SANTA CLAUS' MAIL
Sewntan Clower'
ximeminn

## Great Price Reductions <br> Silk Mufflers <br> I. W. GLASER <br> 18 Patton Ave.

[^0]| Evening Dresses <br> 25 per cent Off | Ladies' Fur Coats <br> 25 <br> per cent Off | Neck Pieces, Etc. <br> 25 <br> per cent Off | All Dress Skirts <br> 20 |
| :---: | :---: | :---: | :---: |

The Special Prices Are Drawing the Christmas Shoppers to This Busy Store
The new holiday stocks and the price concessions that are awaiting you here should prove sufficient inducement for you to favor us with a goodly share of your gift buying. We bought liberally in anticipation of a big holiday business, in fact we fully expected to be open at least a month earlier than we were able to move in to our present quarters and it is absolutely necessary for us to maike up for the delayed disposal of this tremendous stocks of goods which was carefully selected by our buyers for November and December selling.

ANY PURCHASE YOU MAKE HERE IS A GUARANTEED SAVING DURING THIS SALE.
$\$ 5$ to $\$ 7$ Ladies' Wool Sweaters Reduced to $\$ 3.98$

| I'p to \$10 Ladies' and Misses' Suits reduced to... $\$ 10.00$ | Ladies' Pure Silk Umbrellas with Pearl Handle, Sil- |
| :---: | :---: |
| Up to \$25 Ladies' and Misses' Suits reduced to . . $\$ 15.00$ | ver and Gold Ornamented, regular \$10 umbrella, special |
| Up to \$35 Ladies' aud Misses' Suits reduced to \$22.50 | for . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . $\$ 5.00$ |
| Up to $\$ 57.50$ Ladies' and Misses' Suits reduced to . $\$ 25$ | Men's and Children's Umbrellas, Silk, Flannel and |
| \$7.50 Ladies' and Misses' Coais reduced to . . . . . $\$ 4.95$ | Crepe Kimonos, Leather and Velvet Bags, Silk and Lisle |
| \$12.50 Ladies' and Misses Coats reluced to ... . . $\$ 7.50$ | Hose, Sirk and Lace Scarfs, Ladies', Men's and Chil- |
| \$15 Ladies' and Misses' Coats reduced to . . . . . . $\$ 10.00$ | dren's Handkerchiefs, Ladies' and Children's Gloves, |
| \$2.5 Ladies' and Misses' 'outs reduced to... . . . $\$ 14.95$ | Silk Waists, Linen Waists, Chiffon Waists, Hand Em- |
| \$35 Ladies' and Misses' Coats reduced to . . . . . . $\$ 19.50$ | broidered Underwear, Blankets, Quilts, Comfortables, |
| \$5 Children's Long Coats reduced to. . . . . . . . $\$ 3.98$ | Jewelry, Barrettes, Back Combs, Tara's Ladies' Neek- |
| \$7.50 Children's Long Coats reduced to. ....... $\$ 4.98$ | wear, Perfumes and Toilet Articles. |
| Ip to $\$ 15$ Children's Long 'oats reduced to . ... $\$ 7.95$ | There are a good many ore of beantiful and practi- |
| İp to \$20 Ladies' 'aricul' Coats redured to ... . $\$ 13.75$ | cal Xmas gifts at popular prices at the |

## Peerless=Fashion Stores Co.

"'THE STORE THAT LIVES UP TO ITS NAME.'
51 PATTON AVE. PHONE 336


[^0]:    you don't want the leavings -
    don't put your selection off until the last hour, the
    stocks are pretty badty broken now but in a store where stocks are pretty badly broken now but in a store where
    only good things are carried-and only common sense Things-yon can still find something that will earn her appreciation-and remember if, it comes from the shop
    it is doubly appreciated. it is doubly appreciated.
    (20) Pation Ave.

