# BIG XMAS SALE BEGINS TODAY 

People Who Must Make Every Penny Count Will Greatly Appreciate These Wonderful Values

## MEN'S OVERCOATS


Sale Price $\$ 5.50$ RATN COATS
 Hluck ind antorA Sale Price $\$ 9.95$ ybutr's overcoats Mruvee urnion sio. Fine rount Sale Price $\$ 4.25$ CHILDREN's SUITS

Your Choice $\$ 2.00$ boys' surss
 Groat Bargain $\$ 3.98$ youths' suits

 and gray scowh
Styluh swayser cut
This Sale $\$ 5.75$

ONE LOT Values up to so sis. Latest stytien and
materiale, goood, warm and merviceabile
Any alteration needed wil be made extra charge to colose
Sale Price $\$ 8.75$ MEN'S SUTH
 of these sutts cost more than what w Sale Price $\$ 13.95$
Ono lot high grade Felt Hats in the locks, values ${ }^{85}$, This Sale $\$ 2,50$
odd pants Sale Price $\$ 2.95$ WORK PANTS worateds 852.00 values, now 95 c Corduroy Pants, bent made..... 81.95
Khaki Pants, 33 values $\ldots \ldots . . . . .51 .50$ Khaki Pants, s3 nalues.
sort Hats, different This Sale \$1.65 MEN'S SHOES Leather, Gun Metal, Buek in Patent, Colt skin, values up to s6, tako
This Sale $\$ 2.85$

## MEN'S SHIRTS

| MEN'S SHIRTS |  |
| :---: | :---: |
| Flfiy dozen men's work Shiris without collars, values 50 e to $\$ 1$, 25 c Each |  |
| \$1 shirts with and without collars |  |
|  |  |
| $\begin{aligned} & \$ 1.50 \text { and } \\ & \text { ribbed bosom } \end{aligned}$ | ad se Royal brand platin and nom Dreass shirts, <br> 90c |
| UNDERWEAR |  |
|  | or heavy flece uned Un-A-1 qualty (no seconds in lue 31 the suit <br> le Price 65c Suit |

## Sale 5c Pair

One loot himen uraae Unaermen This Sale 81.50 furnishings

The and 2ze sooke melvatumg black 3 Pairs for 25c boe-cour-in. hanana Theen

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## GEM CLOTHING STORE 』 No. 6 Patton Avenue





GOLD MEDAL WHICH WAS PRESENTED



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## Purest and Best Rumford Baking Powder

## MR. MERCHANT

REMEMBER

The advantages of a well dows. Invest in a little extra electric illumination during the holidays and note the re sults on the investment.<br>Asheville Electric Co.<br>pHone 9.

## "Our Beautiful 44 Piece Cleo Dinner

 Set Cash Price For Holidays of $\$ 3.65$Is manufactured of the very highest grade of porcelain by one of the largest pot teries in this country, and on account of buying their clays and kaolinn in carload lots, and having natural gae for fuel, can manufacture these beautiful sets at so reass onable a price, and we have taken advantage of the opportunity in bying a larg
quantity of them and are giving you the bencfit of our bargain. Sets sco beautifully quantity of them and are giving you the benefit of our bargain, Sets are eeautituly
decorated in French Pink Rose Transfer Defign and Edges and Handles of all arti decorated in French Pink Rose Transfer Detign and Edges and Handes of ail
 We charge 10 c extra for delivery in the city

GAZETTE-NEWS OFFICE Premium Department

