The Smart Set.

Making up for the lost time of a late season the gay life at beautiful Toxaway Inn by the lake is in full swing and hundreds of guests lend to it an animation which even it has not known until this summer when from all parts of the South has come a rush of attractive people, —singly and in groups, so readily congenial that bright festivities mark each hour and make such a festival spirit that the prospects are, there will be no abatement for another month—certainly not if the superb weather continues as weather sharps predict. The "Smart Set", representatives of Southern Society's best, is there in force and is making a fast pace—day and night the hotel is a center of bright life—boating riding, bridge, tennis, bathing, fishing and dancing following so rapidly that there is hardly a spare minute. The "Smart Set" has not come there to rest but is enjoying to the full the opportunities of the place, the charm of the surroundings. Emerald sward sweeps upward beneath leafy boughs from the silver sanded shores of the clear lake to the towering hotel on the peninsula which as seen by night by gay launch parties looks like a brightly lighted ocean liner and forest clad mountains rise abruptly skyward. There is little room for sleep for the leaders of the set, nightly dances in the ball room overlooking the moonlit waters continues late and they are up early in the morning for horseback or boat rides, perhaps a fishing trip at dawn then breakfast in the dainty dining room, bowling, bridge, tennis and forenoon dances, at night there comes over the water to boating parties the music from the ball room and the distant laughter of some gay party which is making with their night's string of mountain trout to the "Old Homestead" where "Uncle Jim", and "Aunt Nancy" will be waked up to cook the fish with chicken for a late supper of more properly an early breakfast—very early often—as any old ante bellum darkies such as know how to cook.

Of course not all at the lake are "Smart Set" people and they find their own pleasures in plenty, but none objects to the tone of the bright gaiety which pervades the place.

Mrs. Pritchard's Bridge.

Mrs. J. C. Pritchard was hostess yesterday afternoon at bridge. Play was continued from 4 to 6, when refreshments were served. A large number of guests were entertained among whom were Mrs. Eli Mustin, Mrs. J. E. Dickerson, Mrs. Locke Craig, Mrs. Charles M. Platt, Mrs. Thomas S. Rollins, Mrs. Sara Subles, Mrs. James Sawyer, Mrs. Carl V. Reynolds, Mrs. Erwin Sluder, Mrs. Rogers Grant, Mrs. Harvey Dickerson of Norfolk, Va., Mrs Philip Cocke, Mrs. Arthur M. Field, Mrs. Anthony O'Reilly, New Orleans, Mrs. George H. Lambert, Mrs. Francis J. Clemenger, Mrs. John Moorman, Baton Rouge, Mrs. George Tennant, Mrs. James Moorman, Mrs. Frank Weaver, Miss Caroline Reynolds, Miss Willie Smith of Durham, Miss Alice Devenish, Miss Anna Penland, Miss Alice Harris of Sylva, Miss Lillian Reynolds, Miss June Hess Nichols of Indian Territory, Miss Murphy, Miss Gee Walker and Miss Douth of Louisiana.

Party for Visitors.

Mrs. E. J. Randolph and Mrs. A. H. Carrier entertained with a supper party at Overlook Park in honor of two visitors to the city who are guests of Miss Greta Southwick in West Asheville. The honorees were Mrs. Carlton and Mrs. Andrews of Detroit.

The guests included, Dr. and Mrs F. T. Meriwether, Dr. and Mrs. Francis Clemenger, Rev. and Mrs. Y. Minakuchi, Mr. and Mrs. Nat Atkinson, Mr. E. J. Randolph, Mr. A. H. Carrier, Mrs. Andrws, Miss Denison, Miss Carlton, Miss Southwick, Miss Holt of New Bern, Miss Bettie Bites, Miss Rebecca Bayliss of Covington, Ky., Miss Sadie Rollins, Mr. Willard Northup, Mr. P. H. Winston, Mr. Ralph Carrier, Mr. Kendall Northup, and Mr. Harry W. Plummer.

Card Party at Kenilworth Inn.

A delightful euchre party afforded entertainment for the guests at Kenilworth Inn on Wednesday evening. There were six prizes given, the first was won by Mrs. L. K. Wells of St. Louis, Mrs. A. E. Meade, of Washington secured the second. Mrs. Joseph Messengale of Atlanta, and Mrs. L. K. Wells won the lone hand prizes. The consolation prizes went to Miss Sue Pretlow of Virginia and Miss Ida Y. Bowers of Kentucky.

The first prize for gentlemen was won by Mr. McConnell of Savannah, Mr. E. A. Mead of Washington second.

Mrs . E. B. Moore entertained with supper at the conclusion of the game.

Mrs. Massengale to Entertain.

Mrs. Joseph Massengale of Atlanta who is a guest at Kenilworth Inn has issued invitations for a bridge party today in honor of Mrs. Thompson of Des Moines. The party will be held at Kenilworth Inn—play to begin at three thirty o'clock.

Birthday Party.

Miss Mabel Ardath Garvey celebrated her tenth birthday at her home on Cumberland avenue yesterday afternoon. Everything was in tens. The guests were limited to this number—ten candies of course ornamented the cake which afforded great amusement for the young people in blowing them out.

Games was played and refreshments served on the lawn.

Driving Party to Arden.

A party of young people chaperoned by Mrs. Fuller of Blake street drove out to Arden on Wednesday evening and had dinner at the hotel returning by moonlight. In the party were Miss Flora Neil, Miss Mildred Fuller, Miss Ruth Farmer, Miss Hortense Jones, Miss Ruth Brown, Mr. Robert Wilson, Mr. John Coulson, Mr. W. C. Drummond, Jr., and Mr. Frank Gudger.

Baraca Class Entertainment.

An important business and social meeting of the Baraca class of the First Baptist church was held at the residence of Miss Mary Ward on Flint street last evening.

Miss Beulah Massey who has been the guest of Miss Katherine Brown on Haywood street has returned to her home in Knoxville.

PERSONAL.

Mrs. J. M. Lee leaves today for her home in Savannah.

Miss Ford will reopen her school for young ladies in September.

Mrs. W. G. Stanfield of Americus Georgia is visiting Mrs. Rogers at Zelandia Castle.

Miss Ford and her mother have just returned from a vacation at Virginia Beach.

Miss Mary Lacy of Americus Ga., who has been spending a month or more with friends has returned to her home.

Mrs. Upton and daughter of New Orleans who have been spending a few weeks as guests at 167 Merrimon avenue will leave on Saturday for home.

Mrs. S. L. Gillmer who has been visiting relatives here and in Waynesville has returned to Greensboro.

Mr. William Millner has gone to the Jamestown Exposition for a stay of two weeks.

Dr. and Mrs. R. F. Campbell who have been at Banners Elks for the past month will return to day and Dr. Campbell will occupy his pulpit in the First Presbyterian church on Sunday.

Mrs. Slaton of Mobile has arrived to spend some time at Margo Terrace.

Miss Lassie Randall has returned from a visit to Waynesville. She is accompanied by Miss Fannie Bean of that place who is her guest.

Mrs. Thomas Smith of Chestnut street is entertining her sister Miss Nell Bottomely of Louisville.

Miss Catherine Cartmell and Miss Rebecca Bayliss who have been visiting Mrs. Arthur Rankin expect to leave next week for a visit to Salisbury.

Mr. J. J. Britt returned last night from a business trip to Atlanta.

Dr. and Mrs. Charles L. Minor and family will return to Asheville the latter part of next week, after an extended visit to Canada.

Miss Lilly Reese Doyle of Wadesboro and Miss Mary Love of Sylva are visiting Mrs. H. E. Thompson at 216 Ashland avenue.

Mrs. Charles E. Reed and children who have been visiting here will return to their home today.

Mr. Auburn Harris of Raleigh, is a guest at Battery Park hotel.

Mrs. F. E. Linder and Miss Mary Carter of Union S. C., are guests of Mrs. E. L. Henry on Morgan avenue.

Mrs. Elmer Westall and daughter Dorothy left yesterday to visit relatives in Wilmington.

Mr. George L. Hackney has returned from Colorado Springs.

Mr. and Mrs. R. H. Agee of Selma Alabama are spending some time in the city.

Mrs. William Baker who came up from Hot Springs for the Mikado and was the guest of Mrs. J. E. Rumbough has returned home.

Misses Annie May and Sue Belle Carcoran, will go to Arden today, to spend a few days with their aunt Mrs. Pinner.

UNHAPPINESS DISPELLED.

Men and Women Unanimous About It.

Many women weep and wail and refuse to be comforted because their once magnificent tresses have become thin and faded. Many men incline to profanity because the flies bite through the thin thatch on their craniums. It will be good news to the miserable of both sexes, to learn that Newbro's Herpicide has been placed upon the market. This is the new scalp germicide and antiseptic that acts by destroying the germ or microbe that is the underlying cause of all hair destruction. Herpicide is a new preparation, made after a new formula on an entirely new principle. Anyone who has tried it will testify as to its worth. Try it yourself and be convinced. Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich.

Two sizes—50 cents and $1.00.

SEAWELL'S PHARMACY, SPECIAL AGENTS.

WE ARE SHOWING SOME WERY PRETTY FRENCH JEWELRY

Something New in the Way of Neck Ornaments

They are very artistic creations and are becoming quite the "go" in the fashionable resorts and larger cities of the country.

We will be pleased to have you examine these ultra-fashionable necklaces for you will get a better idea of their exclusiveness

It is difficult to describe in detail the many varied designs included in this offering so we refrain from doing so, but we trust that all will accept our invitation to call and see them. The prices are very moderate. Our special discounts continue all this week on Brooches and Handy Pins.

THE THOMPSON-BRANNON CO.,
WATCHMAKERS GEM MERCHANTS SILVERSMITHS

DELICIOUS DINNERS and LUNCHEONS
Served to order at the
Overlook Park Dining Pavilion
Open-air dining room. Private farm products. Special attention given to parties.
Phone 1215. J. A. BRANDL, Proprietor.

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30 Patton Avenue. Rooms 14, 19, 20. Phone 344.
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COURSE OF INSTRUCTION.
Voice, Violin, Piano, Organ, Cello, Mandolin, Guitar, Harmony and Composition, Cultivation of the Speech and Dramatic Art.

COLD WEATHER IS COMING ON APACE

Are you prepared for the winter? Better have your coal cellar filled now while you can get it when you want it. Good Clean Coal is better than the other kind. Try a ton of the best as furnished by the

Asheville Fuel & Ice Company
PHONE 40

PRIVATE SANITARIUM
For the Exclusive Treatment of
Diseases of Women
Mrs. Rosa F. Monnish, M. D.
Graduate of German and American Colleges and Hospitals; 26 years experience. First class accommodations Long distance telephone.
349 Peachtree. Atlanta, Ga.

SHAMPOOING
SCALP TREATMENTS.
Massage, also corns and bunions, my specialties.
MRS. S. M. RIVERS,
15 Church Street.
Between Patton Avenue and Central M. E. Church.

The Model
ONE PRICE LADIES' OUTFITTERS
New No. 20 South Main Street
S. A. FREEDLANDER, Proprietor.
Phone 1208.

Our Big Bargain Sale this month should not be missed. Unusual values await you.

Fresh Oysters Today
WILLIS FISH MARKET.
Phone 23.

A Good Combination
A Red Cross Mattress
and
A Victor Spring.
Put one on the other and you will have pleasant dreams.
Burton & Holt
Phone 980. Patton Avenue.

Hair Dressing Parlors
Full Line Hair Goods.
20 Battery Pk Pic. Med. Bldg.
FACIAL AND SCALP TREATMENT, ELECTRICAL MASSAGE; SHAMPOOING AND MANICURING. LATEST HAIR DRYING.
PHONE 558.
SKINNER AND HUNTER.

Remnant Sale

You will find here many splendid values in cotton and wool remnants. This is the clearing up time and we have come across a quantity of short lengths that it will pay you to investigate. The prices are far below their real value.

Specials for the Balance of the Week

Today and tomorrow we will have on sale the following:

Parasols that sold for $1.50 to $5.00
Special at 75c to $2.50

Summer goods that sold for 25c to 50c yard.
Special at 15c yd.

36 inch linen lawn worth up to 40c yd
Special at 27c yd.

45 inch Pinene lawn worth up to 40c yd
Special at 15c yd.

Neckwear worth up to 25c each.
Special at 10c.

Only Two Days More of the Corset Demonstration

Many women have atended our front laced corset demonstration during the last ten days. We have sold a greater number than we hoped to. Asheville women like nice goods, and that is the reason why we have done so well with these corsets. Now there are only two more days that the expert fitter will be with us—so call in today or tomorrow sure.

Gossard Corsets sell for $5.00 and upwards. The L' Irresistable Lace front Corsets sell for $16.50 to $40.00.

Bon Marche | Bon Marche | Bon Marche

Pretty Handkerchiefs, Nobby Belts, Tourist Ruching

"THE STORE OF MODERN WAYS"
INCORPORATED NONE PEERLESS BETTER DRY GOODS CO.
51 PATTON AVE. PHONE 336
ASHEVILLE N.C.

All Kinds of Veilings New Beltings and Ribbons of all Kinds

Me are just as busy as we can be
Marking and Selling New Fall Goods

We want the ladies to pay particular attention to our show windows as we will endeavor to make them as attractive as possible by showing the most Modern Merchandise ever brought to Asheville.

We Invite Your Inspection One and All

RED ROCK

Even among famous imported articles, *Red Rock Ginger Ale* is recognized as having established the highest standard ever attained in a pure, high-grade ginger ale. It is widely used by physicians, in sanitariums, and in homes where there is any form of indigestion. Try it and continue its use.

Red Rock Sirup Has Been Withdrawn

from all founts and bottling concerns. It is now manufactured and bottled exclusively by THE RED ROCK COMPANY, and sold only in pint and quart bottles, or 5c a glass from original packages. Call for Red Rock and identify the bottle crown or label before you drink.

Manufactured by THE RED ROCK COMPANY, Atlanta, Ga.

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MISS CRUISE
Manicuring and hair dressing Parlors
Electrical Facial and Scalp Treatment
Shampooing and Chiropody. Large line of hair goods and toilet articles Freckle Cream and Face Bleach guaranteed to remove freckles and tan.
21 Haywood st. Over Candy Kitchen.
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OPEN SATURDAYS 'TILL 9:30 P. M.
ELECTRIC PROCESS.
The HIGGASON STUDIO
No. 8 N. Pack Square.
Citizens Bank Building.

Auditorium
MONDAY, SEPT. 2
An evening of rare enjoyment with
Polk Miller
In story and songs of the old times down South.
Seat sale now open at Seawell's Drug Store.

ASHEVILLE BUSINESS COLLEGE.
Fall Term Begins Monday, September 2, 1907.
Special rates on Tuition and Books to all who enter on that day.
Call second floor Paragon, opposite post office.
H. S. SHOCKLEY, Principal

Shirriff's Cafe
16 Patton Avenue.
Being overstocked, at present, with Bell's High Class Chocolates, for a short while we will sell a pound for 25 cents. "Every pound guaranteed."
We serve the best of soda water drinks at our elegant soda fountain.

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