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Editorial From The Asheville, N. C. Citizen Public Service

In recent years the great public service corporations have taken new deserts, in that they demand of their employees in that all their relation to the public. The result has been a higher state of efficiency has been attained in all departments of public utilities, and what is more, the "man with a grudge," whose chief interest in life has been to find fault with everything and everybody with which and with whom he has on personal concern, has found his field rapidly narrowing.

It is more often the case, however, that the public or rather a certain portion of it, show scant courtesy where it deserves and demands much. Take, for instance, the telephone

service which is anathema of all mankind, whether it deserves or not. As is generally known, telephone operators, and they are nearly always of the gentler sex, are required to be "polite at all times and under all circumstances." It is a written law that a telephone girl must take even foul abuse from some drunken loafer without reply. One can regard that rule which sees fit but it is a poor rule that doesn't work both ways.

The public is impatient with the telephone girl, for the most part because she is invisible, and again because of conditions over which she has no control, such as a neglectful subscriber who fails to answer his telephone when he is called. In cases of this sort the telephone operator is also itly lameless, yet we have heard men, and women too, berate "central" and later report her to higher authorities because "they couldn't get any answer." In many cases it happens that a man is out of his office when his telephone number is called, yet the unfortunate operator is blamed for this too.

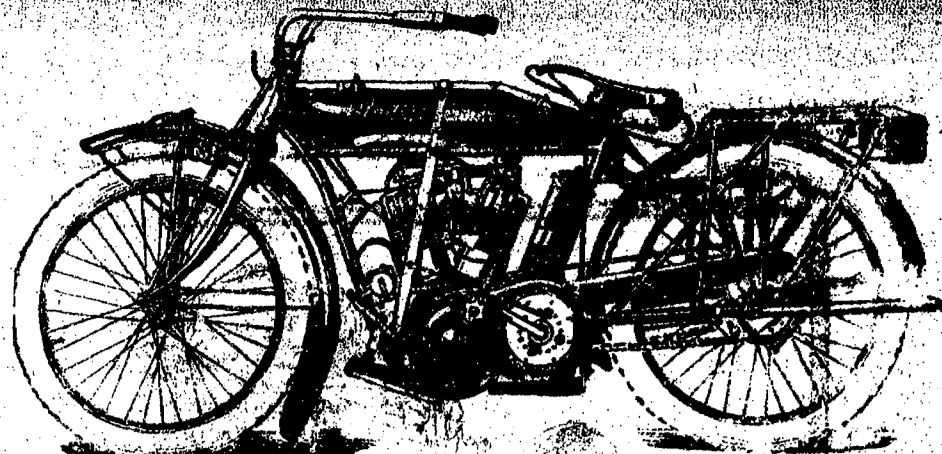
Telephone users should at all times extend that courtesy and politeness which they demand from those who serve them. Life at its best is not arosy one for the telephone girl as a visit to any city exchange will readily show. The trouble is that the "dear public" knows so little what it is talking about when it "kicks" from force of habit, that a little education in the sphere of public utilities would go a long way and might accomplish some good.

The following remarks are applicable to all lines of public service—the railroads, street car systems and telegraph lines. In all of these the public expects much, and is willing to give but little.

MOVE ON NOW!

says a policeman to a street crowd, and whacks heads if it don't "Move on now," says the big harsh mineral pills to bowel congestion and suffering follows. Dr. King's New Life Pills don't bulldoze the bowels. They gently persuade them to get ac ion and health follows. 25 cents at Peabody Drug Store.

These who weigh their words don't always speak with weight.



Fuel, Ice & Storage Company

The Summer days are growing short; Cold Weather's almost here; Soon furnace fires must lighted be Your homes to warm and cheer.

Through sultry days we kept you cool; Our I C E supplied your need; And now our stock of COAL is here Your winter fires to feed.

We're at your service as of yore; Full weight—coal clean and bright; Decide to place your order now; Phone us, we'll treat you right.

FUEL, ICE & STORAGE COMPANY,
PHONE 148

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Get Better Material, Better Work and a Perfect Fit

ISLEY'S GREAT DEPARTMENT STORE HAS SOLVED THE PROBLEM OF GIFTS FOR CHRISTMAS

Not trivial or trashy gifts, something that will give pleasure to neither the giver or receiver, but gifts that will be useful and helpful. Never before in the history of Burlington has there been collected under one roof such a line of merchandise as Isley's Great Department Store has now. It is a great pleasure for people to go through this store and do their shopping. We want you to see what we are offering and want you to look through every department and see what an immense stock Burlington's great department store has for you.

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Long coats and jackets at unmatchable prices. \$8.00 and \$10.00 ladies coat suits special at \$6.95. \$12.50 and \$15.00 ladies coat suits \$9.95. \$20.00, \$22.50 and \$25.00 ladies coat suits at \$14.95. Ladies long coats \$3.00 to \$15.00. Have you seen those long Zibilene coats \$10.00 value \$6.95. They are the talk of the town to all those who have seen them. What values they represent. Johnnie coats \$10.00 values at \$7.95. \$12.50 values at \$8.95. Umbrellas for gifts. See our offerings at 50 cents, 85 cents, \$1.45, \$3.50. Holiday handkerchiefs. 2 for 15 cents, 3 for 25 cents, 6 for 59 cents. Men and Ladies linen handkerchiefs 10 cents, 15 cents, 25 cents. Special offerings in jewelry. Some great savings in this department. 25 cents bar pins special 15 cents. 50 cents bar pins special 35 cents. \$1.00 bar pins special 75 cents. 25 cents cuff pins three to the set 15 cents. 50 cents cuff Pins 35 cents. 50 cents coin purses special at 25 cents. \$1.00 mesh bags at 75 cents. \$5.00 german silver mesh bags special at \$3.75, and \$4.00. Hand bags 75 cents to \$2.00. 75 cents ladies neck wear 50 cents. Beautiful line of ladies neck wear at 25 cents. Blazer coats. Large lot of blazers and coats values from \$2.50 to \$4.00 special now at \$1.99. Ladies waists, new things just arrived



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5047, Waist 5046, Skirt
Price, 15 cents each
LADIES' DRESS

\$1.25. \$1.50 ladies waists at \$1.19. Ladies silk waists \$2.50 to \$6.00 Ladies waist 75 cents for 50 cts. Aviation caps caps. Very desirable at special prices, 75 cents values at 50 cents. 40 cts and 50 cts values at 25 cents. 75 cts ladies waists at 59 cents. Ladies blue serge dresses special offerings \$7.50 values special at \$5.00. \$9.00 blue serge dresses special offerings \$6.85. Beautiful line of mens ties, nice for gifts 25 cents, 50 cents, 75 cents. Fancy messaline 1 yd wide at 95 cents. 50 cents and 60 cents broad cloth 45 cents. Beautiful line dress goods special prices. 4000 yds. staple gingham special at 5 cents worth 9 cents. Blankets for Xmas. Some immense values. \$1.00 cotton blankets special 79 cents. \$4.00 fine wool blankets special \$3.65. \$5.00 fine wool blankets \$3.89. \$6.00 fine wool blankets special \$4.50.

Mens and Boys Suits.

At prices to interest you and save your money. \$2.00 boys suits \$1.69. \$3.00 and \$3.50 boys suits \$2.45. \$4.50 and \$5.00 boys suits \$3.65. \$7.00 boys suits \$5.45. \$8.00 and \$9.00 mens suits \$5.98. \$10.00 and \$12.50 mens suits \$7.95. \$15.00 and \$20.00 mens suits \$13.85.

Great Values In Shoes.

If you have a shoe want let us supply it. If you have a friend that needs a pair of shoes let us

sell you for them. Sheeting for canvassing 4 cents per yd. Sheeting at 5 cents 1 yd wide. Extra heavy sheeting 8 cents. Cambric special at 9 cents. Full line of mens, womens and childrens underwear at special prices for Xmas. Glass ware, china ware and decorated ware department. It will pay you to see this department. Many beautiful presents and useful articles. See our 10 cents tables, nice dolls, glass ware, fancy decorated ware. Preserve stands, molasses cans, nappys, anything you want. See our 25 cents tables. They represent values. Great line of dolls. See our line of dolls 25 cents to \$2.00. Beautiful line of decorated cups and saucers, covered dishes, etc. See our toilet sets \$6.00 to \$10.00. Go with us to the second floor of the furniture and house furnishing department. This department is filled with furniture rugs, art squares mattresses bed springs parlor suits, side boards, lounges, couches, davenport and carpets matting, everything necessary to beautify the home and make it a happy place to live. We want you to go through this department. 9x12 art squares \$10.00 worth \$12.50 and \$15.00. See our Jap rugs 36x72 special 39 cents. See our jap art squares 9x12 special \$2.75. Axminster art squares 9x12 special \$19.95. Rugs \$1.00 to \$6.00. Beds \$2.75 to \$12.50. Dressers \$4.50. to \$22.00. Oak suits \$18.75 to \$65.00.

Millinery Department.

Every hat in this department is for sale and have been given marching orders. The prices will make them move. One half and less than one half price. You can buy a hat here nearly at your own price. Don't forget this department. Stoves, grates heating stoves. Great stock of ranges. See our greatline of enamel ware. Look at our offerings at 10 cents, 25 cents, 50 cents.

Grocery Department.

This department has been remodeled. Large improvements in many ways. We have a full line of groceries fresh and new. Prices to please you. Let us supply your wants for Xmas in this department. Big stock of candy, apples, oranges, raisins, currents, dates, prunes, citron, mincemeat. We want your orders. When you want any thing in this line call up No. 1 and get what you want. We can serve you to your satisfaction. 1000 McKinley music only 10 cents. This is the music that has astonished the world in price. Come and get your music and save 10 cents to 25 cents. Big stock of McCall patterns on hand at all times. See the R & G corset 50 cents to \$3.00. Big stock trunks suit cases, and bags, special prices for Xmas trade.



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