

Useful and Appropriate Christmas Gifts!

Our Annual Christmas Sale affords economical buyers the opportunity of making their Christmas Dollars DO DOUBLE DUTY



Of course it would be impossible to display in one day all of the many SPECIAL BARGAINS to be offered in this sale, so we add each day as many new ones as is possible, thus offering New and Attractive Specials daily.

Come every day, take plenty of time to see all. Some of the good values can't last all through the sale, while others are here in abundance. All lines carry fully the high standard maintained by us in everything we sell.

For Thursday, Friday and Saturday we have arranged many week-end specials too numerous, to mention all, but with time and space we could state many others you would appreciate just as much as these.

Beautiful Hand Bags of Leather

Beautiful Hand Bags of real leather and most of them are leather lined, some are fitted with mirrors, stamp case, etc., some only coin purse. Some have plain metal frames, some beautifully ornamented. All arrived recently by express. The prices range from \$1.00 to \$10.00.

...Pretty CREPE de CHINE SCARFS in plain and Persian Colors. Plain color Sulisine Silk, Knitted Scarfs, etc. many kinds and prices.

Men's and Boys Fine Shirts

A Special purchase of Men's and Boys' high grade shirts has just been received for Holiday selling. Among them you will find many with white grounds and dainty designs in Stripes and figures... Some are plain white bosoms, appropriate for present and Holiday wear.

Full run of sizes in coat styles and otherwise:

50c VALUES.....	39c
\$1.00.....	79c
\$1.50 VALUES.....	98c

Beautiful, Useful Xmas Gifts

No season in the history of our business has seen a more complete and attractive collection of pretty Novelties for Christmas Gifts for all.

Come during this special display sale and bring the little ones and enjoy with them the Christmas spirit of our store. You'll really be delighted with the many, many appropriate gift suggestions we've been collecting for months, some from one manufacturer, some from another, some from importers and jobbers, not hurriedly but with greatest care, selecting only what we knew would delight the hundreds of our patrons, young and old.

HOSE In Xmas Boxes

Ladies' and Childrens' 50c hose 41c. 25c hose 21c. 15c hose 11 cents.
Men's and Boys' hose 50c for 41c. .25c hose 21c. 15c hose 11c
Ladies' Silk Hose 50c.....39c
Ladies' Wool Hose, a big value at 21c
Men's Silk Hose with tie to match put up in beautiful Xmas box \$1.00
Men's 75c and 50c tie will be priced 19c, 39c and 50c.
Buster Brown Sox, 4 pairs guaranteed 4 months \$1.00.
Ladies and Children's Buster Brown Hosiery, put up in Christmas boxes, four pairs for \$1.00

SPECIAL

Men's Fast Black Half Hose, good quality for Saturday at 5:30 P. M. for 10 minutes only we will sell two pairs to a customer at only 2 1-2 cents

SPECIAL

Beginning at 9:30 a. m. Friday we will sell for fifteen minutes only ten yards pattern of beautiful Flannellette. Good assortment of colors and patterns our regular 10c grade at only pattern 50 cents.

Handkerchiefs for Christmas Gifts

There is more handkerchiefs sold for Xmas presents than any other one thing and we have bought the best assortment we have ever had. Beautiful all linen handkerchiefs 5c.

It is almost impossible to describe all the different kinds of handkerchiefs we have for the Xmas selling, some put up in individual boxes, some with dainty edging and initials. 5c, 10c. 2 for 25c, 19c, 25c and 50c.

Sensational Values Mark Every Article In the Store!

Millinery Department

Our Millinery Department is recognized as style center of this vicinity, and it is chock full of beautiful things for Xmas presents.

Veilings in all colors; Ribbons galore, and we have specially priced the Hats down so that it don't cost much to buy a hat here.

\$10.50 HATS.....	\$6.98
9.00 HATS.....	6.50
8.00 HATS.....	4.98
7.00 HATS.....	4.50
6.00 HATS.....	2.98
5.00 HATS.....	2.69
4.00 HATS.....	2.48
3.00 HATS.....	1.98
2.50 HATS.....	1.69
2.00 HATS.....	1.39
1.50 HATS.....	.98
1.00 HATS.....	.59

THOMPSON'S GLOVE FITTING CORSETS.

On sale at 89c, \$1.29, \$1.79, \$2.19, \$2.59.
Notice the Specials at the top of this page on sale FRIDAY and SATURDAY ONLY.

Shoes! Shoes!

Our Shoe Department has contributed liberally to the great collection of bargains for this sale. Many lines of the season's best styles have been put on the bargain tables. Your particular style and size is sure to be among them.

MEN'S \$4.00 Shoes.....	\$3.59
MEN'S \$3.50 Shoes.....	\$2.59
MEN'S \$3.00 Shoes.....	\$2.49
MEN'S \$2.50 Shoes.....	\$2.19
MEN'S \$2.00 Shoes.....	\$1.59
BOYS' \$3.00 Shoes.....	\$2.19
BOYS' \$2.00 Shoes.....	\$1.59
BOYS' \$1.50 Shoes.....	\$1.19
BOYS' \$1.25 Shoes.....	.98c
BOYS' \$1.00 Shoes.....	.79
WOMEN'S \$4.00 Shoes.....	\$3.30
WOMEN'S \$3.50 SHOES.....	\$2.59
WOMEN'S \$2.50 Shoes.....	\$2.16
WOMEN'S \$2.00 Shoes.....	\$1.59
WOMEN'S \$1.50 Shoes.....	\$1.29
MISSES \$3.00 SHOES.....	\$2.49
MISSES \$2.50 Shoes.....	\$2.19
MISSES \$2.00 Shoes.....	\$1.69
MISSES \$1.50 Shoes.....	\$1.19
MISSES \$1.25 Shoes.....	.98
MISSES \$1.00 SHOES.....	.79c

Shirting and Gingham

Prudent buyers will do well to take advantage of the many Special Offerings in this department. Some lines are limited and can't last for many days, others are here in abundance for all. Make your selections early and get the best pickings.

Sea Island Sheeting.....	5c
Calico, Best Grades.....	5c
Apron Gingham.....	5c
Dress Gingham worth 10c.....	7 1/2c
Dress Gingham worth 12 1-2c.....	9 1/2c
Percals worth 10c.....	7 1/2c
Percals worth 12c.....	9 1/2c
Hickory Shirting.....	7 1/2c
Blue Denim worth 15c.....	11c
1921 Outing worth 10c.....	9c
Flannelette worth 10c.....	9c

Dress Goods

\$1.19 for Dress Goods worth.....	\$1.50
98 for Dress Goods worth.....	\$1.25
79 for Dress Goods worth.....	\$1.00
59 for Dress Goods worth.....	.50c

Ready-to-Wear Specials

Ladies.	
\$5.00 MILITARY COATS.....	\$4.49
\$4.00 SWEATERS.....	\$2.98
\$3.00 SWEATERS.....	\$2.29
\$2.50 SWEATERS.....	\$1.98
\$2.00 SWEATERS.....	\$1.69
\$1.50 SWEATERS.....	\$1.29
\$1.25 SWEATERS.....	.98
\$1.00 SWEATERS.....	.89
Ladies Coat Suits.	
\$25.00.....	\$20.00
21.00.....	17.50
18.00.....	14.75
15.00.....	11.98
13.75.....	9.98

\$10.00 Ladies Long Coats.....\$5.00
\$15.00 Ladies Long Coats.....\$10.00
Skirts and Waist at Big Reduction.

Underwear

\$1.50 Ladies' Wool Vests and Pants	\$1.19. \$1.00 kind 89c.
50c Ladies cotton vests and pants	41c. 25c kind 21c.
50c Misses Union Suits 41c. 25c	kind 21c.
1.00 Men's Wool Shirts and pants	89 cents.
\$1.00 Wright's Spring Needle 89c.	
50c Spring Needle 39c.	
50c Boys' Union Suits 41c.	
25c Boys' Shirts and pants 21c.	

Small Notions.

Good pins 1c paper. Good Safety pins 2c card. Good Hair pins 1c paper. Round hair pin cabinet 3c.

White Goods

WHITE GOODS, LINEN, ETC.

Table Linen.	
Worth \$1.75, Christmas price...	\$1.30
Worth \$1.50, Christmas price...	\$1.20
Worth \$1.25, Christmas price.....	.98c
Worth \$1.00, Christmas price.....	.80c
Worth 75c, Christmas price.....	.50c
Worth 50c, Christmas price.....	.30c
Linen Napkins and Dolles	
WORTH \$5.00 Doz.....	\$4.19
WORTH \$4.00 Doz.....	\$3.19
WORTH \$3.50 Doz.....	\$2.98
WORTH \$3.00 Doz.....	\$2.49
WORTH \$2.50 Doz.....	\$1.98
WORTH \$2.00 Doz.....	\$1.70
WORTH \$1.50 Doz.....	\$1.29
LINEN Towels 50c.....	.39c
LINEN Towels 25c.....	.19c

Sensible Xmas Gifts at Economy Prices!

An opportunity to effect timely savings on gifts of splendid values for loved ones

Sale One Week Only--December 18 to 23

The Hendersonville Mercantile Company

The Quality Store

F. Z. Morris, Manager

Main St., Blue Ridge Inn Corner