

Jackson Square Coffee

NEW ORLEANS Celebrated QUALITY Coffee

AWARDED FIRST PRIZE—BLUE RIBBON—BY

State Fair, Jackson, Miss., (1911); State Fair, Raleigh, N. C., (1911); Alabama Agricultural Ass'n, Montgomery, Ala., (1908); State Fair, Macon, Ga., (1908-'9-'10); Mecklenburg Fair Ass'n, Charlotte, N. C., (1908-'9-'10); State Fair, Columbia, S. C., (1909).

This is conclusive evidence that JACKSON SQUARE is the "QUALITY COFFEE" blended and roasted by a special process that gives it a RICH QUALITY and DELICATE AROMA found in no other brand.

"You can taste the difference." Your grocer has it for sale only in sealed airtight tins to insure cleanliness and preserves its strength and original flavor.

IMPORTERS COFFEE CO., Ltd., New Orleans, La.

The BIGGS ANTIQUE COMPANY

Of Richmond, Va.

Announces an Introductory Sale of Rich Old Mahogany Furniture and Antiques

Through VICTOR STERN, of Asheville, 14 Battery Park Place, Rear Postoffice.

SALE NOW GOING ON

All of these goods have been put in the best possible condition and finished in the old hand-rubbed dull finish, and are of the same high type and quality as is carried in the Richmond stores, the standing of which you well know.

Everything will be sold at special prices and our Asheville patrons will have an opportunity to secure some rare bargains delivered at their homes without risk or expense of shipping, at this sale.

You and your friends are most cordially invited to attend.

Respectfully,

THE BIGGS ANTIQUE CO.

W. A. BASS, Manager

No Charge for Packing.

within each block as common points. Each of these blocks is one degree of longitude in length and one degree of latitude in width. To every express station within each of these blocks the rate is the same from any other given block. Thus the rate is stated as between blocks rather than as between cities. Supplementing this block system of making rates which constitutes each block a zone of origin or of destination the rates are stated for each package weighing from 1 to 100 pounds. The express companies will be required to publish a directory of express stations which will show the block number within which each station is located, and at each station there will be filed a single-sheet tariff which will give the rate from that station to all other blocks in the United States.

To illustrate: New York City is located in block 352. Some 20 other towns and villages are included in that same block. Chicago is located in block 328, which also contains a score or more of cities and towns. A shipper in New York wishing to send a package to Chicago will learn from the directory the block in which Chicago is situated. The turning to the single tariff sheet he will ascertain the number of the scale of rates, which applies upon all packages between block 352 and block 328.

This method of stating rates, the report claims will avoid the great body of complaints arising out of undercharges and overcharges, the present method of stating rates being so confusing that not even the express agents are able to discover the lawful rate between two points. The directory of express stations is also to state the delivery limits in each city within which the express company gives service upon its tariff rates.

To Stop Double Collections. It is found that the large number of double collections of express charges arises out of the fact that a package which has been prepaid does not bear sufficient evidence of this fact. Accordingly the report proposes a set of labels and way bills in different colors which the carriers are required to use, and in the event that the package does not bear any label the shipment is to be delivered to the consignee without collection of any charges, the carrier bearing the burden of discovering where the mistake lies.

The present system requires the statement of about 200 times as many rates as the system proposed by the commission. However, as each agent, under the new system, will be obliged to know only the rates that apply between his station and each of the other blocks, he will have to consult only 330 rates to find the proper charge from his station to every other station within the United States.

Through this system the common-rate area on short hauls is reduced from an area of about 3500 square miles, which is the average area of each main block—to an area of about 150 square miles. The present express rate methods embrace much larger common-rate areas.

For instance, the rate, per hundred pounds, from Boston, New York, Philadelphia, Baltimore, Washington and Richmond to Seattle, Tacoma, Portland, San Francisco, San Diego, Reno, Sacramento and many other points embraced in the region west of the Sierra and Cascade Mountains is now the same, \$13.50. Under the commission's system the rates will vary with the distance between any two points, from \$9.85 to \$11.60 a hundred pounds.

While there has been an almost uniform reduction in charges upon parcels weighing 50 pounds or less, the

Peerless Fashion Store

51 Patton Avenue

On account of the unusual backward season, Manufacturers are very anxious to dispose of their Summer materials. We have taken advantage of this opportunity and purchased very liberally.

Therefore we are able to offer you some unusual good values.

In Dresses, Suits, Coats, Waists, Muslin Underwear, Skirts, Parasols, Hand Bags, Hosiery and Underwear

It Will Pay You to Investigate

rates on packages weighing more than 50 pounds have not been materially reduced. In some instances, the commission's proposed rate basis shows a slight increase of the charges on heavy packages. This indicates the belief of the commission that the rates of the express companies per 100 pounds are not on the whole, seriously excessive. This is particularly manifest from an analysis of the rates for distances of 200 miles or less, which are scarcely distributed on the heavy weight traffic.

By the terms of the commission's

order the changes in the regulations, methods and practices of the express companies; the re-classification of express matter; the changes in the billing of packages; and other administrative reforms are required to be put into effect practically immediately. The rates proposed, however, will not become effective before some time next autumn. The commission has fixed October 9 as the date for the beginning of a hearing of the representatives of express companies and shippers as to why the rates prescribed by the commission should not go (Continued on page 3.)

ELECTRICAL FIXTURES
Portable Lamps, Electric Irons and Heating Apparatus.

W. A. WARD
12 Church St. Phone 449.

W. A. WEBB & SON
have reopened their livery stable at their old stand, 38 East College St. Everything new and up-to-date. Satisfaction guaranteed.
Phone 1463.

Great Fire Sale Bargains

AT THE

Gem Clothing Store

6 PATTON AVENUE



One Car Load Western
Horses and Mares At Auction

At J. K. CHAMBERS' STABLE, N. Lexington Avenue, Asheville, N. C., Sat'y, July 20, 1912. This is the Best Car Load of Unbroke Western Horses and Mares ever shipped into the State of North Carolina. Auction begins 10 a. m., Saturday, July 20th. These Horses can be seen at any time. Come and see them. M. F. BRANNAN.

Palais Royal

5 and 7 S. Main Street

Grand July Clearance Sale

Every piece of goods, every lady's, misses' and children's hat, every lady's, misses' and children's dress and tailored suit, must go in the next month. It's our custom to clear the road for the fall arrivals. Come and see us through the month and it will be a saving opportunity for you.

Remember, all through July every day something new. Watch for our advertisements; it means a saving to all.

Come to the Busy Store

Read Below Our Price List

MONDAY, TUESDAY AND WEDNESDAY SALE OF WHITE GOODS; READ BELOW:

- See our English Long Cloth, 15c grade, special . . . 10c
- See our English Long Cloth, 20c grade, special . . . 12 1-2c
- French 40-inch Soft Nainsook, 25c grade, special 16c
- French 40-inch Soft Nainsook, 30c grade, special . . . 10c
- French India Linens, 40-inch, 15c grade 10c
- India Linens, 40-inch, 18c grade, 12 1-2c
- 36-inch, 15c Percales, new line, yard 10c

We place on sale on our first counter one thousand yards embroideries and insertions, range in price from 15c to 30c yard. The entire line will be placed on sale, special at the popular price of 10c yd.

Follow the Crowd

The Money-Saving Store of Asheville to You.

We place on sale a line of Ladies' and Men's Silk Hosiery, regular 50c grade, special 24c
Come and see our Bargains in our Ready-to-Wear Department. Bargains in Street and Evening Dresses. See our window display.

Call for the \$3.50 Silk Messaline Underskirts, special at \$1.98

MILLINERY BARGAINS THIS WEEK

Every hat in the house greatly reduced. Remember, we trim your hat FREE.
Come and see us. Call for the \$3.50 Sailor. A few more left; special 75c
We place on sale Tuesday morning, special \$1.50 and \$1.75 Ladies' Shirt Waists, special 88c
Come and see the Mothers' Friend Boy Shirts and Boys' Shirt Waists 25c and 50c

MORE VALUES WORTH CONSIDERING

- 72x90 Sheets, special 35c
- Best 15c Pillow Cases, special 10c
- Best Peppercorn Mills, 72x90 Sheets, 60c grade 50c
- See the 80c, 81x90 Seamless Sheets, special 60c
- See the 70c, 72x90 Seamless Sheets, special 57c
- See the \$1 grade Fruit of the Loom Shirts, 81x90, special for tomorrow 75c
- See the new 10c and 12 1-2c Dress Gingham tomorrow 8 1-2c
- See our 15c Curtain Goods, special 5c yd.
- 20c Sorin with stripe, special 11c yd.
- 60-inch Table Linen, the 50c grade, special 25c
- 22-inch Table Linen, extra good grade, special 50c
- Our lot Ladies' Sailors, 7c and \$1.00 grades, special to

EXPRESS RATES TO BE CHANGED

(Continued from page 1)
transported 1000 miles for 42 cents and 2000 miles for 77 cents, as against the existing rates of 75 cents and \$1.25, respectively. The cost of transporting a 25 pound package 1000 miles will be 76 cents, against the present rate of \$1.10, and for 2000 miles, \$1.64 against the present rate of \$2.25.

To Distribute Burden Equitably. Commissioner Lane believes that the method adopted for the computation and construction of express rates is scientific and will result in the exactness of entirely reasonable charges. Through the decision express rates are made that are expected to open an avenue of trade between the producer of food commodities and the consumer by distributing equitably to the weight and distance the burden of the cost of transportation. At present that burden is borne chiefly by the parcels of light weight. By Commissioner Lane's decision, the small package will bear no greater share, per pound of the cost of transportation than the heavy package, and every package weighing less than 100 pounds will bear the same amount of terminal expense.

The charges of the express companies, now in many instances, are the

same for 50 pounds as for 100 pounds, between the same points; and in some instances they are as much for 30 pounds as for 100 pounds. Under such a system the householder is compelled to pay as much for a 10 pound package as a dealer would pay for a 35 pound package, and three or four times as much as the dealer would pay for 10 pounds included in a 100 pound shipment.

Commissioner Lane expresses the belief that the system proposed will make practicable the opening of direct avenues of trade between the farm and the city household. He, likewise, is of opinion that while the reduction of the rates on the lighter weight parcels will average between 20 and 30 per cent the express companies themselves will be the beneficiaries of a largely increased business in the handling of small parcels.

The report shows that more than 200,000,000 parcels are handled annually by the express companies in the United States. The average household of five persons in this country either sends or receives by express, in the course of a year, from 3 to 16 packages. The average weight of these packages is 34 pounds; the average haul is 229 miles. It appears that a very small proportion of the express traffic of the country results from direct shipments from the farm to the city home.

Comparison With European Conditions.

Commissioner Lane carried his investigation into the express business of several European countries. In those countries where the parcel post system has developed traffic in small

packages, the lighter weight packages were found to predominate. It was indicated that in foreign countries, the householder received few parcels weighing more than 10 pounds per shipment. The commission believes that in the United States the express traffic in food commodities is chiefly between the producer and the commission merchant, and that the rate of despatching and more easily understood means of stating those rates, and of preparing new rules for the government of carriers of express traffic.

Of foremost importance is the requirement that all of the express companies shall join in the establishment of thorough routes by the quickest lines of communication between all express offices and shall publish through rates to apply between those points. The same provision gives the shipper the right to name the route by which his property shall be carried. It is believed by Commissioner Lane that these provisions will effect an improvement in the service and a great economy to the carriers, which now haul shipments oftentimes by circuitous routes to avoid turning them over to a connecting line.

New Method of Applying Rates.

The most radical departure from existing methods lies in the method adopted of applying the new rates. In the United States there are 25,000 express stations. To name rates from each of these to every other one requires the statement of more than 625,000,000 different rates. These schedules now occupy several hundred volumes of from 250 to 300 pages each in the tariff department of the commission. The rates themselves are intricate and involved, and it requires expert authority to determine the lawful rate between any two points.

The problem of reducing this enormous volume of rate schedules to a reasonably practicable compass is one to which Commissioner Lane devoted most serious attention. He has evolved a method whereby the rates from any point in the United States to all other points may be printed on a single sheet or card about one-fifth of the size of a single newspaper page.

The first step in the consummation of the plan was the division of the United States into blocks, which are approximately 20 miles square. There are proposed between each of these blocks, besides all cities and

If there ever is a time when you are justified in cursing, it is when the summer weather sets your appetite to fussing; But there isn't any need to risk your soul and shock the neighbors. Tempt your appetite with Toasties and go singing to your labors.

Written by W. J. MURGROVE, Tampa, Fla.

One of the 25 Toasties for which the Postum Co. sends thank, please, send \$2.00 in May.