

ASHEVILLE BUSINESS DIRECTORY

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

<p>Advertising</p> <p>BOOKLETS designed and written. 63 American Bank Building. Gill</p> <p>WEEKLY NEWSPAPERS, Western North Carolina territory. Rates? Gill.</p>	<p>Loan Office</p> <p>FINKLESTEIN'S Loan Office, Jewelry trunks, leather goods, 23 Biltmore Ave.</p>
<p>Automobiles</p> <p>BIG LINE USED CARS, Cash or credit. O. K. Auto Co.</p> <p>CHEVROLET distributors. Livery and auto service. Chambers & Weaver Co.</p> <p>CASH TALKS. Used cars. Every make. Overland Asheville Sales Co.</p>	<p>Musical Instruments</p> <p>FALK Music House. 76 Patton Avenue. Phone 206.</p>
<p>Cafes</p> <p>HOMEMADE candies, restaurant, soda Club Cafe and Candy Kitchen.</p>	<p>Men's and Boys' Furnishings</p> <p>J. W. NEELY & Co. for Stein-Block Smart Clothes.</p>
<p>Department Stores</p> <p>H. REDWOOD & Co., clothes, hats, underwear, etc., for everybody. Dry goods, rugs, Butterick patterns.</p>	<p>Office Supplies</p> <p>OFFICE SUPPLY CO., typewriters, adding machines, safes. 91 Patton Avenue.</p>
<p>Drug Stores</p> <p>MEET your friends here. 43 Patton Avenue. Paramount Drug Co.</p>	<p>Optometrist and Optician</p> <p>CORRECT GLASSES. 52 Patton Avenue. (Henderson's Jewelry Store.) Dr. Denison.</p>
<p>Furniture</p> <p>WHEN you see a Furniture Ad think of Green Brothers.</p>	<p>Photographers</p> <p>HIGGASON'S STUDIOS, 60 1/2 Patton Avenue. Opposite postoffice. Artistic portraiture.</p> <p>PELTON STUDIOS, Pack Square. High grade portraiture.</p>
<p>General Mechanics.</p> <p>WRITE or see McRary & Son for your Truck Body.</p>	<p>Pianos Tuned</p> <p>REPAIRED. Expert work. All guaranteed. Elks building. Williams & Huffman.</p>
<p>Hardware</p> <p>BUILDERS Hardware a Specialty. Northrup McDuffie Hardware Co.</p>	<p>Printing</p> <p>PRINTING, Bookbinding, Loose Leaf Binders. Hackney & Moale Co.</p>
<p>Jewelers</p> <p>The House of Gifts. 52 Patton Avenue. Chas. E. Henderson</p> <p>GLASSES fitted. Expert watch repairing. 15 Church. H. M. Frost.</p> <p>J. E. CARPENTER Jeweler. Watch repairing specialty. 16 N. Pack Square.</p>	<p>Real Estate</p> <p>W. T. ROWLAND & CO. Farms. "It Can Be Done."</p> <p>REAL ESTATE Insurance. 18 S. Pack Square. Phone 1346. Lorick Co.</p> <p>REAL ESTATE BROKER. See James W. Bohlen. 11 1/2 Church Street.</p> <p>ASHEVILLE Realty Investments. American Bank Building. Henry T. Sharp Co.</p> <p>IF interested in Asheville Real Estate talk to John Acee.</p>
<p>Kodak Finishing</p> <p>EXPERT work Eastman agency. Mail orders solicited. Brown Book Co.</p>	<p>Seeds</p> <p>STRICKER SEED COMPANY, wholesale and retail seed merchants. Poultry supplies.</p>
<p>Kodak Supplies</p> <p>KODAK developing, printing, mail orders. Amateur supplies. Robinson Photo Store.</p>	<p>Sporting Goods</p> <p>Tire Repairs</p> <p>SEND us your tires and tubes. Asheville Steam Vulcanizing Co.</p>
<p>Laundry</p> <p>The Nichols way for Laundry Satisfaction. Asheville Steam Laundry</p>	

PAGE IS SEEKING AID OF MINISTERS

TO AROUSE PEOPLE TO REALIZATION OF THEIR INDIVIDUAL RESPONSIBILITY.

DISPATCHES FROM RALEIGH

Doings and Happenings That Mark the Progress of North Carolina People. Gathered Around the State Capital.

The increasing seriousness of the food situation has led State Food Administrator Henry A. Page to make a stirring appeal to the Christian ministers of North Carolina to arouse their people to a realization of what the situation holds and of their individual responsibility in meeting the situation. Other letters have been written to the hotels and restaurants of the state and to the educational institutions and other places where food is handled in considerable quantities. Mr. Page in some of his letters has made two particularly startling statements:

First: The United States has already exported to its allies and neutral Europe this country's normal export surplus of wheat; while the same is approximately true of beef and pork and fats; and we have drawn largely on our normal supply of sugar to help out the French and English.

Second: Tens of thousands of women and children and old men must die in Europe this winter from starvation in spite of all we can do.

Because of the transportation situation practically all the food which reaches Europe during the next few months must come from America and with our ordinary surplus already gone a marked reduction in our normal consumption of wheat, beef and pork products, fats and sugar, must be made in order to save our allied countries from a collapse and to save as many as possible of the people of neutral Europe from starvation.

The situation has sifted down to where it can be very clearly and definitely stated that every ounce of wheat and beef and pork and every particle of fats or sugar which is saved by any individual by substitution of other products or through economy will help not only to win the war but to save the life of some starving woman or child in Europe.

"The heartrending part of it all," declares Mr. Page, "is that our people have not waked up to a realization of the horrible death that threatens several hundred thousand individuals in Europe, or even to the terrible menace of a complete German victory if our European allies should collapse because we do not supply them with the foodstuffs which they must have if they are to hold out. The critical period is NOW."

It has been announced by the Food Administration that the price of \$0.94 a pound for the new crop of raw sugar in Cuba will mean \$0.94 sugar to the consumer during the coming year. The Cuban crop, which is now being harvested, is estimated at three million to three and a half million tons, which added to our own crop of 800,000 tons of beet sugar and 200,000,000 tons of Louisiana cane sugar will be more than ample for our needs with the exercise of reasonable economy in using sugar.

The raw sugar from Cuba will begin reaching our refineries within the next two or three weeks and the sugar problem will be very largely solved so far as any actual sugar famine is concerned. The utmost economy in the use of sugar, however, will be necessary during the period of the war on account of the very great decrease in the beet sugar crop of France and Italy.

Thrift Stamps Prove Popular.

The Thrift Stamps are proving very popular wherever they are understood. The buying of these stamps ought to help materially those who have had steady wages, but have not gotten into the saving frame of mind, and ought to help vastly the men and women who are just beginning to be wage earners. The small sum at the beginning is an allurements; the fact that each investor may suit his own convenience in the time of buying each stamp; the perfect safety; the good return—these and other considerations make a happy form of saving. Cannot each one of us explain these stamps to some one who needs to save? It will be as patriotic to sell one of these blocks of stamps as it will to obey one N. C. Council of Defense.

Federal Court Clerk Dead.

Leo D. Heart, clerk of the federal court for the eastern district of North Carolina, died at his home here. The death was entirely unexpected although he had been suffering somewhat from heart trouble for some time. He was 68 years old and was for many years a prominent banker of Durham and Raleigh, and for more than a year served as clerk of the federal court succeeding the late Mr. Blow of Greenville. He is survived by Mrs. Heart and three daughters and one son.

Interested in Pork Production.

Returning from a trip to the South-eastern counties of North Carolina, Mr. J. C. Anthony, special agent in swine production for the Agricultural Extension Service, reports that growers in Columbus, Sampson, Bladen and Brunswick counties have become very much interested in the question of pure bred swine and that a carload of pure bred swine will be brought for Columbus county at an early date. New Hanover county has been greatly interested in the pork question since the establishment of the packing plant at Wilmington and since one of the banks in the city sold a good number of pure bred pigs to several young men of the county taking their unsecured note until the boys had become established in the swine business.

Sampson county has also made good strides in pork production and Mr. Anthony states that he was somewhat surprised to find so many pure bred animals in the county. It is his intention to procure a number of hogs from this county for farmers who wish to take up the work in other adjacent counties. Both Mr. Anthony and Mr. J. E. Moses, Pib. Club agent, have expressed themselves as being very much gratified with the way the farmers of the state are taking up the work of more pork production and are securing pure bred animals for breeding stock. Several banks over the state are now making plans to finance the pig club work in their counties, containing the practice begun during the last two or three years.

Will Take Soldiers Word.

The executive offices of Governor Bickett and the office of the adjutant general here are being flooded by letters of inquiry as to the federal aid for dependents of soldiers. The state authorities appealed to the headquarters at Washington for definite information and brought reply from the Washington bureau as follows:

"Every enlisted man is required to make a truthful statement of his relatives and only in case the wife or the representative of the child in class A dependents believe the soldier will not make a truthful statement of such relations, should application be made by them, as the statement of the soldier is sufficient on which to warrant action by this bureau.

"As to dependent members of class B, parents, brothers, sisters and grand children, it is useless for them to make application unless the soldier has made a voluntary allotment of his pay for them and requests the family allowance, as the matter can only be determined from the soldier's statement."

Fires Increased by Extreme Cold.

The increased danger of fire and the need of extra precaution to prevent fires during extreme cold spells is called to the attention of the public in a statement given out today by Insurance Commissioner Young.

"The danger of fire during extreme cold snaps like the present one is very much increased," says the statement, "this is especially true in large manufacturing plants, warehouses or stores. In plants where automatic sprinklers are used frozen pipes might render the system temporarily useless at a time when its need was most imperative. A year ago several large industrial properties throughout the country were destroyed because pipes in the system were frozen when it was called upon to do its work. The same thing applies to inside hydrants for fire protection. A frozen hydrant in a building may not thaw until the burning building thaws it and that will be just too late. Frequent inspection and every precaution to prevent freezing of fire prevention apparatus is necessary more at this time than at any other.

"When extreme cold spells come furnaces are run so as to produce the maximum heat. Dust or trash of any sort accumulated on pipes or behind and close to pipes may ignite and spread a fire which is much more difficult to handle in freezing weather.

Lenoir County Moving Ahead.

A news note the other day tells us that Lenoir county is seriously considering the plan of consolidating all her 40 or more little rural schools and establishing eight well organized, well equipped, conveniently located schools. In order to provide for those pupils living some distance from a school system of transportation will be worked out.

This would be a wonderful piece of school administration and county reorganization if it can be put through. Just consider what a splendid opportunity would then be offered to every child in the county. Better schools, longer terms, better attendance, better teaching, because there would be less shifting of the teaching force, better health for the children and a general toning up of the whole educational system.

It is far better to sign the food pledge card late than not at all.

Farmers who chop wood to save coal in our cities this winter will be making the chips fly for freedom.

Food in the mouths of our allies is ammunition no less important than the shells in their siege guns.

The sugar that goes to waste in the bottom of American teacups would help to sweeten the life of many a French home.

Christmas candy that requires little or no sugar is a gift to our allies as well as to the receiver.

Professional Cards

Robt. L. Gash. W. E. Brees, Jr.
GASH & BREESE
LAWYERS
11 to 17 McMin Building
Notary Public
DR. J. Y. MCKINNEY
DENTIST
Office Pickelsimer Building
DANIEL LEON ENGLISH
Attorney and Counsellor at Law
Brevard, N. C.
Real Estate Law and abstract of Titles
A Specialty
Clayton, Clayton & Fisher
Attorneys-at-Law
Brevard, North Carolina
WELCH GALLOWAY
Attorney
Practice in all the Courts
Brevard, N. C.
CHAS. B. DEEVER
Attorney-at-Law
Office Cooper Block
ALLISON & ALLISON
Attorneys-at-Law
In Old Cooper Building
BREVARD
COLEMAN GALLOWAY
Attorney-at-Law
Cooper Block
Brevard, N. C.
CONNESTEE LODGE No. 237
I. O. O. F.
Meets Every Monday Night
Visitors Welcome
DUNN'S ROCK LODGE
NO. 237
A. F. & A. M.

The Rose Cafe
W. Y. THOMASON, Prop
For the Merchants and Farmers
QUICK SERVICE
FOOD OF THE BEST QUALITY
POLITE ATTENTION
Main Street Brevard, N. C.
Meals Delivered on Short Notice

A NEW SUIT
COSTS FROM \$10 TO \$50
Your old suit can be cleaned, pressed, repaired and made to look almost as good as new for 50 cents; \$1.00 a month for four
CITY PRESSING CLUB
J. E. Waters, Prop



Save Pennies—Waste Dollars
Some users of printing save pennies by getting inferior work and lose dollars through lack of advertising value in the work they get. Printers as a rule charge very reasonable prices, for none of them get rich although nearly all of them work hard.
Moral: Give your printing to a good printer and save money.
Our Printing is Unexcelled

THE NEW OLIVER NINE A TYPEWRITER REVOLUTION

Was \$100 Now \$49 New Machines For Half the Former Price

At the very height of its success, The Oliver Typewriter Company again upsets the typewriter industry. Just as it did in 1895, when it introduced visible writing, and forced all others to follow. Now this powerful company—world-wide in influence—casts a hail 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 toils. We end the waste and give you the savings. You get the \$51 by being your own

SAVE \$51

This Oliver Nine is a twenty-year development. It is the finest, costliest, most successful typewriter 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 \$49.

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



Over 600,000 Sold

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 \$100 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 Co.
1223 Oliver Typewriter Bldg., Chicago, Ill.

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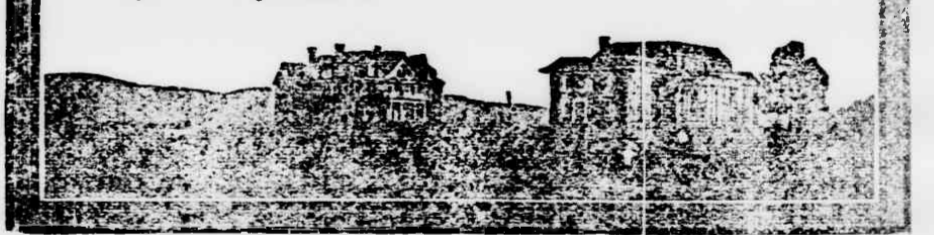
Do not send a machine until I order it. Mail me your book, "The High Cost of Typewriters—The Reason and The Remedy," your deluxe catalogs and further information.

Name

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Brevard Institute
BREVARD, NORTH CAROLINA
Departments—College Preparatory, Normal, Music, Business, Domestic Art, Household Economics, Agriculture.
All departments are directed by teachers with special training and large experience. They know their business.
Influences of the Institute are alone worth the cost of tuition.
Opens on September 6.



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