

# CHRISTMAS SALE

# AT ASHEAR'S

**DON'T SAY:—"I never had a chance."—**  
**It's here NOW! Read these prices and act**  
**accordingly.**

**Starts Friday, Dec. 2 :-: Ends Dec. 31**

**TOWELS**  
 18x36 Inches  
 CHRISTMAS SALE PRICE  
**5c**

---

**Children's Union Suits**  
 CHRISTMAS SALE PRICE  
**23c**

---

**Men's Suits Whipcord**  
 CHRISTMAS SALE PRICE  
**\$2.69**

**200 Men's CAPS**  
 CHRISTMAS SALE PRICE  
**10c**

---

**Men's Union Suits (HEAVY WEIGHT)**  
 CHRISTMAS SALE PRICE  
**45c**

---

**MEN'S Broadcloth SHIRTS**  
 CHRISTMAS SALE PRICE  
**37c**

**IMPORTANT!**

Here you will find two stores in one full of merchandise that must be sold and sold quickly. Besides the items listed in this advertisement, we have hundreds of articles we cannot mention for the lack of space. Every line in every one of our departments is full and complete. You can find what you want at JOE ASHEAR'S, and at prices to suit your pocketbook. Our prices are the lowest in the history of Macon County for the quality of goods offered.

**A BIG SURPRISE**

We have a big surprise announcement we would like to make to you in person. We can't tell all the details here. Keep your eyes on our windows and you will soon find out what it is. Or better yet, come in and let us tell you about it. It will be well worth your while. Don't forget—keep your eyes on our windows. In a few days we will display something you would like very much to have, and we will be more than glad to tell you just how you may get it.

**Ladies' Silk DRESSES**  
 CHRISTMAS SALE PRICE  
**89c**

---

**BLANKETS Part Wool**  
 66 X 80  
**\$1.69**

---

**One Lot Men's Ties & Bows**  
 CHRISTMAS SALE PRICE  
**10c**

**One Lot LADIES' SHOES**  
 CHRISTMAS SALE PRICE  
**49c**

---

**Indian Head & Linene**  
 CHRISTMAS SALE PRICE  
**9c**  
 YARD

---

**Scotch Heather PRINTS**  
 CHRISTMAS SALE PRICE  
**15c**  
 YARD

**MEN'S SHOES & OXFORDS**  
 Kangaroo, Vici Kid and Calfskin  
 CHRISTMAS SALE PRICE  
**\$1.95**

**One Lot BOYS' PANTS**  
 XMAS SALE PRICE  
**25c**

**Crinkle BED SPREADS (COLORED)**  
 XMAS SALE PRICE  
**49c**

**One Lot Prints & Rayon Cloth**  
 XMAS SALE PRICE  
**5c**  
 YARD

**100 LADIES' COATS**  
 Values up to \$10.00 WITH FUR COLLARS  
**\$1.98**

**LADIES' SKIRTS**  
 (ALL WOOL—\$2.00 VALUE)  
 CHRISTMAS SALE PRICE  
**\$1.25**

---

**LADIES' Polo Coats**  
 (BEST QUALITY)  
 CHRISTMAS SALE PRICE  
**\$8.74**

---

**LADIES' RIBBED UNION SUITS**  
 CHRISTMAS SALE PRICE  
**29c**

**LADIES' Jersey Bloomers (SILK STRIPED)**  
**19c**

---

**LADIES' PRINT DRESSES (LONG SLEEVES)**  
**29c**

---

**LADIES' Sweaters**  
 GUARANTEED ALL-WOOL  
 CHRISTMAS SALE PRICE  
**\$1.39**

**Full-Fashioned SILK HOSE**  
 XMAS SALE PRICE  
**29c**

**One Lot Children's UNION SUITS**  
 XMAS SALE PRICE  
**15c**

**Ladies' KNIT DRESSES (LONG SLEEVES)**  
 XMAS SALE PRICE  
**69c**

**LADIES' House Shoes**  
 LEATHER SOLES  
 CHRISTMAS SALE PRICE  
**19c**

---

**MEN'S BOOTS**  
 SOLID LEATHER  
 CHRISTMAS SALE PRICE  
**\$2.49**

**"Friendly Five" SHOES**  
 \$5 REGULAR NATIONAL PRICE  
**\$2.49**

---

**MEN'S TIES & HANDKERCHIEF SETS**  
**49c**

**500 Ladies' FELT HATS**  
 XMAS SALE PRICE  
**25c**

**Men's SERGE SUITS (ALL WOOL)**  
 XMAS SALE PRICE  
**\$6.95**

**HOSIERY FOR THE Entire Family**  
 XMAS SALE PRICE  
**5c**  
 PAIR

**50 Pairs MEN'S Scout Shoes**  
 SOLID LEATHER  
 CHRISTMAS SALE PRICE  
**\$1.00**

**Boys' Overalls BLUE DENIM While They Last**  
**23c**

**ONLY 21 Shopping Days Before XMAS**

**JOSEPH ASHEAR'S**

**The Christmas Christ Store**

**ONLY 21 Shopping Days Before XMAS**