

# French Broad Hustler

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PRICE FIVE CENTS

## \$150,000 TO BE SPENT ON FIFTH AVENUE ALONE MARKS BUILDING REVIVAL!

### \$250,000 IN CITY PROMISED

Building Operations Here, Where Over \$300,000 Property Transfers Have Been Made in Past Four Months, Sets New Record for The Resort of South

Over \$15,000 to be spent on Fifth avenue alone!

Building operations totaling not less than \$250,000 will be started here this year. Part of this work is now under way and contracts for the remainder, it is said, will be awarded soon.

The number of new homes being erected, or about to be erected on Fifth avenue alone is taken as an indication of a building revival in Hendersonville—where there is a demand for residences of all sorts or of any sort. Over \$50,000 will be spent on Fifth avenue homes alone this year.

"If a few of the other streets make a record anywhere as good as this," said Contractor W. P. Bane, yesterday, "there's going to be a pile of real money spent in this town soon."

On Fifth avenue, A. D. Brown is erecting a new home to cost \$5,000, and Alfred Glazener one to cost \$6,000.

The following have indicated their intention to build on this street in the

very near future.

Smith, Morris and Maxwell, Claude Pace, John Forrest, Frank Ewbank, Earle Stillwell and Alex Patterson.

The new hotel to be built on Fifth avenue by Mrs. A. M. Gover will cost about \$100,000.

On Fourth avenue there will be the extensive addition to the Kentucky Home to be started this fall, as well as the new office building to be built by Brownlow Jackson opposite the postoffice at an estimated cost of \$40,000.

It is said by the real estate men that there is imperative need in this city of at least 150 new homes. It is believed prospective builders will soon grow weary of waiting for lower building material prices and will go ahead and carry out their plans.

Should this prove to be the case there will be twice a quarter of million dollars turned loose here for new buildings, it is believed by those competent to judge.

## Noted Engineer Says New Plan Is Feasible

"Mud Creek at Hendersonville is at least 100 feet higher than the top of our dam at the upper development on Green River," said E. A. Wohlford, engineer for the Blue Ridge Power company, the other day. "It has always seemed feasible to me to turn the waters of the creeks through the Blue Ridge Mountains."

The proposed plan of certain optimistic Hendersonville business men to turn the waters of the different creeks through the Blue Ridge Mountains has appealed to the imagination and the enterprise of this community as no other project has since the great lake here came so near being actually built.

It is understood there will be no lack of the necessary funds to make the preliminary survey, and the men willing to put their hard cash into what many still call a visionary scheme reveals just how strongly the gigantic scheme does appeal to their imaginations.

Insisting that he had always considered the plan a feasible one, the distinguished engineer who has charge of the spending of millions on Green river, continued:

Hendersonville's altitude is 2154 feet, according to the government plate in the city hall wall. The top of our dam at the upper development on the river is 2010 feet. That makes the city 144 feet higher than the top of the dam. It makes Mud Creek at least 100 feet higher than the top of the dam. That would be a tremendous fall in so short a distance.

As pointed out in this paper last week, the turning of the waters of the creeks through the mountains would develop a water power equal to that now being generated on Green River and would at the same time drain an enormous area of land now subject to

### NEATLY AND WISELY SAID

Two able, well-known Hendersonville business men, good friends and mutual admirers were discussing the Victory Liberty Loan.

One was critical of what he called "waste and extravagance" on the part of the government in the conduct of the war. He said:

"I think possibly if the administration would get a little jar it might make them exercise more business sense and higher character in the appropriation of money in the future." To which the other replied:

"Let us assume for the sake of argument that the administration has been extravagant, wasteful, and has made thousands of mistakes. Nevertheless the job was a hurry 'one and possibly in no other way could we have saved hundreds of thousands of lives and billions of money. Our duty now is to pay honest debts incurred by our President and Representatives authorized by us. Let us be honest and pay our debts and then start in to reform our Government. REFORMERS SHOULD HAVE CLEAN HANDS AND HONEST HEARTS BEFORE UNDERTAKING REFORMATION."

overflow.

Truly, the results would be worth many millions!

And truly, the plan to cut through the great backbone of the mountains and turn a foaming current of water over its sides is one that appeals wonderfully to the imaginations of all those having the future of Hendersonville within their vision!

## Merchants Ask Fair Play!

"Use my name if you want to," said a Main street business man, "for I generally stand behind anything I say. But The Hustler sure hit the nail on the head when it urged that the Hendersonville merchant be the first choice of Hendersonville shoppers. There isn't a merchant in this town that asks more. There isn't a merchant here deserving of less. To get right down to brass tacks, there are many very good business reasons why we can, and very often do, sell for less than is charged in adjoining cities.

"Two motorists here from Charlotte, yesterday, bought hats of a certain well known make. They paid ten dollars for the two. They said they had paid fourteen dollars for the two they took off and left in my store. The hats were all identically the same.

"You understand, I'm not knocking merchants in other towns, and I would be the last one to suggest that any Hendersonville shopper, pay a cent more here than she can get the same thing for elsewhere. But as a matter of fact, she can't do it. Our rents are lower, our overhead expense is lower, we get just as good terms from the jobbers, and as a general thing we are satisfied with a very modest profit.

"You don't hear of many merchants here buying twelve-cylinder Packards or putting up \$50,000 residences, do you? There isn't a man here in business that isn't on the job every day in the year, and almost every hour of the day. Their stocks compare with those found elsewhere—and I'm ready to say that of my own particular competitor, too. They are working for the up-building of your town and my town and they are entitled to the first choice from the Hendersonville shopper."

### J. O. WILLIAMS APPOINTED

J. O. Williams has been appointed as Henderson county's tax supervisor under the new valuation act, an office created by the last legislature. The corporation commission recently announced the names of the supervisors for the 10 districts and 100 counties. The jobs are big ones and their responsibilities great. Mr. Williams' many friends here insist the corporation commission has made a wise selection so far as Henderson county is concerned.

J. L. Bell has been appointed for Transylvania and George A. Gash, a former Henderson county man, for Polk. There will be three meetings of the district and county supervisors held this month—one to be held in Asheville. County supervisors will draw a salary of \$100 to \$250 a month and expenses, and they may employ clerical help at the rate of \$100 for every five million assessed valuation. The district men will draw \$250 a month and expenses.

### HOPE TO SEE HOTEL THERE

A legal advertisement in this issue of The Hustler calls attention to the sale of the site of the Hotel Gates—which played an important part in the development of this city. There are many men here who believe this to be a very desirable site for a Main street hotel.

## Saturday Main St.

Main street is always interesting with its bright and inviting shop windows and its wide walks filled with people, but on Saturday it was especially interesting.

On Main street you see all kinds of people for Hendersonville is a cosmopolitan city, a city where people foregather from all parts of the earth. The women are the pictures—at least they add the picturesque touch to the scene with their gowns of many hues and fabrics, while the men are but solemn and tiresome things in their sober attire. In the street are many motor cars—last Saturday its great width was filled—while a slow-traveling ox-team formed an almost pathetic link between the storied past and the hustling present. A glistening and scarlet fire engine, motor driven, of course, clangs a path through the crowded street.

On the too-few benches placed close to the curb are men from the city and from the country, with here and there a bronze medal adorning some ancient breast. Gathered in front of a drug store are a group of sturdy, up-standing young fellows just home from across the seas and veterans of the Greatest War. Everywhere is there an exchange of news, of news the newspapers hunger for and seldom get—news from the far corners of the county, from back in the mountains holding so many secrets, from the farms and the quiet places.

The farmers are now well up with their work. The pleasant fields have been plowed and planted and the coming harvest promises well. Therefore, why not leave the farm for a few hours and mingle with friends sure to be in town? What better way to get the news? What quicker way to sell a pig, perhaps, or close a land trade, or to buy and sell what is to be bought and sold? Hendersonville is the county's mart and on Saturday all roads leading to it are dotted with teams and motor cars and here and there a plodding ox-team. For it's an altogether pleasant experience not to be lightly missed—this Saturday gathering of folks on the finest business thoroughfare in the south—and that's Main street, you know.

### GONE TO WASHINGTON

After spending a week here in the interest of the Victory Loan campaign, Commissioner of Labor M. J. Shipman left on Saturday for Raleigh.

On May 5 the commissioner will attend a conference called by Secretary of Labor Wilson, in Washington, to consider the all-important matter of child welfare in the United States. The conference will be attended by the commissioners of labor of the different states.

### BOUGHT WHITE TRUCK

Henderson county road trustees have purchased a three-ton White truck to be used partly for hauling the convicts from one place to another in building roads. The big truck will be invaluable, it is believed, in hauling material quickly.

The road trustees have made application for State aid for all the leading roads in the county at the rate of \$50 a mile.

Application has also been made for Federal aid on the Transylvania road for as much as \$20,000, Chairman Allison said yesterday. Other roads, including the Hot Cave highway, will be included in an application for Federal aid to be made later.

The new road authorities began its official life on Monday. All members were present. The only piece of bad road in the county, near Tuxedo, will be improved at once. The Brevard road, the location of which is causing some controversy, will be located by the state engineer.

W. M. Mintz, on the Willow road, had the misfortune of losing a valuable milch cow last Friday night. Mr. Mintz says the cow seemed all right when he put her away for the night.

## VICTORY LOAN SHIPMAN ASKS HEREREACHES ALL TO HELP ONLY \$60,000 VICTORY LOAN

Less than \$60,000 of Victory bonds have been bought in Henderson county.

The county's quota is \$135,000. The campaign ends next Saturday night.

Energetic efforts will be made by the Victory Loan committee to put Henderson county over the top, but it is no secret that the members of the committee are beginning to have their doubts.

Hendersonville bankers emphasize more strongly than ever the gilt-edged character of the investment offered. They say the people of this county are asked only to lend their money to the government. The boys who left their homes for the war were expected to give their lives, if need be. No one is now asked for such a sacrifice. The people are asked merely to lend. For many of the boys returning from overseas the war will never be over. The blind and the maimed will always be paying. But they are not complaining. The people at home are given six months and the payments are easy.

Then the job will be finished.

The soldiers stuck to the very end. Tens of thousands of them are sleeping under the little gray crosses in France. Is their sacrifice worth nothing to the people of Henderson county? Is their memory held so lightly and their splendid heroism so quickly forgotten?

Let us finish the job, the loan committee urges, and prove ourselves worthy of our boys.

## J. M. RHODES NEW MAYOR

Honest, now, did you know there was an election in town, Tuesday?

No? Well, there were others.

In the very quietest kind of a city election during which 117 votes were cast, J. Mack Rhodes was elected mayor of Hendersonville, and Jno. T. Wilkins, Thomas Shepherd and Raymond Edwards were elected aldermen.

The new administration takes hold on June 1 and succeeds Mayor C. E. Brooks and Aldermen J. L. Bailey, J. T. Forrest and K. G. Morris, resigned. The hold-over members of the board are W. M. Bacon, J. A. Fletcher and Homer Hawkins.

### MR. ERWIN APPOINTED

Monday the Co. board of education held its regular monthly meeting. H. E. Erwin, superintendent of the Green River Manufacturing company, was elected a member of the board to succeed J. O. Bell, recently appointed as a road trustee.

Contracts were let for the erection of three school houses, one at Bosbie Springs, one at Mt. Olivet and one at Tracey's Grove. Desks were secured for the buildings. J. O. Bell, J. W. Morgan and J. C. Sates attended the meeting.

### HOMER HAWKINS IS ASTONISHED

Science does the impossible—in Hendersonville.

It's as light as a feather and glistens—my, but how it does glisten!

You drop it in a basin of water, add a pinch of sal soda or Gold Dust or something like that.

Then you place your silverware in the water.

Out comes the silverware, glistening like the magic plate of metal working the transformation.

Homer Hawkins has the plates for sale, at a very low price. He says that they are really wonderful. He knows, for he uses them himself in his jewelry store.

Hendersonville Odd Fellows' members of Ochlawaha Lodge No. 161, last week appropriately observed the one hundredth anniversary of their great order. The meeting was well attended and was marked by an address by M. L. Shipman.

Mr. Shipman, at the close of his talk, made an earnest appeal for the Victory Loan. He said the principles for which the Victory Loan stood and the principles of the I. O. O. F., were the same. He declared that so far the order had been one hundred percent patriotic.

Noble Grand Garren presided. Chaplain Pinkney Corn offered the opening prayer. Remarks were made by P. T. Ward, A. F. P. King, Rev. Pinkney Corn and Chas. Rozzelle. Refreshments were served at the close of the meeting.

Mr. Shipman said:

"Dear Brethren, sister Rebeccas, ladies and gentlemen:

"The One Hundredth Anniversary of our great fraternal order should be fittingly observed by Odd Fellows throughout the grand domain of North Carolina and the world and I am glad to see my home lodge taking notice of this auspicious event in an appropriate way. It is eminently proper that we should consecrate the day with suitable exercises in observance thereof by sincere thanksgiving to Almighty God for His manifold mercies to us as individuals and as an Order.

"This should be made a season of fellowship and good cheer. The ear of each brother should be so attuned to the spirit of the times that he may catch step with the real spirit of fraternity and join in the forward movement on the rising tide of co-operation among men, ministering to the trials and adversities of the needy and the distressed. While some of us may be unschooled and, by the standards of literature, counted as uneducated men, we may all be vested in the love of the heart and the book of siasm for fraternity, as expressed in the tenets of our noble Order, and crystallize that enthusiasm into effective service for the great principles we all love and revere. Since the father of the Order unfurled our standard one hundred years ago, more than 2,500,000 have enlisted under it and \$400,000,000 has been voluntarily contributed for the maintenance of its institutions, and for the comfort of those who have become victims to the trials and adversities inseparable to human life. And as fortune commands needs: We may carry enthusiasm (Continued on Page 2)

### MOVED TO LARGER QUARTERS

The Garren Medicine company has moved to larger quarters on Seventh avenue, east, where the constantly expanding business of this well known firm may be more conveniently handled. The entire ground floor of the building near Houston's feedstore has been leased, and among the supplies being taken there Saturday was a solid car load of bottles.

The Garren Medicine company promises to become an important factor in making Hendersonville still better known. Their advertising campaign will be extensive this year. It is generally known that the remedy they produce is one of sterling worth, requiring only greater publicity to become one of the great proprietary medicines in the world.

### A MAMMOTH TRUCK

A great big F. W. D. truck tearing down Main street emphasized the fact that Henderson county is now a long way from the oxteam of the old days.

The truck is of the four-wheel drive and has performed wonderful feats on the western front. It is a demonstration car brought here by the Rhodes Auto company, Henderson county agents.