

ASHEVILLE BILTMORE HOTEL

This hotel located on Market Street in Asheville, because of the service rendered, is growing in popularity all the time. It is thoroughly modern and up-to-date, and operated at reasonable rates.

There is no greater necessity than the modern hotel. With the ever increasing number of men who, because of their business are forced to make hotels their homes, the modern hotel proprietor has realized that the public has learned much from these as to what constitutes a modern and efficient hotel. Every community that can boast of such a hotel is sure of much recognition all over the surrounding country.

We are glad to refer our readers to the Asheville Biltmore Hotel and point to it as a modern and up-to-date hotel that is increasing in popularity all the time. The management takes special pains to see

that the service by the entire staff of helpers is as near perfect as it is possible to make it.

All rooms are comfortably furnished with plenty of ventilation and with hot and cold water.

Unescorted ladies, while in Asheville shopping, will receive courteous treatment at all times. They can go there without fear or hesitancy. Traveling men and farmers are extended a welcome to make their headquarters when in town. Tourists will find a haven of rest and are made to feel at home. This can well be spoken of as "a home away from home."

The rates of this hotel, which is run on the European plan, are very reasonable, and the service compares favorably with the best hotels in the country whose rates are much higher. It is in every respect a modern, high-grade hotel, and we recommend it highly to all our readers.

NEHI BOTTLING CO.

With plant at 322 Southside avenue in Asheville, formerly the Chero-Cola Bottling Company, is the manufacturer, bottler and distributor of Nehi and "Cascade" Ginger Ale, and a complete line of carbonated beverages—an institution that is aiding the preservation of the public health as well as distributing beverages of sparkling cheer. They keep right abreast of the times with the latest equipment. They have excellent delivery service and are under the direction of a management, whose accommodating service has made this one of the leading bottling plants of the country.

In this review, including as it does a resume of the business enterprises, we are pleased to call the attention of the public to the excellent service and high class products that are being distributed by the Nehi Bottling Company.

Their plant is one of the largest in this section of the country and is fitted with the latest mechanical devices for the complete sterilization of all of the bottles. The filling machines are of the latest design so that the bottle is hardly touched by human hands until ready to be put into cases for delivery.

The distribution of Nehi in Asheville has been placed in good hands and the management has built up a wonderful business. They offer the best of service and are gentlemen who dispense the hospitality which is so prevalent in the land where Nehi is made.

The Nehi Bottling Company offers the very best of delivery and their trucks can be seen over this part of the state in delivery. We desire to congratulate them as being an institution that offers the public the very best that can be produced.

ELLISON MOTOR COMPANY

With display rooms on the corner of College and Valley streets in Asheville, are authorized dealers and distributors for the world famous Oakland and Pontiac cars, which are produced by one of the largest and best equipped organizations of the country.

When a person decides to buy an automobile they have in many cases determined in what class they will purchase, but what car in this class is altogether another matter. If they are looking for a car of universal value, they do not have far to go, for when they come to the Oakland they are at once satisfied.

The Oakland V-type Eight cylinder which is noted for its durability and strength, offers the lowest average cost per mile of any car of equal price. It has more power per pound of car than any competing car. Better material, better workmanship and a higher grade of coach work is used than any car in the same price range.

This wonderful car has won its reputation by its actual tests on the road under all kinds of road conditions and this is where the real test of a car comes, testing its ability to stand up under all kinds of treatment. A person may say, "I don't expect to give my car hard use." That may be all true, but if a car will stand up under the hardest kind of use possible to give it, it will do a great deal better under ordinary conditions.

This is not the only feature of this car as the initial cost is very reasonable, and the cost of upkeep has astonished many of its purchasers. It is a car that is not hard on tires, and its riding comfort is distinctive.

The management of this agency is in the hands of men who are progressive business men in every respect, and their salesmen are courteous and accommodating, and we take pleasure in directing those of our readers who are thinking of purchasing in this class to this agency.

BON MARCHE'

This store located at 26-32 Haywood in Asheville affords the people of surrounding territory a real shopping center.

No sooner has any style been accepted by the leading fashion authorities of the nation than it at once makes its appearance in this store and is represented in a variety of materials for the choice of the people of this section.

As regards prices you will find that their goods are always offered at most reasonable figures, for while this store enjoys the patronage of the leading shoppers of the community, it is the most popular store within many miles among people of every walk of life.

At the Bon Marche you will find everything that will be found in any of the largest department stores of the country. Their stock includes coats, suits, dry goods and many specialties.

In the silk department will be found the popular weaves, colorings, and in the latest vogue.

Their millinery department will be found most complete, featuring the latest creations of these fashion center authorities.

You have at your service many little accessories of dress which characterize the attire of the progressive women of today, and one must look far and wide to find a stock more complete and attractive.

Special attention has been given the Misses' department, and throughout the entire establishment you will find the same courteous and accommodating service, the same high quality at reasonable prices, which at the same time takes into consideration the needs and demands of the people of this community.

In charge of this institution is a management whose keen business judgment and wise foresight has been responsible for the growth of this large business and have increased in no small measure the progress and prosperity of this community, and the future will see even greater strides in the progress of their business.

B. & C. LIME & STONE CO., Inc.

With offices in the Flat Iron Building in Asheville have aided in the building of good roads and modern buildings by furnishing the very best products obtainable. They also handle agricultural lime, and the farmers of this county will find it advantageous to get in touch with them when in need of anything in this line.

It is very doubtful if any enterprise in this section has been marked by such immense progress as has this company, the largest institution of its kind in this section.

It is essential that prominent mention be made of this foremost company, who have been one of the vital factors in the development of this section. Their plant is strictly modern

and up-to-date in every particular, and it is equipped with the very latest machinery. The scientists that have given this matter careful study have decided what is most efficient, and the company has adopted the machinery just as soon as it has received their approval. Their sand and gravel has no superior, and the vast quantities they are shipping at all times have met with the commendation of the purchasers, and have aided in building up this section of the country.

In this section particularly, industrial progress has been benefited by them. There is nothing more important than the development of good sand and gravel for building roads and streets, driveways and

CASH PRIZES TO BE GIVEN FOR BEST YIELDS OF CORN

Glazener and Corbin Sponsoring Movement for Better County Corn Crops

BUSINESS MEN DONATE \$75 FOR FIVE WINNERS

Largest Yield at the Least Cost Is Goal of Contestants—Rules Are Given

The agriculture teachers of the county, J. A. Glazener and J. F. Corbin, wishing to see the yield of corn per acre increased in Transylvania have decided to conduct a county wide corn growing contest. The contest is open to any one living in this county.

There will be five cash prizes given to the five leading producers. The prizes will be given by the following public spirited business houses in Brevard, who are interested in promoting better farming in this county:

First prize, \$25 in gold, given by Brevard Bank; second prize, \$20 in gold given by Pisgah Industrial Bank; third prize, \$15 in gold given by Joines Motor Co.; fourth prize, \$10 in gold given by Johnson Grocery Store; fifth prize, \$5 in gold given by The Brevard News. Total amount of \$75 in prizes to be awarded to real dirt farmers toward the close of the season which will be about the first of December.

Rules and regulations of the contest:

1. The person making the largest yield of corn on one measured acre at the least cost per bushel shall be declared the winner regardless of production methods. (Number of bushels X 100—cost per bushel gives the score.)

2. A measured acre shall consist of 43,560 square feet.

3. Corn must be weighed in the presence of a non-interested person.

4. Written records of cost and labor must be kept. We shall be glad to furnish record books free on application.

5. Cost to include the following: Land rent at \$10; fertilizer, at actual cost; seed at actual cost or if home grown, used value of corn at farm; manure at \$3 per ton, value of which would be \$2 first year and \$1 the second year; lime at actual cost of equal value for the five years following application, which means that if lime was applied five years ago and cost \$5 per ton each year would be \$1; no charges for tools other than tractor which will be figured at \$1 per hour.

6. Labor shall include total man and horse hours worked. Man labor to be figured at 20 cents per hour and horse labor at 10 cents per hour.

Ira C. Marshall, of Ohio, has held the world's record in corn production for the past five years having averaged 169 bushels per acre on ten acres. Here's hoping that Transylvania will make a similar record.

GRIM REAPER TAKES EAS FORK RESIDENT

Perry Thomas Masters, aged about 78 years, died at his home on East Fork Wednesday morning, February 26. Funeral services were held at his home Thursday, conducted by Rev. Cleveland Reece. Interment was in the family cemetery nearby.

Though Mr. Masters had been in declining health for sometime, his death came as a shock to his family and wide circle of friends. He had known much sorrow and had seen much suffering in his family. He spent his entire life in this county, and was well known in both North and South Carolina.

Surviving are his widow, who was before her marriage, Miss Rachel Chastine, and six children as follows: Thomas, William Perry, Jordan, Mrs. Maudie Ward, Miss Esther Masters and Miss Dollie Masters.

LITTLE MOUNTAIN NEWS

B. J. Brown spent Saturday night with Charlie Newton.

Rev. C. E. Blythe was a visitor in this section recently.

Mrs. Sarah A. Sims visited Mrs. Jim Alexander Monday afternoon.

Mr. and Mrs. F. L. Mahaffey had as their guests one day last week, Rev. Mahaffey and wife and the former's parents, Mr. and Mrs. George Mahaffey.

C. T. Sims, of Brevard, visited his mother, Mrs. Sarah A. Sims, Tuesday.

Miss Blanche Brown was in this section Sunday evening.

PIGGLY WIGGLY

This concern which is owned and operated by home people has stores in Hendersonville and at 639 Biltmore in Asheville.

The importance of having everything strictly clean and sanitary where food products are sold cannot be too emphatically stated. This grocery and market is modern and up-to-date in every particular and has an enviable record for cleanliness and sanitation, having received the highest rating the city health department awarded. No slipshod methods are tolerated here and every scientific method is used so that the public is assured that their products are pure and wholesome. The best

groceries and meats is their policy. You are always assured of being satisfied with your purchases at this store as they give you the privilege to personally select every grocery purchase you make, therefore it guarantees you against any bad purchase because you do your own picking. It's a privilege they are glad to extend to you.

Such a concern as the Piggly Wiggly is a great convenience to the public as they assure the people of getting anything in the grocery and meat line that is possible to secure.

Their business policy of treating all customers fairly and alike has won for them an enviable reputation

and is causing their business to steadily increase.

They enjoy the patronage of not only the people of Asheville but from the surrounding territory as well and they invite you the next time you are in the city to make their store your headquarters, look over their large stock and get their prices.

The large buying power and low operating costs of the Piggly Wiggly enables them to offer the public the advantage of extremely low prices. But what we particularly call our readers attention to is the fact that this is a local concern operated by home people and merits your liberal support.

SOUTHERN MATTRESS FACTORY

Located at 327 Haywood Road in Asheville, are manufacturers of high grade mattresses and bedding. Featuring renovating and repairing under direction of a management whose motto is "Quality and Reliability in the Field."

With the growth of wealth and luxury in the country, there is no one line of business that is gaining prestige with greater rapidity than the manufacturer of mattresses and bedding. In this age of hurry and rush it is necessary to have comforts in order to still the tired nerves and produce sleep that refreshes.

The day of the straw tick and feather bed is over, and every one

should look over their household and equip it with the most modern mattresses, as it not only is the most sanitary bedding, but makes the family in better health and helps in many ways.

They feature complete service in sanitary, comfortable mattresses conducive of restful sleep, and their products have obtained a fame in producing comfort that has spread for many miles around. They also make to order and make for dealers anything you wish, according to your own ideas.

Then when you buy of the local dealer you get it at rock bottom prices. That is the reason these goods

are so popular here at home where the excellent qualities are recognized. The plant is a modern institution in its line being one of the most modern and up-to-date in this part of the country. The latest improved machinery is used in all its work and the place is a model establishment and its products are the best that money can buy.

The people of this section owe a debt of gratitude to them which can best be paid by boosting for this house on all occasions and invariably asking for their brand of goods and helping to keep them supplied with orders sufficient to enable them to operate to their fullest capacity.

MANGELS

To secure the styles of tomorrow today in ladies' coats and dresses, we urge you to pay a visit to 29 Haywood in Asheville. Mangels Ladies' Ready-to-Wear establishment occupies a distinctive place in the distribution of smart wear and conducts a fashion center for ladies and misses from all over this part of the state.

You will look like a wonderful somebody from somewhere, just as if you had been a life long customer of a Paris shop or had visited the most exclusive shops of the Avenue in New York if you do your shopping here as they have the very latest, in fact anticipations of the styles of the morrow. The management visits the most advanced makers of the day, those creators of fashion who know what, tomorrow will be popular; is an excellent judge

of style, materials and finishings and secures for the people of this part of the state choice importations and American-made products from the latest models.

In the way of seasonable Coats and Dresses they carry the very latest patterns from which to select. They stand back of all goods they sell and as a consequence the ladies over the adjoining territory have great confidence in the reliability of this store. No matter whether it is a morning, afternoon, evening or sport garment that you desire, you will find here a very complete stock.

The service at this store is individual. The sales people are students of the types of people, the correct styles of the day and of excellent judgment, thus being able to aid in the selection of garments that are very becoming. This service is help-

ful but never obtrusive and no one is urged to buy. They do not want to sell you anything that they know you will not like as they are not looking for a sale, but customers who depend on their service for years for the coming fashions.

Mangels feature a complete line of Ladies' Hose and Underwear, which has proven to be very popular with its many patrons.

In this edition we are glad to compliment them upon their modern store, its excellent appointments, their stock of advanced styles and their modern service. The fact that they are responsible for so many smartly attired people of this part of the state and add much to the charm of the dress of the period makes them merit the large custom they enjoy and the commercial success which they have achieved.

Congratulations--

Business and Professional Women's Club of Brevard

Your celebration comes just at the time that we are showing our



Spring Millinery Display

A FASCINATING display of the New Spring Millinery Mode is here in all its feminine loveliness. The smart and delightfully new off-the-face models with or without brims—also the close fitting models; all the new high colors, and black—to see these new hats is to know the new fashions.

\$1.95 to \$5.95

PUSHELL'S DEPT. STORE