Poncho's La Casita Restaurant

Homemade Mexican Food

"La comida suprema!" That's what you'll always find at the PONCHO'S LA CASITA RESTAURANT! this outstanding Mexican restaurant features all of the traditional south-of-the aborder favorites cooked in the authentic manner. Bring the whole family for a truly great dinner. They're located at 505 Tunnel Rd. (next to Best Western Motels) in Asheville, phone 298-2578.

Hearty combination dinners are available and your appetite is the only thing that will stand in you way! Select from great tasting main dishes such as sour cream chicken, enchiladas, tacos and burritos. You'll also want to try some nachos (a delicious plate of melted cheese and peppers eaten with the ever-popular tortilla). How about that fantastic guacomala dip before the main course? Whatever you decide on, you can be assured that you are getting some of the finest Mexican food anywhere. Don't worry about the hot sauce...it's served on the side and you season your food to

Make plans now to stop in at the PANCHO'S LA CASITA and enjoy a REAL Mexican dinner. The editors of this 1977 Business Review suggest that you'll soon become a regular customer.

Reliable Basement Waterproofing

Mr. Jennings-Owner

no.

Do you know who to call when water damages threaten your basement or you discover seepage

By simply dialing 258-2585 or 684-0106 and talking to the experts at the RELIABLE BASEMENT WATERPROOFING CO., you can effectively eliminate the menace of water damage by having them waterproof your structure using the very latest scientific methods!

Located at Route 2 in Fletcher, this reliable firm will inspect your property and estimate the gost of complete waterproofing! The RELIABLE WATERPROOFING CO. is the only major waterproofing company owned and operated in N.W. North Carolina.

The expense of the job will be more than compensated for by the reduced insurance rates you'll get and the increase in property value you'll gain! Call today and make arrangements to have your home or business surveyed for adequate waterproofing and remember the name: the RELIABLE BASEMENT WATERPROOFING CO.! The editors of this 1977 Review think you'll appreciate the quality work that they do!

Bridge Sound

Doug Ellis-Manager

.or Put some music into your life with the finest in sound equipment from BRIDGE SOUND: The

Located at 342 Merrimon Ave., phone 255-0214; 3 Swan St., Biltmore Village, 274-0074; and oRt. 107, Cullowhee, 293-9767, this outstanding shop features some of the best known names in tstereo, including: Bic, Advent, Cerwin-Vega, Kenwood and Technics. Choose from one of the region's largest selections of component sets and portable units. There's one that's just right for you! And financing is available.

You can experience the fantastic sensation of sound at this stereo shop. They have new Amplifiers and tuners for most any budget.

bus BRIDGE SOUND is one of the area's best places to get records, too. They have a huge cassortment of rock, country, pop, classical and children's records and tapes at surprisingly low prices. The writers of this 1977 Review urge all area residents to check out this fantastic store.

Coverall Ltd.

Tom Harbin, Manager

Exciting, unusual custom made draperies await you at the COVERALL LTD. at 1436 Patton Ave. in Asheville. Phone 253-7044 for a estimates. You will also find a selection of vinyl flooring and wood parquet floors and a selection of wallpaper.

One of the largest selections of drapery fabric in this area can be found at this fine establishment, extensive selections of solids, prints and drapery murals for every decorating scheme are featured.

The decorator trained staff will be pleased to discuss your color and testure needs at your home or in their shop. Decorative and hardy fabrics are also available here for use in businesses and stores. The staff will be glad to advise you on draperies, wallpaper and flooring for businesses

You'll save by shopping here because this firm buys direct and passes the savings on to you. There is always a large assortment of fine fabrics samples and hardware. Their work is well known

This 1977 Consumer Review and its editors, suggest that you do business with the COVERALL LTD. today.

Factory Sales And Surplus

Alvin Brown-Manager

FACTORY SALES AND SURPLUS, at 162 Cox Ave. in Asheville, phone 255-0684, enjoys an extensive patronage from this section because of thie fine business reputation. A large stock of beautiful furniture for every type home can be found in this well managed furniture store. Articles are offered at prices you can afford.

The manager offers the most accommodating service and will be glad to assist anyone in the selection of proper furniture. The idea that it takes a fortune to furnish a home is not true. A man making an average salary can furnish a home comfortably and completely if he will come to this store and consult them.

FACTORY SALES AND SURPLUS is a prominent establishment and the people in charge thoroughly understand the business in ehich they are engaged.

The writers of this 1977 Consumer Review therefore compliment them on their high standing

McCulloch Chain Saw & Lawn Mower Co.

Where You Have Confidence In Their Reputation **Bob Lawrence-Owner**

The reputation of this concern has been achieved through service, satisfaction and quality merchandise. No where will you find a firm that strives to please every customer, regardless of your needs, as conscientiously as they do at this reliable concern.

They feature the famous McCulloch chain saws, Weed Eaters, Toro mowers, Snapper mowers, Merry tillers, Lawn Boy mowers, Clear-A-Way brush cutters, Briggs & Stratton engines and parts. They are located at 265 Broadway (5 pts. going North) in Asheville, phone 252-3561. They will be glad to assist you in any way possible. Here you will find prices are right but quality is paramount. You cannot go wrong by trading with this firm, for they stand behind every purchase. They are aware that to "please" a customer is to "keep" a customer. Therefore, they will do everything in their power to please you when you trade here.

In this 1977-78 Business Review, we, the editors, with to recommend this reliable firm for theie efforts to please. Visit with them soon---we know you'll be pleased.

Advertisement

Asheville Ice & Storage Co.

Walter Lee-Manager "Holiday Party Ice Headquarters"

The AHEVILLE ICE & STORAGE CO. is located at 90-98 Riverside Drive, phone 253-7602 in Asheville. They are an institution of real necessity to our community.

It is a recognized fact that one of the most necessary utilities of the day is a modern ice service. The service is one that is most essential in the modern and progressive community.

Their equipment was installed at an enormous expense and is operated by a competent staff of employees. As new improvements in equipment are brought and approved, this company is very keen to adopt the same and by this means have kept their ice plant up-to-date from the sanitary and scientific

Make this your first stop when you need ice for your holiday parties. Pick up a cake of ice, crushed ice, or ice cubes.

The editors of this 1977 Review do not exaggerate when we say that this concern has saved the people of this community many dollars in expense. We wish to compliment them upon their position in the industrial field and assure the public they will be well and economically served here. Call ASHEVILLE ICE & STORAGE CO. For local ice service. They are a fine service and deserve your patronage.

Asheville Cultured Marble Company

Your Cultured Marble Product Headquarters Bill Shook-Owner

The ASHEVILLE CULTURED MARBLE COMPANY at 20 Brownwood Ave. in Asheville, phone 254-7626 is one of those reliable firms whom we are able to speak of in the highest terms. They are manufacturers of vanity tops, coffee table tops, bathtubs, shower walls and offer them to the wholesale and

This company has been doing business with the people of this area for some time, and over that period, they have established themselves as one of the leading firms in their field. No amount of effort is spared to give you the most careful service and the customers of the convern are delighted with the service which they receive.

The owner of the comapny, Bill Shook, has had a long experience at this business and is thoroughly competent in every respect. His advice in matters pertaining to his trade is sought after and respected.

The editors of this 1977-78 Review are not often able to give the whole-hearted recommendation to any firm which we give to the ASHEVILLE CULTURED MARBLE COMPANY. Contact them soon---we know you'll be more than pleased with

W.A. McElduff Co.

W.A. McElduff-Owner

Through the years, people in this area have come to depend on the community-minded efforts of the W.A. McELDUFF COMPANY at 251 Biltmore Ave. in Asheville, phone 253-9301, for service in all phases of orthopedic and prosthetic appliances. W.A. McELDUFF has been serving Western North Carolina

Their motto, "First see your doctor...then see us!" With a wide selection of braces, artificial limbs, walkers, support garments, trusses, surgical supports, and other specialty items, this is one place where service and quality merchandise go hand in hand! The customer's comfort and well-being is their primary If your problem is of a correctable nature, the W.A.

McELDUFF COMPANY'S custom fitted appliances assures you of the most rapid recovery possible. Their services are covered by most insurance policies and they extend a warm hand of friendship to all of those requiring an orthopedic appliance. The authors of this 1977 Review urge you to see these qualified professionals for all of your needs!

Crompton Auto Service

Expert Auto Repair Jimmy Crompton & Gordon Crompton-Owners

When the people of this area look to someone to take care of any mechanical problems they might have with their car or truck, we suggest that you head straight for the CROMPTON AUTO SERVICE 46 Banks Ave. (the old Curtis Boat Bldg.) in Asheville, phone 253-2078.

With the automobile as complex as it is today, you owe it to your car to let these qualified people take care of the problem. This shop specializes in all types of expert automotive repair and service. They use only the latest equipment and handle any size job in the shortest time at the most reasonable rates.

In the 1977 Review, we the compilers, take great pride in representing this reliable shop to the readers of this Issue. When you take your car to the experts at the CROMPTON AUTO SERVICE you can be assured that the work is done according to factory techniques and that you will not have to take it back to them a second or third time for the same problem. Jimmy Crompton and Gordon Crompton have years and years of experience in the auto field and we know you'll be pleased with

Don's Landscaping & Grading

"Over 22 Years Experience" Don McElrath-Owner

The art of creative landscaping and grading is a job for an experienced professional. Long considered to be one of the local area's leading landscape and grading contractors DON'S LANDSCAPING AND GRADING located at Sweeten Creek Rd., two miles from the Biltmore on 25A on the left, in Asheville, phone 274-0579

DON'S LANDSCAPING AND GRADING'S equipped with a Hydro-seeder. The Hydro-seeder is used for sowing grass, steep bank seeding, roads, new highways, and new development road banks, The Hydro-seeder sprays fertilizer, moss and lime to aid in leveling the bank sides and making them appear more appealing to the eye and more fertile. The straw-mulchers with the asphalt systems works with the hydro-seeder in rendering the best results.

This relibale firm also specializes in the beautifying of your lawn and garden with the additon of shrubs, rocks, seeding and planting with many other distinctive decorator items with only a true artisan can use properly for patios, walks, wall, and lawn maintenance. Their years of experience and their dedication to do a professional job are guarantees of assurance that your grounds will look better than ever before.

When you call this experienced firm to do landscaping, excavating, or the use of the hydro-seeder, you get more than just a job. You get the environmental designs of a master. The ecology isn't forgotten when this skilled company is on the job. Call them today for the best in effective landscaping or

The editors of this 1977 Review suggest thet YOU contact the very best in the field: DON'S LANDSCAPING AND GRADING!

Advertisement

Thoms Rehabilitation Hospital

Colonel William C. Martin, Sr.-Executive Director

THOMS REHABILITATION HOSPITAL of Asheville has become an integral part of the rehabilitative care delivery system in Western North Carolins.

This family oriented facility offers a personalized frame work of rehabilitative care center on each individual patient's needs. In its endeavor to be sensitive and responsive to the complex and continually changing demands, THOMS REHABILITATION HOSPITAL has been successful in providing a mix of services tailored to the community requirements.

Endorsed by the State Licensing and American Hospital Association for the high quality of care it renders, this hospital continuously seeks to improve itself. The hospital's success extends much deeper than the bricks and mortar. It goes much further than the sophisticated equipment. It highlights the intellect, the dedication and the untiring contributions of a group of people co-ordinating efforts to make the spokes of this hospital revolve in a smoother running manner.

each employee feels a great deal of pride in knowing that they are a part of a health success story which has, to significant degrees, accomplished the commitments of rendering and developing a compassionate and competent courtesy toward the consumer. The THOMS REHABILITATION HOSPITAL of Asheville is located at 1 Rotary Drive, phone

274-2400. this hospital is becoming more important each day to the people of this vicinity. The editors of this 1977 Consumer Review take this opportunity to commend this hospital for

its fine service to the people of this area.

Asheville Packing Co.

Specialists in the finest sausage available, the ASHEVILLE PACKING CO. has become well known throughout the area as a leading meat packer. Their operation not only provides the consumers with some of the best sausage anywhere, it also contributes to the economy of the region by using local meat products and employing local people.

Their plant is located at 375 Depot St. in Asheville, phone 252-3891, and features the latest in modern techniques for the production of sausage.

While modern machinery may speed the process, there are certain traditions which are not forgotten. The recipes used in the making of thir fine sausage have been handed down from generation to generation and, even today, reamin unchanged. he great taste you remember is still being put into every stick of famous sausage!

The authors of this 1977 Review would like to take this opportunity to congratulate this renowned sausage maker.

Industrial Machine Service

Automotive men, industrialists, manufacturers and others requiring precision machine work in the Asheville area have come to depend on the INDUSTRIAL MACHINE SERVICE for custom lathe and machine services.

Conveniently located at 51 Haywood in Asheville, phone 254-0884 or 252-1329, this reputable company has established an enviable following of satisfied customers because they turn out jobs on schedule and produce the kind of quality that brings their clients back again and again! Now manufacturing Spicer Power, transmissions and drive Line equipment for trucks, cars and farm

With the type of precision equipment required for a perfect job every time, the INDUSTRIAL MACHINE SERVICE is the region's leading machine shop. They can handle fabrication and production work as well as heli-arc welding and other specialty jobs. Before you let anyone do YOUR machine work, check with this well established concern! The authors of this 1977 Review are pleased to recommend this fine shop!

and Acme Septic Tankyorl Service, Inc.

Expert septic tank installation cleaning and service is available in this are from the ACME SEPTIC TANK SERVICE INC. at 135 Monticello Road in Weaverville, phone 252-4093

This respected firm specializes in the cleaning, repairing and sanitizing of septic tank systems of all types, and their quality work has won them the admiration of leading contractors and Commercial, residential and industrial sanitation problems are their full time job and they

know it! Their crews are ready to go on a moment's notice to correct any malfunction which m arise with your waste disposal system. They won't keep you waiting.

The ACME SEPTIC TANK SERVICE INC. stands ready to perform any type of maintenance on your septic tank system. they can repair or clean most any unit on the market, and they can do it faster. They are fully licensed and bonded, of course.

The writers of this 1977 Business Review suggest that you contact this well known firm for all of your septic tank problems.

Morgan Brothers School Supplies Inc.

One of the region's leading wholesalers specializing in school supplies and educational products, the MORGAN BROTHERS SCHOOL SUPPLIES INC. is well known as being a great place to do business! Their modern, efficient showroom facilities and their courteous service has been acclaimed throughout the Asheville area as being the very best! Whenever you need anything along the lines of educational toys, teaching aids, all types of educational aids in book for, art matierial, and supplies, duplicating workbooks etc. call this fine comany first, and see if you don't get some really astounding service!

The MORGAN BROTHERS SCHOOL SUPPLIES INC. is located at 192 Cox Avenue in Asheville where a beautiful showroom awaits your browsing through their stock or the illustrated catalog which contains everything you need for school supplies.

Just call 254-4376 to place an order or have any question answered. They're here to help and Whenever you contact them, either for a large order, or small, or you just need some

information, you can be sure that their experienced personnel will assist you to the best of their The editors of this 1977 Review of leading firms in Asheville would like to congratulate this

fine wholesaler of school supplies for their upright and honest business practices, and recommend them to all of our readers.

Bur-Car Interiors

Custom designed from the fabric of your choice to fit your windows exactly! That's the way draperies are made at the BUR-CAR INTERIORS in Asheville at 85 Tunnell Rd. where every set of beautiful drapes are "Designed originals" especially for you!

Phone 258-0801 and the courteous, friendly personnel will be happy to come to your home and show you the latest samples of fine fabrics of all types. Their experience in interior decortaing can help you choose the style and fabric which will best compliment your interior design. Once you have made your selection, their skilled craftsmen will construct your drapes to the exact measurments of your windows.

The BUR-CAR INTERIORS work can be viewed in many of the better homes and office buildings throughout the area, and they'll be proud to show you their distinguished referral list. The authors of this 1977 Consumer Review suggest that you contact them when you're in the market for the best in custom draperies!

Inn On The Plaza

The INN ON THE PLAZA is one hotel that's just as famous for its outstanding dining rooms as t is for its luxurious accommodations.

Located in the heart of the Smokies at One Thomas Wolfe Plaza in Asheville, phone 252-8211, this fine hotel features four of the region's most celebrated restaurants which is known far and wide for its gourmet dishes. Try a thick, mouth-watering steak dinner, fresh shellfish and seafood; Delmonico's famous buffet on the round, or ont of the other favorites of the house. You can enjoy your favorite cocktail or wine with your dinner, and there's always something special on the menu

The INN ON THE PLAZA is also the perfect spot to take your wife on that specail occasion and businessmen have long known that the excellent food and pleasant atmosphere are just the ticket when it comes to entertaining an important client.

In compiling this 1977 Review, we, the authors, take pride in recommending this top-rated hotel and dining room to ALL of our readers.

Advertisement