

# Useful Christmas Gift Sale

## Useful Gifts; Silk, Georgette and Crepe de Chine Blouses

Silk Blouses in solid colors, stripes and plaids. Values up to \$7.60—Useful Gift Sale **\$4.95**

Georgette Blouses embroidered and beaded designs in Flesh, White, Taupe, Navy, Bisque values up to \$15.00

**\$5.95, \$6.95, \$7.95 AND \$8.95**

Crepe de Chine Blouses, fresh and crisp, a Gift always appreciated in many handsome shades and styles, beaded and embroidered, values up to \$12.50.

Gift Sale **\$3.95, \$5.95, \$7.95, \$9.95**

**Monday, December 8th, 9 A. M. to Wednesday, December 24th**

What is more appreciative than a useful gift? Long after the holidays are gone the useful and practical gift is still remembered and more appreciated as the time goes on.

Make this Christmas an old fashion one, great preparations have been made thruout every department.

Three floors over-flowing with the greatest variety of useful and practical gifts.

To make your shopping easier, in giving you the opportunity to select your wants at a great reduction, we are offering you this our second annual Christmas Sale.

Every item, practical and useful, every item reduced.

## Figured Crepe and Silk Underwear

Silk Teddies, embroidered and lace trimmed in flesh and white—Useful Gift Sale... **\$3.50, \$4.50 and \$4.95**

Silk Camisoles, embroidered and lace trimmed—Useful Gift Sale... **59c, 79c, 95c, \$1.25, \$2.25**

Ribbon Silk and colored Silk Camisoles—Useful Gift Sale... **\$2.25**

Jersey Silk Pettibokers, grey, purple and black—Useful Gift Sale... **\$5.95**

Blue Bird Crepe Gowns and Pajamas—Useful Gift Sale **\$2.50, \$2.95 AND \$3.25**

Hand embroidered Gowns—Useful Gift Sale **\$1.95, \$2.25, \$2.95 AND \$3.25**

Silk Boudoir Caps, beautiful designs and lace trimmed Useful Gift Sale... **\$1.25, \$1.50 AND \$1.95**

## Silk Petticoats

Useful Gifts for intimate friends.

A large range and selection of Silk Petticoats, always appreciated.

Silk Petticoats in navy, purple, black, extra wide, Silk flounce—Useful Gift Sale... **\$2.25, \$3.95**

All over Silk Petticoats in all the leading shades. Values up to \$10. **\$4.95, \$5.95, \$7.95**

Silk Petticoats, Jersey Silk top and deep flounces, all leading novelty shades—Useful Gift Sale... **\$6.95**

## Handkerchiefs

Our Handkerchief booth is over-flowing with beautiful selections of Handkerchiefs in flax, linen silk and crepe de chine.

Initial, embroidered and bordered Handkerchiefs—Useful Gift Sale... **25c**

Crepe de Chine Handkerchiefs, plain, hemstitched and embroidered designs in all colors—Useful Gift Sale... **29c AND 35c**

Embroidered and hemstitched Handkerchiefs, in great variety, loose or in holly boxes... **10c AND 15c**

A large selections of children's Handkerchiefs in plain and figured designs—Useful Gift Sale... **5c AND 10c**

## Bath Robes

Blanket Robes in flowered and conventional designs featuring the famous BEACON Robes Ladies' Robes—Useful Gift Sale... **\$4.95**

Ladies' Robes—Useful Gift Sale **\$5.95, \$6.95 and \$7.95**

Children's Robes in great variety... **\$1.95 and \$2.95**

## Purses and Bags

Why worry what to give her, a handsome Purse or Bag would be just what she wants, and how useful a gift of this kind is.

Showing one of the largest and best selected stocks of Bags and Purses.

Ladies' Hand Purses warranted all leather with straps, Black, Brown and Grey. Useful Gift Sale... **\$1.25 AND \$1.50**

Warranted all Leather Purses, square and oblong shapes, Silk and leather lined in grey, brown and cordovan at... **\$2.95, \$3.95, \$4.95**

Fitted Purses with long wrist straps extra fine quality **\$5.95, \$6.50 AND \$7.50**

Velvet and Plush Handbags in plain and beaded designs, a selection so large to suit the most critical as well as economical shopper. Chiffon Velvet Bags in black, navy, taupe—Useful Gift Sale **\$3.50, \$4.50, \$5.95, \$6.50, \$7.50, \$8.50 and up to \$12.95**

## Ladies' Silk Hose

Always a practical gift and never more appreciated than at the present. Our stock was never so large or so well selected. We have been very fortunate in having had large orders placed months back and are therefore enabled to give you a Silk Hose at less than today's manufacturers cost. Our stock contains such standard brands as the ONYX, QUAKER MAID, ARISTO, RIVOLI. Hose of the highest quality.

Onyx full fashioned Silk Hose, black and white only... **\$1.25**

Silk Hose in black and white... **\$1.95**

All over Silk Hose, black, white and brown... **\$2.50**

Extra heavy all over Silk, double heel and sole, in black, white and cordovan... **\$2.95 AND \$3.50**

All over white Silk Hose with clocks... **\$2.95**

Grey and Suede Silk Hose... **\$1.25, \$1.50 AND \$2.95**

All over Silk Novelty Hose in Field Mouse, Suede and cordovan At... **\$2.50 AND \$2.95**

Silk Lace Hose in Black, White and Cordovan **\$1.25, \$1.50 AND \$2.50**

## Gloves in Kid and Chamoisette

Featuring the famous CENTIMERIE Gloves in Kids and Chamoisette can well be classed at the top of the list of useful gifts. These famous Gloves are made from the finest kid skins at Grenoble, France, and you can be assured that no present will be more welcome than one or more pairs of these famous Gloves.

Centimerie White Kid Gloves... **\$2.50**

Centimerie Black Kid, white stitching... **\$2.95**

Centimerie Black and White Kid... **\$3.25**

Centimerie Kid Gloves in gray, brown, tan and taupe **\$2.75, \$2.95 AND \$3.25**

Chamoisette Gloves in black, white, grey and brown... **\$1.25**

# Give Shoes and Felts for Christmas

We are offering in our Gift Sale the largest selection of Felt Footwear in the South. Any color any style you will find it here. Featuring the celebrated lines of DANIEL GREENS and COSY TOES.



Ladies' Comfy Felts, Furtop Juliettes in Lavender, grey, blue, pink, nelrose, maroon, green, old rose, turquoise, wine, ecru and black, just the gift for wife or sweetheart—

Useful Gift Sale, \$1.49 to \$2.50.

Daniel Green's quilted satin Boudoir Slippers, with soft and leather soles, all colors. Specially priced for the holidays... **\$2.50**



Ladies' dark brown English Shoes, with military and low heels Worth \$10.00 per pair—Christmas Shoe Sale... **\$6.95**

Ladies' grey and brown Kid Boots, with full Louis covered heels. Worth \$14.00 per pair. Christmas Shoe Sale... **\$8.95**

One lot of Misses' and Children's Shoes in tan and black, all sizes, worth from \$3.00 to \$5.00 per pair. Christmas Shoe Sale... **\$2.29**

Ladies' Sample Boots in grey, field mouse, brown and combinations, with Louis and Military heels, worth \$8.00 to \$15.00 per pair. Christmas Shoe Sale... **\$6.95**



*The Leader*  
ASHEVILLE'S NEW BIG STORE  
10 & 12 PATTON AVE., PHONE 1097.

