

We have one of the Best Equipped Department Stores in Western Carolina.

FORMAL OPENING OF

Come and help celebrate the Opening of the New and Beautiful Store.

E. LEWIS & SON'S

NEW DEPARTMENT STORE

Begins THURS., April 10

500 pairs Ladies' and Misses Silk Hose, Black, Tan, White, etc., Regular price 75c to \$1.00, picked out of regular stock; we have placed these on sale from now until Easter 39c, 49c, 69c.

Ladies' Muslin and Silk Underwear

Muslin Teddies in flesh and white, some are plain, some daintily trimmed, regular price \$1.50 to \$3.00, Opening price 98c to \$1.98.

Silk Teddies in Crepe De-Chene and China Silk, regular price \$3 to \$5, Opening price \$1.98 to \$2.98

Ladies' Bloomers in white & pink, in Crepe Batiste and silk, regular price \$2.50, Opening price \$1.75 to \$1.98.

Billie Burkes in white and pink crepe, daintily trimmed in Copenhagen blue, regular price \$4, Opening price \$2.98.

Ladies' Muslin Gowns, white and flesh, hand embroidered, some are prettily trimmed, regular price \$2.50 to \$4.50, Opening price \$1.49 to \$2.98.

Camisoles and Corset Covers, in plain white and flesh, regular price 50c and \$1.00, Opening price 35c and 69c

Silk Camisoles, a beautiful assortment, trimmed in lace and ribbon, regular price \$2 to \$3.00, Opening price 98c to \$1.98.

Ladies and Children's white Muslin Drawers 25c, 49c, 69c and 85c.

Children's Petticoats, good quality, embroidery trimmed, Opening price 50c.

Ladies' Petticoats in white, black, green and all colors, regular price \$1.25 to \$5.00, Opening price 75c to \$3.98.

BUNGALO APRONS AND KIMONAS

One lot Bungalow Aprons, light and dark colors, with short sleeves, regular price \$2, Opening price 98c.

One lot Bungalow Aprons, heavy grade, unusually well made, regular price \$3.00, Opening price \$1.50 to \$1.75.

Middy Blouses for Ladies and Children, in solid white and assorted colors, dark blue middies and tan middies, regular price \$1.00 to \$4.00, Opening price 79c to \$3.48.

One lot Crepe Kimonas, beautiful patterns, light and dark colors, Opening price \$1.98 to \$3.98.

Silk Kimonas, regular price \$15.00, Opening price \$9.95.

AT CONSIDERABLE EXPENSE WE HAVE REMODELED OUR STORE AND DOUBLED ITS CAPACITY FOR THE COMFORT AND CONVENIENCE OF OUR CUSTOMERS. WE ARE GOING TO CELEBRATE THIS GROWTH IN CONNECTION WITH OUR FORMAL SPRING OPENING BY GIVING THE PEOPLE OF HENDERSONVILLE, BREVARD AND SURROUNDING COUNTIES VALUES THAT THEY HAVE NEVER BEFORE HEARD OF ON SPRING 1919 MERCHANDISE.

LADIES' FANCY SILK PLAID AND SOLID COLOR SKIRTS

Silk Skirts, \$8.50 value \$4.95
Silk Skirts, \$12.50 value \$8.95
Regular \$15.00 Skirts. \$10.00

All wool serge Skirts in navy black and gray, values up to \$15.00, Opening price \$4.95 to \$9.95.

CDEPE DE CHENE AND GEORGETTE WAISTS

\$8.00 Waists \$5.95
\$6.00 Waists \$4.95
\$5.00 Waists \$3.95
\$3.50 Waists \$2.45
\$1.50 white Voile Waists . . .98
\$2.00 and \$2.50 Voile Waists, \$1.49 and \$1.98.

Wonderful Showing of New Spring Dresses, Suits, Capes and Dalmans

Every Suit, Dress and Cape in the store is marked at 25 per cent to 50 per cent less than they can be bought elsewhere. We will give from now until Easter 10 per cent off on all Ladies' Ready-to-Wear.

LADIES' AND CHILDREN'S HATS

You will wonder at the price and selection. Beautiful Millinery, and only one of a kind at about 50 per cent off.

Ladies' \$10.00 Hats \$5.95
Ladies' \$6 and \$8 Hats. . \$3.95
Ladies' \$4.00 Hats \$2.95
Children's Shapes and Trimmed Hats, worth up to \$6.00, Opening price 98c to \$3.95.

Children's Ready Made Dresses

Dresses made of heavy French Gingham, long sleeves, sizes 6 to 12, Opening price \$1.98.

Voile Dresses, sizes 6 to 12, Opening price \$1.25.

DRESS GOODS

Look at these in the Dress Goods Department.

Silk Foulards, yard wide, beautiful patterns, regular 2.25 grade, Opening price \$1.69.

Striped Silk, yard wide \$2.25 grade, Opening price \$1.50.

Voiles, yard wide, 50c quality, 35c.

Figured Voiles, beautiful patterns, 50c quality, 29c.

Good quality Val. Lace 5c yd.

Calicoes, good grade all col 10c

Cotton Plaids 11½c

Sheeting, 40 in. wide, best 15c

White Lawn, 40 inch . . . 12½c

Dress Ginghams 19c

Chambray, pink and blue 17½c

Bleaching, yard wide . . . 15c

50c Dress Ginghams, yard wide best grade 98c

MEN'S FURNISHINGS

Men's Dress Shirts, \$1.25 value 75c.

Dr. Wright's Spring Needle Underwear, \$2.50 value \$1.45.

B. V. D. Men's Union suits, Opening price 98c.

Men's Overalls, good full size, heavy blue denim \$1.75.

Men's Work Shirts 75c.

Sweet-Orr Khaki Pants, guaranteed never to rip \$1.95.

Men's Sox, all colors, good quality 19c.

Men's Silk Sox, 75c value 45c

Belts, 75c value 45c.

Men's \$6 Hats \$3.95.

Men's \$3.50 Hats \$2.25.

\$1.00 Caps 50c and 75c.
\$2.50 Caps \$1.50 and \$1.75.

BRING THE CHILDREN ALONG.

FREE BALLOONS FOR THE KIDDIES.

BOYS' DEPARTMENT

Boys' Sample Hats, big assortment 49c, 75c, 98c.

Boys' Knee Pants, \$1.50 and \$2.00 values, extra large sizes, Opening price 98c.

Boys' Blue Serge and wool mixture Suits, sizes 5-8 \$4.75

Boys' Suits, \$5.50 val. \$3.75.

Boys' \$4.50 Suits, sizes 5 to 8, \$2.95.

Boys' Suits, sizes 8 to 20 yrs., in blue Serge and fancy mixtures, regular price \$10.50, Opening price \$8.50.

\$18.00 Boys' Suits \$10.00.

MEN'S CLOTHING

\$25.00 Suits \$18.50

\$20.00 Suits \$15.00

\$18.50 Suits \$ 9.95

MEN'S PANTS

\$7.50 Pants \$5.50

\$6.50 Pants, gray, brown \$4.50

Men's Sweet-Orr Khaki Pants, Opening price \$1.95

Trunks, Suitcases and Bags

\$50 Wardrobe Trunks \$37.50

\$45 Wardrobe Trunks \$29.50

\$25 Trunks in good heavy fibre, three ply \$18.50

\$22.50 and \$20 Trunks \$15.50

\$17.50 and \$15 Trunks \$11.50 and \$13.50.

A few Steamer Trunks to close out at a big reduction.

Solid Leather Suitcases and Bags

\$18.50 value \$12.50

\$8.50 Suitcases \$5.50

\$5.00 Suitcases \$2.95

\$3.50 Suitcases \$1.95

SWEATERS

\$4.00 Silk and Wool Sweaters, all colors, Opening price \$2.49.

\$6 and \$8 wool and silk Sweaters, slip over and coat styles, Opening price \$4.90 and \$6.98.

\$15.00 Sweaters \$8.95

\$18.00 Sweaters \$12.50

Ladies' and Children's New Spring Footwear

Ladies' dark tan Oxfords and Pumps, in Military and high heels, \$7.50 values \$5.00.

Ladies' Oxfords in Vici and Gun metal, \$7.50 values \$4.00.

\$6.00 Pumps and Ox. \$4.00.

Ladies Pat. Leather Pumps, \$4.00 va, Opening price \$2.25.

One lot ladies' low quarter Shoes in samples, worth up to \$5.00, Opening price \$1.95.

One lot low quarter shoes for girls, sizes 12 to 3 \$1.50.

One lot Children's Shoes, sizes 3 to 9, Opening price 75c.

White high top washable kid shoes, \$10.00 values \$7.50.

Buster Brown white Canvas shoes in high and military heel, \$6.50 value \$4.50.

White Canvas shoes in high and low heels, \$4.00 values \$2.95.

White Canvas high shoes, Opening price \$1.98.

\$6 Oxfords and Pumps \$4.45

\$5 Oxfords and Pumps \$3.65

One lot white oxfords and pumps, your choice 98c.

Buster Brown girls' Oxfords and pumps, tan, black, white, \$6.00 values \$4.50.

One lot Children's Pumps in black and white, \$1.50 to \$2.00 values, choice 98c.

MEN'S SHOES

Men's work shoes, \$3.00 values \$1.98.

\$4.00 shoes \$2.98.

\$6 and \$7 work and dress shoes \$4.95.

Men's Oxfords in black and tan, \$5.50 values \$3.45.

Boys' dress shoes, \$4.00 values \$2.98.

This store is the home of the following well-known brands: Warren and Redfern Corsets, Cynx Hosiery, New Idea Patterns, Buster Brown Shoes, Maxine Shoes, W. L. Douglas Shoes, Style Plus Clothes, Griffon Brand Clothes, Sweet-Orr Overalls and Pants.

E. Lewis & Son Dept. Store

HENDERSONVILLE, N. C.