

This business began a few short years ago in a small way, with the aim first of ingratiating itself firmly and for all time into the confidence and good graces of the trading masses of Western North Carolina. This end accomplished, the next move was expansion, and a third incentive was the set determination of stopping short of nothing less than the biggest

EIPANRICIENTIC OIRIE

in the Blue Ridge Section. The phenominal growth of our trade during the past six years demanded the present mammouth structure into which we will soon be fully installed and ready with tremendous stocks of fresh, new goods in all lines to serve trading humanity in general.

ANNOUNCEMENT!

EVERY PARTICULAR.

EANDLE GOODS OF THE HIGHES

PADE AND BEST MAKES FROM THE

NESS HOUSES OF THE LAND. ALL

LEADING MANUFACTURERS AND BUS-

DEPENDABLE AND FIRST-CLASS IN

Fancy Plaids and Stripes. Wool Serges 42 inches, 40 to 75cts. Full stock of Linings and Trimmings.

Table Linens.

| Bleached | 35 to 75 cents. | When |
|---------------------------|---------------------|--------|
| Oil Red Damasks | | kind t |
| Linen Doylins and Napkins | 25 to \$1.00 dozen. | |
| 5-4 Oil Cloth | | |
| | | |

GOODS.

Standard Calicoes......5 cents.

4-4 Percales ____ 10 to 124 cents.

Wash Fabrics all prices.

Piece Goods.

| | 23 | 100 |
|-------------------------------------|-------------------|-----|
| All Wool Dickens Kerseys | | W |
| | | |
| School Boy Jeans. Splendid Jeans | | |
| LACE CURTAINS | | |
| Chenille Curtains | \$2.00 to \$5.00. | |
| Window Shades (Linen) | | |
| | | |

Men's Underwear.

| Twenty-five Dozen to close out. | | Beautiful line Hanging Hall Lamps | , Stand Lamps, Lanterns, Burners, C | him |
|--|-------------------|-----------------------------------|--|-----|
| Heavy Fleeced at | | neys and Wicks. | 9 | |
| Extra Double Fleeced at | | SCHOOL BOOKS-We exchange N | ew Books for Old Ones at one-half pric | e. |
| Drawers to match. | ÷ | | | |
| Wright's Celebrated Health, all wool fleeced | \$1.00 to \$1.50. | Cno | akamu | |

Ladies' Underwear.

15 cents to \$1.00. Union Suits for Lads and Misses_ .25 to 50cts.

Biggest Stock Clothing in the Country.

| Men's Suits | \$3.00 to \$15.00 |
|---|-------------------|
| Boys' Suits | \$1.60 to \$8.00 |
| Overcoats | |
| Odd Pants and Broken Suits at reduced p | rices. |

Large Stock Men's Hats.

Newest shapes in Stiff and Crush. Alpines 1.00, 1.25 and \$1.50. Black and colors. 25 cents to the best.

MEN'S NECKWEAR. Big line to close out at 10 to 50 cents. MEN'S SHIRTS-White and in colors-Laundered and Soft 50c., 75c. and \$1.00. Big lot to close at 35 to 75 cents.

LARGE SELECTION Overal's and Jumpers 50c. to \$1.00.

SATISFACTION MUST ACCOMPANY EV-ERY ARTICLE SOLD HERE WE STRIVE TO PLEASE. GOODS FOUND AS REPRESENTED MAY MERCHANTABLE Children.

Beautiful Line Cheap Coffins, Oak Cherry and Cloth Covered Caskets. White Caskets for

moval from a small crowded, one-story building to the bandsome, convenient, well Job to close at one-half value. Childrens shoes 25c, to \$1.50. lighted and roomy Department Store. Remember we do not arrogate to ourselves all the credit for these grand results. You stood by us with loyalty and unflinching

4-4 Domestics...... 5 to 10 cents. vitation is hereby extended everybody to come and help as make glad the day of re-

Chains, Stick Pins, Beauty Pins, Baby Pins, Etc.

gain Counter with 432 pieces to close at 10 cents each.

Misses Jackets at popular prices.

By 10th November we expect to be moved and have things humming. An in-

patronage. It is now becoming and proper that we recognize you as stockholders in our new home, as heretofore. This shall be your home store, headquarters for all. you can't come, send your children, who will receive the saufe uniform and 25 to 50 cents for fancy handles. treatment.

MAN JE A 1R15

Small Wares.

Chains, Bracelets, Collal and Buff Buttons, Breast Pins, Ear Rings, Finger Rings.

Crockery.

Winter Wraps.

Blankets.

N. C., all wool, 10-4. 11-4. These are the best known to the trade. Low figures.

Everything desired in this line. Large assortment 10 to 55 cents.

trade for all kinds country produce.

Car load of Salt, white seamless 100 pounds, 60 cents each.

Glass Ware.

Highest market price paid in cash or

Full stock 65 cents to 5.00 per pair. The famous Elkin Blanket, made in

Ladies Capes 50 cents to 8.00 latest styles; Ladies Coats and Jackets 3.00 to 5.00;

Anything in plain and decorated Dinner Scts, Tea Sets, Chamber Sets. A Bar-

Elgin and Waltham Watches, gold and nickel cases; Watch Chains, Neck

Side Boards-Bed Lounges-Parlor Suits-Bed Room Suits Going to do the largest business in this country. Read carefully the six corner 12.50 to \$35.00. Full line Odd Chairs, Rockers, Baby Carriages, stone inscriptions upon which we operate. Take time to read below a few figures. Go-Carts, Cradles, Easels, Bed Springs, Mattresses. Pillows, Cup-We quote from various departments. Only a few can be mentioned for lack of space. boards, Kitchen Safes.

> All manner of Tin Ware 5 to 10 cents and up. We sell Lisk's anti-rust tin goods-waranted.

Hardware.

Full line of Table and Pocket Cutlery, Silver Spoons, Knives and Forks, Carpenters Tools, Contractors Supplies, Hatchets 10 to Beautiful line Hanging Hall Lamps, Stand Lamps, Lanterns, Burners, Chim- 75 cents, Hammers 10c. to \$1.00, Saws 50 to 1.50.

COOK STOVES-We can sell you a Star leader 8.50 to 25.00. Heating Stoves 3.90 to 16.00.

BIG ASSORTMENT SHOT GUNS single and dcuble barrel 5.50 to 15.00.

Grocery Stock.

| Heavy, Staple and Fancy. Best brands of | Family Flour. |
|--|---------------------|
| 16 lbs. Granulated Sugar | |
| 14 lbs, Rice | |
| 12 lbs. Good Green Coffee | 1.00 |
| Hams, Breakfast Bacon, Shoulders-closest | prices. Everything |
| in Can Goods new and fresh. Tomacoes, 10 cen | nts; Pie Peaches 10 |
| cents; Sweet Corn, 10 cents; Salmon, 10 cents. | |
| Sauces and Catsups. | |

Millinery.

Our Headwear Department for women is complete and furnishes the newest and most stylish Hats to be seen this season.

Beautiful line Draperies, Curtain Poles and Fixtures.

FULL STOCK! Drugs, Diamond Dyes, Etc.

POLITE ATTENTION, EFFICIENT HELP QUICK SERVICE, SQUARE DUALINGS WITH ALL-NO PETS OR FAVORED FEW-EVERY MAN'S \$1.00 EUY: ALIKE AT THIS STORE.

Trunks, Valises, Grips and Suit Cases

and children-all guaranteed, 1.00 to \$5.00. Big assortment in

ONE PRICE TO ALL. GOODS MARKY

IN PLAIN FIGU ILS

Shoe Stock.

Celebrated makers-Hamilton

Brown, H. C. Goodman, Bion

F. Reynolds-for men, weme

Full Stock Umbrellas.

50, 65, 75c., 1.00 and \$1.25-natural wood handles-a saving of

Furniture Stock Large.

