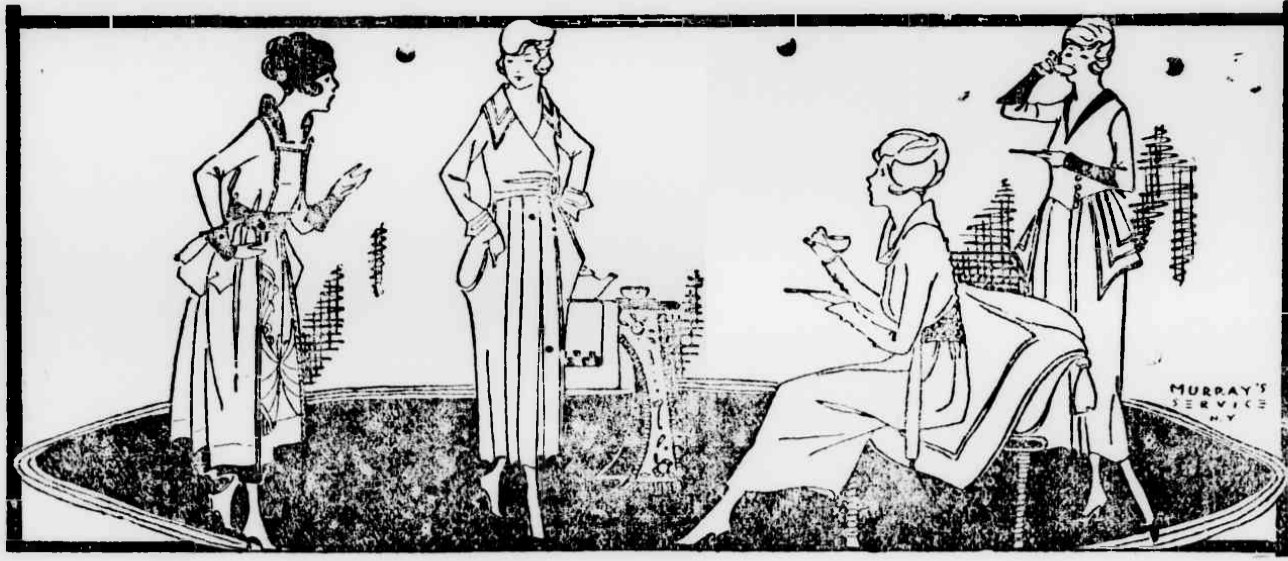


SAVE 35%

During Opening Days

During opening days will give 10% discount on all purchases, in every department, if you call for it. In addition to this, we have our entire stock marked 25% less than market price.



RAILROAD FARE

Refunded

to out-of-town shoppers with \$25.00 purchases.

Rest Room For Ladies

provided with every convenience on mezzanine floor.

A Grand Welcome To Everybody From Brevard and Surrounding Country

Enjoy the Grand Opening Festivities of the Bright New Store of Patterson of Hendersonville, N. C., Commencing Wednesday, March 13, and Continuing Through the Week.

We take genuine pleasure in extending our invitation to everybody to this opening into our fine new store, where not only the beauty of the store itself will be of interest, but all the new Spring merchandise for the coming season will unfold their grandeur and new style innovations and harmonious surroundings.

This store's aim is to render to the people of Hendersonville and community a merchandise service nearly as perfect as possible. We are succeeding in doing just that, and now in our new building we will be able to give better service than ever.

We will carry larger, better and more complete stocks of every apparel and furnishing needed. Constant thought and persistent effort in visiting the market centers and securing the complete selections in the best merchandise obtainable to be sold at the most moderate war-time prices find the culmination in this grand opening.

Come and be our guests.

A visit here now during these festivities will be especially interesting. We want you to be among our first visitors. There will be music, flowers and souvenirs to add to the gaiety of this occasion. Welcome everybody.

MUSIC

FLOWERS

SOUVENIRS

Fashion's Latest Authentic Styles Will Make Their Home At PATTERSON'S



Whisperings of Springtime forecast the vogue of chic turbans in Millinery; some have rolled brims with trimmings posed flat on the crown. They are usually fantasies of feather, flowers or foliage. Long uncurled ostrich feather plumes are being revived and make favorable impression on hats for both day and evening wear.

The slim silhouette will be strongly in vogue too this season. Eton or pony jackets will accentuate the slim lines, and the semi-fitted and poplin jackets will achieve this same result. The lack of trimming, too, will be another note of conservation that will give an extremely trig and trim effect.

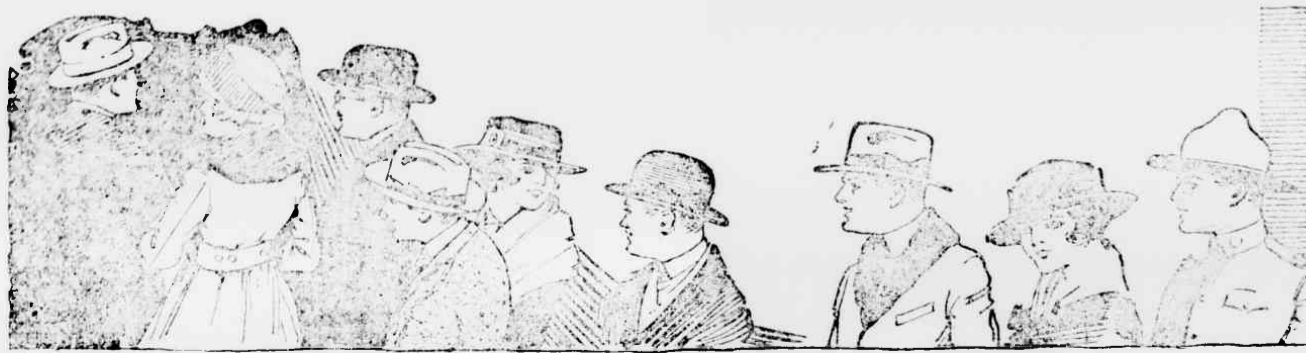
Trouble for husbands is predicted, because the buttoned back dress will be with us again, especially in tailored models. The eton dress in many modifications for all types of figures is being shown in exclusive circles. Etamine is a rather coarse weave that many new Spring frocks will be made of. The combining of two or more materials is more pronounced this season than at any time before the war.

The unprecedented popularity of separate skirts to be worn with tailored shirt-waists is a pronounced feature of the coming season. Materials of every description will be used. They are extremely smart and attractive.

Coats are exceedingly chic-looking owing to the military influence; they are made of materials that insure greatest durability, such as Coverts, Poiret Twills, Tweeds, Homespun, Mannish Serge, Velour de Lane, Silvertone, Wool Jersey, Wool Poplin, Burrellas, Gaberdines, Novelty Plaid.



Our Men's Department is complete in every detail as to quality, style and price.



Our store will be closed on March 12 for opening arrangements.

Hendersonville, N. C.

H. PATTERSON

Hendersonville, N. C.