

Hard To Beat

Our prices on Dry Goods, Notions and Groceries are hard to beat, they are at the bottom and we pay the highest market price for your produce.

We have a lot of Shoes that we are going to sell at the very bottom
4.00 Shoes at 3.00 3.00 Shoes at 2.50 to 2.00 2.00 Shoes at 1.00
One Lot of Hats at one third off.

Our line of Dress Goods are hard to beat in quality and the price can't be beat in this country.

We have one lot of trunks and bags that we must sell at some price, come and get them.

See us before you make your purchase

C. B. ALISON

DILLSBORO, N. C.



When You Paint

Use PURE Paint and Use Pure LINSEED OIL to add to it at one-half the cost of Paint.

PURE PAINT is made with WHITE LEAD, ZINC and LINSEED OIL—that's the way the L. & M. SEMI-MIXED REAL PAINT is made.

But ALL the OIL needed to make the L. & M. PAINT ready for use is NOT put into the Paint when it's prepared for the Consumer who buys it.

The ADDITIONAL quantity of OIL is put into the Paint by the CONSUMER, as by so doing he SAVES MONEY.

Therefore—buy 3 gallons of LINSEED OIL with every 4 gallons of L. & M. PAINT

and MIX the OIL with the PAINT.

If the Paint thus made costs more than \$1.40 per gallon—
If the Paint as you use it is not perfectly satisfactory—

Then return whatever you have not used, and get back ALL you paid for the WHOLE of it; and besides, the money you paid to the Painter.

Sylva Cash Store, Sylva

Prompt Attention Given Parcel-Post Orders

Phone Your Orders

Since the inauguration of a parcel-post our mail order business is growing. It has become so important that we have made special provisions for handling it, Don't deprive yourself of anything you need in.

Drugs, Toilet Articles, Rubber Goods, Prescriptions, Stock Remedies, Etc.

We have precisely what needed and mail orders always receive prompt attention. Phone or Mail Your Orders

Sylva Pharmacy

Theo. Buchanan, Prop.

Read The Journal

Notice to the Farmers:

The time will soon be here when you will want FERTILIZER again. Let us speak a few words with you regarding FERTILIZER.

The BETA FERTILIZER is the BEST FERTILIZER ON THE MARKET; when we say this we MAKE NO EXCEPTIONS, because we give the farmer ABSOLUTELY ALL PLANT FOOD. We don't sell him and SAND, or ASHES, or DIRT, of which he has plenty on his farm.

We put in as a FILLER a TALC finely GROUND, and on account of its very slippery nature the TALC keeps the fertilizer from CAKING up and delivers the fertilizer from the drilling machine in a spray-like form and dry condition.

Not only this, but our filler contains POTASH, which is very essential to plant food, and at the same time the filler protects the other chemicals in the fertilizer from leaching away too quick in the ground.

Fertilizer is made today on scientific principles, (at least the Beta Fertilizer is made so.) You don't have to guess at it any more. WE STUDY THE REQUIREMENTS OF EACH PLANT AND MAKE A FERTILIZER ACCORDINGLY. Don't run any chances by cheap commercial fertilizers; it will not pay you and your labor will be in vain. Put it up to us, write to us, tell us what you have to raise and we will tell you the best analysis to use for any particular crop you wish to grow.

We wish further to say that the Plant food which is put in our fertilizer is shipped here from our mines in North Carolina, and is controlled by United States patents. We will gladly send copies of testimonials from satisfied farmers that have used our goods with success.

If your soil is poor in any section of your farm, send us a sample and we will analyze it free of charge (provided you buy our fertilizer) and we will tell you what your soil is short in, and give you a FERTILIZER THAT WILL PRODUCE. We are always ready to give the farmer any information he wants pertaining to fertilizers. Write us, we will be glad to hear from you.

What others say about Beta Fertilizer.

Beta, N. C., Nov. 26th, 1912
Beta Fertilizer Co.
Beta, N. C.

Gentlemen:—I feel that I am due you some tribute of gratitude concerning the value with which I consider your high grade fertilizer, permit me to say, that I used 850 pounds on one acre cultivated in corn, and increased my yield from 50 bushels, to 173 bushels per acre, being an increase of 246 per cent. I have used other fertilizers but received only about 25 per cent increase, so it can readily be seen that your fertilizer cannot be too highly recommended. By the use of your fertilizer I won the first prize in my county, for being the largest producer of corn per acre, and also receiving second in the state. So taking into consideration the large number of others who entered the contest and used different brands of

fertilizer it is obvious that yours is superior to all, therefore I heartily recommend your product to all who wish the best results.
Respectfully,
FRED L. DRYSON,

Webster, N. C., Dec. 16th, 1912
Beta Fertilizer Co.
Beta, N. C.

Dear Sirs:—For some six years I have used several brands of fertilizers, among which were some of the highest priced on the market, last year I purchased my fertilizer from the BETA FERTILIZER CO., of BETA, N. C., the results were the best I have ever obtained, particularly on my corn crop, with a considerable reduced acreage. I produced more corn with the use of this fertilizer than I did the preceding year with the use of a fertilizer that cost \$30.00 a ton and the freights

making it cost over \$40.00 a ton.
COLE C. COWAN,
Webster, N. C.

Beta, N. C., Nov. 25th, 1912
Beta Fertilizer Co.
Beta, N. C.

Dear Sirs,—I made 1000 to 1200 bu. of corn on my farm this year, and contribute the increase yield to the use of beta fertilizer. I only used it on a part of my crop this year, and the difference was so great I expect to use it all over my farm next year, I think I made an increase of one third on what land I used it on. I would recommend it to any farmer who uses fertilizer, ahead of any fertilizer I have ever used. I would be glad to answer any letters in regard to the beta fertilizer,
I beg to remain as ever,

Yours Truly,
D. G. BRYSON
Beta, N. C.

Gay, N. C., Dec. 20th, 1912

A. J. Dills,
Sylva, N. C.
Dear Sir,—The fertilizer I bought of you made by the Beta Fertilizer Company, at Beta, N. C., I consider, the best fertilizer I have ever used.
I have just gathered my crop of corn on which this fertilizer was used, and feel safe to say that the fertilizer more than doubled the yield of corn per acre.
I have used other fertilizers but the results of this fertilizer is the most satisfactory of any I have ever used.
Signed J. S. BUCHANAN.

BETA FERTILIZER COMPANY

Patent high grade fertilizers for all crops,

EATONTOWN, N. J.

BETA, NORTH CAROLINA.

F. G. HOFFMAN, General Mgr.

T. C. Bryson and A. J. Dills, Agents