

Store Open Evenings

C. S. Elam's - C. S. Elam's

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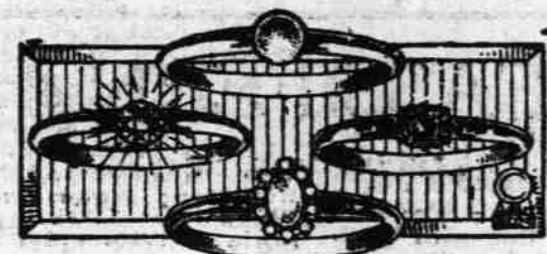
# ANNUAL - ANNUAL Great Make-Room and Watch Sale

## The Sale Will Begin Thursday, August 22

And Continue Until the Stock Is Sufficiently Reduced to Give Us Room For Our Immense  
**--FALL PURCHASES--**

THIS Store has a system of doing business, and that is not to carry over any old goods. The first loss is always the least loss, and we prefer to cut the price so that every article will go rather than carry over stock that has been in our store from last year. We have to sacrifice mercilessly many items, but our store is small and we must have the room for our Holiday Stock, as we never want to disappoint our customers in the least particular. We submit a few prices to convince you that never before has Charlotte had the opportunity of Buying High-Class Goods at such LOW PRICES. Everything goes in this Sale. Nothing reserved or spared in this Mark-Down, and you will have the opportunity of buying Solid Gold Jewelry, Diamond Mounted Jewelry, Sterling Silver, Hawkes' Cut Glass, High-Grade Plated Silverware, Mesh Bags, Purses, Clocks, Etc. You will find value upon value in this sale that can not be advertised.

### Clocks--All Kinds



- \$1.00 Alarm Clocks, the guaranteed kind... 60c
  - \$1.50 Alarm Clocks, the guaranteed kind... 85c
  - \$2.50 Alarm Clocks, the guaranteed kind... \$1.50
  - \$3.00 Alarm Clocks, all guaranteed... \$1.50
  - \$3.00 Mantel Clock, the guaranteed kind... \$1.50
  - \$5.00 Mantel Clock, all guaranteed... \$3.00
  - \$7.00 Mantel Clock, all guaranteed... \$4.00
  - \$8.00 Mantel Clock, these are Seth Thomas... \$5.00
  - \$9.00 Mantel Clocks, all guaranteed... \$6.00
  - \$10.00 Mantel Clocks... \$6.50
- and so on through the entire stock of clocks.
- \$45.00 Mantel Electric and Chimes Clocks, best makes and tones, all guaranteed, Make Room price... \$22.00
  - \$5.00 American Watches, all guaranteed... \$2.75
  - \$7.00 American Watches, all guaranteed... \$3.25



### Watches--The Best Makes

- \$10.00 American Watches, all guaranteed... \$6.75
  - \$12.50 20-year Elgin or Waltham movements, 16, 12 and 0 size... \$8.75
  - \$18.00 25-year Elgin or Waltham movements, Make Room price... \$9.75
  - \$20.00 Elgin or Waltham 20-year extra thin, all guaranteed... \$13.50
  - \$25.00 Elgin or Waltham movements, very thin, permanent cases. All guaranteed as usual, Make Room price... \$18.75
  - \$25.00 Solid Gold and permanent filled Ladies' Watches in Elgins or Walthams, all guaranteed... \$14.75
- Any article purchased can be reserved for future delivery in our safe. It will pay you to buy now and keep for future gifts and use.



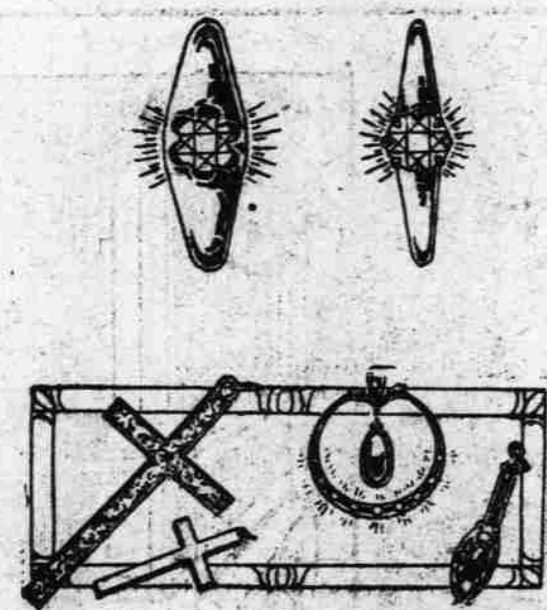
Don't fail to come and bring your friends with you. They will thank you for telling them. This is the greatest Jewelry Sale Charlotte ever saw. Made by Charlotte's most popular Jewelry Store.

SEE WINDOW DISPLAY NEXT TO INTERURBAN TERMINAL STATION

Save This Advertisement As It Will Not Appear Again.

### Rings--Gent's and Ladies'

- \$1.00 Solid Gold Baby Rings, assorted patterns, plain and sets, Make Room price... 50c
- \$1.50 and \$2.00 Solid Gold Baby or Misses' Rings, big assortment, Make Room price... \$1.00
- \$3.00 Solid Gold Misses' Set and Signet Rings. Any set you want in this lot, Make Room price... \$1.50
- \$5.00 Solid Gold Ladies' or Gent's Rings, Signet Rings included, Make Room price... \$3.50
- \$7.00 Solid Gold Rings in Fancy Set and Signet. Rings very heavy and fine, Make Room price... \$4.50
- \$10.00 Solid Gold Ladies' and Gent's Rings. We have several hundred Rings at this price and must reduce stock. Make Room price... \$6.50



### Fobs--Gent's and Ladies'

- \$1.00 Ribbon Fobs, Make Room price... 65c
- \$2.50 Ribbon Fobs, fine gold filled, Make Room price... \$1.50
- \$3.50 Ribbon Fobs and without ribbons, Make Room price... \$2.50
- \$4.00 Gold Filled Fobs, finest quality, Make Room price... \$3.00
- \$5.00 Gold and Gold Filled Fobs, extra quality, Make Room price... \$3.75
- \$10.00 Solid Gold Fobs, a good variety of patterns, Make Room price \$6.50



Combs and Leather Hand Bags will be sold at Half Price.

A big lot of Umbrellas not the kind carried through the Holidays but a good serviceable Umbrella suitable for service and with detachable handle for taking down and packing. The very thing to carry to the mountains or seashore. Close out and make room price \$1.75 each

Any piece of Hawkes' Cut Glass or Hand-painted China in the store at Half Price.

Sterling Silver Pitchers, Platters, Trays and Tea Sets 1-3 off. New goods and latest designs.



- Ice Tea Spoons made by good factory Silver Plate. Make Room price per set... \$1.00
- Other Ice Tea Spoons made by The Homes & Edwards Sterling Inlaid People. Make Room price... \$2.00
- Silverware, Sterling Silverware has all been marked down 25 per cent to 50 per cent, making a set of Sterling Knives as low as... \$7.50
- Sterling Forks... \$7.50
- The heavier ones of course are proportionate with these.
- 50 Sets Sterling Teaspoons, Make Room price... \$3.50 and up



We have big lines of Locketts, Lavaliers, Rings, etc., too numerous to itemize and list here though we have every grade and these will have to go along in this sale at the usual reductions.



**7 West Trade Street,** Next to The Interurban Terminal Station.  
"The Little Store With the Big stock." Look For Sign.