



HALF PRICE

Save money all year! "Gold Ribbon" Brand Coffee and Chicory has twice the strength of ordinary coffee and you use only half the quantity to a cup. When you buy a pound of "Gold Ribbon" Blend, it's like buying 2 lbs. of ordinary coffee—and it tastes better too.

ATWOOD & NASH, Inc.

With offices in The Citizens Building in Asheville, are well known through this section and receive a well merited patronage from the city and surrounding territory.

The work of the architect is held in highest regard in its relation to every phase of building endeavor, as it is to his creative ability and oftentimes to his artistic skill that the realization of a beautiful home and useful structure is accomplished. Before a spadeful of earth is turned, or a block laid, every detail of the structure has been planned by the architect, who with his sketches gives the public the idea of the composite effects embodied in the new building as well as its features of construction.

For its population Asheville is remarkable for the many durable buildings. Most of these buildings, such as court house and schools, have been designed by local architects who each year add to their prestige by new achievements in the field of building design to meet the new demand.

Prominent in the architectural field, both here and through a large

section of the state, is Atwood & Nash, who have been responsible for the designing of many notable latter-day structures of varied types.

To build a house is one accomplishment. To build a truly pretty and comfortable home that is expressive of the advancement of the age is another work of marked, superior scope.

They are courteous and accommodating gentlemen and can be reached very conveniently. The general satisfaction expressed by their many clients and the great demand for their services constitute a well merited tribute to their efficiency and conscientious methods. We wish to compliment these architects upon the very valuable work they are doing in this section and to direct your special attention to their efficient methods.

The publisher himself takes this opportunity to personally compliment them upon the merited success they are making in the practice of their profession and upon their excellent standing in the professional world of the state, and to assure our readers that at their office they will receive the very best of professional service.

SOUTHERN FRUIT & PRODUCE CO.

In Asheville at 341 Depot are extensive dealers in fruit and produce, being the leading firm offering high grade products. Being wholesalers, they offer the retail trade more attractive prices than otherwise would be possible. They provide a large stock for merchants of Asheville and surrounding country to select from—truly a valued business asset.

Scientific selling must be born of scientific knowledge, and when you consult this house you receive this information without expense.

Wholesale fruit and produce is their business and they know this line from the ground up. They are prepared to give you all information regarding them, and the consider it a part of their business to serve you in this manner. When you seek information from them you do not get a curt reply. A courteous company with comprehensive knowledge is returned to every request and you are not obligated in any way, merely because you asked questions.

Such is the policy of this establishment, and it has brought them business from every point. Both old and new customers are urged to use the phone when they find that more convenient, and if an order is given it is supplied on the same day it is received.

This section is indeed fortunate to have such a progressive firm to serve it in the line of fruit and produce, for it adds in no little way to the progress and prosperity of the entire surrounding territory.

If you want anything in this line, telephone them or call at their establishment, and then when you have decided what you need you can depend on it that this firm will see that you get it.

The management of this firm is closely allied with the large business interests of this section of the state for some time, and have been instrumental in upbuilding this section of the country, and the institution should receive the patronage of the entire people.

IMPERIAL-STRAND-PLAZA-THEATRES

These Asheville Theatres feature the finest of vitaphone and movie-tone productions which you hear as well as see. The management of these Theatres are keeping pace with the rapidly changing times and offering the latest in talking and singing pictures of the day.

People are going to these theatres for many miles around as here one actually sees the actor in the performance and hears them as well as the orchestra, and all other sound connected with the play. The realistic presentation is one of the wonders of the age and represents the highest art in photo technique. It is heralded as the most wonderful in-

vention of all times and represents the co-ordination of the motion pictures and reproduction of the sound. They have the rights to present to the people these wonderful masterpieces from the patentees and producers and thus are offering entertainments that are expensive yet the rate of admission here is very reasonable. Record crowds tell the story of how they are able to do this.

The news events with all the realism as if you were right at the scene and were a part of it are a feature that should not be missed by anyone.

These Theatres are among the most attractive theatres in this section, and are admirably located and

NEED MORE NOISE TO MAKE THE TOWN MORE ATTRACTIVE

Throw Town Open to Swimming Pools and Street Carnivals

SAYS MISS BOSWELL, IN SARCASTIC LETTER

Seriously Pleads, However, for Finer, Quieter Town for Seekers of Rest

(By MARTHA BOSWELL)

What we need is more noise and we can get it if we go after it. When we have built a swimming pool for young visitors from Miami and a zoo for students from New York and a merry-go-round for children from New Orleans, we want have any distressing spots of quiet in our town and we won't be troubled by tourists seeking rest or health or country air. Meanwhile we can do pretty well with our usual street noises. They are bang up to date.

For years our tourist houses have been run for women, and women and children, and women and week-end males and to our cottages have come the tired and retired business man, the teacher with three month's vacation, the families seeking quiet country living, many of them to make their permanent homes with us. But we don't want to be a restful mountain town with a 3-months season; we want to be a bang-up Coney Island for three weeks—and can do it, jingle bells! Eighty per cent of the people who write to us for accommodations want a "nice, quiet place," or think they do; but we want the gay young people, who dash in for three days, thanks to our summer camps, and dash out again, thanks to camps somewhere else. What with camping and Europe and Canada, the young crowd of American tourists is dropping off every year, but we can get our share if we make the hubbub.

City people don't find our streets too quiet now. Indeed many of them find Brevard a great improvement over their own suburbs in the matter of din. City traffic is getting duller every year. New York City has just spent \$100,000 to find out that the roar of ordinary traffic is scarcely noted by city dwellers; it is the shrill, sudden, unexpected sound that makes people sit up and take notice. If we will study the noises New York is spending millions to cut out, we can improve our August serenade. We already have a good start and it costs us nothing, except nerve-strain and our full grown guests.

We do our best work with automobiles. Nice young girls park by the curb and blow the house door open. You wouldn't hear that in a city; city people are such rabbits—afraid of the police! Then we know how to make cars backfire like machine guns; that's to give visiting Chicagoans a jolly start. And when a 1914 touring car is pushed into the street, we welcome its concatenations with shouts of encouragement and hang a bell on its smoking snout.

Summer visitors have a habit of complaining of night in our town; we don't know why. Having recently tried the experiment of lying awake in Washington, D. C., and Baltimore, Md., and Brevard, we testify, on our word of honor, that lying awake in Brevard takes the palm for interest and excitement. On Fifteenth Street, in our national capital, the milk trucks come in from 1 to 3 A.M. and the lame horse has

easy of access to the motorists as well as close to the hotels, depots and bus stations. The temperature here is always pleasant, being regulated so as to be comfortable at all times of the year, the seats are comfortable and the decorations and lighting effects perfect.

In this edition we are pleased to compliment the management of these theatres upon their farsightedness in obtaining the franchise for the presentation of sound productions and introducing to the people of this part of the state entertainments that combine the greatest actors of the times with the highest development in reproduction.

PON'S HURST GARDENS

J. A. PON, Owner and Manager

Across the river at Bingham Heights, is where you get the best assortment of ornamental plants to be had. They feature a most complete service, including every phase of nursery and planting, the moving and planting of all varieties, large and small.

This business is under the direction of people who make a wide study of the business and are practical growers.

This reliable nursery is in position to give the prospective purchaser a wide variety of specimens to select from. Everything is guaranteed true to name and up-to-date. Many varieties of ornamental and shade trees, flowering shrubbery, including many of the new varieties, and evergreen. Flowers grown right, dug right, sold right. These are kept in a healthy condition so that when they arrive

at the place for planting, they are in excellent condition, and will grow rapidly. They personally supervise all work, thus securing desired results.

The nursery business requires considerable capital as well as a wide range of ability and experience. They specialize on city forestry work, which includes the proper trees to plant along the parking of the streets, proper spacing and the care of such improvements of all kinds for the home which makes it look more like home. They are very wide readers of the latest authorities as well as being producers. They understand the scientific parts of trees and plants, being thoroughly conversant with all conditions of the soil. Based on their knowledge of plant life and their industry is the cause of their business today.

When it comes to purchase of this class of goods, this nursery should be consulted, and we advise our readers to consider very carefully before ordering from anyone else. They are right here, and their repu-

tation as neighbors is behind all they sell. If you order any certain kind of plants, you get exactly what you ordered. It is one of the places where real fresh nursery stock can be purchased in this part of the state, and you will find them to give you any information that you desire.

They specialize in the designing and construction of rock gardens and pools. They also have a large variety of rock garden plants from which to make your selection.

With the dawn of the new prosperity, the era of scientific landscape gardening with the growth of wealth and luxury in the country also comes the desire and admiration for estates properly landscaped and gardened; and under these conditions we predict for the Pon's Hurst Gardens a future that is fraught with real promise.

The next time you are out driving, we would like to suggest that you stop in at this nursery, for you will be well repaid for your trouble.

MIST-LIKE DROPS

WHEN cod-liver oil is emulsified it is broken up into myriads of mist-like drops quite as Nature provides the butterfat in milk. That is why

SCOTT'S EMULSION

more than fifty years ago world-wide recognition as cod-liver oil in a form that people could take and enjoy.

When you need cod-liver oil, take Scott's Emulsion. It's easy to take—digests readily.

Scott & Bowne, Bloomfield, N. J.

a bell on him; otherwise nothing happens all night long. The noise of clubmen stealing home and con men stealing out in \$3,000 cars is like the monotonous roll of the sea—not a horn, not a whistle. Dreary, we call it. And after staying awake in Baltimore on frequent nights, we cannot believe that it is a wet city. There is not a stripdown Ford or a pistol shot to be heard, near or far. If Baltimore gets licker, it must be through a pipeline.

But an August night in Brevard is distinctly different. Without the hum of city traffic to muffle our explosive sounds we can hoop it up, you bet! The strip-downs clatter by at cheerful intervals from 11 to 1. Cars with the cut-out open labor around the curves. The chained dog barks industriously. We have several radios that can be heard three blocks from nine to midnight and five blocks thereafter. We should have more; one to each boarding house section. From three to five it is apt to be dull with us, but the truck with the dragging chains salutes us before six. But we really should send a committee to interview the Asheville Citizen and Osborne's Dairy; they are positively noiseless and think what might be done with an up-and-jouncing milk wagon!

We do pretty well in the daytime, too, specializing on advertising trucks with bells and megaphones, but we want a whacking tourist camp to help out. It would lighten traffic for our commercial hotels and bring in more for that thrifty class who live on hot dogs and sneak-thieving. Florida would help us to it gladly. West Palm Beach has spent a fortune on a camp they would give a boulevard to get rid of. The Associated Charities or the police in several Florida cities would provide us with a fine list of prospective campers and probably deliver the campers and the frying pans free of charge. Then we can let the golf club go to pieces, we can get a bigger crowd with a tourist camp and golf does not appeal to the impoverished knights of the road.

We have a superb setting for mountain rest and recreation, but we must not let this cramp our style. The men and women with money to spend and time to enjoy it have to often acquired nerves in the struggle. We want dashing, leather-hunged youth and when we have driven out the last protesting health seeker, we'll have a rattling good town, even if it is empty. We should bear in mind that an empty barrel makes the biggest noise and that there is no sound so penetrating as the wind in an empty house.

NOTICE OF SALE

Under and by virtue of the power of sale contained in a deed in trust executed on the 6th day of Jan. 1925, by W. O. K. King and wife Elsie King, to C. B. Deaver, trustee, which said deed in trust is duly recorded in the office of the register of deeds of Transylvania county in Book 18 page 327 and indexed in said office and to which said index and record reference is hereby made and the same made a part hereof for the purpose of description, and default having been made in the payment of both principal and interest on the note—secured by the said deed in trust and legal demand having been made for the payment of same by the holder of said note—and all legal notices having been duly given, the undersigned trustee will, on the 20 day of March 1930, at 12:00 o'clock M. offer for sale at public auction and sell to the highest bidder FOR CASH at the court house door in the town of Brevard, county of Transylvania, State of North Carolina, the following piece, parcel or lot of land, and all interest therein, as described in said deed in trust, and said land being more particularly described as follows:

Being Lot No. 4 in the town of Brevard, N. C., BEGINNING on a stone in the center of Main street and runs north 63 deg. west 5 poles to a stake; thence south 27 deg west 19 poles to a stake; thence south 63 deg. east 5 poles to a stake; thence north 27 deg. east 19 poles to the BEGINNING. Containing 19-32 of an acre more or less.

Exception: There is excepted and excluded from the above named boundary of land, 3-10 of an acre formerly sold to W. J. Puett by W. O. K. King and wife by deed dated Nov. 25, 1913 and which is recorded in book 29 page 259 of the deed records of Transylvania county, North Carolina and to which deed and record reference is hereby made for a full and complete description of the land herein and hereby excepted.

And the said C. B. Deaver, trustee now being dead and the undersigned Nettie Deaver Benedict having been duly appointed qualified and acting as administratrix of the said C. B. Deaver.

Said sale being made for the purpose of satisfying said debt, interest, cost and expenses of said sale.

This 19th day of Feb. 1930. Nettie Deaver Benedict, Administratrix of C. B. Deaver, Trustee, deceased.

4t. BBoo 19/26 Mar5/12

J. W. JONES & COMPANY

With office in Room 327 Haywood Building in Asheville, and Telephone Number 4343, offer business firms and corporations a most excellent service in audits, accounting and supervision.

They are noted for accuracy and broad understanding of modern business methods, being thoroughly familiar with all laws of the state.

The tremendous development of modern business demands of every merchant that he be accurately informed about what goes on in the business world at large, and more particularly in his own line of merchandise or manufacturing.

This information, in order to be of value, must be utterly unbiased and clearly reflect the true conditions of the merchant's affairs, the true value of his assets irrespective of the book values, and especially point out the factors which make for either success or failure in his particular business.

Such information can only be furnished by a competent public accountant and auditor thoroughly familiar with accounting methods as

well as with business in general; a student of business affairs as they affect special lines of business; a man thoroughly versed in income tax matters, depreciation, reserves, credits, collections, and other business matters too numerous to mention. This company is prepared to render statements and balance sheets certified by them, make audits and investigate and handle all income tax matters for individuals and corporations. They count among their clients some of the largest manufacturing concerns, retail and wholesale houses in this territory, conducting a modern well-equipped accounting office at the above address, and are fully competent to install accounting and cost systems, as well as to render any other service in the lines that they may be called upon to perform.

If you call on Mr. Jones you will find it of advantage to your business and the charge for service, which will be reasonable rather than an expense. Satisfied clients of prominence in this community are the best evidence of their ability and integrity.

DR. J. L. SPALDING

With offices at 770-A Bledsoe Building on the Haywood Road in Asheville, specializes in obstetrics and is a doctor of osteopathy, who enjoys a large and increasing patronage from the city and adjoining country.

This day and age of specialists in the professions has found that the science of osteopathy has progressed and advanced with rapid strides, and old fashioned ideas of yesterday are now put aside and in their places are new, progressive methods of today.

This popular osteopath has kept pace with the times, readily adopting all the advances of science that has marked the modern development of osteopathy most prominently. Undoubtedly no division of the field of scientific research has made greater advances than the science of osteopathy. Represented by some of the greatest scientific minds of the world that have developed material progress in this important profession, and all the features that have received the approval of the country are available to the people of this and

adjoining counties, if they secure the services of this able osteopath doctor, who places her wide experience and comprehensive knowledge at the service of the people of this community. Osteopathy does not use or endorse the use of drugs in treating diseases.

You will find her courteous and accommodating at all times. The general satisfaction expressed by her many patients, people of standing in the community is a well merited tribute to her efficient and conscientious methods.

The science of osteopathy was discovered in the year 1874. The first school was established at Kirksville, Mo., in 1892, and there are eight recognized schools today. The course of study covers a period of four years with an additional two years in major surgery.

In this review of our valuable assets we compliment Dr. Spalding on the valuable work she is doing in this section and the advances she is making in her chosen field of endeavor.

CARD OF THANKS

We wish to thank our friends and neighbors who were so kind to us during the illness and at the death of our companion and father, Mr. Perry Thomas Masters.

Mrs. Masters and children.

THE RIGHT WAY TO TRAVEL

is by train. The safest. Most comfortable. Most reliable. Costs less. Inquire of Ticket Agents regarding greatly reduced fares for short trips.

SOUTHERN RAILWAY SYSTEM

A Cheer For WOOLWORTH

(Tune of Tipperary)

Here's a long cheer for Mr. Woolworth.
We're behind him, let's go;
Here's a long cheer for Mr. Woolworth,
And the finest clothes, we know.
Goodbye to competition;
Farewell other makes;
Here's a long cheer for Mr. Woolworth,
Who makes no mistakes.

Sing it and read on —

My Easter Sale of Woolworth Suits going good. I have sold already 25 suits and given free 25 pairs of pants of the same material. You can't afford not to buy a Woolworth Suit. Think of it—the free pants will pay 6 percent interest on the suit for five and one-half years. Every suit guaranteed to fit—Woolworth Tailoring Company, of Chicago, claim.

WE SELL YOU—

- A \$40 SUIT FOR \$24.50
- A \$50 SUIT FOR \$27.50
- A \$60 SUIT FOR \$32.50

FREE PANTS WITH EVERY SUIT TO APRIL 15

150 Samples to select from on display at the Walmire Hotel. Come right now and get yours and it will be here for Easter.