

ANNOUNCEMENT OF THE ASHEVILLE CHERO COLA BOTTLING COMPANY

We desire to announce to the public that we have just finished the installation of our plant, located at 167-169, Southside Ave. We have installed the most modern and up-to-date sterilizing machine that money and knowledge can buy, and have spared neither pains nor expense to give the public our drink, CHERO-COLA, bottled under the most perfect sanitary methods. We are in a new building, this new building, together with the most modern and sanitary methods and machines enables us to offer our goods to the public with the assurance that they are absolutely pure and clean as a dewdrop.

To those who really know—the experts on soft drinks—there is nothing to compare in quality, purity and wholesomeness to CHERO COLA. The one big idea in making CHERO COLA and offering it to mankind is to provide a perfectly delicious, refreshing, beverage, absolutely pure and wholesome. We have accomplished this object in full measure, and in order to be sure that the goodness of CHERO COLA gets to the consumer, it is ONLY SOLD IN STERILIZED BOTTLES, carbonated and sealed at our plant. No

CHERO COLA syrup is sold in bulk. It is not on sale at any place excepting in the original bottle, with the CHERO COLA label on it. Each five cent bottle bears the CHERO COLA label. There is no opportunity for anyone to buy something and get a substitute. Each bottle is sterilized and filled by machinery. The syrup has not had even a chance exposure to contamination or adulteration. When you drink CHERO COLA from the original labeled bottle,—through a straw—you have the satisfaction of knowing your drink is as pure and clean as a dewdrop.

Come to our plant and see our new Loew-Hydro-Pressure Bottle Sterilizer and Washing Machine. This machine has a capacity of 3,600 perfectly sterilized bottles every hour. Each of these bottles receives 44 separate washings under high pressure; in other words, each bottle is filled and emptied under pressure 44 times, 35 of these washings, being with hot caustic soda. First the bottle receives 8 washings in Caustic Soda, at 135 Fahrenheit after which they are drained and receive 19 washings in caustic soda at 180

Fahrenheit, they are drained a second time and receive 8 more washings of caustic soda at a temperature of 150 Fahrenheit, they are then drained for the third time and receive 6 washings in hot water at 135 Fahrenheit; they are then brushed and washed on the outside with fresh running water, after which they receive the final treatment of 5 washings of fresh filtered water under high pressure. After this most thorough and complete cleansing the bottles are then inspected over strong electric lights, insuring absolute cleanliness. The public will readily see and understand from the above description, that after this process of sterilization that our bottles are so thoroughly cleaned that all germs of every kind, and all traces of bacteria are absolutely removed.

Our plant will be in operation from Monday, and our goods will be on sale at groceries and all refreshment stands after that date. Look for the horse shoe on the bottom of each bottle. This is our registered trade mark. The public are cordially invited to call and inspect our plant, and sample our drinks.

THE ASHEVILLE CHERO-COLA BOTTLING COMPANY

167-169 Patton Avenue

POSTAL ANSWERS MEN'S COMPLAINT

Manager Powers Testifies Before Federal Industrial Relations Commission.

Chicago, April 17.—The Postal Telegraph and Cable company, replied to the grievances made by five of its operators before the United States commission of industrial relations Wednesday, through T. N. Powers, manager of the operating department of their Chicago office. Mr. Powers stated that these five men were comparatively new men and did not represent the force of operators. He testified that the low rate of earnings of one of the operators who testified was due to his absence, that another of the five men was employed and given extra work through an appeal from a large leased wire customer, who dropped this operator when the stock exchange was closed at the beginning of the war.

Commissioner Garretson referred to the evils of the "extra list." "We abolish it today if you want to throw these men out of work; we do not need it; it is only maintained to give a larger number of men a chance to earn some money instead of being thrown out entirely," replied Mr. Powers. The witness said no limit was placed on the number of messages to be handled, per hour. An honest day's work only was required. "Is it impossible at times for the men to obtain lunch relief?" asked Frank P. Walsh, chairman of the commission.

"At times when business was very heavy at the beginning of the war, in such emergencies, operators were served lunch at their desks," Mr. Powers replied and he added, "when business decreases an extra list is created by men who are anxious to pick up what money they can rather than be idle."

Chairman Walsh referred to the statement of one of the operators who testified Wednesday that he would be discharged by the company for appearing and asked Mr. Powers, "Do you recognize the fact that this is an ordinary government agency for ascertaining these facts, and every man who comes to testify should be allowed to do so?"

Mr. Powers replied, "Yes, absolutely, but of course, that does not prohibit us from compelling him to live up to the rules and regulations of the office."

He testified a large percentage of the operators were rated from \$80 to \$98 per month. Expert operators earn from \$115 to \$150 per month under the bonus system, in not over nine hours work per day.

MUST SECURE PERMIT TO RECEIVE ALCOHOL

Clerk Cathey of Superior Court Calls Attention to Section of Anti-Jug Law.

Realizing that the supply of grain alcohol which druggists, physicians, hospitals and dentists had on hand when the new law regulating the purchase of alcohol went into effect April 1, must be running low by this time, Clerk of Superior Court John H. Cathey calls attention to the section of the recently enacted Anti-Jug law section law, which is to the effect that written application must be made to the clerk for any one receiving alcohol by transshipment.

"This section of the new law, which may not be generally known by those who use alcohol in their daily work, is of much interest and is as follows: 'That manufacturers of hospitals, hotels, restaurants, saloons, taverns, and other public places and drug-

gists, may make written application to the clerk of Superior court of the county for a permit to receive by transportation by a common carrier grain alcohol intended to be used for surgical purposes and in compounding, mixing, or preserving medicines and medical preparations. Such permit shall then be granted by the clerk or his duly appointed deputy, who shall affix the seal of his office thereto, and said permit shall contain the name of the applicant to whom the shipment is to be delivered, the place from which the shipment is to be made, the amount to be shipped, and the date of the granting of the permit. The said permit shall be executed in duplicate. The original shall be delivered to the applicant to be sent by him to the shipper, to be pasted on the outside of the package containing alcohol."

City News

When the cases against M. Weiss and Dan Silverman were called yesterday afternoon in the court of Magistrate B. L. Lyda, after having been continued from a hearing during the morning, it was found that no one could talk but the defendants in the cases and their witnesses. After trying to get at least one man to stop talking for a while the court continued prayer for judgment in the cases and told the parties to leave. The warrants were amended so as to charge assault on each other.

Advertisements in the classified columns of The Gazette-News are a paying investment for the advertiser.

Let Us Know Your Wants. Phone 202

BUFFALO BILL IS JUDGE ADVOCATE IN WYOMING.



WILLIAM F. CODY

Denver, Col., April 16.—Buffalo Bill has relinquished the title of Colonel and henceforth will be known as General William F. Cody. He has been appointed judge advocate-general of the military forces of Wyoming by Governor Kendrick.

WORK TO BE STARTED ON COUNTY HIGHWAYS

Good Roads Association Authorizes Repair Work on Mountain Roads.

At a special meeting yesterday afternoon of the directors of the Good Roads association of Asheville and Buncombe county it was decided to begin at once the repairing of the county roads maintained by the organization. This action followed the report of the road committee to the effect that the work will be comparatively easy if done before the roads become hardened by the summer heat, as it will be practicable now to use a scraper. The association appropriated \$200 for carrying out this work and it is expected that the repair work will be completed at an early date, before the tourist season reaches its height.

Dr. M. H. Fletcher called the attention of the association to the fact that with four months' work remaining to be done on the Asheville-Charlotte highway, money is available for only one month's work. On the suggestion, it is probable that committee from the directors will attend the meeting at Bearcreek the first week in May. The association appropriated \$100 for work on this highway and several members pledged sums of money for the same purpose.

Reports were made of repair work done on the city streets at the request of the association, and further needed repairs were referred to the proper committees.

Plans were discussed for the entertainment of the North Carolina Good Roads association which meets here in June. President E. C. Chambers was authorized to appoint a committee to co-operate with other organizations in the city for the working out of plans for the gathering.

Dr. Carl V. Reynolds called attention to the suggestion of a municipal paying plant for Asheville and said that he considered the idea a good one. Mayor Rankin and Alderman Stikeleather stated that investigations showed that such a plant would save money for the city. No action was taken, but it is probable that the association will endorse the movement at an early date.

HIGH SCHOOL CANTATA SCORES BIG SUCCESS

Large Audience Hears Well Trained Chorus in "The Rose Maiden."

The High school chorus presenting "The Rose Maiden" found a large audience ready to hear its first annual concert last night at the Auditorium. The praise given in advance to the chorus by those who had heard the rehearsals had led the public to expect something far above the average in amateur performances and there was no disappointment in this respect. With such an example of what the High school girls and boys can do under efficient supervision, the comments made by Asheville musicians after the performance make it certain that there will be a demand for an annual High school concert.

Although there were more than 150 in the chorus, and some of these not more than 11 years old, there was no confusion or hitch in the performance which lasted for nearly two hours. Every detail showed the effects of careful drilling and many comments were heard on the efficient work of Supervisor of Music Willis J. Cunningham.

The chorus was ably assisted by the following Asheville soloists: Mrs. W. A. Nowell, soprano; Madame Olive Timmons, contralto; Altha Ira Ruby, tenor and R. E. Yarnley, baritone. The orchestra was composed of Mrs. A. L. Walker, piano; Mrs. E. L. Wolskel, violin; Jack Westall, violin; Raymond Hart, clarinet and R. E. Yarnley, cello.

All of the soloists received much applause and the excellent work of the orchestra was not overlooked by the audience.

THE OPEN AIR GAME FESTIVAL GREAT SUCCESS

Children's Story Club Gave First Game Festival Yesterday at Aston Park.

With Aston park filled with happy children, all enjoying the afternoon to the fullest, the Children's Story club yesterday afternoon, at the park, gave the first of a series of open air game festivals. Games were played, folk songs given and the children played to their heart's content. It was a most enjoyable sight to see the large number of youngsters enjoying the afternoon in such a pleasing manner.

The following program was given: Folk game—Garmer in the Doll-American. The Muffin Man—New England. Here we go Round the Mulberry Bush—American. Jack and Jill—Mother Goose. Go in and Out the Windows—American. Jolly in the Miller—English. The Green Grass—English. Swiss May Dance—Cois. Social Game—Adapted. The Wee Lambkin—Dramatized. Little Miss Muffet—Dramatized. I Took a Walk one Evening—Swedish. Hark, Hark the Dog, Do Bark—

Mother Goose. O Bring the Five—Chorus. Pigeon House—Adapted. Looby Loo—English.

INTEREST GROWS IN PONY OUTFIT CONTEST

Prospects for an Exciting Contest for the Valuable Prizes Offered.

The advertisement of the pony outfit contest inaugurated by The Gazette-News has had the expected results and nominations and votes are coming in every day from enthusiastic workers in the two districts to which the contest is limited. It is becoming evident that an exciting campaign will be waged for the possession of the valuable prizes offered by the liberal terms of this contest. Parents as well as children have been impressed by the contract which this paper enters into with every contestant by which all are assured some reward for their labors in addition to the opportunity to win one of the grand prizes.

The pony outfit has been already selected and purchased. The ponies were purchased from one of the largest firms in Tennessee and will be brought to Asheville at an early date and will be exhibited on the streets. The howates are on display at Field's.

The contest manager desires to call attention to all contestants to the importance of sending in subscriptions as soon as they are secured. Prompt action in this matter is necessary in order to give the subscriber his paper at once, and such subscribers will be a great help to the contestants in the matter of sending in votes.

The nominations received up to date are as follows: District No. 1, composed of the city of Asheville and the territory within five miles, Jesse Cole, Lyday Morgan, Charles Green, Henry Harris, Misses Jessie Cummins, Mabel Dockery, Emily Blackwood. District No. 2, all territory outside of district No. 1, Matt Moore Cox, Hazelwood; Misses Lavinia Picklesimer, Sylvia, Dorothy Posey, Pee Wee Fisher, Hendersonville; Edward Forest and Cameron Shipp of Hendersonville.

The Periscope. Permit me to introduce myself to the public generally. Modest and retiring both by nature and occupation I have hitherto refrained from obtruding myself upon the attention of the multitude.

My name is Periscope. My principal object in life is to rise to every necessary occasion. When this demands my more or less immediate presence I occupy myself by holding up the mirror, not to nature, but to the enemy. Like an occasional idea which renders superfluous old systems of philosophy I have come to render superfluous an entire cycle of inventions. I am the last triumph of mind over matter. I reflect, and a thousand men go down to their fate. Within the blue zone of my horizon, subject to my orders, flits the angel of death.

I am the naval eye that put the naught in Dreadnought.—Life.

It's easy to get an ad. on the Want Ad. page of The Gazette-News—just phone 202.

SEEK MRS. DEVINE, MISSING BRIDE.



New York, April 15.—Police have been called in to assist in the search for Mrs. Edith Devine, the twenty-three year old bride of John F. Devine who disappeared when passing through Morningside Park last Saturday, when she was on her way to her home in West 118th street. The girl came from Boston, but her parents since have moved to Canada. Peter Devine, father in law of the girl and a wealthy contractor asserts he will spare no expense to find her. The young husband is distracted with grief and declares he can ascribe no cause for her voluntary disappearance.

Lucky. "I'll be hanged if that cheery plunger hasn't charged me carfare for him!" "Well, that's cheap enough; they might have come in taxis."—Boston Transcript.

These tiny CAPSULES are superior to Balsam of Capilla, Colic or Infection, and RELIEVER in MIDY 24 HOURS the same diseases without inconvenience. Sold by all druggists. No increase in Price.

FIRST SUBSCRIPTION COUPON.
To Help You Get an Early Start.

Return this coupon with subscription payment of six months or longer, and you will receive, in addition to the regular number of votes as shown in the published schedule

—5,000 EXTRA VOTES—

Name of Subscriber
Address
City State
Member's Name City

(Only One of These Credited to Each Member.)

This coupon accompanied by a nomination blank and a subscription starts a candidate in The Asheville Gazette-News Pony and Cart Contest with 5,000 votes, in addition to the votes given on the subscription payment.

ASHEVILLE GAZETTE-NEWS PONY OUTFIT CONTEST

I Cast Twentyfive votes for

—Not good unless voted by April 20, 1915—