Society and Personals


Special in Tailored Suits $\$ 19.50$
Worth $\$ 25.00$ to $\$ 35.00$


## The New Toaster

A Most Perfect Device See It and Sample of Its Work

J. H. LA VV 35 Patton Avenue

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Siomach Suilierers
Squander Millions

The Next Article Will Be Captioned: an Pldvantageovs Asset

## Jhe Jrend Joward Better Merchandise

During the past ten years the demand for the better grade of merchapdise has been constantly growing. The day, when Asheville shoppers buy goods for cheapness alone, is past. They demand quality first. And in this they have found the true basis of Economy, The old saying, "The sweetness of low prices, never equals the bitterness of poor quality", still holds good.

Good merchandise is the kind that stands the test of wear. It's the class of goods that brings customers back. The bulk of our trade is from Asheville people, who have been buying here for years, and originally were brought back because they found the
goods right-Price, Value and Durability. goods right. Price, Value and Durability
We attribute the Bon Marche's growth to the strict adherence ard of excellence. This, combined with the willingness to mak good anything that does not come up to this standard, has made this New Store necessary.
This Store will never be too large to handle the smallest pur chases. The Sale of a spool of thread will be given as careful atten sure of getting full value. "Seconds," "fobss" or other inferio merchandise never have found a home here and never syill.

It is.our intention to move sontime this week, the exact date to be announced later. We wish cverything to be finished and if

Reliability

## Bom(Marche

HOOD'S

FOR SALE Three of the best resi ford avenue. A rare oppo
tunity to get an elegan



McKay's Pharmacy

Stoves, Ranges and Heaters The Celebrated Garland and Laurel Makes.
J. L. Smathers \& Sons Mammoth Furniture Store

SEWING MACHINES

## Solal, , Erabonavsed, Rented and

Rentioe and
Roparreal
-
MACHINE CO.
There's a best
in everything

M. Webb Co.

MILLNERY IMPORTERS
Club BIdg.--Haywood 5 t.

Manicuring, Hair Dress ing, Facial and Electric scalp Massage. Ali super-
fluous hair and facial flemtiuous hair and facha, pem-
ishes removed with the otecishes removed withert opeca-
tric nedede by expert
tors. We make up combing tors. We
MISS ORUSE'S SHOP

We Are Prepared

 CHAS. R. HENDERSON, Jeweler

## New Crop of Prunes JUST IN 20c Pound

M. HYAMS
prbse meats arocerirs

## BETTER HEALYH.

The right kind of bread makes for good health BUTTER CRUST BREAD Full 16 ou

ASHEVILLE STEAM BAKERY


Weaverville Line Schedule Effective Monday, October 2nd, 1911.

