

Western Carolina Democrat

and French Broad Hustler

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HENDERSONVILLE, N. C. THURSDAY, APRIL 1, 1915

\$1.00 PER YEAR, IN ADVANCE

VALUE OF BOARD OF TRADE WORK TO A CITY OR COUNTY.

Mr. Buckner of Asheville in Marion Address Tells How Board of Trade Helps all Classes.

Neptune Buckner, a native of Henderson county, for the past few years secretary of the Asheville Board of Trade, which organization has had an important part to play in the growth and development of Asheville and vicinity, recently delivered a speech on board of trade work to the people of Marion.

In view of the merits of this speech and the influence it should have in Hendersonville, the Democrat reproduces it from the Marion Progress.

Mr. Buckner's address follows: A solemn stillness pervaded the home; it reached every nook and corner. The mother arose and walking to the foot of the stairs shouts: "You, Johnny, Bobby, what are you doing up

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ADVERTISING CHURCH WORK.

Religious Advertising in Secular Papers Has Produced Big Results.

Is the Christian religion a paying proposition—not in dollars and cents, but in the returns it yields in the reclamation of human lives and spiritual possibilities? Is it worth as much to a church, a denomination—if we may use that term—or to a community as a stock of goods is worth to a store, a syndicate or a system? Is it worth putting before the world in an attractive form—yes through the press, if you please? In glancing over the exchanges we notice that the Wilson Times of Saturday carried a third of a page advertisement announcing the presence in that thriving little city of Rev. W. M. Vines of Charlotte to conduct a series of evangelistic meetings. Dr. Vines' picture appeared in the midst of the space the promoters of his meeting bought and, along with that, there was a lot of descriptive matter in attractive type, such as a newspaper could not consistently donate to any purpose whatsoever.

From the above incident, it is evident that those interested in the conversion of souls in Wilson thought their project worth spending money on. The Christian religion is a thing that is deemed priceless, and properly so, by those who possess it as a saving medium. The man who has a knowledge that he is a saved man and who is a doer and not merely a hearer of the word would not take worlds for his hope of always living a useful life here on earth and a continuation of that life in heaven as an eternally redeemed soul. If it is worth that much to him, it is not worth displaying in the biggest type ever filled the cases of a print shop?

We do not mean to be putting religion on a commercial scale. We hope it will never be so cheapened. But

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Your Dollars Aid City Sins

YOU,

Mr. Citizen of this town!

Do you want your dollars to add to the brightness of the lights of the city that the evils they represent may make a stronger appeal to your boy?

That is just what you are doing when you send your dollars to the mail-order man of the city instead of spending them at home.

Every dollar you send away from home means an added reason for the boy to follow the dollar. And there is much less opportunity for him to succeed in life in the city to which your dollars go than there is right here in this town where the people know and appreciate him.

There is not a hundred-to-one chance for him in the city, and yet you are inviting him to leave you that he may follow your dollars!

Why not keep the dollars at home where your boy, and not the son of the mail-order man, will have a chance at them?

Why not spend them with the local merchants?

Think it over.

Merchants Association of Hendersonville

WHAT MERCHANTS HAVE DONE AND ARE TRYING TO DO.

The Merchants Association of North Carolina accomplished big things at the last session of the General Assembly. Grateful with the results so far obtained, they have gone to work to influence still greater legislation two years hence.

As will be seen from the report below taken from the Stateville Landmark regarding an address in that city by A. B. Justice of Charlotte, many good things were accomplished, but there are other conditions to be aright.

The Hendersonville Merchants.

The Merchants Association of Hendersonville will meet in the office of the association in the Smith building on Thursday night of this week when a good attendance is desired in order that action may be taken with reference to reducing bad accounts to judgments and advertising them for sale; and as to the local organization affiliating with that of the State for remedying conditions controlled by the laws of North Carolina.

The local association organized with a good attendance and thirty-two bona fide members belong to it. Efforts will be made to induce all of them to be present as well as prospective members at the meeting Thursday night of this week, when matters of interest to all Hendersonville men doing a credit business will be considered. Methods for stimulating local pride and trading at home will be discussed.

Some Things Accomplished Through Organization.

The advantage of merchants coming together by organization, the helpfulness of their co-operation to each other, to their community, was discussed by Mr. Justice. In addition to the advantage of local co-operation, the merchants had by organizing the State association, secured legislation that was helpful to them and to the public. They had secured the abolition of the merchants' tax, an unjust burden; the abolition of trading stamps, which were not an advantage to them or to their customers; had secured a law to compel the express company to publish its rates, which enabled the shipper to determine whether all patrons were treated alike; and had also secured legislation compelling the express company to turn over promptly money collected on C. O. D. shipments. Prior to the enactment of this law the company paid such collections when it got ready. In one case it held on for eight months to cash collected for a shipment.

Other good laws secured by the organization were to prevent the adulteration of feedstuff and the misbranding of products; requiring the amount of gold and silver in jewelry to be specified; to prevent deadbeats securing goods on approval and keeping them; to make married women responsible for contracts; to check the issuance of fraudulent checks and to prevent the publication of fraudulent or deceptive advertisements.

Some of the things the merchants are trying for but have not yet attained are a fairer adjustment of freight rates that will enable them to compete with the Virginia cities, and a modification of the homestead law.

MR. PERKINS BUYS AN AUTO; HORSE COULDN'T FILL CALLS.

Farm Demonstrator Perkins Has Equipped Himself With a Ford Automobile.

While Mr. Perkins is aware that riding in an auto is a somewhat aristocratic idea among the Henderson county farmers, when asked by a representative of the Democrat to "set himself straight" with them on the subject, he said:

"I received so many calls from farmers wanting me to visit their places and give advice on various subjects, especially spraying at this season, that it was impossible for a horse to cover the ground. For the last few

days I have received calls from people I never knew before. There is a big service until now I have invitations from farmers in such numbers that I will not be able to fill all of them in two weeks, and should I depend on a horse taking me over the country I never would make the calls."

Mr. Perkins added that the publicity that had been given him through the Democrat had resulted in his receiving calls from people of whom he had never heard. They tell him that they have read so much about his work that they want to get in closer touch with him.

Mr. Perkins will furnish the Democrat other interesting farm articles as soon as he is able to dispose of the great rush of work on his hands.

HOW FARMERS MAY ADVERTISE THEIR PRODUCTS PROFITABLY.

More Than Ever Farmers Are Advertising Their Products and Big Results Are Obtained.

Never before has there been so much advertising by farmers in the general press as this season. Not of course, that this advertising has amounted to very much, even in the aggregate, but it shows a new tendency, which doubtless has been stimulated by the parcel post. Advertising properly done pays the farmer as well as the merchant and there seems to be no reason why it should not be a help in getting the producer and the consumer into closer touch.

An acquaintance of the writer has built up a good apple trade through newspaper advertising and the use of circulars. His original investment of about forty dollars brought him back several hundred dollars in orders and won him customers who send him an order regularly every fall. Each season he sends a well-worded circular to all the names on his list, telling the size and condition of his crop and giving prices for the season.

Newspaper Ads That Pay.

Also, an advertisement must be properly prepared. Otherwise the money spent for it will be thrown away. Two announcements recently appeared side by side in a city paper. One read as follows:

"Baldwin apples, to be delivered in November from the farm where they grew to your door for \$3.50 a barrel. Jacob South," etc.

In all likelihood that advertisement paid well. It told the whole story clearly and succinctly. The reader was informed as to the kind of apples, the price, time of delivery and trans-

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SPARTANBURG ROAD BOOSTERS COMING TO HENDERSONVILLE.

Will be Entertained at Community Club at 2 O'clock, April 8; Interesting Program Arranged.

Arrangements have been made by the boosters of Spartanburg to make an automobile tour to Hendersonville over the new road on April 8.

Arch B. Calvert, who is behind the movement and chairman of arrangements for the event has named Road Supervisor P. F. Patton and W. A. Smith as members of the Hendersonville committee.

Mr. Patton and Mr. Smith have entered upon a plan to royally entertain the Spartanburg boosters while in this city.

It is understood that upon invitation of the Community club, the bankers, lawyers, doctors and real estate men of the city will entertain the boosters while they are the guests of Hendersonville.

This will be the first trip made over the road by the South Carolina boosters. Some of the most prominent men of Spartanburg will be afforded an unusual opportunity to become acquainted with its South Carolina neighbors.

The details of the program of entertainment have not been completed, but it is understood that a luncheon will be served by the business and professional men of Hendersonville at the Community club.

(Spartanburg Herald.)

The boosters' automobile trip to North Carolina—to advertise both the music festival and the good highway that leads from Asheville to Spartanburg—received enthusiastic endorsement from the good roads committee

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Go To Church On Easter

EVERYBODY should go to church Easter. In every church in this community there will be special services on Easter. There will be special music. There will be sermons appropriate to the day. Churches always are attractive. At no time are they more so than on Easter morn, the morn of the risen Lord. Do your part. Swell the hosannas. Go to church. Get your neighbor to go. It is a day of great rejoicing.



HOW TO INCREASE CHURCH MEMBERSHIP AND ATTENDANCE.

The religious census taken a few months ago in Hendersonville revealed the fact that there are many residents who hold their church membership elsewhere.

This is a resource that is not utilized but which rightly belongs to the church, and should be useful.

Would a united "Get Your Church Letter" movement accomplish the desired results?

Here is how the pastors of Statesville view the situation, as expressed in the Landmark:

The local pastors, in conference yesterday morning, canvassed the local situation with special reference to the revival services to be held in all the churches of the town for the week preceding Easter Sunday. The greatest religious need of Statesville, as viewed by the pastors' conference, is to enlist and use the resources already rightly belonging to the church.

There are on the rolls of the various religious organizations of our town the names of 3,185 white people of our community. It was found, in the religious census of the town made five years ago, that at that time there were 510 church members in Statesville whose membership was recorded elsewhere. It is estimated that there is now about the same number as at that time. The pastors agree that the paramount need just now is that these people secure their church letters at once. There is really no more reason to keep one's church membership at the old home church, than for the children to keep their names on the old home school roll.

The pastors desire to urge every church member in Statesville whose name has not been enrolled in the membership of some Statesville church, to get his letter this week and present it to the pastor of his denomination here, within the next few days.

It is believed that there are a sufficient number of people here who have not brought their church membership, to form an organization as large as the largest membership of any church in the town.

Instead of a "Go to Church Sunday," the pastors urge a "Get Your Church Letter Week" for this week.

A Breeding Place For Flies



CLEAN-UP CAMPAIGN FROM MARCH 30 TO APRIL 3.

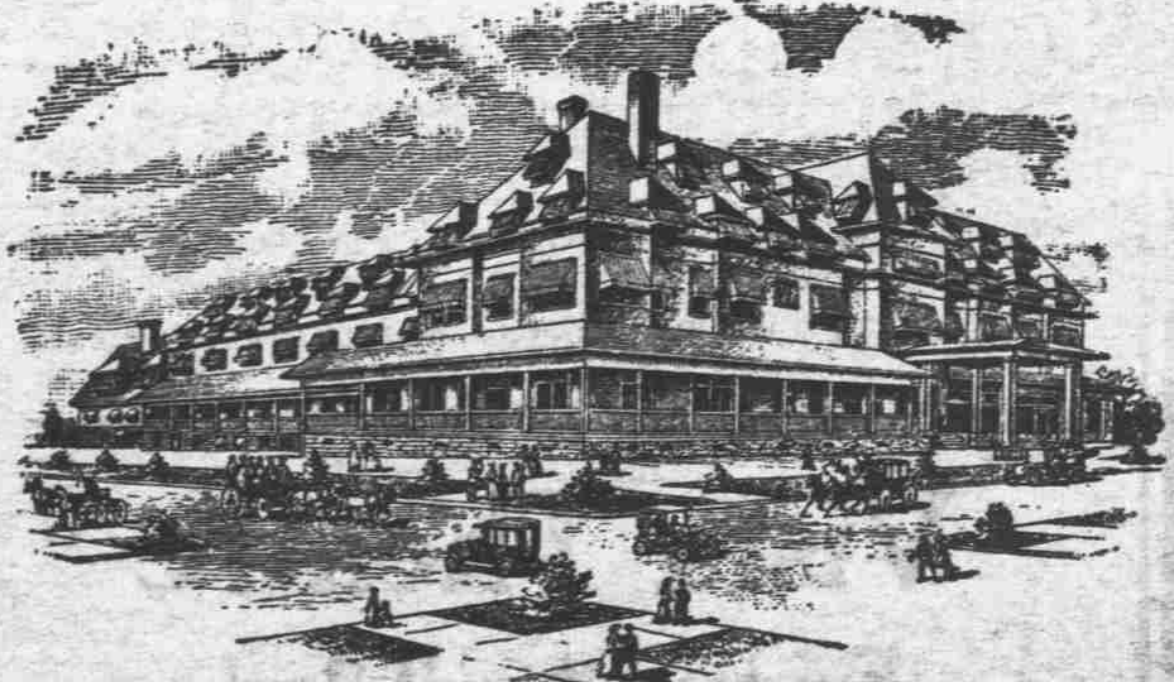
The city authorities, as recently announced in the Democrat, authorized a clean-up campaign from March 30 to April 3, during which time the city's wagons will remove garbage without charge to the property owners.

Persons having garbage two blocks or more from Main street may have it hauled away by notifying the city authorities, phone 112, during this free clean-up period.

The garbage should be placed in receptacles or piles, conveniently located for the wagons.

After April 3 the city authorities will enforce clean premises, the cost of cleaning up to be paid by the garbage owners.

The city authorities are determined to make Hendersonville clean—permanently clean—thereby making it one of the most attractive and healthy places in the country.



ST. JOHN HOTEL ADVERTISED FOR SALE.

As will be seen in the advertising columns of the Democrat this week, the St. John hotel is advertised for sale to the highest bidder for cash at 12 o'clock on Friday, April 30, by virtue of the power of sale contained in a deed of trust executed by the proprietors in January, 1912.