

In presenting our Semi-Annual Clearance Sale at this time, we fully believe it is our privilege to offer our customers some of the most outstanding values in high quality ready-to-wear we have ever seen or heard of.

You'll find a great many items in our store that represent worth while savings at this time of the year, and every item in our stock is reduced for this Semi-Annual STORE WIDE Sale!

MID-SUMMER SALE

Starting Friday, July 22nd at the Quality Shop



1 Rack of Spring and Summer

DRESSES

Prints and Plain color pure Chiffons and Crepes. Originally priced \$5.95 to \$9.95. On sale at—

\$1.95

50 Spring Dresses

Plain colors and prints. \$10 and \$12.50 values. On sale at—

\$4.95

Dresses at half price

100 White and Pastel Summer dresses. Pure Silk Crepe. \$5.95, \$9.95 and \$12.50 values to go at—

HALF PRICE

\$2.95, \$4.95, \$6.95

STRAWS at 1/2 PRICE

All men's straw hats at half-price, including our stock of Panamas, Bangkoks, Milans and Senetts. Plain or fancy bands. Originally priced \$1.50 to \$5. On Sale at

HALF PRICE



Sale of Shirts

10-Dozen Men's Shirts in Actna, Phillip Jones and other nationally known brands. White and Colored. Originally priced \$1 to \$2. On Sale at—

79c

3 for \$2.25

Phillips-Jones Collarite SHIRTS... in White and plain colors. Sizes 13 1-2 to 17. \$1.65 Values on Sale at—

\$1.35

3 for \$4.00

All MILLINERY SACRIFICED

Our entire stock of Ladies' Straw hats priced for quick clearance at two low prices—

49c
and 95c

New Summer Felts—White and Pastel Shades. Regular \$2.95 Values **\$1.95** On Sale for—



SALE OF LADIES SUMMER COATS

Lot of Summer Coats in White and Pastel colors. \$10 and \$12.50 values. On sale at—

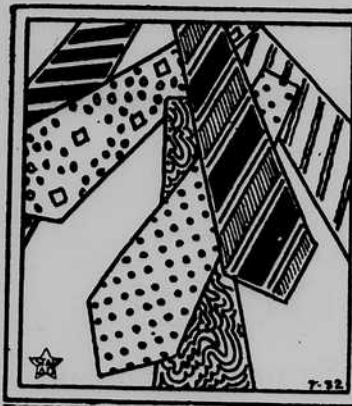
\$4.95

Union Suits Men's Big Yank Athletic Union Suits. Regular \$1.00 values. On Sale—

69c

Shirts and Shorts Regular 25c and 50c quality, on sale at—

19c - 39c



CHENEY TIES

Regular \$1.00 Values—

69c

3 for \$2.00
50c Neckties

39c

3 for \$1.00

THE QUALITY SHOP

C. C. SHELL, Manager

Roanoke Rapids, N. C.