## Jrunks <br> at the Christmas Siore <br> (i) OR M OL C Q <br> Now Rug Sine at the Christmas Store

## A Sore Service that Grows Better Daily---You've Moticed It

We are concentrating our efforts on a better store Service. A Service that is perfect is our ambition, It takes time and constant study to secure this perfection of service. But during the past month we have installed numbers of labor saving devices. The addition of a large Auto Delivery Wagon gives you prompt delivery, Extra wrappers and cashiers are here, in order to handle the purchases more swiftly.

In fact we are doing everything possible to make your shopping at this great Store easy and agreeable and to do away with delays and lack of attention. We ask your co-operation this Christmas in forwarding this service to perfection.

Fringed Messaline Underskirts for \$2.68
These have been in for several days and have been going swiftly without havng been ad. vertised. In fact half of them are already gone. It is dne our many readers wat we
should let them know of this value through the papes
There are mearly ten colors


Powder Puff Jars for $25 c$
Another unadvertised spe cial that has been going extra orlinarily, well. They are worth fully turee times the price asked. The jar is
glass in handsome design, and the top is made of plated ware We have nearly a hundred of thees jars left, but this num
ber vill not last long at the rate they are going.

## Gloves Make Welcomed Gifts

 Amons the various lines of Aloves carried here, onene give such univeral Satisfaction nsthe Centemeri. A good Kid
In the Centemeri. A good Kid
Glive is remenbered as a use. ful gift.
Centemeri Kid Gloves are priced at $\$ 1.90$ and $\$ 2$ pair. Cape Gloves in black and tan are priced at $\$ 1.25$ to $\$ 2.00$
pair. Children's Wool Gloves fo 25 c up.

## The "Christmas Store's" Handkerchief Booth

## If we were asked, what article is given most in Asheville for Christmas presents, we would answer without We show an exceedingly <br> We show an exceedingly elaborate line. Starting at the very cheapest, 5c, it goes up to the very finest of tha very cheapest, se, it goes up to the very inest of hand embroidered, sheerest of linen handkerchiefs, $\$ 3.50$. It is this deversity of patterns and kinds that brings o many to our handkerchief booth each.

 <br> <br> We show a full line of Christmas boxes at 5 C and 10 c} <br> <br> We show a full line of Christmas boxes at 5 C and 10 c}
## Special Lot of $\$ 1.00$ Silks for 68 c yard

These are mostly Persian and Oriental designs. They are used extensively for making fancy articles for Christthis time.
We find it best to give reductions when the goods are trost wanted. This assures a market for the merchandise.

Some 30 different patterns are included in this offer.

Community Silverware is guaranteed to wear fifty years.



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## Peerless-Fashion Stores Co.

40-42 Patton Ave. Sumner's Old Stand 25 Per Cent

To 50 Per Cent
on all The Sumner stock and
Boston Department Stock

We also offer a beant fol lion ot mentinatien
 malempied value Come and inventigate.


Ten Minutes with Miss Vincent $=5=$ Modart Corset
 your ngure than an
net you ever hid.
 Peerless-Fashion 51 patton ave.

51 Patton Ave. The Specialty Store 25 Per Cent Off On all our beautiful
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Little progreas han been made with
he criminna docket of superior court


