

RUGS! RUGS! RUGS! RUGS!**Important Announcement**

of Our FLOOR COVERING and RUG SALE.

**BEGINS
TODAY****Nothing Like The REDUCED PRICES That We Begin**

Today have ever before been announced just prior to Christmas by ANY HOUSE---ANYWHERE. If type could be made to tell a Merchandise Story—A REAL BARGAIN STORY—as strongly as this one deserves to be told, this store would not be large enough to admit the enthusiastic throng that would come. As it is,

There's Bound to Be Swift Selling.**..REASONS..**

In announcing this most extraordinary sale a proper appreciation of the facts may be gained—and a great deal of confusion avoided—by the mention of a few important facts.

FIRST: *The Gainesville Furniture Company does not have a sale every week, or month. In this establishment, where the highest grades and lowest prices rule the whole year, a SALE has a significance that it does not have in any other store in the city.*

Not one article was made up for this sale, or for the purpose of being sold for one penny less than regular retail price, as is usually the custom in extensively advertised sales. Neither have we any old stock to work off at "closing out sales." The facts are: We over-estimated the demand and bought heavily. The result: We are literally covered with Rugs, of all descriptions, all new and elegant patterns. We find that we cannot possibly dispose of over one-half the stock to our regular trade, and, rather than carry them over to another season, **WE SHALL OFFER THEM AT ABOUT COST.**

We Have Inaugurated This Sale For Two Reasons:

To reduce our stock, and to induce every lady in the town and county to visit our store and see the exceptional fine values in Home Furnishings and Holiday Gifts that we are offering. Every lady is interested in beautiful floor coverings, and by reducing the price of that in which they are the most interested, we feel that we will accomplish our aim. *And now our ware-rooms are open, and Bargains are peeping out by the hundreds.*

The Patterns Are Bright---The Designs New.

An early call will assure complete stock to select from. We have too many Bargains to enumerate them. We quote no prices, for Pattern, Design and Quality can only be judged by sight. All we ask is an opportunity to show you what we have. The rest comes easy. **No Disappointments---We Do What We Say.**

Look for the RED LETTER and come early. Goods selected at this sale will be laid aside for Holiday delivery.

**WRITE
US.****GAINESVILLE FURNITURE CO.,****GAINESVILLE, FLORIDA.**