

French Broad Hustler

VOL. XXVI, NO. 9

HENDERSONVILLE, N. C. THURSDAY, MARCH 27, 1919

PRICE FIVE CENT

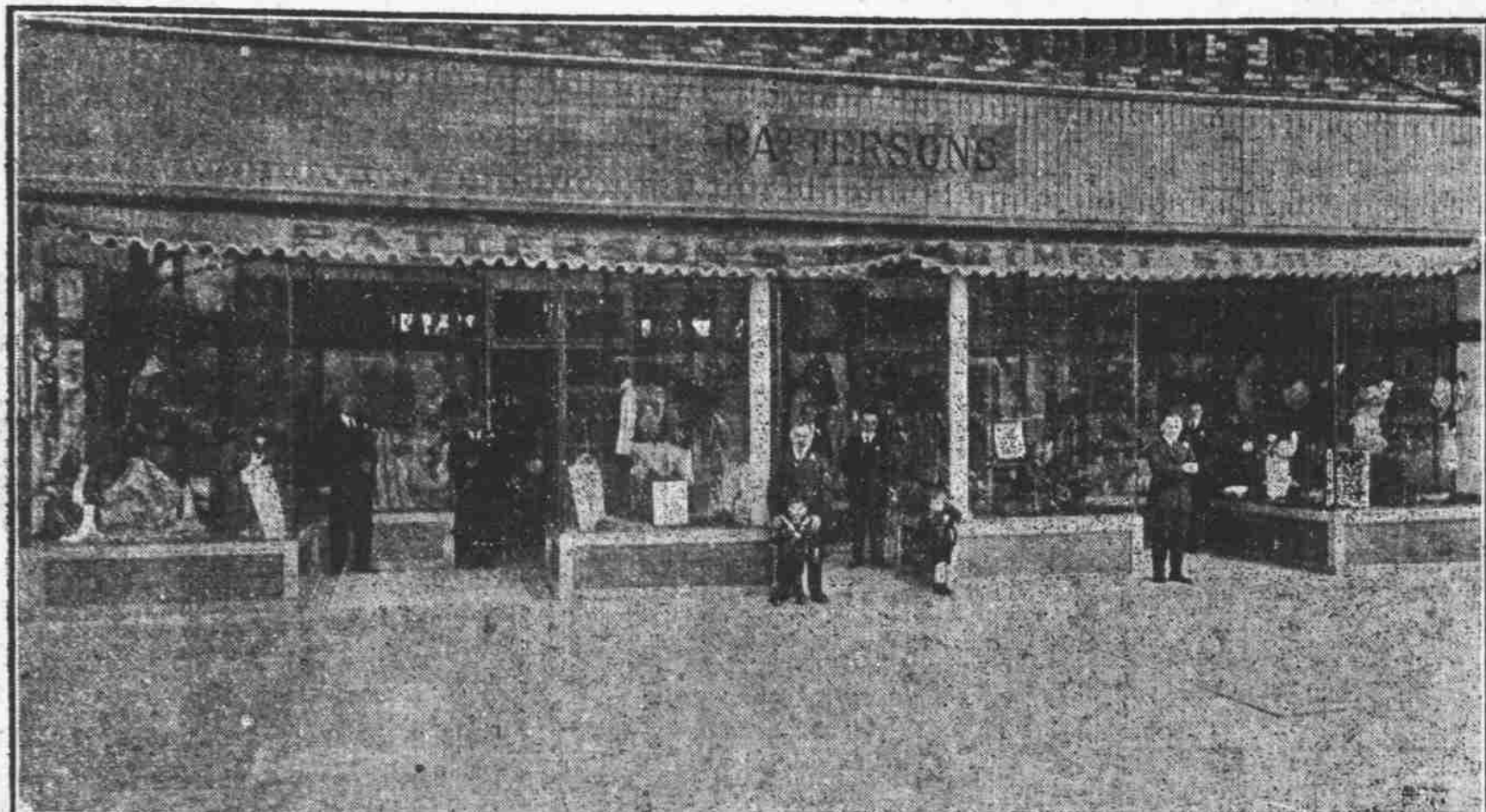
PATTERSON'S DEPARTMENT STORE A FEATURE OF LOCAL BUSINESS

Success of Big Business Achieved by Fair Dealing,
Good Nerve and Hard Work.—A Remarkable
Story of Business Growth.

Some of the most interesting stories of the true ones, and not infrequently the life story of a business shows courage and nerve well worthy of "honorable mention" in the history of

of the entire stock was forced. The proceeds of the sale met the obligation, but Mr. Patterson had to start all over again, with nothing to show for his hard work, and practically

a really modern department store building at the corner of Fourth Avenue and Main Street, the very centre of the town's business life. Work was started on the new building in April, and the contract called for completion by July, but war conditions delayed the actual completion until January of 1918, when the business



a town. A case in point is the business whose name heads this column.

In September 1906, Mr. H. Patterson came to Hendersonville from Kentucky, where he had two mercantile businesses. He started business in a small way here, opening a dry-goods store in a floor space 20 by 75. Mrs. Patterson conducted the business, while Mr. Patterson devoted his time to the two stores in Kentucky and also one which in the meantime he had opened at Brevard. The little business started off well enough, but

nothing with which to make another start.

Unable to float another mercantile venture, he opened a pressing club in the old Toms Building where the Citizens Bank now stands. To help him he had no one but Mrs. Patterson and a sister, and he himself had the work to do; he did it by getting on the job at five o'clock in the morning and staying on it until far into the night. Good work, however, brought its reward in increased business, and the pressing club, with better equipment,

was moved into its present home.

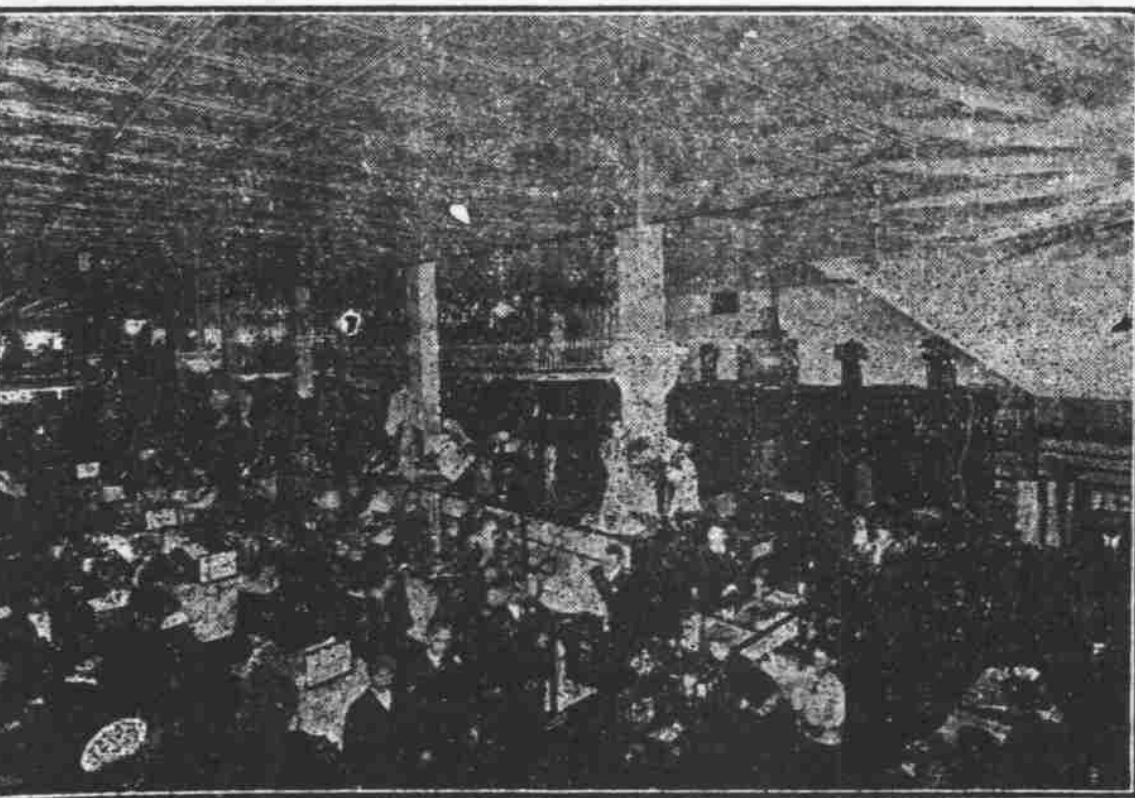
The business as it stands today is a splendid monument to good nerve, hard work, and fair dealing and final success has been wrung from repeated disaster. One of the largest mercantile businesses in this section of the state, it is housed in quarters that would do credit to the retail district of any city in the country. The store now employs fifteen people regularly, and adds many more at busy seasons. The two floors 54 by 108 feet, as well as the large mezzanine floor, are taxed to their capacity by the demands of the business, and arrangements are now being made to convert the large hall on the second floor into a stock room. Many thousands of dollars are invested in the handsome furniture and equipment, mahogany and plate glass are everywhere, while overhead a modern cash trolley connecting the cashier's desk with every part of the store is kept busy handling its load of money. While the stock of goods literally includes every item of clothing which can be wanted for man, woman or child, from the top of the head to the sole of the foot; nothing is omitted.

The atmosphere of the whole establishment is one of prosperity and growth; of success; of good business. And it is deserved. This sketch gives but an outline of the difficulties which have been met and overcome in the building up of this establishment. The result is one which has been achieved by hard work and unflinching nerve, by close attention to every feature of the business, and by unvarying fair treatment of the patrons of the store.

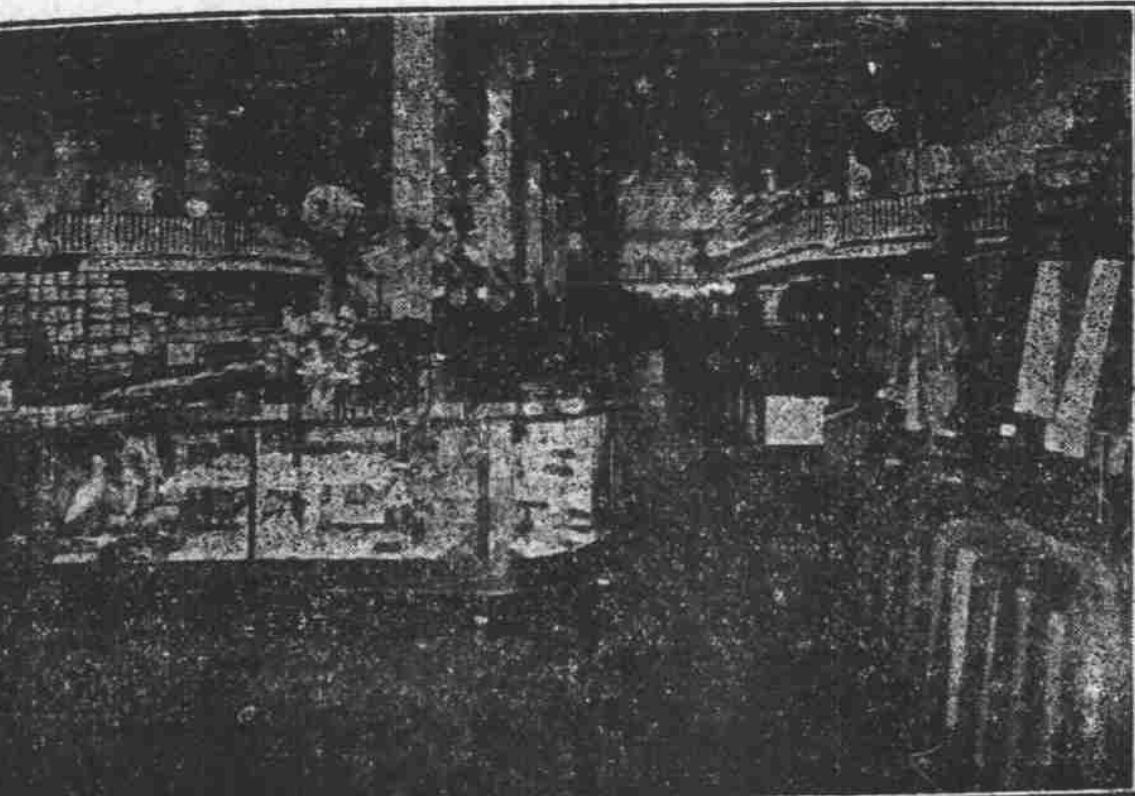
In addition to achieving business success Mr. Patterson has written his name plainly as one of the most generous and public spirited citizens of the town. In outright gifts for different charitable purposes over \$500 was expended last year, and Mr. Patterson's name appears unflinchingly opposite a generous subscription in every move-

ment was moved into larger quarters where Dotson's Harness Shop is now located. After a time the profits of the business made it possible to put in a small line of men's clothing.

Again the story was one of hard work and slow but steady growth, and another move to larger quarters was made, the business being moved into half of the Staton Rock Building on Main Street, and by 1913 continued growth demanded the entire building. A year or two more, and it became evident that even this was going to be outgrown shortly, and in January 1917 a contract was made with J. M. Gudger for the erection of



illness in the family and the demands of the other stores brought troubles, and in September of 1907, the "panic year," an assignment was necessary. The creditors, however were satisfied with the payment made, and another start was made at Third and Main streets. This venture was so well on the way to success that Mr. Patterson was enabled to pay up every cent of the indebtedness left after the assignment, the creditors thus being paid in full. However, the payment of these back debts was a heavy load and to lay in more stock he was obliged to borrow. The lender unexpectedly demanded payment in full, and a sale



LOCAL BASKET BALL GIRLS DEFEAT ASHEVILLE GIRLS

In the game of basketball last Wednesday afternoon the local girls defeated the Asheville team by a score of 17 to 6. Miss Gertrude Smith was the star player although the whole team played well. Miss Lucy Bomar umpired the game and Mr. Wilson of Asheville was the referee.

This was their line-up:
H'ville (17); Asheville (6)
Gertrude Smith.....Weaver
Forward
Caldwell.....Vanneman
Forward
K. Smith.....Hawthorne
Center
Leverett.....Jordan
Guard
McCall.....Lowe
Guard

The local team served coffee and sandwiches.

TRACTOR DEMONSTRATION ON BARKER PLACE.

A demonstration of the Fordson Tractor is being given by the Rhodes Auto Company out on the Barker Place, where one of the powerful little machines is putting a big field in apple pie order in the fastest time ever made in Henderson County. R. K. Stepp, who is a pretty good authority on farm work, says that he has never seen a better job of plowing, and it is done at the rate of from eight to ten acres a day, the whole outfit being handled by one man, who had had less than half a day's experience in handling the tractor before starting in on this field. A big double-disc harrow is also used, and after both machines have been put over the ground it look's like somebody's pet garden. Parties interested in seeing the demonstration are invited to get in touch with Mr. F. S. Wetmur.

CALL FOR MASS MEETING.

A petition having been filed with me by a number of democrats asking that I, as Chairman of the Democratic Executive committee, call a mass meeting of the democrats of Hendersonville and Henderson County to consider the situation created by the refusal and failure of the appointees to serve on the road commission, I hereby call a mass meeting of the democrats of Hendersonville and Henderson County to meet at the Court House in Hendersonville on Saturday the 29th of March, 1919, at 12 o'clock, M.

E. W. EWBANK,
County Chairman.

OVERLAND CARS SELLING FAST

The Overland market has waked up all of a sudden since F. S. Wetmur returned from Florida several days ago and got in touch with affairs again. The Rhodes Auto Company, of which he is manager, has sold three Overland "Nineties" in the last few days, the purchasers being E. A. Wohlford, E. R. Pinckney and A. L. Gurley. From present prospects the company is going to have more difficulty in getting enough new cars than in finding purchasers for them, the "Ninety" model being especially popular.

Pvt. Luther Brookshire, who has been in service overseas, came home Tuesday.

ment for the benefit of Hendersonville. He believes in the town, and his faith is backed by works—and hard cash.

J. MACK RHODES HEADS CITY TICKET.

Wins Mayoralty Nomination 132 to 122. Wilkins, Edwards and Shepherd to Run for City Council.—Hendersonville's Biggest Democratic Convention Falls to Develop Expected Bitterness.—Prospects Good of Twisting Radical Tails in May.

The Democratic City Convention held at the City Hall Monday night resulted in the nomination of J. Mack Rhodes for Mayor and John T. Wilkins, Raymond L. Edwards and Thomas Shepherd for aldermen.

The convention, which was by far the largest gathering of city democrats ever held in Hendersonville was called to order by City Chairman C. E. Brooks, and T. L. Durham was unanimously elected chairman. C. S. Fullbright, Charles Morrow and C. N. Wrenshall were appointed tellers. C. E. Brooks was placed in nomination for mayor by E. W. Ewbank, and J. Mack Rhodes was nominated by John T. Wilkins, Mr. Brooks nomination being seconded by McD. Ray and that of Mr. Rhodes by W. A. Keith. The votes were tallied as they were cast into the hat, this tally showing a total of 257. The count of the votes for two candidates showed Rhodes 132, Brooks 124, these two figures totalling 256, or a discrepancy of only one vote from the first check. Four ballots bearing the names of candidates for alderman were thrown out, the tally showing that these had been cast by error along with votes for mayor.

For alderman, John T. Wilkins was nominated by W. A. Keith, Raymond L. Edwards by W. H. Bangs, and Thomas Shepherd by Sam T. Hodges. There being no further nominations it was moved by E. W. Ewbank that these nominations be made unanimous by a rising vote, and every man in the hall came to his feet. None of them sat down again, and the announcement of Chairman Durham that these gentlemen had been duly chosen as the party's candidates was lost in the noise and shuffle of a going crowd.

Although the closeness of the contest between the mayoralty candidates promised a bitter fight in the convention, the bitterness failed to develop, and although each side worked hard up to the last minute and neglected no possible chance of winning, when the convention came to order, and the test came, the whole conduct of the meeting was marked by a noticeable spirit of fairness and a willingness on all sides to do the right thing and abide by the result. There was an almost complete absence of the misplaced sarcasm which so often starts trouble, no votes were challenged, and there was no question of the honesty and correctness of the count. One member of the convention had brought to the meeting a trifle more than his share of party patriotism and other stimulants, and for a time showed some inclination to take charge of the proceedings without the formality of rising and securing recognition from the chairman, but was finally dissuaded from such a course by the not very subtle hints of nearby fellow members.

A noticeable feature of the convention was the number of Republican rail-birds who watched the proceedings with keen interest. A census of the peanut gallery taken Monday night would have made a pretty complete issue of "Who's Who in the Realms of Republicanism" for Hendersonville.

J. Mack Rhodes the newly chosen nominee to head the city Democratic ticket is a Henderson County man, having been born in the Mills River section and educated at Oak Ridge Institute. He was connected with the old Bank of Hendersonville for four years, being cashier of that concern when it was consolidated in 1907 with the Commercial Bank, and being made cashier of the resulting First National Bank. He held this office until 1912, when the First National was consolidated with the Wanteska Trust & Banking Company, resulting in the formation of the present institution, the First Bank & Trust Company, of which he has been cashier from the time it started business. His business record is an enviable one, a clean record of over sixteen years of active and successful work in positions of heavy responsibility, while on the personal side he can bring to the May election a strength which should put

6th COMPANY BOYS RETURN.

The former members of the 6th Co., National Guard, who belonged to the 7th and 8th Anti-Aircraft Batteries, were discharged at Camp Lee, Va., March 24th, and have reached Hendersonville. The names of the 7th Battery are:

- 1st Sergeant Herschel H. Allison
- Mess Sergeant Allen W. Hawkins
- Mess Sergeant William M. Pender
- Mess Sergeant Ernest E. Russell
- Corporal Chester R. Glenn
- Corporal Guy P. Jordan
- Corporal Albert V. Edwards
- Corporal Lawrence L. Burgin
- Mechanic William J. Reese
- Wagoner John J. Henderson
- Wagoner Grover L. Shipman
- Cook Frank M. Huggins

Private 1st Class
Frank M. Bly
Daniel B. Huggins
William H. Ladson
Ezekiel W. McCall
Paul J. Johnson
J. Manning Morris.

8th Battery
Sergeant Roy S. Marr
Corporal Emmett Lott
Private 1st Class Horace H. Case.

All these were stationed at Fort Caswell for training and left the states for France, June 10, 1918 and landed at Brest, France, June 19, 1918. They were stationed at Fort De Stains, near Paris for training with the French Anti-Aircraft defences. They went to the front on August, 25, 1918 and served with the 7th French Army and the first American Army until the armistice was signed.

February 23, 1919 they sailed on the U. S. S. "Mongolia" from St. Nazaire France and landed at Hoboken, N. J., on March 7, and were sent to Camp Merritt, N. J. From there they went to Camp Lee, Va.

These batteries were on the front and none were injured. On the return voyage a large number were sea sick. The Red Cross, Y. M. C. A., and other organizations were exceedingly kind and helpful at all times. Too much can not be said about the good they are doing.

PERSONALS

W. A. Smith received a wire from his son, First Lieutenant Walter B. Smith, that he landed on Tuesday at Hoboken, N. J. He is in charge of a detachment for Chattanooga, Tenn., and will spend his 10 day's furlough at home soon.

Will Twyford is on the transport which expects to land in Charleston, S. C., on Saturday. He sent his sister, Septima, a pair of wooden shoes from northern France which may be seen in the window of the book store.

There was a meeting at Mrs. L. M. Colt's on Monday afternoon of the chairmen of the Woman's Club Committees who were trying to perfect their plans for entertaining the state federation of Clubs in June.

Miss Evelyn Lee, from Waynesville spoke at the Woman's Club yesterday afternoon on "Clean-up-Week." Miss Lee is visiting and speaking to clubs under the direction of Mr. Young, of Raleigh who is chairman of Fire Prevention Work.

Rev. Raymond Browning returned from Aurora Monday evening where he has been conducting a meeting of several weeks. Rev. Mr. Browning goes to Nashville, N. C., this week to begin a meeting.

The Philathea and Baraca classes of the East Hendersonville Baptist Church had charge of the Wednesday evening prayer service. There was an interesting talk by Lawrence Pace and good music from the choir.

Mr. and Mrs. Ed. Bradley's daughter, Miss Martha, near Saluda, was accidentally shot by her small brother last Sunday evening. The ball went into her hip. She is reported as getting along all right. The old story of the unloaded pistol has been repeated.

Getting and Giving.
What makes the Dead sea dead? Because it is all the time receiving, never giving out anything.—D. L. Moody.

Hendersonville still further over on the Democratic side of the books.