

Patterson's motto will be "Cash Only," which will save expense in bookkeeping, and this extra expense will enable him to give the public much better prices. Satisfaction, Service, High Class, and Standard Merchandise.

Patterson wants to impress on the minds of the public that he carries the highest grade merchandise in all Transylvania County, and the prices will be lower.

We have succeeded in getting a solid car load of the greatest assortment of high grade merchandise, which will be suitable for all classes of people and also suit the pocket books of all kinds, whether plenty or little.

Patterson can assure you that he will be able to supply all the wants of the people of Transylvania County. Patterson advises the people to keep their money at home and stop mail order, as they do not help your county, schools, good roads and your finances, but rather hinders it. He will help you to build up the schools, good roads and churches, by saving you thousands of dollars on merchandise you buy from him during the year. Let us get together and make our county the best in the state.

The people of Transylvania know Patterson, as his Department Store in Hendersonville, N. C., has always been their home when they come to Hendersonville.

Yours truly,
Signed, H. PATTERSON

LADIES' READY-TO-WEAR

Silk underwear of all descriptions at remarkably low prices for the opening.
Ladies, Misses and Children's hose, 19c value for 10c pair
Haleproof, Phoenix, Buster Brown Van Raalte Silk Hosiery 98c up
Sweaters of all descriptions, values up to \$10.00, from
Ladies' Gauze Vests, extra good values, for 10c
A beautiful line of Ladies' Millinery of all sorts at remarkably low prices.

MISCELLANEOUS

Ball Thread 1c ball
Boston Leather Bags, value \$2.00 \$1.25
Suit Cases 95c and up
Boys' Kahki Play Suits, value \$1.50 75c
Full line of notions of all descriptions.
Full line of Minerva Yarn, all colors.
Blue Buckle Overalls, world over \$2.00, opening price \$1.45
Men's Dress Shirts 49c
Extra fine Men's Dress Shirts, with and without collars, value at \$1.50, opening price 98c
Men's Heavy Work Shirts, \$1.00 value 69c
Men's Pongee Dress Shirts, with and without collars, value \$2.50 \$1.49
Real, fine, high class, Straw Hats 1 lot Children's Shoes, Misses and Boys', value up to \$3.50 \$1.45
1 lot Boy and Misses Oxfords, value up to \$5.00 \$1.89

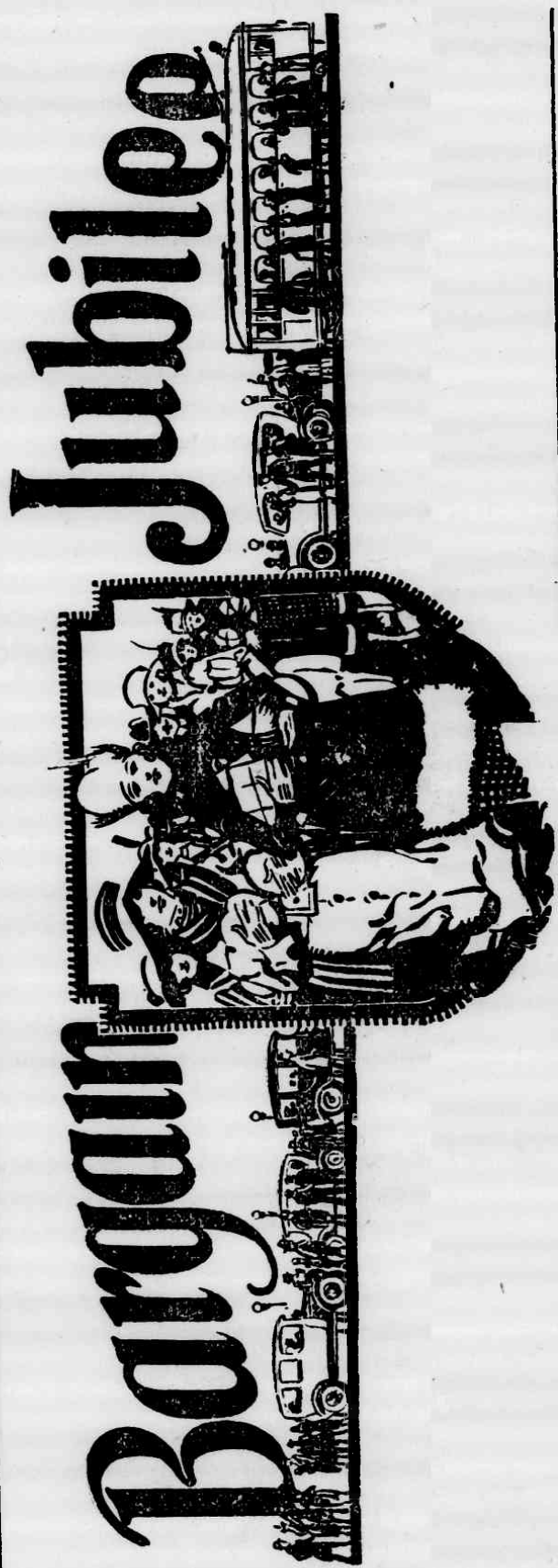
BUY AT PATTERSON'S

LADIES' READY-TO-WEAR

Extra fine georgette, beautifully beaded, value up to \$55.50, opening price \$19.95
50 Baronette Satin Skirts, all colors, as a flyer, opening price \$2.95
All-Wool Serge Skirts \$1.95
We have a beautiful assortment of ladies' and flannel dresses which are too numerous to mention.
One lot voile dresses, \$1.49 value up to \$5.00

HOUSEHOLD GOODS

Pepperill 72x90 sheets \$1.25
Pepperill Pillow Cases 35c
Bargain Pillow Cases 19c
18-inch Mercerized Napkins 25c
We have other brands of household goods which are too numerous to mention.
Huck and Turkish Towels, 19c value for 12 1/2c each
25c values for 15c
33c values for 10c yard
72x90 Bed Sheets 75c
Pepperill 54x90 sheets 95c
Pepperill 81x90 sheets \$1.37 1/2



SHOES AND LOW CUTS

Men's Full Vamp Army Shoes, indestructable welt, value \$6.00 \$3.98
Edwin Clapp Men's Oxfords \$9.95
\$15,000 more new fall shoes for men, women and children will be in next month.
1 lot Men's Scout Shoes, oak soles, value \$3.00 \$1.95
1 lot Boy Scout Shoes \$1.89

PATTERSON'S DEPARTMENT STORE
The Largest in Transylvania County
Under the News Office
Main Street
The Home of Hart Schaffner & Marx Clothes
REMEMBER THE DATE AND THE PLACE
FREE SOUVENIRS GIVEN ON OPENING DAY
EVERYBODY COME

here will be placed on sale at prices that will compel you to buy.
With this opening day, Patterson's has become a Brevard Institution. We want every man, woman and child to come during this sale and receive a handsome souvenir, even if you don't buy. Let's get acquainted right here at home. Patterson further wants to impress upon your minds that our "cash policy" enables us to offer the highest quality goods at prices much lower than you can buy elsewhere in this entire section.
Patterson's motto is, and always was: "Where Quality and Low Prices Reign."

WHAT PATTERSON IS OFFERING YOU
It is Patterson's aim to make this store more complete and more worthwhile every day, so that it will be in truth the leading merchandising emporium in this entire section.
Don't forget that Patterson's has now become a Brevard and Transylvania County institution. By buying at Patterson's and getting better goods at positively lower prices, we will save the people of this section thousands of dollars which will stay here and help build better schools, churches, roads and other local projects. There will be no need to send out of town for anything in the Ready-To-Wear or Dry Goods line, for Patterson

Boys' Suits, fancy tweeds, value up to \$18.00, opening price \$8.95
One lot of boys fine knickers, value \$1.50 98c
Extra Fine Men's Summer pants, Priestley-Mohr, value \$5.50 opening price \$3.50
Fancy Worsted Cotton Mixed Trousers, value up to \$2.50 \$1.49
Fancy Worsted Trousers, better grade \$1.95
Tweed and fancy worsted, all-wool trousers, value \$6.00 \$3.95 and \$4.95
Men's White Duck Pants, value \$2.50 \$1.95
Hundreds of Men's and Boys' Garments which will open your eyes.

MEN'S AND BOYS' CLOTHING

50 Men's Palm Beach and Tropical Worsted Suits, all sizes, value \$15.00 \$8.95
65 Men's and Young Men's Tweed Suits, value \$22.50 \$13.95
One lot of Men's and Young Men's Suits, cashmere fancy workings, value up to \$16.50 \$8.95
Fine Men's Conservative Fancy Worsted and Serges, suits value \$27.50 \$19.50
High grade Hart, Schaffner and Marx and Schloss Bros. suits value up to \$50.00 opening price \$25.00 to \$35.00
Boys' Suits. We have them with one and two pairs of trousers. One lot of light weight cashmere suits for boys, value \$5.50 \$3.45

DRY GOODS

42-inch all-wool serge, value \$1.50 opening price 75c
36-inch wool-filled serge, value \$1.00, opening price 49c
Beach Cloth, all colors, value 50c opening price 39c
36-inch all-wool serge, opening price 69c
Silks of all kinds up to \$2.00 value, opening price \$1.39
Shirtings, Organzaes, Voiles and other dress goods, value up to 33c yard, opening price 19c per yd.
Taffetas, Messeline, Satin, value \$2.50, opening price \$1.75 per yd.
Long Cloths, 32-inch dress gingham, Panama checks, and other dress, value 25c, opening price 15c per yd
Dress and apron gingham sheeting and other dress goods, value 19c opening price 12 1/2c per yd.
8,000 yards of dress gingham and hid.

Patterson is showing the latest styles in ladies' dress footwear in black satins, patent leather and black hid.