

—STARTING FRIDAY MORNING 8:30 A. M.—

A Most Pronounced A Most Sensational And The Greatest Money Saving Sale Of Women's READY - TO - WEAR

The entire department fairly ablaze with rich and rare bargains. The manufacturers' loss your gain—Come at once—

That has ever been launched in the South is now in full force at the WISE READY-TO-WEAR CO.'S at the Gatling Dry Goods Company. Mr. C. W. Wise, Manager, has just returned from the market, where every possible effort known to him and his associated buyers was used in securing merchandise for this occasion. Wherever ready cash and long experience was required it was used in securing real genuine bargains.

Every Garment in the department is underpriced. Coats, Suits, and Dresses at less than Half Price.

One lot of Tricotine and All-Wool Serge Dresses. The same kind that you see offered at \$8.75 and \$9.75. Our special price commencing Friday morning and as long as the lot last at

\$6.75

A perfect wonder in fine Tricotine Dresses. You have seen nothing this season to equal them under \$14.75. Our special price for this sale commencing Friday morning is only

\$9.75

Down go the prices on Women's Coats. Rich and rare bargains such as you have never seen before. Just purchased one lot of all wool Polo Velour and Bolivia Coats at the greatest saving imaginable. One lot at one price for the opening sale Friday morning

\$14.75

THE BOTTOM IS OUT OF PRICES IN CHILDREN'S COATS. ALL SIZES IN FINE ALL WOOL MATERIALS. SIZES

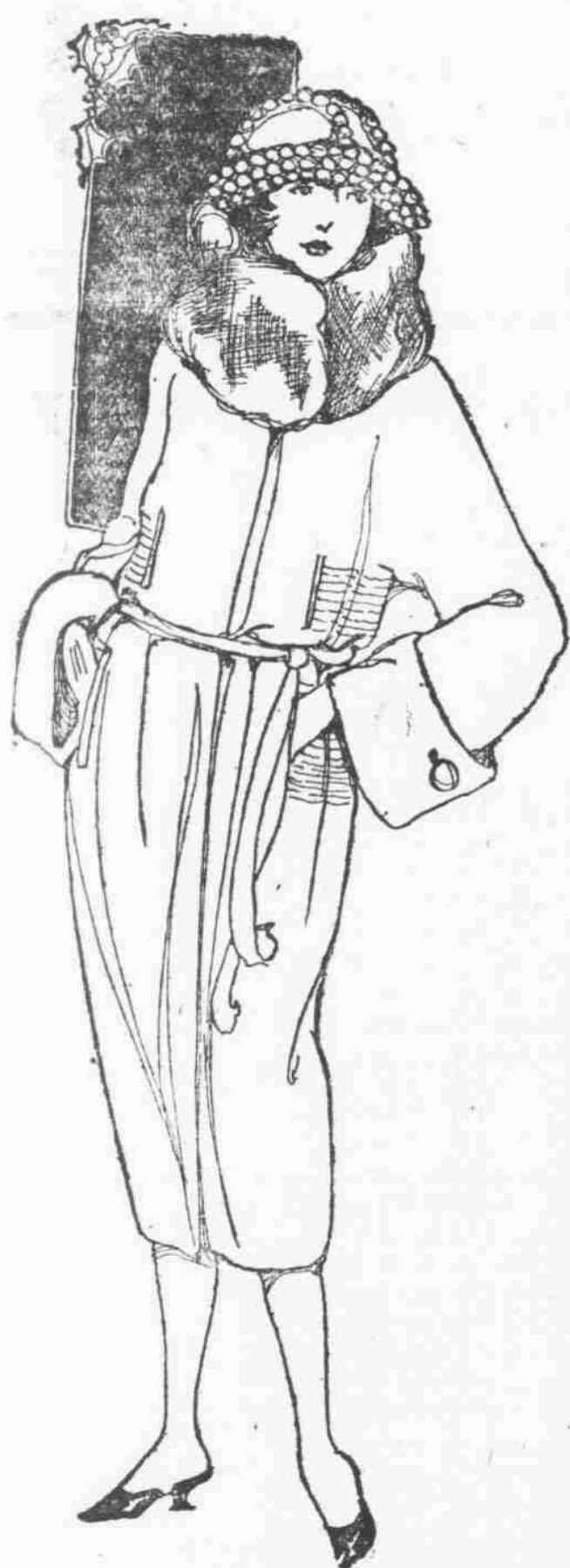
THREE TO SIX YEARS AT

\$4.95

SIZES SIX TO FOURTEEN YEARS AT

High grade Coats. Prices cut to pieces. At less than half the original values. Extra fine Bolivias, Velours and Broad Cloths picked up at a powerful loss to the manufacturer. See how the prices run. Regular \$50.00 and \$65.00 values all at one price on opening hour

\$23.75



A Tremendous Crash In Prices

A Carload of Merchandise That Must Be Sold At Once. One Of the Most Powerful Purchases On Record.

This is a most excellent time to buy your substantial Christmas Gifts while you can save about Half.

Real Charmeuse, Canton Crepe, Crepe de Chine, Crepe Meteor and Crepe Satin Dresses at a most startling saving in price.

Manufacturers outlet sale of fine Furs. You never had such an opportunity in your life of buying such genuine fine furs at such ridiculously low prices. Real Brown Fox Scarfs not a one worth under \$50.00 at.....\$27.50 \$65.00 Wolf and Fox Scarfs at..\$35.00 Big line of Chokers from \$3.98 to \$35.00. Every one at about half the original price.



39 East Trade St.

Gatling Dry Goods Company

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