

**BON MARCHE'S 24th ANNIVERSARY SALE BEGINS TUESDAY, AUGUST 19th.**

**THIS EVENT** will be worth coming miles to attend. It is the biggest merchandising exposition Western North Carolina has ever seen. Our past great Anniversary Sales are still fresh in the the minds of the natives, but this one will out-distance by far any previous one.

Months of preparation, careful buying and close attention to the **ONE BIG SALE OF THE YEAR**, assures you of wonderful values. The Bon Marche has grown large solely on the merits of its merchandise, and now right in the midst of Clearance Season, we combine this high quality with extremely low prices, causing an economic saving way out of the ordinary.

A hundred people will be at your service when this store opens at 9:30 A. M. on the 19th. Floor space upwards of 25000 square feet, with wide aisles, will give you room to get around without crowding.

We ask you to come to Asheville during this Mammoth Event and partake of values you can go home and brag about to your neighbors. On account of the low prices and in order to dispatch business promptly, all goods will be cash to everyone. None exchanged or sent on approval.

**Hosiery Specials Worth Considering.**

In the Anniversary Sales of the past, the Hosiery Department has been one of the principle attractions. Judge for yourself what it will be this year by the list submitted below

- 15c ladies' black, white and tan hose, for 11c pr.
- 25c ladies' black and tan hose, including the Darnless Make, for.....19c
- 50c lot of ladies black silk lisle hose, very special at.....25c
- 35c ladies' Knotair black hose, all sizes, for 25c pair.
- \$1.00 ladies' white and tan silk hose, all sizes, for.....79c pair
- 25c lot of infants' sox, small sizes only, for 10c pair.
- \$1.00 men's Knotair silk sox, black and tan, for.....79c pair
- 35c Men's Knotair silk lisle sox, for....25c pair

**Rare Bargains in Better Muslin Underwear**

Muslin Underwear has been made one of the features of this Great Event. It is immaterial how many sales you may have attended, or how blase you have become in seeing high grade Undermuslins at lowered prices, you will have a few surprises if you come to this Anniversary Event.

- 25c lot of ladies' pants, corset covers and skirts, new goods, for only .....19c garment
- 50c and 59 lot of ladies' gowns, pants, skirts and chemise, new goods, are priced to sell in a hurry at.....39c garment
- \$1.50, \$1.75 up to \$2.50 lot of combination suits, gowns and drawers, priced at 98c garment
- \$1.00 lot of gowns, laced trimmed are priced at .....79c garment
- \$2.00 lot of high grade gowns, made of batiste, lace trimmed, for.....\$1.47 garment
- \$4.50 lot of long cloth petticoats, trimmed with beautiful lace and embroidery \$1.95 garment
- \$3.50 lot of gowns and corset covers, some hand embroidered, others neatly tucked and trimmed with fine lace, for.....\$1.95 garment
- \$2.75 and \$3.50 nansook chemise, trimmed with handsome torchon lace, for.....\$1.95 garment
- \$1.25 gowns, skirts, chemise, drawers and combination suits, for.....89c garment
- One lot of Children's Undergarments, for.....10c garment
- One lot of Children's Undergarments, are priced at.....15c garment

**Unprecedented Reduction on Summer Dresses**

Now for the final clean-up of our entire stock of summer dresses. We will be greatly surprised if there are more than a very few left. Asheville women know that our line of dresses has been replenished time and again this season, so that for the most part the values offered are recent arrivals.

- \$5 and \$6 linen dresses, all colors for....\$2.75
- Up to \$10 Ratine, linen and voile dresses in colors, new styles, are going at.....\$3.75
- \$2.50 gingham dresses, suitable for street wear, for.....\$1.25
- \$3.50 gingham dresses, neatly trimmed for \$1.75
- \$4.00 gingham dresses, all sizes and colors \$1.95
- \$4.50 and \$5.00 gingham dresses reduced to \$2.50
- \$1.25 grade of house dresses are to sell at...89c
- \$15.00 linen and ratine dresses, coatee models, for.....\$6.95.
- \$12.50 linen and ratine dresses, newest styles, for.....\$5.45
- \$20.00 lingerie and embroidered voile dresses, coatee effects, while they last at.....\$9.95
- \$7.50 and \$8.50 ladies and Juniors lingerie dresses, for.....\$3.75

**Write for our Fall Catalog  
Do It Right NOW, Lest You Forget.**

**Among Our Exchanges.**

Brother Atkins in his always interesting paper, The Gastonia Gazette, has this very pertinent and wise comment about the sort of man a girl ought to chose for a husband.

**THAT IDLE LOVER.**

"They say that a physician has testified in a Chicago divorce case that idle men make the most ardent lovers. Men who have a regular business do not have time to be affectionate, it is said. But, as the Monroe Enquirer ads, the ardent lover stuff of the idle man may be a little more phingustulatory than is that of the busy man but when it comes to the meat and bread proposition, which is a big one, the young lady should hook on to the busy fellow. Go for the man who can keep the bottom of the flour barrel covered and who can buy you decent rags for your back—which latter proposition is not so serious a matter nowadays as it once was. However that may be, the way some fool girls will go "perfectly crazy" about some effeminate product of silk sox, perfumed linen and ice cream trousers, and whose sole occupation is supporting the drug stores' soda fountain and the "movies" and who couldn't do a lick of honest work for the life of him, is disgusting. The sensible girl, however, looks not so much for the "ardent lover" as she does for the "ardent liver" and the chap who is seen some times working after hours hours may be the lucky one in the girl's estimation. In this connection we are forced to quote our friend Keesler, of Charlotte, again. In one of his ads he says:

"The fellow that's content to part with his all each Saturday night is no more fit to get married or to have the care of a family intrusted to him than he is to

govern the universe. You may think you'll be able to buy silk stocking and bustles and merry widow hats for some blue-eyed belle in the sweet, but, if you don't get into the 'Mutual, Buddy, and that right soon, or into some similar ship, you are doomed to have her turn her admiring gaze upon some duck that had sense, while she was smiling, not upon you, but at the candy, your theatre ticket, your auto rides and of course, at your pink socks, your swell clothes and your swagger gait." All of the foregoing brother, just lams the nail square on the head.

Editor Crawford of the Bakersville Kronicle is surely giving the people of that burg a run for their money when it comes to dishing out the proper dope as to what constitutes a progressive citizen or town, and he says in his last issue that hes able to back up what he says with his dukes and No. 10's. Last weeks Kronicle says:

Quite a good deal of excitement prevailed here yesterday the people of the town read the last weeks issue of the Mitchell County Kronicle. On the front page was an article written by the editor, D. W. Crawford, against the petition which has been circulated relative to abolishing the corporation of Bakersville. The town was incorporated last May and since then some of the older and unprogressive people have opposed the levying of any tax for the expenses of the town, hence the petition. The young editor took a stand against the petition and as a result of the very strong language and warm argument. The Kronicle office on the outside was besieged for several hours by men who were supporters of the issue. None, however, went in the office, Crawford having stated in the article that he would kick he one who presented it down

the steps. Editor Crawford has been in Bakersville on the Kronicle ever since last fall and has always been a staunch supporter of ever issue looking to the upbuilding of the town and county, and it is safe to say that the most wide-awake people of the county are friends of the editor. He's got sand in his gizzard and from ever view point it will be no small job for his enemies to run him out of town, as they threatened.

Senator Bacons' name is the only thing that spoils his argument on the Mexican situation. It suggests cabbage and garlic.

An exchange aptly remarks; The tango, buny hug, turkey trot and kindred dances can properly be classed as a reversion of the race to the type which conducted the matrimonial ceremony with the aid of a meat axe. But the greatest thing now on tapis in New York and Paris is called the "duck wabble." It must be a beaut. All that is necessary to complete the list is to ad to it the Madison Buzzard lope and everybody do it.

Sometimes the symptoms of kidney and bladder trouble are so plain no one can mistake them. Backache, weak and lame back with soreness over the kidneys, sharp pains, rheumatism, dull headache, and disturbed sleep, are all indications of a trouble that Foley Kidney Pills will relieve quickly and permanently. Try them.—Dr. I. E. Burnett, Mars Hill N. C.

**ADMINISTRATOR'S NOTICE**  
Having qualified as administrator of the estate of George Cutshall, deceased, late of Madison County, North Carolina; this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at White Rock, N. C., on or before the 23rd day of July 1914, or this notice will be pleaded in bar of their recovery.  
All persons indebted to said estate will please make immediate payment. This July 23rd, 1914.  
Wm. W. CUTSHALL,  
Administrator.

**Vanderbilts Cow Finest in World.**

The worlds Jersey record for butter and milk production on 120 days test has recently been made by Kola's Katherine, No. 206,275, owned by George W. Vanderbilt, Ashevilles millionaire farmer and dairyman on his Biltmore estate at Asheville. The test was conducted under the supervision of Dr. A. S. Wheeler, Professor of Tulane University of New Orleans, who has charge of the dairy and farm of the Biltmore estate. This record shows that Kaola's Katherine not only broke the worlds record for milk, for butter fat, and estimated butter for the entire period, but in addition broke the worlds one day record in every particular.

The record of the test at Kola's Katherine is as follows:  
Total milk 30,686 pounds; butter fat, as per Babcock test, 287.25 pounds, estimated butter 337.94 pounds; average milk a day 50.71 pounds; average butter 2.81 pounds. First months milk 1851, butter 92.23 pounds. Second months milk 1,591 pounds, butter 85.67 pounds. Third months milk 1,415.50 pounds, butter 83 pounds. Fourth months milk 1,228.50 pounds, butter 72.21 pounds, best days milk 66.50 which tested 3 1/2 pounds of butter.

The former record was held Loretta D. No. 141,708 which was made a St. Louis in 1904.

This new record of Kolas Katherine beats that of Loretta D., far the same period by 284 lbs of milk; by 7.09 pounds of butter fat and 7.91 pounds of butter.

Kola's Katherine also beats the one day record of Loretta D. by 8.15 pounds of milk and .81 pounds of butter.

The entire heard on the Biltmore estate numbers more than 225, in addition to the younger

and calves and bulls: The milk from the famous heard of registered Jerseys is sold to residents of Asheville, delivery being made by automobile. On April 17, 40 cows were selected from this heard for the production of certified milk under the rigid scrutiny of the Asheville medical milk inspection. Each cow is thoroughly washed and sponged off, and the milking is done by a corps of milkers who wear sterilized white suits, who are examined each day by the dairy superintendent, and once each week by the physicians of the milk commission. The inauguration of certified milk was celebrated by a dinner served in the great barn with the rows of handsome Jersey cows on each side of the table. Those present as guests of the milk commission and Mr. C. D. Beadles, manager of the estate, and Dr. A. S. Wheeler, superintendent of the dairy and farms, where Mayor J. E. Rankin, Rev. R. R. Swope, Mr. A. F. Rees, Mr. R. P. Hayes, son of the late President R. B. Hayes, who live in Asheville. Mr. Thomas W. Raoul, the city aldermen, officer of the board trade and representatives of the press.

**Kidney Trouble began with a lame back**  
J. L. Hackl, 915 Eighth St., Lincoln Ill., was recently cured of a bad case of kidney trouble that started with a lame back, and says: "I am certainly thankful in getting a cure of my kidney trouble by using Foley Kidney Pills." Try them yourself.—Dr. I. E. Burnett, Mars Hill N. C.

**TYPEWRITING and COPYING**  
Work Neatly and Accurately done  
**INSURANCE**

Fire, Life, Health and Accident placed in Reliable Companies.  
**SURETY BONDS**

Of all kinds furnished on short notice.

Deeds, Deeds in Trust and Mortgages Blanks For Sale.

**MISS ROBERTA ROGERS OFFICE**

**BANK OF FRENCH BROAD BUILDING**

"Tales of Honey and Tar" from West and East.

Wm. Lee, Paskenta, Calif. says. It gives universal satisfaction and I use only Eoley's Honey and Tar Compound for my children." E. C. Rhodes, Middleton, Ga., writes. "I had a racking lagrippe cough and finally got relief taking Foley's Honey and Tar Compound." Use no other in your family and refuse substitute.—Dr. I. E. Burnett, Mars Hill N. C.

**MARS HILL COLLEGE**

A school that draws 399 students from 60 North Carolina Counties, and from seven other States and two Foreign Countries, some coming half around the world to reach it, must have merit worth considering by Madison County people.

It drew 270 students from other Counties and States, and 429 from Madison County. Is this a fair proportion?

Its students succeed at higher institutions and in life, out of all proportions to its numbers.

North Carolina Education says: "There are few schools in the world that do better work than Mars Hill, and make so little noise about it."

The Fall Term opens August 20, 1913.

Send for our new catalogue.

R. L. MOORE, President.

Mars Hill, N. C.

The daughter of A. Mitchell, Hazard, Ky., had a bad case of kidney trouble and they feared her health was permanently impaired. Mr. Mitchell says, "She was in terrible shape but I got her to take Foley Kidney Pills

and now she is completely cured." Women are more liable to have kidney trouble than men and will find Foley Kidney Pills a safe dependable and honest medicine.—Dr. I. E. Burnett, Mars Hill N. C.