

Great OCTOBER EVENT

TO MY FRIENDS AND CUSTOMERS:

¶ We can truthfully say that we have the most complete and best stock of New Fall Goods we have had since in business, and we invite you to come in and give us a chance to show you what we have, and the reasonable prices we have on our goods for the quality and style of merchandise we will show you.

¶ We have tried our best to buy the best goods for the money and we ask you to please read our circular and you will see for yourself that we are telling you the right "stuff."

¶ Of course we did not have space enough here to quote prices of everything we have in our stock and whatever you may want to wear for the entire family, please ask us for it and we hope to have it for you. Please come to see us and we can assure you of our pleasure to wait on you and give the kind of service you should have, "with a smile."

¶ Thanking you very much in advance and hope to see you with us during our "October Event of Progress."

Yours to serve,

SIMON RUTENBERG.



SIMON RUTENBERG



THEY ARE HERE!

New Modes in Fall Snappy Shoes

In Suedes, Kid, Patent and Calf Skins

Oxfords, Pumps, Lace Ties

Spike and Cuban Heels . . . Sizes 3½ to 9—

\$1.49 \$1.98 \$2.50 \$2.98



Plenty of
Children's
Shoes
of All
Kinds

\$1.00
\$1.25
\$1.75



Coats and Swagger Suits

YOU WILL FIND THE
NEWEST THINGS
HERE!

SWAGGER SUITS

CREPE LINED

\$9.95

\$14.95



Wide Event!

Coats

NEW FALL

DRESSES

We can honestly say that we have a complete stock of the Newest Dresses. Sizes 14 to 52. Silks and Wools, Blacks, Blues, Browns, Greens and Mixtures—

\$2.98 \$3.95

\$4.95 \$5.95

A Small Deposit Will Hold Any Dress

Till Ready

NEW RAYON DRESSES

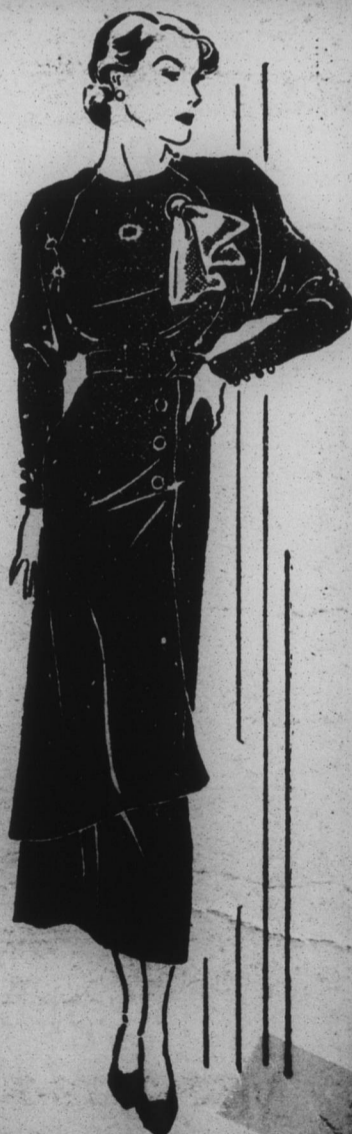
All Colors **\$1.98**



• Beautiful Silk Hose in Fall's newest dark shades. Ask to see our new "VIVANIT" . . . Silk all the way. Stretch top.

Priced
Only **79c**

OTHERS . . . 49c and 59c



Fur-Trimmed or Plain
New Styles—

\$5.95

\$7.95 \$9.95

\$14.95

• A small deposit will hold any garment until you are ready for it.

NEW

Wash Dresses

They are really good looking . . . **98c**

Wash Dresses of Better Grade **\$1.45**

Made of new Suitings **\$1.95**

ONE LOT OF

Wash Dresses

Short Sleeve Styles **39c**

"Store of Values"
Hertford, N. C.