

GRAND OPENING

*None better than Queen
Quality for Women*

This Sale Starts Wednesday, July 26

LADIES' READY TO WEAR

Ladies' Silk Dresses, value \$10.00	\$5.45
Ladies' Silk Dresses, value \$12.50	\$6.95
Ladies' Silk Dresses, value \$25.00	\$8.95
Ladies Taffeta, value \$25.00	\$13.95
Ladies' Satin Canton Crepe, value \$40.00	\$27.50
Ladies' Beaded Canton Crepe, value \$75.00	\$34.75
One Lot Skirts, value \$5.00	\$2.95
Sport Suits, value \$15.00	\$4.95
Gingham Dresses	\$3.25
One Lot Tricotine Suits, value \$25.00	\$14.95

In our Millinery Dept. we are carrying at present a fair variety at reduced prices.



MEN'S SUITS—GOOD QUALITY

Men's Suits, Blue Pencil Stripe	\$14.95
Men's Tweed Suits	\$14.95
Men's Suits, 2 pair pants	\$16.50

We carry a full line of Bloch's celebrated clothes in all colors and styles.

BOYS' SUITS

Tweed Suits, 2 pair pants	\$5.95
Various Other Styles, good quality	\$1.95 to 5.95

MEN'S PANTS

Men's Good Dress Pants	\$1.95
Men's Blue Serge, good quality	\$3.95
Men's Riding Pants	\$1.75
Men's Kahki Pants	98c

BOYS' PANTS

Boys' Kahki Pants	45c
Pants	75c to \$1.95

DRY GOODS—VALUES

Sheeting (unbleached), value 10c	5c
Sheeting (unbleached), value 12 1-2 c	8c
Dress Ginghams, value 20c	11c
Dress Ginghams (Amoskeag) value 29c	17c
Curtain Scrim, value 12 1-2c	9c
Curtain Scrim, value 20c	12 1-2c
Curtain Scrim, value 25c	20c
Best Quality French Serge in all colors, 54 in. value \$2.50	\$1.69
Serge in all colors, value 75c	49c
Crepe de Chine in all colors, 36 in., value \$2.00	\$1.29

BOARDING HOUSE SPECIALS

9-4 Pepperill Sheeting, bleached	49c
10-4 Pepperill Sheeting, bleached	54c
9-4 Pepperill Sheeting (unbleached)	45c
Pillow Tubing, Sheets and Pillow Cases 45 in.	32c
Pepperill Sheets 54x90	98c
Pepperill Sheets 81x90	\$1.39
Pansy Sheets, 72x90	79c
Pequot Pillo wCases 42x36	37c
Pequot Pillow Cases 42x36	37c
Value, 42x36	25c
Bargain, 42x36	19c
Dinner Napkins	\$1.69 per doz.
Table Damask, 60c value	45c
Table Damask, 80c value	69c
Table Damask, \$1.00 value	75c
Blankets, \$2.00 values	\$1.69

EXTRA SPECIALS MEN'S FURNISHINGS

Men's Blue Chambray Shirts	69c
Boys' Blue Chambray Shirts	49c
Men's Overalls	89c
Men's Dress Shirts	49c
Men's Two Piece Underwear	49c each
Boys' Caps	49c
Knit Bow Ties	35c
Men's Silk Hose	49c
Men's Hose	9c
Men's Felt Hats	98c
Arrow Shirts (collar attached)	\$2.25
Boys' Union Suits	49c
Men's Union Suits	49c
Boys' Bathing Suits	\$1.95
Silk Shirts (all sizes and colors) \$8.50 value	\$4.95
Arrow Brand Collars, latest styles in both hard and soft	19c
We carry a good variety of Arrow Brand Shirts in the latest colors and styles.		
Men's Tennis Shoes, suction sole	\$1.69
Men's Caps, all styles and colors, consisting of various styles in tweeds	98c
Umbrellas	98c

Announcement

Jerome & Pushell wish to announce the opening of their new store in Transylvania county that they will begin Wednesday, July 26,

We are delighted with the hospitality shown to us by the good people of "Waterfalls" and we take this opportunity to thank them and all, for their unusual attention last Tuesday.

We have opened a splendid store for your benefit. For a long time we have advocated and wanted a store and have at last got a store, use it."

We guarantee to sell for you and if you are not absolutely satisfied, we will be cheerfully refunded and

"If you like our store, tell

RAILROAD TROUBLE

Owing to railroad trouble we failed to come in on time. Today we are displaying them as they are. New articles on display when we open on our opening day, and invite you to come and see if we are not giving

Every article will be made for you on our opening sale.

WEDNESDAY

Rush Hats
Thread

REMEMBER THE OPENING

Between Post Office
and Pisgah Bank

JEROME & PUSHELL
BREVARD