

Bon Marche | Sale Begins Tuesday, 9 A. M. | Bon Marche | Values Equal to Anniversary Event | Bon Marche

Our Thanksgiving Sale Begins Tuesday—An Event of Genuine Interest



This THANKSGIVING SALE will equal the Great Anniversary event in the broadness of its character and the lowness of the prices. We have never before held a Sale of such magnitude in the Fall, a time when everyone is preparing for Winter.

Christmas is approaching rapidly. We must have room for the enormous stock of GIFT-THINGS we have purchased. In order to clear the space we have cut the prices to the quick. Every intelligent woman who reads this ad and is familiar with our merchandising will attend.

The PRICES listed below tell their own story. It means a THANKSGIVING of a material nature to every person who comes. As wonderful as these items seem, the goods with which we back them are even more attractive.

Remember, this is no every day sale affair, but the big Autumn Event of a live, modern Store, filled with merchandise of the better sort. Sale begins Tuesday morning at 9.



High Cost of Living Is Discontinued Tailored Suits of Quality. In Variety of Styles. Priced at Nearly Half

When we open the Store Tuesday morning at 9, this Section will be the first to fill. If you have purchased a Fall suit, these low prices give you an opportunity to buy another garment for general utility, that is stylish and durable at a cost you'll hardly notice.

\$25 and \$27.50 tailored suits, ONE HUNDRED AND FIFTY to select from, all sizes, in this SEASON'S MATERIALS, and models, all colors, including the new blues and browns, for ten days of rapid selling at . . . \$14.75

\$35.00 tailored suits, some conservative modes, others in the extreme drapes, so fashionable now, all colors for . . . \$25.95

\$45.00 tailored suits, limited number, early callers get the best pick, all colors, handsome costumes, to sell at . . . \$29.50

\$50.00 and \$57.50 tailored suits, an opportunity to buy the most stylish suits in Asheville at . . . \$37.50

\$65.00 tailored suit, only one left, blue matalasse, size 38, beautifully trimmed, long lines, specially attractive for tall, medium figure, is to be closed out at this Thanksgiving Sale at . . . \$42.50

Rules Governing Sale

Store opens at 9 a. m. Tuesday, November 18th.

Sale continues the remainder of November—ten days in all.

No Sale Goods will be exchanged, none sent on approval; regular goods as formerly.

ALL SPECIAL PRICES FOR CASH.

We reserve the right to restrict quantities to each purchaser on cotton goods, wool dress goods, and flannelette underwear.

All goods must be checked and wrapped. Extra cashiers and wrappers to expedite business.

Thanksgiving Sale of Table Linens of Superior Quality

This part of the Sale is an Annual Feature here. For many years Asheville housekeepers have looked forward to it. They buy here with the assurance of obtaining crisp, immaculate table linens, worth while.

In this year's sale we have tried harder than ever to please you, gone over the stock thoroughly and brought to the front merchandise that you will like. You can get some idea from these prices, but you must see the goods to fully appreciate the bargains.

59c table damask, 72 inches wide, excellent value at 48c yard.

89c table damask, all linen, 72 inches wide, for 75c yard.

\$1.00 table damask, 72 inches wide, one of the best bargains, at 89c yard.

\$1.25 table damask, 72 inches wide, a number of designs, to sell at 98c yard

\$1.75 table damask, 72 inches wide, handsome grade of fine table linen, to sell as a leader for \$1.29 yard.

\$1.50 table Napkins, 20x20 inches, exceptional quality at the price of \$1.39 doz.

\$2.00 table Napkins, 21x21 inches, are priced at \$1.49 doz.

\$2.50 table Napkins, 22x22 inches, are priced at \$1.98 doz.

\$3.50 table Napkins, 23x23 inches, large, full value, to go at \$2.98 doz.

33 1-3 Off on Rugs

This remarkable reduction on serviceable and beautiful rugs puts them below Manufacturer's price. Numerous Art Squares, 9x12 feet remain and you can get at a good selection by coming promptly.

\$17.50 to \$50 velvet and wool rugs are priced at \$11.67 to \$33.34.

A few small rugs remain reduced to \$1 to \$6.67.

Comforts and Blankets

\$1.25 white and gray cotton blankets for . . . 98c

\$3.50 part wool blankets priced at \$2.98

\$5 grade Sateen comforts for . . . \$3.98

\$3 grade of Maish comforts, lowest price ever sold for . . . \$2.45

\$4.50 grade of Lamb's wool comforts for . . . \$3.98

\$1.50 lot of cotton filled comforts for . . . \$1.39

Ladies and Children's Shoes Reduced

This is an exceptional buying opportunity, inasmuch as these shoes are all new, fall styles, in practically unbroken assortments. Your size in the last you want is here. In children's shoes the specials are on high-topped shoes, especially nice for school wear.

\$3.50 Patent Kid Button, all sizes, for . . . \$2.90 pair

\$3.50 Cadet Kid Button Shoes, all sizes, for . . . \$2.90 pair

\$5.00 Tan Button Shoes, handsome quality, reduced to . . . \$4.10 pair

\$7.50 Tan Button Shoes are priced at . . . \$3.10 pair

\$2.25 Grade of Children's and Girls' Shoes, sizes 1-2 to 11, for \$2 pr.

\$2.50 Shoes for Girls and Misses, sizes 11-2 to 2, for . . . \$2.35 pr.

\$3.00 Shoes for Growing Girls, sizes 2 to 6, for . . . \$2.60 pr.

Very Special Prices on Outing Gowns and Knit Skirts

These gowns constitute one of the biggest attractions of the whole sale. Not only are the prices reasonable, but they are in demand on account of the cold weather.

\$1.25 Outing gowns, are priced at 89c

\$1.50 Outing gowns, to sell at . . . \$1.19

50c Outing and knit skirts are re-

duced to . . . 39c

Trimmed Hats Twenty Per Cent. Off

We have a large line of shapes in velour, all styles and colors from \$4.00 to \$6.50 that are going in the Thanksgiving sale at \$2.95.

All dressed shapes in velvet and plush, large and small, are priced at \$4.00 to \$15.00. These are 20% off.

All trimmed hats are priced at 1-5 under price.

Charming Silk and Wool Dresses at Moving Prices

\$15.00 silk poplin, crepe de chine, charmeuse, wool crepe, eponge, matalasse and serge dresses, one hundred, all colors and models for \$10.75.

\$17.50 crepe de chine and silk poplin dresses, black and all colors for \$12.75.

\$20.00 crepe meteor and crepe de chine dresses, black and all colors, for \$14.75.

\$25.00 crepe de chine and crepe meteor, draped effects, for \$17.75.

\$30.00 charmeuse, crepe de chine and crepe meteor dresses, black and colors, for \$19.75.

\$35.00 handsome street and evening dresses, some fur trimmed all modish garments, for \$24.75.

\$10.00 wool dresses, all sizes, special at \$7.95.

\$12.50 wool dresses, black and colors, for \$8.95.

\$20.00 wool dresses, black and colors, for \$14.75.

Trimmings Priced Way Low

1-3 off on the following popular selling fall trimmings:

Venice and Baby Irish, in cream and white, former price \$1.50 to \$6.00, now \$1 to \$4 yard.

Colored embroidered bands, former price 25c to \$5, now 17c to \$3.34 yard.

Beaded bands, former prices 25c to \$7.50, Now 17c to \$5 yard.

Rare Bargains in Outings, Gingham, Etc.

One lot of gingham a pron checks, 5 yards to a customer, for 6c yard.

10c line of outings, good quality, neat stripes and solids, 10 yards limit to a customer, for 8c yard.

25c poplin, all colors, 27 inches wide, for 15c yard.

12½c line of dress gingham, 10 yards to a customer, for 8c yard.

15c line of gingham, good grade 32 inches wide, for 12½c yard.

10c and 12½c lot of towels, size 15x20, extra good special at 6c each.

35c and 50c line of curtain nets, white and ecru, special value at 25c yard.

25c lot of colored scrim, large line to select from, at 19c yard.

50c quality of embroidery flouncings, 18 inch, for 29c yard.

\$1.00 quality of embroidery flouncings, 18 inch, for 49c yard.

Remnants of all materials are in this Thanksgiving Sale at ONE HALF PRICE.

Ladies Sweaters and Other Knit Garments

\$2.50 lot of Ladies' Balkan sweaters, all sizes, for \$1.98.

\$1.00 Children's Jersey leg-gins to waist, in red and white, for 79c pair.

\$3.00 Children's one piece sweater suits, see one and two years, red and white, for \$1.49.

\$5 serge dresses, 4 to 14, in navy, brown, red and white, for \$2.98.

Ladies' Sport Coats

\$20 Sport Coats to sell for \$14.75.

\$15 Sport Coats, for \$10.75.

\$10 Sport Coats, for \$6.75.

Wool Goods and Silks Are Included in the Sale

At the bottom of the page, but should be at the top of your list. The kind of fabrics you want right now at prices much less than you would expect to pay.

Up to \$1 lot of fancy silks, special lot, all widths, for 39c yard.

Up to \$1.50 lot of 36 inch silks, all colors, for 89c yard.

\$1.50 Brocaded Ratine, 40 inches wide, very special at 98c yard.

\$2.00 Brocaded Satin, 40 inches wide, all colors, for \$1.49 yard.

\$1.00 grade of Corduroy, several colors, for 79c yard.

\$2.50 grade of broadcloth, beautiful quality, 54 inches wide, for \$1.49 yard.

\$1.25 and \$1.50 grades of fine wool dress goods, for 79c yard.

\$1.00 line of wool dress goods are to go in at 49c yard.

Children's Coats and Rain Capes

\$7.00 lot of school coats, 8 to 14 years, for \$3.95.

One lot of children's coats, 6 to 14 years, for \$5.75.

\$5 Rain coats and capes, for children, with rain caps and bookbags to match, for \$2.95.

\$3.75 Children's rain capes, with bookbag to match, for \$1.69. These are all new goods.

This sale offers exceptional chances to the woman of moderate means, for school rain capes and warm wool coats are always needed.

The coats are new and stylish. Let the little ones have something nice.

