

SALISBURY'S FAST GROWING STORE,
OESTREICHER'S
 ✦ VERY PLAIN REASONS WHY WE SHALL INAUGURATE ONE OF THE ✦
MOST GIGANTIC SALES
SO EARLY IN THE SEASON.

FIRST. It is to give our out-of-town friends, who will visit the Yadkin Valley Fair, a chance to see what Salisbury really can do and offer in the way of merchandising.

SECOND AND LAST. We have bought heavier than ever before, especially in the Ladies' Ready to Wear line; but the warm weather which has prevailed all along has given us somewhat of a set back in our calculation. The greatest part of our immense stock will be at the disposal of those who are anxious to avail themselves of the great opportunity to supply their wants for the winter season. At this sale, which will begin

Saturday, October 19th, and End Saturday, Nov. 2nd,

we shall call your special attention to one of the largest stocks of LADIES' COAT SUITS, Ladies' Tailor-made Skirts and Ladies', Misses', Children's and Infants' Coats ever shown in North Carolina. We have not carried over one single garment from last winter's season, consequently you will have the opportunity to supply Yourself with the newest and most up-to-date suit, cloak or skirt, New York has turned out this season at

CHALLENGE PRICES.

Ladies Coats.	Misses and Children's Coats.	Sheets and Cases.
650 Black or Tan Coat 50 in long at..... \$ 4 95	We have them in solid colors or fancy, made of elegant material and trimmed in the latest styles.	We bought heavy before the great advance, so do not hesitate but buy your full supply for the winter.
9 50, 10 00 and 10 50 Long Tan Kersey coat at..... 7 75	Our 2 48 Coat will be offered at..... \$1 75	100 Sheets 81x90 torn and hemmed worth 95 at..... 75
12 00 and 18 00 Long Tan Kersey Coat at..... 10 25	Our 8 25 Coat will be offered at..... 2 50	100 Sheets 81x90 torn and hemmed worth \$1 at..... 83
Our 8 75 Covert Coat 50 in long will be offered at..... 6 48	Our 4 48 Coat will be offered at..... 3 50	75 Sheets 72x90 torn and hemmed worth 90 at..... 69
Our 10 00 Covert Coat 50 in long will be offered at..... 7 75	Our 6 00 Coat will be offered at..... 4 50	50 Sheets 72x90 worth 50c, at..... 43
Our 18 00 Covert Coat 50 in long will be offered at..... 10 25	Our 7 50 Coat will be offered at..... 5 25	Our 25c Pillow Cases 45x86 at..... 21
50 Ladies Crayonette Coats in Tan, Olive and Dark gray worth 8 00 to 10 00, bought from a small manufacturer who needed money badly at less than manufacturer's cost, they will be offered at..... 5 75	Our 8 00 and 9 00 will be offered at..... 6 95	Our 15c Pillow Cases 45x46 at..... 11
	25 Children's Bearskin Coats worth 4 00, at..... 3 15	
	25 Children's Bearskin Coats in all sizes worth \$8 at..... 2 25	
	22 Children's fine Cloth Coats in red, tan or cream worth 4 25, at..... 3 25	
Skirts. Skirts. Skirts.	Dress Goods. Dress Goods.	Ladies' Tailored Coat Suits.
We are agents for the Famous Plon Skirts known for its fine workmanship and elegant fit. We have over 400 skirts to select from.	54 inch shrunk and sponged broad cloth in 6 different shades worth 1 25, will be offered at..... 93	No. 580 Brown Check Coat Suit worth 28 50 at..... 18 48
Our 2 00 Skirts in black and colors will go at..... 1 39	The 89c quality Broadcloth will be offered at..... 69	No. 508 Brown Check Coat Suit worth 27 50 at..... 23 75
Our 4 00 Skirts in black and colors will go at..... 2 95	The 54-inch Suiting in black, navy, grey and garnet worth 50c, at..... 43	No. 550 Brown Check Coat Suit worth 16 75 at..... 12 48
Our 7 00 Skirts in black and colors will go at..... 3 75	Our 50 inch black wool panama worth 60c, at..... 45	No. 924 Brown Striped Coat Suit worth 18 75 at..... 15 00
Our 5 00 Skirts in black and colors will go at..... 5 25	Our 42-inch shrunk and sponged Cheviot Serge in brown, blue and black worth 60c, at..... 47	No. 582 Brown Striped Coat Suit worth 81 00 at..... 26 75
Our 10 00 Skirts in black and colors will go at..... 7 95	20 pieces of Danish Cloth worth now 18c, at..... 14	No. 979 Blue Striped Coat Suit worth 28 25 at..... 18 25
Our 12 75 Skirts in black and colors will go at..... 10 25		No. 585 Blue Striped Coat Suit worth 29 98 at..... 18 25
		No. 556 Blue Striped Coat Suit worth 17 75 at..... 14 50
Cotton Fabrics.	Bleached Linen Table Damask.	No. 25c Red Check Suit worth 17 48 at..... 14 25
80 inch Creponette in Evening Shades Regular Price 20 Special..... 16 2-3	60-inch Bleached Linen Damask worth 80 to 70c, at..... 47	We have a good many more styles too numerous to mention to be offered at slaughter prices. At these prevailing prices we will not pay for any alterations.
80 inch Fancy Crepe suitable for Kimonos, Regular Price 25c Special..... 21	72-inch Bleached Linen Damask worth 85c, at..... 67	• Carpets and Rugs
27 inch Gaietea Cloth in all colors and designs worth now 20c Special..... 15	72-inch Bleached Linen Damask worth 1 50 at..... 1 15	100 All Wool Ingrain Carpet Samples at..... 25c
Our heaviest 36 inch unbleached Domestic worth now 8 1/2 to be offered at..... 6 3-4		10 Union Artesqueres 9x12 Regular Price 6 00 Special for this sale..... 4 25
1,000 yds of Standard Apron Gingham worth 8 1/2 will be offered at..... 6 3-4	Towels. Towels.	80 Pure Wool Ingrain 9x12 Druggetts Regular price 11 00 Special..... 9 00
Cotton Checks, known as Alamance at..... 5	25 Doz. Good Quality Huck Towels worth 20c, at..... 15	15 Smith Fine Axminster 9x12 Artesqueres sold everywhere at 25 00 and 27 50 our Special Price... 21 75
Furs. Furs. Furs.	25 Doz. " " " 80c, at..... 23	50 Fine Axminster Rugs 30x65 worth 8 00 at..... 2 25
We carry the largest stock in the city. We have bought them at the right price and we are positive that we can give you exceptional values.	10 Doz. Satin bordered Hemstitched Huck Towels regular price 1.00 a pair, special..... 85	25 Moquette Rugs 26x57 worth 2 00 at..... 1 39
25 Fur Neck pieces in black or brown Coney worth 1 00..... 75	20 Doz. Fringed Satin Damask Towels worth 50c pr Special..... 40	3 Rolls pure Wool Ingrain Carpets Regular Price 75c Special at..... 57c
25 Black or Brown Coney Neck pieces worth 1.25 1 50 at..... 95	Comfortables Comfortables	2 Rolls 1/2 Wool Ingrain Carpet worth 50c at..... 37 1-2
Our 2 50 extra long Pelerine will go at..... 1 89	1 Bale, full-sized Col. Comfortable worth 2 98, at..... 2 25	Curtains. Curtains.
Our 4 00 extra long Pelerine will go at..... 3 00	1 Bale, full-sized Col. Comfortable worth 2 25, at..... 1 69	50 Pair 125x150 Nottingham Curtains at..... 95
No 466 Fox Fur Bow 66 in long Reg. Price 18 98 Special..... 11 25	1 Bale, full-sized Col. Comfortable worth 1 48, at..... 1 19	25 Pair of 89c Nottingham Curtains at..... 69
No. 464 Brush Tail Fox worth 7 48 worth at..... 5 95	1 Bale, full-sized Col. Comfortable worth 1 78, at..... 1 39	25 Pair of 2 48 Nottingham Curtains at..... 1 89
520 Isabella Fox 90 in long worth 24 75 at..... 19 75	1 Bale, full-sized Col. Comfortable worth 4 25, at..... 3 50	50 Pair of 50c Nottingham Curtains at..... 43
Blankets. Blankets.	Mattings Mattings	20 Pair English Bobbinett Curtains worth 2 25 at..... 1 75
15 Pair 10-4 all wool N. C. Blankets worth 4 75 at..... 4 00	25 Rolls 25 and 80c China Mattings to close out by the Roll only at..... 21c	20 Pair Embroidered Ruffled Muslin Curtains at..... 1 50
10 Pair 10-4 all wool N. C. Blankets worth 6 00 at..... 5 00	All Remnants of Mattings at..... 19c	We have a good many more in better grades which will suffer this Great Price Cut.
10 Pair 11-4 all wool N. C. Blankets worth 8 50 at..... 7 25	Silk. Silk. Silk.	Silk, Sateen and Heatherbloom Petticoats.
10 Pair 11-4 all wool N. C. Blankets worth 6 50 at..... 5 25	Yard wide black guaranteed Taffeta sells everywhere at 1 25 our price..... 95	All our Silk Petticoats are made in this State. This manufacturer has not learned as yet how to make money fast by being scimping in cutting the garment. Our Petticoats have a plenty of sweep and are equal to custom made.
	China Silk in all colors 27 in wide wide worth 50c at..... 43	Our 10-50 Silk Petticoat will go at..... 7 95
	82 and 86 in Solid Colored Taffeta worth 1 25 at..... 95	Our 6 00 Silk Petticoat will go at..... 4 39

All Shirts, Waist, Kimonas, Black Dress Goods, Underwear, etc., will be included in this sale. During the sale we shall not charge or send out any goods on approval. These extra ordinary low prices will not allow us to pay for any alteration on Coat Suits or Skirts, if any should be necessary. Remember this gigantic mark down sale will begin

SATURDAY, OCTOBER 19TH, AND END SATURDAY, NOVEMBER 2nd.

DAVE OESTREICHER.