

# HOLIDAY BARGAINS!

Christmas Bargains Supreme are to be found here in connection with the sensational successful selling event of the South---OUR GREAT

## Manufacturers Six Million Dollars Unloading Sale

With a heavy loss to the manufacturers, with the smallest profit to us, these standard quality goods are now yours for almost any price they will bring. They were shipped us to be SOLD for MONEY---which is the only thing the manufacturers want, and they are being sold for absolutely the lowest prices ever heard of anywhere.

Sale Lasts Until the First of the Year

### \$100 GARMENTS \$50

Every high priced garment in the store, some ranging as high as \$100, reduced during this sale, some one-third, some one-half, and some even more.

These represent the highest quality merchandise to be found anywhere in the entire South.

### Other Great Specials

- Ten dozen men's genuine velour hats in black, brown, green, value \$12 **\$4.95**
- Carhart Overalls, made of 2-40 Denim, only **\$1.98**
- Men's Thermo Knitted Sport Coats, value, \$12:50, now only **\$6.95**
- Men's heavy fleeced-lined Union Suits, value \$2.50, now only **\$1.69**
- Men's Arctics, value \$2.50 sale price only **\$1.69**
- Belber Luggage, the best luggage made, for one week only, **ONE-THIRD OFF.**
- Lonsdale and Fruit of the Loom, one week only, **22 1-2c**
- Men's Sheepskin Coats, value \$22.50, special sale price only **\$12.95**

### EXTRA SPECIALS

- Hunting Coats, 7.50 value, now **\$4.75**
- Susquehanna Silk Poplin Skirt now **\$1.98**
- Finest imported all wool dress goods, just received, at about half value during this sale.
- Model Brassiers reduced from 1.50 to **79c**
- Model Brassiers reduced from 1.25 to **59c**
- Bath Robes, value 7.50 are now **\$3.95**
- Silk Smocks, value 8.50, now go at **\$2.75**
- All toboggans up to 50c value **10c**
- Blue Buckle Overalls **\$1.75**
- Crib Blankets **79c**
- High Rock Underwear **98c**
- Uncle Sam Work Shirts **98c**
- Rubber boots, 5.50 value now go at **\$3.45**
- Dress Goods bundles, about 20 yds. in bundle, weight 2 1-2 pounds, good for quilts, value 2.50. **75c**

### IMPORTANT TO WOMEN

Here is a great chance to make him happy. You couldn't buy a anything that would please him more.

**THE SUGAR IS HERE**  
The Sugar has arrived. Freight delay is the reason it was not here before. But it is here NOW. Come and get yours. I apologize for your previous disappointment.

Bring This Coupon. No Sugar Sold Without Coupon  
**SUGAR 1-2lb**  
Limit of 10 lbs. to a customer to buyers of \$20 or more of clothing or shoes.

### A Special Christmas Suit Value



Copyright 1920 Hart Schaffner & Marx  
Hart Schaffner & Marx suits and overcoats; the kiad a good tailor charges \$150 for; our regular prices \$75 to \$90; now

**\$29.50 \$39.50 \$49.50**

### Our Clothing Bargains are Supreme

- |  |   |
|--|---|
| <b>2255 Men's Suits and Overcoats</b>  | unloading sale price..... <b>\$15.95</b>                                      |
| Suits and Overcoats, valued up to \$85, unloading sale price..... <b>\$49.50</b> | 1 lot Boy's Suits value up to \$13.00 unloading sale price..... <b>\$6.95</b> |
| Suits and Overcoats, valued up to \$45, unloading sale price..... <b>\$26.75</b> | Men's Odd Pants, valued up to \$5 unloading sale price..... <b>\$2.45</b>     |
| Suits and Overcoats, valued up to \$18, unloading sale price..... <b>\$9.95</b>  | Men's Odd Pants, value up to \$7.50 unloading sale price..... <b>\$4.75</b>   |
| <b>Men's and Boy's Clothing</b>  | Men's Odd Pants value up to \$12.50 unloading sale price..... <b>\$7.75</b>   |
| Boys' Corduroy Pants, valued at \$4, unloading sale price..... <b>\$1.98</b>     | <b>Children's Coats</b>   |
| 1 lot Men's Suits, value up to \$39.50   | All Children's Coats at almost 33 1-3 of actual value during this sale.       |

PATTERSON'S FOR GIFTS

### IMPORTANT TO MEN

Make yourself a present of one these suits; we are making you a present of our profit. Prices less than present wholesale.

**7 1/2c yd.**

From 9 to 10 in the morning and 2 to 3 in the afternoon we are going to sell Outing, 25c and 35c value for

**SPECIAL FOR EVERY DAY!**

**ONLY TEN YARDS TO A CUSTOMER**

Bring This Coupon. No Sugar sold Without Coupon  
**SUGAR 10 1/2c**  
FOR EVERYBODY Limit of 25 pounds to one customer. BRING THIS COUPON

### A Personal Word from Mr. Patterson

Christmastime calls for extra money---for an extra expenditure in addition to what we must spend for our everyday necessities, such as clothes, warm underwear, blankets and the thousand and more necessities entering into our daily lives.

And so Christmastime is a time when we must make our dollars go far---as is possible always if we stop and think and investigate before we spend that dollar.

I believe I am now offering the people of Western North Carolina a most unusual opportunity to save a dollar---to save many dollars---both in the buying of necessities and in buying Christmas gifts, which are necessities, too!

I have told you the story ---and the thousands of satisfied buyers who have been taking the goods from the store know the story to be true.

Certain manufacturers having enormous stocks on hand, selected certain leading merchants to dispose of these stocks---valued an many million dollars.

Price, they told me, cut no ice.

Selling the goods for money, they said, was the all-important thing.

You know how it is yourself. When a man is desperately hard up for money, he just lets go, does the best he can, pockets his loss and makes a new start!

So it is in this instance. The loss of these big men is most decidedly your gain---but you should worry.

I am merely the agent between you and these big men---and my profit on each sale is very, very small.

I don't believe you ever have, or ever will again have such opportunities to buy for less than cost as you have right now and at Patterson's.

And the same holds true of that wonderful Toytown in the Bargain Basement---where toys of every kind are waiting for children---who have a natural born right to be happy on Christmas Day and I want to help them be happy!

But let me say one word in closing:

Shop early!  
PLEASE shop early!  
**H. PATTERSON.**

**PATTERSON'S DEPT. STORE, Hendersonville N. C.**