

Find Your Name in The Advertisements On This Page And Receive a Dollar

Read this page not only for the money that you are likely to get but for the information that the advertisements contain. They are short talks from your friends.

BON MARCHES' SPRING SILKS.

We are showing large and varied assortment of the new Silks for spring wear. The best colors are depicted in the line carried here.

When you purchase Silks be sure to get the best obtainable, than you can expect wear from them.

Foulard Silks, all widths, for 59c to \$2.92 yard.

Taffeta Silk, 36 inches wide, changeable chiffon taffeta effects, for \$1 and \$1.25 yard.

Messaline Silk in all colors, 36 inches wide, for \$1 yard.

Changeable Messaline Silk, 27 inches wide, for \$1 yard.

Bordered Foulards, 42 inches wide, for 59c yard.

Sevo Silk, 27 inches wide, specially priced at 19c and 25c yard.

Bon Marche's White Goods.

Tailor cloth, looks like Turkish toweling, the craze in Paris and New York, 36 to 42 inches wide, for 50c to \$1.50 yard.

Pique, all sized cords, are priced at 15c to \$1 yard.

Kirkwood Farms have the best Reds and White Plymouth Rocks in the Carolinas. Send for free mating list.

The Crescent Jewelry Company at 14 Patton Avenue is now open for business with a complete line of diamonds, watches and jewelry at prices unheard of in North Carolina. Goods that will bear inspection. Everything warranted as represented. Watch jewelry repairing at reasonable prices. Visit our new store and inspect our line.

Don't take any chances. Don't send your laundry work to the Asheville Laundry. When your package comes back to you every piece will be done as it should be. We have the machinery and the very best laundry workers to be had. Every piece of laundry we turn out has to pass inspection under the eye of one who knows at a glance if there is any fault in the work. We are just as anxious to please you as you are to be pleased. Our shirt and collar work especially is of the very highest order. Our collar machines are the latest makes and both the top and lower edge of the collar is finished so that there is no rough edges as you usually find on a laundered collar. This not only makes the collar last longer but does not wear out the shirt as a rough edge collar is sure to do. Your lines last longer when done the Nichols way, and there is absolutely no question as to the good quality of the work we do. Phone number 95 when 176 is busy.

DOUBLE PRECAUTION. You not only get fresh laundered towel every time you are washed on my shop but to please the particular class I have installed a sterilizer that subjects every towel to 220 degrees of heat which insures absolutely safety from infection that might possibly come from an ordinary laundered towel. St. Charles Barber Shop, 7 Haywood street. L. F. Mallicote, Prop.

CUTLERY. This important line has received a great deal of our thought and attention. In pocket knives we carry everything from a boy's knife with a chain at 10c to a fine Pearl handle combination knife at \$4.00. We consider the Robeson pocket knives, made at Rochester, the best American made knife. The price is very reasonable and the quality very high. See samples in our display case in front of store, call in and try.

We also carry a few of the celebrated Geo. Westinghouse & Son, made at Sheffield, England. You know what they are.

Our scissors is the best American make. J. Wiss & Sons, Newark, N. J. They are made of solid steel and fully guaranteed.

In Razors, we carry J. Wiss & Sons, Cataraugus, H. Baker, Keen, Cutter, and the Robeson. They are all guaranteed and you run no risk in buying any of these razors.

Safety Razors, we have them all, but the Enders Dollar is the pick of them all.

Timbers' Shlps, J. Wiss & Sons are the best we can find and the price is low. Call on us and let us show you these goods. Otis Green Hardware store, on the square.

NEW ADDITION To Schenck Cigar Emporium—Schenck Sanitary Soda Fountain.

MOTTO: "Purity and Cleanliness; every glass sterilized."

Expert dispenser in charge of fountain. This is the only fountain in the city where every glass is sterilized.

Have you any broody hens to sell? If so, see Paul Brown or phone No. 79.

EASTER FOOTERY NOW READY. NICHOLS SHOE COMPANY.

If you would blow your horn, too, for Oris summer shoes, they are here in great abundance. You are here in blowing about something real and a relief to humanity in keeping good looks and long wear, besides keeping down your shoe bills. Our Oris styles are the prettiest ever—buttons, blenders, in tan and black, gun metal and patent. You've got to come here and see them to appreciate the cash saving to everybody. Prices range from \$3.50 to \$5.00 and \$6.00. You will always get your money's worth and we guarantee more.

Substantially every pair of women's pumps in use, and the dull calf can be found in trading the street corners on hundreds of well dressed women. Before getting your new Easter Shoe, come here by all means and look over our pretty styles over and you'll find, as others do, that looking elsewhere is a waste of time. We do expert repairing; called for and delivered. Always on the Square.

One New Dollar Bill is all right and we will accept them up to any amount in payment for cigars, cigarettes, tobacco, candy, magazines, periodicals of all kinds and for magazine subscriptions.

Smokers—Come and see us! We have the leading, popular brands of cigars and tobaccos.

Readers—Come and see us! We have your favorite magazines in stock. H. G. McFarland & Co., The College Smoke Room, 21 College street.

The last of this week we expect to receive another shipment of Chalmers Motor cars, and also expect to receive the first R. C. H. Touring car. This R. C. H. Touring car equipped with top, wind shield, gas lamps and generator sells for \$5,500 f. o. b. factory, and is one of the surprises of 1912, for as well as being one of the lowest priced cars on the market it also has the record of traveling 3100 miles in 15 days over the mountains of California in the dead of winter. The Chalmers cars expected are the "thirties" at \$1,500. You are cordially invited to come in and see these cars. Asheville Automobile Co.

If You Want the Best Let Us Serve You.

With the very best milk and cream in large or small quantities retail or wholesale. The Brown's Creamery is keeping up to the highest standard their dairy products and serve thousands of patrons year in and year out because they realize the high quality of the milk and cream that this plant sells. This is a modern creamery with every sanitary precaution employed to guarantee the purity of everything handled. Our splendid delivery service is for your convenience and we want you to feel that it is no trouble for us to deliver promptly all orders. Remember the phone 327.

"IN A NET SHELL." I have told you about the \$2,000 improvements that I have made to make my place as up-to-date as can be but the whole story is simply this: "Buy at Barbee's and get the best." With the basement humidor to keep cigars just right you can't make a mistake when you buy here.

NO JOB LOTS. All goods bought and sold by D. H. Fater's Sunny Smoke Shop are fresh and direct from the factory. No job lots bought. Magazines, periodicals and newspapers on sale as soon as they reach the city. Opposite Postoffice, on Haywood street.

I am now in my new location at No. 8 North Pack square. Come and see me. Special prices on jewelry this month. Fine watch repairing a specialty. Respectfully, J. E. Carpenter.

BETTER THAN HAND WORK. Let the Quick Service Pressing club at 29 Patton Avenue do your work. This shop is equipped with the latest made Sanitary Steam Pressing machine and can do your work more thoroughly than it is possible to do by hand. Join our club and get monthly rates. Phone 964.

H. REDWOOD & CO. mention best of values in White Goods of all kinds. All Linen Sattings in many widths. Linens, Flannels, Placings, Persians, Towels, Kitchens, India Linens, Stainsooks, Cambrics, Long Cloths, &c.

CONSIDER COMPETENCY. A place for all the people to buy drugs is the place where competency is first considered. To meet the demand has been the constant effort of this store. How well we have succeeded is proven by the constant increase in our business. The public has always appreciated our efforts to give the best in drugs and the best service. The public has a right to demand competent and faithful service where life or health is involved. All medicines sold by us are fresh and pure. A full and complete line of toilet requisites both imported and domestic at right prices. C. C. Seawell's, South Main and Willow streets, Phone 291.

The Asheville Automobile company has taken the agency for the Chase Commercial cars and expect a car load shipment in about a fortnight and will be glad to show these cars to those interested. We will have both full panel and open express bodies. Prices range from \$900 up. They decrease on the Chase cars only after several years of study of the qualities necessary in a commercial car.

MR. MERCHANT HOW MANY PEOPLE KNOW YOU? Advertising brings the buyer and seller together—publicity leads the way. "Stepping lively often makes opportunities." Business decadence begins when a firm is satisfied with its present methods. The world keeps moving—he on the lookout—Present your name and wares with an electric sign every night. It brings new business and helps to hold the old. Results in making advertising is what an investor wants—Phone 69. Let's figure on an Electric Sign! ASHEVILLE ELECTRIC CO.

Home-seekers should seek us. Our lists are very complete and we assure you of strenuous and intelligent effort in your behalf. Homeholders should see us. We protect the bread-winner in his labor and the fruit of his toil, by Fire Insurance, Life and Accident Insurance, Employer's Liability, Court and Fidelity Bonds. Ray-Campbell company, No. 1 Haywood, opposite postoffice.

THE RELIABLE. Will give you your money's worth and there is no membership or \$2.50 three months. This entitles you to have one suit and one extra pair of pants sponged and pressed each week. French dry cleaning by experts. Phone 445. The Reliable, 14 Church street.

New One Dollar Bills are all right and we will accept them up to any amount in payment for cigars, cigarettes, tobacco, candy, magazines, periodicals of all kinds and for magazine subscriptions.

Smokers—Come and see us! We have the leading, popular brands of cigars and tobaccos.

Readers—Come and see us! We have your favorite magazines in stock. H. G. McFarland & Co., The College Smoke Room, 21 College street.

Epithology Goods at H. REDWOOD & CO.: 50 inch Verdures, Gobelins, Brocades, Velours, &c. Also hand-made Printed Denims, Cretonnes, Bur-laps, Silkolines, etc. Also Raw Silk Curtains, Portieres, Lace Curtains, Muslin Curtains and Curtain Fabrics of all kinds.

The following new books are to be had at Hackney & Moale Co.: "He Comes Up Smiling," by Chas. Sherman; "Jno. Raven," by Emerson Hugh, author of "4-4-0 or Fight"; "Pollyooly," by Edgar Jepson, author of "The Admirable Tinker. All of the late novels are now on sale there.

The Brown Book company, opposite the postoffice on Patton Avenue, is making a leader of a high grade cloth finished paper. This is put up exclusively for them, under their trade name "Brownie," and is sold at the extremely low price of 25c per pound. Envelopes to match at 10c per pound. This paper compares favorably with that which sells at twice the price.

PALACE THEATER Jessie Livingston "Songs" Adams and Lewis "Sketch in Musical Comedy."

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COULDN'T THE TIME IT IS FOUR WEEKS TO EASTER. Four weeks is enough, but it is not a day too early for you to begin thinking about the selection of your spring suit, dress and other accessories. The most logical beginning of your spring plans will be a trip to this establishment and view the beautiful new things, thus enjoying the satisfaction you are bound to feel in their fresh charm, the inevitable good values and distinctive modish qualities of our assortment.

This store is "full of readiness" with just the necessary varied assortment to gratify the desire of the most critical customers.

We show extremely attractive values—accept our cordial invitation to share in them.

New goods are arriving daily. There is an ever-changing style show at this busy store.

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