

# COMING!

## THURSDAY, OCTOBER 17TH

# Greatest Show!

### EVER SEEN IN SALISBURY, N. C.

**Don't Forget the Date  
Rain or shine  
Come**

No matter how widely you have traveled nor how many wonders you have seen, this will be the climax. Some curiosities people of Salisbury and Rowan County have never had the pleasure of seeing will be shown when the

**Bring Your Pocketbook  
Bring the kids  
Stay all day**

**BIG DOORS SWING OPEN AT 9 A. M.**

**THE CALLAHAN SALES COMPANY, of Atlanta, Ga.,**

have been engaged by us to conduct a sale the like of which has never been attempted in this section. It's a question of raising money with us. \$5000 we must have in 15 days and we realize we must sacrifice every idea of profit on our goods. We simply must have cash. We made a mistake and overstocked so here we offer you an opportunity of a life-time. Just at the time when you need **clothing, underwear, coats, coat suits, shoes and dry goods**, and everything for winter comforts. A chance to buy them at prices unequalled in any sale ever held in Salisbury.

Our \$18,000 Stock is Complete With New Goods

and every article is marked in plain figures. Bargains will stare you in the face with an appeal to your common sense. A chance you may never have again. This sale will be a sight worth coming to see if you don't buy a penny's worth, but you will if you come. You can't help it.

**LOOK FOR THE BIG SIGN**

**Don't Miss It!**

**You'll Never Forget It!**

**You Can't!**

<p>Men's heavy fleece lined underwear all colors worth 50c sale price <b>37c</b></p> <p>Wright's health underwear <b>87c</b></p> <p>Boy's fleece lined underwear <b>22c</b></p> <p>Ladies' heavy ribbed underwear <b>22c</b></p> <p>Ladies extra fine sanitary underwear 50c kind <b>43c</b></p> <p>Men's extra fine working shirt 50c kind sale price <b>35c</b></p> <p>Mens Dress shirts <b>39c</b></p> <p>Men's and ladies hose <b>5c</b></p> <p>Special heavy hose <b>8c</b></p>	<p>Just out, new quality extra fine misses' ribbed hose worth 25c <b>10c</b></p> <p>Ladies' 50c Silk Hose <b>22c</b></p> <p>Celbrated Berson Knit Hose <b>22c</b></p> <p>Complete assortment of calico fine patterns <b>4c</b></p> <p>New patterns beautiful blue red and gray Cambric prints worth 7c sale price <b>5c</b></p> <p>All 10c, 12c and 15c Dress Gingham special at <b>8c</b></p> <p>Just received new lot extra good boys' pants worth 75c Sale price <b>43c</b></p> <p>Extra well-made boys' pants <b>68c</b></p>	<p>We give you here just an idea of the stupendous sacrifice in price. There are hundreds of others we haven't room to mention. There is something every man, woman and child will need and at prices you can't afford to ignore. Fill up your pocketbook, bring the kids, tell the neighbors, scatter the good news but,</p> <p style="font-size: 1.2em;"><b>Come early!</b></p> <p style="font-size: 1.2em;"><b>Stay all day!</b></p>	<p>Regular \$1 00 boys' pants <b>89c</b></p> <p>New lot splendid boys' caps, worth 50c, Sale price <b>21c</b></p> <p>Blankets heavy \$1.50 kind, <b>83c</b></p> <p>Pure wool extra fine \$6 00 blankets at <b>\$4.27</b></p> <p>Good line of dark checked and striped outings, Sale price <b>4 1-2c</b></p> <p>We have a job lot of Men's good new hats worth from \$1 50 to \$8 00, closing out at <b>87c</b></p> <p>Job lot of extra fine gingham, red and checked special value <b>4c</b></p> <p>Big lot fine lace curtains <b>19c</b> and up.</p>	<p>Amoskeg Gingham worth 8c to 10c at <b>7c</b></p> <p>Just received new stock fine ladies' coat suits in grey and blue beautifully trimmed worth \$8 00 Sale price <b>\$4.67</b></p> <p>All other coat suits reduced in proportion.</p> <p>Ladies' long plush coats heavy winter grade worth \$9 00 <b>\$4.39</b></p> <p>A few fine Caricun coats <b>\$6.89</b></p> <p>During this sale all Men's, Ladies' and Children's shoes will be cut an average of 25c on the dollar.</p>
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**Don't forget the date!**

**Rain or shine!**

**Come!**

9 O'clock Thursday Morning, October 17th, and continuing 15 days.

126 S. Main Street

# A. W. WINECOFF

Salisbury, N. C.