

# The News-Record

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## Industrial Survey of Asheville and Buncombe County, N. C.

Survey Made By Men Experienced In Community Study Shows This City and Vicinity to Be a Leader Among Those Typical American Communities of This State and Nation

### Business Men Speed Onward March

THESE TWO INDISPENSABLE GROUPS IN EVERY POPULATION CO-OPERATE IN MAKING ASHEVILLE AND VICINITY FIRST IN THE GREAT SOUTHERN STATES

### Rural and City Classes Join Hands

Progress the Key-Note of This Live and Wide Awake Community Whose Business and Professional Men Uphold the Highest Standards of Forward Looking Community Development

Located in the heart of one of the most prosperous sections of the greatest state of the great Southern States, Asheville, N. C. and community stands without a peer among that vast number of American communities whose population is made up of people, cosmopolitan in their outlook, and engaged in almost every occupation conceivable among a peaceful populace.

It is almost self evident to say that there is nowhere from Atlantic to Pacific, from the palm tree to the pine, a more contented, forward-looking and industrious group of people than one will find right here in this community.

Modern factories, stores, office buildings and an almost unprecedented number of fine homes speak eloquently of the results of this fine community cooperation.

Outside the city lie the rich agricultural districts. Expanse of fertile fields dotted with fine country residences supply the city and outside market with their many products. Many of these homes are as modernly equipped as the finest city home.

Remarkable, too, is the cooperation of the rural and urban populations in this community. Community projects are accomplished not by either of these groups working separately but by the two striving together in enthusiastic cooperation.

Welded thus into a united community, the people of Asheville and vicinity are determined that nothing shall stop their onward march of progress and prosperity. Fully recovered from the period of inactivity following the war, every phase of commercial life points to a period of continued growing prosperity.

The readers should understand clearly also, that while every article in this section is a paid advertisement, no man has written about himself or his business. These articles have been written by experienced and competent newspaper writers.

The write-ups appearing in this edition have as their primary aim the showing of the progress of this community as illustrated by the high standing and progress of these business and professional firms.

These articles have as their primary aim, not so much the advertisement of the particular business about which they are written, but the higher aim of showing the progress of the community as illustrated by the high standing of these business and professional firms.

## American National Bank

Established 1898 "ASHEVILLE'S BANK OF SERVICE"

Located in Asheville at 44 Patton Avenue Corner Church Street, is a Prominent Financial Institution, the Mainspring of Community, a Bulwark of Strength in Financial Circles Throughout the State. Organized to Serve the People. Modern Financial Service to Promote the Best Interests of This Community. You Can Always Consult the American National Bank About Your Investments and Receive Information Based on Experience and Cheerfully Offered Without Charge. Under National Charter and a Part of the Federal Reserve System. Officers Have Confidence of All the People.

The mainspring of prosperity of any community must be its banks. Were it not for business, agricultural and commercial loans properly made, any community would likely experience periodical panics. The function of these bulwarks of the community must be to keep a balance in the financial affairs. No institution could more highly fulfill this function than the American National Bank.

No institution in this part of the state can show more progress than this well known local national bank. Sound, energetic, yet conservative business policies have been followed by its executives since the time of its founding.

This institution conducts a business of the most general nature, and offers you National Bank Protection and Federal Supervision for your Trust Business as well as for your Savings and Checking Accounts, and invites you to do business with a

strong, well-managed and steadily growing bank. A special department takes care of foreign drafts as well as travelers' checks and other accommodations for the person taking an extended trip such as going abroad.

In the Savings Department deposits as low as one dollar are solicited and uniform courtesy is shown to the smallest depositor and the largest business interest. This friendliness to all has always been one of the points of pride in the reputation of the bank. Even children like to go here because of the courtesy and friendliness shown them.

when you meet the high pressure salesman. Nearly every man who has a little spare money receives a call sooner or later from a "high pressure" salesman. He generally knows a friend of yours and because of unusual circumstances is enabled to get you "in on the ground floor."

Be aware of "the chance of a life time," he offers you and at least put him off until you can consult your banker. "High pressure" methods are winning "high stakes" and leaving "low spirits" behind them. You can always consult the American National Bank of Asheville, N. C., about your investments and receive information based on experience and cheerfully offered without charge.

Operated under a National Charter it has all the protection of the Federal Government. It is operated under the supervision of the Comptroller of the Currency and is a part of that great national financial bulwark—the Federal Reserve System.

One feature of great accommodation to the public in this bank is its safety deposit department where a safety deposit box may be had for rental easily within reach of every head of a family.

This review would not be fair if closed without some mention of the officers of this bank and the place they hold in the community. No men stand higher in the confidence of the public. Strong in character and able in financial affairs, these men are unquestionably capable of directing any financial institution in any community. They are more than this; they have taken an active part in every community activity for the good of the people and have given such activities their whole hearted support.

## F. E. Lykes & Company

Local Real Estate Firm Meets Needs of Everyone. Located in Asheville at Number 2 Wall Street. Community Prosperous Because of Wise Investments in Real Estate. Specialize in Home and Business Property in Both Rural and Urban Districts. Personal Service Given Each Client. Betterment of Community an Ideal of This Firm.

There are many explanations for our prosperity, but the real one probably is this: a major portion of our investments are in real estate. The latest reports will show that the average man has more investments in real estate than in any other one thing.

Because of this fact the people of this community should be particularly prosperous. Few people in the country are better able to advise about wise real estate investments than the members of this well known local firm. They are able to give constructive suggestions to anyone interested in real estate in any way whatsoever.

ticular business.

This firm, furthermore, has always been known for its dependability, for its fairness and squareness in business dealings. The firm has a large clientele because those in charge recognize that a satisfied client is a client forever.

This firm handles all kinds of fire and automobile and compensation insurance. It writes policies protecting real and personal property from fire and also issues fire, theft, accident, collision and liability insurance on automobiles, protecting the owner against personal loss or responsibility for damage done on other property by his machine.

Mr. Lykes also owns a gasoline filling station located in Asheville at the corner of Market and Walnut Streets. This is a distributing station for the Gulf Refining Company products and the operators on duty are courteous and well equipped to give you competent advice on your gas and oil problems.

The members of this firm recognize the real constructive service which they in their business can render to the community. They take no step in their business which is not a step toward bettering the community as a whole.

## National Cash Register Co.

Located in Asheville at 51 East College Street, is the Local Sales Agency of the Famous National Cash Register Company, the Model Factory of the World. The Complete National Line Includes More Than Five Hundred Models Ranging in Price From \$75.00 Up. A National Cash Register to Fit Every Kind and Type of Business. Mr. R. H. Wheaton, the Sales Agent in This Locality, Will Be Glad to Advise Which Register Will Serve You Best. He is a Business Man of Wide Experience and a Respected Citizen in This Community.

The model factory of the world—The National Cash Register Company is located at Dayton, Ohio. It employs over 7,000 people in its most modern and up-to-date factories. The National Cash Register Company has made Dayton, Ohio, a very successful city just as it has made hundreds of merchants—successful business men in Asheville and in other cities in the world.

In the olden days the merchant never knew how he stood. He never had any record of his sales, never gave a receipt, never knew how much was paid out and how much was paid in without first consulting books and records if he had any.

The complete line of National Cash Registers contains more than 585 different models. In it may be found a small, simply operated machine that retails for as little as \$75.00 up to the big No. 2000 machine which is the marvel of the age.

counting, Commission Houses, Installment Firms, etc., work.

Mr. R. H. Wheaton, the local sales agent, is a man of wide experience in this business. He knows cash registers from how to stern, has spent much time in the factory where they are made before having been appointed as the sales agent in this locality.

His business experience places him in a position to advise any merchant on which register he should have and use in connection with his business. Behind him stands the Merchants Service Division of the home firm with experts at your command, that will be only too glad to serve you and help you overcome the daily business problems with which you must cope.

Associated with Mr. R. H. Wheaton are several highly efficient and trained salesmen executives who not only know cash registers from A to Z, but are experts in sales methods and are scientifically qualified to analyze a man's business and suggest methods whereby he can increase his profits.

This paper proudly goes on record as heartily endorsing National Cash Registers. We know they manufacture the best, only the best and stand squarely behind every register sold. We also recommend Mr. Wheaton the National sales agent, because we know his heart and soul is in his work—in rendering the business firms, bankers, and merchants the best possible service—in giving them only the best obtainable in Cash Registers!

## Snappy Service Station

Of Asheville Located on College at Spruce Street, is a Modern Garage Whose First Interest is a Pleased Public. Is a Thoroughly Modern and Up-to-Date Motor Garage. Equipped With Modern Scientific Machinery That Preserves the Lustre of the Car and Removes the Dirt and Grease. Duco Polishing, Goodrich Tires and an Added Service. Phone 9124—They'll Send For Your Car and Return It to You. Hi-Pressure Greasing and Washing Service.

You've often heard some gossiping neighbor say: "Looks like they had it for a century." And the reason for this uncalculated remark was because the owner of the motor car failed to realize the importance of keeping his car in spic and span condition by having it regularly washed, greased and polished.

Washing, greasing and polishing is a dirty job. Yet it is a particularly one because if done consistently and efficiently it increases the resale value of the car and makes it give better service. This enterprising firm makes a business of keeping the motor cars in this locality in spic and span shape. They specialize in doing the very work we all hate to

tackle. They take a real interest in seeing that the motor cars on the streets of Asheville, N. C. are kept in better appearance than in any other city in the U. S. They employ men who have made it a life-time business to launder motor cars. These men are experts. They know that soaps that contain alkali eat into the body of the paint. They know that acid of any sort in the water they use to wash the motors entrusted to their hands will destroy the lustre of the enamel and make a new car look old.

Greasing is another feature of the service they render their customers. A properly greased car runs smooth-

ly. It does not squeak, rattle, jolt and jump. All these things irritate the nerves of the driver and the people who ride. In this respect this enterprising firm not only makes motoring more a pleasure for the people of this community but they add life to the motor and flexibility to the car.

The proprietors actively manage this business. They believe that the way to make a business successful is to please the public at all costs. Courteous service, adequate accommodations and the lowest cost with a high quality of work are necessary attributes to such a policy. This paper feels sure that the public of this steadily growing aggressive, alert community will respond willingly to such a policy.

## Campbell and Vance

Plumbing and Heating Contractors

With Headquarters in Asheville Located at 170 Patton Avenue, is a Modern Firm of Sanitary Engineers. They are Equipped to Render Complete Service in Every Detail. They are Authorities in This Line of Work. Their Work is Guaranteed to be Satisfactory. People Do Not Hesitate to Call Upon Them For Service. Charges Reasonable. A Full Line of Plumbing Supplies Carried in Stock. Phone 1271.

What the arteries are to the body a plumbing system is to a home. This comparison is indeed not far-fetched. Both require careful and expert attention when they need repair. If your circulatory system is bad, you are doomed; if the plumbing system of a home is defective you are never at peace. Campbell and Vance make it their business to put and keep the plumbing system of your house in order.

These men and their employees have gained that mastery of their trade which only comes with careful study and long experience. If you have plumbing troubles, you need look no further to have them eliminated.

If you are building a home, consult these men. They will advise you as to the very best that can be obtained in the way of a plumbing system for your home. Their work is guaranteed and their prices are the most reasonable possible consistent with the high quality of their service.

To visit their stock rooms and display rooms is to see the best that can be bought in the line of plumbing supplies. The fixtures are of the latest design and have the most modern scientific appliances to assure your convenience. Here in the large display room you will find a complete bath room fitted out in the most modern style.

house the latest kitchen plumbing supplies. All those conveniences which take away the drudgery from kitchen work. Sinks which contain the latest convenient device to make such tasks as dish washing far less annoying.

Needless to say, the enviable reputation of this popular plumbing firm has been achieved only by doing business on the fairest basis possible. People instinctively fear sanitary engineers because of their fees. There is not a home in this or surrounding communities where these men have worked that will not vouch for the high quality of their work. They carry this same ideal of service in their lives as citizens of the community.