

French Broad Hustler

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HENDERSONVILLE, N. C. THURSDAY, MAY 1, 1919

PRICE FIVE CENTS

GIVE HIM THE FIRST CHOICE IS NEWSLOGAN

"Shop first in Hendersonville!" promises to become the popular slogan here among those who believe in a square deal and in building up their home community.

All the Hendersonville merchant asks is that he be given first choice. If his goods are not entirely satisfactory, if his prices do not stand up against prices in other and adjoining cities, he says he has no kick coming. But he thinks that he should be given the first choice.

He is certainly the first choice, it is pointed out, when it comes to soliciting for church activities, for new enterprises here, for a charity, for any one of the thousand and one things that call for money. He is the most accessible, the most considerate.

And he is the one that contributes most of the real money that is bringing new enterprises to Hendersonville—not the private citizen and his wife. Among those here who think about such things, and their number is very large indeed, there is a growing desire to reciprocate, to give the home merchant the first choice and to shop first in Hendersonville.

The shops here compare most favorably with those of a city much larger in population. For purely economic reasons the prices asked are seldom higher, and almost invariably are much lower than those charged in other cities.

Here is an actual incident witnessed by a newspaper man:

Three ladies were making a purchase in a shop on Main street. All three were making it for their seemed to be a joint interest in the transaction. One of them happened to see a certain piece of goods displayed on the counter. She inquired the price.

"Why, that's just what I paid for exactly the same thing in Asheville, only yesterday!"

The article was examined by another of the party and it seemed that she, too, had bought a quantity of the goods, at the same price and in the same city as her companion.

Perhaps, it is suggested, perhaps they pay more—sometimes. At any rate if these shoppers had shopped first in Hendersonville, had given their home merchant the first choice, there would have been a few more dollars left in the city for circulation, and undoubtedly some of these dollars might eventually have reached some charity in which these ladies were especially interested.

Shop first in Hendersonville, public spirited people here say, is essential if this city is to attain its manifest destiny—that of becoming the greatest resort in the south.

JIM AND THE FLOUR.

Of course, you know Jim? Jim is that great big iron gray horse the express company belongs to, or that belongs to the express company, it doesn't make any difference which way you put it. Jim is said to be the finest, as he is certainly the most intelligent, express horse in the south—no, in the United States.

Well, Jim feels badly. He made a mistake, last Saturday. You see, when he wants an apple, or a piece of candy, or anything like that, he always stops at the Ideal fruit store and raising one massive hoof about the size of a large ham, taps twice on the sidewalk. He knows what will follow. Well, last Saturday Jim saw a bag of something in a wagon just in front of him and having nothing particular on his mind at the minute he picked it up and gave it a gentle shake. To his surprise and to the owners dismay, there was a snowfall of white and expensive wheat flour and Main street resembled the Arctic regions for a few minutes.

Jim looked so sorry that no one had the heart to reprove him and it is not likely that he will ever make such another mistake. For he is the finest, as he is the most intelligent express horse anywhere in the world.

The Honored Dead

Lieutenant Hubert M. Smith
Fireman, George H. Dukes,
U. S. N.
Corporal Robert N. Wilcox,
U. S. A.
Lewis Durham, S. A. T. C.

Memorial services in honor of those who gave their lives in defense of their country's liberty in the world war, and who were members of the First Baptist Church or Congregation, will be held next Sunday morning at 11 o'clock. The pastor, Rev. E. E. Bomar, will be in charge, assisted by Rev. J. L. Brookshire, Rev. W. A. Morris and Rev. C. King. All these preachers had sons in the service. Brief addresses will be made by Rev. J. L. Brookshire (who had three sons in the war) and by the pastor. All soldiers, sailors or marines, whether discharged or still in service, are asked to be present, (if possible in uniform) and to sit in a body. Capt. W. B. Griffith and Corporal Roy Bennett will look after them. The families and close friends of the deceased soldiers and sailors will be specially cared for and seated in front of the pulpit. The public is cordially invited. The service will be helpful but not prolonged.

All those in service are asked to meet at the city hall at 10:30 and proceed in a body to the church.

The Soldier and The Flower

"No doubt there are various kinds of bravery," said a Hendersonville man, "last summer the country talked a great deal about the American soldiers meeting death 'with smiles on their faces, and we felt that this display of courage could never be overshadowed. Perhaps it cannot, but lately there has been reason to believe it can be equalled, at least. Has enough thought been given to that other kind of courage that bears deformity with cheerfulness? This true incident is only one of many that illustrates the moral fiber that makes the American soldier 100 per cent game and grit."

"A trainload of wounded for a southern hospital was met at one of the day stations by the Red Cross women, who went through it, giving aid and comfort."

"One, noticing the unusual pallor on the face of a boy stretched out on a cot, unfastened a rose from her breast and handed it to him. As the soldier made no move to take it, she asked him if he did not want it, and another who lay near said: 'Lady, you don't understand. He wants it, but he can't take it, for he has no hands.'"

"Tears came to her eyes and she choked when she tried to speak. But the first boy laughed and said: 'Never mind, lady, it's all right; he hasn't anything on me, for he hasn't any feet.'"

"No more important work than the retraining of these crippled soldiers remains for the government to do. There are to be no more war dependents among the brave boys who suffered to bring about the victory. Those who have lost their feet are learning to walk on artificial ones. Machine-made hands are being turned out so perfectly adaptable that a man who has lost both of his own is now trained as a mechanical engineer."

"But this work takes money—quite a lot of it. Is not the money well spent? The Victory Liberty Loan will in part go toward this work, and Henderson county must do its full share. It must help pay for the job now that it is finished."

FOREST FIRES

Forest fires at Potts Shoals, early this week, burned over a large area and brought request to the city fire department for aid.

VICTORY LOAN WILL GO OVER THE TOP, SURE!

"Sure, Henderson county will finish the job!" said E. W. Ewbank, chairman of the Victory Loan committee. "Both the city and county will surely go over the top!"

Over \$30,000 worth of bonds were sold in the business district on Tuesday morning. On Wednesday, weather permitting, ten motor cars filled with solicitors were to have toured the county. Weather not permitting, this will be done later. The Victory Loan committee believes that the county will go over the top, but at the same time believes it will take hard work, and a spirit of self-sacrifice on the part of the people to attain this end.

The campaign here promises to be short and snappy, and really started on Tuesday of this week. The results already attained are gratifying to Chairman Ewbank and his associates on the committee and are also a testimonial to the patriotism of the community.

The city's bankers are still insistent in pointing out the absolutely gilt-edged character of the investment offered in Victory Bonds. They point out that it is the promise to pay of all the people of the greatest and the richest nation of the earth. The interest rate is exceptionally attractive. The purpose of the loan is to pay debts contracted that the men and the women of this county and nation and the world might be safe and free to live.

Henderson boys have done their full share, men and women here declare, and those who were privileged to be shielded by these boys will not shirk now that their share of the job is to be finished.

On Friday of last week there was a well attended meeting of Victory Loan boosters held in the city hall and presided over by R. P. Freeze. An organization was perfected for a two-day campaign, one in the city and one in the country. The ladies will render valuable aid later. On Tuesday six captains with their assistants held the trenches in the city. On Wednesday, in ten cars patriotically donated for the purpose, the campaign was extended to the country. The results have not been tabulated as yet, but it is believed that Henderson county fully intends to help in paying for the job their boys so finely aided in finishing.

The captains appointed were: W. A. Keith, with F. A. Ewbank, J. C. Morrow, Jr., Otis Powers as aids.

Postmaster S. Y. Bryson, with C. S. Fullbright, J. D. Waldrop and H. F. Stewart as aids.

T. L. Durham, with K. G. Morris and Raymond Edwards as aids, Mr. Durham declaring he needed no more than these two to cover his territory. J. Mack Rhodes, with Jno. T. Wilkins, Homer Hawkins and E. W. Ewbank as aids.

Clarence Latham, with R. C. Clarke, George W. Bradshaw and C. E. Brooks as aids.

W. F. Penny, with R. P. Freeze, John Burckmyer and T. R. Barrows as aids.

At this meeting it was decided that ten percent of the bonds subscribed for must be paid for at the time the subscription is taken. It was announced that this county's share of the loan is \$125,000, and not \$185,000 as previously stated. E. W. Ewbank declared that in the total subscribed by this county Henderson had gone over the top in previous loans and he believed it would this time also. He found only optimism in the country, especially as to the prospects of establishing a new record this time.

PATTERSON OVER THE TOP

Just \$950 worth of Victory Bonds were sold in the store of H. Patterson. One of the clerks was absent when the committee called else the establishment would have gone over the top, as it has in every preceding campaign.

DEMAND FOR MAIN STREET REAL ESTATE

Activity in Main street business property is the interesting feature of the real estate market here.

James Charles has bought the rock building on Main street occupied by the Hendersonville Hardware company, the consideration being \$12,000. Mr. Charles is one of the best known men in upper South Carolina and is ready to invest in the future of Hendersonville. It is indicated by his investments here.

J. D. Bridges, who recently acquired the two-story building adjoining that purchased by Mr. Charles, will probably remodel the entire building, it is stated. Mr. Bridges acquired the property, at one time owned by the late Captain M. C. Toms, from Roy McBee, of South Carolina. The consideration is not stated. It is known that Mr. Bridges is most optimistic concerning this city and it is entirely probable that he will remodel the building into a modern structure.

A sale of importance last week was negotiated by John L. Orr. The C. R. Tisdale property was transferred to H. K. Huggins. The consideration is not announced.

SELLS \$100,000 WORTH

Over \$100,000 worth of real estate sold during the first four months of this year is the record of one real estate firm here—Ewbank and Ewbank.

"Prospects were never brighter for an active real estate market," said E. W. Ewbank, yesterday. "And it is worth remarking that real estate is active only in an active town—such as Hendersonville. Country property is included in the \$100,000 we have sold this year and there is no less interest manifested in that class of property than in city real estate."

WILL ENLARGE

Mrs. J. W. Bailey owner of the Cedars, has bought the adjoining property of S. H. Huggins and will operate it in connection with her hotel. The property is a valuable one. The consideration is not announced.

PROPERTY SOLD

John L. Orr and S. E. Senteile have sold the Raymond Edwards cottage on Second avenue, east, to a Mr. King. The consideration was \$350.

BUILDING NEW GARAGE

Glover Anders is building a new brick garage on Fifth avenue, East, on a lot purchased from Claude Pace. The building is about 60x125 feet and will be modern in all respects.

PLANS NEW BUILDING BEFORE FLAMES DIE OUT.

Almost before the fire apparatus had left the smouldering ruins of his handsome Fourth avenue residence, Saturday afternoon, F. E. Curtis was making arrangements for a new home there, and on Monday building material was actually being delivered on the site where the flames shot high a few hours before.

Damage to the building is estimated at \$5,000. W. P. Eane has the new contract. The loss is covered by insurance. The fire is supposed to have been caused by a defective flue. The family were in ignorance of the fire until the shouts of a passerby drew their attention to the flames coming through the roof.

AUTOMOBILE MARKET ACTIVE

"Sure, this is a new Hendersonville," said a Main street business man the other day, "when Sylvester Maxwell alone can sell thirty cars here in less than four months it isn't so very long ago, it seems to me, that thirty cars couldn't have been sold in all of Henderson county in four years."

Springtime Henderson

Miss Spring is a fair charmer who believes in the witchery of many perfumed gowns—at least when she comes a-visiting to Henderson county. For other and less desirable resorts she attires herself with less care and generally makes them a belated and hasty and altogether unsatisfactory little visit. And you know yourself how pleasant and enticing the young lady is while here—how she smiles and smiles and often cries just for the joy of it all!

And her visit here is invariably a prolonged one. Not too long, you understand, but just long enough to get well acquainted again with all the folks here at home. And then when she does finally leave to make the guest chamber available for her more robust sister, Summer, she steals away as silently as the twilight goes to meet the dark, say, or something like that. And the first thing you know the guest of honor is Summer—radiant and buxum and glorious Summer.

Miss Spring delays her departure, it is whispered among those in her confidence, because there are so many interesting sights in Henderson county. There are so many flowers, for instance, who are all in a conspiracy or love to keep here as long as possible. Each flower she thinks the most beautiful of all until the next appears, when she desires it the most of all. Just now it is the dogwoods that hold her heart in their loveliness. Soon it will be the mountain laurel, the rhododendron, the azaleas—living torches of flame in a shadowy greenwood.

Gentle Miss Spring finds none of these companions elsewhere, you see, so she is not to be criticised the least little bit for remaining here so long. Why, just the other day she told the Lonesome Pine on the top of Stoney Mountain that there were more different kinds of flowers here than anywhere else in all the world! She did, really! The Lonesome Pine, you can see him from almost anywhere around Hendersonville, told his good friend the Wind, who brought the news straight here.

Certainly Miss Spring finds joy and brings new life and inspiration to those who meet her here and they are consoled at her going only by the knowledge that she will soon return. The great old mountains watching calmly the little people so aimlessly busy below them regret her going, too. For it is understood there is a very definite sort of an understanding between these green-clad and so ancient giants and dainty, flower-bedecked Miss Spring. It's really more than an understanding, you know, it's quite an affair, and is one more very good reason why the young lady lingers here so long attires herself so becomingly during her stay.

CARS SMASHED

Two automobiles crashed together on Fifth avenue west, Sunday, smashing the machines without seriously injuring any of the occupants. Mr. and Mrs. Burbage and the Misses Griffin, all of Greenville S. C., in the automobile driven by Mr. Burbage, were thrown from the car and bruised. Laurence Bly, driver of the other car, escaped injury. His car was pinned against a telegraph pole by the heavier Buick driven by Mr. Burbage, and pretty well broken up. Mr. Burbage was detained for half an hour by the police but no arrests were made.

FIRE ON FIRST AVE.

George W. Connell's residence on First avenue, west, was slightly damaged by fire last Friday. The blaze was extinguished before the fire apparatus arrived.

In going to the fire the automobile of W. H. Bangs was damaged, the two front wheel being smashed in making a quick—a very quick turn. None of the occupants were injured.

CUT RIDGE TO DRAIN LANDS, IS NEW PLAN

To double the present waterpower of Green river and at some time to drain thousands of acres of land in this county by deflecting the waters of certain streams over the Blue Ridge mountains is the seriously proposed plan of Hendersonville men, who are prepared to bear the cost of the preliminary survey.

It is estimated that the value of the increased water power and the benefit to the area drained would approximate ten millions of dollars.

M. M. Shepherd, one of the men interested, says:

"The idea may be laughed at as fool-hardy and visionary, but until the engineers have actually passed upon it I prefer to believe it is quite feasible. Other ideas have been laughed at, too, but time has brought its vindication and the visions have become realities."

Briefly, the plan is this:

At the lowest point of the Blue Ridge mountains to excavate a deep channel—possibly eighty or more feet in depth. This would be near the Oak Grove church. From the Edneyville road in the city to this channel through the Ridge, to build a new river bed. The distance between the two points is approximately four miles. From this point near the Oak Grove school house the waters of the deflected creeks would flow into Green River. Less than three miles from the Ridge there is now a falls, which when increased by the additional waters of the many deflected streams, would rival the water power already generated on Green River. The water would continue on its course, emptying into the river, and would there double the power already available, it is said.

The streams to be deflected into this new channel from the Edneyville road to the Ridge would be Dodging creek, Mill creek, Mud creek, possibly Devil's Fork, and Bat Fork. The area drained would be the bottoms now traversed by these streams, or all that portion of it south of the Edneyville road.

One of the important developments of the south is now taking place where the waters of these streams would enter. They are spending a million dollars there and at one time this, too, was laughed at. Yet follows the story of the actual development on Green river, taken from the Asheville Citizen of recent date, and the men with this larger idea believe the time will come when there will be a story of its actual consummation, too.

A Great Development.

The big million dollar power development of the Blue Ridge Power (Continued on Page 2)

THE BANKS AND THE LOAN

"Let's finish the job," reads an effective full page advertisement in this issue of the Hustler, signed by the Citizens National Bank and the First Bank and Trust Company. The advertisement sets forth the obligations of peace and will be an important factor in the sale of Liberty Loan bonds here and in Western North Carolina.

As is universally known, the two banks of Hendersonville have risen to the occasion in everything connected with the war. Their burden and their responsibility have both been great and both have been discharged with a spirit equally as great.

In this, the last loan of the Great War, they urge the people to buy the bonds—first for patriotic reasons, and then because if the people do not buy the bonds the bank will, which will mean there will be no funds for private borrowers.

A VICTORY LOAN WORKER

Mrs. L. E. Davenport, at Horse Shoe, has already sold Victory Loan Bonds which amount to \$5,000 and will exceed \$6,000. Mrs. Davenport never loses an opportunity to do good.