as little clerical work as possible be done.

A Mountain Trip.

A most delightful mountain trip was enjoyed last week by a party of young people from the Mills River neighborhood. The jolly campers started Thursday morning and reached Caesar's Head Friday. While in that part of the country we visited Buck Forest, an dthe many beautiful falls in that vicinity. Those who enjoyed lovely trip were: Misses Beulah Frink, Sue Carland, Josephine Osborne, Tommie Marie, and Lena Lane, Messrs, Martin Kinsey, Hamilton, Floyd and Lee Osborne and Tom Allen. It is a mistake about any of the rock having fallen. Caesar remains ever and anon the same. One of the Party.

A very pleasing bit of information comes from Raleigh. The state appropriation for the high school department has been increased from \$250 to \$375. While this increase only amounts to \$125 it will help materially to increase the efficiency of this important department.

With the election of Miss Athena Mellette the teaching force is now complete and the personnel is such that the Board is to be congratulated. Miss Mellette is a graduate of Winthrop and has had several years experience. She was re-elected to the same position held last year but preferred to cast her lot among the good people of Hendersonville. In regard to the Superintendent for next year, the following might be of interest: Raleigh, N. C., June 19, 1911

Mr. T. W. Valentine,
Hendersonville, N. C.
Dear Mr. Valentine:

I have learned that your board of education has elected Mr. W. H. Cale as superintendent of the Hendersonville graded school—at least, this is the information that I have. I trust that I have not been misinformed, because I know Mr. Cale, and regard him very highly as a school man. In my opinion, he will render excellent service to your people; and if full rein is given to him in the matter of the management of the school, he will give satisfaction to the whole of Hendersonville. In character, fine scholarship and a teacher of excellent standing in this state.

With best wishes, I am,
Very truly yours,
Algen J. Barwick,
Chief Clerk.

The diligence of Chief of Police Garren in the case of the theft from Mrs. Posey's Millinery Emporium a few days ago has been rewarded. Nearly everything of value has been recovered. Some of the stolen articles were found hidden away under an old log but the keen eyes of the chief ferreted them out. "An immature age of the two boys weighed greatly in their favor and they were allowed to go upon payment of the costs in the case. They will likely be better able in the future to overcome their overpowering desire to appropriate to themselves whatever of value they may find lying around loose and will probably walk more uprightly in the eyes of the law.

Mrs. John A. Elmore of Montgomery is at the Wheeler.

Much has been said lately as to what this county was going to do towards getting the Hendersonville-Greenville highway in good shape for summer travel. It is announced today that there is going to be held in this city some time in August one of the largest Road Roads meeting ever witnessed in Hendersonville.

County Supervisor George Justice is now arranging for this great "raally" which will be held possibly about the middle of August. Invitations will be issued to all the leading good road men and to all the leading good representatives gathering will arrive from Asheville and a great number of prominent citizens will journey up from Greenville to this great meeting.

Definite steps will likely materialize from the meeting held here and work will no doubt begin on short notice in placing the Greenville Hendersonville highway in perfect shape. Hundreds of automobiles from the South have already traveled these mountain routes both in the day and in the night. With the completion of the proposed improvements there will be many more summer tourists to travel into Western North Carolina than ever before.

GENERAL NEWS.

Said to have been suffering from temporary insanity, Mrs. Joe Stevenson, of Calhoun, Ga., jumped into a well at the home of her brother, R. H. Land, Saturday, carrying with her Mrs. Land's 4-year-old daughter. The child was drowned.

As the sequel of a series of business quarrels, extending over several months, Miss Zella Phillips of Rome, Ga., Monday night shot David Tate, a Rome merchant, four times with an automatic pistol. One shot entered his chest and three his legs, but his wounds are not necessarily fatal, and it is believed that he will recover. The woman is held in jail.

Girls of the Broad Street Park Methodist Episcopal church of Trenton, N. J., are to be taught the use of fire arms. Under the direction of their pastor, the Rev. William Stone, the girls have organized the "Rangers" club. They are to be trained in artillery and will also devote themselves to athletic sports. The object is to get them to exercise in the open air.

Strange as it may seem, the coolest places in the city during New York's hot scourage—the large restaurants in and around Broadway—are said to have lost more money than any other general business. The managers estimated that more than \$1,250,000, which ordinarily would have been taken in at Broadway restaurants during the five or six days, was diverted into other channels.

When the free delivery of letters was first installed in Middleton, Conn., 24 years ago, three veterans of the Civil war, Michael S. Dunn, John Slavin and James Deming, were appointed by the postmaster. Those three men, now gray-haired, and stoop shoulder from their quarter century of work carrying their delivery bags are still covering their routes, and Monday the entire city joined in celebrating their 24 years of service.

After years of inactivity, another effort is to be made by New York city to recover from the federal government the sum of \$662,000, which the city spent in equipping soldiers for the civil war. Experts from the comptroller's office are now looking into the history of the city's claim with a view to taking it up forthwith.

AGED MUSICIAN DIES SINGING OLD HYMNS.

John P. Jones, Noted Welsh Composer, Passes Away with Song on His Lip.

Chicago, July 10.—Singing snatches from his own compositions, John P. Jones, noted Welsh composer and vocalist, died Monday at the age of 88.

The 17-year old grand-daughter of the composer sat at the piano. The audience was made up of the four maiden daughters of Mr. Jones, all teachers in the Chicago public schools who have kept house for him for many years, and several other relatives and friends.

As the player began to strum the melody of "Congress Street," Mr. Jones' favorite among the hymns of his own composition, the aged singer took up the words almost as clear and rounded as in earlier years his voice rose above the accompaniment.

"Play again," the aged man commanded. One after another he ran through the repertoire of his own compositions. Then came another favorite to the air of "Eva," named by the composer after one of his daughters. After a few words the old musicians voice faltered and he was dead in a few minutes.

Raleigh, July 10.—John B. Carlyn, for 23 years professor of Latin at Wake Forest College, died at his home, aged 53. For two years he presided over the state convention. He was one of the State's best known educators.