

SOCIAL AND PERSONAL

The party which went to the Mountain... The young people... The party which went to the Mountain...

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LACE AND NET WAISTS AT 25 PER CENT DISCOUNT... All our White, Cream, Tan and Fancy Embroidered lace and net waists are included in sale.

Large Automobile Veils Are Priced at \$1.00 to \$3.00 Each

Bon Marche

Thin Gauze Lisle Hose Are Priced at 25c to 50c a Pair

We Are Ready to Supply the Summer Visitors with Their Every Want

The summer season is just beginning to bloom forth in full force--visitors are coming from all parts of the country to spend a part, or the whole, of the summer in "The Land of the Sky," one of Nature's most beautiful spots.

Silk and Kid Gloves That Wear These gloves not only wear well but look well. They are reasonably priced, too. Short Gloves have come into their own this season...

Three Unusual Specials in Silks Some very pretty silks are offered this week at special prices. These silks, as those that are familiar with...

35c Striped Linen: Special for 25c a Yard This unusual value is continued this week and we expect to sell out our entire line at this price...

Striped and Checked Linonette Greatly Under-Priced One special lot of Linonette will be priced at 9c a yard for this week. This goods formerly sold for 15c a yard...

An Exquisite Showing of Neckwear We have been handling neckwear for years and years, but never before have we been able to present to prospective buyers so dainty and beautiful a line of summer neckwear...

Linene Suits Reduced to \$3.50 Each Only forty Linene Suits worth \$7.50, \$6.50, and \$5.00 each remain of our large stock...

APPOINTED DIRECTOR FOR N. C. RAILROAD... The contest closes Saturday, July 31. Write us many advertisements...

Palace DOWNARD & DOWNARD Comedy Sketch Artists. FOSTER Travel Talks. Mabel Valentine Moore Queen of the Air MOTION PICTURES

Cheap Milk is usually cheap in quality as well as price. It is dangerous. Our milk is not in that class. It is absolutely pure, clean, rich and wholesome. Asheville Pure Milk Co. East Walnut St. Phone 554

ROGERS SILVER WARE... The Asheville China Co., 6 North Park Square

Special Today SPECIAL PRICES on Suits and Muslin Underwear. REMNANTS of White Goods, Colored Lawns, Ribbons and Laces AT HALF PRICE.



Dr. Matthews' Dental Parlor, 25-26-27 New McAfee Bldg. Cor. College and Spruce Streets, near Court House.