

French Broad Hustler

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HENDERSONVILLE, N. C. THURSDAY, JULY 24, 1919

PRICE FIVE CENTS

Over Half-Million To Be Spent In New Building Operations!

CITY'S GREATEST SEASON BRINGS WITH IT BUILDING PROGRAM EQUALLED BY FEW CITIES IN THE SOUTH

A. FICKER PAYS \$700 FOR LOT, SELLS FOR \$15,000

Partial list of new buildings to be erected within year and estimates of their approximate cost.

New hotel on Fifth avenue to be built by Mrs. Gover, 100,000.

New residences on Fifth avenue, either under construction or projected, \$50,000.

New garage to be built by the Hendersonville Automobile company, \$50,000.

New home of Citizens National Bank (no estimate from bank available) \$100,000.

New building for First Bank and Trust company (no estimate from bank available) \$100,000.

New office building to be erected on Fourth avenue by Brownlow Jackson, \$40,000.

New apartment house on Fourth avenue to be erected by J. O. Bell and Brownlow Jackson, \$65,000.

Addition to Kentucky Home, \$25,000.

Over one-half million dollars will be spent in Hendersonville within the next twelve months, thus establishing a building record absolutely beyond comparison with any city of its size in the south, and most forcibly demonstrating the faith successful business men and investors have in the immediate future of this Resort of America—the very heart of a land set apart by God for the refreshment of His people.

As a matter of fact but few cities in the south, quite regardless of their size, have an immediate building program of more importance than has Hendersonville. The partial list of those who have expressed their intention to invest at once in the future of this city represents investors who have watched the town emerge from its mountain village stage into a struggling town, and from that stage into its present condition of solid and enduring prosperity—where a million dollar bank is commonly spoken of on the streets, where the combined deposits of the two banks are greater by far than they were before the war. In spite of the fact that an amount equal to these deposits have been invested in war securities, where the farmers insist on good roads and who are more prosperous and more wide awake to their many opportunities than ever before, where the cry is for more homes and still more homes, where the country side is filling up with great educational institutions and where the city school system is of the most modern type, and where any man can make a living and those gifted that way make a competence.

The Reason

There must be a real reason for the business conditions existing here and which spell so much for the city and the surrounding country. There must be some reason for the thousands upon thousands of strangers who are now the guests of Hendersonville. There must be some reason for all those cars one sees on magnificent Main street—the finest business

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HE CAME. HE LOOKED, HE BOUGHT!

Arrived in Hendersonville on Sunday evening, bought and paid for home on Monday morning.

C. M. Clayton, president of the First National Bank, Lakeland, Fla., has purchased the Fifth avenue home of S. Maxwell; has paid the purchase price of \$7,500 for it, and intends making Hendersonville his home for a considerable part of the year. He has established the high speed record for seeing and investing in Hendersonville real estate.

MAIN ST. LOT COST \$700; NOW \$15,000

The First Bank and Trust Company paid, it is understood, \$15,000 for twenty-five feet of Main street frontage adjoining its building.

A Ficker, owner of the lot, paid somewhere about \$700 for the same piece of land. This, but a few years ago.

This is an increase of more than twenty fold.

CITY'S FIRST SPEED COP

Woe to the breakers of the speed ordinances now, for the first motorcycle police officer ever here has arrived.

Paul Johnson was appointed on Monday by the city commissioners. It is said that Paul Johnson when mounted on his flying machine can turn figure eights around the fastest moving car in the county.

The commissioners intend to enforce the speed laws.

THE TALLEST MAN

Buford Haydock, the tallest man in Henderson county, and his wife, one of the shortest women in Henderson county, with their two children, were at the court house last Monday, interested spectators at the Owens trial.

Buford Haydock is sure a tall man. In the Superior court he once told the judge that he was "six feet and twenty-three inches tall." His wife is below the average height and the two youngsters are bright and sturdy looking children.

THE HUSTLER'S ALLIGATOR IS AFTER READERS



Oh, see the al-li-ga-tor!

What is the al-li-ga-tor doing?

The al-li-ga-tor is running a Hustler subscriber to pay his dues.

LOST—One alligator. Liberal reward if returned to The Hustler office.

The Hustler has lost its alligator and the devil is shedding tears. He says he had gotten to love that alligator and The Hustler printing office without an alligator don't seem the same, like. He has kind of laid off work since the alligator left and spends most of his time telling subscribers who drop in to pay their dues. Just how cute the little cuss was. Those were his exact words, we believe.

In the business office there is a firm belief that the alligator has gone out to hunt up delinquent subscribers to this paper. They don't state this positively in the business office but they are inclined to think it may be so. They say, in the business office, that it would take a real mean alligator to make some folks pay their subscriptions. But then they are rather odd people, in the business office. All they seem to think of is collecting and paying out money. The devil says they are more concerned about the money with which to pay the silly bills than they are over the loss of his pet alligator. The devil sheds tears while saying this.

So if, tonight, when you crawl into bed and wiggle your toes between the nice clean sheets, if something cold and clammy like catches hold of your big toe and bites it off, you will know it is The Hustler alligator reminding you of your past due subscription. Of course, this experience may be avoided by sending in a dollar, when your conscience will be clear and you can dream on and on quite undisturbed by any fears of his alligatorship.

The devil says he just knows that is what his alligator is doing and fears some irate subscriber may hand him, the alligator, not the devil one while performing his duty. Just what the devil means is not known but that is what he said. So to relieve the devil's mind if you find the alligator please bring him to this office with one dollar to apply on your subscription account.

CITY HAS NEW POSTMASTER

We see by the papers that Hendersonville has a new postmaster—a stranger here. The list of appointments in The Citizen the other day said that "Samuel" Y. Bryson had been named to succeed S. Y. Bryson. A very careful reading of the new city telephone directory, just printed by The Hustler, of course, fails to reveal any "Samuel" Y. Bryson listed. Neither do we recall at this precise moment ever exchanging engraved calling cards with "Samuel" Y. Bryson. Of course everybody knows "Sam" Bryson, but this "Samuel" business sounds kind of dignified and diplomatic like.

However, the government never makes a mistake so "Samuel" must be right. We hope that the new postmaster may like Hendersonville as well as everybody else does and that he may decide to locate here permanently. If he is as efficient as Sam Bryson in the discharge of his duties he will have to set the alarm clock at an early hour, as it were, and if he becomes more popular he will have to stir some. But still he may do it, and if he follows in the tracks of his predecessor he will sure get there and perhaps beyond.

FORTY-NINTH STILL

Sheriff M. Allard Case, last Friday, captured his forty-ninth still. This is a record, it is believed, that will compare with any in the state, and indicates somewhat the untiring vigilance of this officer of the law.

The raid on Friday resulted in the capture of a fine copper still of fifty gallon capacity and the destruction of 2,000 gallons of beer. The still was in full operation when the sheriff arrived but the moonshiner had received warning and was gone.

Sheriff Case has brought in nine moonshiners in the forty-nine raids made.

SOLD COCAINE, CHARGE

Charged with selling cocaine to a well known business man in this city, D. H. Gilliland, a barber, was taken before United States Commissioner George H. Valentine, Tuesday, and bound over under a \$500 bond for his appearance at a preliminary hearing Friday. The arrest was made by Deputy United States Marshal J. F. Garner of Asheville. The case was worked up by E. F. Menzies, a special officer from the Greensboro office.

There are four known users of cocaine in this county. Under the new narcotic law the restrictions thrown around the sale of cocaine are stringent.

W. A. SMITH, FIRST CITIZEN

The coming sale of that old and picturesque landmark on Main street inevitably recalls the man who has done most to build Hendersonville, who has had the greatest vision, the most unflinching faith in a Greater Hendersonville, in the Hendersonville of today—the dean of the Hendersonville bar, foremost leader in all things for the community's welfare, that most highly esteemed citizen of Hendersonville—W. A. Smith.

And so the only breathing spot in the city's centre gives way to civic progress—and W. A. Smith, as ever during a life devoted to the best interests of his fellow citizens, stands not in the way of the public good. The property bordered by Main and Fourth and King is to be sold at public auction on Thursday and will soon be filled with masses of brick and stone and mortar in the form of modern business structures. One corner of the property has already been sold to the Citizens National Bank, whose new home will stand there within the year, the bank officials say.

The growth of the city demands this development of vacant property and for that reason no longer may this picturesque old building bar the logical expansion of the business district. But, strangely enough, the citizens of Hendersonville will doubly profit by the change. For while the sale of this property in the heart of the city spells business expansion and civic growth, the money received from its sale will largely be devoted to still further developing Laurel Park—truly now the most beautiful natural park in America and a Hendersonville CITY park which has brought untold thousands of visitors here, which has spread far the fame of this resort and which has cost the taxpayers never one penny.

Most big men have some hobby horse which they love to ride—this is well known. Fortunately for Hendersonville the hobby of "Bill" Smith, eminent and eloquent and straight-thinking man of the law that he is, has always been Laurel Park—admitted to be Hendersonville's one greatest asset, of far greater financial value to HENDERSONVILLE than all other scenic points of interest in its neighborhood combined. It is, perhaps, revealing no state secret to state that ample financial resources have been required to develop and to carry this property devoted to the benefit of all the people, and that Mr. Smith's extensive professional income has been largely devoted to this purpose. Perhaps it is well to remember always that HENDERSONVILLE benefited from this fact more the real owner of the park, and

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\$100,000 COLD STORAGE PLANT FOR THIS TOWN

A railroad siding is now being built for the Home Ice and Oil Company, a \$100,000 all-Hendersonville corporation whose cold-storage plant will certainly fill a long felt want here and which will go a long way towards establishing an all-year market for the farmers of Henderson county.

The principal stockholders of the new corporation are:

J. O. Bell, president of the Green River Manufacturing Company; Brownlow Jackson, John T. Wilkins and E. J. Rhodes. Mr. Bell is the president of the new company, Mr. Jackson is vice-president, Mr. Wilkins is secretary-treasurer, and Mr. Rhodes will be the general manager.

The railroad siding is being constructed on the company's recently acquired property facing 500 feet on the Southern Railroad tracks near the depot and which is a block in depth.

While the cold-storage plant to be built will represent one of the chief activities of the company, it will also operate a fifteen-ton-ice plant, and will deal in all kinds of oils and fuel. This branch of its business will be in active operation this fall. The steel oil storage tanks and other required equipment has been ordered and, it is said, will soon be installed. Coal, wood and other fuels will be handled.

The cold-storage plant will be built on the unit system, permitting its enlargement as the business increases. All food products, such as eggs, butter, fruits and meats, will be handled, and the company, for its own account, will buy and slaughter beef cattle and hogs. A certain amount of cold storage space will also be rented.

For many years a cold-storage plant for this city has been talked of and agitated. It will go a very long way indeed towards establishing an all-the-year-round market for the farmers of this county and part of the state. It will stabilize prices paid for many farm products and will mean, it is believed, keeping of many thousands of dollars in the county now scattered.

This part of the new corporation is not ready until the cold-storage plant machinery and equipment for its installation, the side track, the purchase of the plant, are realized. The need is drawn