

OUR GREAT MID-WINTER CHALLENGE SALE!

Our Entire stock of High-Grade Merchandise,

WILL BEGIN SATURDAY MORNING, JANUARY 16TH, AT 9 O'CLOCK SHARP,

And for the next two weeks we will give the people of Salisbury and vicinity hundreds of the greatest bargains that have ever been offered in Salisbury or any other city. Thousands of dollars worth of high grade merchandise will be thrown on the market at one-third to one-half less than regular value, and the name of this sale signifies that we challenge the world to sell reliable trustworthy merchandise as cheap as we do.

THE SALISBURY DRY GOODS COMPANY'S

store will be closed all day Friday to arrange stock for sale, and no goods can be sold and no one allowed to enter the store until Saturday Morning at 9 O'clock.

Don't miss this great sale. Of course other so-called sales will spring up. They always do, which only signifies that we lead while others follow. Never before and perhaps never again will an opportunity like this be presented to you to save money on all kinds of seasonable high grade merchandise to be sold at a sacrifice. You will be amazed and astonished. Such a stupendous bargain feast and price cutting does not occur often. Price cutting that goes through every department of this mammoth stock consisting of thousands of dollars worth of high grade dress goods, notions, shoes, hats, men's and women's furnishings, house furnishings, in fact everything that is usually found in an up-to-date store. Everything in our entire store will be re-marked and reduced in price. Not a few things but everything will be sold at Challenge Prices.

Don't Forget the Time and Place:

THE SALISBURY DRY GOODS CO., OPPOSITE COURT HOUSE,

Saturday, January 16th, 9 O'clock A. M. Sharp.

Don't fail to be on hand early, as many of the choicest bargains will be picked up in a short while. It may seem ridiculous to you for such a large concern to sacrifice its entire stock, but it's the truth and we merely ask you to come and test our statements and in order to prove to you what a tremendous sacrifice must be made we mention just a few challenge prices that will hold good here until the entire lots are wiped out. There are thousands of other things to be sold at challenge prices that we can't mention here. Everything in the entire stock goes. No limit. Nothing reserved. Challenge prices hold good until the stocks are cleaned up.

Challenge Sale of Cotton Goods.

Do not temporize hesitation may make you miss some of these many extraordinary money saving opportunities. It is positive that these prices cannot be repeated. The values are too great, and what is more it would be impossible even for us to secure more at these prices.

2 pieces Chelmsford white shaker outing, regular 10c value. Challenge price **5c yd**

85 pieces light colored outings, neat patterns and worth 8c anywhere. Challenge price **5c yd**

65 pieces dark colored outings, all good patterns, would sell readily at 10c. Challenge price **6c yd**

60 pieces light colored outings in the regular 10 and 12c grades. Challenge price **8c yd**

12 pieces solid color outings in cream, white, light blue and pink, the kind that never sells for less than 10c. Challenge price **8c yd**

50 pieces dark and light colored calicoes including side bands. All to go at the Challenge price of **5c**

1000 yds. nice quality sea island sheeting worth 5c. Challenge price **3c**

10 pieces 10c. Canton Flannel at **8c**

50 pieces regular 12c dress gingham all in the very newest styles to go in this sale at the Challenge price of **10c yd**

45 pieces light colored madras and percales regular 12c and 15c goods all to be sold at Challenge price **10c yd**

20 pieces 36 in. nainsook, nice soft material. Would be considered a bargain at 10c. Challenge price **7c yd**

10 pieces nainsook nice sheer material always sells for 15 to 18c. Don't miss this lot. Challenge price **10c yd**

2 pieces 36 in. panama cloth, just the thing for underwear, children's dresses, etc. Challenge price **10c yd**

5 pieces Persian lawn, nice sheer material. Regular 15c value. Challenge price **10c yd**

Big lot of white madras. For shirts and shirt waists and dresses. This has no equal. Full 36 in. wide and sells the year round at 18c. Challenge price **12c yd**

5 pieces fine checked dimity. Nothing better to be found at 15c. while it lasts Challenge price **10c**

5 pieces white dimity, small, medium and large checks a real 25c value. An ideal cloth for ladies' shirt waists and children's dresses. Challenge price **15c yd**

25c figured pique nice patterns. Challenge price **15c yd**

15c cord-d lawns, nice sheer material. Challenge price **10c**

46 in. Persian lawn. A real nice quality, sheer and soft would be snapped up as a bargain on the 20 cent counter. Challenge price **12c yd**

40 in. white lawn worth 12c. Challenge price **10c**

40 in. white lawns worth up to 18 and 20c. to go at the Challenge price of **12c and 15c yd**

1000 yds. apron gingham worth 7c. Challenge price **5c yd**

7c cotton flannel at **5c yd**

All 10c flannellettes at **7c yd**

Serpentine crepe in neat floral and Japanese designs. Challenge price **14c yd**

Ribbon Challenge for Thursday, Jan. 21st.

On Thursday morning, January 21st, at 9 o'clock, we will put on sale several thousand yards of high grade, all pure silk ribbons at one-fourth to one-third less than their real value. The lot includes all widths and colors, including the real wide liberty satins, moires, etc., for sash and hair ribbons.

Challenge Sale of Shoes.

Did you ever hear of Shoes being sold at such prices as these?

These amazingly low prices show vast planning and forethought. This is the very time when you should provide yourself with footwear for the entire year. It will be many months, maybe years and perhaps never before you will have another opportunity like this. Don't let it slip by.

Several hundred pairs of ladies' fine and coarser shoes in most all leathers and lasts, not many of any one kind but most all sizes in the lot, and worth as high as \$2.00 the pair. Challenge price **97c**

A big lot \$1.75 and \$2.00 shoes, including some of the best known makes for ladies. Challenge price **\$1.33**

Quite an assortment of ladies' fine and coarser shoes including all sizes and worth up to \$2.00 and \$2.50 will go in this sale at **\$1.47**

200 pairs men's fine shoes worth \$3.50 and \$4.00 everywhere, mostly in small sizes but a real bargain for all who can get fitted. Challenge price **\$1.97**

For **\$1.96** we will lump together several hundred pairs of ladies' fine shoes including some of our very best styles many of which sell regularly for \$2.50 and \$3.00.

For the little sum of **59c** we will lump together a bunch of children's shoes worth up to \$1.00 the pair.

For **\$1.29** we will close out quite a bunch of misses' fine shoes in most all sizes and worth as high as \$2.00 and \$2.50 the pair.

Men's fine shoes at **\$2.43** and **\$2.87**. At these prices we will lump together several hundred pairs of men's fine and coarser shoes worth at least a third more.

For **\$3.37** you may have pick and choice of any \$4.00 shoe for men in our entire stock. Including Skreemer, Governor, Chancellor and other well known makes.

Great Challenge in Counterpanes.

Will include in this sale by far the best lot of white counterpanes that we have ever placed on our counters.

Full size counterpanes heavy weight, would be considered a bargain at \$1.25. Challenge price **98c**

Extra large heavy weight closely woven counterpanes a regular \$1.50 seller. Challenge price **\$1.19**

Real handsome Marsailles spreads that sell as high as \$2.50. Challenge price **\$1.98**

Extra quality Marsailles. Cut corners, satin finished. Can't be matched for less than \$2.75 to \$3. Challenge price **\$2.19**

Blankets and Comforts at Challenge prices.

It will pay you handsomely to supply yourself for next winter at these prices.

All \$5.00 wool blankets to go in this sale at **\$3.48**

All \$4.00 blankets at **3.19**

All \$3.50 blankets at **2.48**

Special values in cotton blankets at from a third to a half off the regular price.

The best line of comforts that we have ever shown at from 85c to \$2.50. Pick out anything in the lot that you like at **20% discount**

Woolen Dress Goods at Challenge Prices.

In this sale we expect to close out our entire line of woolen dress goods, which includes some of the very best styles of the season. **Some will be priced at half, some more and some less.**

Hosiery and Underwear Challenge

One lot Misses and boys regular 50c hose, an excellent quality to go at **15c or 2 for 25c**

Ladies' fast black hose a good quality at **8c pair**

Misses' and boys' heavy ribbed hose an excellent value. Challenge price **8c pair**

Ladies' \$2.00 all pure silk hose at **\$1.29**

One lot Ladies' wool vests and pants regular \$1 quality. Challenge price **73c**

One lot Ladies' \$1.50 wool vests and pants to be closed out at **98c**

A Bold Challenge in Laces and Embroidery

Thursday morning, January 21, at 9 o'clock we will put on sale several thousand yards of fine Cambrie, Nainsook and Swiss Embroideries, including all widths from the neat baby sets up to 18 inches wide. These we consider by far the best values that have ever come south. Many pieces being well worth 50 to 60c yd, but for the sake of giving extra values we have divided these into two different lots at **10c and 15c**

Val Laces.

On the same day we will place on sale several thousand yards of fine val laces and insertions, worth 10 and 12c anywhere. Choice of the lot **5c yard or 12 yds for 60c**

No better price in any quantity.

Corset Challenge.

In this sale we will close out our entire line of \$1.00 corsets including American Beauty. Challenge price **73c**

All 50c corsets to go at **39c**

Millinery challenge.

All trimmed and untrimmed hats at just half price to close out. One lot girls' regular 50c caps to go in this sale at **29c**

Men's Furnishings at challenge Prices.

One lot men's regular \$1.00 Negligee shirts, all styles, mostly dark colors. Challenge price **50c**

Men's extra heavy fleeced underwear, the best 50c number that we have ever had, challenge price **42c**

Boys' heavy fleeced shirts and drawers. Challenge price **20c**

One lot men's heavy ribbed underwear at **20c**

One lot men's and boys' work shirts at **15c**

Men's 50c suspenders at **25c**

Wright's Health underwear **50c**

In order to close out all of Wright's Health Underwear in the \$1.00 and \$1.50 we have named the small challenge price of **50c**

One lot men's overalls worth up to 85c to go at **50c**

One lot men's 25c caps at **10c**

All ladies' and misses' coats to be closed out at one-third to one-half off regular price.

Challenge Sale of Notions with a Bargain Significance.

One lot violet De Parma soap, always sells at 25c a box. Challenge price **15c box**

8 cakes Octagon soap for **10c**

8 boxes gold dust for **10c**

8 boxes Good Luck baking powder for **10c**

8 packages Duke's Mixture smoking tobacco for **5c**

One dozen gold plated beauty pins for **10c**

McCall patterns **5c**

During this sale we will sell any McCall pattern in our entire stock which consists of about 400 patterns at **5c**

The above list will only serve to give you a faint idea of what you may expect to find. Thousands of little notions from a 1/4 to a half off the regular price. Everything goes, everything marked in plain figures.

SALE BEGINS SATURDAY MORNING, JANUARY 16TH, PROMPTLY AT 9 O'CLOCK.

SALISBURY DRY GOODS COMPANY,

THE BUSY STORE,

OPPOSITE COURT HOUSE.

Plenty of extra clerks have been employed for this sale insuring prompt attention. No goods charged or sent out on approval, but your money back if you want it.

T. M. KESNER, Manager.