

SOCIETY

DANCE AT KENILWOTH

The Thursday evening dance was a delightful event of last evening at Kenilworth Inn, when about fifteen couples enjoyed dancing until after 1 o'clock. The hop was danced in preference to the cotillon, and with a full orchestra, the program of dances was highly enjoyed. Several parties enjoyed dinner in the dining room during the evening, remaining for the dance. With the display of handsome evening toilettes and the beauty of both the Asheville girls and the many out-of-town guests, the ballroom was the most attractive.

Among the dancers were Dr. and Mrs. Hunt, Mrs. Mills, Mrs. Hally Colby, Mrs. Johnson, Mrs. Curtis, Mrs. Carleton, Miss Johnston, Miss Florence Towne, Miss Louise Branch, Miss Billy Smith, Mrs. Himes, Messrs. Francis Guider, Brewster Chapman, Jim Drummond, Ossie Fitzpatrick, Gilliland Strickleather, Robert Jones, Thomas Gentry, Lawrence Jones.

BARACA CLASS

(Contributed.)
A very enthusiastic meeting of the Baraca class was held last night at Miss Mary Ward's.
An invitation was read from Marshall A. Hudson, president of the National Baraca union of America, asking this class to send at least one delegate to the National convention, which is to be held in Albany, N. Y., May 9, 10 and 11. Messrs. Edgar Stowe, Joe Barnard and A. Byers were appointed as a committee to find out what the cost of the trip will be and see if there are some volunteers to make the trip as delegates. They will report on Sunday morning at Sunday school and a full class is looked for.

Miss Mary Ward was selected as a delegate to represent the class at the state convention, which is to be held in Charlotte April 4-8.

After the business meeting a very interesting social evening was enjoyed. One feature was a study of the artist who has made himself famous by the drawings of the Gibson girl. Very delicious refreshments were served in a very tasteful manner, and all went to their homes feeling better and happier for having attended.

HOUSE PARTY AT THE MANOR

A number of the Asheville school students will have a house party at the Manor, as the Easter vacation begins tomorrow and a great many will remain in the city. Several entertainments will be given during the vacation so that a most enjoyable time is anticipated.

PROFFITT-SCOTT

The marriage of Miss Celia Proffitt and Edward E. Scott took place last evening at the residence of Rev. G. T. Rowe. After a short trip to Savannah, Mr. and Mrs. Scott will be at home to their friends at 200 Haywood street.

There will be an important meeting of the Council of Jewish Women, Sunday, April 1, at 3:30 o'clock, at the Temple on Spruce street. All members are urged to be present.

Miss Beesie Fortune entertained a number of her young friends last evening at her home on Patton avenue. After a delightful evening the young hostesses served delicious refreshments.

The guild of Trinity church met yesterday afternoon with Mrs. Melvin Carter, at her home on French Broad avenue.

Mrs. Laird entertained on Wednesday evening, a few friends with a dinner party at the Battery Park hotel.

PERSONALS

L. H. Lewis left today for Cincinnati.
Mr. Brent will go to Cincinnati on Monday.

G. H. Perkins leaves today for Washington.

Vernon E. Whitaker will arrive next week to visit his brother, Percy Whitaker, at Mrs. Platt's.

H. H. Roads has returned to his home in Pittsburg.

Mrs. G. M. Hummen arrived from Chicago yesterday and is a guest at Kenilworth Inn.

Mr. and Mrs. Clinton B. Hale are spending some time at Kenilworth Inn.

Miss Edna F. Chamberlain is among the guests at Kenilworth Inn.

Mr. Brewster Chapman leaves Sunday for his home in New York, after spending some time at Kenilworth Inn.

Mrs. Gazam is in Philadelphia.

William Wrigley and Asbury Lee, who have been attending the Asheville school, are visiting the Misses Lee, at the Knickerbocker. Mr. Wrigley will leave this afternoon for Philadelphia, where he will join his parents.

Miss Bettie Sites has returned from Atlanta.

Mr. Townen will arrive from New York on Saturday to spend some time with his family at the Battery Park hotel.

Mrs. Charity Rusk Craig and Miss Craig will arrive in the city next week to spend some time with Mrs. Platt, 119 Cumberland avenue.

Mr. and Mrs. George W. Vanderbilt and daughter, Cornelia, who are now at Biltmore House, expect to go abroad about the middle of June.

Dr. S. S. Watkins, who was called to Asheville by the desperate illness of his little nephew, the son of Mr. and Mrs. Harmon A. Miller, will return tonight to his home in Owensboro, Ky. Mrs. Watkins, Mrs. Miller's sister, will remain here. The child's condition is much improved.

John Stoddard, a student of the Asheville school, will spend the vacation with Mrs. Stoddard at 110 Cumberland avenue.

Arch Kyle of Knoxville, returned to the city today.

William Stevens has returned from Bryson City.

C. W. Waring is in the city from New York.

Mrs. J. M. Chiles returned yesterday from New Orleans, where she has been visiting for several weeks.

J. R. Atkins of New York is in the city.

BLUE RIDGE INN IMPROVEMENT.

Hendersonville Times.
The Blue Ridge Inn is to have an entirely new porch built in front, which will extend to the edge of the sidewalk, and which will be a decided improvement to Mr. Hewitt's handsome and most popular hostelry. The fame of the Blue Ridge is far spread.

A Pig For a Pet.
Pigs have sometimes served as mascots, but it is an unusual thing for such an animal to be a lady's pet. An Englishwoman has a pig for a pet, however, and she has educated the animal to run to her in answer to a call, to follow her about like a dog and to do tricks which the average member



of the hog family is not supposed to be intelligent enough to perform. The pig is greedy by instinct, but when not confined in a pen is not so much more dirty than other animals. In many countries it has served the purpose of a team of draft and has been harnessed to the plow in company with cows or horses.

MANY GUESTS ARRIVE AT TOXAWAY AND SAPPHIRE

Season Seems to Have Opened in That Section—List of Recent Arrivals at Those Places.

In the Sapphire and Toxaway sections there are many visitors, and new arrivals are constantly reported. There are now a number of guests at both Toxaway and Sapphire inns, and the guests are greatly enjoying themselves at both places, in mountain rides, fishing parties, afternoon teas, tennis, etc. Among the guests at Toxaway Inn are Mr. and Mrs. C. H. Platt, New York; Mr. W. M. Linder and wife, New York; Dr. N. M. Shaffer and N. H. Shaffer, Jr., New York; I. W. Adams, Boston; Miss L. A. Thurston, Boston; William E. Chadwick, New York; J. B. Blydenburg, New York; Mr. and Mrs. Joseph Chadwick, New York; W. A. Le Gau, New York; Mr. and Mrs. Harold Crane, Chicago; Mr. and Mrs. H. W. Waterman, Brooklyn; J. P. Swain, Cleveland, O.; Ethel Allen Lycett, Baltimore; J. C. Prileau, Atlanta; H. M. Roburg, New York; Mr. and Mrs. E. M. Nichols, Columbus, O.; Miss Hamet E. Ide, Quincy, Fla.; Mr. and Mrs. A. S. Thwait, New York; John W. Phinney, Stoughton, Mass.; J. R. Bradley, New York; Mr. and Mrs. S. Porcher, Philadelphia; H. S. Thompson, Niagara Falls, N. Y.; Mr. and Mrs. Franklin Berwin, Boston; Mrs. Wallace Guilford and Miss Sears, New York. Among the guests at Sapphire Inn are Mr. and Mrs. David MacLaren, Ottawa; Miss MacLaren, Ottawa; Mr. and Mrs. E. E. Moore, New York; Master Kirk Moore, New York; J. A. Weston, Lansing, Mich.; Miss Louise Palmer, Hartford; Miss Sophia Palmer, New Hartford; Miss Alda De Milt, New York; Miss Mary Landon, Boston; Miss Louise Parsons, Paterson; W. H. French, Lansing, Mich.; Miss A. E. Cox, Philadelphia; Mrs. John Glendon, Glen Falls, New York; Robert Johnson, New York.

TRUTH ABOUT ADVERTISING

Individuality in advertising is highly esteemed by the largest and most successful advertisers—that is, the mere appearance of the ad. in type and the employment of a certain style of wording. The professional ad. writer knows the exact face of type he wants used and frames his words and sentences to suit. He does not expect the impossible, but knows the possible and wants it. Take any city daily and read regularly the advertisements of the big firms and it will be seen that there is harmony about their news letters to the people which establishes a certain style almost as familiar as their store fronts. All advertisement writers, should familiarize themselves with the possibilities of type, using words and sentences which will properly display the desired ideas.

The almost universal mistake is made in crowding too much in a certain space and the use of commonplace description. Plain facts, convincingly stated in as few words as possible, should be the chief object. Many will balk at reading a long and solid looking advertisement, while their eyes and interest are easily caught by good headlines and an easily read and comprehended statement. Long and gassy advertisements, like prayers of the same sort, are tiresome and ineffective, and waste space, which apparently a waste of money, is often the necessary and valuable background which brings out the statement that draws the customer to the store.

Another common mistake is the overworking of "bankrupt" stock and "fire" and "reduction" sales. It is best to confine the people squarely into your confidence when something unusual is to be offered, and appeal directly to their intelligence. Let them understand why the "big bargains" can or must be offered. While everybody is on the lookout for bargains, all are apt to sift the possible from the impossible without much help, which means that the dollar article for "only 29 cents" is promptly sidetracked at its true value.

Take the time to change your advertisements. No matter how busy you may be, it is poor policy to be too busy to

White Flour

is necessary in making those delicious biscuits so dear to the Southern heart. Climax and Biltmore flours are the wheat on the market.

Chambers & Weaver, Livery, Phone 18.

LADIES, bring your Umbrellas and select a nice colored cover to match your new Easter costume. All colors and shades, with and without borders.

J. M. HEARN & CO., 54 Patton Ave. Opp. P. O. Phone 48.

Residence Photograph Studio
Newest in Photography
168 Chestnut Street Asheville, N. C.
All the latest and finest effects in Photography
Etchings, Sepia, Platinum, Carbons, Water Color Ivory Miniatures.
Special attention to Children. Sittings by appointment. Phone 724

Chocolate Sponge
A Delicious Confection
AT HESTON'S
None Better
26 South Main St. Phone 143
City Depot for Biltmore MILK

invite people to your store. Besides, the people don't care so much whether you are busy or not as they do about what you have to offer them. The successful storekeeper considers his customers first; therefore well dressed advertisements and store windows came in before that "third feeling."

It always pays to keep reasonable goods before the people. Not long ago a gentleman was on the train to Baltimore, where he intended buying a lightweight overcoat. Not having any particular place to buy, he scanned a evening paper's advertisements, found a firm which had just what he wanted and made his purchase there. Dozens of other firms had the coats, but they did not tell about it—at least they did not tell this particular person. Some think there is no use in advertising unless they have something "special," which is another big mistake. Lots of people never buy "specials." They buy new, up-to-date, regular goods, and are willing to pay the regular price. —Taneytown (Md.) Record.

Mr. Humphry Ward's "Fenwick's Career" in the Century.

Eugene de Pastourelles was sitting on the terrace at Versailles, or rather she was established in one of the deep embrasures between the windows, on the western side. The wind was cold, but again a glorious sun bathed the terrace and the chateau. It was a day of splendor, a day when Heaven and earth seemed to have conspired to flatter and to adorn the vast creation of Louis Quatorze, this white, flaming palace, by some god, or nymph, on whose white shoulders the autumn leaves were dropping softly one by one.

Wide horizons, infinitely clear—a blazing intensity of light, beating on the palace, the gardens, the statues and the distant water of the "Canal de Versailles," each tint and outline sharp and vehement, full-bodied blues, the most dazzling gold—this was Versailles as Eugene saw it on this autumn day.

And through it all the blowing of a harsh and nipping wind sounded the first approach of winter, still defied, as it were, by these bright woods decked for a last festival.

It was the 5th of October, the very anniversary of the day when Marie Antoinette, sitting alone beside the lake at Trianon, was startled by a page from the chateau bringing the news of the arrival of the Paris mob and the urgent summons to return at once; the day when she passed the Temple of Love, gleaming amid the quiet streams, for the last time, and fled back through the leafy avenues leading to Versailles, under a sky, cloudy and threatening rain, which was remembered by a later generation as blending fitly with the first act of that most eminent tragedy, "The Fall of the House of France."

REMOVAL NOTICE

Aston, Rawls & Co., Insurance and Real Estate Agents, have moved their offices up-stairs, No. 18 1/2 South Main Street.

FOR SALE—53 ACRE FARM

7 1/2 miles from town, 3 miles from macadam road; 7 acres cleared, 3-room house, some good fruit, about 45 acres in virgin timber. A splendid place for an apple orchard.

Price, \$650

H. F. GRANT & SON,

REAL ESTATE AGENTS
48 PATTON AVENUE.

Art Goods and Pictures.

Novelties in illuminated mottoes.

Everything that is new in the picture and framing line.

35 Patton Ave.

Why Don't You buy this Bargain?

\$2,500 THE PRICE
House of 7 rooms, modern conveniences, on paved street. Lot 80x185 feet. This property is offered for a

Short Time Only

at this price. It is worth more by a great deal.

For particulars see

LaBARBE & CO.
Real Estate and Insurance (Fire)
23 PATTON AVE.

Information Bureau

of the TOXAWAY HOTEL COMPANY
In the Beautiful Sapphire Country at 32 Patton Avenue. Full information and particulars of this Beautiful Country can be had at all times.

Chocolate Sponge

A Delicious Confection
AT HESTON'S
None Better
26 South Main St. Phone 143
City Depot for Biltmore MILK

\$13.00 Month

RENTAL 5-ROOM HOUSE
MARSTELLER COMPANY
REAL ESTATE

An Explosive Letter.

The revolution in Russia has occasioned the invention of many new forms of carrying death into the ranks of the enemy. The explosive letter is one of the secret methods of warfare adopted by those who believe in terrorism as a means of gaining their

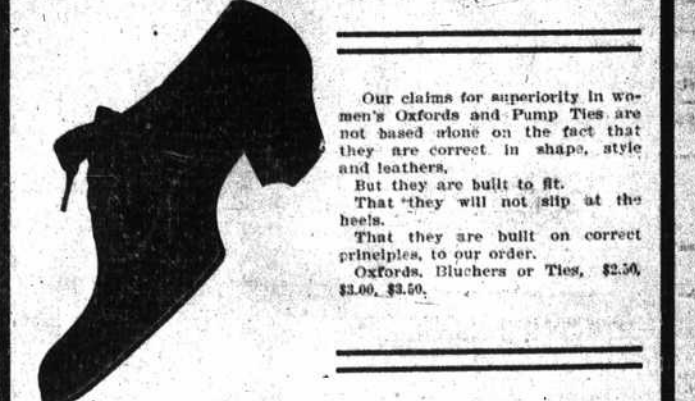


ends. A detonator is fitted to the explosive letter. This resembles that of a firecracker and is fixed by one end to the letter and by the other to the envelope. This letter may be sent by post in the ordinary manner, and when its recipient takes it out of its envelope the detonator is fixed and the charge contained in the packet is exploded.

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CHOICE OXFORDS



NICHOLS SHOE COMPANY,

LEADING CASH SHOEISTS. ON THE SQUARE

PARIS

THE ARBITER OF FASHION, DECREES THE USAGE OF THE EXTREMELY ODD AND ARTISTIC IDEAS FROM THE ORIENT. THE WIDE-SPREAD ATTENTION EXTENDED THESE OFFERINGS IN FASHIONABLE JEWELRY, SIGNALIZES AN ALMOST UNIVERSAL ADOPTION OF DOG COLLARS, BRACELETS, NECKLACES, ETC., AS REQUISITES FOR THE SMARTLY GOWNED WOMAN OF TODAY. A SUPERB AND DISTINGUISHED COLLECTION HERE SHOWN.

The Thompson-Brannon Co.,

JEWELERS—SILVERSMITHS—GEM MERCHANTS
52 Patton Ave., Asheville, N. C.

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7 1/2 miles from town, 3 miles from macadam road; 7 acres cleared, 3-room house, some good fruit, about 45 acres in virgin timber. A splendid place for an apple orchard.

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Arthur M. Field Co.,
Leading Jewelers, Manufacturers and Designers

The prospective purchaser of the coffee machine, the chafing dish and all other articles made of base metal have to take into consideration a few simple facts which will enable them to ascertain the best value of the different articles which are offered.

The kind of metal used in the construction, the weight of the metal, the construction and putting together of the joints and parts, the manner of doing the plating, the style and quality of the finish, the net cost, all have to be considered; also a very important thing is the simplicity of construction, which makes a vast difference in the amount of labor required in taking care of and cleaning the articles and in furnishing new parts which might be required to take the place of broken or lost ones.

We have seen so many of these articles which were even made of brass and some which were so complicated they could not be properly cleaned.

We believe price, quality, construction and finish all being considered, we have the best coffee machines and chafing dishes it is possible for any one to offer for sale. We invite your examination.

Arthur M. Field Co.,
Leading Jewelers
CORNER CHURCH STREET AND PATTON AVENUE.
ASHEVILLE, N. C.

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Arthur M. Field Co.,
Leading Jewelers
CORNER CHURCH STREET AND PATTON AVENUE.
ASHEVILLE, N. C.

CHOICE OXFORDS

Our claims for superiority in women's Oxfords and Pump Ties are not based alone on the fact that they are correct in shape, style and leather.

But they are built to fit. That they will not slip at the heels.

That they are built on correct principles, to our order.

Oxfords, Bluchers or Ties, \$2.50, \$3.00, \$3.50.

NICHOLS SHOE COMPANY,
LEADING CASH SHOEISTS. ON THE SQUARE

PARIS

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Price, \$650

H. F. GRANT & SON,
REAL ESTATE AGENTS
48 PATTON AVENUE.

BROWN & CO., Practical Tailors,
27 PATTON AVE.
NEW STYLES FOR SPRING NOW READY
F. L. Horton, Ladies' Tailor, is With Us.
CLEANING. REPAIRING.

KOSKY & CLAYTON
MERCHANT TAILORS—LADIES AND GENTLEMEN
Our spring goods have arrived. If you wish good material, a perfect fit and the latest styles, give us a call. Mr. Clayton is an experienced cutter and tailor. Pants made \$5.00 up. Suits \$15.00 up.
KOSKEY & CLAYTON, 27 1/2 Patton Avenue, Asheville, N. C. Phone 642-J.
CLEANING. REPAIRING.

Flower Seeds

We can supply most all the popular seeds. A few, such as Sweet Peas, Tall and Dwarf Nasturtiums, we can supply in bulk. Also, Tube Rose and Gladiolus Bulbs.

Grant's Pharmacy
Agency for Woods' Seeds

Lot For Sale

On Vance Street
The Price \$850!
Take our Word for it
It's a Bargain

NATT ATKINSON'S SONS CO.,
REAL ESTATE DEALERS

DR. A. A. TUTTLE,
Veterinarian
Graduate of American Veterinary College, N. Y. Office at Wheeler & Terry's stable. Phone 50. 25-1m

It is a Strictly High Grade

and fully guaranteed, that's why any one enjoys a ride in a COLUMBUS BUGGY. We are exclusive agents.

Alexander, Coston & Glass,
43 Patton Ave. THE HORSE OUTFITTERS. Telephone 223

WE SELL

First quality Rye, Malt, Corn and Scotch Whiskies at a price that tempts the discreet economizing customer who appreciates true worth. If you contemplate the purchase of anything in our line you can save money by paying us a call. "Full value always."

PATRICK McINTYRE
Phone 218 53 South Main St

That the wines and liquors we sell are the well aged, reliable kind. Our Old Nectar Rye at \$1.50 per full quart is the finest whiskey that we know anything about. It is a pure stimulant invaluable for medicinal use. Contains no fuel oil and is more wholesome than any other whiskey known. We can also recommend the purity of our Kentucky Straight at \$1.00 per full quart and Biltmore Rye at 75 cents full quart. Why not try them?

Lots of imported wines that we are selling away down.

The Acme "Quality House"
J. H. LOUGHRAN, Prop.
56 and 58 South Main St. Telephone 139
P. S.—I have no connection with any other house in the city