

Wise Men Change

Their Minds Why They See They are Wrong



Discriminating feeders are learning to avoid feeds that contain worthless fillers.

We offer: Quality, service and guarantee satisfaction.

"GET THE BIG CHIEF HABIT"

MANUFACTURED BY

American Feed Milling Co.

ASHEVILLE, N. C.

Horse, Mule and Dairy Molasses Feeds—High Grade Corn Meal

BANQUETERS TALK ON PROSPERITY

Large Crowd Present For "Prosperity Day" Celebration at Battery Park Hotel.

INTERESTING TALKS.

Board of Trade's Latest Community Event Attended With Great Success.

More than 130 Asheville and Buncombe county boosters sat down at the "prosperity day" banquet arranged by the board of trade at the Battery Park hotel last evening. A splendidly appointed menu served to give zest to the spirits of the guests and eleven snappy speakers, introduced by Toastmaster Robert S. Jones, president of the board of trade, told with brevity and wit of Asheville's good financial condition in past months and outlined a rosy prospect for the future.

In opening the discussion Mr. Jones said that since February 1912 this city had made great strides in commercial and civic departments. In these things the membership of the board of trade had taken a leading part and the value of its work is universally recognized.

Bruce Drysdale, president of the Ad club, described the launching of the "pay-up week" campaign by the club and reported that the business men of Asheville had found it a movement of great benefit to trade conditions here. The big idea behind the plan, said the speaker, is that it caused people to realize the advantages of discounting their obligations as a sure way of maintaining prosperity.

Buying at Home.
George E. Lee made a witty talk on the work of the home made dollar and the benefits of buying at home. He gave ten commandments that should govern the purchase of goods.

Commissioner D. Hiden Ramsey brought forth applause when he outlined improvements for the city, mentioning more swimming pools, additions to Astor park, more parks and paved streets and better fire and police protection. He referred to a summary of accomplishments by the city as outlined in an editorial in The Times yesterday afternoon and stated that still greater economies and improvements might be expected in 1916.

The toastmaster read the following telegram from Morris Lipsky who is in New York:
"Congratulations and best wishes for prosperity today; sorry I cannot be with you tonight."

William Farr gave data obtained from fifteen business men which showed a total volume of business for the past three months amounting to nearly \$2,000,000 with a percentage of gain over the same period last year of over 25 per cent.

L. B. Rogers, speaking for the wholesale grocers, said that being unsupported by large manufacturing enterprises the grocers in this section, while prospering generally, had not kept pace with similar lines of business in manufacturing centers. He showed that the buying power of the dollar had fallen to 75 per cent, causing the consumer, on account of war conditions, to pay more for the necessities. But demand has been good and money fairly plentiful.

Wants Good Roads.
E. C. Chambers gave an account of the increased tourist business that may be expected here when the Central highway is opened to the west, affording entrance to 1,000,000 cars in the Mississippi and Ohio valleys. He urged the improvement of county roads so that tourists would find it pleasant to stay a while on arrival in the Land of the Sky.

Frank M. Weaver explained how the people of Asheville have gradually been led to give up their old time prejudice against an industrial development in a resort center. He showed the fallacy in the belief that a town can be thoroughly alive without strong commercial backing at the base of its prosperity and predicted an industrial progress here comparable to the achievements in tourist business.

As showing how far Asheville advertising "dope" travels Thomas Wadley Raoul read a postcard quoted in a Battle Creek newspaper in which a tourist returning from the south said "Don't kill your wife; let the Mountain City laundry do the dirty work." Mr. Raoul reiterated his conviction that more money should be spent by the hotels, board of trade and other enterprises in keeping up the advertising campaigns and in building roads.

No Money Borrowed.
L. L. Jenkins stated that Asheville banks for the first time in nine months had no money borrowed or rediscounted, and that anybody with good paper can secure loans. He prophesied that the Asheville baseball club would again come out winners.

Charles A. Webb pointed out, as indicating solid growth and prosperity, that in the past 60 days bank deposits in Asheville had increased nearly one half million dollars, and that with everybody pulling together the city would continue to grow. The speaker referred to his recent advent into the newspaper field and stated that The Times, as at the service of the board of trade and of Asheville for the promotion of any community-building undertaking.

TO CO-OPERATE IN SELECTING FILMS

Mr. C. A. Webb, chairman of Committee on Programs for Children's Matinees.

A meeting of representative women delegates from the various women's clubs of Asheville, was held yesterday afternoon in the offices of the S. A. Lynch enterprises to consider the proposal by the company to inaugurate "Children's matinees" under the auspices and with the co-operation of the women's organizations of the city for the purpose of presenting motion picture entertainment suitable for the children and young people. Children's matinees have been started all over the country and Asheville has placed herself in the front rank with the leading educational centers of the land.

The following named delegates attended the meeting—Mrs. William S. Whiting, president of the local federation of clubs; Mrs. Charles A. Webb, chairman of the Lynch enterprises; Mrs. J. W. Huston of the History club and of the Montford school Parent-Teachers' association; Mrs. S. L. Baird of the Parent-Teachers' association of Asheland avenue; Mrs. J. S. Williams and Mrs. George Shuford of the Woman's club; Mrs. Frank Smith of the Friday Book club and Mrs. Charles Malcolm Platt, district representative of the state federation of women's clubs. As interested participants, here were also present Judge J. Frazier Glenn and L. B. Rogers, the latter from the Rotary club.

A representative of the Lynch organization called the meeting to order, stating the object of the gathering and requesting that the delegates name a committee of their own selection of suitable programs for showing at the proposed children's matinees. After an interesting discussion which was entered into by all present Mrs. Charles A. Webb was named as head of the committee with power to select the members of the committee to act with her from all the clubs and parents' organizations of the city.

One of the delegates stated that the S. A. Lynch enterprises is the first theater management in the state to voluntarily take the initiative in asking the co-operation of organized women's clubs in the establishment of motion picture matinees for children. Considerable enthusiasm was manifested and the consensus of opinion seemed to be that a long step forward had been taken in the movement to provide proper entertainment for young people in Asheville.

BUSINESS IS GOOD WITH REGISTER

Total of \$804.40 Taken and 54 Licenses Issued Last Month

In Office.
Despite the fact that it was shorter by two days than January, although it was a "leap year" February and contained one day more than usual, the records in the county register of fees's office shows in the last month was one of the best for some time. A total of \$804.40 was taken in for papers of all kinds in the office and 54 marriage licenses were issued.

During February, 1915, a much smaller sum was taken in at the office and only 30 marriage licenses were issued. The officials of the office do not attempt to account for the increase in business in the office, other than to say that "Business is good in Asheville."

DR. PRATT FINDS WEAK LINK IN HIGHWAY

Calls Meeting March 6 at Mebane to Consider Raleigh-Greensboro Road.

Dr. Joseph Hyde Pratt has made the following statement in regard to one link in the Central highway:
"In traveling from Raleigh to Greensboro, the general comfort and appreciation of the road is almost entirely forgotten on account of the bad road that the traveler has to go over from Mebane to Haw River, Alamance county. This stretch of road was graded over a year ago and it was supposed that the county commissioners of Alamance had definitely agreed to sand-emb or topsoil the road so that it would be in keeping with the other portions of the Central highway from Raleigh to Greensboro. It has become so bad and is causing so much bad advertisement for Alamance county that the people have decided that something must be done."

"A road meeting has therefore been called to be held at Mebane on March 6 and all the people between Greensboro and Durham, who are interested in seeing that link made good, should attend. It is hoped that all of the county commissioners of Alamance county will attend this meeting so that they will fully realize the need and importance of surfacing, and maintaining that section of the road. At a comparatively small cost per mile this can be made a first class road and then an appropriation of \$50 per mile per year will maintain it in first class condition."

Bon Marche | Prompt Mail Order Service

An Exceptional Collection of Spring Apparel for Ladies and Misses



The women who braved the inclement weather and viewed our collection of Spring garments Tuesday were well repaid for the effort.

They found many new ideas that were just making their initial appearance in the Fashion Centers. These garments are still on display and we would be delighted to have you come up and see them.

We announce a complete showing of Spring apparel right at the first of March. This is unusual, but if you consider the condition of the market—scarcity of materials—rising prices, etc., you will readily understand why the Bon Marche has such complete assortments. We are safeguarding your interests as far as it is in our power to do so.

Sport coats are to be worn a great deal this Spring. The any novel effects that we show will aid you in selecting the proper garment. Mixed Scotch materials have the call, while solid white is a strong opponent for popular favor. Sport coats are priced at \$7.50 to \$25.00.

Attractive Spring Millinery

The new hats that went on display Tuesday were much admired. They depict the leading colorings and shapes known to fashionable Millinery.

The show windows display a number of the leading styles. A glance in them and you'll want to see the others on the second floor.

Arrival of the New Wash Fabrics

This section is constantly receiving new merchandise. Many new patterns in gingham, percale and other staple materials are shown.

Anderson gingham will be more in demand than ever this season, because of their perfect weaving and dependable colorings. They are 32 inches wide and sell for 15c and 25c yard.

MERCHANTS MEET TOMORROW NIGHT

Bruce Drysdale of the Ad club will deliver the principal address tomorrow evening at the quarterly meeting of the Merchants' association at the rooms on Broadway. The directors will hold a meeting at 6:10 o'clock and the all-members meeting will convene at 6:45 o'clock, when supper will be served.

SPECIAL CONCLAVE, KNIGHTS TEMPLAR

Cyrene commandry, No. 5, Knights Templar will hold a special conclave this afternoon at 5 o'clock in the Masonic temple on Broadway. The conclave will be held to confer the temple degrees.

Parables Best Flour slipped into homes that any new flour in a long time. Guess why. 3-1-16

Not the Same Thing. Miss Raouls—I am always outspoken. Mr. Raouls—And I am generally out of my mind. 3-1-16

Excursion Fares

Southern Railway

Premier Carrier of the South
Will Sell Round Trip Tickets To
New Orleans, Mobile
and Pensacola

Account—

Annual Mardi Gras CELEBRATION

Dates of Sale: February 28th to March 6th, inclusive.
Final Limit: March 17th.
Extension of Final Limit: Original purchasers of tickets may secure an extension of final limit to and including April 3, 1916, by personally depositing tickets with Joseph Richardson, Special Agent, at destination not later than March 6th, and upon payment of \$1.00.
Stop-overs granted on going or return journey at all agency stations on Southern Railway and other points.

Round Trip Fares From Asheville

New Orleans	\$22.40
Mobile	18.60
Pensacola	18.25

Equally low fares from all other stations in Western North Carolina.
For further information apply to your local agent or write the undersigned.
A. H. ACKER, C. P. & T. A., Asheville, N. C.
J. H. WOOD, Div. Pass. Agent, Asheville, N. C.

DEAN STACY TABULATES FRESHMAN CLASS MARKS

Sec'y. McAdoo To Be the Chief Speaker at Chapel Hill Exercises.

Chapel Hill, Mar. 1.—According to the tabulation of Dean Marvin H. Stacy of the high scholarship freshmen for the fall term of 1915-16, eleven men made an average grade of "2" or over. The following list ranks these men according to their scholarship standing:

Eaton, J. C.; Winston-Salem H. S., 1.0; Eaton, W. C.; Winston-Salem H. S., 1.4; Johnson, E.; Raleigh H. S., 1.75; Rondthaler, T. E.; Winston-Salem H. S., 1.8; Lay, G. B., A. and M. college, 1.8; Boling, R. W.; Apex H. S., 2.0; Lindsey, E. S.; Bella Vista H. S., 2.0; Clarvoe, F. A.; Episcopal H. S., 2.0; Price, W. E.; Madison H. S., 2.0; Shepard, F. E.; Wilmington H. S., 2.0; Norris, S. T.; Jacksonville, Fla., 2.0.

SAM LEE, INJURED AT FORNEY, DIES

Following injuries which he received on February 7, Samuel Lee, a lumberman employed at the plant of the Norwood Lumber company at Forney, died this morning at 6:45 o'clock at the Mission hospital. The injured man was brought to the hospital in a very serious condition and for some time it was felt that he had a chance to recover, but owing to the nature of his injuries, he failed to get any better.

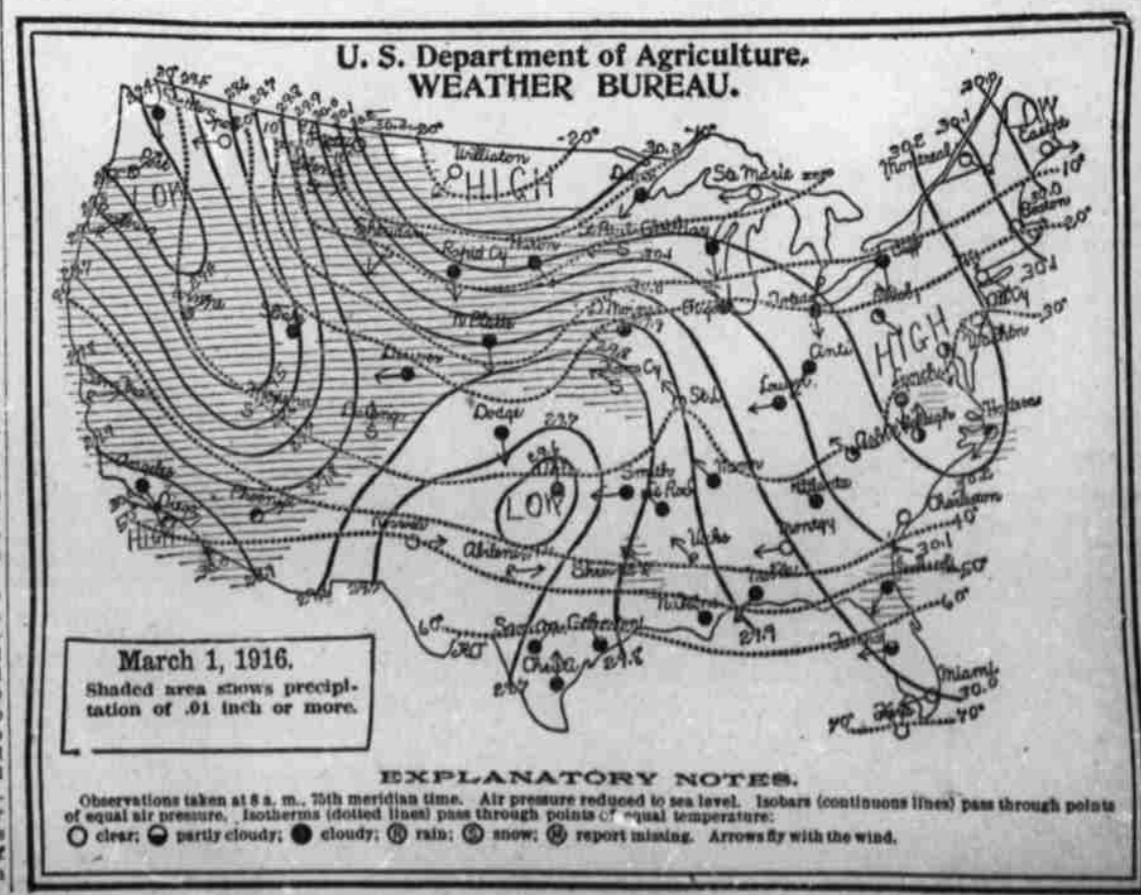
THE WEATHER

	Lowest	Highest	Precipitation
	Last Night	Yesterday	Last 24 Hours
Asheville	26	34	.00
Atlanta	30	40	.00
Atlantic City	26	32	.00
Augusta	36	46	.00
Birmingham	32	38	.00
Charleston	32	34	.00
Charlotte	32	44	.00
Chicago	34	32	.00
Cincinnati	22	26	.00
Galveston	50	60	.00
Jacksonville	50	76	.12
Knoxville	26	36	.00
Louisville	26	36	.00
Mobile	40	58	.00
Montgomery	34	44	.00
New Orleans	46	62	.00
New York	26	34	.00
Raleigh	30	38	.00
St. Louis	30	38	.00
Washington	22	36	.00

Normals for this date: Temperature 41 deg. Precipitation .16 inch. River stage at 8 a. m. 1.0 foot.

Forecast until 8 p. m. Thursday for Asheville and vicinity: Cloudy and warmer tonight and Thursday, probably rain.

For North Carolina: Cloudy and warmer tonight and Thursday, probably rain, moderate east to southeast winds.



EXPLANATORY NOTES.
Observations taken at 8 a. m. 7th meridian time. Air pressure reduced to sea level. Isotherms (dotted lines) pass through points of equal air pressure. Isotherms (dotted lines) pass through points of equal temperature.
☉ clear; ☁ partly cloudy; ☁ cloudy; ☔ rain; ❄ snow; ☁ report missing. Arrows fly with the wind.