

**DRAMATIC SAVINGS**  
**GRAND OPENING**

BEAUFORT'S BIGGEST AND BEST DEPARTMENT STORE

# E. W. DOWNUM CO.

419 Front Street

Beaufort, N. C.

## DOORS OPEN PROMPTLY AT 9:30 AM SATURDAY JUNE 21st

### FREE GIFT

TO FIRST 200 LADIES TO ENTER OUR STORE  
OPENING DAY.



**SHEETS**  
Type 128 — 81x99

**\$1.98**

Ladies' Panties - 2 for \$1.00  
Lace Trim — White (69c Value)

Ladies' Panties - 3 for \$1.00  
Assorted Colors (50c Value)

Ladies' Half Slips - \$1.00  
White — Lace Trim (\$1.50 Value)

Ladies' Slips - \$1.49  
White — Lace Trim (\$2.00 Value)

Ladies' Rayon Slips - \$1.49  
White (\$2.00 Value)

Ladies' Shorts - \$1.98

Jubilee Bras - 98c

Ladies' Sandals - \$1.98

Ladies' Ballerinas - \$1.98

Ladies' Dressy Cottons - \$3.95

Dan River Dress Lengths - yd. 79c  
(Values 89c to \$1.19)

80 Square Print - yd. 49c

One Group Sheers - yd. 49c

LL Sheeting - 4 yds. \$1.00  
36 Inches Wide



**Pillow Cases**

**2 for \$1**

Organdy Curtains - \$3.95

Linoleum Rugs - 15c  
(3 x 3 and 3 x 4 1/2)

Towels - 59c  
(Large Bath Size)

Wash Cloths - 2 for \$1.00



**TOWELS**

**3 for \$1**

We are offering you these great values during this GRAND REOPENING SALE to show our appreciation for your wonderful patronage in the past, and to create new patrons of those of you who are not acquainted with E. W. DOWNUM & CO. — COME IN DURING OUR OPENING AND LET'S GET ACQUAINTED! Since the fire we experienced in January, a new modern building has been erected to house our completely New Department Store, where we will have for you that same Quality Merchandise at the Lowest Prices possible.

Birdseye Diapers - doz. \$1.98

Trianing Pants - 6 for \$1.00

Girls' Rayon Panties - 29c

Girls' Cotton Slips - 79c

Girls' Shorts - \$1.00

Girls' Short and Bra Set - \$1.98

Boys' 2-Piece Wash Suit - \$1.98

Boys' Undershirts - 39c  
(Fruit-of-the-Loom)

Boys' Shorts - 59c  
(Fruit-of-the-Loom)

Boys' Boxer Dungarees - \$1.25  
(Small Sizes)

Boys' Sport Shirts - \$1.00

We Carry Famous Brands Such As:

Red Goose Shoes - from \$3.95

Feature Fashion Shoes from \$3.95

Friedman Shelley - from \$6.50  
(Men's and Boys' Shoes)

Adam Hats - from \$5.00

Van Heusen Shirts - from \$2.95

Swank Belts & Jewelry from \$1.50

Higgins Slacks - from \$4.95

SEWELL SUITS FOR MEN — MON-TOG CLOTHES FOR BOYS — BLUE BELL WORK CLOTHES — LIFE BRASSIERES — METRO COATS AND SUITS — LOMA LEADS DRESSES — JUNIOR CO-ED DRESSES — RITE-FIT DRESSES

### FREE GIFTS

FOR THE KIDDIES TOO!



**MEN'S SPORT SHIRTS**  
White and Colors  
Small - Medium - Large  
(\$2.00 Value)

**\$1.69**

Men's Sport Socks - 3 for \$1.00  
(Value 50c)

Men's Dress Straws - \$1.00  
(Value \$2.00)

Men's Summer Shoes - \$7.95  
(Values to \$10.95)

Men's Dress Slacks - \$4.95 up

Men's Undershirts - 49c  
(Fruit-of-the-Loom)

Men's Shorts - 69c  
(Fruit-of-the-Loom)

Men's T-Shirts - 69c  
(Fruit-of-the-Loom)

Men's Dungarees - \$2.49

Men's Khaki Pants - \$2.98  
Others at \$3.75

Men's Wash Pants - \$2.98

### LADIES'

**House Dresses**

Sizes 12 to 20—(Values to \$2.98)

**\$1.98**



### LADIES' BLOUSES

(Values to \$2.00)

**\$1.00**



BEAUFORT'S NEW AND MODERN DEPARTMENT STORE