

Saturday, October Seventh

Presentation Sale

of

KRESSKO CHOCOLATES AND BONBONS

The newest and nobbiest thing in chocolates

These are high-grade candies, in dainty boxes, ordinarily selling from 50c to 80c a pound, and are carefully packed in containers that even surpass those in which the most expensive bonbons in the big Northern cities, are sold.

We are justly proud of this latest achievement of ours, for it is easily the biggest piece of candy merchandising ever accomplished. It stands in a class by itself. We challenge America to produce anything on a par with it.

This presentation sale of chocolates and bonbons marks the greatest forward step that has ever been made in selling candy of the highest grade at far below the usual prices—at prices, in fact, that come within the reach of all.

Always endeavoring to offer the best value for the least money, we were quick to see the advantages in keeping pace with the great educational Pure Food movement, started a few years ago, along the line of protecting the consumer from adulterated food. So, in co-operation with this movement, and from its very beginning, we have been working earnestly and steadily, and we now offer you the fruits of our efforts and labor.

We have secured control of a brand of chocolates which is being made exclusively for us, under our name and guarantee. These are the now famous

KRESSKO MATINEE CHOCOLATES

and

KRESSKO COLLEGE CHOCOLATES

The College chocolates at 25c a pound box, are assorted chocolates, charmingly packed in a manner to tempt the candy lovers and are equal to any chocolates selling at two or three times the price.

The Matinee chocolates at 10c a box, are the wonder of the candy world. They contain just enough candy to satisfy the appetite for a favorite kind.

Those who have seen these candies have expressed the greatest surprise at our being able to sell them at such figures, but those of you who have made chocolate candy at home know that it does not cost you more than 9c a pound;—sugar ordinarily at 6c or 7c a pound, wholesale, and chocolate at 18c a pound, wholesale, makes the total cost about 9c a pound—the sugar centers of the candy weighing about four times as much as the chocolate coating. Our candy is made by machinery. It is therefore, made at a very low cost. It is, likewise, more cleanly and desirable in every way than candy made by hand. In no way does making candy by hand improve its quality.

Over 100 stores have made it possible for us to co-operate with some of the largest candy manufacturers in the country, and we offer you strictly high-grade candy at a very small margin of profit.

In conclusion—are you willing to pay an exorbitant profit for your candy? If not, try a box of

KRESSKO CHOCOLATES



THE WEATHER

TEMPERATURE

Table with columns for location, lowest temperature, and highest temperature. Locations include Asheville, Atlanta, Augusta, Charleston, Charlotte, Jacksonville, Key West, Knoxville, Mobile, New Orleans, New York, Oklahoma, Raleigh, Savannah, Washington, and Wilmington.

Normal today: Temperature 59 degrees. Precipitation .05. Forecast until 8 p. m. Saturday for Asheville and vicinity: Rising temperature, with occasional showers tonight or Saturday.

For North Carolina: Local rains tonight or Saturday; warmer; moderate northeast to east winds.

Summary of Conditions. A storm of considerable intensity has moved rapidly eastward from Utah and is now central over Iowa, with rain reported from much of the region included between central Rocky Mountain districts and the Great Lakes. Excessive amounts of precipitation are noted (in inches and hundredths) as follows: St. Paul, Minn., 3.60; North Platte, Neb., 1.82; Green Bay, Wis., 1.34.

BUSINESS CONDITIONS SOUND AND WHOLESOME

In Face of Manufactured Stock Market Near-Panic, Says Citizens Bank Letter.

General Letter of Trade Conditions and Business Forecast for October, Issued by the Citizens Bank. In the face of surface conditions which look alarming and in the face of a manufactured stock market near-panic, business conditions are really sound and wholesome. Commodity prices have been and are

advancing slightly. The volume of trade in various parts of the country is fully up to the 1909 average, allowing for the increase in population. On the whole there is nothing in the business situation to seriously disturb substantial interests.

Bank clearings for New York City were heavier for August than last year and heavier for the country outside of New York than any previous August. Clearings for New York City for September, to the twenty-third, as well as for the country outside of New York, showed a gain for each week over the previous year. The banking condition has improved materially and the Surplus Reserve, while large enough to insure sufficient money where needed, are now not so large as to be unwieldy.

August business failures for the country were exactly the same in number as last year with total liabilities of \$100,000 less. This fact assumes great importance when we consider the bear attitude of business interests which has been in evidence for fully eighteen months.

Earnings of principal railroads, while quite satisfactory for July, were not so good for August but have increased during September. The number of idle cars is being reduced so rapidly that there is good promise of very satisfactory earnings both gross and net for the last half of 1911. The total number of idle cars reported for this date in North America is less than 65,000, which means that for the United States alone the number of idle cars is considerably less than on any previous day this year. The report shows 24,000 miscellaneous cars, many of which are unfit for service. These figures indicate that we may face a car shortage before the year ends. Railroad gross earnings are within a small fraction of 1 per cent of last year's figures to date. Net earnings are somewhat less. Expenses are being reduced all along the line and a continuation of present gross earnings will insure net earnings.

The foreign trade situation continues to be highly satisfactory. Imports for last month were \$13,000,000 less than the corresponding month of 1910; while exports were \$10,000,000 greater—making a gain in favorable trade balance for the month of \$3,000,000, as compared with a year ago. The balance in trade in favor of America for the month was \$13,000,000 and for the first eight months of this year, a quarter of a billion dollars. The indications are for heavier ex-

ports during the remainder of the year. Steel exports are making a material gain.

The steel business continues good on immediate deliveries. There is some complaint that the usual quantity of bookings for future delivery are not being received. As most of the companies will not accept orders for later delivery at present prices, there is excellent reason for the non-placing of such orders. The corporation as a whole is running at 75 per cent of capacity at producing plants and above 80 per cent of capacity in most of the finishing departments. Exports amount to about 20 per cent of output. The Government investigation is having but little effect upon the company's business, sales or profits. Its securities will, of course, rise and fall with each new rumor. Most of the independents are running from 70 per cent to 90 per cent of capacity. Average daily bookings of the Corporation about 7,000 tons above last year.

The August production of pig iron was the largest month's output this year with the exception of March and April, and the average price of all grades for the month were the highest since April, although the advance was very slight and the market is very dull.

The market for manufactured cottons is showing a slight improvement and bids fair to be much more active within a few weeks. Present prices are, however, too low for reasonable profits.

Building activity continues to average above last year for the entire country. The greater number of new buildings now being erected are in several of the leading cities. Building in the smaller cities and towns is about on a par with last year and not quite up to 1909. In the principal cities of the country, August set a new record in new buildings which was nearly 50 per cent. over last year and 25 per cent. over 1909. A part of this is attributed to unusual conditions in Chicago but, without Chicago, building activity is above normal for the season.

Prices of high grade railroad bonds are a shade lower, being quoted at an eighth less than a year ago on the average. The volume of bonds traded in on the Exchange for last month was 50 per cent. greater than last year although much below the five-year average. Leading railroad stocks are quoted lower than at any time since the early months of 1908, and the volume of trading in stocks on the Exchange has increased greatly on account of the low prices.

The recent reduction in prices on the total outstanding stocks of leading railroads and industrial corporations totals more than a billion and a quarter dollars. This does not mean that the actual value of these companies is any less, the loss being wholly a Stock Exchange shrinkage due to a severe and long continued bear campaign.

The production of gold continues to increase, the August figures being greater than those reported for any previous month. The slight advance in average commodity prices is partially traceable to this cause.

Business men should keep in mind that the total dividends earned by the large public service and industrial corporations are just about equal to last year. A very few of these have passed dividend payment for the present, but even without these companies which have earned dividends but have not paid them yet, dividend payments and interest payments combined so far for the year are fully up to normal.

The failure of the Canadian people to ratify the Reciprocity Treaty with this country, while somewhat of a setback to a few lines of business in the United States, will probably prove more of a real shock to Canadian business, and the Dominion will be the greater sufferer.

The Government's final figures on the winter wheat crop of 453,000,000 bushels leaves the crop about 10,000,000 bushels below last year's production, but this crop exceeds that of 1907, 1908 or 1909, with the quality above average.

A number of good authorities still pronounce the Government's figure on spring wheat as a few million bushels low, and an average of all authoritative crop reports indicates a yield of 209,000,000 bushels.

The oat crop proved up very short with a yield of 82,000,000 bushels, being almost 300,000,000 bushels below last year.

The combined authorities on the corn yield show that the crop will reach 2,800,000,000. We have never harvested a corn crop of this magnitude except in 1906 and 1910. There

A Little Tour Among the New Skirts



And the many interesting and delightful things that you'll see there.

Here is what one visitor saw yesterday.

As you enter the department you are at once struck by the marvelously large number of skirts assembled. And as you approach nearer and nearer your amazement grows for there actually seems to be no end to the variety. Here the severely plain skirt, the many buttoned, the slashed, the graceful, the handsome and many others vie with each other for your interest. Not a favored model is missing, all are here.

And from admiring the styles you pass to the materials. Here the large assortment of charming new weaves and shades and the undoubted high quality is no less astonishing. Then the prices, here

you receive a pleasant shock for such modest figures have never before been seen on such good skirts!

If you have not as yet inspected this superior display of skirts, by all means, do so today or tomorrow.

- Voile Skirts from \$5.00 to \$20.00
Serge Skirts from \$4.95 to \$12.50
Panama Skirts from \$3.98 to \$11.50
Heavy Material from \$5.00 to \$10.00

THE STORE THAT SAVES YOU MONEY! The Asheville Dry Goods Co. ASHEVILLE, N.C.

is surely nothing to worry about in the corn yield, even though the yield per acre averages less than normal.

All of the dependable cotton crop reports averaged have shown consistently a prospective crop somewhat in excess of 12,500,000 bales, with a possibility of getting a crop of two or three hundred thousand bales more. Reports have been persistently printed showing the cotton crop far above and beyond all previous records. The crop will not be a record breaker either in total production or in production per acre, but it is a good, satisfactory crop and the yield per acre will be above normal.

The tobacco crop is at least one-third below last year's production and the Government report of 438,000,000 lbs. is generally considered a trifle high.

The hay crop is better than some reports indicate, although nearly 20 per cent. below last year.

Barley and buckwheat crops will be at least 10 per cent. below last year. Potatoes and the entire vegetable crops are short. The fruit crop on the average for the country is very satisfactory because the yield has been liberal and prices have held well.

Business men should consider that final reports from crops are not yet in and that many crops are not even harvested. Weather conditions have

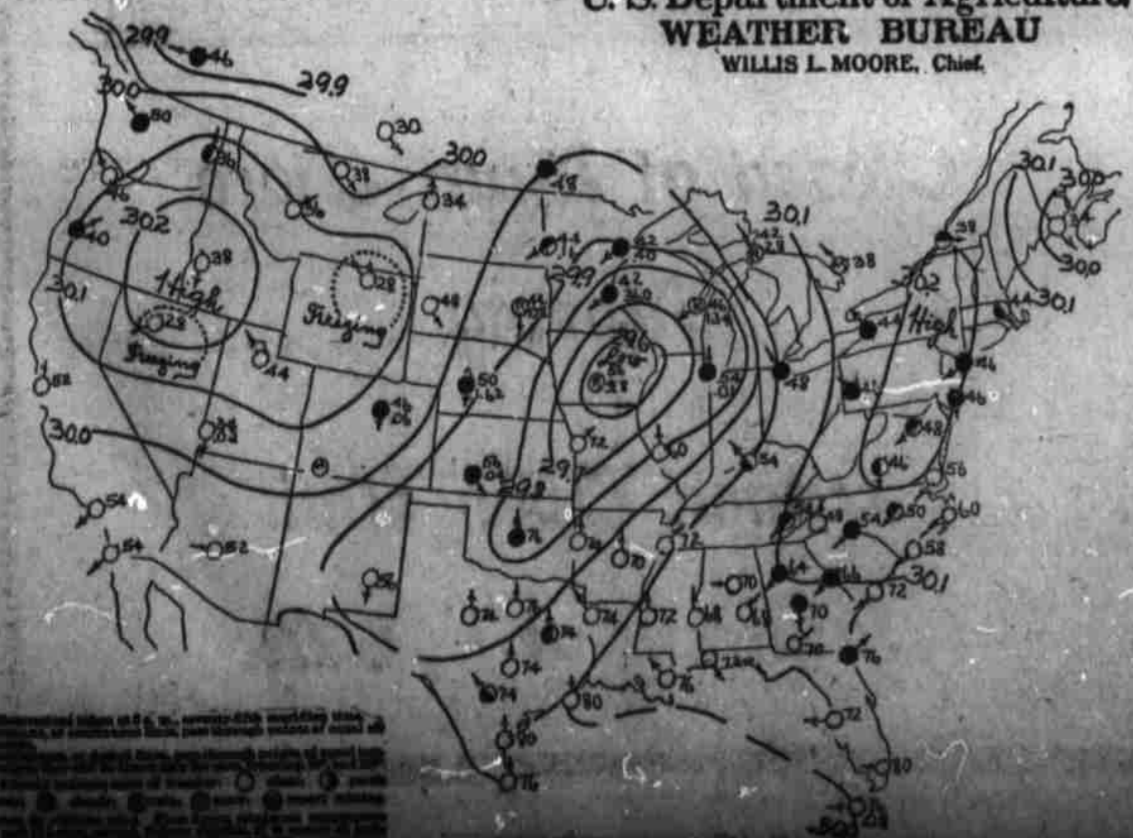
been improving steadily, and it would not be surprising if many crops show an increase over the estimates.

The best business conditions of the country are to be found in the South, excepting Mississippi, and in the Central Western States, Michigan, Ohio, Indiana, Illinois and Iowa are especially active, and the Pacific Coast States are taking on new life. Business in the Dakotas, Nebraska, Kansas, Missouri, and in Minnesota outside of Minneapolis, is about the same as last year. Business is depressed in Mississippi, Pennsylvania, and the New England States, as well as in New York City, Indianapolis, Minneapolis, Denver, and a few lesser cities. Compiled September 25, 1911.

Buy a Heater Early

Get your New Cole's Hot Blast set up in your home before real cold weather comes, and let it save for the full season for you. If you have any idea of buying a heater this winter get it early. Many readers will remember that during the cold snap of last winter they wished they had done away with the old heater that will no longer do the work. Don't go through the chilly experience of last winter again. Enjoy the comforts of the new stove the whole season now. (B-14)

U. S. Department of Agriculture WEATHER BUREAU WILLIS L. MOORE, Chief.



We Would Like to Show You the New Fall Millinery Now

Even Though You Do Not Come to Buy

The new styles exhibited here are exceptionally attractive. There's just the right shade in just the right shape to please every woman, and the qualities will boost our reputation as the greatest value-givers in town.



Come in—try on a few—see how you look in them. You'll want a New Autumn Hat soon—to be sure. It is a good time right now to begin looking into the matter. We're ready to show you.

The Palais Royal

5 and 7 S. Main St.

