

THE NEWS IS HIT BY H. C. L.

PROBABLY THE LAST BUSINESS TO ADVANCE ITS RATES

Advertising Space And Subscription Rates Stood Firm From Beginning of War Until Date But Must Succumb to Col. H. C. L.

The high cost of living has finally hit The News.

(Right here E. H. Davis, assistant cashier of the Citizens National Bank, walks in with an order for bank statements and sees the first line typed on our machine and laughs with the statement, "It was a long time hitting you.")

And that's the point we started to explain in the second paragraph. Advertising and subscriptions stand in a class to themselves in that about every other commodity or manufactured article long ago took a rise. It was not so with the newspapers of Hendersonville. The News has learned by experience (a very trustworthy teacher) that it cannot hold up its head as an up-to-date, progressive local newspaper at present rates, therefore will advance both subscription and advertising rates. The subscription rate will be advanced to \$1.50 a year some time before the end of this year. Ample notice will be given subscribers that they may renew at the old rate.

The advertising rate will be advanced from a flat rate of 15 cents an inch (regardless of space taken) to the minimum of 15 and the maximum of 18 cents per column inch for each insertion.

Less than one-third of a page (40 inches) will sell at 18 cents an inch. Forty inches and up to 79 inches will sell for 17 cents. Two-thirds of a page (80 inches) will sell for 16 cents and a full page (120 inches) will sell for 15 cents, the present rate. These rates will be effective October 1, 1919.

JURY LIST FOR COURT CONVENING SEPT. 29

The following jury list has been drawn for the Fall term of Superior court, which convenes on Sept. 29:

For First Week S. E. Sumney, John W. McGuinn, N. A. Drake, A. C. McKinnin, J. M. Case, Walter Hooper, Ben Capps, B. F. Pace, G. A. Goode, R. V. Blythe, S. W. Davenport, D. L. Kimsey, H. F. Cantrell, W. M. Hyder, C. E. Souther, J. C. Lanning, W. P. Potts, C. N. Drake, E. M. Osteen, W. S. McCraw, V. Laughter, Frank Young, J. R. Wilkie, J. M. Laughter, J. H. Williams, M. S. Shipman, E. S. Hill, E. L. Sinclair, J. F. Garren, Z. D. Brevard, J. P. Fletcher, E. R. Garren, A. J. Carland, P. Townsend, R. K. Osteen, R. B. Allison.

Second Week C. W. Vaughn, M. A. Ward, Geo. Gillespie, A. P. Garren, J. V. Grant, J. M. Jackson, R. N. Reid, R. O. Keith, J. C. Butler, A. L. Gurley, R. E. L. Freeman, B. F. Gilbert, J. F. Revis, B. H. Raines, W. H. Whitesides, J. P. Anders, G. O. Love, T. L. Johnson.

SAYS HENDERSON COUNTY HAS AROUSED FROM SLEEP The road trustees have sanded the road between Horse Shoe and Etowah and the Brevard News crows in the following style:

"At last the Henderson county road commissioners have decided to work their end of the road between Hendersonville and Brevard. The section between Etowah and Horse Shoe has long since been in a very bad condition and the motorists in this section will welcome the improvements."

MR. & MRS. JUSTICE ENTERTAIN

Mr. and Mrs. J. Foy Justice entertained at their new bungalow in East Hendersonville Friday evening with a rook party. Several games were enjoyed after which refreshments consisting of fruit punch, cake and cream were served. The guests of the evening were: Misses Annie Faye Keith, Lucy Bomar, Ethel Griffin, Conley, Clara Sargent, Virginia Youmans, Marguerite Briggs and Gussie Dotson, Mr. and Mrs. George Justice, Mr. and Mrs. Paul J. Rhodes and W. Carl Shipman, Dr. H. L. and Claude Keith, Gay Young, Guy Brookshire and Furman Rhymer.

BOARD OF TRADE TO MEET ON TOP OF CHIMNEY ROCK

Acting on the theory that the people of Hendersonville need to cultivate a closer acquaintance with the community's very valuable assets, Dr. L. B. Morse has invited the Hendersonville Board of Trade to be the guest of the Chimney Rock Company on Chimney Rock at its regular meeting on the second Tuesday in October. The Board of Trade enthusiastically accepted the invitation.

Better Schools—vote the bonds.

BOARD OF TRADE ENDORSES PURCHASE OF NOTERMAN PROPERTY FOR THE SCHOOL

The Board of Trade in monthly session last week unanimously endorsed the purchase of the Noterman property for school purposes and every member present signed a statement to the effect that he would vote for the bonds on next Tuesday. C. F. Bland, school trustee, presented the matter and said that he couldn't understand why any man with love for the school, the children and the community, could oppose the issuance of bonds for the purchase of the property.

Small Ads Work While You Sleep

The News Points Out Many Instances of Big Results Produced by Ads Costing Only a Few Cents.

The small classified advertisements, although unassuming and occupying only a line or two in a paper, are in one respect like the well advertised medicine in that they "work while you sleep."

This column is one of the biggest business producers to be found. It is full of human interest as well as business.

"I only wish I had kept accurate account of the replies to my advertisement," said Miss M. S. Willis as she paid 38 cents for two insertions as a result of which she rented her house on Washington street. Rented a house for 38 cents and had many other applicants.

"Stop the ad, it sold the old horse," advised G. W. Justice.

"Too many fellows want the job. I have a man now so stop the ad," advised J. R. Willson, who advertised for a bookkeeper.

"The ad rented the house and I want to give you another," said Mrs. W. H. Zimmerman.

"I bought a cash register on the strength of the ad" advised another advertiser.

"Cut out the ad. Brought results second day after paper issued. So many communications had to answer them all. Send bill," writes Wm. A. Band of the Brevard Printery after selling all his poultry.

These are instances called to the attention of The News within the past week.

What the small classified advertisements have done for these advertisers they will doubtless do for others. They are fine business producers. They sell important items like houses and farms and an investment of a few cents sometimes brings profits of hundreds of dollars.

It would be a better investment for a farmer to insert a small advertisement and sell his stock than it would be to run around over the country spending half a day or more trying to dispose of live stock and other products. The advertisements cost one cent a word for the first insertion (25 cents the minimum), half price after the second insertion. Try one. It'll certainly let Henderson county folks know what you have to sell or what you want to buy.

DAVIS FAMILY RE-UNION

Mr. and Mrs. A. P. Davis held a family re-union on September 7 when all the children were at home, together with several grandchildren. A feature of the happy event for the family was a bountiful dinner, which was enjoyed by the following children and their families: Mrs. H. C. Lusk and children, Beulah and James, of Hot Springs, N. C.; Mrs. O. S. Swann and daughters, Edna and Mildred, of Ft. Pierce, Fla.; Mr. and Mrs. Will Davis and children, Walter and Marjorie, of Hendersonville; Mr. and Mrs. J. L. Davis and daughter, Ethel, of Hendersonville; Mr. and Mrs. Ed R. Brown of Hendersonville and May and Bertie Davis, who reside with their parents. Together with the children were the parents of Mrs. Davis, Mr. and Mrs. H. D. Carter, near Hendersonville.

THE DURFEES ENTERTAINED

Mr. and Mrs. William C. French are entertaining Mr. and Mrs. F. E. Durfee, Miss Alene Durfee, of Hendersonville, N. C., Mrs. Franklin Clark and daughter, Jeanette, of Sioux City, Iowa, and Mrs. Richard Willson, of Cleveland, Ohio at a family reunion today at their home, 232 South Chestnut street.—From the State Journal, Lansing Michigan.

VALLEY HILL HONOR ROLL

Honor roll of Valley Hill school for the week ending September 12, 1919. Thelma Anders, Blanche Smith, Gussie Gibbs, George Drake, Olen Jones, Blanche Williams, Marguerite Hefner, Zeb Summey, Edith Waddell, Warren Waddell, Gordon Williams, Wright James, Myrtle Markum, Dorothy Redden, Christine Ray, Thelma Bowen, Rudolph Blackwell, Jennie Summey, Eldora Hefner, Ruth Summey, Bertha Blackwell, Mary Leslie, Dura Kilpatrick, Homer Hefner, Dan Justus, Sadie Anders, Eunice Edney, Maud Hefner, Ollie Anders, Erline Markum, Hazel Ray.

School Bonds—better children, Children Deserve The Bonds, Help the child—vote the bonds.



WHY DOES SOMEONE ALWAYS PASS IN FRONT OF YOU JUST AT THE CLIMAX OF A PICTURE?

CITIZENS NATIONAL MAKES FINE REPORT

The quarterly statement of the Citizens National Bank at the close of business on September 12 presented an excellent showing for this institution and the financial standing of the community. Its deposits exceed three-quarters of a million, \$763,762.99 being the exact amount while the cash and amount due from banks total \$248,429.24.

Money in Hendersonville is now at the floodtide, if money ever reaches such a height, because it represents the business of a community at its climax—the summer season.

Presbyterians Will Hold Fall Session

The Asheville Presbytery is to be the guest of Hendersonville Presbyterian church during its fall sessions from Sept. 23 to 25, inclusive.

Dr. Edward Mack of the seminary in Richmond is to deliver a series of lectures on Bible themes of especial interest to Christian workers during the sessions of the Presbytery. Dr. Mack will begin his lectures on Sunday the 21st and continue through the following Sunday.

Efforts will be made to have representatives from the various churches composing the Presbytery.

BOILING SPRINGS HONOR ROLL

Boiling Springs honor roll for those who have been neither tardy nor absent during second month:

Walter Baldwin, Tompain Baldwin, Helen Crook, Jessie Crook, Hubert Crook, Earston Crook, Mary Frady, Elizabeth Frady, Tommy Israel, Charlie Israel, Edward Israel, Paul Lance, Hal Lance, Pauline Lance, Mabel Lance, George Robertson, Alex Livingston, D. M. Livingston.

COUNTY SINGING WAS LARGELY ATTENDED HERE LAST SUNDAY

J. F. Stepp and V. C. V. Shepherd advised all music lovers to forget "business and the rush of life" and hear the good music at the general singing at the court house Sunday. About everybody took the advice, judging from the crowd that packed and jammed every available space in the court house while hundreds of others who couldn't procure seating and standing accommodations in the court house made the most of the day.

A large choir of musicians from Greenville was present and the music was pronounced excellent. There was no competitive singing. Henderson county singers joined. Quartets, duets, solos and chorus songs were rendered for many hours to the pleasure of the hundreds present.

GAITHER BRIGGS ORDAINED

Gaither Briggs was ordained to the Baptist ministry last Wednesday night at the First Baptist church. The examination and ordination was in open session. Rev. A. I. Justice, Rev. C. S. Blackburn and Rev. T. C. King joined the pastor, Dr. E. E. Bomar, with the examination. The ministers constituting the presbytery did not retire after examination to pass on his qualifications but recommended his ordination which immediately followed. Rev. Mr. Briggs expects to return to Wake Forest for further college work.

B. H. Brown recently purchased the stock of goods of Bert Kidd on the Edneyville road and is conducting a general mercantile business at the old stand at the fork of the roads.

FIRST BANK HAS AN EXCELLENT REPORT

If the quarterly statement of the First Bank & Trust Company were submitted to Manager Horace Sentelle of the Asheville Times for oral comment he would say "It's lousy with money," meaning lots of it. The report is the best in the bank's history. The deposits total \$880,785.22. Cashier J. Mack Rhodes points out that the cash and the amount due from banks, \$248,222.71, is more than the deposits were in 1915, which now approach the million dollar mark.

GOOD OPENING LOCAL SCHOOLS

BLUE RIDGE AND FASSIFERN HAVE CAPACITY OPENINGS

Military Naval-Academy Holding Session; Public School Not Able to Accommodate Enrolment of About 700.

The school season has opened. Public schools over the county have been in session for some time, but private schools and the city public school are now open.

The local public school opened Monday with an enrollment that approached 700, necessitating two shifts, morning and afternoon sessions; the high school operating the latter half of the day.

Fassifern, for girls; and Blue Ridge, for boys, opened Wednesday of this week, both with capacity openings, all available accommodations having been reserved for quite awhile.

The Carolina Military-Naval Academy opened at Highland Lake on Tuesday of last week. This is the initial session. The opening was attended by a few Hendersonville men who extended the new institution a hearty welcome to Hendersonville. This institution is splendidly equipped, government aid having been given freely, and it is expected to become a great asset for not only Hendersonville but the entire state of North Carolina.

Gardner and Britt To Speak Here Friday Night

Lieutenant Governor And Former Congressman to Deliver Educational Addresses Friday Night; High School Parade Friday Afternoon.

Hendersonville will hold an educational rally at the city hall Friday night of this week at 8:30 when Lieutenant Governor O. Max Gardner of Shelby and ex-Congressman James J. Britt of Asheville will address the people in the interest of improved educational facilities.

Mr. Gardner and Mr. Britt are deeply interested in educational work and their recognized ability as strong speakers will make their presence of interest to those who are interested in the educational welfare of the children of this community.

The high school pupils who need a building for school purposes will parade on Main street Friday afternoon shortly after 5:30. It is the purpose of the school authorities to use the Noterman property for high school purposes if the school bonds are voted next Tuesday.

Better Schools—vote the bonds.

KENTUCKY HOME TO HAVE RUNNING WATER IN EVERY ROOM THROUGHOUT HOTEL

The Kentucky Home has contracted with the Hendersonville Plumbing Company for the installation of equipment for running water in every room in the hotel not provided with this convenience.

Most rooms have running water equipment, but the remaining 33 will before the end of the year have hot and cold water accommodations with latest equipment in automatic cut-off, etc.

The News Installs Modern Equipment

The News and Hustler Plants Merged And Electric Linotype Pot And Individual Motors Modernize The Equipment.

The News and French Broad Hustler plants have been merged. The business was consolidated on the first of August but owing to the busy season time would not permit merging the plants.

The equipment of these plants with additions place The Hendersonville News in splendid condition.

Last week an electric pot was installed on the linotype to take the place of the gasoline burner—a change much desired by all linotypists and a decided improvement in this almost human piece of machinery. This machine was recently equipped with an individual motor. Two individual motors have been installed for two jobs.

Time has not permitted adjustment and repair of all machinery and equipment but soon these things will have attention and The News will naturally pride itself on being splendidly equipped to meet the growing needs of the rapidly growing territory it serves.

O. B. Stereit, an expert linotype-machinist, now with the Asheville Times, installed the electric pot, this making his third response to call for help from this machine within the past year.

MOVEMENTS OF PEOPLE IN OR NEAR HENDERSONVILLE

Miss Gussie Dotson, Reporter

Miss Nelle Stepp is visiting friends in Fingerville, S. C.

Guy Jordan spent the week-end with friends in Boylston.

Miss Mary Brown left last week to enter Montreal Normal at Montreal.

Carl Glenn has gone to Indiana to enter college and take a course in electrical engineering.

Mrs. G. L. Crawford of Spartanburg is visiting her sister Mrs. Glover Anders.

Miss Katharine Goodman left Monday to enter Flora McDonald College at Red Springs.

O. E. Vass has returned to Greenwood after spending a few days visiting relatives in the city.

F. D. Walker of Black Mountain has accepted a position with Justus Pharmacy.

Mrs. W. M. Shelton had as her guest for the week-end Miss Harriett Johnson of Highland Lake.

Mr. and Mrs. Hamilton Stepp and family of Fairview spent the week-end with friends in the city.

P. Edgar Seagle, who has been visiting relatives in the city, has returned to his home in Raleigh.

Miss Nannie Brock of Dana has accepted a position to teach Latin in the Iotla high school at Franklin.

Miss Pink Gash, who has been visiting friends and relatives in Asheville and in this city, has returned to her home in Etowah.

Misses Irene Caldwell, Annette Brooks and Seretha Sossamon leave this week to enter the State College for Women at Greensboro.

Mrs. E. E. Sams and daughter, Willie Mae, who have been visiting the former's sisters, Mesdames E. R. Black and W. N. Flanders, have returned to their home in Raleigh.

James Williams and Brownlow Jackson, Jr., of Fruitland Institute, spent the week-end with relatives in the city.

Rev. Nathan Seagle, who has been visiting relatives in the city, has returned to his home in New York city.

Paul Gibbs, Johnnie Cagle, J. W. and E. M. Gibbs motored to Greens, S. C., Sunday and attended the International Bible Student Convention which was in session there.

Miss Faith Pottes of St. Augustine, Fla., who has been spending the summer at the Flanders bungalow, left this week to enter the State Normal College at Talahassee.

The First Baptist church of Asheville enjoyed a violin solo by Miss Evah Blythe, Sunday. Miss Blythe was the week-end guest of Mrs. David Hildebrand of that city.

Miss Artie G. Barber left last week for Kirksville, Mo., to enter the American College of Osteopathy. Miss Barber expects to spend four years as a student in this institution.

Few Lydia, who has been managing the Sapphire Theatre in Brevard during the summer, is in the city and expects to go north within a few days.

Vote for children's Future, Vote For School Bonds Sept. 23.

COMPARES FRANCE AND U. S.

Kinston Ex-Soldier May or May Not be Exception to Rule in Opinion of the French People.

Kinston.—Paul Bisette, who is back from France after spending a year in that country, may be an exception to the rule of fighting men as regards his opinion of the people. His duty with the marines took him to many parts of France. His outfit did guard for the service of supply after the signing of the armistice. He visited numerous resorts and leave areas. He even went into Spain. "The French of the best classes live better, I should say, than the average American," Bisette thinks.

"They're better educated than Americans of the corresponding classes. They are democratic, as I learned by contact with them at a number of places. All of France can not be judged by dock rats at Bordeaux and Brest. If you are looking for respectability you will find it on every hand. I don't believe French morals are much worse than American. London is a more immoral town than Paris."

High Point.—Oscar Mitchell, who killed Grant Johnson in an automobile accident, was released on a two thousand dollar bond for his appearance at trial.

Freemont.—The tobacco market opened up here, though neither of the two large brick warehouses were completed. One of them, which is almost finished, was filled to overflowing.

Durham.—Campaign to check profiteering through the use of short weights and measures has been started by Elihu N. Woods, inspector for this city, with the result that more than 100 measures and scales have been confiscated.

Salisbury.—W. J. Steele, of Salisbury, has been named as sanitary officer for the district of 10 counties, of which Rowan is one. Mr. Steele has been sanitary officer of the city for the past year and he has resigned this position.

Lumberton.—The board of county commissioners of Robeson have ordered an election in Raft Swamp township to vote on a \$20,000 road bond issue. The election will be held October 30. This makes a total of 20 townships in the county that have asked for an election to vote on a bond issue for building roads.

Greensboro.—Sheriff R. H. Edwards and his deputies captured and destroyed two large moonshine stills which were found by the officers a few miles south of Greensboro. An automobile, which was found near one of the stills, was also confiscated.

Greensboro.—The executive committee of the state highway commission met here and opened bids for the construction of roads in Mecklenburg county. The commission decided that all the bids were too high and rejected them.

Wilson.—J. D. alias "Bud" Robbins, who ran over with an automobile and killed the 13-year-old son of Mr. Daniel Boykin at Five Points, while in an intoxicated condition, was sentenced by Judge Devin to serve seven years in the penitentiary.

Hendersonville.—Major B. A. Tolbert, recently retired from the Coast Artillery; Major T. K. Lewis, just returned from the 48th Infantry, and Lieut. C. D. Woodward, recently returned from the U. S. Marine Corps, have all reported for the opening of the Carolina Military Naval Academy.

High Point.—The first statement of the High Point cotton and furniture manufacturers since labor difficulties began there charges neither employer nor employee with responsibility but puts the blame upon the "outside agitator" who, the committee declares, "has caused all the mischief and has done it for what he could get out of it."

Dogmas and Doctrine. Charlotte.—Seventh Day Adventists, conducting a tent meeting on East Trade street, wrote Rev. R. D. Carroll, secretary of the Baptist Ministerial Association, accepting the challenge to a debate issued by the Baptist ministers of the city and county.

According to the conditions which shall govern any debate in which the Adventists take part, the subject must be discussed from a Bible basis only, in five meetings of two hours each in the city auditorium. The time will be divided equally.

Children Deserve The Bonds.