

No. 1.

Oldest Bank in Western Carolina.

If at first you don't succeed, don't give up in despair and disgust and become a plodder. Let your first attempt be your second attempt, and there will be no discouragement, no necessity for further trial. Consider this suggestion from the viewpoint of all human experience. As you will see, time and truth, and you do not hesitate to go to the account with Wayneville's oldest bank. The officers and directors are among the leading men of the county. The bank's resources are commensurate with the needs of the people of Haywood county and the surrounding counties. This bank is a member of the Federal Reserve System. It is a member of the National Bank Association. It is a member of the Southern Bankers' Association. It is a member of the Carolina Bankers' Association. It is a member of the Western Bankers' Association. It is a member of the Eastern Bankers' Association. It is a member of the Southern Bankers' Association. It is a member of the Carolina Bankers' Association. It is a member of the Western Bankers' Association. It is a member of the Eastern Bankers' Association.

No. 2.

Superior Laundry Work.

A superior laundry service is provided by the Wayneville Laundry. The laundry is equipped with the latest machinery and is operated by experienced laundresses. The laundry is located in the heart of the city and is easily accessible. The laundry is a member of the National Laundry Association. It is a member of the Southern Laundry Association. It is a member of the Carolina Laundry Association. It is a member of the Western Laundry Association. It is a member of the Eastern Laundry Association.

The Service Drug Store.

The Service Drug Store is a world wide trade mark. It is a member of the National Drug Store Association. It is a member of the Southern Drug Store Association. It is a member of the Carolina Drug Store Association. It is a member of the Western Drug Store Association. It is a member of the Eastern Drug Store Association.

Alexander, Main and Church streets, Opposite Post Office, The Rexall Store, O. T. Alexander, Phone 11 and 14, Nannally's Candy.

Makers of Happy Homes.

The "Makers of happy homes" in Wayneville have for many years brought joy and gladness to the newly wed, contentment to the settled family and comfort and happiness to the aged and infirm. By making living conditions comfortable in the home, they have already earned the title of "Makers of happy homes." This firm carries a complete line of modern and high grade furniture, including beds, sofas, chairs, tables, and other household furnishings. They also carry a complete line of home furnishings, including drapes, curtains, and other decorative items. They are a member of the National Furniture Association. They are a member of the Southern Furniture Association. They are a member of the Carolina Furniture Association. They are a member of the Western Furniture Association. They are a member of the Eastern Furniture Association.

M. J. Johnson, Main Street, Opposite Post Office, Phone 11 and 14, Nannally's Candy.

Export the Most Popular Cars.

A car is a necessity in the modern world. It is a member of the National Automobile Association. It is a member of the Southern Automobile Association. It is a member of the Carolina Automobile Association. It is a member of the Western Automobile Association. It is a member of the Eastern Automobile Association.

The most popular cars in the world are the cars that are built by the Wayneville Automobile Company. They are a member of the National Automobile Association. They are a member of the Southern Automobile Association. They are a member of the Carolina Automobile Association. They are a member of the Western Automobile Association. They are a member of the Eastern Automobile Association.

Willy Knight and Overland, 2115, 28th Street, J. P. Swain, Manager.

The Store of Dependable Goods.

There is an old reliable department store in Wayneville, whose quality goods and reasonable prices are a constant reminder of the store's reputation. This store carries a complete line of goods, including clothing, shoes, hats, and other accessories. They are a member of the National Department Store Association. They are a member of the Southern Department Store Association. They are a member of the Carolina Department Store Association. They are a member of the Western Department Store Association. They are a member of the Eastern Department Store Association.

Clark H. Ray, Main Street, Opposite Post Office, Phone 11 and 14, Nannally's Candy.

Long Time Investment—Long Time Satisfaction.

Every owner of a motor car with a sedan steel body, has had a long time investment and a long time satisfaction. This steel body is a feature of the most popular lines of motor vehicles. It is a member of the National Automobile Association. It is a member of the Southern Automobile Association. It is a member of the Carolina Automobile Association. It is a member of the Western Automobile Association. It is a member of the Eastern Automobile Association.

Judge Brothers, 81, 225, Haywood Garage, O. R. Martin, proprietor.

A Leading Jewelry Store.

When you buy diamonds or other precious stones you always want to know that the jeweler is reliable for you have to depend largely on what he tells you unless you happen to be an expert. There is a reliable firm of jewelers here in Wayneville where you will find splendid assortments of precious stones, gold and silverware, cut glass and novelties of all kinds. Quality and reasonable prices go hand in hand at this store. Special attention is given to the repairing department and this branch is in charge of an expert and satisfaction is guaranteed. This store is popular with the people of this city and their patronage is appreciated.

Jere Davis, Old Bank Building, Jere Davis, Bulova watches.

WHO'S WHO IN WAYNESVILLE? \$20.00 IN GOLD FOR THE BEST SET OF ANSWERS WILL BE GIVEN AWAY BY THE CAROLINA MOUNTAINEER

The Rules tell you how to win. (Any person not identified with The Carolina Mountaineer is eligible to contest.) (Read each notice carefully and note every question asked or implied. Then begin with "No. 1" and answer every question you can. Use plain paper, on one side only. Number your answers consecutively, and put your name on the top of the first sheet.) (Get firm names and names of persons CORRECT. This is IMPORTANT. Get your answers any way you can. If in doubt, ask the advertiser.) (It is not necessary to have all the answers correct to win. The best set of answers to The Carolina Mountaineer, addressed "Contest Editor" will take down the gold. Answers must be filed by noon Wednesday evening, June 10. The answers will be announced as soon thereafter as possible.) This page runs 3 times. In case of tie the prize will be divided.

Home of Quality Furniture

Waynesville has a reliable firm of furniture dealers and this establishment has rendered valuable service to the people of this city and county. This firm carries high and medium grades of furniture, carpets, rugs and floor coverings of every description, stoves, ranges, and quality luggage. This concern handles the products of the most reliable factories and there is nothing in the house-furnishing line that cannot be readily supplied and on the very best terms. Whether you are furnishing a house completely or seeking for a single article you should not overlook the offerings of this reliable firm. This firm sells the most photographs in the world, "The one with a soul" and the one that recreates "The voice."

Blue Ridge Furniture Co., The New Edison, G. B. Hall, Phone 47.

Exclusive Store for Ladies.

Waynesville's fashion center for ladies of distinction would be a distinct credit in any of the larger cities. This is distinctly a woman's shop where all that is best in ladies ready to wear garments and exclusive millinery in the very latest styles are now being shown. This store is a decided convenience for the ladies of Wayneville for now they find it entirely unnecessary to go to the larger cities to do their shopping. Quality merchandise and reasonable prices go hand in hand at this store. In fact this is the store of style without extravagance. This store carries beautiful lines of lingerie and everything that goes to complete the wardrobe of a lady. This store also carries the famous line of Humming Bird Hosiery which for quality and price cannot be surpassed.

Elmhart Shop, Robbins dresses, Miss Bassie F. Penny.

A Leading Grocery Store.

The home of quality groceries in Wayneville is headquarters for the finest lines of fresh staple and fancy groceries, fruits and vegetables. This store enjoys a fine patronage, numbering among its patrons hundreds of careful house-keepers in this city. Quality has always been a main point with this firm and this coupled with reasonable prices has earned for them a constantly growing trade in this city. This store is always kept in a cleanly sanitary condition, the service is efficient and a trial order will convince you. This grocery business was founded in 1913 on the principle of giving the customer value received for every dollar expended and your patronage is appreciated here.

Miller Brothers, Main Street, C. W. Miller, Jr. and D. W. Miller, Chase and Sanborn coffee, Phone 30.

Leading Cleaners and Dyers.

To receive an expert in the art of cleaning and dyeing requires years of experience and the necessary equipment. There is a firm here in Wayneville which affords special service to men and women who desire to have their garments handled particularly well. This firm does cleaning, dyeing and steam pressing of a high order, cleaning garments as a new system of clarification that renders the fabric in perfect condition. This plant is conveniently located next door to every home in Wayneville. The work done by this firm is the best cost advertisement in the community. The plant has recently completed a course in the art of cleaning containing particularly to fancy dresses.

Temple Cleaners, Church Street, R. L. Cain, phone 15.

A Leading Department Store.

Merchandise in Wayneville has become reasonably easy, because one of the city's leading department stores handles the largest assortment of standard merchandise in this section. Everything for men, women and children to wear, including dry goods, and notions may be obtained at this store. The splendid line of millinery is replete with all the latest styles. The shoe department is always splendidly stocked. This store is ready to wear department is well equipped and this merchant has made a specialty of the needs of Wayneville. He goes to the length to do their shopping for they will be pleased to see that they are in the store where high quality and reasonable prices prevail.

M. M. DeLamater Store, Main Street, Style 1 dress, W. E. Douglas shoes.

Quality Jewelry.

There is a reliable jewelry firm here in Wayneville one that carries splendid lines of diamonds, watches, clocks, gold and silverware and novelties of all kinds. Every package that leaves this store is a guarantee of quality though reasonable prices prevail and in consequence this firm is in command of a steadily increasing trade in the community. In fact this store has built its reputation on the dependability of the stock carried and by according to all its patrons a square deal. Special attention is given to the repairing department and all work is absolutely guaranteed. When you are in need of anything in the jewelry line this firm will be pleased to serve you at any time. This business was established 4 years ago.

W. A. Noble, Smathers Building, Corner Main and Church streets, Hamilton watches, Phone 24-1.

Quality Hardware Store.

There is a firm of hardware dealers here in Wayneville and quality has always been the first consideration. This firm carries complete lines of shelf and heavy hardware, tools, cutlery, stoves and ranges, paints, oils and varnishes, sporting goods of all kinds including guns and ammunition, and farm implements of every description. This firm would like to supply you with all your hardware needs and will do it the right price. This firm has long since realized that service is the principle on which all economic business is founded and they are prepared to serve all the people of this county with all that is best in hardware and your patronage is appreciated here.

Sloan-Plott Hardware Co., Pee Gee Paints, G. C. Plott manager, phone 133.

Modern Plumbing for the Home.

The man who erects a modern home is not penny wise and pound foolish for the heating and plumbing for a new home or a business block is of the utmost importance and we often wonder how we ever got along without these modern conveniences. There is a local firm here in Wayneville that has installed the plumbing and heating appliances in many of the new and modern homes as well as business buildings in this city during the past several years and the work turned over by this enterprising firm is their very best advertisement in the community. This firm carries at all times full lines of plumbing and heating appliances and there is no contract too large or too small not to be successfully executed by them. This firm does fitting and sheet metal work. This firm specializes in thorough metal shingles for roofing.

John A. Smith & Co., 21 Church Street, Phone 104, John A. Smith.

Leading Confectionery Store.

In the city of Wayneville there is a leading confectionery store and this store is a member of the National Confectionery Association. This store carries a complete line of confectionery, including candies, chocolates, and other sweets. They are a member of the National Confectionery Association. They are a member of the Southern Confectionery Association. They are a member of the Carolina Confectionery Association. They are a member of the Western Confectionery Association. They are a member of the Eastern Confectionery Association.

Royal Candy Kitchen, Main Street, Huyler Candies, C. A. George, manager, Phone 287.

Waynesville's Leading Restaurant.

There is a leading restaurant here in Wayneville, one that is very much in popular favor at the present time. Its popularity is due to the quality of the food served and the reasonable prices which prevail. This is a splendid eating place, the service is all that could be desired, and in consequence they are in command of a steadily increasing patronage. It has ever been the aim of the management to give the public the very best service possible and if you will try a meal here you will be convinced. Here a meal or a short order may be obtained on the shortest possible notice and your patronage is appreciated.

Waynesville Cafe, Main Street, C. A. George, Manager, Phone 192.

The Pharmacy of the State.

"Meet me at my drug store" is a common expression heard among our patrons. Our pharmacy has long been known as "my drug store." It is a social center for here you can meet your friends and enjoy a social fountain drink or get the best ice cream sold in the city, and your patronage is appreciated. Our stock is large and varied. We carry everything in the household chemical, toilet preparations, proprietary remedies, "smoke" supplies, fine stationery and fine confections. Our prescription department is absolutely reliable. Our medicines are compounded scientifically by registered pharmacists. Our stock of drugs is pure and fresh and our service is as near perfect as it is humanly possible to make it. This drug store will give radio set away soon—investigate.

Waynesville Pharmacy, Main Street, Opposite Court House, Hollingworth Candy, I. H. Thackerston, Manager.

Good Bread is the Staff of Life.

Good bread is the staff of life and the trouble with the American people is that they do not eat enough of it. Bread made at a modern bakery and under sanitary conditions is the most wholesome and nutritious of all our foods. There is a leading bakery here in Wayneville whose product is as pure as it is humanly possible to make it and the bread is a household word in this city and county. This bakery will supply all your needs in fresh bread, pies, cakes and pastries of all kinds and the product is sold at the bakery and the grocery stores. This is a home enterprise and backed by home capital and is worthy of the support of every loyal citizen of this community. Quality is the first consideration at this bakery and this coupled with reasonable prices have earned for them a growing trade in this city.

Waynesville Bakery, Main Street, Opposite Post Office, F. M. Lindfors, Quality Bread, Phone 211.

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The Easiest Guess of All. With resources in excess of Half a Million Dollars, showing an unparalleled growth in the history of Western Carolina, in banking circles, Waynesville's strongest bank, would be pleased to render you unexcelled banking service. This strong institution carries a surplus and undivided profit of \$65,000 accumulated from net earnings and does a general banking business. The officers and directors are among the leading men of Wayneville and Haywood county and their names are an absolute guarantee of safety and solidity. This bank welcomes the account of the small depositor as well as the larger ones for they are teaching thrift and independence the wage earners of this city and county. The First National Bank, Capital Stock \$50,000, J. R. Boyd, President, D. K. Noland and T. E. Gwyn, Vice Presidents, J. H. Way, Jr., Cashier.

The Leading Insurance Agency. If it were not for the protection afforded by insurance, the business man could not afford to risk the capital necessary to conduct his business. The more a man would have no funds to rebuild his dwelling and to furnish it unless he were amply protected by insurance. Who could afford to operate an automobile and take the ever present chance of injuring someone and thereby becoming liable for an unlimited amount of damages? There is insurance protection for every human need and it is important to you to have it placed with an agency which can handle it intelligently and whose record in the payment of claims is perfect. A Wayneville firm can furnish you with any kind of insurance. E. L. Withers & Co., 929 Main Street, Phone 190.

More Than Doubles All Other Makes. Nearly eleven million motor cars of one make have been sold—enough to give half the population of the United States a joy ride at one time. According to the official registration of July 1, 1924, they more than doubled all other makes in North Carolina. Of these there were 153,637 and only 72,476 of all others. These cars are now sold in every civilized country on the globe. Thousands are now in use in Haywood county. The manufacturers also make a very high priced car and the best tractor in the world. The Ford, Lincoln and Fordson, Duckworth Motor Co., 842-83.

THE HOME OF QUALITY MEATS. In every city the size of Wayneville there is always a leading meat market. This city is no exception to the general rule for there is a market here that is very much in popular favor at the present time and this is due in a large measure to the quality of meats sold and the reasonable prices charged. This market carries everything in fresh and cured meats of all kinds and you are always assured of being able to get a nice juicy steak or a tender roast. This firm has the necessary refrigerators for curing meats at all seasons of the year thus assuring their patrons of the very best in meats at all times. This firm's record will convince you. This market has been in business for 30 years ago and your patronage is appreciated here. City Market, Church Street, Phone 149, J. B. Davis, proprietor.

Leading Implement Dealers. If you need farming implements of any kind these are a reliable firm of hardware dealers who can supply you with a line that for quality durability and price cannot be surpassed. This firm carries complete lines of shelf and heavy hardware, tools, cutlery, stoves and ranges, paints, oils and varnishes, tin and enamelware. The policy of this firm has always been a square deal for one and all and they enjoy a commanding trade in this city and section and your patronage is appreciated here. This firm sells the famous Sherwin and Williams paint and varnishes. This firm has the agency for International Harvester Co., and has been the agent for the Virginia-Carolina Chemical Co., and sold their fertilizers in this county for 16 years. This is the place to get your binder's twine. J. B. Henry & Son, Opposite Depot, Oliver and Vaseau Plows, Phone 185-W.

State of Reasonable Prices. Wayneville's old reliable department store has built its reputation on the dependability of the merchandise carried in stock and by according all patrons a square deal. This firm has been in operation for the past 23 years and number among its patrons many of the best people of Haywood county. This firm carries everything in ready to wear for men, women and children, millinery and shoes for the entire family. This store is noted for reasonable prices and in fact you can get bargains here every day in the year. Never before has this concern been able to show such lines of spring and summer goods as you will now find on display. Ladies are particularly invited to this store to examine the bargains. This store is held and foot outfitters for the whole family. This store is the famous Star Brand Shoes. Rippetoe's Department Store, "In Frog Level," 211-213, G. Rippetoe, Phone 76-J.

Faithful and Economic Service. There is an automobile agency in Wayneville that sells one of the most popular cars on the market today. These cars range in price from \$575 to \$1,350 f. o. b. factory and they are sixes. These cars are made in all the popular body types and the new Deluxe sedan recently placed on the market, taking the county by storm and is extremely popular with auto owners who enjoy a richly appointed car. The manufacture of this line of cars were the first to build the world's lowest priced six-cylinder car and it is winning leadership and thousands of owners who have used them will have no other. This agency will be pleased to demonstrate one of these cars for you any time. The Oldsmobile, Noland Motor Co., \$890.

GREAT BLESSING FOR THE HUMAN RACE. Who is it that heals the sick after all other methods have failed and without the use of medicine? Name this science, give professional designation of Wayneville's practitioner, locate his office and give National Slogan. Chiropractic, Chiropractor, Dr. F. M. Leflar, Office Telephone Building or over Alexander's Drug Store, "Keep Smiling."