

FACTS NOT FICTION

BY H. L. FRACHISEUR

J. MANNING HERBERT, ASHEVILLE MACK DISTRIBUTORS

J. Manning Herbert, executive of the Asheville Mack Distributors, manufacturers of dependable motor truck equipment, 16 E. Walnut, Phone 35441, has played an important part in the business life of his city. He is an indefatigable worker, a man of sound judgment and undoubted business ability, who has risen to positions of responsibility solely through his own efforts, and he has achieved a career of distinction and honor in his chosen field.

Mr. Herbert is not only a leading business executive but an outstanding civic leader. He has filled a useful place in the business and civic life of Asheville and area and has performed a creditable service in the way of fraternalism improvement of business methods, advancing the spiritual and business life, and promotion of a more friendly relationship among the citizens.

Mr. Herbert has well earned the esteem and respect of his associates and is always deeply interested in the welfare of all. Sincere in his advice and counsel as to business or personal affairs, he is a true benefactor to each one associated with him.

J. Manning Herbert seeks opportunities to do good and takes advantage of each opportunity that comes his way. His philanthropic deeds cannot be counted; the value of his efforts in behalf of any thing that is good for Greater Asheville cannot be estimated. He is generous in thought and action and has a legion of friends from every walk of life. We wish for him every success in the coming years.

EARL K. MILLER ASHEVILLE PACKING CO.

The Asheville Packing company, located end, Westwood Place, Asheville, Earl W. Miller, executive, is one of the most substantial contributors to the continued progress and prosperity of Greater Asheville. It is operated under the direction of public-spirited management thoroughly familiar with every phase of the essential business which adds to the growth and commercial attraction of Asheville and vicinity.

They serve the public in many capacities and have well merited the reputation which they have established. Fair and straightforward in their dealings, it is not strange that so many producers are shipping to them daily and receiving the highest market prices. To be able to make certain of get-

ting the very best of fresh meats is a boon to any community. At the Asheville Packing company only the most healthful system is used in the process, and consequently they are not only health protecting, but health giving.

The plant of this popular and efficiently managed concern is a modern, sanitary institution that has met with the universal approval of the people. Courteous and efficient to a marked degree, the manager has surrounded himself with employes, who like himself are thoroughly conversant with every feature of the business and as a result the work moves along at a most rapid and highly satisfactory manner.

There are no more public-spirited citizens than the management of the Asheville Packing company and they have added to the development and progress of this part of the state.

W. M. HUDGINS, RIVERSIDE CLUB-800 BILTMORE

A concern holding a foremost position in Greater Asheville is the Riverside Club, located 800 Biltmore Ave., open 4:00 p. m.—Until—. Dancing and Dining, curb service for those that prefer and serving "The Best Of Foods," specializing in barbecue, delicious sandwiches, "Fried Chicken In The Rough," with beverages that are pleasing.

W. M. Hudgins, owner of the popular Riverside Club, is popular with the citizens of all Greater Asheville and the many tourists that come for the best in foods and entertainment. He is a prominent figure in the business and civic life, endowed with a pleasing personality, and cordial in his manner.

He is a sound business man and has found that genuine friendly service to his patrons is the only key to successful business. His leadership in the business world has won for him the confidence of the people and he has won a host of friends. His reputation for integrity has grown with the years, and he has become one of the leading businessmen and outstanding citizens.

The managing of the Riverside Club requires a man of experience and ability, and Mr. Hudgins is a man of long and practical experience in his business. It is a pleasure to compliment Mr. Hudgins upon the manner in which his business is operated; upon the progressive and public spirited policies, and to wish for him the continued success he so justly deserves.

HERE FROM HOUSTON

Mr. and Mrs. J. E. Burkhart of Houston, Texas, are spending the summer in Black Mountain, and are guests in the home of Misses Mary and Susan Hooker. This is the third year here for the Burkharts, who operate a laundry and dye works in Houston.

VISITS DAUGHTER

Mrs. C. B. Crawley of Washington, D. C., is a guest this week of her son-in-law and daughter, Mr. and Mrs. Reid Tull.

Brookside News

By Wm. R. Stepp

The Brookside softball team held a wiener roast and horse shoe pitch at Miller's store on July 17. Joseph Stepp and "Sonnie" Carson won the prize for horse shoe pitching.

Mrs. Charles Crews and two daughters and her brother, E. J. Nabors, left recently for New Haven, Conn. They have been guests of their parents and other relatives here.

Mrs. N. D. Long and friends of New York city were recent guests of Mrs. E. U. Johnson and daughter, Jeanne.

Elijah Daugherty of Miami, Florida, a former Black Mountain resident, is here visiting.

Marjorie Stepp of Black Mountain is making a speedy recovery from her illness. She has been at a sanatorium in McCain, N. C. for quite some time.

L. Marett Takes Home Run Lead

The Hosiery Mill defeated the Presbyterians Friday in a bitterly contested battle. Lee Marett, Presbyterian "Handyman" took the lead in the homerun derby with a homer in the sixth inning. Styles made a great stop of a "blue darter" through the box while Barnwell, Marett and Medford led the Mill attack.

H. M.	AB	R	H
J. Osteen, 3b.	4	1	2
Meisner, 1b.	4	1	2
Logan, rf.	4	2	1
B. Marett, 2b.	3	2	2
Stevens, p.	4	0	0
H. Barnwell, lf.	4	2	2
Morgan, cf.	3	1	1
Medford, c.	4	2	3
Hensley, ss.	1	1	0
Reed, ss.	1	0	0
Pres.			12 13

AB	R	H	
Tyson, ss.	3	0	2
L. Marett, 2b.	4	1	2
Barkley, 3b.	4	0	1
Greene, 1b.	4	2	3
White, cf.	4	2	0
Reese, lf.	3	1	1
B. White, lf.	1	0	0
Nichols, rf.	4	1	0
Styles, p.	4	1	0
Brantley, c.	4	1	1
			9 10

2b. Greene, J. Osteen. 3b. Barnwell. Hr. L. Marett, B. Marett, Barnwell, Medford.
H. M. 2 3 1 3 0 3 X...12...13
Pres. ...0 1 0 2 0 6 0...9...10
(Note: Game played under protest from last of sixth.)

Montreat News

The Misses Andrews entertained friends at a tea at their home on Virginia Road.

Miss Winnie Grier is the house guest of Miss Elizabeth Sloan at her home on Virginia Road.

Mrs. Ward, Miss Mina Higbee, Miss Irene Roberts, and Miss Ann Kerkick, all of Mobile, Ala., were guests during the Women's Conference of Mrs. Mellinger Henry and the Misses Stokes at their home on Virginia Road.

Mr. Norris and Miss Grace Norris entertained friends from Danville, Virginia, at their home on Louisiana Road last Saturday afternoon.

Mrs. H. W. Pierce of Atlanta, Georgia, has been the guest of Mrs. J. C. Grier.

Mrs. Grier Robinson of Charleston, S. C., is spending some time with Mrs. Crosby Adams.

The Cottage Owners Association, W. L. Porter, president, met Tuesday afternoon at four o'clock on the porch of the Winsborough Building.



WATCH REPAIRS

A "Stitch" in Time Will Save Your Time — Piece. Expert Repairing a Specialty.

C. I. McDougle
— JEWELER —
BLACK MOUNTAIN, N. C.

F. C. Repels Challenge By Ridgecrest

F. C. repelled Ridgecrest's challenge Friday night by the score of 15-12. As contrasted with the 3-2 pitching battle the two teams recently played, this game was purely a slugger's battle.

F. C.	AB	R	H
Rudisill, ss.	3	3	2
B. Fortune, 2b.	3	2	2
H. Gray, cf.	4	1	2
Gardner, 1b.	5	2	2
Myers, 3b.	5	1	2
Hoschar, c.	3	1	1
McDaniels, rf.	4	1	1
Stephenson, p.	2	2	0

Russell, lf.	AB	R	H
	4	2	0
Ridgecrest			15 12
Johnson, ss.	5	2	2
Sawry, 2b.	4	1	0
Stancil, 3b.	4	2	0
P. Harris, 1b.	4	2	2
Turner, cf.	4	1	3
C. Gray, c.	4	1	1
Stafford, lf.	4	2	3
Burgess, rf.	4	0	1
McElrath, p.	3	1	1
			12 13
2b. hits: JP. Harris, (2), Turner, (2), H. Gray, (1).			
F. C. 7 0 4 3 0 0 1...15...12			
Ridge. 0 7 0 3 0 1 1...12...13			
News Deadline — 4 p. m. Tuesday			
News Deadline — 4 p. m. Tuesday			

SERVE CHICKEN

when you want it



FROZEN FOOD LOCKERS ASSURE THE TENDERNESS AND EXCELLENT EATING QUALITIES OF POULTRY ANY DAY OF THE YEAR

RENT YOUR LOCKER NOW

BLACK MOUNTAIN FREEZER LOCKER COMPANY

SHAW'S STORE, MONTREAT ROAD
Black Mountain, N. C. Phone 2561





Super Cushion

GIVES YOU THE SOFTEST RIDE YOU EVER HAD... ON ONLY 24 POUNDS OF AIR

New ease in car handling... greater mileage than the best standard tires... less driving fatigue... extra resistance to blowouts, cuts, bruises—you get all this and more with Super-Cushions.

LIBERAL TRADE-IN ALLOWANCE

THE NEW Super Cushion BY GOODYEAR



McMurray Chevrolet Co.

Black Mountain, N. C.