


## Puts Another

Face on It


## INSTANT POSTUM

th of thoteru) beverage to made from nieet wheat, roasted wit
"There's a Reason"

## 

## Cold Weather \#it Jown Yesterday--Are You Prepared?

 Blanket and Shoe cections were busy departorBlankt
Every one of these sections is replete with desirable and seasonable merchandise. It is always a pleasure to shop
Duofold Underwear for Cwomen and Children

Asheville women have grown to like Duofold Under wear. Duofold is the kind that has cotton on the inside and wool on the out. It is made of two thin fabrics woven together. It is light weight, yet gives ample warmth, because of the construction. It does not irri tate the skin like wool

Children's sizes priced at 80 c to $\$ 2.20$ a garment, Ladies' sizes, priced at $\$ 1.50$ to $\$ 3.50$ a garment

## Wool Blankets---\$5 to \$/2.50

It takes cold weather to make one really distinguish wool from cotton. When the thermometer is around freezing you want Bon Marche woolen blankets. We are also selling many in those neat blue and pink borders, also plaid and delicately tinted floral patterns.

## Winter Coats and Furs

ning for these articles That's why you'll find ou stock so complete. In the east window are furs. They are representative of what we show on the second floor. Today will be a splendid day to view these items - the weather is so favorable. Bon Marche Coats are priced at $\$ 10$ to $\$ 50$ Bon Marche Furs in all priced at $\$ 10$ to $\$ 125$


## Cold Weather Items From the Main Floor

Below we mention several items from our first floor. Cold weather necessities will be found in every department. A few are given here to aid you in your shopping.

## Flanneis and Cloakings

c to 50 c yard.

White wool flannel for underwear; 36 inches wide, pri
White silk and wool flannel, 36 inches wide, priced a $\$ 1.00$ yard.

Vyella flannel, 32 inches wide, splendid for dresses and waists, in stripes and solid colors, priced at 755 yard. aid and figured patterns, very special
$\$ 2.50$

## Bath Robing and Outings

 A new shipment of Beacon bathrobing came recently. The Indian Navajo designs are featured, in dark and medium colors, priced at 350 yard. Outings, light and dark colors, in figures and solid,
## Woolen and Kid Gloves

$\qquad$ contrasting stitching, priced at $\$ 1.50$ pair. Woolen gloves for men, women and children, "Kay

MONEY TO LOAN and anything of value.
Trunks, and leather good
H. L. Finkelstein


## shipment of <br> plaxon horns Bott hand and mota <br> $\qquad$ akk for prices. <br> Shaw Motor Co. <br> 52.60 Broadway.

Some Woman Will Tell You
That it is impossible for them to cook three meals daily and keep neat and clean and not feel "dend on their feet" when evening rolls around. The reason they are overlife is in most instances their own fault. For all the hard work and long hours in the kitchen can be climinated easily. Have a modern gas range installed in the kitchen -use ready-made kitchen fires and "presto" cooking bo comes a p.

Hundreds of Asheville Women Are Cooking the Easy Gas Range Way. Why Not You? Investigate. Visit Our Range Way. Why Not You? Investigate. Visit Our
Sales Room, 102 Patton Avenue, Learn the Merits of Gas Sales Room, 102 Patton Avenue
and Our Easy Payment Plan.

Asheville Power \& Light Co.

