

Progressive Business Firms of Sylva

JACKSON CHEVROLET CO.

The Jackson Chevrolet Company has justly earned its reputation as being the leader in the local motor world. This reputation has come to them through the cars they sell, the repair jobs they turn out and the manner in which they live up to every promise they make. Whether it is an automobile you buy from them or only a quart of oil you are sure to get your money's worth. This firm is financially responsible and this materially adds to the strength of their guarantees. The Chevrolet has a national reputation, but in Jackson County the fact that a car has been purchased from David H. Brown means more than any promises any factory can make. This firm has proven to the people by their square dealing that anything bought from them is right and if there is an error anywhere it is of the head and not of the heart. They have outdistanced competition. What is the price of a Chevrolet coupe delivered here? Of the sedan? How many different models of Chevrolets do they sell?

THE PARIS DEPT. STORE

The department stores are the trade drawers in any town or city. In Sylva the name Simons stands at the very head in the mercantile world. If there is anything needed for the family he has it. There is another feature to this store and this is the slogan of the square deal, this is a same priced store and the goods that are sold you are never shoddy or shelf-worn. Mr. Simons knows the mercantile business having made a life work of it and his dealings with the people of this section have been such that the name The Paris is a guarantee that the goods within are of the very best quality. This store means much to Sylva because of the manner in which those who trade there are treated. They come into the store as a customer and out as a friend. Mr. Simons is always there to see that his friends get service, fair prices and good goods. How long has this store been there? What hosiery do they feature? What shoes are their leader?

SYLVA DEVELOPMENT CO., INC

When you enter the office of John Morris you not only go where you can buy an insurance policy but you enter an office where you will meet a friend and a man who is always doing his share to keep Sylva and Jackson County at the very forefront in the commercial world. Mr. Morris believes that the field of the insurance man is broader than just selling insurance. He feels that it is his duty to aid his fellowman both in a moral sense and in a business way. In fact it is this method which the real insurance man follows that is today placing this profession on the high plane it occupies. Mr. Morris represents only companies that are sound and whose standing in the financial world cannot be questioned. These are the things which have made him the very leader in the local insurance field. His broad mind and keen insight are responsible for his success in life. How long has he been identified in Jackson County? How long has he sold insurance? How many kinds of insurance does he sell? How many companies does he represent?

THE MAN STORE

The Man Store may well be called "The store with a conscience." Do unto others as you would have them do unto you has been the motto here since the store first began business. If an error is made it is of the head and not of the heart, and Mr. Cathey is always glad to make it right. He carries a select line of merchandise for men, all standard reputable brands, both for dress and for work days. The selection here is a large one so that every class of trade may be satisfied. His complete new line is ready for inspection. His prices are in line with your pocket book. The clothing bought here stands the test in texture and in wear. You are not taken advantage of in any manner or form. It pays to trade here because you are doing business with a neighbor who has both a heart and conscience. Who does the buying for his store? What men's suits does he feature? What shoes? What Shirts? What Hats?

GRADY'S CAFE

Cleanliness and service are the two things which have made Grady's Cafe the popular one in Sylva. Here you are not overcharged and you are served with the kind of food

that you get at home. When you sit at the counter here you find everything in apple pie order. You are met with a smile and the owner sees that your every want is looked after. You do not have to wait when you come here for your order. It is given attention at once. Mr. Crawford means much to Sylva because on the cafe the travelling public forms its opinion of the community. If prices are too high or if the cafe is not clean they go away displeased and the word is passed that your city is not a live one. The patrons of Grady are always well pleased and this means good advertisement for every one. If you are not a customer of this cafe now is a good time to try a meal there. Who owns this cafe? How long has he been in business here? What coffee does he use?

THE LYRIC THEATRE

The moving picture theatres are not only just places to pass an hour or two of pleasure. They are educational institutions. The people of Sylva are indebted to Mr. Perry Buchanan for having a theatre where the very best pictures are always shown. Parents know that they may send their children there without fear of their seeing something on the screen that is of a nature that would bend the twig the wrong way. Every show brought to the Lyric theatre is of a high type. The comedies are really funny and not of the slapstick kind. The feature pictures carry a lesson and are selected with utmost care so that the very best screen actors are seen and the plots not only entertaining but realistic. The prices are always in reach of the pocket book although the pictures are the high priced ones. Who is the favorite screen actor shown here? What picture will be shown on Monday and Tuesday? What company's pictures does the Lyric theatre show?

WOLFE CAFE

The cleanliness of the food, the excellency of the service and the personality of the owners have made the Wolfe Cafe a general favorite with all. Mr. Clark knows how to treat his customers in a way that makes him friends and brings them back to him. He has a winning manner, he knows how to prepare food that appeals to an appetite and his prices are right. Mr. Clark has made a success of his business through his own ability and by his own efforts. His business is increasing each week because the travelling public is learning that he has the best place in this section to get their lunches and their meals. But he is not dependent on this alone because the home folks also know how good his food is and how low his prices. How long has he been in this business? What coffee does he feature? What hours is this restaurant open?

JACKSON COUNTY BANK

Probably the strongest institution doing business in Jackson County is the Jackson County Bank. It is a state institution and has the interest of the people vitally at heart. M. D. Cowan, who is the local manager, has shown in many ways that this institution is at all times ready to do its share for this section. By his able business methods and his sterling character he has won for this bank a place in this community that it would be hard for another institution to fill. This bank is not too large to give personal attention to its customers and it is not too small to meet their every need. Customers of the Jackson County Bank realize that they are doing business with an institution able to give them as large a line of credit as they deserve. Depositors and stockholders know that their funds are safe with this bank. How long has Mr. Cowan been the local manager? When was it established? What were its resources on July 10, 1928?

ECKENROD'S STUDIO

Photography is a combination of science and art. The perfection of the work depends upon the man who does it. Just any one cannot make a good photograph. It has taken experience and knowledge to enable the Eckenrod Studio to turn out the realistic work they do. There is perhaps no place in North Carolina where a more exact likeness can be obtained than here. Mr. Eckenrod has devoted his brain and his energies exclusively to this work and as a result he is able today to please his customers as they can be at few places. It is a real pleasure to visit this studio

On this page are articles concerning the business houses of Sylva. At the conclusion of each article are three questions. To the reader of the Jackson County Journal who first brings to this office the correct answers to these questions, the following prizes will be given:

- First prize, beautiful hat box from the Paris Department Store
 - Second prize, Waterman's Ideal Fountain Pen, from Sylva Pharmacy
- There is no guess work, simply call on the business house mentioned and ask the question. They will be glad to give you the answers. The first who bring the answers are the winners.

as this man himself is one to whom friendship has a value. He is always ready to assist his fellowman and the golden rule is his creed. In his business dealing the big heart of Mr. Eckenrod is shown as well as in his private life. To be his customer is to be his friend. How long has Mr. Eckenrod been in this work? How long has he been located in Sylva? What does he charge for a dozen cabinet plates?

BUILDERS' SUPPLY & LBR. CO

The lumber men are the home builders of the Nation. On them depends the building programs of every community. In Sylva, Builders' Supply and Lumber Company are the lumber dealers who have and are serving the community in a manner that leaves nothing to be desired. They carry a large assortment of building materials and when you buy from them it is not necessary to check your bills for they send you the same grade they sell you and deliver every foot you buy. If an error is made it is of the head and not of the heart and this company stands ready to make it good. They have been the standby of the people here for a long time and when business is good they are the men that help to keep it prosperous and when times are dull they help their customers. It pays to trade with them for all in their line. How long have they been in the lumber business? What roofing do they handle? What cement do they recommend?

J. P. STOVALL'S FRUIT STORE

The fruit store of J. P. Stovall is one of the fixtures of Sylva that benefits everyone because it insures the public that they can at all times get the best and freshest that the fruit market affords. This store always carries a full stock and the fact that they buy in quantity lots enables Mr. Stovall to sell at a lower rate than do the stores that buy just a bunch of bananas or a box of oranges. He keeps in touch with the markets and is at all times prepared to serve his friends in a manner that few stores can. Mr. Stovall is always increasing his business as he gives service and never offers fruits that are decayed and not absolutely fresh. This store has become an integral part of Sylva. The owner is a wide awake business man and he numbers his friends by his acquaintances. He stands well in the business world and is a man whom every one appreciates socially. He always has his shoulder to the wheel for the progress of Sylva. How long has he been located here? What fruits does he sell? What other lines does he carry?

SYLVA PHARMACY

Honest dealing with the general public has made a business for the Sylva Pharmacy that is ever on the increase. In some businesses we find men changing from the gentleman to the money shark when they enter their store, but this is not true in this favorite drug store. Mr. H. L. Evans values the opinion of his fellowman more than he does a few dollars. He is always working for the betterment of his community. This is found in his store because here only the best in drugs are found. Imitations are not in his cases. When a prescription is filled here, it is filled with the idea of what the doctor needed for his patient and not with the idea of making a few added pennies by substitution. How long has this store been in Sylva? What is the highest priced perfume sold here? How much is it per ounce?

HIGDON MOTOR COMPANY

When you drive a Ford you drive the best. When you take your car to Higdon Motor Company for service you get the best. This combination has made for this garage perhaps

the largest list of customers of any in Sylva. Mr. J. S. Higdon gives close attention to his business and he is a man who has a friendly word for all, who believes in giving his fellowman a lift along the road of life whenever he can and who in business gives value in full for every dollar spent with him. His garage is steadily increasing in the amount of business done and the friends it makes. The late model cars of the Ford Motor Co., reflects the mechanical perfection this car has always had as well as new lines showing the class and comfort of the modern automobile world. Higdon Motor Company caters to the best and handles only the best. To place your business there means that you will be satisfied in every way. What is the price of the New Ford Touring F O B? Of the Coupe? What horse power has the New Ford?

MEDFORD FURNITURE CO.

The Medford Furniture Co. can furnish you with anything for the home except the girl. They carry a complete stock and when they sell you something it is worth the money because they have made a study of their business. They know their furniture and where to buy it. They never try to make an undue profit by their home men serving their home folks in a neighborly manner. They are men of high principles and they carry these into their business life and this is the foundation of their success. They are men who are broad minded and of clear business insight. This has made them friends in large numbers as well as assured their standing in the business world. If it is furniture you need there is no better place in which to buy it. What is the highest priced bed room suit they sell? How long have they been in business? Who is the manager of the store?

COMING

DR. A. W. DULA



EYE SPECIALIST

I have been licensed by examination by the State Boards of Examiners of North Carolina, South Carolina and Tennessee and pronounced thoroughly competent to examine eyes and fit glasses to correct defective vision. 25 years active experience. I have kept up-to-date by doing Post-Graduate work, attending lectures and taking special courses every year.

TO SEE BETTER SEE DULA

Have your eyes and your children's eyes examined by a well known and reliable authority on eyes and vision.

THE OLDEST, THE BEST EQUIPPED, THE MOST PROGRESSIVE EYESIGHT SPECIALIST AND OPTOMETRIST.

Franklin, N. C., Monday and Tuesday and Wednesday, August 20th, 21st and 22nd Munday's Hotel, Bryson City, N. C. Thursday, August 23rd, Hotel Entella Sylva, N. C., Friday August 24th Hotel Coward

GLASSES FITTED EXCLUSIVELY

DR. A. W. DULA

WANT COLUMN

The rate for classified ads in this column is 10c. per line for each insertion, averaging six (6) words to a line.

WANTED—By Well Known Company, with a 60 year reputation, two or three good men to travel, \$35 to \$50 a week. Write Box 267, Sylva, N. C. for information 19 2tp

FOR RENT — Modern Furnished home street. C. M. Wells, Sylva, N. C.—7 12 tf

LOST—Lady's Purse. Left lying on the culvert across Still House Branch on Balsam Mountain, Mountain, Monday, July 2. Contained \$37.00 and some small change and cards with name Mrs. Maurice Cecil Wright. Reward if returned to Journal office.

WE PAY \$1.20 dozen, sewing bungalow aprons at home. Spare time. Threads furnished. No button holes. Send stamp. Cedar Garment Factory, Amsterdam, New York.

WANTED—DRY OAK LUMBER; cash when loaded. Box 139, Hendersonville, N. C.

PIGS FOR SALE—Come and See them. Mrs. W. W. Brown—7 26 3tp

WANTED—To Rent my House and farm for cash rent to right party. Mrs. W. W. Brown.—7 26 3tp.

We Solicit Your Trade Come and See Our Stock

FEED

Cotton Seed Meal	\$2.85
Cotton Seed Hulls	\$1.00
Shorts, per hundred	\$2.85
Dairy Feed	\$3.50
Egg Mash	\$1.50
Scratch Feed	\$3.50
Hog Ration	\$3.50
Crusader Horse Feed	\$3.25
Hay, per hundred	\$1.35
Good Tennessee Red cob, bread corn	\$1.75
per bushel	

Groceries

A good, fresh line of groceries, prices in line.

J. B. Ensley

PLENTY OF MONEY TO LEND ON IMPROVED RESIDENCE AND BUSINESS PROPERTY

located in corporate limits of Sylva. Easy terms, low interest rate. Money available within thirty days. For full particulars call on or write

Harry P. Cooper

MURPHY, N. C.

J. C. Allison, Local Representative Mr. Cooper will be in Sylva every Friday



GIVE A THOUGHT TO YOUR SHOES

Before it is too late to mend them. We guarantee perfect workmanship, prompt service, and the lowest price in Sylva. If your shoes are already beyond repair we will tell you so frankly—but don't discard them until we've seen them. If they can be repaired they will be as good as new when we return them to you—and you will get double the wear out of them.

Mashburn's Shoe Shop

E. O. MASHBURN, Mgr.

A CORDIAL WELCOME



Come in often

As commercial bankers it is our business to meet our customers cordially and extend to them every possible courtesy. It is not necessary to wait until you actually need financial help. Come in any time and come often. We shall always be glad to see you and maybe we can be of help in more ways than one. You can consult us at all times.

Tuckaseege Bank