THE PALAIS R

5 and 7 South Main St.

Santa Claus is growing more practical each year, and instead of the things that satisfy the eye alone—so common in years gone by—we now witness the giving of those wholesome, useful and practical things which one would buy for himself and which are not only gratefully received on Christmas day, buy are a source of much joy and pleasure for many days to come.

Dolls of all descriptions. See the Campbell Kids. See the Crying Dolls.

You are cordially invited to inspect our magnificent showing of Holiday Goods whether you come to buy or not.

Everything Displayed

Where you can readily in-spect the goods and make your selections, however busy we

Beautiful Neckwear

ations, 25c to \$2.00,

Kimonas

make a most acceptable present. They are bandy, neat and comfortable, 98c, worth \$1.50.

Gloves

of all kinds are here in vast assortments. Wool Gloves, Kid Gloves, Silk Gloves, 50c to \$2

Handkerchiefs

All kinds, from the cheapest to the best—great values 5c, 10c and 15c.

Ladies' Sweaters

Sweaters of quality very reasonably priced—all colors, \$1.25, \$1.50 and \$2.00.

Stylish New Hats for Ladies

The latest shapes and shades. The right styles and qualities at

the right prices. Every hat in the house greatly reduced.

A New Suit or Coat For mother, grandmother, sister or daughter, would be "Just Fine."

Ladies' Suits

\$15.00 Suits, special. \$9.90 Ladies' Coats

Every Coat in the house must go, regardless of price.

Misses' Coats

Greatly reduced, come

Children's Coats

At a discount of 30 per cent. The story of Christmas is the story of human sacrifice. The of generosity. Sacrifice and generosity go hand in hand in world-wide willingness of all mankind to give at Christmas

Ladies' Jewelry

Cuff Links, Brooch Pins. Scarf Pins, Belt Buckles, etc. er's prices.

Special Gift Boxes

are supplied free of charge for all our holiday goods, making the gifts doubly attractive.

Silk Neck Scarfs

are sensible, serviceable beautiful, 50c to \$1.50.

Bath Robes

and Lounging Robes make excellent gifts. Ours are very attractive this year. \$1.98 to \$6

Hosiery

An immense line of Hosiery in all the shades one can im-agine, priced 15c to \$1.00. See the Ladies' Silk Hose, 25c.

Dress Skirts

of attractive styles and excellent qualities. They make fine

Umbrellas

make an attractive gift—they are useful and certain to be appreciated.

Dress Goods

are highly appreciated. You will find the correct shades and styles here. All dress goods

Commence right away to do your Christmas trading-come forenoons if you canthe sooner you come, the better the assortments will be, and then you don't have to worry. Make selections now; we'll deliver when you want us to. We are showing, by far, the finest collection of desirable gifts for men ever shown here.

The best place to Buy Christmas Presents for Your Lady Friends.

A Card of Thanks.

I feel it my duty to return thanks to Mrs. Bettle Coachman, W. M., of Mt. Rose Lodge, No. 152, L. K. of D., for \$77.51, death claim of my wife, Virginia Ducket. 269-1t. COLLIER DUCKET.

colored Masonie Grand lodge, to con-

IT'S NOT TOO LATE CHRISTMAS PHOTOS

All photos taken by Dec. 22rd will be finished for Christmas. Electric printing machines and increased force of skilled finishers enable us to deliver promptly. Finest results and no delay at

RAY'S STUDIO, Over Nichols' Shoe Store.

OCCUPIES A FIELD OF ITS OWN. lighted streets and to visit well-light-

Light as a medium of publicity when they do not read the papers. The most striking evidence, peruse by merchants of all kinds, in tractiveness of the street, multitudinous forms, limited appar-

n the great field of aggressive pub-A brilliant and artistically illum-inated store presents a cheerful and inviting appearance which merchants

ently only by the capacity of imagi-

have come to realize is a very impor-tant element to success in business, as it unconscionaty extends a welcome and establishes confidence. Human instinct prompts people to go into well-lighted stores, to walk on well-

ed cities,

The most popular form of fight for publicity is the show window. Betherefore occupies a very prominent sides, a well-lighted show window is position. It does not compete with much more attractive by night than other forms of advertising but occu- by day, as there is not so much to de-NOTICE

We thank the Board of Aldermen there is nothing to detract from it—
and Board of Trade for the cordial when people are walking or riding, invitation which they extended to the when they do not read the papers.

By day, as there is not so much to detract from it—
attracted by an illuminated object at when people are walking or riding, when they do not read the papers. goods that appear more striking and attractive under artificial light than vene in Asheville December, 1912. We baps, of its value as a means for publicity, is the enormous increase of its windows add to the brilliancy and atwist many thanks.

THOMAS OGLESBY.

The most striking evidence, perdictive under artificial light than by daylight. Besides, illuminated show windows add to the brilliancy and atwisted apparation. The illuminated sign burns the

The illuminated sign burns the name, business and location into the nation in which light may be utilized public mind. It is indeed the sign of the times; a symbol which represents the business idea so completely that its advent within the comparatively brief period of 10 years has changed the appearance of cities.

Make every "Special Sale" really strengthen your store—by taking care that your ad readers learn the truth about each sale.

TO LIBERATE CAPTIVE UNIQUE WINDOW DISPLAY

Gazette-News Bureau, The Hotel Raleigh, Raleigh, Dec. 19.

Charged with resisting police offirs and effecting the escape of Sam rawson, who was arrested for larmy, nine negroes were placed in the ruardhouse yesterday for their part in hall, in Idlewild, Monday night, Dehe negroes formed a solid mass, he prisoner. The trouble occurred at dance. Policemen J. H. Wyatt and C. Delahay were the officers in the

knocked down. ach prisoner released.

ore any cases were disposed of, these ger from the gas.

ing unimportant. first district said yesterday that nearto strike him. Those said to be par-ticularly desirous of the plum are: L. I. Smith, Gatesville; W. C. Rodman and S. C. Brugaw, Washington; C. S Zann, Edenton, and A. O. Gaylord, Plymouth. W. M. Bond, sr., of Eden-ton and E. F. Aydlett of Elizabeth Hty are being mentioned as candi-

Water Heating Outfit Is Attracting Very Much

Attention.

Around Christmas times the mer he affair, which occurred at Haywood chants of the city usually make specia efforts to get up the best window disember 4. According to the officers plays of the year and the results are very attractive. There are many win dows all along the streets now that at ashed upon them, knocked one of tract the attention of those who pass he officers to the floor and liberated either on account of their beauty of unique displays, and the more unique

the more attention they attract. Among this latter class there probably not one in the city that is at se and Mr. Delahay was the officer, tracting more attention than that of ocked down.

J. R. Rich company on North Main The police dragnet began operation street. The company does a big busi Saturday and by I o'clock yesterday ness in the way of plumbing and the afternoon nine of the negroes alleged installation of heating plants, and the to have been engaged in the affair display is in keeping with this line were behind prison bars. Bondo in The feature of the display is a contin sum of \$200 each were required for your demonstration of the Humphre Instantaneous bath water heater an Many Blockading Cases.

The United States court room is of the heaters and water connections this is most interesting. There is on

rowded this week with alleged block- with this to a bath tub, lavatory and ders from the several counties, and kitchen sink. By simply turning of udge Connor will hear the largest the hot water spiget the heater is au locket, it is thought, that has con-fronted him in several terms. The just a moment there is an abundance court opened yesterday with the of hot water running wherever de-charge and selection of the grand sired. When the water is turned off ury, but it was in the afternoon be- the gas is cut out so there is no dan-

There is also an independent heater Although no appointment of a judge for bathroom purposes alone, and this o succeed Judge George W. Ward, who resigned, has been made by Governor Kitchin, this was not because there are no candidates to selected furnish hot water for the whole sys-rom. A prominent lawyer from the tem, thus making unnecessary a hot range in the kitchen all the time ly every attorney was either a candi-date or was waiting for the lightning furnace to furnish steam or hot water furnace to furnish steam or hot water for radiators, and the whole furnishes and interesting display.

PILES CHIED IN 6 TO 14 DAYS

Your druggist will refund money if PAZO OINTMENT fails to cure any ase of Itching, Blind, Bleeding of Protruding Piles in 6 to 14 days.



able and convenient heating device you can find. It is always ready for use. There are no pipes or flues or wires to bother you. You can pick it up and take it wherever extra warmth is wanted. Every mechanical improvement that

experience could suggest was already embodied in the Perfection Heater. This year we have tried to add to its appearance. The drums are finished either in turquoise-blue enamel or plain steel, as you prefer; nickel trimmings; as ornamental as it is indispensable to

Standard Oil Company

emnet where french

Children Cry for Fletcher's

CASTOR

The Kind You Have Always Bought, and which has been in use for over 30 years, has borne the signature of and has been made under his perat H. flitcher. Sonal supervision since its All Counterfeits, Imitations and "Just-as-good" are but

Experiments that trifle with and endanger the health of Infants and Children-Experience against Experiment.

What is CASTORIA Castoria is a harmless substitute for Castor Oil, Paregorie, Drops and Soothing Syrups. It is Pleasant. It contains neither Opium, Morphine nor other Narcotic substance. Its age is its guarantee. It destroys Worms and aliays Feverishness. It cures Diarrhoa and Wind Colic. It relieves Teething Troubles, cures Constipation and Flatulency. It assimilates the Food, regulates the Stomach and Bowels, giving healthy and natural sleep The Children's Panacea-The Mother's Friend.

GENUINE CASTORIA ALWAYS

Bears the Signature of

The Kind You Have Always Bought In Use For Over 30 Years

PREMIUMS CEASE

When totally and permanently disabled by injury or disease under policies in the

New York Life Insurance Company

A SHOWING OF QUALITY NATIONAL BANKS

Bank of England 72,765.000 Bank of France..... 36,500,000 Bank of Germany.. ... 42,840,000 Bank of Russia..... 450 U. S. National Banks...... Assets over \$638,472,675

THE NEW YORK LIFE INSURANCE COMPANY'S ASSETS ARE OVER

\$660,000,000

It Used to Be Said "STRONG AS THE BANK OF ENGLAND" Now the Comparison may be Properly "STRONG AS THE NEW YORK LIFE" Nearly 1,600,008 People have Funds in this 66-year-old Company,

Its Policies make uncertainties certain Information Free.

BURT M. NOLAND

24 Oak Street.

TRAVELING REPRESENTATIVE

ASHEVILLE, N. C.

Telephone 1967

Automobile Races

THEATO

AUNT HILDA MATCHMARING. ...

PALACE WHAT THE PROPERTY

MOIS SUITERS RIGHT OR WRONG THE LONG ROAD