



THE PARCEL POST BRINGS ASH

THE ADVANTAGES OF THE NEW PARCEL POST LAW

Asheville's metropolitan stores with their fresh, new, varied stocks of merchandise are closer to you than ever since the new parcel post law went into effect. Because you can sit in the comfort of your home and shop in Asheville, knowing that all orders for merchandise advertised on these pages will be mailed direct to your home and delivered by the postman promptly, providing the parcel does not exceed in weight 11 pounds. Uncle Sam guarantees the prompt delivery of parcels the same as letters.

All orders for goods sent to these Asheville stores will be mailed to your address the same day as received. People in the smaller towns and rural sections are put in direct touch with the wide assortment of stocks, the very latest styles and newest merchandise embracing all useful articles carried by Asheville's progressive and up-to-date stores.

Through these columns this city is reaching out to you offering the best it has at a price far lower than you can secure in any other way and it's merchants stand ready to fill your orders quickly and satisfactorily. Try it this week, answer these ads. Place your orders and see what promptness and exactness will follow.

THE MANAGEMENT OF THE GAZETTE-NEWS GUARANTEES THE RELIABILITY AND RESPONSIBILITY OF EVERY FIRM WHOSE ADVERTISEMENT APPEARS ON THIS DOUBLE PAGE.

POSTAGE

Weight	Rate per lb. by Parcel Post
1 pound	\$0.00
2 pounds06
3 pounds07
4 pounds08
5 pounds09
6 pounds10
7 pounds11
8 pounds12
9 pounds13
10 pounds14
11 pounds15

B M *Bon Marche* *The Store that Sells Wooltex* **B M**

Don't Let the Strike Interfere With Your Trading---Let Us Parcel Post You

If you are living in the City and find it hard to get down town, just phone or write your orders in and we will Parcel Post you. We hope by the time this ad goes in that the strike will be over. But in case it is not, you'll find ordering by Phone or Mail a valuable suggestion.

Our Mail Order Department is well equipped for the filling of all orders, whether small or large. In times like this you'll find it worth using.



Semi-Tailored A Maximum of Style With A Minimum of Cost

It is very difficult for parents to understand why—rather get used to the fact that clothes to fit the young ladies of the family cost as much as those for their mothers and to this fact is due the situation oftentimes that the young people are deprived of that smartness and those little touches that make tailored garments admired—and oftentimes expensive. Designers of Fashions are awake always to every situation and to provide for this condition many beautiful models have been evolved that give the smart appearance desired at a cost surprisingly little.

The design shown—7566—is just a dress. Designed for a young lady of 16 to 18 years, this particular dress has been made of a two-toned bedford cord, requiring for an 18 year size 4 1-2 yards of material. The yoke is of linen serim for comfort as well as a cool effect. Than such a dress it is harder to imagine one of the type smarter or less expensive to make. Any striped materials give the effect for which the model was designed.

Featuring \$25 Tailored Suits

The vast assortment of tailored suits that we show at \$25 is attracting the Suit Seekers. This is the popular price for tailored suits. That is the reason we have been featuring them all Spring and giving you the utmost value at that price.

Now—we offer a goodly number of our higher priced suits, in other words suits that sold up to \$45 at \$25. Thus, the \$25 line is strengthened in numbers and the customers who pick the plums are rewarded. Will you come?

We Sell Ladies Home Journal Patterns

Men's Silk Hose

All colors, all sizes, regular 50 cent values

SPECIAL 25c PAIR

LADIES' SILK HOSE

in white, black and tan, regular 50 cent values

SPECIAL 25c PAIR

State size and color desired. Orders filled same day received. Postage prepaid on 2 pair or more.

It's a Saving of money to trade at

LEVITT'S 5-10 & STORE

The Store of Ten Thousand Bargains.

2 South Main St. Former Stand of Bon Marche



Shopping by Mail Shoes

You can find all the pretty styles you may desire. Tan, Patents, dull calf and all the popular fabrics. Selections are easy by mail if you give us the description. We have them from moderate priced to the highest. Postage free.

Nichols Shoe Co.

ASHEVILLE, N. C. ON THE SQUARE

YOU CAN BUY BY MAIL, WE PAY POSTAGE

No matter where you live, whether in the country, or in any of the adjoining counties,—in fact wherever Uncle Sam sends his faithful carriers of mail, you can shop from Mumpower's with perfect confidence, safety and assurance of fair treatment, and that you will get your money's worth every time. We're glad too, to have you come to the store, and examine carefully the goods we offer for sale,—they have the QUALITY that makes them our best advertisements.

MEN'S ODD PANTS

Priced all the way from \$1.50 to \$5, with advances of 50 cents up to \$4, and then up to \$5. They are in blue serges, worsteds, and attractive trousers patterns in stripes of various kinds and sizes. We can fit men perfectly, and save you from 50 cents to a dollar fifty on each pair. Come and see,

We Sell for Cash, for Less

MUM

Peerless-Fashion Store

Style-Quality-Service

Ladies' Ready-to-Wear Shop at your service, giving your mail orders special attention. We point with pride to the very many satisfied customers who favored with mail orders. Send us your open order stating size color and price, we do the rest. A beautiful collection of Dresses, soft crepe meteors, crepe de ch cotton voiles, lingerie, linens, or reps, fact is is you will find every fashion that has been approved by fashion artists at our shop.

Prices are \$7.50, \$10.00, \$12.50, \$20.00, up to \$75.00.

Tailored suits that show refinement in every line in Balkan blouses as well as conservative plain tailored styles. All with finest peau de chine lining, all men tailored.

MODISH SKIRTS

in Bedfords, serges, poplins, or novelty mixtures, in tropical weight wool, cream, tans, navy, grays, browns, or blacks, \$6.00, \$7.50, \$10.00 up to \$15.00.

PETTICOATS

Silks, Messaline or cotton fabric, some with jersey tops, fit like a glove cost \$1.00 to \$2.00, silks all colors at \$4.50, \$5.50, \$6.50, \$10.00 to \$15.00.

WAISTS

The kinds that would appeal to people who desire the latest styles. Lingerie waist hand embroidered, beautiful patterns. Priced \$2.00, \$2.50, \$3.00, \$5.00, \$7.50, \$10.00.

NOVELTIES IN PARASOLS

Never were parasols so beautiful or so brilliant in colors, there are so many novelties to select from. This time it is perplexing to know which is really the most beautiful, the new "Liberty Bell" and mushroom are very clever, send us open order, stating price and we will surprise you—when you see the original—priced \$5.00 up to \$50.00.

Peerless-Fashion Store