

FIRE SALE

**OUR
LOSS!**

**\$50,000 Stock of Trivers Suits & O'Coats
Will Be Sold From 50 to 75 Per Cent Off**

**YOUR
GAIN!**

Hundreds of Garments Were Burned Beyond Recognition—Hundreds Were Only Partially Destroyed — But the Majority of Our Stock Was Saved.

SALE CONTINUES TO SATURDAY 11 P. M.—COME EARLY—TELL YOUR FRIENDS

This is where the damage was heaviest—about 350 suits, mostly young men's models—many conservative patterns. These are practically all two pants suits—but the coats are more or less burned—mostly more. But then the two pairs of trousers and the vest is well worth the price of

9^{.75}

SUITS

There are about 200 garments in this lot—the Suits are almost perfect. They are one pant suits—3-piece Fall weights, originally values up to \$30—while they last

14^{.75}

350 of the better kind of Trivers Suits—many with two pairs of pants—however, a majority are the single pant variety. Absolutely perfect condition. Here you will find fine worsteds, serges and pencil stripes models, in longs, stouts, conservative and young men's—It will pay you to come 100 miles for one of these suits

16^{.75}

At this price we have marked down our two pants regular \$35 stock of suits—and our single pants suits formerly up to \$45. Never in Trivers history have we ever enjoyed a better nor larger business in Asheville than this season—merely because these values were probably the best and our clothes the finest. A profitable buy for the future

19^{.75}

All two pants suits of the Trivers De Luxe kind. What you expect of a \$60 suit elsewhere you will find in this suit—Men there is one thing we will not do—use a famous-advertised line name in our ads to bring you in—and then sell you a no-name-garment when you enter our store—such things happen to you no doubt—it would take a bloodhound to smell smoke in these—not many—so come early

24^{.75}

About 100 of these extra pants suits were saved without even a water spot—extra heavy blue serges and French back worsteds—are in this lot. Also Covert cloth and whipcords, in the young men's models. Ten days ago were you to have offered us \$44.75 for one of these suits you would have got the ha! ha!—Now they go at

29^{.75}

Boys' Suits and Overcoats

— ONE HALF OFF —
Sizes 6 to 18 years.
These are on the second floor and the fire did not reach them—some smoke or course. This means that you can buy a nice suit or overcoat as low as \$2.50 and the best all-wool two pants suits—and new fine coats will go at

5^{.25}

MEN'S HATS

All our new beautiful hats, Velours included, Union made—as low as \$2.50—and the best grades go at

3^{.00}

CAPS

All sizes and beautiful new patterns received before the fire—tweeds—diagonals—herringbones—imported Shaws fabrics—one piece—with button strap at visors and folded backs—as low as \$1—and the better kind go at

1^{.50}

TROUSERS

Trivers is famous for their extra pants. To say that we sell ten thousand pairs of extra pants annually is figuring conservatively—stock very complete—they go half off marked price—and you can buy a pair as low as 98 cents and the better ones will go around

2^{.75}

NO ALTERATIONS

NO REFUNDS

NO EXCHANGE

STRICTLY CASH, AS USUAL AND PATRONS ARE REQUESTED NOT TO ASK US TO ACCEPT CHECKS.

—NEW MERCHANDISE—

Several Hundred Suits and Overcoats have been received since our conflagration—these garments we have made room for on our second floor—so that we will be happy to take care of such of our customers who do not care to purchase the fire soiled merchandise—and those who are unable to get fitted from same. Kindly bear in mind that these goods are fresh from our New York Headquarters—and embody the latest in style and fabric—priced with the usual Trivers saving.

We have sold out completely of our smoke-soiled Overcoats, so as not to disappoint our many hundreds of patrons, we will sell Overcoats that the express has brought in fresh from New York headquarters after our fire, as follows:

\$18^{.75}
Our Regular \$25.00 Values

\$23^{.75}
Our Regular Values to \$35.00

\$33^{.75}
Regular Values to \$50.00



On the Square Asheville, N.C. Between the Ave's

Fifteen Stores in the South

Our Downtown New York Store
801-7 Broadway, Corner 11th Street

Our Uptown New York Store
1600 Broadway, Corner 48th Street, Rector's Corner