

FALL EXCURSION

TO

Cincinnati and Louisville

September 17, 1926

Southern Railway System

ROUND TRIP RATES

ASHEVILLE	\$11.50	BALSAM	\$13.50
CANTON	12.00	SYLVA	13.50
CLYDE	12.25	DILLSBORO	13.50
LAKE JUNALUSKA	12.25	BRYSON	13.50
WAYNESVILLE	12.25	ANDREWS	13.50

RATE FROM INTERMEDIATE STATIONS NOT SHOWN ABOVE, SAME AS NEAREST STATION BEYOND.

TICKETS ON SALE FOR ALL TRAINS SEPTEMBER 17. GOOD RETURNING ON ALL TRAINS. RETURN TRIP MUST BE COMPLETED BEFORE MIDNIGHT OCTOBER 2, 1926

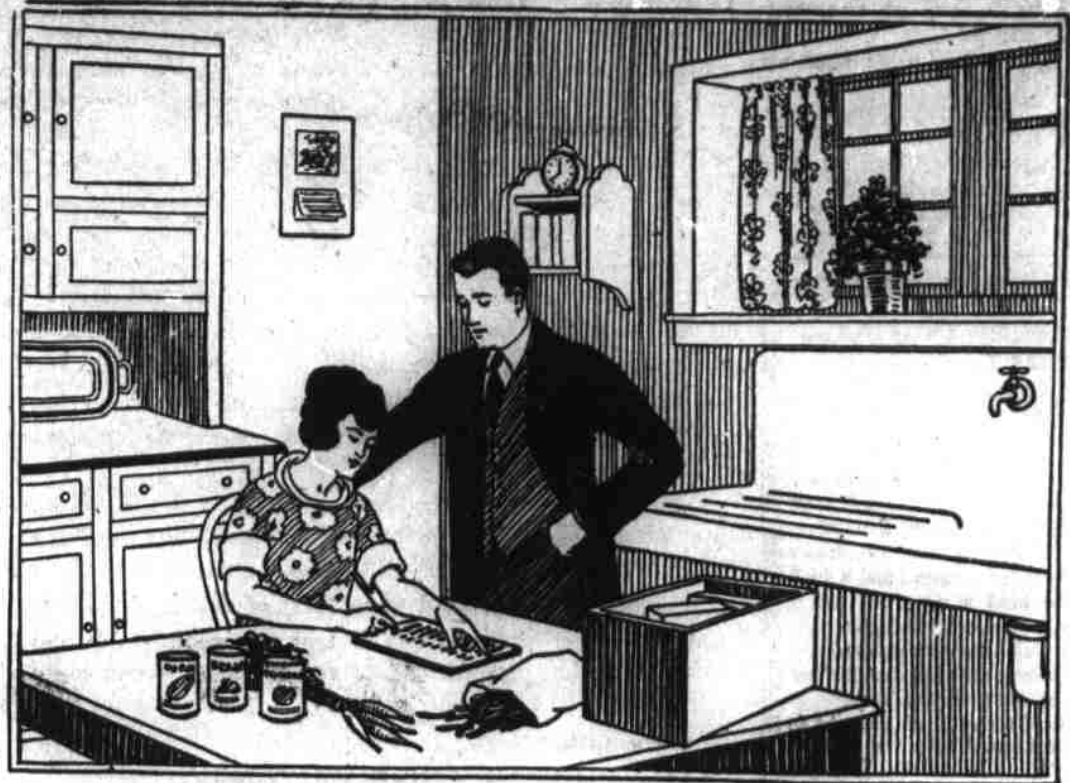
No Stopovers Allowed

SLEEPING CARS AND COACHES

FOR DETAILED INFORMATION

Write

J. H. WOOD, D. P. A.
Asheville, N. C.



What Foods Are Cheapest

REGULATION of the food budget of the home requires familiarity with current food prices. Food values also enter into this question. What type of foods yield the most nutriment for the least money, and at the same time appeal to the family taste? These things merit study and observation. Careful consideration of food advertisements is perhaps one of the best methods of becoming posted on the subject in general.

Advertising is an important factor in modern life. Everything we are likely to need, from the cradle to the grave, is persistently called to our attention. No matter where we go, we cannot escape being told what is good for us, nor reminded of the things that make life worth living—and how cheaply we can get them.

This is direct advertising. And equally effective, sometimes, is indirect advertising. Just now, the food packers of America are involuntarily doing this indirect advertising on a very large scale, because of the exceedingly large food pack of last year. Canned foods are now being sold at remarkably low prices. This is not done with the specific purpose of advertising, but rather for the sake of marketing surplus stock.

Last summer, there were unusually large crops of practically all the staple vegetables. In consequence the canners worked over-time, packing a tremendous quantity of these foods. To get a quick market for the supply on hand, they have adopted the plan of selling them at exceedingly low prices. In so doing, they have indirectly entered upon one of the most extensive advertising campaigns ever undertaken by them.

It is a campaign of education. Vast numbers of people, taking advantage of this great price-reduction, are learning the convenience, economy and excellence of ready-to-serve foods. In other words, they are being educated to eat more of them, in preference to the more expensive and less easily obtained fresh foods—so-called. For instance, those who have used a dozen cans of corn, this year, will buy two dozen next year. And so it will be with all kinds of canned foods. "The proof of the pudding is in the eating." Ready-to-serve foods have advertised themselves for all time.

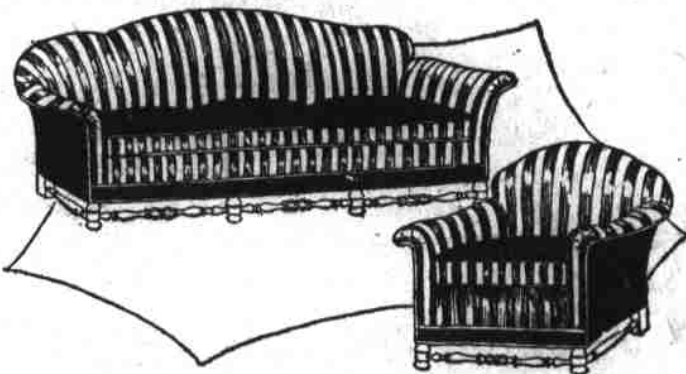
In figuring the comparative cost of fresh and canned foods, the season of the year must be taken into account. In all save the extreme southern and south-western sections of the United States, fresh foods have to be carried a long distance in the winter months. Consequently, high prices must necessarily be charged for them. At this season, therefore, the economy of prepared foods is unquestionable.

This economy, however, lies not alone in the low price, but in the value obtained from the canned products, as compared with that obtained from fresh foods. In the first place, fresh foods brought from a distance, and passing through innumerable hands en route, have lost the quality of "freshness" by the time the consumer gets them. They are therefore not worth their high price. The prepared foods, on the contrary, were canned, while absolutely fresh, and their valuable properties have all been retained in the air-tight can. Secondly, there is no waste to be eliminated from the ready-to-serve foods, whereas much must be removed from fresh foods before they are ready for cooking or serving.

Another economical feature of canned foods is the fact that many stores have frequent "special sales" of two cans for 25 cents, three for 29 cents, etcetera. As these prepared foods keep indefinitely, the consumer is not afraid to stock up with them and thus reap the benefit of the lower prices; in addition, gaining the convenience of having a variety always on hand, ready to serve at a moment's notice.

In reducing their surplus stock by reducing their prices, the American food-packers are really "casting their bread upon the waters." It will return to them, not only in enormously increased future sales, but in a strengthened confidence on the part of the public. For there is a rapidly spreading realization of the fact that nowhere are the laws of hygiene and sanitation more rigidly observed and enforced, today, than in the commercial preparation of the world's foods. And when to this is added the further advantage of economy, the consumer is not slow to respond.

Pleasant Furniture Shopping

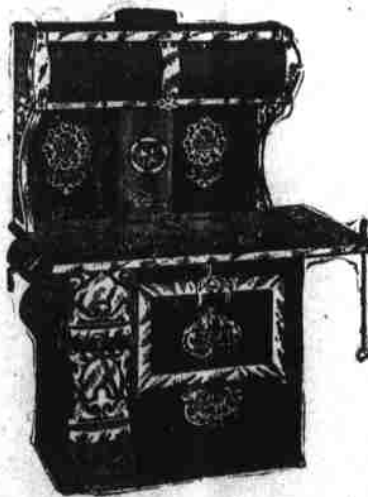
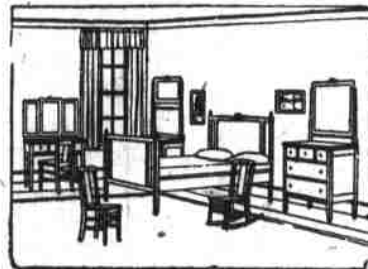


IT IS A REAL PLEASURE TO COME HERE FURNITURE SHOPPING. THE COLLECTION OF FURNITURE WE HAVE PROVIDED FOR YOUR APPROVAL COMPRISES A CHOICE THAT IT IS DIFFICULT TO SURPASS, EVEN AT MUCH HIGHER PRICES THAN WE ARE ASKING.

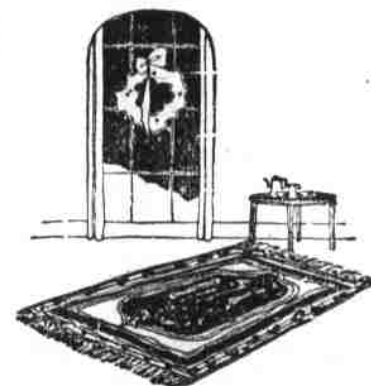
Well Constructed Dining Room Sets



DINING ROOM SETS MUST BE SUBSTANTIALLY CONSTRUCTED. OTHERWISE THEY WILL NOT WITHSTAND FOR LONG THE HARD EVERY-DAY WEAR TO WHICH THEY ARE SUBJECTED. WE ASK YOU TO INSPECT THE CONSTRUCTION OF THE SETS ON OUR FLOOR.

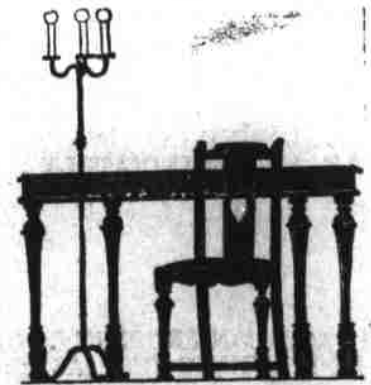


Rugs for Every Nook and Corner



BARE FLOOR ARE SO UNCOMFORTABLE, SO UNHOMELIKE IN APPEARANCE. AND THERE IS NO NEED TO HAVE ANY WHEN RUGS LIKE THESE CAN BE PURCHASED FOR SO LITTLE MONEY.

Chairs That Fit



EVER SIT IN A CHAIR THAT EXACTLY FIT—MY WASN'T IT COMFORTABLE, AND HOW YOU DISLIKE TO MOVE? WE'VE A NUMBER OF JUST SUCH CHAIRS—PRICED ATTRACTIVELY.

MASSIE FURNITURE COMPANY

ANYTHING IN HOUSEHOLD FURNITURE