

Suit Values GALORE!

BUY NOW

AND SAVE



SUMMER SUITS PRICED LOW

A big smile of satisfaction will cross your face when you see the many exceptional values we have to offer in this great sale.

One Lot of White Linen Suits
In all styles, sizes 36 to 46.
Reg. priced \$6.00 **\$2.95**

One Lot of Linen Suits
Blue, green and tan colors.
Reg. priced \$17.00 **\$9.95**

One Lot of Tropical Suits
Made from fine worsted materials. Newest styles and colors. Reg. priced \$17.00 **\$14.95**

One Lot of Tropical Suits
Correctly styled, newest patterns to select from.
Reg. priced \$19.95 **\$16.95**

One Lot of Nor-East Suits
They reflect the newest designs in color and style.
Reg. priced \$22.50 **\$18.95**

One Lot of Priestley Suits
Nor-East fine materials — Are smart in every respect.
Reg. priced \$25.00 **\$19.95**

One Lot of Sport Coats
In the newest styles and colors. Complete sizes. Reg. priced \$8.50 **\$5.95**

One Lot of Sport Coats
Expertly made from the newest summer patterns. Reg. priced \$10.00 **\$7.95**

One Lot of Sport Coats
Correctly styled. All colors and sizes. Reg. priced \$16.95 **\$12.45**

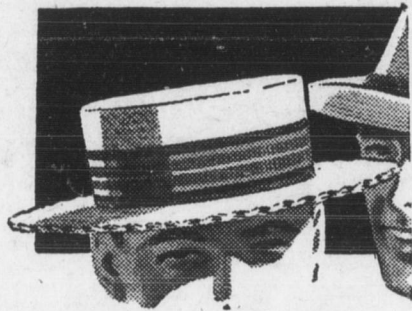
Entire Summer Stock Going At Tremendous Sacrifice ROCK-BOTTOM PRICES

YOUR OPPORTUNITY TO SAVE HAS ARRIVED!

The Big Values You Have Been Waiting For Are Here!

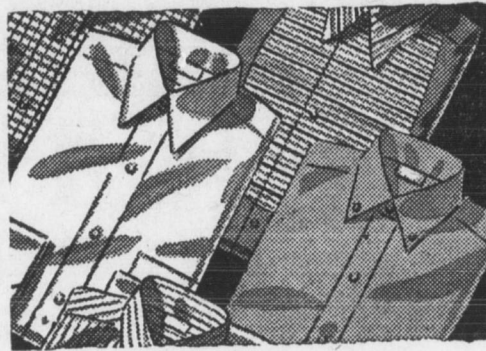
WITH A GORGEOUS DISPLAY OF THE MOST UP-TO-DATE SUMMER MERCHANDISE TO BE FOUND IN NORTHWESTERN NORTH CAROLINA, WE ARE STARTING OUT TO GIVE OUR MANY FRIENDS THE GREATEST BARGAIN FEAST THAT HAS EVER BEEN ENJOYED SINCE THE TOWN OF NORTH WILKESBORO WAS IN ITS INFANCY. WHEN WE SAY THE SLAUGHTER KNIFE HAS CUT PRICES TO THE BONE, WE MEAN IT! THIS EVENT WILL LOSE US MANY DOLLARS, BUT WE INTEND TO REDUCE OUR HUGE SUMMER STOCKS REGARDLESS HOW MUCH IT HURTS. FOLKS, YOU DON'T WANT TO MISS THIS GREAT EVENT. COME! COME! COME!

Sale Begins Friday, July 7th, 8:30 A. M.



Straw Hats REDUCED

- One Lot Straw Hats **97c**
Reg. Priced \$1.50
- One Lot Straw Hats **\$1.95**
Reg. Priced \$2.95
- One Lot Dobbs Straws **\$2.95**
Reg. Priced \$3.95
- One Lot Dobbs Straws **\$3.95**
Reg. Priced \$5.00



SHIRTS REDUCED ARROWS AND MARLBOROS

- Special Lot Arrow Shirts
Be Early So You Can Get Choice Selection **\$1.00**
- Marlboro Shirts
In Newest Colors and Styles. Reg. \$1.69 **\$1.45**
- Arrow Shirts
Correctly styled in newest summer shades. Reg. \$2, reduced to **\$1.75**

Miscellaneous Items

- ONE LOT WHITES, BROWN AND WHITE BELTS, REG. \$1.50, REDUCED **97c**
- ONE LOT WHITES, BROWN AND WHITE BELTS, REG. 97c, REDUCED **79c**
- ONE LOT ASSORTED BELTS, ALL COLORS, REG. 50c, REDUCED **39c**
- ONE LOT SOX, SHORT AND LONG TOPS, REG. 25c, REDUCED **19c**
- ONE LOT SOX, SHORT AND LONG TOPS, REG. 35c, REDUCED **29c**
- ONE LOT SOX, IN NEWEST COLORS, REG. 50c, REDUCED **39c**
- ONE LOT SUMMER TIES, NEWEST COLORS, REG. \$1.00, REDUCED **79c**
- ONE LOT SUMMER TIES, ASSORTED COLORS, REG. 55c, REDUCED **39c**
- ONE LOT POLO SHIRTS, ASSORTED COLORS, REG. \$1.00, REDUCED **79c**
- ONE LOT SILK POLO SHIRTS, NEWEST COLORS, REG. \$2.95, REDUCED **\$1.95**
- ONE LOT COMBINATION SHIRT AND PANTS TO MATCH, REG. \$3.95, RED. **\$2.95**
- ONE LOT COMBINATION SHIRT AND PANTS TO MATCH, REG. \$4.95, RED. **\$3.95**
- ONE LOT OF SHIRTS, ASSORTED COLORS AND SIZES, REG. \$1.69, RED. **\$1.48**
- ONE LOT OF PANTS, NEWEST PATTERNS, REG. \$1.95, REDUCED **\$1.48**

BATHING TRUNKS REDUCED

- Newest Summer Colors to Choose from. Complete Sizes
- \$5.00 Jantzen Reduced **\$3.50**
 - \$4.00 Jantzen Reduced **\$2.95**
 - \$3.00 Jantzen Reduced **\$1.95**
 - \$2.00 Rugby Reduced **\$1.29**

WASH PANTS REDUCED

- One Lot Wash Pants, All Colors, Reg. \$1.50 **97c**
- One Lot Wash Pants, All Styles, Reg. \$1.95 **\$1.48**
- One Lot Wash Pants, Newest Colors, Reg. \$2.95 **\$2.29**

Summer Pants Reduced

YOU WILL HAVE TO SEE OUR PANTS TO REALLY APPRECIATE THEIR WORTH. THEY ARE RIGHT UP TO THE MINUTE IN STYLE AND FABRIC. COMPLETE SIZES AND ASSORTED COLORS TO SELECT FROM.

- One Lot White Linen Pants, Reg. \$2.95, Reduced **\$2.48**
 - One Lot Tropical Worsted Pants, Reg. \$3.95, Reduced **\$2.95**
 - One Lot White Linen Pants, Reg. \$4.50, Reduced **\$3.45**
 - One Lot Colored Linen Pants, Reg. \$5.00, Reduced **\$3.95**
 - One Lot Tropical Worsted Pants, Reg. \$5.00, Reduced **\$3.95**
 - One Lot White Flannel Pants, Reg. \$5.00, Reduced **\$3.95**
 - One Lot Flannel, All Colors, Reg. \$6.95, Reduced **\$4.95**
 - One Lot Flannel Pants, All Colors, Reg. \$7.95, Reduced **\$5.95**
- ALTERATION CHARGES EXTRA ON ALL SUITS AND PANTS SALES

Women's Shoe Values

Our shoes are cool, carefree, smart and comfortable. All sizes and widths to choose from. Come in and select the correct shoes for your foot at these low prices. You will save money.

One group women's sandals in white, tan and blue. Formerly up to \$2.95. Reduced **\$1.48**

Special group foot rest oxfords and pumps — White only. Newest styles and leathers, formerly up to \$6.50. Reduced **\$1.98**

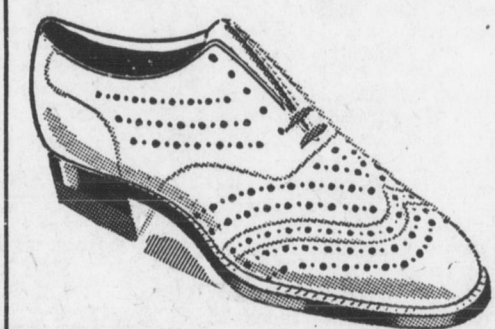
Special Group Women's Sandals and pumps—White and light tans, also patents in toeless straps and pumps. Values up to \$4.00, now **\$1.98**

Special Group Women's White Shoes
Newest styles to choose from. Complete widths and sizes. Formerly \$4.95, reduced to **\$3.95**

One-Lot Women's White Dress Oxfords
Correct styles and leathers. Complete assortment to choose from. Formerly \$3.95, reduced to **\$2.95**



Men's White Oxfords Reduced!



MEN! Here they are... The shoe "Buys" you're looking for. Try a pair and you'll be convinced. It's their built-in quality that does it. Newest styles at real low prices.

- \$10.00 FLORSHEIM OXFORDS, BROWN AND WHITE, RED. **\$6.95**
- 6.50 FREEMAN'S OXFORDS, BROWN AND WHITE, RED. **4.95**
- 6.50 FREEMAN'S WHITE OXFORDS, REDUCED **4.95**
- 5.00 FREEMAN'S, BROWN AND WHITE, REDUCED **3.95**
- 3.95 STAR BRAND OXFORDS, BROWN AND WHITE **2.95**
- 2.95 STAR BRAND OXFORDS, WHITE, RED. **2.29**

BOYS' and GIRLS' OXFORDS REDUCED!

One Group Boys' Oxfords
White, and brown and white. Sizes 12 to 2, Reg. \$1.95 **\$1.69**

One Group Misses' Sandals
Toeless styles—
Reg. \$2.45 **\$1.79**

One Group Baby Shoes
Soft soles, white and black,
Reg. 59c. Reduced **48c**



ON PURCHASES OF \$25.00 OR MORE WE WILL PAY TRANSPORTATION BOTH WAYS WITHIN A RADIUS OF 50 MILES.

PREVETTE'S

THE MEN'S DEPARTMENT STORE

916 "B" Street

NORTH WILKESBORO, N. C.