

AUTO ELECTRIC SERVICE, Inc.

A modern and skilled electrical service is featured at the Auto Electric Service at Hilliard and Cox Avenue in Asheville.

No car is too complicated for them to repair or adjust in this line. They employ only practical men, and charge no more for their superior service. Their electrical replacement service is very complete and charges always moderate.

This modern and capable electrical concern, through its dependable methods, large shop, ample equipment and skilled employees, has gained an enviable reputation not only in the city, but throughout the surrounding territory as well. They specialize in repairing generators,

starters, magnetos, ignition, radios, batteries, motors, shock absorbers, speedometers, and all electrical devices, and is the official station for starting, lighting and ignition systems carrying a very complete stock of genuine parts for each particular system.

Throughout this part of the country this establishment is known as the foremost dependable establishment where any electrical or radio service can be obtained at very reasonable prices. They are men of long experience and well posted on every detail of the intricate electrical problems. When you desire any electrical or radio service, consult these men, who know the business from A to Z. You can always depend

on what they tell you. Take all of your problems of this character to them and you will get the proper solution.

The most essential feature in the care and repair of starting, lighting and ignition systems in adjustment by skilled men who absolutely know and have the ability and experience to back it up. No man wants an "apprentice" to experiment with his job; it is always costly and very unsatisfactory.

In making this edition, we desire to refer this establishment to our many readers as one that meets every obligation and solves every electrical problem, and to commend them for their aggressive business methods.

ALVA H. LOWE

A prominent Musical Instructor whose studio is located at 14 1-2 North Pack Square in Asheville. Under his careful guidance many pupils of this school have attained prominence in their chosen field of endeavor. Countless others have been given a greater appreciation of what music really holds in store for them.

He offers an excellent opportunity in musical instruction and features individual training in music. He is greatly aiding in the development of culture in this section of the state. A studio that is under extremely able direction.

Mr. Lowe has formed a center for the devotees of the art and is a

great aid in the promotion of music among the people of this part of the state.

It is necessary in these days of the radio, player piano and phonograph that the real art of music be not lost sight of and that the love of listening does not supplant the love of production and thus throw us to mechanical music altogether. Music would lose its individuality and finally there would be no artists to reproduce for the multitude.

This well known instructor offers a complete course in musical education and offers individual instruction in all branches of music and thus paves the way for a complete individual training. Many have natural talents but they must be thoroughly

cultivated for the greatest ultimate success.

He is a noted teacher of music and knows how to teach and his pupils make rapid strides to the front. He takes a personal interest in the aims, aspirations and talents of each and tries to advise them so that they will attain the greatest success. This has placed them in excellent professional positions, leaders in social affairs while some have become noted artists.

In this edition we compliment Mr. Lowe as one that is adding much to the happiness of the people of this section of the state and in placing music in the homes of the people where wholesome melody aids in the retaining of the old fireside spirit.

N. A. HARRISON

Whose up-to-date establishment at 6 North Pack Square, in Asheville, has continuously merited the position the store has attained as one of the leading jewelry stores in this section of the state and because of its unequalled quality and metropolitan service during the years it has served the public has merited the large custom it receives.

The gift season is always on and they always have a large quantity, making possible the wisest selection of presents for all occasions. An up-to-date jeweler is indispensable to every community of taste and refinement and he whose work shows marked skill is sure of liberal patronage. The people of this section are in no way behind in this respect and the generous patronage extended to this popular jewelry firm shows how the community appreciates their efforts.

The stock has been selected with rare judgment and includes everything necessary to conduct a modern

up-to-date store. Here will be found the leading makes of diamond rings, watches, pins and ornaments, novelties in silverware, clocks of handsome designs, and an extensive variety of jewelry.

It is important that we have conscientious firms like this one who have established the "Golden Rule" in their business. Their policy along this line will be interesting for many business men as through this policy they have built up their large and growing business.

We take this particular pleasure in directing our readers to this establishment and to point to it as one of the business enterprises of the country that is aiding in making this a more progressive place to live in. The proprietor is a man in whom the public can have every confidence. We take great pleasure in complimenting him on the character of his establishment and the quality of merchandise he has chosen to offer the people.

PURITY BAKERY

This well arranged concern at 268 Patton Avenue in Asheville, home of the popular Purity bread which has been of such uniform quality that the business is increasing rapidly over this section. Secure this product—there is no better. No review of the business, agricultural and industrial interests of this section of the state would be complete without prominent mention of this well-known firm, who aids in no little measure to the progress and prosperity of this section, and is undoubtedly one of the most progressive and popular firms of the city, offering high-grade bakers' products.

When the people who handle important articles of food and the place in which they are handled as described above, it is safe to wager that what they have to offer their customers is the best that money can buy.

This is the kind of place that is operated by this popular establish-

ment and the kind that they have been operating since they first opened their doors to the people.

Their products will be found in demand by all who insist on the best. They deal at wholesale on a large scale, and their activity is conducive of the progress and expansion of the community in no small degree.

It is important that we have conscientious firms like this one who will aid in the reduction of the price of living for the people. Their policy along this line will be interesting reading for business men, as through this policy they have built up their large and growing business.

There is no more public spirited citizen in the community than the management of this well-known establishment, and in this edition we wish to compliment them and to direct your attention to this establishment as one of the reliable business institutions of the community which has added to the development and progress of this part of the state.

PEARCE-YOUNG-ANGEL CO.

A progressive Asheville institution at 109 Roberts, Telephones 4277 and 4288, do a wholesale business in fruits and produce. Being wholesalers, they offer the retail trade a high quality of produce at more attractive prices than otherwise would be possible. Provides a large stock for the people of the surrounding country to select from—truly a valued business asset.

It has been their endeavor to always furnish the very freshest of fruits and produce, 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.

The fact that their trade extends over all adjoining counties, this in their special field, brings new faces, new business and adds prosperity to the city in which they are located.

Their products will be found in the leading stores and shops. The story of the success of this firm is one that many business men would

find profitable reading. This firm began its career with the belief that success could be obtained by furnishing fruits and produce upon a reasonable margin of profit. With this method in mind and reduced expense and on account of their location, they proceeded upon their career upon the solid foundation of good values and reasonable prices.

Because of the high quality of products handled, this well known concern has gained for this section a commercial prestige as an excellent market for retailers that could be gained in no other manner.

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 well known firm will see that you get it.

Pearce-Young-Angel Company have been 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.

ASHEVILLE MACHINE CO.

Whose plant is located at 6 Banks Avenue in Asheville, and a branch plant in Hendersonville, is headquarters in this section for high-grade machine work and engine repairing of all kinds. See them for an estimate before placing your order. A most reliable company under able management.

This is one of the most modern machine shops in this part of the state and has a reputation for turning out work of class, for the reasonableness of its charge and for getting it done when promised. Upon these lines they have built up the business to its present high standard.

The plant is a model institution in its line, being one of the most modern and up-to-date in this part of the country.

This is headquarters in this section for the repairing of all kinds of machinery. They have won an enviable and well merited reputation for expert service. They are splendidly equipped with the latest and best mechanical devices for all classes of welding work and are doing an extensive business in this line. Their work is giving universal satisfaction. It has specially prepared its plant to

take care of out-of-town customers in the quickest possible time.

They are experts in the business and no matter what work you desire you will find them always ready and willing not only to serve you but also to give you valuable advice and suggestions as regard anything connected with the business.

This shop is equipped to turn out all classes of machine work. No matter what may be your needs in this line they are able to take care of it to you exactly what is wrong, what the probable cost will be, and when you can get the article in question. If it will not pay to fix the particular part they will promptly tell you so. One of the special features of the place is the getting out of work on time and when promised.

In the establishment will be found the latest machinery and the most expert men, for this firm is one of the best concerns in this part of the state and is known throughout the country for efficiency and promptness of their service. It is headquarters for this class of work for all of the people in the territory and enjoys a large patronage because it does honest work at reasonable prices.

UNITED ELECTRIC CO.

Located at 1-3 Aston in Asheville, is a local concern offering a complete and satisfactory service in the line of general electrical contracting. The enterprise is under the careful supervision of a management considered an authority in every phase of the electrical field. The broad knowledge and wide experience of this firm have successfully made many contracts in this community.

In the civic development of this section the company has taken a most important part. For in the successful wiring of schools, business blocks, theatres and other fine buildings no other similar concern has won such a preference from public esteem.

At the office of this company, a most complete service is at the disposal of the local trade. Keenly alert to the needs, desires and demands of the prospective customer, who is the final judge of fixtures and materials, quality in products has been the guiding policy of its plan. Wide experience has taught this firm to select materials of the very highest standard in which the many customers have learned to place the greatest faith. Durability, economy

and day-to-day satisfaction are the outstanding features of the fixtures used and readers of this issue will do well to consult this firm when in need of advice, information and service in the electrical line.

Sufficient capital on hand enables the management to go into the production markets of the country and buy materials in larger quantities than is possible by many smaller concerns. This increased buying power eliminates the middleman's profit and the customer benefits by the direct dealing of this firm.

The management will be pleased to have you call at the office when in town whether you intend to have work done at that time or not. Every feature of the service will be cheerfully and most intelligently explained to your complete satisfaction. Anyone contemplating work of this nature cannot place it in more competent hands. If you cannot get down town at this time, write or phone for a representative.

We wish to compliment the management upon the efficient service in its line and refer the company to all the readers when in need of reliable electrical work at reasonable prices.

THE VOGUE FURRIERS

This Fur Shop which is located at 63 Haywood in Asheville, handles only the highest class of furs and renders an efficient service in repairing, cleaning, remodeling and making furs, and tanning of skins.

Furs are the pride of every woman's heart. Like nothing else, furs somehow give her that mark of coveted distinction. Wise women have learned, too, the truth of what seems to be a paradox—that with careful purchasing furs are a luxury which is really an economy. For this reason, a good fur will last longer and look better over a longer time than any cheaper coat or garment; yet there is nothing so cheapening to a woman's appearance, nothing so galling to her pride as a fur garment which is apparently a poor fur. Women of this community have learned that they can buy good furs, furs which will always have that mark of distinction of The Vogue.

Why is this? In the first place, the aim of the owner of this store is and always has been to supply this community in the best way possible. There is the buying power of this store. The buyers who buy for this store have almost lifelong experience

in purchasing furs. They know the market and know it perfectly. These buyers know just when to purchase, when it is most advantageous to their buying public.

The store has done another thing for the buyers of this community. They have shown them the wisdom of buying only the best in furs. They started with the idea that they could build up a permanent and satisfied customer list only by offering the best for sale. They know that this was not the quickest method to build up a clientele, but they are in this community to stay, and they are after permanent rather than quick returns.

Men and women like to shop at this store because of the excellent service which they always receive here. There is that fineness of courtesy and service which characterizes only the best of mercantile establishments. In addition to this there is that individuality in the service which makes the customer realize that the store exists to serve him or her.

The owner of this store is not only an individual of high repute in the business circles of this community, but a leader of civic and social circles as well, a real asset in every phase of community life.

W. H. ARTHUR

At 225 Patton Avenue, in Asheville, specializes in sheet metal work for factories and schools, also do all kinds of sheet metal work such as boiler breechings, iron smoke stacks, heating and ventilating ducts, stairway, skylights and all kinds of light iron work. They are also doing quite a bit of roofing work of all kinds. It will pay to see them.

This establishment is deserving of more than passing notice in this review as the manager is recognized in this section as one of the most expert sheet metal men in this state.

In addition to this they conduct a complete sheet metal establishment and are prepared to execute all classes of work including tin work, and all the other fine intricate features of modern sheet metal establishments

such as skylights, ventilators, repairing and rebuilding, ridge roll, cresting and all kinds of ornamental work.

During the time this firm has been in business they have executed many other contracts and these stand as examples of the expert workmanship. And while only the highest class of sheet metal and other work is executed by them, the prices are most reasonable. In the various departments they have a large stock on hand at all times, and this is especially true of the regular department. This class of work is a specialty with them and is executed promptly and satisfactorily.

Whether the job be large or small makes no difference to them in the manner in which it is accomplished. The best materials, the best work-

manship and fair prices regulate their activity, and it is without fear of contradiction that we say one cannot do better than to consult them in regard to all matters of this work and allied features.

In the employment of the concern are expert men who thoroughly understand the laying of roofs to the best advantage. The service on furnace work is rapid and satisfactory, the work careful and lasting. These craftsmen will go on your job and will astound you at the results that can be produced.

By giving first class work at moderate prices they have built their business to its present high standard.

We advise all of our readers that when they want any of this work properly executed they go to this firm.

S. STERNBERG & COMPANY

Whose yard is located at 359 Depot Street in Asheville, are extensive dealers in scrap iron, brass, copper, aluminum, lead, inner tubes, hides, furs, etc., being one of the necessary and important business houses of the community—under able and efficient management.

The establishment of this well known and progressive firm is one of the most valued institutions in the community and worthy of prominent mention in this review. They purchase junk of all kinds.

While some of these articles may not seem important yet it is necessary to have an outlet for them and the people of this section are fortunate in having a depot so efficiently managed. This popular firm has al-

ways been known for honest and straightforward methods and very fair dealings with everyone who visits the place, consequently this establishment adds much to the efficiency of the city as a trading center.

This firm is rendering a most essential service to the country that is bringing recognition not only from the people of the immediate community but also throughout the United States. By the efficient methods upon which they operate, they are in touch with all important market centers in the United States and therefore are able to pay the highest market price and you can convert your junk into cash by calling them. Through the progressive efforts of this firm much of the so-called material that heretofore was thrown away is now turned into ready cash by this firm and they in

turn are able to put it on the market at much less expense than the original cost of production. Rendering a valuable service to the country in the preservation of its resources.

They have made a host of friends as well as patrons throughout the country and have always been courteous and ready and willing to give the best of service and the highest prices consistent with the conditions of the market and good business. We are pleased to compliment this latter day business firm and in this business review we wish to direct your attention to their depot as one of the important business places of the country, to its management as among our best citizens. He is a public spirited man who has always enjoyed an enviable reputation and has merited the prominent position attained in the business world.

MOORE'S CAFE

This Cafe, which is conveniently located for their many out-of-town customers at 11 Pack Square in Asheville, is one of the most popular Cafes in this section and merits the large patronage it receives for it is one of the cleanest, most sanitary establishment serving palatable food to be found in this section of the entire state. Very popular with the traveling public, as well as the city and adjacent territory, this Cafe is a credit to the city.

This well known establishment has gained a name that has spread far

and wide, as a place where the local and traveling people can more than satisfy their demands in the way of obtaining food. The menu consists of not only the prime necessities of life, but many delicacies are offered to the taste of the most fastidious.

Cleanliness is one of the outstanding features of this modern cafe, and is not confined to the table and the silverware that is brought to the attention of everyone, but extends to the kitchen where the dishes are all sterilized and those places only frequented by the management and assistants.

The food is prepared in such a way

that, to the uninitiated the thought at once comes that there never was such a good place to eat. It is a pleasure to have such a modern and up-to-date place as well as local people.

The proprietor has made a special study of the restaurant business, and consequently is striving to give the people something just a little better all the time. They have arranged their place so that it is very attractive, and insist that the service be kept prompt and courteous.

We take great pleasure in complimenting this establishment, and refer it to all our readers without hesitation.

ASHEVILLE BAKING CO., Inc.

In Asheville on Choctaw street, has become a very popular trading center for people from all over the surrounding territory on account of its high class products.

Their high standard products, such as "Butter Krust" Bread, are popular with housewives all over the district and people when in Asheville count on products of their bakery to make their meals satisfying and complete.

The old haphazard days of bread baking have passed away in this part of the country to a large extent on account of the ever-increasing popularity of the products of this bakery,

which are meeting with such marvelous success.

It is very popular, and their bake each day makes a very attractive and appetizing setting. Drop along this way when your appetite is dull and the smell of delicious bakery dainties will sharpen it up so that you will be tempted to savanously devour your food.

The Asheville Baking Company are masters at baking and their baking products are largely the result of formulas and recipes that are the product of their own experience and which remain secrets of the place. This accounts for the fact that their products are different.

The plant of this institution represents the very last word in modern production and the bread is scarcely touched by human hands from the time the mixing is started until it is wrapped and sealed with paper, thus assuring the public of a product that has not only the purest of ingredients, but is made under the most sanitary conditions.

We are glad to compliment the Asheville Baking Company upon the position they hold in the business world and upon these superior products their bakery is turning out—and the extensive patronage they have established in the adjoining territory.