

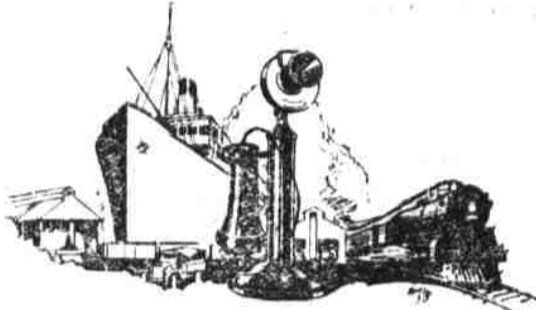
WHO IS WHO IN WAYNESVILLE-\$25.00 REWARD

FROM PARIS

have come the new ideas which have inspired our new hats. Charming in their jauntiness, any one of them will give a touch of French chicness to your costume. Won't you come in and let us show them to you? They're attractively priced, too.



Edmont



A Record Breaking Year of Telephone Expansion

DECEMBER will mark the completion of the largest telephone construction program ever undertaken in the South. New telephone buildings, additional central office equipment, vast quantities of aerial and underground cable and hundreds of miles of long distance circuits have been installed to keep pace with the growth of the South.

Much of this work has been unseen and unknown to telephone users, but the service has continued without interruption during its progress.

Telephone service, as a whole, is now better and more valuable than ever before.

It is interesting to know that the largest part of this expansion cost, which totals practically \$35,000,000, was paid for from new capital—provided by investors who expect a reasonable return on their money.

You see, they, too, believe in the South.

This State has enjoyed a substantial share of this investment, and the telephone workers share your pride in this material progress. They have been greatly encouraged by your interest and co-operation.

MORGAN B. SPEIR, Carolines Manager

"BELL SYSTEM"

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

One Policy, One System, Universal Service

More Value than the Price Suggests

In the year just drawing to a close the price of Dodge Brothers Motor Cars was materially lowered.

Yet during this period more important improvements were incorporated than in any year in Dodge Brothers history. Advances were made in engineering and body designs. The cars possess a greater degree of smoothness, silence and ease. They are more comfortable, more beautiful.

Current prices—made possible, of course, by constantly mounting sales—are therefore not an obvious measure of value. Prices, in fact, have never told the full story of Dodge Brothers dependability and basic worth.

But now, more than ever before, there is far more value than the price suggests.

Table listing car models and prices: Standard Touring Car \$ 897.00, Special Coupe 1,048.00, Special Sedan 1,105.00, Special Roadster 995.00, Special Touring Car 997.00

Delivered HAYWOOD GARAGE

We Also Sell Dependable Used Cars

DODGE BROTHERS MOTOR CARS

(1) HAS IT

What drug store in town can you depend upon to have what you want to the greatest certainty? One that belongs to the greatest drug store co-operative organization in the world, giving the benefit of exchange of ideas of the country's best minds engaged in the drug business as well as a vast purchasing power that makes this the drug store of outstanding service.

They are always on the job for improvement of service. Ever mindful of the trust imposed upon them by a confiding public, their service is perfected to insure uniform correctness particularly in the prescription department where none but registered pharmacists are employed and the purest drugs are used. Your doctor knows that when your prescriptions are filled here, they will be as directed. You will have full confidence when your prescriptions go to this store.

The courtesy and attentiveness of every member of the working force is of a nature to make you feel that nothing even to the smallest detail has been left undone.

An array of Holiday Gifts that you will appreciate as of the same high standard as the service in general. You'll find many of striking values and appreciative types, too many to attempt to mention.

Alexander's Drugs—Whitman's and Nunnally's Candies.

(2) THEY CAN BUY ANYTHING.

Your friends can buy anything you buy for them except your photograph. You owe your friends and those dear to you a recent photograph of yourself.

There is nothing else that has quite that touch of personal remembrance.

The subject of this sketch is the acclaimed "Who is Who" in portraiture in this section of the state by virtue of his proven efficiency and outstanding performance in his chosen profession which can only be attained, first by hard work and a desire to please his customers to deserve their business and good will and then constant study and practical experience as well as an inborn determination to keep abreast of every advanced method and idea.

His work is eloquent in the language of art. Producing just the right posture, the right shading and shadows, expression and ability to portray the most pleasing likeness is the secret of the satisfaction rendered in his service.

Why not avail yourself of the best when it costs no more? Kodak finishing, too, with dispatch and the best results. Why not a family group photo while you are all assembled during the holidays? There may be a missing face next year.

The oldest established in Waynesville. How long here?

Sherrill's Studio—23 years.

(3) THE STORE OF MERIT.

This "Who is Who" in books, stationery, office supplies and many other specialties has a reputation for merit goods that is a most enviable one.

It did not happen, it was brought about by the thorough knowledge of the thousand and one items embraced in a stock of this nature.

It is an exemplification of the old adage "Cobler stick to their last." They have concentrated on the one line of endeavor through exhaustive research and constant study. The mere thought of books, stationery and all the items included in a stock of this sort should direct your mind to this store for goods of merit.

What more sensible Christmas gift could you give than a good book, a thing to be prized forever and to be handed down to some one else.

Why not a luxurious box of stationery, an elegant framed picture a fountain pen, something for the business man's desk that he will prize? The real sensible articles are too numerous to mention, our aim is to impress you that here is a stock outstanding in acceptable gifts.

They also are the recognized florists for this section. The department, in charge of the junior member of the firm, is conducted under the highest order of efficiency. His is a scientific education and training under the advantage of the participation in working on practical production and observation of the most advanced methods. Who is the most popular author in the 75 cent selling books? Who is the junior member?

Waynesville Book Store—Zane Grey, F. M. Lindfors.

(4) SUPPOSE IT HAPPENED?

Suppose your home should burn tonight—who would pay—you or the underwriter?

Serious thought this. Stop—think—don't you think the peace of mind and the restful sense of security is worth far more than the few cents per hundred you pay each year for fire insurance?

A short hour might wipe away the life time's savings to a point where they never could be replaced. You have too much at stake to trust to fate.

Consult this reliable "Who is Who" in the insurance business in Waynesville who represents many strong companies as safe as Government bonds and who is safe and trustworthy to consult.

You can bank on his judgment in advising you on just the most practical policies for your every individual need. You'll find your best interests protected in every transaction through thorough knowledge and fair and square dealings. A

(5) THE DOCTOR FOR YOUR HOUSE

That's your plumber. Of course, there are good, bad and indifferent plumbers, and the same is true about the doctors.

This doctor for your house is one that you can place implicit confidence in by virtue of proven efficiency. You'll be pleased by the absence of lax methods and loss of time on the part of the workmen, a condition so often complained of in the average plumber.

Every job, large or small is planned before work is begun, all the necessary tools and material are decided upon and brought along on the first trip, eliminating the costly running to and from the shop, for which you are asked to pay for in most cases.

The management of this concern insists on highest efficiency of workmanship as well as intelligent performance of duty. No makeshift work is tolerated.

When the bill is presented, you will find it made up by the dictates of a healthy conscience. The mere thought of plumbing should direct your mind to this concern. How long located in Waynesville? Who is it and what heater do they recommend?

Miller Plumbing & Heating Co.—Vapor Heat, 27 years.

(6) A WINNER

Not long ago—a car of recent introduction—startled the whole world of automobile admirers of all makes, by making what was heretofore considered an unattainable feat, by making a 100 hour and 17 minute non stop run on an average of 31.6 miles per gallon for a distance 2258 miles through a sand glade, mountain route through Central California.

No wonder its popularity is deserved. Performance tells. The buying public is not swayed by sentiment. It calls for performance of the most dependable nature. This is a medium priced car, with most of the advantages of cars of far higher price.

Find what car this is and you will know what performance is to the extent that will come as near meeting with your desires and ultimate demands as any on the market, and a great surprise as to the low cost this all can be bought for. What car is this?

This concern also handles another make car that is in a class of itself for price, construction and appointments. The world's best engineer looked the world over for something that would compare with it and they found only one, that of a European make that costs several thousand dollars more. Yes—it is in a class of itself.

Here too you will find accessories, gas and oils of the greatest mileage, besides a general service that is on the super order.

For your own good, find this dependable car dealer. Who is it and what two cars do they handle?

Swift Motor Company—J. P. Swift, Overland, Whippett, Wyllis-Knight.

(7) AN INSTITUTION

That's the best way to describe this mammoth establishment located near a famous national gathering place. It is more than a store.

Here you can find most anything that may come to your mind in the way of merchandise and besides this they operate a gas filling station, a garage with general auto accessories repair service and genuine Ford parts. They are also building contractors on a mammoth scale. Will build anything from a chicken coop to a school building, furnish anything that goes into the building and can furnish some of the best home sites in the country, consisting of over a hundred lots in Waynesville and Hazelwood.

The great trucks carried and the volume of business done is a surprise and people come from a radius of miles to avail themselves of quantity purchases. The management is made up of men known for their square and fair dealings, their knowledge of where to get the right kind of goods and judgment that can be banked on. Right now they are indulging in a sale that ends December 25th, that is a sale of all sales in this section. Here you will find prices on apparel for the whole family that are astounding. Better go see for yourself. You'll miss the saving of many dollars if you don't.

Who are they and what line of paints do they carry?

Junaluska Supply Co.—Davis Paints.

(8) CAREFREE CONFIDENCE

There is a world of satisfaction in the brilliant performance, in the indomitable stamina and endurance, of the car that "Asks no favors, fears no roads."

A constant pleasure in its striking beauty and fine appointments. A constant pride.

But it is doubtful if even these

qualities are sources of more downright contentment, more pure enjoyment than the ability of owner to drive on and on and to enjoy "Care free confidence."

And to think that this car can be bought in the standard coupe for \$925 and the De Luxe Coupe for \$990 f. o. b. factory.

Many attracted to this car by some outstanding feature, discover as the months roll by, an overflowing measure of all those qualifications that contribute to enduring satisfaction. Here is brilliant beauty coupled with extraordinary riding comfort and handling ease. Sparkling performance with thrifty operation.

Why shouldn't the thousands and thousands of owners voice their satisfaction in selecting this car stand confirmed.

No greater popularity of this car could be evidenced than the eagerness with which its praises are voiced.

Part of the name of this car contains the name of the first man who made a practical gasoline engine.

What car? Who handles it in Waynesville? How long established?

Norris Motor Co.—Oldsmobile, 1 year 2 months.

(9) QUALITY FOR THE HOME

Every community has a furniture store that is looked upon as the leader in its line. This is what can be said about this store without the least hesitation.

Their ability to furnish a mansion throughout or the humblest bungalow is conceded by those who appreciate the best to be had.

Many of the most luxurious homes in this section owe their beauty of appointments to the rare judgment of the management of this concern in their selection of the artistic. Their advice on home furnishings is much sought and their honesty in all their dealings have placed them in a position to be consulted with safety.

Sluder-Garrett Furniture Co.—Champion Hot Blast Coal Heater.

(10) THE STAFF OF LIFE

The "Who is Who" in baker's goods of the highest quality in this section of the country.

Their goods are sold by all the high class groceries and served at the hotels and eating houses that appreciate high class goods.

Besides breads and rolls, they make delicious cakes that are first and foremost among those who appreciate wholesomeness.

Made as good as the best of ingredients and highest skilled workmanship can produce. In fact, baking is an art here. You will find their products of more even stand and less expensive than those baked at home. It stands to reason that with the latest improved equipment and regulated and exacting formulas, this establishment is better able to produce them than the average home.

Spice and span with every possible sanitary convenience, there is a gratifying sense of security in using their goods.

Demand it at your grocers and insist on it for its goodness.

What special brand of bread do they make?

Be sure to see the cake that will be given away Christmas eve on display after Monday, Dec. 20.

What are the names of the two men who have recently taken charge?

Waynesville Bakery—Vance McKinney, A. C. Anders, Blue Ribbon Bread.

(11) GUARANTEED

Standing squarely back of every representation even to the smallest detail, has placed this jewelry store firmly in the minds of the people of this section as an establishment that can be relied upon as giving—Guaranteed service.

There's a feeling of absolute security with every purchase at this store that leaves no thought of apprehension. If the goods do not stand up, fair and equitable adjustments are made without any quibbling. A man to man squareness is unmistakable. The management is not satisfied until the patron is and the impression of sincerity in this purpose leaves no room for doubt.

Time to think of practical and lasting gifts for the holidays. Besides jewelry in all its branches, you will find the greatest assortment of novelties, specialties, including book ends, purses, handbags, compacts, vanities, kodaks and supplies and scores upon scores of other items ever shown in Waynesville. This is the established gift center of the section by virtue of outstanding values and complete assortment, equitable prices and thorough knowledge of the business.

Don't overlook their stock before you make your final selection. You may feel disappointed if you do.

There's an even courtesy and constant attentiveness that makes the service here one that is truly service plus. Who are they?

Thos. J. Davis.

(12) BANS HOME DRUGGERY

This establishment is one that every housewife should consult for the economic management of the home affairs. They will find the druggeries eliminated to a great extent and the family wash can be taken care of at a less expense than if it is done at home.

This is the laundry that every telephone line is a clothes line to why not use it?

Consider the irritable feelings of every member of the home together with the muss and trouble beside the fact that it costs you more in the long run and then why not save at this trouble and use that day for home making? Consider the economy of this service. Consult the management of this concern and you will find that they can substantiate this statement beyond any question of doubt. This company is always striving to keep their service through improved equipment and advanced methods, fully abreast of the times.

Don't go on with the feeling of your ability to save money on your family wash until you have made a thorough investigation.

Who is the manager of this concern and what is the price of family rough dry per pound?

Waynesville Laundry—H. L. Linder, 9 cents per pound.

(13) PURE FOODS

We're all alike when it comes to choosing our provisions for the table. We want the best. Anything that is treated with suspicion does not fit the bill. Here is the store in Waynesville that has never had the finger of suspicion pointed at them on account of questionable standard of goods.

To the contrary, if you find them you will find the acknowledged "who is who" in their line where courtesy, efficiency, quality, promptness and correctness hold sway with prices that are impressive for their reason. The very atmosphere feels different when you step into this establishment by virtue of its appetizing array and the precautions for sanitation that are in evidence on every hand.

Not simply store keepers for the distribution of groceries and meats but of the latter day type of merchandizing that eliminates the feeling of the old stuffy corner store.

It's the old story, the best is the cheapest in the long run.

Why not find this place that can be depended upon at all times for the best the market affords? If it isn't good it never is allowed to enter the store.

What store is it, who is proprietor and how long established?

City Market—J. B. Davis, 31 1/2 years.

(14) DANGER AHEAD

Who would keep right on at the passing of this sign without a thought for personal safety?

Yet, how many of you have this danger signal flashed before your eyes without giving the least bit of heed? Why abuse the most valuable gift bestowed upon you by a kind providence, especially when chronic or permanent ailments can be forestalled by a little relief at just the right time?

If this describes your condition, there is one man in Waynesville exceptionally qualified through years of constant study and experience in his chosen profession to lend you this aid.

Thoroughness in both study and intensive research on his part is the culmination of placing at your service the most approved methods and equipment known to the scientific treatment of the eyes. If you can not read this matter without eye strain at a distance of from 12 to 14 inches, you had better see him at once.

Honest in his advice and directions and worthy of your utmost confidence. If he can not help you, he will be frank enough to tell you and not take your money. How long has he been established? What other line of business is he engaged in?

Jere Davis—Jeweler-Optometrist, 26 years.

(15) OF SIGNAL IMPORTANCE

This outstanding "Who is Who" in the lumber business of this section, is one that is doing its full share in both the industrial advancement of this section, and the advancement of the general upbuilding of it.

It will be an easy one to find, for it manufactures lumber on a large scale, employs many men and contributes largely, through its activities a prosperous and contented citizenry among the laboring class of this section.

The fact that they are manufacturers and also conduct a retail department, goes without saying that the prices held out to the builders and home makers are of such advantageous proportions that it will behoove all those contemplating construction to confer with them.

Help over many rough places is always available and cheerfully given. Their interest in permanent and creditable construction is as keen as that of the builder.

The policy of this concern to continually do its utmost in constructive advancement of this section, makes it one of signal importance.

Sticklers for quality to the utmost in return for every dollar received has established them in the minds of the people of this section as being safe to consult on all problems entailing building materials.

How long established? Who are they?

Suncrest Lumber Co.—14 years.