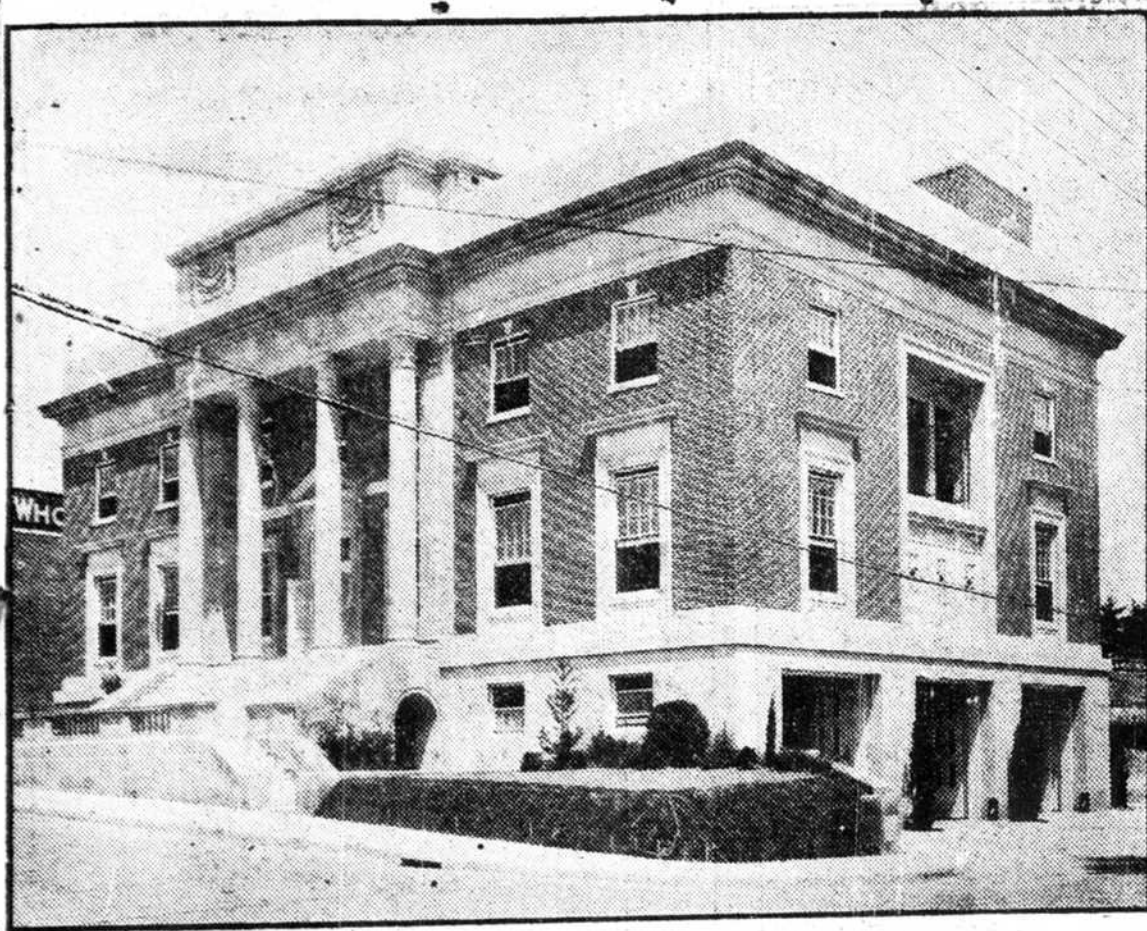


City Hall Houses Active Chamber Of Commerce



HENDERSONVILLE CITY BUILDING

Hendersonville's city hall, a model of beauty and completeness, was created and furnished at a cost of about \$235,000. This beautiful new structure, standing at Fifth avenue and King street, rises three stories above the Fifth avenue front and has two basement levels. It is constructed of natural brick with limestone pillars, steps and trimmings. The interior is furnished in oak and marble. The Fifth avenue front of the building leads, by a double flight of marble and granite steps, through the high, white pillars to the main entrance. The King street front, on the ground level, is the main entrance of the fire

department quarters, the Fifth avenue front being one story higher than that on King street. The lowest basement houses the heating plant and store rooms. The ground floor on the King street front, in addition to quarters for the fire trucks, has equipment room and one of the three vaults in the building for storing valuables and records. The main floor is equipped with offices for the city officials, and is the most elaborate of all. Directly across the lobby from the marble entrance is the city court room. Offices for the clerk, mayor, city tax collector and chief of police are on this floor. The main stairway is marble to

the second floor, where locker rooms and sleeping quarters for the firemen are located, as well as the kitchen, equipment rooms, and matron's quarters. Offices of the Chamber of Commerce and of the city engineer and health officer also are on the second floor. The third floor is the region of iron bars which the police say do "a prison make." Cells with double-decked bunks are designed for the prisoners. There are accommodations for 20 prisoners with a large sunroom for exercise and space for 40 more prisoners in addition to two juvenile rooms just over the juvenile courtroom on the second floor.

TASK OF BRINGING PEOPLE AND CAPITAL TO A RESORT COMMUNITY NEVER ENDS

Hollowell Answers Questions Commonly Asked About His Work

By NOAH HOLLOWELL
Secretary Hendersonville Chamber of Commerce

What is a Chamber of Commerce? What are its duties? How does it avoid encroachment on the activities of other organizations and not overlap in services? How does its office personnel keep itself busy nine hours a day?

These questions often occur to people who are not familiar with the routine of Chamber of Commerce work.

The answer to these questions by a Chamber of Commerce in a resort community would not be satisfactory for one in an industrial or purely agricultural community. While there are various high-sounding phrases one could use to outline the functions of a Chamber of Commerce and the type of personnel engaged to carry on the work, the most satisfactory answer I have heard as to a secretary's qualifications and the work of a Chamber of Commerce was given to me by Secretary A. P. Underhill of Daytona Beach, Fla., when he said that he had been forced to change his mind about Chamber of Commerce work. "It's purely a business proposition," he said. "The Chamber of Commerce has a duty to perform for the community. It must perform it in a business-like way. The secretary has to be a good business man to get away with the job. If he does not have business qualifications in a general way he will never succeed with a Chamber of Commerce. The day is passed when you can run such an organization with hot-air methods."

The best answer as to how the Chamber of Commerce avoids encroaching upon the activities of other organizations in the city might be given tritely by "doing what the other organizations don't do." Other organizations cultivate community morale and co-operation. The civic organizations often co-operate in the biggest community-wide activities.

The chamber endeavors to bring people and capital to the community. Since this is a resort community, the task never ends.

There are various avenues of approach to this task which has to be worked at from many angles as they affect transportation and especially to bring to the attention of tourists the community's position on the main lines of travel.

While funds are far too limited, the Chamber places some advertising in outside publications, and this creates inquiries about attractions for tourists and rates, educational advantages, agricultural, mercantile and industrial opportunities. These are followed up in various ways and the information is distributed to the lines of trade mainly interested. This service especially gives tips and good leads to hotels, boarding houses and realtors.

Booklets are compiled, published and circulated through various channels of distribution.

The Chamber of Commerce is used quite extensively as a bureau of information along many lines. A day never passes during which some person doesn't ask for information and on some days as high as 40 individuals or groups have called for information about

There is also more sleeping space for firemen, and the traditional brass poles, of which there are two, reach far down through the floors to the fire department proper.

In addition to the stairways, which are all steel, there is an elevator.

The building is 95 feet long by 75 1/2 feet wide and stands on a lot which is ideally located for the purpose.



NOAH HOLLOWELL

things to see, places to lodge, road conditions, recreation, etc.

The last question in the opening paragraph might be answered by saying that the Chamber of Commerce of Hendersonville is devoting about 75 per cent of its time to different phases of the tourist business. The remaining 25 per cent is given to various other activities intended to create better local conditions or bring capital to the community.

ROCKIES ARE MERE BABIES BY CONTRAST

(Continued from page 9.)
These mountains are clothed with Canadian fir or balsam that is not to be found again in the wide stretch to the forests of Canada, for it loves a cold and bracing climate.

The mountain sides are heavily wrapped with chestnut and great tulip or poplar trees and hickory and every variety of maple and birch. Some of the great tulip trees are 8 and 10 feet in diameter. In the vast coves along the numberless streams you will find great forests of hemlocks. Some of these great masters of the forest were there when Columbus with his ships of discovery first touched American shores. Some of them look like prehistoric monsters covered with age-old moss.



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