

NEWS ADVERTISEMENTS OF ASHEVILLE'S BUSINESS AND PROFESSIONAL FIRMS

THE FIRST NATIONAL BANK & TRUST COMPANY

THE FIRST NATIONAL BANK & TRUST COMPANY, located at No. 11 Church Street, Asheville, N. C., with Burnham S. Colburn, President, William M. Redwood, Vice President, Charles D. Parker, Cashier, is an institution which believes in service to its patrons.

locally owned and controlled. Funds deposited there are insured with the Federal Deposit Insurance Corporation up to a maximum of \$5,000.00 for each depositor.

Drink Coca-Cola IN BOTTLES It Tastes Much Better When Served Below 40 Degrees Phones 802-803 Asheville, N. C.

KIBBLER PRODUCE COMPANY

Always pays the highest Market Prices for Poultry and Eggs. Located at 88 N. Lexington Ave., Phone 2137.

The Kibbler Produce Co., produce dealers, has an enviable reputation throughout Buncombe County as being thoroughly dependable and is a representative business concern engaged in buying poultry and eggs.

We advise our readers to get in touch with them and take advantage of their expert service. Their prices are far more favorable than would be secured by the people if they had to ship elsewhere, for it is a well known fact that they pay top market prices at all times.

Kibbler Produce Co. does an extensive business throughout the county and always pays the top market prices for all produce.

It is a fact that through their efforts many people have gone into the poultry business on a much larger scale because they know that the Kibbler Produce Co. always pays the highest market prices for poultry and eggs and thereby eliminates any trouble in the marketing of produce.

T. C. AUTREY INS. AGENCY INC.

In Asheville with office in Medical Building, Phone 1062. Fire and Casualty Insurance; Fidelity and Surety Bonds.

The value of insurance is more than ever recognized each year, as is shown by the ever-increasing number of policies that are written. People can not afford to take a chance on their property when by paying a small insurance fee or premium financial loss of property is avoided.

If you reside in our section and are in need of insurance of any kind, we suggest that you call Mr. Autrey or drop into his office and go over the grounds with him and he will be able to assist you in the selection of that which is best suited to your individual need.

We believe Mr. Autrey deserves credit for the admirable service that he has so long afforded the people of that region in the insurance field. We wish to compliment such an aggressive place which has given us a feeling of satisfaction and security in this section. They have proven through service that your patronage has been well merited.

NEHI BOTTLING CO.

A plant under capable management which has had a great deal of experience in this line of work. In Asheville at 322 Southside Ave., Phone 1937.

The old and true saying that the best is always the cheapest is especially applicable to their beverages, products of the NEHI BOTTLING Works, producers and distributors of high class carbonated beverages whose appealing flavor won instant recognition as soon as they were introduced on the market.

Their distribution system is certain. When they tell you they will deliver your order you can rest assured it will be there on time, they realized when they started in business that a sanitary plant, kept always in the best condition, modern machinery providing the utmost from a production standpoint, and the best ingredients would be sufficient if their distributing system was not always working at the highest efficiency.

Products from this plant are thoroughly enjoyable and many families throughout this section, especially in the country and suburban sections, purchase these products in case lots. Their delicious tastiness makes them a preferred beverage in every home.

CAROLINA SHEET METAL WORKS

This establishment located at 33 CAROLINA LANE PHONE 133, is deserving of more than passing notice in this review of our onward progress as they are recognized in this section as one of the most expert sheet metal and heating firms in the state.

The sheet metal department commands your attention at the present time as they have a complete line of the very best roofing and general sheet metal work.

They are always glad to give estimates and will go any place and look over the heating problems in question and give a complete estimate on the work completed. They are in a position to offer the best of service in installation and all people employed are very careful and artistic in all work.

They have filled many contracts over this part of the state, and have been a great aid to the advancement and modernization of the community.

In this review of the business life of this part of the country, we are glad to compliment Carolina Sheet Metal Works upon the economic position their activities merit.

WHITES MONUMENTAL WORKS

Located in Asheville on Weaverville Rd., Phone 3418. Are prepared to erect all kinds of monuments and have a large and varied stock always on hand from which to select. From the smallest marker to the imposing mausoleum. This firm has done more business in Madison County within the past 3 years than any other firm.

The Whites Monumental Works has always performed all of their work by modern machinery and every monument bears the stamp of the individual artist. They have always featured work of quality. There are many inferior qualities of material on hand today from which to make monuments but this house features various granite and marble of recognized quality.

In erection of all work, they use the greatest care to see that proper foundations are in place so that the work will stand solidly for all time. The Kings of Egypt and other old historic countries stamped the story of their times on their memorials. It is just as important that the head of every American family secure a proper memorial to insure the perpetuity of the family name.

In this review of today we desire to congratulate the Whites Monumental Works and to say that they are adding much to the culture and artistry of the day in the conduct of this large business.

DAVE STEEL CO.

With a Modern Plant at Asheville, N. C., Phone 2377. They Specialize in the Fabrication and Erection of all Types of Steel Structures.

A twentieth century industry under the direction of men who have always had at heart the best interest of the community in which their enterprise is located and one of the firms that keeps the wheels of progress turning in this section.

This is one of the most necessary concerns, and is fully worthy of more than passing notice at our hands for not only is it one of the leading manufacturing firms in the country, but it has gained a wide reputation for general excellency and are considered a standard concern among the trade throughout the county and territory.

It may be of interest to know that the idea of this enterprise originated in the minds of energetic people. With a restless ambition, a broad vision of the future of the industry in the country, they turned their trained and creative mind to the perfection of perfect products.

To maintain it means continuous encouragement of all in the community, the assured expansion of this entire section, the onward progress of industrial, commercial and social development.

In this review of our onward progress we cannot fail to compliment this well known establishment upon the manner it conducts its industry and to say it has been a decided factor in the industrial life of the community.

BEAUMONT FURNITURE CO.

Located in Asheville at 27 Biltmore Ave., Phone 1002. Office phone 3021.

This is one of the most widely known firms in this community. For several years they have provided the home furnishings to the people of this section. They handle only the best of household articles and are known far and wide for their courtesy of treatment and fairness of dealings.

For many years they have been able to buy in large quantities and are thus enabled to secure the right discounts. In this way they are able to price their supplies to their customers at a very substantial saving. In their spacious showrooms one can find beautiful suites for living room or bedroom of all the different periods and designs and materials to suit your individual needs.

Knowing that the people will be satisfied with only the very best in home furnishings this firm is always striving to improve their stock. They desire to furnish furniture that will give maximum service at a reasonable price. By reason of this the people of this community look to them for information and advice upon their home problems.

We wish to compliment this progressive firm upon their effective business methods and refer all our readers and friends to them.

BATTERY AND IGNITION CO.

Complete Line of Delco Equipment. Located at 150 Hilliard St., Phone 6900—Asheville, N. C.

The new type Delco Light truly scientific marvel of the present day is almost human in performance. In fact it does everything but think. It combines all the advantages of an automatic Delco Light with all the superior advantages of a storage battery. Delco Light operating from the battery on small loads—the new Delco Light automatically switches to power for heavier service. The benefits occurring to a user of this amazing achievement which is a result of many years research by Delco Light engineers. Many using a smaller battery which costs less requires less fuel and practically no attention over a long period of time. It was placed before the public only after several years of intensive grueling field tests.

The new type Delco Light is a decade ahead of everything heretofore mentioned by any manufacturer of farm electric plants. It astounds even those scientists and engineers who are daily in contact with the epoch making achievement of electrical scientists.

The manager is an expert of farm lighting equipment and is so regarded by farmers for miles and miles. We feel that in informing the people of our community of this great convenience to them we have done for them a real service. We refer this establishment and the Delco Light to all our readers.

THE INLAND PRESS

At N. Market St., Asheville, N. C., Conduct The Leading Book Bindery and Printing Co. Of This Section Of The State—Are Prepared To Handle All Classes Of Work Including Magazine And Catalog Binding, Rebinding A Specialty, Paper Ruling.

The Inland Press is worthy of the fame it bears and true to the ideals it maintains as they are recognized as one of the most expert bookbinderies in the state.

They have a very complete equipment which is kept right abreast of the times. Every new invention in the line of printing and bookbinding machinery that is adopted by the trade is here installed as soon as it has been approved. They feature bookbinding and allied lines and are able to handle all work in quick time.

The bindery is ready to bind anything from the simplest pad to the largest ledger or the most expensive de luxe binding. They are men of excellent taste and can assist anyone in making a selection of binding that will be suitable.

They offer excellent service and are ready to assist anyone in the selection of the proper paper and will be glad to give figures on any kind of work they execute. They too, will have it when promised.

In making this review we are pleased to compliment The Inland Press and refer their excellent work to the people of this part of the state.

HALSEY & GRIFFIN (Incorporated)

A Complete stock of everything in Stationery and Books is carried here at 59-Haywood, Phone 3014, Asheville, N. C.

The office book and supply department carries one of the most complete lines of books, ledgers, loose leaf systems, stationery, filing systems, and in fact, everything for the conduct of the office, both large and small. If you have something special in mind in the way of card bookkeeping or record system or some article of equipment that you wish made for your individual use, they will supply it according to your ideas.

At the Halsey & Griffin, Inc. lovers of every literature taste will find something to their liking as they carry a large line of new and old works in fiction, biography, essays, works of humor, scientific books, historical books, and in fact books of every description. They invite all book lovers to come in and browse around the store even if they do not have in mind purchasing a book. If you have some book in mind that you wish to buy and they do not happen to have it in stock they will gladly get it for you.

We are glad to point to them as conducting a store that is keeping abreast of the changing times in the various lines, one whose stock is right up to the minute and is aiding the people in the selection of the latest ideas in these lines.

METCALF'S SERVICE STATION

P. T. DILLINGHAM, Manager. The Metcalf Service Station On R. F. D. No. 1, Phone 9438, Asheville, N. C. handles Petroleum Products that they have found give the best satisfaction.

These products give easy starting abundant power and more miles per gallon. These products are very popular with the discriminating motorist in this section of the country.

Oil plays a very important part in the commercial and agricultural development of our country. Did you ever stop to realize that it would be impossible to turn a wheel without lubrication? It is one of the foremost industries of the world.

They conduct a modern station and equipment to give the best of service. It matters not whether it is for passenger car, truck or tractor, this station has the proper grade that will meet your individual needs.

Metcalf's Service Station is founded on service to their customers. You receive prompt, efficient, service with a smile and the best products. All are welcome ("Information, Wind or Water.")

Customers for real satisfaction use lubrication and gasoline from the Metcalf Service Station and you will be assured of the best results and service.

We are pleased to point with pride to the Metcalf Service Station and recommend them for their class service. And assure everyone that when they buy gas or oil from them they will get the very best.

ECONOMY MARKET 226 Patton Ave. Phone 3084-J MR. TURNER, Manager.

Quality Meat Products

DUNHAM'S MUSIC HOUSE Everything in Music 62 Patton Ave. Phone 420 Asheville, N. C.

The "HOUSE WITH A MILLION" NEW AND USED AUTOPARTS HARRISON AUTOPARTS CO. 1 Craven St. Phone 36 Asheville, N. C. 327 Haywood Rd. Phone 5669

STEWART ELECTRIC REPAIR CO. Motor Rewinding, Repairing and Rebuilding 22 Years Experience New and Used Motors for Sale 201 Hilliard Asheville, N. C. Phone 132

FOX BEAUTY SHOP

Located in Asheville, at 1 Patton Ave., Phone 1219. This is a most sanitary beauty shop. It offers a most modern and scientific service in beauty culture. They have a shop that is modernly appointed and offers the ladies of the surrounding territory an excellent service.

This beauty shop is a center for beauty culture that is adding much to the life of the ladies of this part of the state.

This shop is fitted according to the late and modern ideas of science and offers the public the best. Every article of equipment that has been approved by the trade is here installed for the convenience of the public. Here are employed operators who are thoroughly competent. Massage and manicuring service are also featured which gives the customers a full and complete service.

It has many booths and features a complete service in modern scientific beauty culture. They are all cosmeticians of the most advanced ideas. The styles of the day are understood and no matter whether you desire the coiffure manicure, massage, water wave, scalp treatment or permanent waving, they are able to assist you so that all beauty service will conform to your individuality and add to your beauty and charm. All work is performed according to the latest of scientific discoveries and the prevailing styles of the day.

The management and associates have visited the leading centers of fashion of the country and keep right abreast of the times on the latest styles in hair dressing. They understand the types of people and can dress the hair to make any lady attractive and charming. In making this review of the social and business life of this section we are glad to compliment the Fox Beauty Shop on their modern and complete service and to say that this is a center for people from all over this part of the state when in town for the latest styles in hair dressing and beauty culture.

RADER BEAUTY SHOP

Modern Beauty Establishment, Located in Asheville At 66 Flint St., Phone 2944.

You not only feel at home in this attractive and refined beauty parlor, but the work done here is so satisfactory that once you visit the establishment, your return is assured; you become a regular patron of the Rader Beauty Parlor.

They are adept in all phases of this work and cater to the discriminating—those who desire the best in the latest methods of beauty culture. They keep in touch with all new developments in this line, and you are assured of that personal touch so necessary to successful beauty operations.

The management of this establishment has made a close study of types and hair for so long that they are well able to advise in these matters. They realize that each individual type must be met in dressing or bobbing hair. They wave your hair as best suits the contour of your face, your type and personality or give you the type bob that fits.

She personally superintends all those in her employ and employs only skilled operators. Don't neglect your appearance, keep yourself up to date, visit the Rader Beauty Salon today.

Not many communities can boast of such an exceptional metropolitan beauty shop and in this directory review we wish to congratulate them on their service.

CARD OF APPRECIATION We take this method of expressing our appreciation to our many friends and neighbors for their many kindnesses and expressions of sympathy at the death and burial of our loved one, the late Mrs. T. S. (Aethia) Rice. THE FAMILY

Medicated with ingredients of Vicks VapoRub VICKS COUGH DROP