

NEWS ADVERTISEMENTS OF ASHEVILLE'S BUSINESS AND PROFESSIONAL FIRMS

M & M BODY AND RADIATOR WORKS

This well known concern is located at 110 Ashland Ave., in Asheville, Phone 1600. They do excellent work in Rebuilding Automobiles, Painting, Glass, Tops, wrecker service.

This well known firm has a reputation for expert work both in repairing and rebuilding wrecked cars, and painting as well, both in this and surrounding territory. In these days of heavy traffic it is impossible to avoid accidents. Perhaps just a bent fender, and then again a car that seems at first almost entirely ruined.

These people are equipped to care for these needs. A bent fender is straightened while you wait, a scratch upon the body is soon removed and

if you have a car that is badly wrecked they make it almost like new. No matter what your needs may be, see the M&M Body & Radiator Works.

Their service is known far and wide for its excellent work in the body rebuilding department and has rebuilt many damaged bodies. This firm is considered an authority upon body rebuilding and is consulted by many on this work.

We wish to call the attention of the readers of this progressive review to the excellent service and reasonable prices of this firm and congratulate the firm upon the position they hold in the business world.

NETTLE WOOD NURSERIES

Located on Hendersonville Road, Phone 6772—J., Asheville.

The Nettle Wood Nurseries are well equipped to render an efficient service in the successful propagation of trees and plants.

They feature a most complete service including every phase of the nursery and planting business. They are under the able direction of people who make a wide study of the business and are practical growers.

These reliable nurseries are in a position to give the prospective purchaser a complete variety of specimens to select from. Everything is guaranteed to be true to name and up-to-date.

Many varieties of ornamental and shade trees, flowering trees, perennials and evergreens. 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.

The manager of this company has a broad and scientific knowledge of tree and plant life. A careful study of the proper soils essential to the production of sturdy specimens has been made and is responsible for the excellent and healthy condition of its stocks. Anyone contemplating work of this nature can do no better than place the order with this responsible firm.

Beginning March 1st they are thinning and transplanting 30 acres of Nursery Stock and will be able to make most unusually low prices on all evergreens and flowering plants.

We take the opportunity to compliment the management upon the efficiency of the service rendered the public and refer all our readers to this reliable firm for this service.

MCCOY UNDERTAKING CO.

Capable Funeral Directors. Located at 31-Eagle St., Phone 762, Asheville.

They may be entrusted with all the little duties of helpfulness and their services will be more that of a sympathetic friend than a professional. Every department of their service has been organized with the idea of providing an individual service suited to the requirements of each case. The most personal matters may be trusted with them and you have the perfect assurance that your confidence will be respected.

They are equipped for all kinds of funerals. Their equipment includes services for the very young as well as the old, and you may depend upon their rendering you the same efficient

and helpful service in every case. A funeral chapel is maintained for those whose living quarters are too small to have all details taken care of here than in the home.

They are well versed in all details of the various funeral services, this together with their innate ability to grasp each individual case, makes their services indispensable to the people who care. Great pride is taken in rendering a most courteous and satisfactory service. They carry a large stock at all times and their patrons are thus able to make timely selections. Their services are in demand throughout the entire section and they have well merited their success in this business. We congratulate them upon the admirable and satisfactory service they have rendered.

SMATHERS COAL COMPANY

Located at Emma, N. C. When You Want the Best in Coal at the Most Reasonable Prices, Call on This Well Known Coal Company. One Good Ton Deserves Another. R. T. Smathers, Mgr., Manager.

This well known firm has successfully supplied this trade territory with all kinds of fuel for a number of years. They do a large volume of business and are yearly building a more substantial establishment.

They are a reliable firm that gives correct weight, first quality and superior service. They demand the best to be had from the miners and jobbers, and these jobbers have learned not to send them anything but the best. They demand a specific standard that they may maintain this standard to their customers. If you want the best in coal, call the Smathers Coal Co.

They aim toward the perfect coal with maximum heat units and very little ash—coal with wonderful burning qualities and at prices no higher than that asked by others for inferior grades.

This firm specializes in superior service. They have their trucks in readiness for deliveries at all times and will make deliveries when promised. Perhaps there is nothing that brings them so much business as this reliability.

In this industrial review, we wish to extend our congratulations to this progressive and efficient company.

H. W. KINDLER, PLUMBING & HEATING

With Office in Asheville at S. Magnolia Ave., Phone 1611-1612. Offers people a complete Service in Plumbing and Heating. "Over 20 years in Asheville"

The H. W. Kindler Plumbing & Heating Co., has been responsible for modernization of many public and business buildings in this part of the state, and this work has met with universal commendation.

The standard of living in America is higher than in any other country in the world, and in order to enjoy this condition it is necessary to have in our midst men who make a study of the problems of plumbing and heating work. The proprietor, Mr. Kindler, aside from wide study and research is a man of wide practical experience and thoroughly understands

all the problems of these lines from a theoretical and a practical standpoint.

They furnish all kinds of bath tubs, fixtures of all kinds, heating and water systems, and supplies. In fact, they have on hand at all times large quantities of materials for immediate contract work.

They employ men who are thoroughly competent in these lines and under the supervision of this house all work is erected according to the rules and codes of master craftsmen so that it will pass inspection and last for years. They are also complete rural engineers and are able to make any country place just like a city home in the matter of modern systems. No jobs too big or too small for them to handle.

GENTRY COMMUNITY BROTHERHOOD BENEFIT BURIAL ASSOCIATION

NORMAN GENTRY, President State office at 350 Southside Ave., Phone 4690 in Asheville—District office at High Point, N. C. R. G. Gentry, Executive Director; Miss A. B. N. Collier is Private Secretary and J. C. Crawford is District Manager of High Point office.

There is no concern more in accord with the ever-changing times than the services rendered by our modern burial associations.

An example may be cited by referring to the above mentioned firm with executive offices in Asheville. From a humble beginning it expanded until today it numbers among its offices the Asheville Funeral Home, Inc., at the same address; Royal Funeral Home at High Point; W. M. L. Roberts, at Cherryville, Kings Mountain, Lincolnton, Gastonia and Mangum; Peterson Funeral Home at Statesville. These are all branch offices.

The object of this association is to provide a means and plan that will be most reasonable and will insure the burial of its members. The joining fee is 25c, monthly dues from 1 to 9 years old are 10c, from 10 to 29 years old 15c, from 30 to 49 years old, 25c per month and 50 to 65 years of age, the monthly dues are 30 cents. By the payment of these fees, children under 14 receive a \$50.00 burial and adults benefits \$100.00 burial. Thus it may be noted that this service is complete and reasonable. It

is reliable and in its establishment, Mr. Gentry with foresight, gave to the people a very beneficial service. Residents throughout the Marshall area are invited to call in at any time where courteous response to all inquiries will be met.

As is well known they are recognized as among the most proficient and conscientious in this line in this section and this distinction is well merited as the excellent service that they render in the practice of the business will testify.

Efficiency, thorough, and conscientious work have won for the Gentry Community Brotherhood Benefit Burial Association a prominent place among the business and professional firms of Asheville and the State.

During the time they have been serving the people of the community they have learned to attend to every detail of the business they are conducting in a way that is most gratifying to those who call here for service.

They have gained a name as responsible people which is not confined to any particular vicinity but is statewide as well.

It is eminently fitting in this review that we denote conspicuous space and well merited tribute to the efficiency and conscientious work that has won for these well known professional men a prominent place among the modern merchants.

ADAMS BLAUVELT, INC.

Located at 16 Battery Park Ave., Phone 2774, Asheville, N. C.

At the Adams Blauvelt Inc. in Asheville, which has through dependable service won an excellent reputation in our community, you will always find at your service a registered pharmacist whose technical education and wide experience have fitted him for the scientific filling of all prescriptions, regardless of their intricacy. There, too, are displayed your favorite toilet waters, perfumes, powders and all similar products.

This firm has realized that fresh goods, fair prices, and minute care in compounding preparations are the foundation of genuine service, and has followed this policy through their years of business. The store has kept abreast of the times, the line of drugs is clean, pure and fresh.

A complete line of sundries, rubber goods, cosmetics and everything in nationally known products from the world's most outstanding pharmaceutical houses are carried. Call the Adams Blauvelt Inc., at any time and you will find that this drug store is in a position to fill all your needs.

Physicians recommend it for the filling of prescriptions because of the accuracy and special care in this work.

The Adams Blauvelt Drug company has brought this establishment up to its present high standing by being conversant with every detail of the retail drug business and giving the people of this region the same prompt, courteous and efficient service at all times.

JARRETT FURNITURE COMPANY

This Dependable Furniture Co. is Located On 16 Biltmore Ave., Asheville, N. C. Phone 1966. This is The Furniture Center of This Section.

This popular establishment has probably furnished more homes and done more to make the occupants happy and contented than any other one institution in this section. There is nothing more important than contented, happy homes. To make them happy they must be comfortable. The aim of this concern is to aid the people of this community in making their homes not only comfortable, but attractive as well. Their ample stock of furniture and furnishings are from the best manufacturers in the country. They carry selected and extensive lines which will suit the most fastidious taste. If you are furnishing a new home, do not fail to see the furniture and furnishings carried at the Jarrett Furniture Company.

They have built up a countrywide business through their courteous treatment, accommodating service, and fair and honest business methods. "Once a customer, always a customer," is their slogan. Their line of domestic rugs is superior to a marked degree; artistic

in pattern and beautiful in color combinations. The whole color scheme of a room is centered upon the floor coverings. It is the first thing we notice upon entering a room. You will be more than pleased if you make your rug selection at the Jarrett Furniture Company.

They will gladly assist you in making your selections to gain the desired effect in a quiet unobtrusive manner. They have had years of experience in this business and are altogether competent in house furnishings.

You may, if you like, make your selection and pay for them on a convenient payment plan. In this way you may enjoy your furniture and furnishings while you are paying for them. There is a dignified confidential credit system.

The management of this institution is in the hands of capable and progressive business men who have done much towards the development and progress of this community.

The business review wishes to commend them upon their progressive business methods and assure the people of absolute satisfaction when making their furniture selections at his establishment.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Conveniently located on Coxe Ave., in Asheville. Phone 3456. This Substantial Firm Has Brought to This Country a Car That is the Choice of Those Who Want the Best and a Car You Can Buy With Confidence.

Thomas Buick Co. Inc., in presentation of the latest models of the Buick do so with the assurance that the Buick always lived up to the high standards and are offering better automobiles, always keeping ahead of the developments in the automotive field and being a leader in world Motor Circles.

Notable achievements of the General Motors Research Laboratories and General Motors Proving Ground has been the elimination of vibration beyond belief. The Buick's great engine with the famous valve-in-head motor which has held sway for years has been refined with many

fundamental improvements. The Tension Balance, lightweight pistons and completely cushioned engine. Other notable features are the vacuum leared crankcase which takes out all moisture by a flow of air, the automatic control of cooling the new giant wheels for smoother and safer driving.

The new models of Buick are with bodies by Fisher. They comprise a most comprehensive line and there is no use to which you want to put an automobile that they do not have a model that will just suit. The bodies are luxurious and all by Fisher. Rich coronation colors in Duco, low gravity body, exquisite taste in upholstery and finishing.

No matter from where you may be or whether you bought the car here or not you will find they are able to give the most efficient and modern

service.

In this directory of 1936 we are glad to compliment this establishment upon the part being played in the automobilization of this section of the state and to say that all motorists are always welcome at this place which holds first rank among auto situations of this section of the state.

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

Valve-in-Head Straight-Eight Engine . Anolite Pistons . Sealed chassis . Luxurious "Turret Top" Body by Fisher with Fisher No Draft Ventilation . Tiptoe Hydraulic Brakes . Knee-Action Comfort and Safety Torque-Tube Drive . Automatic Starting, Spark and Heat Control . Built-in Luggage Compartments . Front-End Ride Stabilizer.

RICHBOURG MOTOR COMPANY

LINCOLN ZEPHYR This Well Equipped Garage Maintains the Highest Type of Service To Its Patrons at 94 Coxe Ave., Phone 4616—Asheville, N. C.

The Lincoln-Zephyr, the new standard of value in the medium-price field, has a 12-cylinder engine of the V-type. This engine—with integrally cast blocks and crankcase—develops a 110 horsepower. The wheelbase is 122 inches; the springbase is 133 inches. The body is unique in the automotive world.

Behind these simple facts lies a story of long experiment, a pooling of the engineering experience and economic resources of the Ford Motor Company and the Lincoln Motor Company. The idea of producing a car at MEDIUM PRICE is not recent with them. But they have insisted that such a car, when built, should be pre-eminent in its field, as Ford and Lincoln are in theirs; that it should express, in its own way, the traditional ability of

Lincoln and Ford to give outstanding value.

From the first glance, the Lincoln-Zephyr is striking in appearance. It carries principles of aerodynamic design to a refreshing, logical conclusion. Streamlines sweep not only from the front to end, but from side to side. Yet the grace of its lines means very much more than the expression of a style trend. It reflects new principles of design and construction.

Steel trusses alone have made possible modern structures that combine light weight and great strength; the arch bridge, the airplane fuselage, the Marconi tower. The principles of truss design are also the engineering foundation of this new car. Here, at the body entire assumes the function of the usual body and frame. The first result of this construction, obviously is great safety for passengers. Great comfort follows as inevitable. Passengers ride cradled between the two axles. Long transverse springs minimize jounces and bumps. The

weight of the Lincoln-Zephyr is exceptionally low, and almost equally distributed between front and rear wheels. The rear seat ride is virtually as smooth as the front! Inherent in this car with its smooth V-12 power has the gliding ride—a new rhythm of movement!

With all its modernness, we believe you will find the Lincoln-Zephyr a practical, economical car. They invite your careful, critical inspection—in the showroom, and better on the road. There is much about it to arouse your deep interest.

We feel that it is fitting and proper to give this concern prominent mention in this edition and to direct our readers' attention to their activities. If you call at this garage for minor or major repairs you will be accorded courteous and accommodating treatment by a man who realized that the secret of success in any line of business is real service, high grade work and a reasonable price.

RIVERSIDE CEMETERY

Offers a beautiful spot close to the city, where nature in all her grandeur lends a pleasant touch to sad occasions when man in the transition goes to the Great Beyond. An institution that is well conducted and kept in the very best of condition. With the aid of auto funerals and rapid transit the large and well-cared-for cemetery has taken its place in our civilization.

During the past decade the private burying ground and small unkept cemetery have fallen into desuetude and are gradually passing away. The Riverside Cemetery is becoming a

center for families all over this part of the state.

It is of good proportions and its founders have provided for the coming generations so that families can secure ample accommodations for many years to come. The cemetery is located in a lovely spot of picturesque country where nature has been extremely kind in her distribution of natural beauty. Aside from this the management has the grounds perfectly landscaped and every accommodation in perpetual care is offered to owners of plots.

It is incumbent upon every family to secure a suitable lot. This cemetery with its many excellent memorials that stand like the Rock of Ages will be typical of present day civilization.

They will be pleased to furnish a lot that is suitable and these are offered at prices that are very reasonable.

In this review, we are glad to call the attention of the people to the Riverside Cemetery and to compliment the management upon its excellent appearance at all times of the year.

Authorized Dealer for Chrysler Cars. Located on Coxe Ave., Phone 3600. Be sure to visit their salesrooms. They have real bargains in used cars. With modern garage and salesroom in Asheville.

Once again the motor car manufacturers have proven their superior knowledge of automobile engineering by giving the public exactly what it wanted and had been looking for since the beginning of the automobile industry, the new Chrysler cars—good automobiles made better, smoother and faster—at prices within the reach of all.

The new Chrysler cars represent many features, such as a finely balanced body design. These new cars have, generously ample outside and inside body dimensions. All Chryslerers have safety steel bodies, reinforced with steel to better withstand

strains and stresses, and interlocking the entire power plant is suspended in perfect balance, high in the front and low at the rear, so that all power tremor is absorbed by the rubber mountings, providing unmatched smoothness. Other features are full pressure lubrication, Hypoid rear axle, valve seat insert of tremendous hardness and heat resisting qualities. The gear shift is silent in all speeds. See this car today at Southern Motors. These new cars are the result of years of experimenting, the spending of vast sums of money and of consistent refusal to accept the test as final.

When the Southern Motors started in business, they decided to give every customer the best to be had and for this reason the public has learned that dealing with them, they are sure of satisfactory service and work well done.

SOUTHERN MOTORS

SUCCESSORS TO JOHN S. CONABEE

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