

After All Is Said and Done, "The Price is the Thing"

For every sale there is a buyer and a sales person. The salesman interests the buyer through quality and price. The buyer is interested in quality and is quick to recognize it, but if the price is not right the trade will not be made.

It is this final thing—the "PRICE"—which clinches every sale. The store that is not in a position to emphasize as we do "THE PRICE IS THE THING" will exhaust themselves spicing of quality and style, and no other store guarantees style and quality more emphatically than we do, but their argument ends there. There is no way to get around it—"The Price is the Thing." The customer's recognition of value received; quality at the right price. That is what makes a business prosper:

Note a few of the prices we are quoting on good seasonable merchandise:

Best grade Outing, per yard.....15c	Men's Best Overalls, pair.....\$1.50	Ladies' Winter Weight Union Suits.....39c
Best grade Gingham, per yard.....15c	Ladies' and Children's good quality Black Stockings, pair.....15c	Ladies' extra good quality Union Suits, suit...\$1.00
All Wool Serge, per yard.....75c	Men's good quality Sweaters.....\$1.50	Men's extra good quality Union Suits, suit...\$1.25
Good, heavy Canton Flannel, per yard.....15c		Children's Toboggan Caps, each.....25c

There are hundreds of other articles too numerous to mention all at low prices. You pay no high prices for merchandise when you trade at Plummer's.

N. B.—The new Coats and Ladies' Coat Suits are here. We know you can save from \$2.50 to \$5.00 on these garments. Come and be convinced.

Main Street **H. A. PLUMMER** Brevard, N. C.

HERE IS YOUR OPPORTUNITY

When prices of Clothing are rising, what is the sensible thing to do?

Buy Before They Rise Higher!

This is what you can do at our stores for the following reasons:

First: Because we bought them at the best and biggest markets.

Second: Because we bought them in large quantities.

For these reasons we are supplied with the BEST of goods and in such amounts that we can HOLD DOWN the price in the reach of the consumer.

BUY NOW WHILE THE STOCK LASTS. Have you realized that the prices on Shoes and Clothing will be still higher before the winter is over? Come and see the largest and finest line of Clothing and Shoes in Transylvania county. The Cream of Goods, with the Price at the Bottom.

J. C. WHITMIRE, Cherryfield, N. C.
WHITMIRE & LYNCH, Pisgah Forest, N. C.

Please mention this advertisement when inquiring about these goods.

Patronize
the merchants who advertise in this paper. They will treat you right.

WOOL YARN PURCHASED BY RED CROSS WORKERS

The Red Cross workers are still busy these days in the preparation of hospital dressings. Part of the wool yarn to be used

in knitting sweaters, mufflers and mittens for soldiers has arrived. The society has bought \$100 of yarn to be used for such purposes. Mrs. E. T. Henning is in charge of this department of the Red Cross work.

Church Directory

ST. PHILIPS EPISCOPAL CHURCH

Sunday—Morning service at 11:00 o'clock. Sunday school at 9 a. m.
Week Days—Evening every Friday, Wednesday and Friday during Lent every day in Holy Week also on saints days.
Holy communion the first and third Sundays of every month also on the Greater Holy days, Christmas, Epiphany, Ash Wednesday, Holy Thursday, Easter day, Ascension day, Pentecost and Trinity Sunday.

BREVARD PRESBYTERIAN CHURCH

John R. Hay, Pastor.
Regular church services every Sunday. Hours: First and third Sundays, 11:00 a. m.; second and fourth Sundays, 10:00 a. m.; fifth Sundays, by announcement.
Sunday school every Sunday, 10 a. m.
Men's Brotherhood Bible class.
Young People's Society of Christian Endeavor every Wednesday evening 8:00.

DAVIDSON RIVER PRESBYTERIAN CHURCH

John R. Hay, Pastor.
Regular church services every Sunday. Hours: Second and fourth Sundays, 11:00 a. m.; first and third Sundays, 10:00 a. m.; fifth Sundays, by announcement.
Sunday school every Sunday, 10:00 a. m.
Christian Endeavor 1st and 3rd Sundays at 11 a. m. and 4th Sundays at 7:30 p. m.

BREVARD BAPTIST CHURCH

Corner Jordan and Gaston streets.
A. W. McDaniel, Pastor. Phone No. 145.
Bible school 7:45 a. m., well graded with classes to suit all.
Preaching services at 11:00 a. m. and 8:00 p. m. every Sunday.
Midweek service for worship and fellowship, 8:00 p. m. Wednesday.
Advisory Board meets on Tuesday evening after the first Sunday of each month.
All who desire to contribute or to assist the worship of God or to be helped by worship are cordially invited to attend all services. Strangers and visitors are especially welcome.

BREVARD METHODIST CHURCH

W. Edgar Poovey, Pastor.
Sunday—Sunday school at 9:45 a. m. Preaching at 11:00 a. m. and 7:30 p. m. Intermediate Epworth League 8:00 p. m.
Monday—V. P. M. S. 7:30 p. m. first and third Monday nights.
Tuesday—After first Sunday) Board of Stewards, 7:30 p. m.
Wednesday—Prayer meeting 7:30 p. m.
Thursday—First and Third Woman's Missionary Society, 8:00 p. m. Local Auxiliary 4:30 p. m.
Friday—Choir practice 7:30 p. m.
"Come, that with us, and we will do thee good."—Num. 10:29.

Work Drag After Rains.

There are many times when a day's work can be spared on the road. After heavy rains the road may need certain repairs or improvements when the overseer is not ready to call out the hands. Why not individual farmers donate a day's work on the road at such time?

Joy Ride to Town.

A trip to town now to lay in the winter supply of necessities, is a joy ride compared to what that same trip will be when the roads get muddy.

PROTECTION FOR YOUNG PIGS

Fender Arranged Around Sides of Farrowing Pens Prevents Sow From Crushing Little Ones.

This type of fender is used by hundreds of hog raisers in the corn belt, and gives excellent results in a majority of cases. It consists of a two by four placed about eight inches from

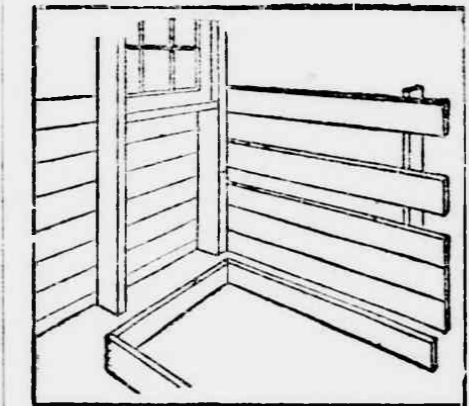


Fig Fender.

the floor, or just high enough so that in case a sow lies down while the young are between her and the wall they can slip under the fender and avoid being crushed by the weight of the sow.—Orange Judd Farmer.

WORLD SHORTAGE OF STOCK

Speedy Ending of War Would Not Change Present Basis of Prices
—Tax Is Protection.

There is every reason to believe that the present level of prices for live stock will continue for some time. Because there is a world shortage of stock, a speedy ending of the present war should not change the basis of prices until a normal supply of stock is raised. The 10 per cent import duty on stock, meats, hides and wool will serve as protection against shipments from other countries where labor is cheaper.

ENGLAND'S CAST-IRON SHEEP

Herdwicks Are Noted for Their Mutton and Wool—Able to Stand Exposure and Hardships.

A writer in The Shepherd's Journal refers to the Herdwick as England's cast-iron sheep. The Herdwick is famed for their mutton and thick, soft fleeces. They stand the hardships and exposures of an inclement climate better than most other breeds.

Renew before expiration.

Patronize Our

Advertisers

They are all boosters and deserve your business.

There are just three oils in the famous Havoline line. Havoline Medium, Havoline Light, and Havoline Heavy. These three answer every lubricating requirement that ever existed in a car.



In one minute, I can take all the mystery out of the oil question, and make it so clear to you that you can never go wrong. Ask me.

Brevard Hardware Co.
Don't order. C. Doyle.