

SOCIETY

The tennis tournament which was to have been played at the Country club today has been postponed until Monday. The mixed foursome golf tournament begins this afternoon at the club and will run for several weeks.

Mrs. H. D. Luckett entertained with a bridge party last evening at her residence on Cumberland avenue. The house was effectively decorated with palms and carnations. The ladies' prize was an artistically hand-painted plaid, and the gentleman's prize a silver cigar cutter. Mrs. Luckett's guests were Mr. and Mrs. W. H. Penland, Mr. and Mrs. Charles E. Baird, Mr. and Mrs. A. W. Grimes, Mr. and Mrs. K. D. Baird, Mr. and Mrs. Eugene Hyde, Mrs. James H. Calne, Mrs. Morton, Miss Annie Penland, Miss Margaret Penland, Mr. Valentine and Mr. Luckett.

Mr. Carl Florio's piano recital Tuesday evening at the Y. M. C. A. is arousing much interest, and the seats are selling rapidly. Mr. Florio has arranged an unusually fine program, and the recital promises to be a musical treat. Mrs. O. C. Hamilton's numbers were not decided upon when the program was published, and are given in this issue:
1. (a) Scene and Aria from Faust
Bijou song from Faust.
2. (a) Lovely Spring, W. Coenen
(b) He Came, Robert France
The concert will begin at 8.30 Tuesday evening. The list of patrons for the occasion has not been completed and will be given in a later issue.

The meeting of the Thursday Bridge club was held yesterday afternoon at the residence of Mrs. J. W. Faucette, instead of on Thursday. The next meeting will be held at the residence of Mrs. W. H. Penland.

Mrs. William C. Hudson will entertain next week for her house guest, Mrs. McGirk, of Pennsylvania, with a series of informal bridge parties at her residence on Chestnut street.

Announcement is made of the marriage of Miss Enes Cuzachs Phelps and Mr. William G. Crenshaw, Jr., which occurred in Knoxville, Tenn., March 3rd.

The Saturday Music club meets this afternoon at 5.30 at the K. of P. hall on South Main street and an interesting folk song program will be given. Mrs. R. F. Campbell will be hostess of the meeting this afternoon. Members of the club are requested to bring a contribution of fifty cents, toward defraying the expense of having the yearly programs printed.

The Dramatic club of Converse college at Spartanburg, will produce "In Dixie," Mrs. Mary C. Robinson's popular play, Monday evening at the college, and anticipate an unusual success. The young people have been rehearsing for several weeks, and have staged the drama carefully. It is probable that several of the Converse graduates will go down Monday to witness the play, returning to Asheville Tuesday.

The Asheville High school has the further distinction of having led all the city schools last month in attendance. The half holiday won recently by the several grades was therefore doubly enjoyed.

The Saturday afternoon whist club will meet this afternoon with Mrs. Graham Webb at her residence on Fanola street.

There will be a directors' meeting of the Associated Charities Tuesday, March 9th, at the Y. M. C. A., at 4 o'clock.

The Jenny Wrens met yesterday at little Miss Anna Hawthorne's, and decided to have their sale at Sewell's pharmacy. In about two weeks the children will put on sale about a hundred articles, all of which were made by their small fingers. The proceeds of the sale will be used to help a poor family, and to purchase books for the club. The next meeting will be at the home of little Miss Carrie Bowles.

Miss Fannie Wheeler entertained very informally yesterday afternoon with bridge. Miss Wheeler's guests were Miss Wilhelmina Bauer, Miss Sarah Gossett, Miss Mary Stikeleather, Miss Adelaide Loughran, Miss Lillian Weaver, Miss Jessie Stikeleather, Miss Katherine Mason and Miss Lalage Oates.

Little Miss Martha Webster celebrated the sixth anniversary of her birth at her home on South Main street Thursday afternoon. The house was attractively decorated with flags and bunting and the national colors were used to great advantage in the scheme of decoration. The birthday cake was covered with tiny silk flags and the candles were red, white and blue. A large paper cake contained the souvenirs and each girl was given a celluloid doll daintily dressed in red, white and blue, and the boys were given kites, while each guest was given a tiny silk flag. Little Miss Webster was the recipient of many pretty presents from her guests. Among those present were: Lucile Adams, Cornelia Adams, Elizabeth Mears, Eugenia Mears, Helen Hawthorne, Caroline Brown, Hortense Robertson, Margaret Robertson, Dorothy Westall, Henrietta Briggs, Pauline Patterson, Mary Pegram, Mary Webster, Geneva Connell, Mason Wiley, Harold Mears, McKe Alexander and Arnold Alexander.

The tennis tournaments at the Battery Park hotel, which are being arranged for the season, have aroused much interest among the young people and a number of prominent players have signified their intention of entering. The weather, also the preparation of the tennis court, which will be put in order, will necessitate the postponing of the tournaments for a short period. Invitations for the tournament will shortly be issued.

The children of the Hebrew Sunday school had a Purim party yesterday afternoon at the residence of Mrs. L. Blomberg, on Woodfin street. The children played a great number of games in which their elders, the several teachers of the Sunday school joined. Refreshments were served, and the children had a generally good time. A pretty incident of the afternoon was the presenting of presents by the children to the superintendent, Miss Long, and to Mrs. Sally Zagier. Little Edna gave to Miss Long, in the name of the children, a beautiful gold brooch with a flower made of baroque pearls, wishing her health and happiness. Little Sylvia Samuels presented to Mrs. Zagier a handsome rose hatpin. There were forty children present.

A large number of Asheville people attended the thirty-fourth annual debate of the Delphian Literary society of Weaverville college, which was held in the college auditorium last evening. The question, "Resolved, That the United States should establish a national park in the Appalachian mountains," was ably discussed by both sides and decided in favor of the negative. The affirmative was represented by Messrs. L. B. Beam and S. W. Marr and the negative by Messrs. A. A. Lotspeich and E. B. Clapp. An oration was delivered by Mr. C. P. Allison and declamations by Messrs. Monroe Roberts and Veronica Brittain. President I. E. Weaver presided. The judges were Mr. Laffey Reeves, Rev. T. E. Smith and Mr. J. J. Reagan. Music for the occasion was furnished by Mr. M. A. Yost, Miss Bonnie Reagan, Miss Susie Hunter and Messrs. Marion and William Yost and Fred Brown.

PERSONAL

Mr. and Mrs. S. I. Blomberg left yesterday for Washington, Baltimore and New York and will be away for two weeks or longer.

Mrs. A. B. Hager has returned to Norfolk, Va., after a several weeks' stay with Miss Mattie Harris on Church street.

Mr. D. McNair left yesterday for Detroit, Mich.

Mrs. P. H. Branch left yesterday for Buffalo, N. Y.

Mr. and Mrs. Phillips left yesterday for their new home in Cincinnati, after spending several weeks at the Battery Park hotel.

Miss F. M. Hewitt of Virginia is the guest of her brother Mr. F. R. Hewitt on Montford avenue.

Mr. and Mrs. J. L. Phillips have returned from an extended visit with friends in Knoxville.

Mr. and Mrs. Thomas Foreman, who have spent several weeks in the city left yesterday for Cincinnati.

Mrs. Thomas E. Smiley of Weaverville underwent an operation at the Meriwether hospital yesterday morning and is improving.

Mr. J. W. McCullough of Virginia is spending several days with friends in the city.

Mr. S. G. Miller of Nashville, Tenn., arrived yesterday and will spend a few days with friends here.

Mr. Joseph Hummel of St. Louis is here for a few days.

Mr. Guy V. Roberts of Marshall is spending several days in town with friends.

Mr. H. C. Frick of Pittsburg is registered at the Berkeley hotel.

Mr. Clark R. Davis of Columbus, Ohio, is registered at the Berkeley.

Mr. R. B. Calhoun of Bristol, Tenn., is here for a short stay with friends.

Mr. C. T. Swain of Baltimore is the guest of friends here for a few days.

Mr. E. N. Cheney of Old Fort was in Asheville, the guest of friends, yesterday.

Mr. W. H. Elliott of Richmond, Va., is here for a short business trip.

Mr. A. G. Dewees of Murphy is spending a few days here on business. Mr. Dewees was the secretary of the republican executive committee for the tenth congressional district in the recent campaign.

Miss Edna E. Moseley of Clarksville, Tenn., arrived yesterday and will spend several days with friends in the city.

Mr. Clarence A. Smith of High Point spent yesterday with friends here.

Mr. G. Marzel has returned to his home in Canton after spending a few days here.

Mr. F. M. Beadley of Old Fort is here for a few days on business.

Mr. George Brower of Brooklyn, N. Y., is the guest of Mr. and Mrs. Charles S. Jordan at their residence on Montford avenue.

Mrs. J. M. Gudeger, Jr., who has been the guest of Mrs. J. W. Lazenby in Washington for several months, returns Tuesday.

Dr. William O'Gorman and Miss O'Gorman of New York are guests at Elbemar, Victoria.

Mrs. Frank Park of Jefferson City, Tenn., is the guest of Mrs. Thomas Harrison on Starnes avenue.

Mr. and Mrs. Edwin Gibson of Detroit who have been the guests of Mr. and Mrs. Locke Craig at their residence on Montford avenue, have returned to their home.

Miss Louise Blake of New York is spending several weeks at Elbemar, Victoria.

Mr. William Redwood will leave for Baltimore Tuesday to visit Mrs. Redwood who is visiting relatives in that city.

Mr. and Mrs. J. W. Tioff of Marlon are expected within several days and will be the guests of Mr. and Mrs. Locke Craig for a few days.

Mr. M. F. Gravelly of Columbia is in the city for a short stay on business.

Mr. Frederick Kimball of Louisville is spending a few days in the city.

Mr. E. E. Houston of Birmingham is in the city for several days.

Mr. and Mrs. Thomas Fannon of Detroit are spending a few weeks in the city.

Mr. and Mrs. T. O. Hamlin will return to Rochester, N. Y., in a few days after a short stay in the city.

Mr. G. H. Boyd of Charlotte is in town on business.

Miss Marion Gray has returned to her home in Raleigh after a visit of several weeks in the city with relatives.

Dr. S. Westray Battle left yesterday for Chapel Hill to visit his son, and from there he will go to Edgecomb for a several days visit with his father.

Mr. Thomas Day Brohan after a week's visit to his mother in Victoria has returned to South Carolina accompanied by his brother, Mr. J. P. Brohan.

Miss Michael of Rochester, N. Y., is a guest at the Battery Park hotel.

Mr. Allan McClean of Buffalo, N. Y., is a visitor to Asheville.

Mrs. E. M. Backus of Sapphire is spending a few days in the city.

Mrs. Howard DeBols of Brooklyn, N. Y., is in Asheville for a short stay and is a guest at the Battery Park hotel.

Mr. Peter Yates of Greensboro is in town for a few days.

Mr. Matt Singleton Brohan has accepted a position with the American National Bank.

NIGHT PUBLICITY.

Night publicity is the utilization of the idea that trade follows the light; and "the better the light, the more business."

It depends for its success upon the natural law that causes things and people to turn toward the light. It depends also upon the production of incandescent lamps, without which could be had very little effective outdoor illumination.

With a few incandescent lamps and a little current we can now cause the front of a store to blossom with light; brilliant, attractive and compelling. We can force attention by utilizing sharp contrast between light and darkness; a thing possible only at night. We can take a dark street, provided it is fairly accessible, and make it a popular and populous night thoroughfare; and it is neither difficult nor very expensive. We need only string it with electric signs, outline some of the store windows with incandescent lamps, equip a few of the signs with flashes—in short, light it up. People will then come there by the thousand, where formerly they shunned the street because it was dark.

How many people would go to an amusement park unless it were well lit—nay, lavishly lit? No one but thieves and cut-throats, who love the dark. Light is cheerful and winning. It is natural to go down a lighted street in preference to a dark one, to go into a bright store instead of a dim one, and to buy goods that are shown to the best advantage, under the best light.

Effective night publicity may be of many forms. There may be an electric sign of the transparency class, costing a dollar a week; or there may be a regular lamp sign of any desired size, having any number of lamps, and costing accordingly; or there may be a changeable letter sign, so arranged across the store front as to burn "its messages"—any message desired—into the minds of all who see it. The latter sign is changed once a week, and can be used to advertise special sales, unusual bargains, and offerings of that nature. Then there is outline; the placing of rows of incandescent lights around the windows, along the top and corners of the building or around the edge of a sign. Last, but not least, there is the huge bill-board with its painting or lithographed poster, so arranged that a hood along the upper edge reflects the light from a row of incandescent throwing it directly on the design or type, and so making it stand out boldly in the surrounding darkness, the objective of thousands of pairs of eyes that never notice it by day.

Does it all pay? As well ask: Does it pay to advertise at all?

Of course it pays. Compared in equal terms with other advertising it has much to recommend it. It gives very large display, in a conspicuous position, is seen by many thousands of people, and its cost is low.

You rent a bill board, or put up a sign on your store-front, and outline it with incandescent lights. The space is anywhere from five square feet upward; the number of people seeing it includes pretty much everybody on the street from dawn till midnight; and the cost may range from fifty cents to five dollars per day. You might pay less, or more, according to the size of the sign, the number of lights, the hours of burning, and the location.

Looking at it from the standpoint of cool reasoning, night publicity is a good business proposition—Exchange.

There is Only One "BROMO QUININE." That is LAXATIVE BROMO QUININE. Look for the signature of E. W. GROVE. Used the World over to Cure a Cold in One Day. 25c.

Sour Stomach Indigestion-Kodol

There are so many of these disagreeable symptoms—"heartburn", belching of foul gases, bloating, pain in pit of the stomach, headache, etc.—all meaning indigestion. And indigestion always means dyspepsia—sourness or later—if the indigestion is not rectified, Kodol can't help but relieve indigestion. It stops all the aggravating symptoms, at once, by fully digesting all food, just as fast as you eat it. Kodol thus helps Nature to effect a complete cure.

Our Guarantee. Get a dollar bottle of Kodol. If you are not benefited—the druggist will once return your money. Don't hesitate; our druggist will sell you Kodol on these terms. The dollar bottle contains 25 times as much as the 5c bottle. Kodol is prepared in the laboratories of E. C. DeWitt & Co., Chicago.

La Grecque Corsets... For every type of figure. GREENE & CO., 19 Church Street.

LADIES The Wade Corset is an artistic creation built on a principle which elevates it into a class exclusively its own. An assortment of these beautiful models may be seen this week at Miss Moore's Art Store, 52 Patton Avenue.

Citizen Want Ads Bring Results.

Sauce in Variety

Many kinds of sauces to suit the varied tastes of the cosmopolitan patrons of this shop. Lea & Perrin's Diamond Worcester, Heinz's Mandalay Sauce, Snyder's Chili Sauce, Snyder's Oyster Cocktail Sauce, Red Snapper Sauce and Tobacco.

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High Art



Looks right when you buy it, and stays right after you wear it.

Just opened, a great line of novelties for '09 made by the best tailors this big concern is able to employ.

Our stock includes the much wanted worsteds in broad, medium, narrow, and clustered stripes, as well as a score of other exclusive and refined patterns.

The lapels are just the right depth, the back exactly the right curve, the shoulders the proper slope, etc.

It is not extreme in any way but has an individuality bound to appeal to particular dressers.

Great appearance for a modest investment, the extremes of cost being \$12.50 and \$25, and you get your money's worth every time, every time.

H. Redwood & Co.

BUTTER.

The fancy creamery kind, the kind you pay 40c and 42c per pound for when made in Illinois instead of her. The express company gets the difference.

Asheville Pure Milk Co. East Walnut St., Phone 554.

The Asheville School of Music and Dramatic Art

THE AUDITORIUM Phone 544

AUDITORIUM

Tuesday Night, March 9.

RUSSELL H. CONWELL

Will deliver one of his famous

Lectures

Conwell is the most popular lecturer in the world.

Admission to all parts of the house, 50 cents. No reserved seats. Tickets on sale at the box office night of the lecture.

Bon Marche

Children's Dresses in Gingham and Lawns

It is not necessary for you mothers to bother about having dresses made for those children any more. We have a complete line of pretty colored gingham and white lawn dresses in all the sizes. They are neatly trimmed and it is hard to see how any one could make them so reasonable. Many ladies buy their entire supply from us. Why not join the ranks of the satisfied customers and purchase yours here.

The prices range from 50c on up to \$3.00 each. They are for children from 3 to 14 years old.

New Veilings in all Colors are Priced at 25c on Up

D. R. McKINNON

7 Pall & Avenue (Over Redwood's Store)

Ladies and Gentlemen's TAILOR

WE SELL

Shuttles, Bobbins, Needles, etc. for all makes of sewing machines. Agents for "The White."

Beaumont Furniture Co., 27 S. Main St. Phone 1002

THERE IS NO WAITING

to be served at our place—that is a feature with us just the same as serving only the very best in the eating line. If you haven't been eating with us, all we ask is a call.

NEW YORK LUNCH ROOM
11 South Main St.

MISS CRUISE,
25 Haywood Street. Phone 16.

Spring Opening of Imported Models and Tailored Hats

Wednesday, March 3rd

M. WEBB CO.

Asheville, N. C. 6 Battery Park Place.

THE STORE OF MODERN WAYS

INCORPORATED NONE

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51 PATTON AVE. BETTER QUALITY GOODS. PHONE 336

ASHEVILLE, N.C.

New Cotton Goods Large Assortment

Galatea, Pervales, Gingham, Chambrays, Poplins, Crepons, Colored Lawns, Colored Batistes, Striped Lisle Tissues, etc. Let us show you our pretty line of Wash Goods and White Goods.

New Silk Coats of attractive designs

We display a handsome line of new silk coats suitable as light wraps in the warm days sure to come now and then in Spring. There are taffeta, ottoman, and lace coats; self, braid and lace trimmed; black and tan colors; semi-fitted and the very loose kind; 3/4 and 5/8 lengths; Prices \$10.00 to \$37.50

It will well repay you to stop in and see these coats. They are good value as well as good style.

M. V. MOORE

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