

ASHEVILLE BUSINESS DIRECTORY

Use it to Plan Your Shopping Trip, or for Mail Inquiries.
The Firms Listed Will Serve You Well.

Advertising.
BOOKLETS designed and written, 63 American Bank building, Gill.
WEEKLY NEWSPAPERS, Western North Carolina territory. Rates? Gill.

Automobiles.
BIG LINE USED CARS. Cash or credit. OK Auto Co.
CHEVROLET distributors. Livery and auto service. Chambers & Weaver Co.
CASH talks. Used cars. Every make. Overland Asheville Sales Co.

Cafes.
HOMEMADE candies, restaurant, soda. Club Cafe and Candy Kitchen.

Department Stores.
H. REDWOOD & CO. clothes, hats, underwear, etc., for everybody. Dry goods, rugs, Butterick patterns.

Drug Stores.
MEET your friends here. 13 Patton avenue. Paramount Drug Co.

Furniture.
WHEN you see a Furniture Ad think of Green Brothers.

General Mechanics.
WRITE or see M. Barry & Son for your Truck Body.

Hardware.
BUILDERS' hardware a specialty. Northrup McDaniel Hardware Co.

Jewelers.
THE House of Gifts. 52 Patton avenue. Chas. E. Henderson.
GLASSES fitted. Expert watch repairing. 15 Church. H. M. Frost.
J. E. CARPENTER, Jeweler. Watch repairing specialty. 14 North Pack Square.

Kodak Finishing.
EXPERT work. Eastman agency. Mail orders solicited. Brown Book Co.

Kodak Supplies.
KODAK developing, printing, mail orders. Amateur supplies. Robinson Photo Store.

Laundry.
THE Nichols way for Laundry Satisfaction. Asheville Steam Laundry.

Loan Office.
FINKELESTEIN'S Loan Office. Jewelry, trunks, leather goods. 23 Biltmore avenue.

Musical Instruments.
FALK Music House. 76 Patton avenue. Phone 206.

Men's and Boys' Furnishings.
J. W. NEELY & CO. for Stein-Block Smart Clothes.

Office Supplies.
OFFICE SUPPLY CO., typewriters, adding machines, safes. 91 Patton avenue.

Optometrist and Optician.
CORRECT GLASSES. 52 Patton avenue. (Henderson's Jewelry store.) Dr. Denison.

Photographers.
HIGGASON STUDIOS, 60 1/2 Patton avenue. Opposite post office. Artistic portraiture.

PELTON STUDIOS, Pack Square. High-grade portraiture and commercial photography.

Pianos Tuned.
REPAIRED. Expert work. All guaranteed. Elks building. Williams & Hoffman.

Printing.
PRINTING. Bookbinding. Loose Leaf Binders. Hackney & Moore Co.

Real Estate.
W. T. ROWLAND & CO. Farms. "It Can Be Done."
REAL ESTATE, Insurance, 18 South Pack Square. Phone 1346. Lerrick Co.
REAL ESTATE BROKER. See James W. Behen, 11 1/2 Church street.
ASHEVILLE Realty Investments. American Bank building. Henry T. Sharp Co.
If interested in Asheville Real Estate talk to John Arce.

Seeds.
STRICKER SEED COMPANY, wholesale and retail seed merchants. Poultry supplies.

Sporting Goods.
Tire Repairs.
SEND us your tires and tubes. Asheville Steam Vulcanizing Co.

FRENCH INDUSTRY IS RECOVERING

Natural Thrift and Economy Promise Rapid Progress

EXPORT BUSINESS GROWING

Our Great Ally Possesses Recuperative Powers Which Justify Belief That She Will Meet and Solve Triumphant the Problems Which Confront Her After the War.

With Paris boulevards echoing with "vives" for American troops our interest in the welfare of our ally vastly increases, and the facts are not lacking to encourage the belief that she is already on the road to recovery from the blow of invasion by a ruthless enemy.

One of the most important developments is the announcement that one of the largest banking institutions in America, concerned with foreign trade, the Guaranty Trust company of New York, has opened a Paris branch to handle the rapidly increasing volume of French business.

This action may surprise many persons who had thought of France as bowed under a calamitous invasion. The bank, however, gives figures indicating that France is not only meeting her military and civilian problems with a stout heart and never failing courage, but is re-establishing her export business with this country.

In 1914, the year of the outbreak of the war, imports from France to this country totaled \$141,446,252. This total was reduced to \$77,158,740 in 1915, but last year the value of French imports to the United States rose to \$102,077,000.

"A nation that can achieve such a commercial recovery while her territory is being ravished by the invader," says the Trust company's statement, "possesses recuperative powers which justify the belief that she will emerge from the present conflict prepared to meet and solve triumphantly the problems which confront her."

The commercial and industrial record of France, following past wars, indicates that she should recover quickly from the actual physical destruction inflicted in the present conflict. The reconstruction of railroads, the erection of factories to replace those destroyed, and the replacement of the mechanism of industrial activity that will be required and that is in part already planned, offer a peculiarly inviting field to American capital and enterprise. Tentative steps have already been taken by representatives of American engineers and business men in this work.

Aside from its attractive business aspect, the enlistment of American money and effort in the great task of reconstruction that will remain at the end of the war will tend to cement still more closely the ties that bind the two great republics together, and will enable Americans to discharge in part the debt they owe to France for her friendly interest in the welfare and progress of the United States from the beginning of its life as a nation.

In judging the industrial status of any nation, its production and consumption of coal, iron, and steel and the growth of its transportation systems are highly significant factors.

In 1893, French industries consumed 21 million tons of coal, of which 12.5 millions were taken from home mines. In 1912, the consumption was 61 millions, of which 41 million tons were taken from home mines.

In 1899, the French output of cast iron was 1,380,000 tons, and of steel, 1,000,000 tons. In 1914, France produced 5,211,000 tons of cast iron and 4,635,000 tons of steel.

The increasing activity of her railway system is similarly demonstrable. In 1893, there were in France 10,743 miles of railway track; in 1912, there were 31,546 miles.

Between 1899 and 1912, inland navigation increased 150 per cent; while the traffic of her mercantile marine has amazingly expanded. The tonnage entering French ports in 1899 is set down as 11,000,000 tons. In 1912 this had been increased to 53,000,000 tons.

Leaders in American finance ascribe this solidarity of the French republic to three influences; first, a thoroughly sound banking system, centralized in one of the greatest banking institutions of the world, the Bank of France; second, the ingrained thrift and frugality of the French people as a whole, together with a national economic vigor not elsewhere surpassed; third, wise supervision and patriotic co-operation by the government with banking and business interests.

The government does its part to warrant and retain the confidence of the holders of its securities. One of its wise policies is to impose new taxes to defray the interest charges on new security issues. It began this practice after the Franco-Prussian war, and is today following the same rule in regard to securities issued to finance the present conflict. This continuity of purpose, doubtless, will prove reassuring to all holders of French government securities.

The Franco-Prussian war of 1870-1871, fought at the French people the

meaning of thrift and economy. So well did they learn this lesson, that the whole sum of the indemnity demanded by Germany, \$1,000,000,000, was raised within the republic's confines by its own inhabitants and paid off more than one year before the time stipulated by the Germans.

The habit thus acquired has never been forgotten by the French, and today the aggregate number of investors purchasing the French war loans has reached the amazing total of 4,500,000 individual subscribers. Perhaps no other country, in proportion to its population, can make so good a showing.

France is particularly fortunate in that her small investors prefer "safe" investments rather than offerings which promise high returns. Government notes, in France are perpetual, and this characteristic seems to obtain for these government bonds increasing favor in the eyes of the French people.

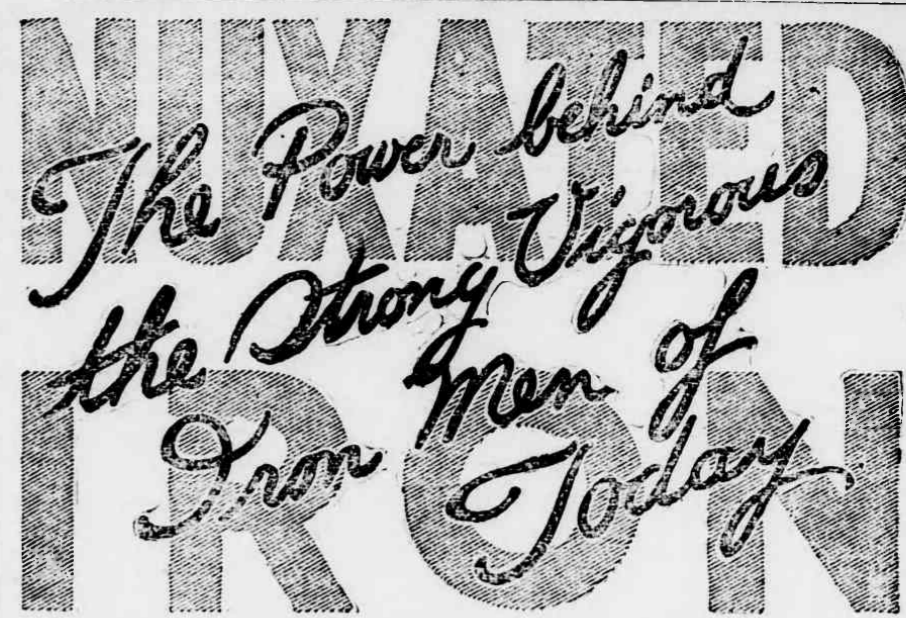
The points of sympathy between France and America are too many to enumerate, but the spirit of liberty and its resultant democracy are, today as always, the major ideals of both nations. Seeking no victories but those of peace, no territory except their own, no sovereignty except sovereignty over themselves—the independence and equal rights of the weakest member of the family of nations are to the people of the United States and of France entitled to as much respect as those of the mightiest empire. In defense of these principles, France is engaged in a death struggle with militant autocracy and ruthless aggression, and it is not surprising to learn that she has loaned to her allies and to other friendly states 7,000,000,000 francs with which to further the cause of democracy. It is in keeping with America's traditions that since the date on which we formally aligned ourselves with France and her allies in the great struggle, our government has lent to France \$370,000,000.

It is eminently fitting that America should now be fighting on French soil to make the world safe for democracy. The liberty that America has enjoyed for 140 years France helped her to achieve. The swarms of Lafayette and Rochambeau, aided by the guns of De Grasse upon the high seas, assisted in cutting the foreign ties that bound the American colonies prior to the War for Independence, and from the private purse of King Louis himself came the first loan to America—unsecured and unconditional—to finance that historic undertaking. It was with entire justice that Washington wrote to Rochambeau, "To the generous aid of your nation and to the bravery of its sons is to be ascribed in a very great degree that independence for which we have fought."

GOOD OF COMMUNITY SHOWS

Advertise District in Such Way That Buyers Soon Place It on Their Map—Value of Sire.

Considering the small cost, it is doubtful whether any one thing has proved so great an incentive to more constructive breeding of good draft horses as community colt shows. They advertise a community in such a way that buyers soon place it on their map, and at the same time the shows are a good measure of the value of a sire.



Dr. Ferdinand King, a New York City Physician and Medical Author, says: "There can be no strong, vigorous, iron men nor beautiful, healthy, rosy-cheeked women without iron—Nuxated Iron taken three times per day after meals will increase the strength and endurance of weak, nervous, run-down folks 100 per cent. in two weeks' time in many instances. Avoid the old forms of metallic iron, which may injure the teeth, corrode the stomach, and thereby do more harm than good. Take only organic iron—Nuxated Iron." It is dispensed in this city by all good druggists.

Macfie-Brodie Drug Co., Duckworth Drug Co., Brevard; R. S. Morgan, Rosman, N. C.

FERTILIZERS

We have just received a car load of the Best Grade of 16 per cent. Acid and Fertilizers for

Rye and Wheat

Brevard Lumber Co.

BREVARD, N. C.

Always Patronize News Advertisers.

THE NEW OLIVER NINE

Was \$100
Now \$49

A TYPEWRITER REVOLUTION

New Machines for Half the Former Price

At the very heart of its success, The Oliver Typewriter Company again upsets the typewriter industry, just as in 1904, when it introduced visible type with a carriage—calls a halt to old expensive ways of selling typewriters. It frees buyers of a wasteful burden.

A company strong enough, large enough and brave enough to do a big, startling thing like this, deserves a hearing. The full facts are set forth in our amazing exposure, entitled "The High Cost of Typewriters—The Reason and The Remedy." One copy will be mailed to you if you send us the coupon below.

HOW WE DO IT

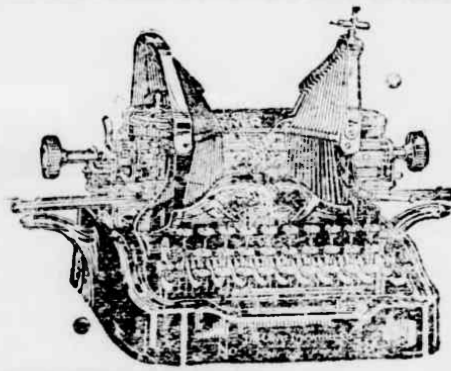
Henceforth The Oliver Typewriter Company will maintain no expensive sales force of 15,000 salesmen and agents. Henceforth it will pay no high rents in 50 cities. There will be no idle stocks.

You, Mr. User, will deal direct now with the actual manufacturer. No middlemen—no useless tools. We end the waste and give you the savings. You get the \$51 by

SAVE \$51

This Oliver Nine is a twenty-year development. It is the finest, costliest, most successful typewriter we ever built. It is yours for 10 cents per day in monthly payments of \$3.00. Everyone can own a typewriter now. Will any sane person ever again pay \$100 for a standard typewriter when the Standard Visible Oliver Nine sells for \$19?

Send today for your copy of our book and further details. You'll be surprised.



Over 600,000 Sold

Let Us Print Your Sale Bills

When it comes to neat and effective printing of any kind we will guarantee to give you satisfaction.

being your own salesman. And we gain economies for ourselves, too. So it isn't philanthropy. Just the new, efficient way of doing business to meet present-day economic changes.

Note this fact carefully. We offer the identical Oliver Nine—the latest model—brand now, for \$49, the exact one which was \$100 until March 1st.

The Latest Model

Do not confuse this offer of The Oliver Typewriter Company itself of a brand new, latest model 9 with offers of second hand or rebuilt machines.

This is the first time in history that a new, standard \$19 typewriter has been offered for \$49. We do not offer a substitute model, cheaper, different or rebuilt.

Read all the secret facts in our document, entitled "The High Cost of Typewriters—The Reason and The Remedy." The coupon below mailed today will bring you one copy.

FREE TRIAL

No money down—no C. O. D. After you read our book you may ask for an Oliver for five days' free trial. Be your own salesman. Save yourself \$51. You decide in the privacy of your own office or home, as you see the Oliver. Then if you want to own an Oliver you may pay at the rate of 10 cents per day.

Mail the coupon now for "The High Cost of Typewriters—The Reason and The Remedy." It rips off the mask. Cut the coupon out now.

THE OLIVER TYPEWRITER COMPANY
1223 Oliver Typewriter Bldg., Chicago, Ill.

THE OLIVER TYPEWRITER COMPANY,
B-7 Oliver Typewriter Bldg., Chicago, Ill.

Do not send a machine until I order it. Mail me your book, "The High Cost of Typewriters—The Reason and The Remedy," your de luxe catalogs and further information.

Name _____
Street Address _____
City _____ State _____

And She Fell for It.

"I am not easily flattered," she said. "Indeed not," he replied. "It would be difficult to make you out to be more beautiful than you really are."

Beware.

Many a captivating co-ed has lost a perfectly good stand-in by guessing the wrong name over a telephone.—Minnehaha.

Are You Looking for Bargains?

Then you ought to know what a bargain really is. Buying cheap is not always a bargain. It may be a calamity. But when you get

The Best Goods at the Lowest Price

you have found a bargain and are fortunate. Visit either of our stores if you want REAL BARGAINS.

The Men's Clothing will please you.

The Silk Goods will dazzle you.

The Shoes will surprise you.

And the big stock of Merchandise will astonish you.

For you will see the things you have long wanted and at a price within your reach.

Come and be convinced.

J. C. WHITMIRE, Cherryfield, N. C.

WHITMIRE & LYNCH, Pisgah Forest, N. C.

Please mention this advertisement when inquiring about these goods.