

heralding Season's Greatest Selling Event

All Yours! BUY NOW! Don't Regret Later!

The World Began Its Last Big Scrap

Different

PRICES THAT DEMAND ATTENTION

MARKS THIS MERCHANDISE MASTER-STROKE

Tons and Tons of New Summer Merchandise which should have been sold six weeks ago!
Suit Cases, Hats, Caps, Shirts, Underwear, Collars, Hosiery---In Fact Everything Goes in the Bargain Melting Pot

TO OUR CUSTOMERS AND FRIENDS

During this great sale. While we frankly admit that we are in business for our living, yet we are constantly trying to follow the GOLDEN
rule and this time they are more genuine than ever before for we must raise \$10,000, and do it quickly.

Half, and if you were one of the many hundreds of customers to attend this sale the first few days you are aware of the fact that we are doing
order to stay in business. People came for miles and miles the first days of this sale and carried this fine merchandise away by the arm.

case here in many instances.
have ever witnessed before.
that were waiting for them.

room in which to display new bargains every day. Don't miss these last days.

ALS THURSDAY

JULY 8TH

10 YARDS RED STAR DIA-
PER CLOTH \$2.50 Values

\$1.49

And here is another whirlwind bargain for Thursday only! Thursday we will sell 10 yards of RED STAR diaper cloth for only \$1.49. This is as every one knows a regular \$2.50 article and very staple at that Thursday Only will we sell this value. No other time.

SATURDAY

JUL 10TH

LADIES' 75c SILK HOSE
3 Pairs for

\$1.00

Saturday will be another big day for the ladies who are able to attend this sale. On Saturday we will sell three pairs of regular 75c Silk Hose for only \$1.00. Limit of three pairs to a customer. Remember this Bargain is for Saturday only. It will be easy for you to go to the limit here.

Men's \$1.50 and \$2.50 Straw Hats

Men there will never be a more opportune time to buy that new summer straw hat than right now while Roth is setting the town to talking about the unusually low prices which prevail during this sale.

95c

75c WINDOW SHADES

All Colors

The biggest buy ever in window shades is what they say about this value. Regular 75c shades all colors and regular lengths at only 39c.

39c



Ladies' Ready-to-wear at Lowest Possible Prices

WE DEFFY COMPETITION

Talk about values! Last week they all said we had good prices! But this week they will be shouting it from the housetops, when they see the genuine bargains that we will have in the ready-to-wear Department this week. In this bargain event you may buy Broadcloth or Linen Dresses or you may choose pretty silk dresses while some will prefer the fancy beaded silk dresses and every woman loves pretty evening dresses which are included in the lot at prices that will amaze you! Come look them over and you will buy.

BROADCLOTH, SILK, AND LINEN DRESSES \$6.50 VALUES	SILK DRESSES \$10.00 TO \$15.00 VALUES	BEADED SILK DRESSES \$85.00 VALUES	EVENING DRESSES \$25.00 VALUES
\$2.95	\$4.85	\$14.95	\$9.95

LADIES' NAINSOOK GOWNS 98c VALUES

These Ladies' fine nainsook gowns come in pretty white or pink materials which are very much in demand this warm weather and all going at half price.

49c

35c CRETONNES 36 INCHES WIDE

Pretty Cretonnes such as these make wonderfully good looking curtains or drapes and now the price is so low no one can afford to pass them up.

15c

CURTAINS 15c VALUES

Right now when every housewife is looking for pretty curtaining this sale affords great opportunities in this line. Regular 15c values at only 5c

5c

CREPE DE CHINE \$1.50 VALUE 40 IN. WIDE

Now during this week you will be able to buy these regular \$1.50 dress materials at only 89c. We assure you that this is another exceptional value.

89c

MEN'S DRESS SHOES

\$3.50 VALUES

Now for the men we have shoe offers which eclipse any thing that we had to offer last week--\$3.50 dress shoes at only \$1.95.

\$1.95

MEN'S DRESS OX-

FORDS \$5 VALUES

Men's dress oxfords and \$5 values at that do not need advertising but here they are at \$2.45.

\$2.45

WOMEN'S PUMPS AND OXFORDS \$2.50 VALUES

Yes here they are! Beating last week's prices by a mile. \$2.50 values for only 98c wouldn't pay for repairing your old shoes.

98c

LADIES' OXFORDS

\$5.00 VALUES

Ladies' \$5.00 value shoes like these at \$2.45 will make all other sales appear like mere shadows.

\$2.45

BOY'S ALL WOOL SUITS \$9.95 VALUES

\$4.45

Just stop and think of being able to buy a good wool suit for the boy at this low price. \$4.45 would not pay for the material alone which you will find in these fine suits but never the less they are going at \$4.45.

CO. LOUISBURG NORTH CAROLINA

LADIES' TRIMMED HATS, \$5.00 VALUES
In this lot of fine trimmed hats for women we have assembled the largest assortment of fine hats we have ever been able to offer at this price. It is a money raising sale and these are the kind of prices that are raising the money.

\$1.95