

# CHAS. R. PECK SONS

## Contribute the and Buy It Now

### AN OUTPOURING OF MARVELOUS VALUES

### Prices of Tomorrow Are Here Today!

# THE DAWN

Business Is On the Upgrade. We Are Celebrating the Turning Point With "The Dawn of Tomorrow," a Merchandising Event Unequalled Based On Today's Markets—Anyone Who Appreciates Quality Will Be Astounded At the Values We Are Offering—Even Floyd Gibbon Brand Clothing—Nunn-Bush Shoes—Dobbs Hats—Holeproof Hosiery—Everything In Stock Marked Down! Come Expecting to Find

## Peck's Christmas Opportunity Sale Starts

**SPECIAL**  
Hosiery  
A good high grade rayon dress hose in three varieties all patterns and regularly at 30c during this sale at **19c**  
Our regular stock of T-rib and ankle-hose hosiery at the new **39c**

**BIG VALUE**  
Beacon Robes  
With Slippers to Match  
An excellent gift in a nice variety of colors. A real variety robe and slippers to match during this special holiday great for only **\$6.95**

**BUY-SAVE**  
Flannel Shirts  
Our regular \$2.00 line of flannel shirts make warm friends. Don't miss them **\$1.95**  
You must see these shirts to appreciate their value. Don't miss them **\$2.95**

**THRIFT DAYS**  
Lined Tick Mitts  
Fully lined with knit ribbed ends. Sold at 25c while they last at **10c**  
Boys' Leather Gauntlets  
Regular \$1.25 boys' leather gauntlets. **69c**

### Men's Quality Suits



Hard finished worsteds, new styles and patterns. Every suit made to sell for far more than the price we are offering. In fact there are suits in this group that sold for double the price we are asking. You owe it to yourself to at least examine the quality of these suits for as long as they last they are going at

**\$19<sup>75</sup>**  
Society Brand suits that sold regularly at \$50.00. New fall and winter merchandise. Plenty of snap and class. Woolens that are the last word in quality. When "they" learn the difference the public will flock to this sale—Where good taste and style need not be expensive, for you will more than be surprised at these offerings at


**\$29<sup>75</sup>**  
Society Brand suits that sold as high as \$62.50 will be found in this group. Our new young men's suits, full of life and vigor, made of crisp twists and ever wear worsteds in the new styles. The hand tailoring, styling, fabrics of Society Brand clothing make them the most amazing values the clothing industry has ever known at the price of

**\$33<sup>75</sup>**

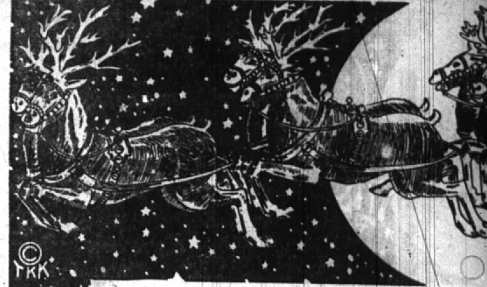
### Nunn-Bush — Clinton — Beacon OXFORDS

**Nunn-Bush**  
Nunn-Bush quality, fit, comfort and wear can now be had at bargain prices. Remember folks it's not what you make it's what you save. Every Nunn Bush shoe and oxford in stock is reduced in price. See the special group on sale at **\$6.95**

**Clinton and Beacon Oxfords**  
Men's solid leather shoes and oxfords made by Nationally known manufacturers of good shoes. Boston Kling Arch and Clinton oxfords that have always sold at \$7.50. Good shapes and styles; many of them not sixty days old and yet as long as the stock lasts, your choice at **\$4.95**



<p><b>Men's Dress Shirts</b> New shirts—Select your shirts. Don't just buy them here. But see ours first. Good variety to please.</p> <p>Values to \$2.00 <b>95c</b></p> <p>Values to \$3.00 <b>\$1.49</b></p> <p>Values to \$3.65 <b>\$1.95</b></p>	<p><b>Men's Sweaters</b> Values to \$10.00</p> <p>Shaker Knit sweaters at less than manufacturers cost. Fine, full sized, double wear garments made from the best grade of all wool yarn. Heavy slipovers and coat models in the most desirable shades and all going on sale at <b>\$4.95</b></p>	<p><b>Men's Caps</b> If you are particular, select your cap here for our selection of patterns is complete and the savings are exceptional. Values to \$2.00 at <b>95c</b></p> <p>Values to \$2.00 <b>\$1.29</b></p> <p>Values to \$3.00 <b>\$1.95</b></p>
--	---	--



### SAVINGS THAT CHRISTMAS

**Pajamas**  
A gift that is always acceptable and enjoyed a selection to pick from that is bound to please for the conventional plain colors may be had as well as the ultra modern patterns. Values to \$3.00 now on sale at **\$1.95**

**Silk Lounging Robes**  
Appreciated by any man and a gift that displays taste and judgment in its selection. It need not be expensive this year for we are offering our finest \$16.50 silk robe with silk cord at **\$9.95**

**Holeproof Hosiery**  
\$1 Autogart  
The selection of Hole-Proof Hosiery as a gift will not only please but the selection of a pair of autogart holeproofs proves your selection above the average and yet these nationally advertised \$1.00 values are now **79c**

**Wardrobe**  
\$65.00 Value  
If you are in need of luggage don't buy stock. As a steel wardrobe trunk with four drawers will rank as a gift in frame of this trunk fastenings, rigid hinge lock make it beauty and lasting. **\$39.50**

**Men's Suits**  
\$25.00 Values  
Your choice of 60 styles—good patterns, —good trousers. One of them is a business suit in Birmingham. They have been called out of and were made to \$25.00 or more. Sizes and every suit bargain at **\$9.95**

**Men's C**  
Leather Cigar Case  
Pocket Light  
Bill Folder  
Grip  
Belts and Buckles  
Comb Case  
Household

**Men's S**  
\$25.00 Values  
Your choice of 60 styles—good patterns, —good trousers. One of them is a business suit in Birmingham. They have been called out of and were made to \$25.00 or more. Sizes and every suit bargain at **\$9.95**

**Wardrobe**  
\$65.00 Value  
If you are in need of luggage don't buy stock. As a steel wardrobe trunk with four drawers will rank as a gift in frame of this trunk fastenings, rigid hinge lock make it beauty and lasting. **\$39.50**

Store Closed Tuesday and Wednesday, Dec. 9-10

# CHAS. R. PECK SONS

BIRMINGHAM 108 South V