

STORE CLOSED TO-DAY. OPEN TO THE PUBLIC WEDNESDAY, NOVEMBER 6, AT 9 A. M.

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WE ARE GOING TO

DO IT NOW---DO IT NOW

Excitement will be intense when the People's Department Store doors are opened to the buying public. This liquidating sale will stagger competition and it will also bring happiness into many homes.

Smash Sale, WEDNESDAY, November 6th, 9 a. m.

The Final Spurt!

The Last Rally of Our Forces!

And energies to sell every dollar's worth of merchandise that it is possible to sell at retail before the entire stock and fixtures are sold in bulk [as a whole] at public auction to the highest bidder. Raise your expectations to the highest possible point and even then the last days wild and furious storm of bargains will seem to you like a dazzling dream of miracles, for such values as we will distribute are far beyond all that your most vivid imagination has ever yet conceived, for it is positively beyond human mind to imagine greater bargains in the finest grades of Dry Goods, Notions, Ladies' Ready-to-wear garments, Millinery, Furs, Shoes, Men's and Boys' clothing, than you will find the last days of this sale of The People's Department Store, now being liquidated by H. L. GILMORE & COMPANY, Commercial Adjusters, measured by time, only a few brief days for you to share in these unexpected bargains.

Below you will find a list of goods to be sold at smash prices. The prices are sensational; they are without doubt the most startling reductions ever made on dependable merchandise. Be here, and be here early Wednesday morning. Doors open to the public 9 a.m. Closed Today arranging stock.

Arouse Yourself to the Imperativeness of Immediate Action

Some people perhaps have wisely bided their time for the last days of the liquidating sale of the People's Department Store. Their expectations will be realized by many surprises. We want you to be as enthusiastic as we are about these tremendous reductions. We have trampled down and destroyed every price beyond possible recognition as we have banished from our thoughts every consideration of cost, loss or value. The closing days of this sale will be crowded with opportunities for all who want to make each dollar double or treble its regular purchasing power.

Plenty of Salespeople. You'll be waited on. First come, first served. Doors open to the public Wednesday morning, November 6th, 9 a. m.

- Your unrestricted choice of any \$6.50, \$7.50, \$8.00, \$10.00, \$12.50, \$15.00, \$18.00 and \$20.00 trimmed or untrimmed hat in the house until sale is called off \$4.95
- Your unrestricted choice of any trimmed or untrimmed hat in the house, original prices \$3.50, \$4.00, \$4.50, \$5.00, \$5.50, go in smash at \$2.25
- Your unrestricted choice of any coat suit in the house, original prices \$18.00, \$20.00, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, until sale is called off go in smash at \$9.95
- Your unrestricted choice of any coat suit in the house, original prices \$10.00, \$12.50, \$15.00, until sale is called off go in smash at \$4.95
- Your unrestricted choice of any ladies' coat in the house, original prices \$18.00, \$20.00, \$22.50, \$25.00, \$27.50, \$30.00, \$32.50, \$35.00, until sale is called off go in smash at \$9.95
- Your unrestricted choice of any ladies' coat in the house, original prices \$10.00, \$12.50, \$15.00, until sale is called off go in smash at \$4.95
- Your unrestricted choice of any dress skirt in the house, original prices \$4.50, \$5.00, \$6.00, \$7.00, \$8.00, until sale is called off go in smash at \$3.10
- Your unrestricted choice of any morning dresses, lingerie dresses or house dresses, original prices \$4.50, \$5.00, \$7.50, \$8.00, \$10.00, \$12.00, \$15.00, until sale is called off go in sale at \$2.75
- Your unrestricted choice of any silk or chiffon shirt waists in the house, original prices \$4.50, \$5.00, \$6.00, \$7.50, \$8.50, \$10.00, \$12.50, until sale is called off go in smash at \$2.75

- Your unrestricted choice of any tailored waists in the house, original prices \$3.00, \$3.50, \$4.00, \$5.00, \$6.00, \$7.50, \$10.00, \$12.50, until sale is called off go in smash at \$1.65
- Your unrestricted choice of any lawn or crepe kimonas in the house, original prices \$1.50, \$2.00, \$2.50, \$3.00, until sale is called off go in smash at 45c
- Your unrestricted choice of any silk kimonas in the house, original price \$5.00, \$6.00, \$7.00, \$8.00, until sale is called off go in smash at \$3.45
- Your unrestricted choice of any silk underskirt in the house, original prices \$4.00, \$4.50, \$5.00, \$6.00, \$7.00, until sale is called off go in smash at \$2.95
- Your unrestricted choice of any wool serge one-piece dress in the house, original price \$15.00, \$18.00, \$20.00, \$22.50, \$25.00, until sale is called off go in smash at \$9.95
- Your unrestricted choice of any wool serge one-piece dress in the house, original price \$8.50, \$10.00, \$12.50, \$13.50, until sale is called off go in smash at \$4.95
- Your unrestricted choice of any man's suit in the house, original price \$15.00, \$18.00, \$20.00, \$25.00, until sale is called off go in smash at \$9.25
- Your unrestricted choice of any child's suit in the house, sizes 3 to 8, original price \$2.00, \$2.50, \$3.00, until sale is called off go in smash at \$1.25
- Your unrestricted choice of any boys' suit in the house, sizes 9 to 17, original price \$3.50, \$4.00, \$4.50, \$5.00, until sale is called off go in smash at \$1.95

The Reductions will be Enormous. It's the Last call. It's the wind-up of the Round-up

of every asset owned and controlled by the People's Department Store. Soon we will ring down the curtain on the most successful sale ever conducted in this city. From now on until we close the retail sale, we will not let prices stand in our way of turning the merchandise into cash. Never before was such low figures placed on high-class goods as during this whirlwind finish. Nothing reserved; all at your disposal. NO MAIL OR TELEPHONE ORDERS FILLED. NO GOODS ON APPROVAL. NO ALTERATIONS MADE.

Everything without exception must go now. Don't miss this big SMASH which starts Wednesday, November 6th, at 9 a. m.

The People's Department Store

40-42 Patton Avenue, Sumner Sons & Co. Old Stand, Asheville, N. C.

H. L. GILMORE & CO., Commercial Adjusters

Now Liquidating the Business of The People's Department Store

Closed Today, Open to the Public Wednesday, Nov. 6th, 9 a. m.

Extraordinary prices prevailing in every department in the house.

Wanted - Experienced Salesladies. Apply at Store at once.