

ANNUAL JULY RANGE Morning, July 13th

Values! Values! Nothing Has Been Spared.
It A Point To Be At Our Big Sale!
Marking Down and Retagging Merchandise for This Big Savings Event.
Completely Air-Conditioned Store

Piece Goods
ONE TABLE
Regular 99c Print
59c yd.
ONE TABLE
Regular 79c Print
59c yd.
ONE TABLE
Summer Woolens
1/2-Price

ONE TABLE
Sweaters - Cottons - Blends
Values 99c to 1.99
Special 69c yd.
ONE SPECIAL TABLE
Sweaters - Cottons - Blends
Values to 1.99
Special 89c yd.

Drapery Materials
Special 79c yard
Special 79c yard
Special 1.00 yard
Towels Specially Priced
Regular 49c Towels 35c
Regular 59c Towels 39c
Regular 79c Towels 59c
Regular 99c Towels 79c
Special Reduced Prices
on Curtains, Bedspreads
and Linens

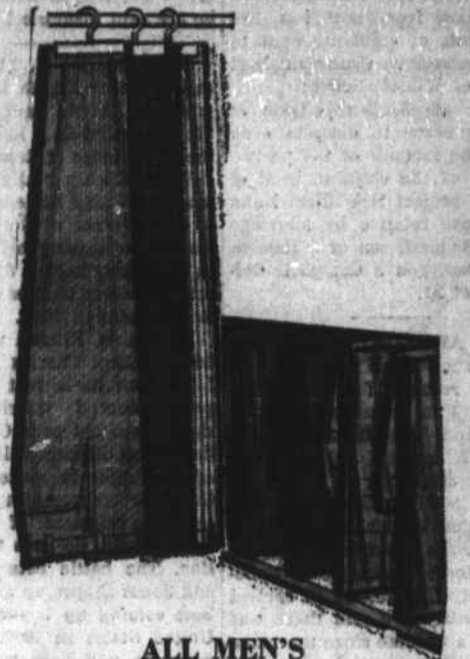
Yard after Yard of Fashion—
Table after Table of Values in
our Piece Goods Departments
—2 Floors to Choose From.
Special 6 for 1.00

Save Sale and Save — Save — Save!
BOONE—Boone, N. C.
Shopping Pleasure

Men's Department JULY SALE VALUES!



Men's
Regular
19.99
**Sport
Coats
Reduced
to
13.99**



ALL MEN'S Summer Pants Reduced

Regular 4.99 PANTS reduced to3.99
Regular 5.99 PANTS reduced to4.49
Regular 6.99 PANTS reduced to4.99
Regular 7.99 PANTS reduced to5.99
Regular 8.99 PANTS reduced to6.99
Regular 9.99 PANTS reduced to6.99
Regular 10.99 PANTS reduced to7.99

MEN'S SUMMER Sport Shirts Reduced

As Follows:
Regular 4.99 SHIRTS reduced to3.99
Regular 3.99 SHIRTS reduced to3.59
Regular 2.99 SHIRTS reduced to2.69
Regular 1.99 SHIRTS reduced to1.79

MEN'S Summer Suits Reduced Regular 29.99 Suits Reduced to 18.99

MEN'S YEAR 'ROUND
Suits
Reduced 20%
FOR THIS SALE

ALL MEN'S
AND BOYS'
**Swim
Trunks**
REDUCED

33 1/3%

Men's Straw Hats
Reduced to
One-Half Price



Boys' Department



BOYS' SUMMER Sport Shirts Reduced

Reg. 1.69 Reduced to 1.29
Reg. 1.99 Reduced to 1.49
Reg. 2.99 Reduced to 2.29

Boys' Summer SHORTS & DECK PANTS Reduced 1/3

One Rack

Boys' Sport Coats

Regular 16.99 Coats	Reduced to 10.00
Regular 14.99 Coats	Reduced to 8.00
Regular 12.99 Coats	Reduced to 7.00
Regular 11.99 Coats	Reduced to 6.00
Regular 10.99 Coats	Reduced to 6.00
Regular 9.99 Coats	Reduced to 5.00
Regular 8.99 Coats	Reduced to 5.00
Regular 7.99 Coats	Reduced to 4.00
Regular 6.99 Coats	Reduced to 4.00

Boys' Regular 1.99 & 2.99 Unlined Jackets Reduced to 1.50

ONE TABLE LITTLE BOYS'
Shirts
Values to 1.69
Special 59c



Boys' Pants Reduced

Regular 5.99 Pants	Reduced to 4.00
Regular 4.99 Pants	Reduced to 3.50
Regular 3.99 Pants	Reduced to 3.00
Regular 2.99 Pants	Reduced to 2.00



MEN'S SUMMER



Shorts and Deck Pants Reduced One-Third

One Table Men's WHITE ARROW SHIRTS Shirts

Odd Sizes - Some Slightly Soiled
SPECIAL WHILE
THEY LAST

2
FOR
5.00



One Rack Men's Unlined Jackets Values to 5.99

Special While They Last
2.00 each

One Lot Men's Felt Hats

reduced to
1/2-Price

Many Bargains Not Advertised on These Pages—
Other Sale Merchandise In All Departments—
Come See For Yourself.