



# A MERRY CHRISTMAS

It Will Be If You Visit  
**CHRISTMAS HEADQUARTERS**

at

## PLUMMER'S DEPARTMENT STORE



FOR MANY, MANY YEARS PLUMMER'S HAS BEEN THE RECOGNIZED CHRISTMAS STORE AND HEAD-  
QUARTERS FOR SANTA CLAUS. THIS YEAR'S SHOWING IS BETTER THAN EVER, WHILE PRICES ARE  
LOWER THAN THEY HAVE BEEN SINCE MOST OF YOU CAN REMEMBER.



### HOSIERY

An item unsurpassed for sensible, serviceable gifts. We mention two splendid items.

KAYSER'S Pure Thread full Fashioned  
Hose come in service and chiffon wt. 98c  
All newest shades, sale price per pair  
MEN'S Silk and Rayon 1-2 Hose, packed  
2 pair in pretty Xmas Box. 50c BOX  
Priced by the box

### BED ROOM SLIPPERS

Special priced line of Fancy Finished  
Ladies Bed Room Slippers, per pair. 33c

### SILK UNDERWEAR

A POPULAR GIFT FOR THE LADIES  
Rayon and Silk Bloomers, all the latest 50c  
Shades, sale price per pair  
Extra quality Kayser Silk Bloomers 95c  
Christmas Sale price  
Kayser Extra quality Silk Gowns \$1.98  
Christmas Sale price  
Extra quality Silk and Rayon Gowns 95c  
Christmas Sale price

### NOVELTIES GIFT SECTION

A department of Novelties Gift Sets—Entirely new  
items in this line. All packed in Xmas Novelties boxes  
—among other things in this section we are showing:

Handkerchief Sets	Embroidered Pillow Cases
Handkerchief Cases	Fancy Coat Hangers
Bath Salt Sets	Perfume & Garter Sets
Garter Sets	Vases
Toilet Set	Bath Mats
Bath Towel Sets	Japanese Novelties



### BOOKS FOR GIFTS

The Book Department will show this Xmas a full and  
Complete line of Boys' and Girls' Books, priced at  
5c - 10c - 25c EACH

### HANDKERCHIEFS

The best showing of the ever popular gift item we have  
shown in years.

Ladies Embroidered Handkerchiefs, from	5c up
Men's White Handkerchiefs	5c up
Ladies Fancy Xmas Box Handkerchiefs	25c box
Children's Fancy Xmas Box Handkerchiefs	10c box

### STATIONERY

Fancy Box Paper and Envelopes, large size box	25c
Xmas packing—on sale now at only	50c
Extra quality Linen, Paper and Envelopes.	50c
Extremely pretty packing. Per box	50c

## VISIT TOYLAND

We feel sure that in Our Toyland this year Santa  
has brought the best collection of Toys, Dolls and  
Xmas Novelties he has ever brought to Brevard.  
Toyland at Plummer's this year is located in the  
Bargain Basement. A big arrangement. See them.

#### TOYS FOR BOYS

Drums  
Aeroplanes  
Wagons  
Books  
Tool Chests  
Balls  
Indian Suits

#### TOYS FOR GIRLS

Dishes  
Embroid. Sets  
Paint Boxes  
Games  
Doll Beds  
Doll Carriage  
Irons  
Wash Boards  
Black Boards  
Aluminum  
Doll Trunks  
Pianos  
Wrist Watch



### TOWELS and BED LINENS

A Splendid Item To Give for Christmas

Extra large size, Fancy Bath Towels, each	23c	Bridge Sets On sale, per set	49c
Good quality Bath Towels On sale at each	10c	Luncheon Sets On sale, at per set	98c

### PLEASE NOTE

As usual we will give to  
Churches and Schools  
special quantity prices  
on gifts for their Xmas  
Trees and Christmas  
Entertainments.



## DOLLS

Every year we think—  
"Well Old Santa surely  
has the last word in  
Dolls" — but this year  
we feel that surely  
Santa has outdone him-  
self, for the dolls this  
year are better, pret-  
tier, cuter and cheaper  
than ever before; what-  
ever you do, be sure and  
bring the little girls to  
see Santa's Doll display  
at Plummer's.



Prices range from  
**5c to 5.00**

### BLANKETS

What will be nicer than a  
good Blanket for Father  
or Mother? We have full  
size double blankets for  
**\$1.45 PAIR**

### BATH ROBES

Men's good qual. Beacon  
Cloth Bath Robes for only  
**\$2.98 EACH**  
Ladies pretty Styled good  
quality Bath Robes for  
**\$2.98 EACH**

## Shoes---Shoes

Lots of people will say,  
"This Christmas I am giv-  
ing serviceable gifts." —  
What about Shoes? We  
think about the best ser-  
viceable gift you can buy.

CHILDREN'S SHOES—from  
**98c pr. Up**  
LADIES Good Quality, new Styled  
OXFORDS and PUMPS  
**\$1.98 pr.**  
MEN'S Dress and Work Shoes for  
**\$1.98 pr.**

## Men's Shirts

Absolutely FAST COLORED BROADCLOTH  
Shirts, Pre-shrunk. Packed in  
individual Boxes. Christmas Sale price, ea **\$1.00**

### SWEATERS

GIVE A SWEATER—It is serviceable, and  
you can buy a good quality Sweater  
at Plummer's for only **98c UP**

### MEN'S TIES

ALL SILK TIES, put up, one in Xmas Box.	50c
Christmas Sale price	98c
ALL SILK, Fancy Foulard Ties	98c
Christmas Sale price	98c

### MEN'S SCARFS

Give Him a New SCARF for Xmas. We are  
showing a beautiful line of Scarfs.  
Christmas Sale price **50c**



# PLUMMER'S—THE CHRISTMAS STORE