

French Broad Hustler

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HENDERSONVILLE, N. C. THURSDAY, JUNE 19, 1919

PRICE FIVE CENTS

FEED 4,000 ON JULY 4th

MASONIC CONVENTION
TO BRING THOUSANDS

Mason's Meeting Opens the Season

Forty Piece Band, Patrol of Sixty and
Parade of Uniformed Men Features of
Great "Treat 'Em Rough Ceremonial"
to be Held Here in July

Arrangements are now being made
to feed 4,000 visitors to the Masonic
meeting here on July 3 and 4.

These two days promise to be the
biggest from every point of view. In
the varied history of Hendersonville,
Officially it will be known as:

"The Treat 'Em Rough Ceremonial
on the Third and Fourth Days of the
Great Thirst in the Oasis of Hendersonville."

It will be noted that the country
goes dry on July 1.

E. B. Gresham has been given the
contract for feeding the visitors who
will come here from all over the
state. Many will remain for a more
extended visit.

The ceremonial will be held in the
frame garage of the Hendersonville
Automobile company on Main street,
where seats for 1,500 people will be
built.

The spectacular feature of the
meeting, so far as the general public
is concerned, will consist of the parade.
There will be a forty-piece band
and a patrol of sixty men. In the
parade there will be uniformed
companies from the Carolina Military
academy, and other schools here. The
home guards will take part also.

S. T. Hodges, chairman of several
of the important committees, says:

"There will be some people here on
July 3 and 4 and arrangements are
being made whereby they will leave
the city with pleasant memories."

The Carolina Terrace will be headquarters for the Masons while here.

AN EXCELLENT ORCHESTRA

Those who have heard the Syncopated Sextette play at Laurel Park, or the Carolina Terrace or the Kentucky Home, are congratulating themselves that the city has so excellent an orchestra for the summer season. Without doubt it is the very best which has ever appeared here.

Said a well known business man the other day.

"A resort town should have music and music and then more music. I hope the day may soon be here when we shall have an orchestra or a band for public concerts. I have heard this new orchestra, yesterday, and they are certainly fine. I wish arrangements could be made whereby they might appear in free public concerts during the season."

THE FLOWERING CACTUS

There is a flowering cactus in front of the LaVogue millinery shop on Main street that is very beautiful and which attracts the attention of the most indifferent. The plant has scores of blooms and is worth going out of one's way to see.

A Ford Had Fit

A Ford had a fit on Main street. Manager Loop of the opera house said the Ford didn't have a fit but it did have the spasmodics. He intended to say the Ford had spasms. Fords sometimes do have spasms as well as fits, or else the fits have Fords, which amounts to the same thing.

But this Ford with the fit certainly did act strangely. Everybody admitted that much, even those who didn't own Fords but who wanted to. It acted as if it had eaten too many green apples or like a man trying to conceal something from his wife. It groaned, and it quivered and trembled just too pitiful for anything. It had the sincere sympathy of a large and quite interested audience who made all sorts of suggestions.

The man that owned the Ford with a fit had a hectic or feverish flush on his face. He was saying things to himself under his breath that sounded feverish, too. He had spent thirty minutes cranking the Ford, he said, when the fit came on. The Ford seemed to jump into the air, quivered all over and then just laid down on its side and died. Or it seemed to die, but it didn't. The man said he wished it would die. But Fords never die. They sometimes make their owners die. So it was in this instance. After a while the Ford with a fit stopped groaning and trembling and quivering all over. The owner gave the crank a quarter turn and in a second was making his way through the scattering throng, a smile on his face and saying something about there being no car like a Ford, anyway.

MR. KINCAID BUYS LAND

F. H. Kincaid has purchased a lot on Main street near corner of Seventh avenue and across from Mrs. E. Sample's property that was recently sold. The price paid for this lot was \$2,000.

Mrs. J. Walter Allen, of Spartanburg, is with Mrs. Robert Lee Hunt.

TOWN SPENDS H. PATTERSON \$800 AT THE BUYS MAIN ST. WRONG TIME! STORE & GOODS

The board of trade recently endorsed an advertising proposition submitted by the Atlanta Journal. The Journal is to publish three pages of Hendersonville views in its live picture-gravure section. The subscribers, those either taking space or merely donating various sums, are to pay for this service the sum of \$800. The Charlotte Observer recently published a similar edition which was highly complimented here and which must bring results.

The Atlanta Journal has a much greater circulation than the Charlotte Observer. Possibly 200,000 people will enjoy the excellent and attractive pictures to be reproduced in that paper, and no doubt many of them will remember Hendersonville when they decide they want to go to the mountains for a vacation—which will be a most wise decision indeed.

But a well known business man here calls attention to the fact that most people have already decided where they will spend their vacation this year. He also declares that Hendersonville is already assured of all the tourist business it can care for this season. He says this money, this large sum of \$800, is being spent at the wrong time, and that is his only criticism of the matter.

He believes that this \$800 spent next fall, or whenever may be the right time to spend it for winter, or fall business, would bring possibly \$5,000 or more to the city at a time when this money would be appreciated by the merchants and hotel and boarding house keepers. In other words, this man believes in advertising, believes the proposition of the Atlanta Journal to be a good one, but also believes the money was spent at just the wrong time to bring the best results.

He stresses the importance of lengthening the season, of bringing people here when we need them and can care for them properly. He insists the Journal publicity will come too late to influence a great number of prospective visitors, and that it is unnecessary to spend money at the time this edition will appear to bring people to a resort that will then be crowded to the very limit.

"There is an enormous patronage awaiting us in the north," he says. "It will take money to tell these people about Hendersonville and there is where our advertising appropriations should go. Bring the people here in the spring and the fall. Hendersonville has the steam-heated hotels and boarding houses to care for them properly. The winter climate here will certainly appeal to them, for they will come from a climate much more severe and where the sun shines but once in a while. Let us fill up the places in the winter time and until we have enough money to spend the year round, let us devote all our energies towards that end. Asheville has done it and has made money by it. We are just as well equipped now to care for a certain class of that winter business as is Asheville, and we can get it."

"This \$800 being spent with the Atlanta Journal is \$800 largely wasted."

NEW SCHOOL TO OPEN

The Carolina Military-Naval academy will open for the summer term on next Monday. Col. J. C. Woodward will be in charge. The enrollment for the summer term has not been yet closed. It is anticipated there will be between 75 and 100 students there.

This marks the formal opening of the latest addition to Hendersonville's educational institutions, a school which promises to be a most important factor in bringing to the attention of the outside world the many advantages of this resort. The publicity campaign of the school is of the highest order, booklets splendidly printed and newspaper advertising space in liberal quantities being but features of this campaign.

The marked interest manifested in Main street real estate was accentuated last week by the sale of the S. Johnston business property on Main street to H. Patterson. This is the third sale of Main street property within two weeks, the total amount paid for the three parcels probably reaching \$45,000 or \$50,000.

The price paid for the S. Johnston place has not been announced. Mr. Patterson bought the building and its entire contents. To the merchandise already there Mr. Patterson will add another stock recently purchased by him and will sell the entire lot for what it will bring, he says.

Mr. Patterson will continue the operation of this new store after this sale, and after certain improvements have been made there. He will handle a popular-priced line of merchandise there.

This is the first piece of business property this well known Hendersonville merchant has ever owned here. He says he is ready at any time to invest in the future of this city, then which, he insists, there is absolutely no better town anywhere.

H. Patterson came to Hendersonville a good many years ago, but sometimes it seems he has been here but a few days, or a few months, at the very most. The Hendersonville he first knew was an entirely different place from the Hendersonville of today, and it is revealing no business secret to say that Mr. Patterson's business is some different, too.

But everyone knows that, and in that extremely modern and attractive store on the corner of Main and Fourth he has a lasting testimonial to his business foresight, his confidence in the future of this town, and in the confidence of the buying public in him.

COL. PICKENS' LAST ILLNESS

Colonel S. V. Pickens is so seriously ill at his home on South Main street that his recovery is not expected. For the last several days he has been in a state of coma, and Wednesday evening it was stated there was no chance of his recovery.

Contemporary with James P. Rickman, "Jim" Waldrop, Dolly Posey, Captain M. C. Toms, this going of Col. Pickens will leave but one man who knew them all so well, who spent the greater part of his life with these early builders of Hendersonville, and that man is Judge C. M. Pace, for more than half-century clerk of the Superior court here.

Major Pickens, given the honorary title of "Colonel" by his fellow citizens, was born and raised in Buncombe county 33 years ago. He came to Hendersonville in 1867 and about that time enjoyed an enormous law practice here and in surrounding counties. He is said to have been the founder of the North Carolina Bar association.

"He is a man of most uncommon industry and perseverance," said Judge Pace, yesterday.

Major Pickens built and owned the first street car line ever in Hendersonville, the line running from his home on South Main street, where he has always lived, to the depot. He was known to everybody. In the early days of the city his was a dominating influence here.

He was married about 1867 to Miss Davidson of Buncombe county. No children were born to Major Pickens and his wife. During a long life he has accumulated much property and his going will leave but one of the old guard that started Hendersonville towards the fulfillment of its manifest destiny.

VOTE JULY 15 ON CITY PARK

City Commissioners Call Election For
Long Needed Civic Improvement Here
Central City Park Proposed With An
Admirable Site Available

VOTE ON W. A. SMITH PROPERTY

BIGGEST Season Yet

Captain J. W. Bailey, Southern railway station agent, is positive that this is going to be the record-breaking season in this resort's history.

"Last September," remarked the captain, "the Southern railway did the largest business here since there has been a railway touching Hendersonville. From all present signs and indications I am inclined to believe this year the business will be still greater. I think the mountains will be full of people, and that Hendersonville has a problem to solve in properly caring for those who will come here."

It is believed that there are more tourists here than there were last year at this time and certainly their number is being constantly added to. Every train leaves its load, the streets are becoming crowded and the hotels and boarding houses are filling fast.

POLICE DISTURB A GAME

"Well," said Chief of Police Powers, Sunday evening, looking closely at an empty shirt sleeve grasped firmly in his right hand, "Well, what do you know about that?"

In the far distance was a man of color wearing a shirt lacking one sleeve. He appeared to be in a hurry, and he was.

The chief of police, Sunday, rudely disturbed what is sometimes known as a "crap game" in the rear of Burk Wheeler's barber shop. Bunk was there and so were two friends named Whitmore and Lester. They made a break for dear freedom, one of them leaving a part of his shirt in the chief's hands as a sort of memento, as it were. Their freedom didn't last long, however. They were soon rounded up and in police court Monday were placed under heavy bonds for appearance at the fall term of court.

Alderman Raymond Edwards handed out justice in the city hall last Monday and the several offenders appearing before him drew various prizes. James Shark, accused of selling liquor to Hal Dogan drew a justified bond of \$200 for his appearance at next term of court. The police are somewhat elated over the capture of Mr. Shark as they believe they have found the source of much of the liquor selling here.

Hal Dogan, charged with creating a disturbance, promised not to operate his motor car in the future and the hand of justice fell lightly upon him.

Clarence Summey, colored, took an automobile that didn't belong to him and motored joyfully away on Sunday to Saluda. There the chief caught him and persuaded him to return to Henderson county for a while. He will remain here for some time, it is said.

A city park election has been called on or before July 15 when, it is believed, bonds for the purchase of the W. A. Smith property, corner Main and Fourth, will be ratified and the city assured a splendid park site.

This highly desirable site for a city park, from the lack of which Hendersonville has long suffered, seems to fill all requirements. It is located in the very heart of Hendersonville, includes about two-thirds of a city block adjoins property already owned by the city, has ample shade and will require but the minimum expenditure to make it immediately available for park purposes.

The property is bounded by Main street, Fourth avenue, west, and King street. Its northern boundary is the Queen Theatre, running on a line to King street. The Citizens National bank owns a small frontage on the corner of Main and Fourth, soon to be improved with one of the handsomest bank buildings in the state.

All the buildings on the property, except one, will be removed. The exception is the cottage owned by R. G. Stillwell, a vine-covered structure and one admirably adapted for a club house. There is a gentle and appealing slope from Main street to King street, there is a fringe of trees on three sides. There are many fine trees on the property, shrubs and more than ample space for a city park. All those wooden structures owned by the city and resting in the rear of the city hall will, of course be removed.

There seems to be an absolutely unanimous demand on the part of the public for a city park, and for a city park that is centrally located. Hendersonville's chief business is a resort business. A resort without a central breathing spot, a place for the nurses to take their little charges where they may play safely, and where their elders may rest, is lacking in enterprise and determination to increase its business, it is pointed out. Hendersonville has suffered long enough from this lack of enterprise, it is declared, and the time and the opportunity is now at hand to remedy this condition.

Advocates of a city park point out that here is property splendidly adapted to the purpose. They suggest a band stand there, and look forward to that time when there will be daily concerts there, as their should be right now. They say they want a park in the centre of the city, not at a considerable distance from the city. They declare that when the buildings are removed from this property, the children's play ground built, vines trained on the walls of the adjoining buildings, paths laid out and perhaps a pretty fountain of musical waters inviting one to rest, they say that when this has been done that Hendersonville will have a park that will enhance its attractions as a resort and that will be the best investment the city has ever made.

T. R. Vincent, of Chicago, Ill., was a guest of J. S. Sargent's family at Laurel Park recently.