

A Sale of Extraordinary Interest

A Change in Management Makes This Sale Possible

Any Suit or Coat in the House

\$15.00

It is needless for us to say anything about the quality of these garments. They consist of our regular stock made expressly for us in exclusive and confined styles. They are the very latest fashions in the most beautiful weaves of the current season, and emphatically not one suit bought for this sale.

In Values to \$70.00

The announcement of the new management's policy will follow later. For the present, bear in mind this remarkable sale and enjoy the benefits which it offers you.

SUITS

Broadcloth Black plain tailored. Black, purple navy.	Serges Black, navy, tan. Brown, wisteria, Two-toned combination.
Chiffon Broadcloth Some with elaborate braided trim. Others velvet collar and cuffs.	Cheviots Some plain tailored, Others Norfolk and braided effects.
Corduroy In values to \$70.00.	Grey and black.
Velvets In values to \$50.00.	Scotch Mixtures Brown, blue, white, Green, black, purple. In striking combinations.
Whipcords In values to \$45.00.	

COATS

Chinchillas Brown, blue, grey, black, tan, with plaid backs, brown and black combi- nation satin lined.	Serges Blue, black, black and white combination. Some half lined, diagonal with gold satin lining.
Cheviots In values to \$30.00.	Diagonals Striking contrasts in several combinations. Heavy Satin lined.
Warmth without weight, Kerseys and mixtures in stunning designs. Values to \$35.	
We beg to announce to our regular patronage that this sale offers only our regular stock with no purchases made especially for this sale.	
The courtesy of charge accounts will be extended to our charge customers.	

SALE COMMENCED AT 8 O'CLOCK MONDAY MORNING AND CONTINUES UNTIL FURTHER NOTICE.

PEERLESS = FASHION STORE

51 PATTON AVENUE

OUTSIDE CAPITAL FOR THIS SECTION

Prudential Decides to Open a Loan Department in Asheville.

A business arrangement has just been concluded which may mean much to the upbuilding of the city. The Prudential insurance company of Newark, N. J., has decided to open a loan department here through which money will be loaned on business and residence property. The establishment of this office was made primarily through the efforts of Hodges, Mitchell & Reynolds, local agents of the company, and the Wachovia Bank & Trust company is the institution selected by the insurance company to act as local loan agent. The development of the business and residence sections of the city will not now be entirely dependent on local capital.

A few weeks ago the company sent here L. W. Whiteley to investigate business conditions and real estate values with a view to locating a loan office in Asheville. He talked with business men and officials of the board of trade and visited various parts of the city. Evidently he was satisfied with what he saw, and with

the future of Asheville, since the company was not long in coming to a decision in regard to the matter. The naming of the Wachovia Bank & Trust company as the loan agent was made at his recommendation.

Before Mr. Whiteley came here the local agents were endeavoring to secure a loan on local property, and he was sent to investigate. It was while he was here that the local agents took up with him the matter of having a loan office here. Incidentally they secured the loan.

This is the first insurance company to establish a loan office here, although others have loaned money on business real estate. It would be impossible to estimate the amount the company is likely to place on local realty, but it is considered one of the strongest in the world.

SENDERS MAY INSURE PARCELS POST MATTER

Up to \$50, Fee Equal to Registering—Farm Produce May be Sent.

One feature of the parcels post system, to be instituted January 1, that will doubtless serve to popularize it to a certain extent is that packages may be insured to their actual value up

to \$50 upon the payment of a fee equal to that paid at the present time for registering parcels. The registration of fourth class parcels will be discontinued and the insurance of these will take the place of this protection used at present.

All packages to be insured must be so marked and they will be tagged, this tag to serve as a receipt to be signed by the receiver. Upon the request of the sender a return receipt may be obtained, the postmaster at the destination securing it and mailing to the address of the party mailing the package. All parcels which are insured may be forwarded without the payment of an extra fee, just as registered packages are forwarded at present.

The offices of the department will be required to preserve the insurance records for one year and all claims for parcels that are lost or rifled must be made within six months. Such claims will be handled by the third assistant postmaster general and a division of loss must be made by either the sender or receiver of the package, reference being made to the number and date of mailing, also to the mailing point. This data will be furnished when a parcel is insured on a receipt similar to the ones now issued by the registry department.

Another interesting feature about the parcels post is that butter, eggs and dressed poultry may be sent through it.

RULES AND SUGGESTIONS FOR CHRISTMAS SHOPPING

Sent out by P. M. G. Hitchcock to Insure Packages Reaching Destination.

The following rules and suggestions have been issued by Postmaster General Hitchcock as the annual hint to people sending their Christmas presents by mail to take enough care in preparing the packages to insure their reaching the final destination and not the dead letter office:

1. Postage on all matter should be fully prepaid. Packages not fully prepaid will be held for postage.
2. All packages should be fully and plainly addressed, including street and number, or number of rural route.
3. The sender's name and address should be placed in the upper left hand corner of the envelope or wrapper to insure return if not delivered.
4. All mail matter should be securely packed and wrapped so as to bear transmission without breaking.
5. Matter other than that of the first class must be so wrapped that the contents may be examined easily. When not so wrapped the first class postage rate will be charged.
6. Packages of third and fourth class matter may bear, in addition to the names and addresses, a written designation of the contents, a simple description, not in the nature of personal correspondence—the words, "Merry Christmas," "Happy New Year," "With best wishes," or "Do not open until Christmas," or words to that effect.
7. Packages should be prepared, wrapped and addressed before being presented for mailing, and should be deposited as early in the day as possible.
8. All valuable letters and parcels should be registered.
9. Special delivery of mail by messenger may be obtained by placing on any letter or package a special delivery stamp of 10 cents in ordinary stamps in addition to the postage. When ordinary stamps are used the words "Special Delivery" must be placed directly under, but not on, the stamps.
10. Registered stamps are not valid for the payment of postage, but only to cover the fee on registered matter.
11. Adhesive stickers, labels or seals, such as the "Red Cross Seal," which do not resemble postage stamps in form or design and do not bear numbers, may be affixed to the reverse side of domestic mail matter.
12. Of the more than 27,000 parcels intended for holidays gifts that were sent to the dead letter office last year nearly 2000 were for delivery in foreign countries, the senders having neglected to place their addresses on the wrappers.

BASKET BALL GAMES

Trinity Team Here for Two Games, Tonight and Tomorrow Night.

A real basket ball game will be pulled off tonight on the court of the Y. M. C. A. building, when the teams of the local association and Trinity college will meet for the first of two consecutive contests. It will be a game between last year's collegiate and association state champions and

collegiate rules will play no part whatever. S. A. Lynch will act as referee. The visitors brought 11 men for the two games and will be plentifully supplied with substitute in case of accidents.

HANDSOME STORE FRONT

One of the handsomest fronts in the city is that of the store of the Pack Square Book company, which has just been completed. The entire old

front was torn away and a new one installed. The plate glass has bronze framing. Over the windows is prism glass which affords more light than the store had before. There is also a new tiled entrance.

The front was completed in time for the Christmas display. The windows are decorated with wreaths of holly, and books and other holiday goods are attractively arranged within.

DAINTY ITEMS

Lace and Embroidered Dresser Scarfs; Tray Covers and Scalloped Napkins; Renaissance Pieces and Japanese Drawn Work Pieces; Shopping Bags and Dresden Silk Bags; Cloisonne Pins and Sets; Combs and Brushes; Barettes and Side Combs; Belts; Initial and Embroidered Handkerchiefs; Mufflers and Opera Scarfs.

Handsome Ribbons and Laces; Brocade Silks and Plain Silks; Handsome Cretonnes; Dress Goods in great variety; Warm Cloakings and Flannels; New Dark Gingham Cloths; Lustrous Near Silks in delicate shades; New effects in Curtain Muslins and Lace Materials; Wide Drapery Nets.

Handsome things in Gloves of all kinds; Novelty Ruchings, Jabots, Floral Bows, Lace Collars and Sets; New Furs of many kinds; Men's Scarfs and Cravats; Men's Handkerchiefs, Suspenders, Half Hose, Gloves and Gaitlets.



Bring the Family Down Town Tonight

Sensible Gifts for Sensible People

Visit this big, well-lighted store. Inspect our mammoth stock. Select gifts at your leisure. Largest retail stock in the South. Furniture and Home Furnishings. Cash or satisfactory terms here.

J. L. Smathers & Sons

MAMMOTH FURNITURE STORE. 15-17 NORTH MAIN ST.

Cherry and White, two of the Trinity players who will participate in the games tonight, were stars on last year's team.

is expected to be one of the very best of the year. The visitors arrived here this afternoon at 7:45 o'clock and seem to be confident of a victory, but not more confident than the local team. Trinity has just withdrawn from the S. T. A. A. and consequently there will be no substantial change in the game.

Admission 25c. H. B. Mastrale.

Basket Ball tonight, 8:30, Trinity College vs. Y. M. C. A.—a great game.

H. Redwood & Co.