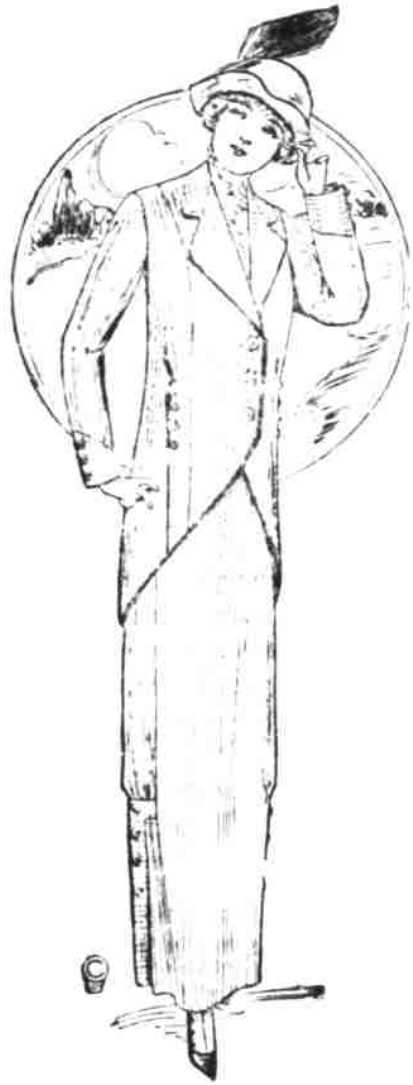


THE FASHION

THE FASHION'S GREAT ECONOMICAL SALE

Begins Thursday, October 30th, 1913

and continues until November 10th 10 days only. The Fashion, the new store that sells quality, style, at low prices.



Handsome Suits From \$18.50 to \$25.00

We direct your special attention to Suits that will sell during this sale at \$18.50 to \$25.00. These suits are made of the highest grade materials, such as Poplin, Matlasse, Diagonals, Chevots, Chiffon, Broadcloths, etc., lined with Skinner's Satin Lining, highly tailored, and they produce this season's best models. We are sure that Suits of this character usually sell for from \$25.00 to \$32.50. For this sale only \$18.50 to \$25.00.

Attractive Suits \$9.98 to \$12.98

We are prepared for this great sale to sell you wonderful values. Our long years of experience give us the opportunity to select such an attractive line at such low prices. These Suits consist of all-wool Serges and Novelty Mixtures neatly tailored and all the new styles, lined with guaranteed linings for only \$9.98 to \$12.98. Regular price would be \$12.50 to \$18.00.

Beautiful Fall Waists

We are showing some of the newest models in Chiffon, Net and Silk Waists in all the leading shades.

\$7.50 Chiffon Waists	\$4.98
\$6.50 Waists	\$4.50
\$4.00 Waists	\$2.98
\$3.00 Waists	\$2.25
\$3.00 Waists	\$1.98
\$2.50 Waists	\$1.48
\$1.50 Waists	98c
75c Waists	48c

Splendid Values in Petticoats

For this great sale we are prepared to show you a beautiful line of splendid values in Silk and Cotton Petticoats. All our Petticoats are made with a lock stitch which will never rip.

\$5.00 Values	\$3.50
\$4.00 Values	\$2.98
\$2.50 Values	\$1.98
\$1.50 Values	98c
\$1.00 Values	85c
75c Values	48c

A Beautiful Line Of Furs

Just what you need and you will need a handsome set of Furs for you or your children. We show genuine Eastern Minks, Foxes, Jap Minks, Tigers, Raccoon and Coon. We will ask you to come early, and by doing so you will do justice to yourself as for this great sale we will cut the prices on them.

Prices range from \$4.50 to \$150 a set and Children's from 98c to \$3.50.

Onyx Hosiery

We sell them and they are guaranteed under the label of the Onyx. They fit well and wear well. They come in all colors, black and white included.

Price, special for this great October sale 23c to \$1.15 a Pr.

This great sale is arranged to introduce our clean and up-to-date merchandise, which will be sold during this great ten day sale at positively extremely low prices, so early in the season. We invite your careful inspection of our dependable merchandise. We assure you that your dollar will do the duty of two. Be attending this great sale you will do justice to yourself and your family. In this great sale we will place on sale this season's newest suits, coats, dresses, skirts, waists, furs, millinery, etc. There is no question that our up-to-date merchandise and low prices will be the talk of the town. Remember that we do not believe in overstating prices and style just for advertising purposes, but we do in truthful statements only. All we ask is that you investigate our prices and compare with others, but we will ask you also to compare style and quality. Come early and Come All before your color or size is picked over. Remember the Fashion is the only exclusive store in Gastonia for ladies', misses', and children's ready-to-wear millinery. Our stock is complete in every respect. For this great sale suits will range from \$9.98 to \$40.00, coats from \$3.98 to \$45.00, dresses from 98c to \$35.00, skirts \$1.98 to \$16.50 etc.

Every garment sold during this great economical sale is guaranteed under the label of The Fashion.

Corsets to Make Your Figure Beautiful

We sell the La Reine Corsets. When you buy a La Reine Corset be sure that you get a durable and good fitting corset. These corsets are advertised in every magazine in this country. We do not have to talk about them as they talk for themselves. We have them in any style you may wish 50c to \$5.00 we also have the La Reine Brassiers 50c to \$1.00

Fashionable Millinery at Low Prices

Our line of Millinery, Trimmed Hats, Shapes, Feathers, Plumes, etc., talks for itself. We are right in price and style. Special prices made for this great sale in this department. Everything will move at such low prices. We cannot give any prices as there are too many in this line. All we ask you is to come and convince yourself. Hats trimmed free of charge.



Wonderful Values in Coats

We are showing a great selection of Ladies', Misses' and Children's Coats made of the very latest Novelty Mixtures and Broadcloths, highly tailored in the newest effects.

\$40.00 Coats	\$32.50
\$30.00 Coats	\$22.50
\$18.00 Coats	\$13.50
\$10.00 Coats	\$7.50
\$8.50 Coats	\$5.98
\$5.00 Coats	\$3.98

Good Values In Children's Coats

Made in the very latest materials such as Chinchilla, Zibelines, Fancy Mixtures and Caracules, sizes from 2 to 14.

Prices range from . . . \$1.98 to \$5.98

These prices are positively reduced for this great sale.

Let Us Show You The New Fall Skirts

Splendid values, about 250 this season's newest models in Skirts. A great variety of styles and fabrics are here awaiting you. We want you to look through our line carefully. No doubt you will find what you want at your own price. Don't miss this great sale which means money saving to you.

\$10.00 Skirts	\$7.98
\$8.50 Skirts	\$6.50
\$6.00 Skirts	\$4.98
\$4.00 Skirts	\$2.98

New Sweaters

This season's demand and just right for the cold weather coming for Ladies', Misses' and Children in all colors you may want. Splendid values if we say so.

They range from 48c to \$4.50

Great bargains in Ladies' ribbed and fleeced lined Underwear, 24c to \$1.23 a Garment.

New Kimonos and House Dresses

We are showing a pretty selection of long and short Kimonos made of Crepe, German Flannel and Flannellette.

Prices \$1.98, \$1.50, \$1.25, 98c, 75c

Short Kimonos 24c to 48c

House Dresses made of Gingham, Flannellette and Percalé, neatly trimmed, worth up to \$2.00, reduced to \$1.98 and \$1.48

Bath Robes, \$3.00 values, reduced to \$1.98

You ought to see our beautiful line of Umbrellas. Why not select one. They cost you less and you get a better one for the price. We call your special attention to our 98c Umbrellas which are worth \$1.25 elsewhere.



THE FASHION

Remember we ask you to attend this great sale as this sale will be one of the greatest and most money saving sales ever held in this state. Be sure and come and bring your friends. This sale begins October 30th, for 10 days only.