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Graceful Street Oxfords

Those which, by reason of their smart lines, add so to Lady's Fall costume.

Brown and Black Calf and Norwegian Calf in a choice of low, broad or Cuban heels.

Plain Brogue and Semi-Brogue effects.

\$6 \$8 \$10.

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- No. 3.—1 Quart White Paint, 1st grade and 3-inch Paint Brush.
- No. 4.—1 16-inch Ounce Scrub Mop and Handle Complete.
- No. 5.—1 Pink Black Auto Enamel and Sand Paper Finishing Brush for same.
- No. 6.—10-lb. Automobile Soap and Sponge.
- No. 7.—1 Good 4-inch Wall Brush, \$1.35 value.

\$1.00 DISCOUNT ON EVERY \$10.00 CASH PURCHASE
FRIDAY, DOLLAR DAY

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PAINT & CHEMICAL CO.
PAINTS, VARNISHES, BRUSHES
AND ARTISTS' MATERIALS

Corner Broadway and Walnut Artist Materials
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ENGINEERS SEE STORAGE AS SOLUTION TO WATER SHORTAGE

Major Warren E. Hall, District Engineer U. S. and N. C. Surveys, Calls Attention to Crisis Passed Through and Outlines Method by Which Drought Will Cease to Cause Harm to City or Industries.

Although the rainfall experienced in the Asheville section has at least temporarily broken the long drought, the amount of water added to mountain streams has not been large enough to cause manufacturing plants dependent upon electricity, and, in fact, all users of current in Western North Carolina, to lose sight of the fact that steps must be taken in the future to alter conditions which in repeated dry seasons, bring hardships through lowered stream flow.

That the answer both to Asheville's water supply problem and that of manufacturing plants of this territory can be summed up in the one word, "storage," is the contention of Major Warren E. Hall, District Engineer for the United States and North Carolina Geological and Economic Surveys, who cites the advice given by Colonel Joseph Hyde Pratt, Director of the State Survey.

A summary of the situation in Western North Carolina and a sane solution of the water shortage problem is given by Major Hall as follows:
"We have just been passing through one of the greatest droughts which has visited Western North Carolina since 1904. Water powers and city supplies have suffered extremely for several weeks. Many plants have shut down either because there was not enough hydro-electric power to run them or because there was not enough water to supply industrial demands. A modern big steam plant needs almost as much water for condensing purposes as a moderately sized water power plant.

The question is: Does the dry season give our streams a black eye to water power industries in this section? It does not, for two reasons: First, all other sections of the country are subject to dry seasons as much or even more than

we are; second, there is a simple remedy for low water in these mountains. This remedy may be expressed in one word, and that is—storage.
"Practically all of our streams have large valleys toward their headwaters. This is especially true in Western North Carolina where streams first rise on lofty mountains and gather into main streams in the valleys. These valleys are frequently wide and relatively flat because they are on the plateaus which are set 2,000 feet or more above sea level. The streams must first travel the flat valleys before beginning their precipitous drop to the sea.

"The big powers are located below the valleys. In many of the valleys such as the French Broad above Asheville, and the Hiwassee above Murphy, are so designed by Nature that relatively low dams across them at certain points would create great storage lakes by stopping and holding all the surplus water for future use.

"It has been the dream of Colonel Joseph Hyde Pratt, Director of the State Geological Survey, to create such a reservoir in the great valley of the French Broad. A reservoir on this river above Broad could have relieved the water power shortage in this section very easily.

"Reservoirs on Asheville's fenced-in watersheds could have prevented the shortage of water which Asheville has just suffered. Bear in mind the fact that water which passes over the top of the dam is worthless. It is waste and Nature and intelligent man abhor waste. The water must pass through the pipes before it can become available to a City populace for drinking and washing purposes.

"When the flow in a stream becomes greater than the pipes can carry, it goes over the dam and is wasted. Asheville is supplied with hydro-electric power by two good plants on the French Broad River. These plants have recently been unable to run full blast because of lack of water. Yet during the past year many times over the amount of water necessary to keep all the plants running day and night has poured over the top of the dam and is gone—wasted. This is so because there is no chance to build sufficiently large storage reservoirs at the plant. The one and only solution is to build big reservoirs up in the valley.

"From Asheville down to the Tennessee line there is 714 feet fall in the French Broad River. If all that fall were developed today we could get only about 100,000 horsepower. But if in addition a great reservoir could be built in the valley above Asheville to catch water at all times to flood for, the power could probably be increased to 300,000 horsepower or perhaps more.

"If Asheville could build storage reservoirs on the water sheds which she now has fenced in, it is likely that she will still have a plentiful supply of water when the population increases to 100,000.

"Storage and then more storage is a lesson which the United States and North Carolina Geological Surveys are preaching all the time. Until the truth is driven home and put into practice, Western North Carolina will not have come into her own.

"As a matter of fact, the time is coming when Tennessee is going to have to beg Western North Carolina to build reservoirs so that the Tennessee River will have sufficient water at all times to float her boats and furnish power. Ask Colonel Pratt. He will tell you what storage means."

MRS. BENNETT ILL
Mrs. P. R. Bennett, of Bryson City, who underwent an operation at French Broad Hospital last Saturday, is resting nicely.

"THE BIG HOME STORE—WITH THE LITTLE PRICES"

The RACKET STORE

YOUR DOLLAR WILL HAVE MORE "SENSE" HERE TODAY

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EXTRA SPECIAL

Ladies' Kid Gloves, in tan, grey and black, a genuine \$2.00 value, per pair

EXTRA SPECIAL

MEN'S PAJAMAS made of extra fine Nainsook material, \$1.95 value, per suit

Ladies' Waists

Fine quality velvets and pongee materials, in white, black and tan, each (2nd Floor)

Yard Goods

4 yards 36 inch Indian Head for \$1
3 yards 36 inch Black Satine for \$1
1 yard 32 inch Corduroy, in rose, lavender, blue and other colors \$1
7 yards best quality 36 inch Sheetting \$1
2 yards 32 inch Silk Madras Shirting, plain and fancy stripes \$1
2 1/2 yards 32 inch Solsette, all leading colors \$1
3 yards 40 inch Mother's Pride Nainsook \$1

Alarm Clocks

Extra good time-keepers, well worth \$1.50. "Dollar Day" Special (Basement)

Come! All Ye Bargain Seekers!

THERE'S a wealth of great savings in store for those who come early today! In every nook and corner of this big store there may be found many unusual values such as are only offered twice a year by us. It's to your advantage to be here early!

Felt Bed Room Slippers

All wool Felt, with ribbon trimming, in many colors, pair (Main Floor)

Ready-to-Wear

A "DOLLAR" SPENT ON THE 2ND FLOOR BUYS WONDER VALUES

One lot of Children's and Misses' Velvets and Felt Hats, all new Fall models, assorted colors, of \$1.25 to \$2.50 values, your choice, each \$1
One lot of Ladies' Felt and Velvet Hats, all colors, in trimmed and untrimmed models, of \$1.50 to \$4.00 values, each \$1

EXTRAORDINARY

On your purchase of any Dress, Suit, Coat, Sweater, Hat, etc., in our Ladies' Ready-to-Wear Dept. on "Dollar Day," Friday, that amounts to \$10.00 or over, we will deduct from the total purchase price the amount of \$1

Oil Cloth

Best quality, all colors, 3 yards for (Basement)

Groceries

5 lb. can "Davis" Baking Powder for \$1
24 cakes "Octagon" Soap, for \$1
24 lbs. Sack "Purity" Flour, for \$1
5 medium size cans "Heinz" Tomato Soup for \$1
5 jars Peanut Butter for \$1
5 half pound cans Runkel's Cocoa, for \$1
10 cans "Old Dutch" Cleanser for \$1
5 bottles "Heinz" 7 oz. India Relish for \$1

Housewares

1 pair fancy decorated Vases for \$1
1 Mahogany Finish Glass Top Tray and 1 Fancy Nut Bowl, all for \$1
1 two gal. Enamel Tea Kettle and 1-2 gal Enamel Coffee Pot for \$1
1 Enamel Double Boiler and one 1-2 gal. Coffee Pot for \$1

Women's Bloomers

Extra good quality, in all sizes, "Dollar Day" Special, pair (Main Floor)

Ladies' Hand Bags

Real leather Bags in many styles, special for "Dollar Day," each (Main Floor)

Men's Oxfords

Sport Oxfords of white, black or tan. Just 50 pairs to sell, at pair (Main Floor)

Local Druggists

Guarantee Rheuma For Rheumatism

What chance does any sufferer take when Rheuma is guaranteed to banish rheumatism, lumbago, gout and kidney ailments, or money back?
Why not investigate this offer? Talk to Smith's Drug Store about it. Rheuma must drive rheumatic poison from the system, bring swollen joints back to normal and relieve all agony, or it costs nothing.
People so crippled with rheumatism that they could not walk have been absolutely freed from the iron grasp of the demon, rheumatism, with the Rheuma treatment. A few hours after the first dose Rheuma begins to dissolve the uric acid and drive it from the body through the natural channels. Everybody can afford Rheuma—it's not expensive, and money back if not entirely satisfied.—Adv't.

The Famous BILTMORE CREAM

Is Standard at our fountain. We serve Biltmore Ice Cream in All Ice Cream drinks and Biltmore Milk and Cream in all milk and cream drinks.

Walker's Fountain

Is Where YOU Should Go When Thirsty.

And we challenge Anyone to show a Cleaner equipment.

Walker's DRUG STORE
Cor. Haywood & College
Phone 183 or 132.

Florida Banker Is Given Poor Initial Impression of City

Asheville and the Land of the Sky make varying impressions upon visitors, and usually they are all pleasant.
Not so with the initial impression gained by J. H. Sadler, prominent banker of Oakland, Florida, who had hardly been in the Mountain Metropolis 10 minutes before he was relieved of \$420 in cash yesterday afternoon.
According to the report brought to The Citizen by W. M. Glenn, Editor and Publisher of the Morning Sentinel, Mr. Sadler had stopped at the Southern station upon arrival to send a check. Tricking his wallet from his pocket, he paid for the noon-as- turned the well-filled pocketbook

to its usual resting place, as he thought. Upon feeling for it a very short time afterward, however, it was gone. Mr. Glenn, who knew the banker, was glad to loan him an amount of money sufficient to tide him over until the Oakland citizen can secure funds from home.

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Central Hardware Company
21 Biltmore Ave.

The man with a cellar full of M. & W. Coal has a reason for his feeling of security and satisfaction. He knows that M. & W. is the "Best in the End" Fuel.

ORDER TODAY

The Carolina Coal and Ice Co.
50 Patton Ave. 'Phone 130.

Dollar Day Specials

at the **Oriental Shop**

—Big Display of Bargains—
Filet Lace, Irish Lace, Maderia Center Pieces, Etc.

Richard K. Maloof
Fine Oriental Rugs and Carpets
40 Haywood St.

"DOLLAR DAY"

"One should be able to pick up some good bargains on "Dollar Day."

We believe it's a good thing. We will not have our goods marked at "Very Special" prices on that day but come in and see if your dollar will not purchase a full dollar's worth.

Asheville's Electrical Dept. Store.

Piedmont ELECTRIC CO.
64 Patton Ave. Phone 473 Opp. P. O.

The Ivory and Blue Shop

Offers Dollar Day Opportunities Galore!

The First Twenty-six visitors will be given the opportunity to purchase for ONE DOLLAR their selection from twenty-six garments, dresses in French Gingham, Ratine and Dotted Swiss, and Silk Skirts.

ONE DOLLAR EACH— and but ONE to a customer

All Fall Frocks at a reduction of One Dollar on every FIVE from the marked price.

A. L. Price
63 Haywood Street