

Alexander's Promart

Know Your Brevard Merchants Series

New Home Center Store Opened In College Shopping Center

Do-It-Yourself Supply Center

A new store, Alexander's Promart Home Center, opened in Brevard last week. It is located in the Brevard College Shopping Center, in the space formerly occupied by the Sears store.

The new business is the latest of some 1500 "Pro" stores, called "Pro Hardware" stores, which are located all over the country; but this is the first in the southeast. The "Promart" is a new idea which departs from the strictly "hardware" label of the other stores.

The Brevard Promart is stocked to appeal to the do-it-yourself homeowner, with products for the care and improvement of the home. It specializes in paint lighting fixtures and wall covering.

It has a complete line of indoor and outdoor paints and stains, a stock of a large number of styles of ceiling and outdoor light fixtures, and sells over two dozen lines of wall covering. These include the products of over two dozen lines with a thousand patterns of wall paper, the new softwall coverings, Spanish cork, and the popular vinyl.

For the do-it-yourself man, the store features self-adhesive wall coverings. For those who want professional work, the store has an expert paperhanger on call.

The store also stocks a line of tools and general hardware for the handyman and professional, plus appliances and a complete lawn and garden shop.

For Professionals Too

With a very large stock of

When you think of prescriptions, think of VARNER'S adv.



NEW HOME CENTER — Steven Alexander is shown in the paint section of the new Alexander's Promart Home Center which opened last week in the Brevard College Shopping Center, in the quarters formerly occupied by Sears. The new store specializes in do-it-your-

self home improvement materials but also offers professional service in wall coverings, painting, and outdoor light fixtures. Mr. Alexander also owns the General Pro Store in Etowah where he lives with his wife, Linda, and three children.

(Times Staff Photo)

paints, the new store will cater to both homeowner and professional painters as it will to both handymen and professional paperhangers.

Says Steven Alexander, the store owner: "We are very anxious to serve the professional painter and paperhanger too. And we're completely equipped to do it."

"People in this line of work are invited to stop in and discuss their plans and needs. We will be glad to work with them. We can handle large orders in paint—in the hundreds of gallons as well as in the gallon or so for the handyman. We can also handle any size order in wall coverings."

"As a part of our departure

from the "Pro Hardware" store concept, the Promart will be a heavily promoted store," says Mr. Alexander. "We will advertise widely in order to acquaint both the do-it-yourself man and the professional as to what we have to offer."

Visit Invited

"Our stock of appliances will increase as time goes on," says Mr. Alexander. "And we'd like the public to know that we will install anything we sell. Also, all our products will be fully guaranteed."

The new store will be open six days a week. Business hours will be 9:00 a.m. to 6:30 four days, and 9:00 a.m. to 9:00 p.m. on Thursdays and Fridays.

"Everyone is welcome to stop in and see what we have, says Mr. Alexander. "We believe they'll be pleased with the service we offer."

The store will be operated by Mr. Alexander and his wife Linda, who is in charge of a cloth department. This department will feature low cost and high value in a wide variety of fabrics.

Mrs. Jo Ann Martin will also work in the new store as saleswoman.

Asheville Native

A former store manager for the W. T. Grant Co. in the Los Angeles area for seven years, Steven Alexander was born in Asheville as was his wife Linda. The couple have three children and live at Etowah where they also own the General Pro Store. This business handles low paints, hardware and sporting goods, and has been in operation there for the past year.

The Alexanders attend the Etowah Presbyterian Church.



Girl Scouts To Hold Cookie Rally Saturday

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ruary 12th. These ordered cookies should arrive around March 1st.

This year there are five varieties of cookies available: assorted sandwich, mint, butter flavored shorties, peanut butter, and pecanettes.

There are 23 Girl Scout troops in Transylvania County including Brownies (second and third graders); Juniors (fourth, fifth, and sixth graders); Cadettes (seventh, eighth, and ninth graders); and Seniors (high school age).

The Transylvania Girl Scouts are under the direction of the Pisgah Girl Scout Council, Inc., with offices in Asheville.

For each box of cookies sold, the local troop receives 5c per box profit to finance troop activities. The balance of the profit is used by the Council to maintain and improve camp properties, particularly Camp Pisgah. Profits are also used to purchase camping equipment for use in troop camps and for day camps.

United Funds do not provide money for these purposes, so it is important that the Scouts sell lots of cookies.

Mrs. John Prugh is the Transylvania County Cookie Chairman for this year, and she urges everyone to help the Girl Scouts in this project.

When in need of job printing call The Transylvania Times.

TRY TIMES WANT ADS

Z. I. Henderson Buried Tuesday

Services were held Tuesday in Oak Grove Baptist church in the Quebec section for Rev. Zachariah Isaac Henderson, 90, of Greenville, S. C., who died Sunday.

The Revs. Roger Cox, W. J. Jordan and Boyce Whitman officiated. Burial was in the church cemetery.

A native of Transylvania County and a son of the late G. W. and Millie Peek Henderson, he was a retired Baptist minister and a member of Summit View Baptist Church, which he founded. He had pastored churches in both North and South Carolina for many years.

Surviving are a brother, Charlie of Quebec; two daughters, Mrs. Woodfin Miller of Greenville and Mrs. Dewitt Satterfield of Easley, S. C.; four

Smoker Says



Put your warming fires out—DEAD OUT!

sons, George of Greenville, Sam of Six Mile, S. C.; Paul of Liberty, S. C. and Clyde of Clemson; 16 grandchildren and 19 great-grandchildren.

When you think of prescriptions, think of VARNER'S adv.

Attention Club Reporters

The deadline for news for the Society pages and the pages of News for the Women is 4:00 o'clock on Monday afternoon.

Copy should be typed and on sheets, size 8 1/2 x 11. It should also be double spaced.

The Society Editor will edit and headline the copy.

Please contact us for any further information, and we want to assure you that it is a pleasure to work with you in publicizing the activities of your club.

The Editor

TRY THE TIMES CLASSIFIEDS

MIX OR MATCH FRONTS OR REARS

4 PLY NYLON CORD TIRES

PRICES CUT ALL-WEATHER IV REGULAR TIRES

\$11

- Clean sidewall design, radial darts on shoulder
- Triple-tempered nylon cord construction
- 5-running ribs with saw-tooth stopping edges

ANY OF THESE LARGER SIZES 7.75 x 14 • 7.75 x 15 • 8.25 x 14

\$17 ONE LOW PRICE Blackwall tubeless plus \$2.12 to \$2.29 Fed. Ex. Tax per tire (depending on size) and four old tires Whitewalls \$3.00 more each



SURE-GRIP IV SNOW TIRES At everyday low prices

\$15.95

- Triple-tempered nylon cord construction
- Double shoulder cleats for grip and go
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SIZE	FITS	Tubeless Blackwall Price	Plus Fed. Ex. Tax and Old Tire
6.00 x 13	—	\$15.95	\$1.61
7.00 x 13	—	\$16.95	\$1.95
8.25 x 14	C-78-14	\$18.95	\$1.95
5.80 x 15	—	\$16.95	\$1.73
7.35 x 14	E-78-14	\$20.29	\$2.00
7.75 x 14	F-78-14	\$23.49	\$2.12
7.75 x 15	F-78-15	\$23.95	\$2.13
8.25 x 14	G-78-14	\$24.40	\$2.29
8.25 x 15	G-78-15	\$24.95	\$2.34
8.55 x 14	H-78-14	\$26.95	\$2.57
8.55 x 15	H-78-15	\$28.95	\$2.80

HURRY! BUY NOW. OFFER ENDS SAT. NIGHT

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USE OUR RAIN CHECK PROGRAM! Because of continued heavy demand for Goodyear tires, we may run out of some sizes during this offer, but we will be happy to order your size tire at the advertised price and issue you a rain check for future delivery of the merchandise.

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\$7.50

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At this one low price our specialists will perform the following services:

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Your cooperation in this matter will be greatly appreciated.

We are constantly receiving notices from the Post Office Department concerning second-class mail which is not deliverable, due to incorrect or insufficient address. Since each of these notices costs The Transylvania Times ten cents, within a short time it amounts to a needless expenditure of a considerable sum of money.

We are, therefore, requesting individual subscribers, when making a change of address, to notify us immediately, giving both the old and new address. Thank you!