



For Women

In Case of Doubt Give Silk Hose

No Lovelier GIFT Ever Divided

We Feature ARCHER AND HUMMINGBIRD

79c Up

In New Fall Shades

Other Silk Full Fashioned Silk Hose As Low As

49c

For Closeouts

Maybe Your Mother Would Like

Bedroom Slippers

49c to \$2.95



Daniel Green

Perhaps Dad Needs a New Pair of Dress Shoes

GIVE SENSIBLE GIFTS

MEN'S SHIRT JEWELRY

Why Not a Basket of GROCERIES

For A Christmas Gift Women's HATS COATS DRESSES

Being Sold at Greatly Reduced Prices

Visit Our READY-TO-WEAR FLOOR For Gifts

For The Home At Good Prices

TOWELS BED LINENS DRAPERIES

All Wool Chinchilla Children's Coats

3.95 and 4.95

Navy Sizes 2 to 6

Children's Outing Pajamas

Sizes 2 to 6 59c

Sizes 6 to 11 79c

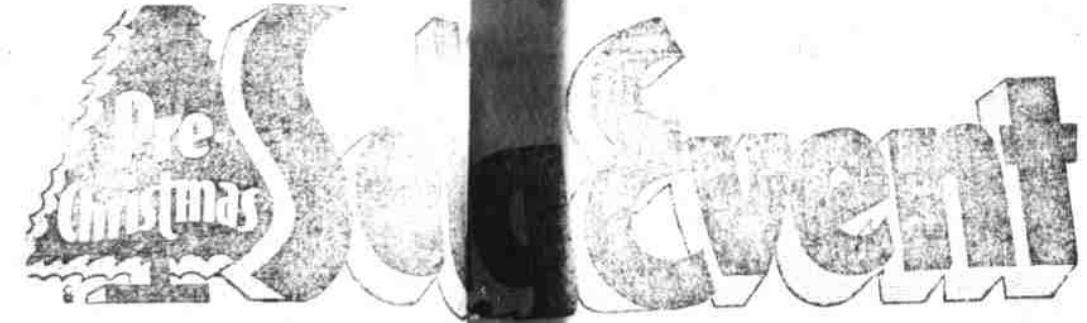
Sizes 11 to 20 98c

EVERY TYPE OF Children's Wear

In Both Low and High Priced Grades

CHILDREN'S Berets & Toboggans

25c and 49c



Presenting much Other New Merchandise as Christmas Gift Friends and Customers

C. E. R. SONS

A Department Store

Waynesville, N. C.

REAL Boots For Boys

Boots Just Like Dad's

Size 7 1/2 to 10 1/2 \$1.95

Size 1 to 6 \$2.25

Size 7 to 10 \$2.95

Size 11 to 14 \$3.95

Prepare the inför Winter These prices unbeatable

REAL GIFT FOR BOYS

TOM SAWYER

Houses and Shirts

79c and 98c

Plain and Fancy Patterns

INTERWOVEN SOCKS

35c 50c 75c

Lisle-Silk-Wool

SPECIAL CHRISTMAS PACKAGE

3 pairs for \$1.00

(Others low as 9c)



SPECIAL FOR CHRISTMAS

Men's Dress Socks

9c

Regular 15c Value

Beautiful Assortment of Socks

25c

Big Value Shirts

In the Largest Assortment Ever Assembled in Waynesville.



Choice Patterns—Fast Colors

69c Up

Piedmont Shirts

97c and \$1.35

Arrow Shirts

\$1.95

Plain and Fancy Patterns

Excellent Gifts For Men



BRADLEY KNIT Wool Jackets

Coat and Slipover Styles

\$3.95 and \$4.95

Reduced from \$1.95 and \$5.95

MEN'S SUEDE Leather Jackets

Zipper Styles

\$4.95 to \$7.50

PETERS BRAND Boots For Men

\$3.95 to \$8.75

These boots give both comfort and service. Their price makes them a superior value

BATHROBES

Men, Women, Children

Gifts for Women

- Ladies' handmade woolen bed jackets crocheted in attractive patterns of softest yarn 1.95
- Ladies' handmade shoulderlets of wool Only 1.95
- Fancy tea aprons in prints, demities and embroideries 10c to 79c
- Combs, brush and mirror sets, Enamel and chromium plate in Blue, Rose and Green. The newest idea 1.79
- Hosiery—beautifully sheer or a good quality 69c and 1.00
- finer Chiffon Hosiery in Archer and Hummingbird. All silk throughout, clear weave, free from dyes, excellent quality, popular shades 79c to 1.50
- Ladies' broadcloth slips 25c
- Women's Cotton Jersey Bloomers 15c
- Goldette Rayon gown—tailored or lace trimmed, one or two piece styles—Sizes 15, 16, 17, 18 and 20 1.29
- Dance sets—lovely shades of blue, pink and tea rose 95c
- Silk panties styles to please everyone—tailored or with dainty lace 25c to 95c
- Slips—Pure silk or soft satin in lovely pastel shades—Tailored or lace trimmed—Straight or bias styles 95c to 1.95
- Brassiere top style costume slips—Designed for comfort and good service. Form fitting panel slips of heavy quality rayon, white or flesh 1.29
- Lovely hand made and hand embroidered Philippine Gowns of fine quality batiste—Flesh, white, tea rose 59c to 95c
- Women's imported gloria 16-ribbed umbrellas in all over and border designs. Brown, Navy Black 1.95
- Women's handkerchiefs—Fine white cottons with dainty colored embroidery. Three in a box. Box 19c
- Handkerchiefs made of good quality linen. Hundreds to select from 10c to 25c
- Large assortment of kiddies handkerchiefs. 2 for 5c and 5c each
- Washable crepe in all colors, excellent quality for linings, slips, blouses and underthings. 2 yds 89c
- Printed crepe for a blouse or dress, plaids and dots. \$1.00 value. Per yard 79c
- 36 inch flannelette, attractive floral patterns—also nursery prints. Per yard 17c
- Yard wide outing in stripes and solid colors, light and dark patterns. Per yard 11c
- A. B. C. fine quality prints, new plaids, checks and stripes. 5 yards for 95c

Sensible Wearable Gifts

Merry Xmas

GIFTS FOR CHILDREN

- Infants Gift Set—
- Comb, cereal bowl and cup 89c
 - Comb and brush 49c
 - Comb, brush, soap container, powder box 89c
 - Infants' dresses, Philippine hand-embroidered and sewn 49c to 98c
 - Infants' Slips, Soft batiste hand-embroidered 49c to 75c
 - Infants Kimonos, Fine zephyr—pink and blue 95c
 - Infants Coats—
 - Chinchilla—white, pink, blue \$2.49
 - Silk, white, pink, blue, beautifully embroidered \$2.95
 - Infants Outing Gowns hand-embroidered 39c to 25c
 - Infants Outing Slips 25c
 - Children's Dresses, Jersey—navy, red, brown, green. Sizes 2 - 6 95c
 - Children's Silk Dresses—assortment of styles and colors 1.95
 - Childrens Snow Suits—
 - One piece—jersey—sizes 2 - 6—Blue, Red Tan \$1.69
 - Suede Cloth—Tan only—Sizes 2 - 6 \$1.95
 - Veleur—Tan, Red, Green, Blue—Sizes 2 - 6 \$4.95
 - Childrens Coats—
 - Plain and fur trimmed—Sizes 2 - 6 \$2.95
 - Coat and Legging Suit—Wool Chinchilla coat—legging—helmet—Navy \$4.95
 - Boys "Tom Sawyer Suits, Wool pants, tailored blouses of fine quality broadcloth 1.95
 - All Wool Sweaters—
 - Slip-ons and coat styles for boys and girls 95c & \$1.49
 - Zipper style—Sizes 26 - 32 \$1.49
 - Zipper —sizes to 36—Navy and Tan \$1.95
 - Silk Bloomers—Sizes 2 to 16 25c

Women's Ready-To-Wear Reduced

1-4 to 1-3

Including Nelly Dons

Resulting Prices Afford Substantial Savings

GIFTS FOR WOMEN

- Foot-to-Wear Floor
- Dainty socks 29c to 79c
 - Silk 49c to 95c
 - Flannel 5.95
 - Rose 5.95 to 16.75
 - Beautiful 3.45 and 5.95
 - Washable 2.95 to 4.95
 - Rose 2.95 to 3.95
 - Silk crepe 95c to 2.95
 - Quaintly 1.95 and 2.95
 - Silk crepe 59c to 95c
 - styles 79c to 1.00
 - smooth 1.15 to 2.95
 - Dainty 1.95 to 2.95
 - Silk 2.95
 - Evening 2.95
 - per 99c to 2.95
 - styles 1.95 to 3.95
 - Twin 95c to 1.95
 - bright 3.95
 - holidays 95c to 1.95
 - Tam 3.95
 - Ladies' 3.95
 - breaches 3.95

GIFTS FOR THE HOME

- Bright colored Hassocks or radio seats. An ideal gift for the home. Assorted styles and colors 95c to 2.95
- Rugs of plaid felt in rich bright colors 79c
- Bed Spreads—Medium weight cotton in yellow, rose, green and orchid 1.95
- Luncheon Sets—All pure linene 1.95
- Luncheon cloths with tan, green and red borders—fringed 95c
- Cannon Bath Towels two toned effect, assorted colors. A real bath towel 59c
- Bath Towel Gift Sets Cellophane Wrapped 39c
- Cannon Gift Ensemble of handsome towel and two wash cloths 69c
- Reversible Cannon towel in colors 39c
- \$1x90 Sheets and 2 Cases 1.25
- Cellophane wrapped colored border sheet and pillow cases 1.95
- Pequot gift set of sheet and pillow cases 4.50
- Cannon Spartan Sheet—\$1x99 1.25
- Embroidered colored border pillow cases of good quality. 89c

Men's Overcoats

Make Excellent Gifts

\$9.95 to \$25.00

Men's Suits Now Reduced In The \$14.95 to \$22.50 Group

Gifts For Boys

Mickey Mouse tie and Belt Sets 98c

Mickey Mouse Ties 25c

Tom Sawyer Shirts 79c to 98c

Boys wool Sweaters 98c to 1.95

Melton Jackets 2.69 and 2.95

Boys Flannel Pajamas 98c

Dolls

Baby-like works of art. Everyone a dear

5c To 3.98

Theirresistable Minature of SHIRLEY TEMPLE \$3.98

Lovable Snoozie Almost a Baby

Pianos

Tea Sets

Mechanical Toys

Chemical Sets

Puzzles—Games

Mickie Mouse Watches

Air Rifles

Belt, Holter, Pistol Sets

STREAMLINED Electric Train \$4.95

A Real Gift for a Real Boy

Blackboards 49c and 79c

Toy Autos

Everything but a motor

\$5.95 and \$14.75

Streamlined and Rideable

Toys for Every

Toys for every taste and purpose. An assorted table price below

5c 10c 25c 95c

Best headquarters for

mas Wagons

Best Steel For The toughest Boy

each length 95c

each length \$1.39

each length \$3.49

Best Steel Disc

Finest Lines Nicely Finished

Tricycles

12 inch front wheel 2.95 up

16 inch front wheel 3.69 up

20 inch front wheel 4.95 up

Extra Good Values

Police Siren Car \$1.49

Electric Driven Trucks \$1.95

Electric Driven Coupe \$1.49

Roller Skates 98c up

Footballs 25c to \$2.95

Electric Machine Guns 95c

Baby Carriages \$1.95 up

Trucks With Electric Lights

SANTA CLAUS WILL BE HERE

CANDY

ORANGES

DATES—FIGS

APPLES—NUTS

BOOKS

GAMES

PUZZLES

HANDKERCHIEFS