

1891--French Broad Hustler Anniversary--1918 And Board of Trade Number--

CITY ADVERTISING PAID BIG RETURNS

Advertising Committee Prepares Booklet to Follow up Southern Newspaper Advertising; This Brought Grati...

F. A. Ewbank read the following report at the annual meeting of the board of Trade:

Your committee begs to report a very successful year for the amount expended through its hands the results being limited only in that the sum available was much too small to carry out the ideas of its several members.

The chairman has thought for some time that we should take up some form of advertising other than the publishing of booklets and with that end in view advocated the use of newspaper space last spring. This idea was endorsed by all the members and after taking the matter up with the board in regular meetings a plan was outlined whereby we contracted for a small campaign looking to the attraction of tourists on their return north from the Florida resorts.

One channel is the routine work of the secretary. This work consists primarily in answering hundreds of letters sent out by the distribution of thousands of booklets. While the secretary distributes many booklets in the several towns in which the newspaper ads were running. The total cost of this campaign amounted to \$260.00 and the result more than justified the expectations of your committee.

Your committee recommends that this form of advertising be continued and a definite program of this kind be formulated with a view of gradually enlarging its scope. This of course takes money, more money than we have in sight at this time, however, we believe that the only way to derive permanent results is to have a fixed plan and follow up from season to season.

Your committee feels that we should also bend every effort to secure a first-class golf course. This as an advertising feature would be the biggest thing to do. The class of tourists that we are reaching out for will not come until we have it.

Your committee is now engaged upon the preparation of a new booklet and hopes to be in a position to submit samples within a very short time. It is proving to be a big task and we have not been able to make as much headway as we had hoped. We now are getting comparative bids from several houses. This form of advertising we consider necessary as a means of following up inquiries resulting from other sources.

Respectfully submitted, F. A. EWANK, Chairman.

BOARD OF TRADE WIPES OUT ITS DEBTS OF OLD

With Indebtedness of Four Years Standing Wiped Out the Treasurer Suggests Plan for Increased Work; Would Discourage Street Solicitation of Funds by Plan That Would Protect Business Men.

Treasurer A. S. Truex prepared the following report, which was read at the annual meeting of the Board of Trade:

Annual Report of the Treasurer of the Hendersonville, N. C., Board of Trade for the Year 1917. To the Officers and Members of the Board:

Greetings: It affords your treasurer much pleasure to announce to you tonight that all our old debts have been paid in full and that we start our new year free from all indebtedness.

Those of us who know that our indebtedness as shown on our books one year ago amounted to several hundred dollars, part of which dated as far back as 1914, will realize the importance of this announcement.

Owing to the illness of the treasurer and the fact that the few remaining delinquent members may wish to avail themselves of the privilege of remitting their dues in the eleventh hour, it seems advisable, not to close the year's books at the time of this meeting.

TRUEX REVIEWS WORK OF BOARD OF TRADE

Points Out Some of Many Good Things Accomplished and Pictures Bright Future for Organization; Urges Enrollment of New Recruits in the Many Worthy Undertakings of Board of Trade; Lines of Work.

Secretary A. S. Truex prepared and had read the following report at the annual meeting of the Board of Trade: Annual Report of the Secretary of the Hendersonville Board of Trade for the year 1917.

To the Board of Trade, Hendersonville, N. C. Greetings:

The work accomplished by the Board of Trade, might be spoken of as flowing through two separate channels, both in one direction, with one object in view, the upbuilding of Hendersonville.

One channel is the routine work of the secretary. This work consists primarily in answering hundreds of letters sent out by the distribution of thousands of booklets. While the secretary distributes many booklets in the several towns in which the newspaper ads were running.



A. S. TRUEX, Sec. Treas. Board of Trade.

bulk, (most of which are through the courtesy of the Southern Railway) practically every individual request for booklet has been answered with a personal letter from the secretary.

If nothing else had been accomplished, this make the work of the Board of Trade a success and a good amount invested as dues. The second and more important channel is, the work of the Board in General, and the work of the executive committees.

We started the year 1917 with two projects in view. Cotton mills and golf grounds. Owing to general conditions, well known to us all, we were forced to abandon these projects for the year.

Much of our work is necessarily in conjunction with other organizations or individuals, and for the successful culmination of which, we do not assume entire credit.

We have been seriously handicapped by lack of funds. Board of Trade work is largely accomplished through committees and often the committee work involves the expenditure of funds. Any such committee appointed during the past year had to bear the additional burden of raising the funds necessary for their work.

Some of our work is still unfinished, held in abeyance for one cause or another, the details of which it is not necessary to mention here.

The first real work accomplished was that of the advertising committee. Those of our members who have maintained sufficient interest to keep posted, know that this committee did great work in advertising Hendersonville before the winter crowds in Florida. The results were to be seen by the increase in our spring tourist business.

Realizing the necessity of a farm demonstrator for Henderson county, we got busy on this proposition and the county farm demonstrator was appointed.

Early in April, at the request of the government, we devoted our attention to the encouragement of "Cultivation of the Soil." Mass meetings were held and committees appointed through official committee work funds were raised and seeds provided and distributed to the farmers throughout the county.

When the time came for our local boys, the 5th Coast Artillery to leave Hendersonville.

Board Of Trade's Program Of Action; Echoes Of Meeting

EDITORIAL SIDELIGHTS ON THE ANNUAL MEETING OF THE BOARD OF TRADE; NEW YEAR CALLS FOR PROGRAM OF VITAL ACTION AND OF SUPREME IMPORTANCE TO THE COMMUNITY; CONCENTRATION OF EFFORT DESIRED IN HOPE OF GREATER ACCOMPLISHMENT.

The annual meeting of the Board of Trade at the Kentucky Home last week was noteworthy. It was declared to be one of the best public meetings ever held in Hendersonville. The privilege of witnessing such a gathering of the most representative of our citizenship was worth more than the price of the supper. It was an inspiring event.

Many favorable remarks have been made about the meeting. An attractive feature and one that pleased, was the business-like attitude of the meeting—a feast of wholesome suggestions in community upbuilding rather than the predominance of empty wind-words so frequently typical of such gatherings.

It was not a cut and dried meeting. No one grew tired and a man interested in community upbuilding could not become sleepy.

CONCENTRATED EFFORT. It is remarkable to observe sentiment with reference to the concentration of effort on some object to be attained. On every side you hear members talking of concentration of effort, the centralization of ideas and the unity of purpose. This is commendable; it will be effective when once the Board of Trade organizes a "tank squad" and makes a thorough-going drive, with the solid backing of the organization with its entire membership.

There will be a divergence of opinion as to what object should be sought this year and since it is impossible to get all the members together there would be nothing amiss in sending out a questionnaire, giving a list of things desired and helpful to the community and request the recipient to check the one thing to which he had rather the Board of Trade would give special attention until the goal is reached. But in making such a campaign with unity of effort and purpose, the minor things should not be neglected.

COMMUNITY ADVERTISING. The change of opinion on the question of community advertising is wonderful. Only a few years ago the citizens would have long-winded arguments as to the advisability of community advertising. No man is so stale in his ideas as to venture such an argument now. The question is what form of advertising will bring greatest returns and the wherewithal to engage in such a campaign. If you believe there is any doubt as to the advisability of a town advertising, read thoroughly the report of F. A. Ewbank. He has given the question a close study in his valued labors in producing Board of Trade literature for a number of years and he is well qualified to speak. He is a conservative man, as we all know, but listen to his bold declaration that we should spend from three to five thousand dollars annually in advertising—but it is money well invested, bringing handsome returns. Mr. Ewbank is just as strong on the question of golf course as he is on community advertising because he feels that this attraction would constitute a great drawing card for Hendersonville—and the number who believe just as he does is legion.

A CONSTRUCTIVE PROGRAM. The report of President C. F. Bland calls for a program of action. It reathes optimism. It foresees a greater future. It is not vain vapors but the result of deep thought for the good of the organization. It shows Mr. Bland's faith in the organization for which he is the active efficient head. Mr. Bland points out accomplishments that have made the work of the Board of Trade telling in effect and he outlines a program of action touching vital community subjects.

SOME THINGS DONE. The report of Secretary A. S. Truex shows that he is not asleep at the switch; that he is wide awake and ever alert to the Board of Trade's interest and self-sacrificing for its good, laboring faithfully and effectively without remuneration for his services. A perusal of his report is interesting in that it shows something of the detailed work of the organization. He has faith in the organization and does not quibble about the value of such a body, declaring that one feature of the many phases of activity has made the work of the Board of Trade a success.

Mr. Truex is right in his efforts to induce members to attend the meetings. It is here that they can learn of the efforts of the Board of Trade and add a helping hand in its undertakings. He rings clear on the election of such officers and the appointment of such committees as are willing to give of their time to the work in hand. In this respect no mistake was made in the election of officers. They have proved their worth and Mr. Bland is working on a plan whereby he expects to appoint men on those committees in which they will have a marked interest.

"FREE FROM ALL INDEBTEDNESS." That is a beautiful description of the financial status of any institution. If there ever was an individual who could appropriately be termed the "watch dog of the treasury," Treasurer A. S. Truex is entitled to this distinction. He threw his shoulder to the wheel as secretary and treasurer when the Board of Trade was hampered with embarrassing debts about four years old and consistently and repeatedly adhered to a financial system that has brought the organization to higher ground, even though the income was small and the good work of the organization continued.

The soliciting of funds for the organization for various objects is embarrassing and if it were on a better financial footing the business men could be saved embarrassment from indiscriminate solicitation in the name of the organization and even by those not connected with this organization but who ply their unworthy trades upon an unsuspecting public, which should be sheltered by the protection of the Board of Trade, and this is a question to which Mr. Truex can give some ripe study in the hope of improving the situation.

THE ROAD SITUATION. The report of Dr. L. B. Morse is quite enlightening. It was not hatched up over night. It represents hard work and careful investigation and presents interesting figures. Dr. Morse is by no means alone on the question of road maintenance. The county is fortunate in having sentiment already moulded in this respect, a condition which will make system and organization to this end far less difficult.

The available road tax is quite an appreciable sum and if spent systematically and judiciously will go along way toward proper maintenance and do considerable bridge and road construction work. It is a pity that our splendid system of highways have been permitted to deteriorate. This leak should be repaired immediately and while Dr. Morse recognized this fact and laid emphasis on it, and properly diagnosed the case he did not prescribe a specific dose for our particular ailment. Just here is needed some good judgment as to the course that should be pursued. Our system, as it stands, is admittedly inadequate. Recognizing this condition, the state highway maintenance engineer recommended a full-time engineer. The present engineer, P. F. Patton, who is due great credit for our good roads, is not situated so as to give the work here any great amount of time, but probably under a new system would be able to give the required attention to the local needs. This is a situation to be worked out and the Board of Trade, which is due credit or working up considerable sentiment in road improvement, could probably a great advantage give careful consideration to this problem.

By reason of the importance of these reports and their vital relation to present and desired conditions, the Hustler deems them worthy of publication in full and would commend their perusal to all interested in the progress of Henderson county.

PAST YEAR SUCCESSFUL; BIG TASKS BEFORE US

Accomplishments of Past Year Should Spur us on to Big Things; Organization Should Work for White Way; Publish Booklet, Provide Amusements, Golf Course and Plan for Posterity.

President C. F. Bland read the following report at the annual meeting of the Board of Trade: Gentlemen:

In the twelve months that I have served as president of the Board of Trade I have had an opportunity to study and become better acquainted with the conditions and needs of our community, than I could have, otherwise, in a long time.

First, let me say, I can look back, and see many mistakes and errors I've made by not being more familiar with the conditions, and I can see clearly now, many things that are vitally



C. F. BLAND, President Board of Trade.

needed and that the Board of Trade could be a prime factor in helping to bring to pass.

We have accomplished a few this year:

One, of which we should feel particularly proud, is, we have paid off all indebtedness and have a clean sheet to start with for the coming year.

Another, is the excellent results we got from the advertising we did, to which the Advertising committee deserves a vote of thanks from the chamber.

The securing of the meeting of the Shriners and the way they were entertained, deserves special mention, as in my judgment, it will, and already has, resulted in much good for our town. Many other things could be mentioned that the Board of Trade has done this year.

The music that was furnished at the amusements provided for the visitors, go to show what can be done if all will put their shoulder to the wheel and PUSH. The Board of Trade should have definite objects in view to be accomplished, and while we are entertained with new projects and ideas, we should never let up on the main objects we have set our mind to accomplish until they are obtained.

Just a few things the Board of Trade should do, and can do: First to see a "white way" installed on Main street, not later than the first of April.

Second, to see a nice, attractive booklet gotten out that will carry impression for good, to everyone who sees it.

Third, provide adequate amusement and entertainment for the guests we hope and expect to receive during the coming year. As Hendersonville is now a tourist town, and our dependence is almost entirely from that source, we should use every effort to make it the best tourist town in Western North Carolina. It is already the best, but we want it the very best.

The goal to which we should turn and press with a fixed and steady purpose to keep and perform without hesitation. It is an adequate golf course. This alone in the judgement of many serious thinking people, would mean as much to us as anything that could be added to our town.

And we should not forget what great value manufacturing enterprises would be to our city, and as soon as the condition will permit, we should fix that as another goal, to which every one should lend every source of energy and effort.

Gentlemen, I have a dream: Just out beyond the horizon of the chaos of war, when heads shall waken when our armies come marching home when the wheels of commerce begin to grind, not shot and shell, but the (Continued on Eighth Page.)

ROAD MAINTENANCE IS COUNTY'S GREAT NEED

County's Road Funds Total \$25,554 Annually; Dr. Morse Believes Road Maintenance Should be Slogan of County and Plan of Systematic and Judicious Expenditure Should be Adopted.

Dr. L. B. Morse made the following report for the Road committee at the annual meeting of the Board of Trade: Mr. President, Gentlemen and Members of the Hendersonville Board of Trade:

In lieu of no well organized and comprehensive work that has been in hand and likewise of a dearth of actual accomplishments for the past year; I have decided, as chairman of the Good Roads committee, to change this communication from a report to an appeal for some good things for 1918.

One of the reasons for the Hendersonville Board of Trade's failure in the past is that its efforts have largely been scattered. We have failed to concentrate on a few well chosen things. Indeed, we have, as it were, been at the very mercy of literally dozens of good and valuable suggestions—most of which have died through neglect, lack of workers, lack of money and—more commonly—by the lack of all three.

In calling this to your attention I am simply voicing a truism. There is perhaps nothing that the members of this board of trade are so united upon as it is that we have been scattering our efforts. This has been the one potent cause of failure, and I would urge that we decide upon one, two or three things that must be accomplished during the coming year. Just what these things should be must be carefully considered; but, when we have undertaken them, let us never lose sight of them—and never fail to make their fulfillment certain if hard, conscientious, self-sacrificing effort can bring them about. In no other way will we gain confidence not only for the community but likewise of the members of the board of trade.

In suggesting "better road maintenance" as one of the chief objects to be attained by the Good Roads committee, we would respectfully ask that it be adopted by the Board of Trade as a whole as one of the things to be done for 1918. Let us make road maintenance a slogan, or at least one of a few slogans.

Your committee wishes to say in the outset that the nature of this communication is primarily an appeal; and



C. R. LATHAM, Vice Pres. Board of Trade.

that while not a few facts are set forth, it does not pretend to settle the all-important question of ways and means. If however it will bring these ways and means about, then its efforts will in truth be fulfilled. In other words, the work suggested by your committee is a crusade. Now in most crusades the first and most important thing is to create sentiment. Herein we are fortunate. There isn't a man in Henderson county who does not believe in maintaining our public highways. The question of keeping up the roads is veritably on every one's tongue. Sentiment does not have to be created,—but organization does.

It matters very little as to how badly we may long for perfectly maintained highways; without the necessary organization, we will never get them. On the question of the machinery of organization too there are varied organizations, and lastly, no plan of organization can be successful without funds. It costs good money to maintain roads properly. Money, it is true, are cheap,—but, in the end, expensive. It is hardly necessary for me to say that our highways are deteriorating. (Continued on Eighth Page.)