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HENRY J. OLIVE General Mefchandise General Smith's Bridge Phones 138 and 2131

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You may not need glaseses but
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our thoroughly naceurate examCHARLES H. HONESS


## BEAUMONT HEATERS

$\$ 3.00$ and up
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Progress Ranges, $\$ 25$ up
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Wood Heaters,...$\$ 2 \mathrm{up}$ Wood heaters, ...s2 up
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ALL $\$ 3.50$ AND 84.00 UNCLE SAM'S The New Pawn \& Loan, Office
30 So. Main street.

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## Wachovia Bank \& TrustCo.

Capital and Surplus
$. \$ 1,650,000.00$
Commercial and Savings Accounts Solicited. T. S. MORBSON Vice-pres. W. B, WILLIAMSON, Cashier. S. M. HANES, Assistant Cashier.

PRETTY NEW RUGS ※" ruw wan man ramme

J. L. SMATHERS \& SONS

Mammoth Furniture Store.
15-17 North Main St.

## PUREST AND BEST

 Rumford Baking Powder

## Formal Fall Opening Continues Joday

Hundreds of interested women viewed the new styles here yesterday. Words
admiration and appreciation came from all sides. There was an unanimous opinthat Asheville was being given a decided treat.
The latest creations in the world of Fashion are being shown. The prices are reasonable all the way throngh. We have marked them low to sell quickly and Asheville women, quick to recognize value, showed their appreciation by purchas-
ng heavily.
Millinery for Fall was shown in all its novel beauty. Hats are decidedly c and interesting. They are becoming, and to try them on is to create a desire

In the Ready-to-Wear Section the efforts of our critical and thorough research were rewarded by liberal enthusiasm by all who attended. Suits, đresses, coats, waists and skirts all received a share of attention from prospective buyers. Western North a Banner Day for the Bon Marche. People fred to enjoy the season's showing at Asheville's Style Center.

Demonstration of Kohit-inoor Dress Fasteners
"Good-bye, old hook and eye," is what everyone says when they see this new rust, has all the good points of the hook and eye, with none of their bad characeristics.
Koh-i-noor dress fasteners are priced
A representative from the manufac turer is here and will explain the various features when you come in.

## Bon Marahe

Brocaded Silks and Satin

Our buyer, now in the East, has been buying largely of the new silk materials that are so fashionable. Brocade effects are in high favor. Our stock right now large Eastern mannfacturers.
Crepe de chine, imported crinkle crepe, satin crepe meteor and meosalines are
some of the popular matorials wéshow, in plain and Erocades. Priess up to $\$ 3.50$ yard.

