

LIQUIDATION SALE

When the merchandise market started on the upward trend and we saw that everything was going SKY-HIGH, we were frightened into buying earlier and heavier than usual to protect our friends and customers. Now, in checking our different lines, we find that we bought entirely TOO HEAVY. And in order to reduce our stock to about half its present size, we not only are offering it to you at "before the rise" prices but we are offering all FALL AND WINTER merchandise at a 15% further discount.

WE NEED CASH!
 And in order to raise this cash we are putting on a **GIGANTIC STORE-WIDE SALE!**
 Not only can you buy Summer merchandise at less than what it cost us, but we are offering a **15% Discount on All New Fall and Winter Merchandise. Everything Below Ceiling!**

THE MOST SENSATIONAL VALUES IN THE ENTIRE HISTORY OF RETAIL MERCHANDISING!

Everything in our large assortment of **QUALITY MERCHANDISE IS MARKED DOWN** for this special event.

All Summer goods **MUST GO** regardless of cost!

Plenty of help will be on hand to serve you.

Come Early For Better Selections!



FREE
 As Long as Big Lot Lasts!
 1 pr. Men's 39c Socks with the purchase of Each Genuine Palm Beach Tie at \$1.00
 4 sets limit—None to merchants

SPORT COATS
 Men's and Young Men's
 Medium Weights - Fall Colors
 To Close Out - \$10.95 Values
\$7.95

OPENING HOUR
FRIDAY 9 A. M.
August 7th
 —Come Early! Get Best Choice!—

WE RESERVE THE RIGHT
 —TO—
STOP THE SALE
 AT ANY TIME AND TO LIMIT QUANTITY TO EACH CUSTOMER

LOOK!
 One Small Group Men's Suits (Fall and Winter Weights)
 —TO GO AT—
\$12.75

MEN'S DRESS SHIRTS
 \$1.65 Values
 —SPECIAL FOR THIS EVENT—
\$1.00
 3 limit - None to Merchants

Men's TWO-TONE SHOES
 (Can Be Dyed)
 To Close Out - Values to \$4.00
 Sale Price **\$1.94**

100% PURE WOOL MEN'S SUITS
 (Light Weights)
 Regular \$25.00 values **\$16.50**
 (one pants)
 Regular \$29.95 values **\$21.45**
 (2 pants)
 Sizes 37 to 44

Reduction
 OF
15%
On All Fall Merchandise

ALL LADIES' SUMMER SHOES MUST GO
 One group Ladies' New Dress Shoes in nationally advertised brands.
 —VALUES TO \$6.50—
\$3.00

Ladies' SUMMER SHOES
 STILL ANOTHER GROUP
 (Broken Sizes)
 —VALUES TO \$4.00—
\$1.94

Men's Dress Straw	\$3.49 now	\$1.75
HATS	\$2.95 now	\$1.50
1/2 Price	\$2.49 now	\$1.25
	\$1.95 now	\$1.00
	\$1.29 now	65c

Men's Windbreaker Jackets

All Grades	\$4.95 now	\$3.25
Drastically	\$3.95 now	\$2.95
Reduced	\$2.95 now	\$2.25

Men's SLACK SUITS
 Must Go Regardless of Cost!

\$6.50 values now	\$4.40
\$5.95 values now	\$4.25
\$4.95 values now	\$3.25
\$3.95 values now	\$2.75

SPORT SHIRTS

\$2.95 values now	\$1.94
\$2.00 values now	\$1.36
\$1.50 values now	\$1.02

ONE LOT SPORT SHIRTS
 in odds and ends. Values to \$2.00. To go at
89c

Men's SUMMER PANTS
 To Close Out

\$4.95 values now	\$3.25
\$3.95 values now	\$2.75
\$3.00 values now	\$2.20

MEN'S KEDS
 A heavy rubber sole; sport or work oxford. Cannot be replaced at
\$1.49

LADIES' OXFORDS
 (White and Two-Tones)
 A Real Buy in School Shoes
 —SPECIAL AT—
\$1.94

EXTRA SPECIAL!
 One Lot Ladies' Leather Strap Sandals
 Reg. \$2.29 values at **\$1.45**

All Sales Final . . . No Layaways Exchanges or Refunds

"New and Correct Men's Wear"

BOONE

THE ELITE SHOP

"Ladies' Shoes"

NORTH CAROLINA