

KIWANIS CLUB HEARS CHICAGO SECRETARY

Kiwanians Hear Secretary of Association of Commerce, of City of Chicago.

Hendersonville Kiwanians, and a number of visitors heard Mr. Farnsworth, the executive secretary of the Association of Commerce of the city of Chicago, at the luncheon held this week at Duncraggan Inn, situated a little out of the city limits on the slope of a small ridge, from which there is a beautiful view of the Blue Ridge mountains.

Miss Virginia Fox was the honor guest of the Kiwanians Thursday, and was introduced by Chester Glenn.

Mr. Farnsworth outlined the plans of the Chamber of Commerce of Hendersonville for the three-year campaign, and told how things are handled in Chicago. There will be a new system adopted by the Chamber of Commerce, that is in operation in many of the larger cities. According to this system, there will be no "standing committees." It is Mr. Farnsworth's opinion that all such committees ever did was to stand, leaving the secretary to stand on his head. Two members from every profession represented in the city will be chosen, and two from every business. These will meet every two weeks. This method has been found very successful in Chicago, said Mr. Farnsworth.

There will be another change made. No members will be admitted who cannot pay their dues. Paper memberships are not of much value when there is work to be done.

In speaking of the work the Chambers of Commerce are doing and have done all over the United States, Mr. Farnsworth stated that had it not been for these chambers, the United States would never have weathered the world war.

He mentioned the fact that there are few members of the Kiwanis, Chamber of Commerce or any other organizations that are really giving service. The secretary is the mouth piece, but he cannot do all the work, he said.

The condition of the Henderson county sector of the Asheville road brought forth comment from the Chicago secretary. In his opinion, this is a disgrace to the county.

The pageant which will be held the 14th of this month was discussed, and it was announced by Mr. Farnsworth that a man from New York would be here shortly to direct this pageant. The members of the Chamber of Commerce will dine at the Carolina Terrace on that night, to celebrate the launching of the three-year campaign, and the pageant will be held after the banquet.

Cards were issued those present, "service pledges," for the Hendersonville of Tomorrow. These pledges called for two hours' work on August 15th and 16th, from 9:30 to 12:00 o'clock. The exact program of the work on these days was not announced.

Colonel Woodward, principal of C. M.-N. A., made an extemporaneous speech that was timely and to the point. He spoke of his ideals for Hendersonville, the growth of C. M.-N. A. from an enrollment of 35 to its present roster of over 100. The need of good roads, the dire need of good light and power, and good advertising, were discussed by him. He stated that in 25 years, he expected to see a city of 35,000 or 50,000. He believes that what we need now more than anything is a good light and power service.

Colonel Woodward invited the Kiwanians to come to G. M. A. next Thursday evening. After supper, there will be a concert and a dance, he said. It was unanimously voted that the colonel's invitation be accepted with thanks. Miss Fox and her friends were also invited to attend.

With a man of the wide experience of Mr. Farnsworth giving his aid to the project, the Chamber of Commerce is more confident than ever concerning the success of the campaign just launched.

MILLS RIVER MILK CO. IN TOMS' BLDG

Plans Being Made to Manufacture Ice Cream in Near Future.

The Mills River Milk Company, which formerly had its Hendersonville headquarters with the Floral Shop, on Fourth Avenue, is now located in the recently completed Toms building at the depot.

The company is composed of several prominent dairymen of Mills River who market their product under the name of the Mills River Milk Company. On account of the large amount of milk delivered in Hendersonville, it was found some time ago expedient to establish a station in this city from which the milk could be delivered and from which people could secure additional supplies of milk or cream by calling for them.

The station here is in charge of C. F. Fogel, and in its new quarters will have several new features. It will be possible to secure fresh cottage cheese from the depot station in the near future, the manager states. Another feature will be an ice cream parlor operated in connection with the dairy business. The ice cream business may later be developed on a large scale, so that a great many people can be served.

CHAUTAUQUA WILL RETURN

Hendersonville Citizens Pledge Support For Next Season.

Does Hendersonville want the Redpath Chautauqua back here next summer?

This question was propounded between the second and third acts of "Friendly Enemies" Tuesday night, and the answer received was encouraging. The manager of the Chautauqua here spoke to the audience about the possibility of having another program here next summer. He pointed out that to do so would advertise Hendersonville and would provide amusement for her visitors that they would appreciate. The matter, he said, is entirely up to the Hendersonville people. If they want it, they can have it. When he called upon anyone in the audience who desired to do so to speak on the subject, W. F. Penny responded, and expressed his own pleasure at having the Chautauqua here and that of the Chamber of Commerce. A. W. Honeycutt spoke briefly, and called on 10 men to join in guaranteeing the amount to get the Redpath people here next year. His request was quickly fulfilled, and there were several ladies among the number responding.

It is desired to get 10 more men to pledge the amount which will bring the Chautauqua back next summer, in order that the burden may be heavier on a few than on others. It is thought that this can be done in a few days, so it is practically certain the Redpath Chautauqua will be here next summer.

The play, "Friendly Enemies," lived up to all that has been said about it. The two old German fathers succeeded in alternately rocking the house with laughter and holding it tense in suspense. The play is a lesson in patriotism that everyone should learn.

The last program of the Redpath Chautauqua was rendered Wednesday night to a packed house, and was fully appreciated. The Dixie Duo gave their program in the afternoon, which consisted of some of the old fashioned songs and some humorous new ones. At the night program, Mr. Knox, impersonator, delighted his audience with his recitations and rapid changes of appearance and voice. The Dixie Duo gave short programs before and after Mr. Knox's recitations.

On the last night, it was definitely announced by the director that the Redpath Chautauqua would return to Hendersonville next year, perhaps for a five day's program.

COMMITTEES FOR 3-YEAR CAMPAIGN

Will Issue "Who's Who in Business" Directory.

The committees in charge of the three year program of publicity have been announced, and will begin immediately to perfect their plans for a greater Hendersonville, through a greater Chamber of Commerce. They will create a definite program to work from, and will give to Hendersonville the advertising that has been planned for some time, and made possible by the securing of a full time secretary for the Chamber of Commerce.

The first shot fired in the publicity campaign will be the issuing of a "Who's Who in Business" directory, a trade-with-each-other booklet. This will be nationally distributed by sending one to all persons making inquiries concerning Hendersonville.

The committees appointed are as follows: Re-organization and Finance committee, Erle G. Stillwell, chairman, C. E. Brooks, J. O. Bell, K. G. Morris, C. F. Bland, F. A. Ewbank, A. W. Honeycutt, R. C. Clarke, S. H. Hudgins, C. A. Hobbs, N. Brenner, E. B. Wooten, C. P. Rogers, E. W. Ewbank, H. Patterson, S. Maxwell and Jake Wells.

Chairman of the committee which will recommend the by-laws is W. A. Smith. Serving with him are W. B. Penny and Michael Schenck.

An entertainment committee has also been appointed, of which Mack Rhodes is the chairman, assisted by James P. Grey and R. H. Station.

The hotels and boarding houses will be represented in the campaign by E. B. Wooten, chairman, E. L. Gaillard, Mrs. J. W. Bailey, Miss B. M. Shaffner, Mrs. E. J. Carson, Dr. L. B. Morse, J. P. Cresswell and Miss Julia Crossland.

The Carolina Terrace convention hall has been chosen as the place for the pageant, which will be representative of every business in Hendersonville, and will be presented the night of August 14.

DuBOIS BREAKS LEG

While playing ball here this week R. B. DuBois was running for the base and some how made a misstep, fell and broke his right leg just above the ankle. Medical attention was rendered promptly and he is getting along as well as could be expected.

R'member

WHAT A DAY OF REGRET AND PAIN THE FIFTH USED TO BE - AND NOW



MANY ARRIVING FOR CONFERENCE

One Hundred and Fifty Presbyterians Are Enjoying Many Advantages at Bonclarken.

The Y. P. C. U. and Sunday School conference of the Associate Reformed Presbyterian Church opens tonight at beautiful Bonclarken, the assembly grounds of the church, located in Flat Rock, on the edge of Highland Lake.

One hundred and fifty Presbyterians have arrived to take the courses offered and to find rest and recreation among the beautiful surroundings of Bonclarken, which was formerly known as Heideburg, and is one of the finest estates in Flat Rock. At least 50 more are expected to arrive tonight, and to accommodate the huge crowd, the Bonclarken management has been forced to secure rooms elsewhere for many of the guests.

The majority of those attending the conference have made the trip by automobile. Most of them come from North and South Carolina, but there are also some from Florida and West Virginia, and it is expected that there will be many from other states before the conference closes, which will be on the 12th of this month.

While there are many courses of instruction offered at the conference, there will be plenty of time for recreation. The surrounding territory of Bonclarken offers many opportunities for this, with Highland Lake at the foot of the slope on which the hotel is located, and the many drives and walks around Flat Rock. From the porch of the hotel there is a view that is superb.

Sunday morning, the services at Bonclarken will be in charge of Dr. H. H. Sweet, and will be at 11:00 o'clock. Evening services will be at 8:00 o'clock.

The Bible conference will open August 13th, and will close August 20th. This is in charge of Rev. S. W. Reid. William Jennings Bryan has been invited to speak at this conference.

Flat Rock Property Retains Same Value

At a meeting of the Henderson county commissioners Wednesday morning, the matter of the increase or decrease valuation of the property on the Greenville highway, in Flat Rock, came up. In view of the fact that a restraining order was recently secured, which does not allow the commissioners power over the money derived from the sale of the \$590,000 bonds, they did not increase the valuation of the property on the Greenville road, which cannot now be improved by the commissioners.

City girls are kicking against having to wear long skirts again. Of course—kicking is easier when the skirts are short.

MAIL YOUR ACCEPTANCE TO BIG C. OF C. DINNER

More than 50 acceptances to the "Hendersonville of Tomorrow" dinner were received at the Chamber of Commerce yesterday. The dinner is to be held at Carolina Terrace Monday, Aug. 14, at 6 p. m. The number of plates is limited. The Secretary urges immediate acceptance.

BATTERY C TO LEAVE MONDAY

Battery Leaves For Two Weeks Encampment Monday, Aug. 7th

Seventy-five or eighty of the members of battery C, 117th coast artillery will leave Hendersonville for Fayetteville next Monday for two weeks of camp life and drill.

A communication has been received from commanding general Womberly stating that all is in readiness for the arrival of the battery, and that he expects to give them a pleasant time during their stay in Camp Bragg.

Battery C is now fully equipped, with the exception of the heavy material that of course would not be taken on an encampment. The boys are looking forward to a great time, and are equipping themselves with musical instruments, bathing suits and other paraphernalia which comes in handy on a vacation trip.

Among the officers of the battery who will attend the encampment are Lieutenant Robert Whitmire and First Sergeant S. M. Garren.

Hendersonville will not be the only city represented at the encampment. There are three other batteries comprising the regiment, battery A from Goldsboro, battery B from Louisville, and the headquarters battery from Raleigh. With these live wires together, it is safe to predict that every one will have the opportunity to have a good time.

Adjutant General G. W. Harrison will be at Camp Bragg, and will inspect the regiment.

The trip to Camp Bragg is at the expense of the United States government, and no expenses will be incurred by any of the men making the trip. Regular army pay is granted, this being according to rank.

Any citizens of Hendersonville who may wish to attend are invited to do so, but they, of course, will meet their own expenses. The boys are expecting a wonderful time on this trip and are looking fine in their new uniforms.

CITY UNDERGOING CIVIC AWAKENING

Secretary Penney Enthusiastic Over City's Prospects.

"A civic awakening." That's what a St. Petersburg, Fla., booster and believer-in-his-hometown said today when he walked into the campaign headquarters of the Chamber of Commerce and saw the activities of that busy office.

The campaign headquarters, by the way, are located in the offices of the Sanitary Laundry and Insurance Man Edward M. Mixson, who said they knew of no better way to launch their new Kirk building quarters than to give them a good civic drubbing, and accordingly, they invited Secretary Penney and his staff to make use of their centrally located suite.

Across the top of the front door is stretched a flaming banner on which is printed "Campaign Headquarters. Greater Hendersonville Chamber of Commerce."

"We plan to spend to good civic advantage next winter the sum of \$26,000," said the St. Petersburg, who happens to be one of the publicity directors of the Chamber of Commerce in that city. "The past year," he continued, "we spent \$15,000. Now we will have an additional \$11,000 for 1923. I hope to see Hendersonville and St. Petersburg closer together, and I am glad to see all this energy you folks are expending. Hendersonville has

(Continued on Page 10)

COMMITTEES ON PAGEANT NAMED

Mrs. F. A. Ewbank Heads Committee in Charge of Pageant to be Given August 14th.

At a meeting held in the Mayor's office on Wednesday morning the Committee which will direct the great "Hendersonville of Tomorrow Pageant" to be held at the Carolina Terrace under the auspices of the Chamber of Commerce, on Monday evening, August 14th was formed as follows, with Mrs. Frank A. Ewbank as chairman.

The story and action of the Pageant were then read to the committee which unanimously pronounced it one of the most beautiful ever heard here and the plan to have the various business houses and other interests of the city represented in the action was received with special interest and delight.

The following members of the Committee volunteered to personally enlist the interest of the business men and merchants and to assist them in every way possible in planning for their part in the Pageant.

Mrs. F. A. Ewbank (Banks and Insurance).
Mrs. Broadus Estes (Dry Goods Houses and Specialty Shops).
Mrs. John Forrest (Drug Stores and Grocery Stores).
Mrs. Michael Schenck (Hardware and Furniture).
Mrs. A. W. Honeycutt (Sunday Schools).

The task of suggesting those who will portray the symbolic figures in the Pageant was then undertaken with great enthusiasm and with one or two exceptions the entire cast has been completed. The director of the Pageant met with the cast on Thursday morning and parts were given out with full directions as to costuming and action. It is the opinion of the Director that his cast is a perfect one and its publication in our next issue will be awaited with deep interest by the entire community.

Today every business house, bank, merchant, hotel, boarding house, fraternal organization, club, in fact every interest in Hendersonville will receive an invitation to take part and already several of our well known stores have selected the young women who will represent them and are planning some real surprises.

As a prize will be offered for the costume most effectively representing the business it is intended to portray, there will be much friendly rivalry which will add zest to the affair.

Representation in the Pageant however does not require fancy costume by any means and it is the sincere desire that every single interest in our city take an active part in the event. Representatives may indulge their own taste in the matter of dress the only stipulation being that they carry a banner or other indication displaying the name and business of the firm.

This is an opportunity for advertising ourselves to each other and to our visitors of which there will be many from adjoining towns in addition to summer guests in the city and every one should take advantage of it, differing as it does from anything ever seen here before.

The band of the Georgia Military and Naval Academy through the courtesy of Col. Woodward will furnish the music in addition to some of our best known Hendersonville musicians and singers.

Send your representative to the Chamber of Commerce today for complete instructions and for registration so that the name of your firm may be printed in the souvenir program of the Pageant.

Will Elect Delegates to State Convention

There will be a regular meeting of the members of the American Legion Auxiliary at the Legion hall next Monday, at 4:00 p. m. This is an important meeting, as the delegates to the convention at Greensboro to be held September 8th and 9th will be elected at this time, and all members are urged to be present.

Boosters Lose To Asheville 6 to 5

Asheville took the lead in yesterday's game, and held Manager Moyer's men down all the way through, with the exception of a bad sixth inning when some booe head plays almost threw the game to Hendersonville. The Boosters had not scored until this inning.

Beginning the inning, Smokey Joe fanned Clayton. Moyer then hit one over second, but the Skylander centerfielder, Justice, relayed the ball to second via Bull, and the manager was safe. An easy double play was spoiled by the same Justice when he dropped Shuford's second base fly.

Shuford, Pegram and Grissette did the hitting for the Boosters. Pegram was responsible for a home run. Shuford got on first three times, and on all occasions, stole second.

The score: R. H. E.
Hendersonville 5 11 0
Asheville 6 12 1
Batteries: Houston and Lance;
Allison and D. Cashion.

BUILDING HOTEL ON JUMP OFF MT.

McAdoo Begins Construction of 120-Room Hotel on Jump-Off Mountain.

Work on the construction of a 120-room hotel on the top of one of the loftiest mountain peaks near Hendersonville has begun, and in no long time, probably next summer, one of the finest hotels in the Land of the Sky will be open to the tourists.

The Jump-Off mountain property was recently acquired by W. D. McAdoo, of St. Petersburg and Hendersonville, who has large real estate holdings in both cities. Mr. McAdoo states that the property will be developed into one of the finest tourist hotels in western North Carolina. At an altitude of 3,610 feet, there will be a swimming pool 100 by 150 feet, a unique feature that is unknown anywhere else in the United States.

The road to Jump-Off mountain has been undergoing improvements, and will be ready for travel August 4th, it is stated. Next year, there will be a bus line established for sightseers, which will carry them through Kanuga, Flat Rock to Mount Hebron and Jump-Off.

Baptist Churches Meet Mud Creek Aug. 10-11

Thursday and Friday, August 10 and 11, the Carolina Association of Baptist churches will meet at Mud Creek Baptist church. This is one of the most centrally located churches in the county, and for that reason has been chosen as the meeting place.

There are 55 churches in the association who will be represented at this meeting, and matters of importance will be discussed.

The officers of the association are Rev. N. A. Melton, Moderator, Rev. E. E. Bomar, clerk and G. J. Lambeth, Treasurer.

The pastor of the Mud Creek Baptist church, Rev. W. W. Wilson, is expecting a large attendance, and is making plans to take care of all the members adequately.

Following is the program that has been suggested, and will probably be carried out in full at the meeting:

Thursday, August 10th
10:30 A. M.—Introductory Sermon by Rev. N. A. Melton.
11:15 A. M.—Enrollment of Delegates and Organization.
12:30 P. M.—Adjourn for Luncheon.

Afternoon Session
1:30 P. M.—Devotional Exercise.
2:45 P. M.—Discussion of Report on the State of the Churches.
3:00 P. M.—Layman's Movement.
4:00 P. M.—Woman's Work.

Evening Session
8:00 P. M.—Discussion of Baptist Young People's Work.
9:00 P. M.—Inspirational Address.
Friday Morning, August 11th
9:00 A. M.—Devotional and Miscellaneous.
9:30 A. M.—Orphanage.
10:00 A. M.—Missions.
11:00 A. M.—Education.
12:00 M.—Sunday Schools.
12:30 P. M.—Adjourn for Luncheon.

Afternoon Session
1:30 P. M.—Devotional Exercise.
1:45 P. M.—Periodicals.
2:00 P. M.—Temperance.
2:30 P. M.—Miscellaneous Business.

The secret of success is no secret at all. Every fellow who fails can tell you the secret of success.