

OUR JUNE REDUCTION SALE

Begins Monday, June 24th for an Entire Week and Ends Saturday, June 29th at Feldmans'

For all members of the family—young or old, you'll find we have been quite busy getting together just the sort of things they'll want for summer wearing. In frocks, in blouses, undergarments and summer dress goods. In all sorts of wearables we are mighty well equipped to take care of your comfort for summer time, and at reduced prices.

If You Love Freedom

and Democracy and Civilization—if you're heart and soul behind the work Uncle Sam and his Allies are trying to do—

THEN BUY THRIFT STAMPS AND WAR SAVINGS STAMPS. ON SALE HERE—We are authorized agents for Thrift Stamps.

Purchase of Wash Dresses

At a Saving of 25% to Almost 40%

DAINTY COOL SUMMER DRESSES

Exceptionally fine quality cotton fabrics, printed and striped effects, chic and up-to-the-minute models, fashioned in the keynote of style. Truthfully we can say these values are amazing, effecting a great saving to every discriminating buyer.



Beautiful Figured Voiles, Imported and Domestic Gingham, Woven Stripe Voiles, Flowered Voiles, New Plaid Voiles and other Novelty Summer Wash Materials. All sizes, 16 to 44.

\$4.98

\$16.50 SILK DRESSES.

Made of Taffeta and Messaline, comprising a variety of seasonable models embodying the latest creations in a fair range of sizes. Only a limited assortment left; we therefore advise early choosing.

Sale Price **\$10.75**

\$25.00 TAFFETA DRESSES.

Embracing a fine selection of tasteful style creations of good quality Chiffon Taffeta, daintily made, consisting of every new and desirable effect shown in the present modes. Navy Blue, Black and colors

Price **\$19.75**

NAVY TAFFETA SILK COATS.

Long Models—for traveling and outdoor wear—\$18.00 values

Reduced to **\$9.95**

35 BEAUTIFUL SILK SUITS.

In Navy, Black Taffeta, Silk Lined Jackets—very latest models; sold for \$29.50 to \$37.50.

Price **\$16.95**

\$25.00 TO \$35.00 NAVY SERGE COAT SUITS. **\$16.95**

\$15.00 SHEPHERD PLAID SUITS **\$7.50**

\$25.00 to \$35.00 all wool Poplin Coats, all bright shades, also Navy and Black **\$16.95**

Domestics, Sheets, Linens, Etc.

\$1x90 LINEN FINISHED SEAMLESS SHEETS.

Just 50 dozen of \$1x90 seamless muslin sheets. These are the famous "Kenwood" make, which sell regularly at \$2.00.

PRICE **\$1.48**

UNBLEACHED SEAMED SHEETS **\$1.15**

72x90 seamed sheets; well made with strong, durable center seam.

Turkisa Bath Towels, each **15 AND 19c**

Pure white; absorbent.

Splendid Kitchen Towelings, yard **15 AND 18c**

Absorbent qualities; for all kinds of kitchen towels.

Fine Mercerized Damask Table Cloths **\$1.10 \$1.89 AND \$2.49**

Splendid assortment; excellent qualities.

58x63 **\$1.10**

8x10 **\$1.89**

8x12 **\$2.49**

Heavy Mercerized Table damask, by the yard **69 89 AND 98c**

PRICE

Beautiful patterns; fine quality; 58 and 64 and 72 inches wide.

10 Dozen Hemstitched Seamless Bed Sheets **\$1.49**

Today's price is \$2.25 each for these Sheets; come Monday as we can not guarantee the quantity to hold out all the week; limit, 2 to a customer.

52 in. Extra heavy Bleached Sheetting **39c**

This grade outsells all others; of good heavy weight.

Unbleached Muslin **22 1/2c**

Yard-wide, fine weave; free from specks. Regular 30c value.

Linen Finish Huck Towels, each **15 19 AND 25c**

Extraordinary Towel values in a great variety, including colored borders or all white.

Fine Mercerized Damask, per yard **89c AND \$1.19**

Large assortment of pretty patterns; 2 yards wide.

RED STAR BIRDEYE.

10-yard pieces only.

24-inch, reg. \$2.69; sale **\$2.25**

27-in. regular \$3.00; sale **\$2.50**

White Crochet Bed Spreads **\$2.48**

\$2.75 \$3.25 AND \$3.98

Splendid qualities in handsome designs; large bed sizes.

White Satin Finish Marseilles Spreads **\$5.98**

Handsome designs; cut-out corners or ready hemstitched; \$6.50 value.

FINEST IMPORTED PURE IRISH LINEN

Table Cloths

at low prices; best double face qualities.

72x72 PRICE **\$9.95**

72x96 PRICE **\$12.45**

90x90 PRICE **\$14.85**

108x108 PRICE **\$19.50**

IMPORTANT PURCHASE AND SALE OF

New Cotton Voiles

29c 39c AND 49c

Dark and light ground, sheer Voiles in the season's newest and most desirable styles—large and small floral effects, large and small checks and plaids and large blocks; also solid color Voiles in beautiful shades, including plenty of Navy Blue.

SOLID COLOR ORGANDIES **49c**

36 inches wide; fine, sheer Organdie in Flesh, Pink, Light Blue, Old Rose, Black, Etc.

65c AND 75c **49c AND 59c**

White Organdies

BEGINNING MONDAY A SALE OF

2,500 yards of mingled Voile and Batiste, regular 25c and 29c

Quality; yard **15c**

1,500 yards of 36 to 40 inch colored Voiles, in mingled and Plaid Voiles; up to 39c values

Yard **19c**

Stylish New Tub Skirts Far Under the Prevailing Prices

GABARDINES, REPS, PIQUES, STRIPED GABARDINES, ETC.

Wonderful values in these popular models. Newest pockets and very latest ideas.

\$2.50 VALUES PRICE **\$1.98**

\$3.50 VALUES PRICE **\$2.98**

\$5.00 VALUES PRICE **\$3.98**

\$6.50 VALUES PRICE **\$4.98**

All wool Poplin and French Serge Skirts in all the newest models in regular and extra sizes

\$6.00 VALUE **\$6.98**

\$10.00 all Silk-Khaki Kool Sport Skirts, box pleated **\$4.98**

ALL SILK HANDSOME PLAID SKIRTS **\$6.98**

Striped Silk Skirts with fancy shirings at waist and on pockets **\$2.98**

White Accordion pleated Skirts will be in big demand at the seashore and mountain resorts; we have some beautiful styles **\$6.98 to \$12.50**

AT

WOMEN'S \$3.50 AUTO DUSTERS **\$2.98**

Newest military style with belt and convertible collars, in plain linen color only; all sizes 16 to 50.

FINEST LINEN NAPKINS TO MATCH.

20x20 Per Dozen **\$7.45**

21x21 Per Dozen **\$8.45**

22x22 Per Dozen **\$9.45**

24x24 Per Dozen **\$10.45**

HOSIERY

Hosiery values like this probably will not come again soon at these prices. The Hosiery is all good Hosiery; the weights are right, styles are right; qualities are reliable. And there is a wide enough range of prices to suit everybody. Buy all you need now, and all you think you'll need later.

BOOTS SILK STOCKINGS AT **89c**

Women's full fashioned Pure Thread Silk; with like garter tops and double soles. Black and white, in out-sizes.

PURE THREAD SILK HOSE **\$1.25**

Women's full fashioned; plain and novelty effects; made with like garter tops and soles. Black and white, and all shoe shades.

SILK Lisle STOCKINGS **89c**

Full seamless in black and white; made with double garter tops and double soles and high spliced heels; \$1.00 value.

BLACK SILK HOSE **50c**

Women's good quality Silk Hose in black only.

A SALE OF \$5.00 TO \$6.50 PARASOLS **\$3.48**

Exceptional values in these colored silk Parasols in two-toned effects; including navy and green, purple and blue, white and lavender, navy and brown, and other combinations; variety of attractive handles all having silk cord loop.

White Shoes

Summer temperature is here and with it comes the general call for cool clean looking white footwear. We've provided a greater variety than ever before—good wearing, comfortable, good looking Pumps, Oxfords and laced shoes, with high or low heels. They are kid, buckskin, canvas or mercerized canvas.

While our new shoe store will not be open for business until Saturday, June 29th, we have arranged to show some of these white shoes at our ladies department.

Women's Pumps **\$1.98 and \$2.50**

They are one of the many styles we are showing. Of fine white mercerized canvas, well made on a stately last; Louis, covered heels.

White Nu-Black Oxfords **\$4.00**

Especially worth a dollar more; women's dressy laced Oxfords of White Nu-Black; ring tip effect; white enamel military heels.

MEN, BE PREPARED FOR HOT DAYS

GENUINE PALM BEACH SUITS **\$5.00**

Men's cool, good looking, serviceable Suits of the Genuine Palm Beach Cloth in all the season's favorite models for men and young men. The material has been London cold water shrunk and the clothes are guaranteed not to shrink. They are thoroughly well tailored and will give good service. In natural tan color only.

SIX SELECT AND Stylish Silks

NOW SELLING IN LIVELY FASHION

These Summer favorites are all high class, thoroughly reliable fabrics—rich in appearance and very reasonable in price.

\$1.75 and \$2.00 Chiffon Taffeta Silks **\$1.49 AND \$1.75**

36 inches wide; there are plenty of Blues, including the new "Blue Devil" Blue.

\$1.50 and \$2.25 Black Taffeta Silks **\$1.49 AND \$1.79**

36 inches wide; of good weight and soft and lustrous finish.

\$1.75 and \$2.00 Crepe De Chines

\$1.49 AND \$1.75
Black and a full line of colors.

\$1.75 and \$2.00 White Crepe de Chines **\$1.49 AND \$1.75**

40 inches wide; good weight and of rich quality.

\$2.25 WHITE CREPE DE CHINE **\$1.98**

40 inches wide; superb quality with handsome finish.

\$2.50 WHITE AND FLESH WASH SATIN **\$1.95**

36 inches wide; high lustre; rich, soft satin; of good weight.

ANNOUNCING THE OPENING OF Our New Shoe Store Saturday, June 29th

On next Saturday, June 29th, we will open our new Shoe Store, 2 doors below the First National Bank, in one of our Men's Buildings. We will have a pleasant surprise in the form of good values for the public in this new

shoe store. A complete line of Men's, Women's, Children's, and Infants' shoes will be carried in this new shoe store from the most popular medium price shoes to the highest quality shoes and best of all will be the low prices that will prevail.

White Goods and Colored Voiles

39c WHITE NAINSOOK **29c**

soft finish Nainsook; they come in 10-yard pieces. Choice per yard, 29 cents.

49c BEACH CLOTH **39c**

Made from mercerized yarn—a very slightly fabric; 36 inches wide.

50c WHITE PIQUE **35c**

38 inches wide; wide-wale pique just a limited quantity of this desirable fabric.

69c WHITE ORGANDIE **49c**

40 inches wide; exceptionally good value and fine quality.

50c NOVELTY VOILES **39c**

Very fine quality Novelty Voiles; shadow weave with new stripe; 38 in. wide.

\$1.00 WHITE GABARDINE **69c**

Made from tightly spun yard and in high demand for tailored skirts; a very fine quality.

50c WHITE ORGANDIE **39c**

Fine sheer quality; a good 50c value.

98c WHITE ORGANDIE **69c**

46 INCH

Very fine quality white sheer Organdie; every good store wants 98c yard for this quality.

SOLID COLOR VOILES; 69c GRADE; SPECIAL **39c**

The demand for colored Voiles caught the market unprepared. We have all colors in Peach, Pekin, Old Rose, Nile Green, Pearl Gray, Taupe, Battleship Gray, Flesh, Maize, Pink, Navy, African and Black; 45 inches wide.

Cool Kimonos and Negligees Suggested for Summer

JAPANESE CREPE KIMONOS. **\$2.50 \$3.75 AND \$3.95**

Various very effective styles; embroidered.

Wash Silk and Crepe de Chine Negligees **\$7.45 \$9.85**

\$12.50 \$15.00 \$19.85

Pure Silk Sweaters for women with sleeves and sleeveless **\$9.85**

\$12.50 \$18.50 \$20.00

Good looking Fibre Silk Sweaters for Misses and Women, with sleeves and sleeveless **\$4.98**

AT

Ladies Home Journal Patterns

10c AND 15c None Higher

"WHY PAY MORE?"

All the newest fashions can be seen in our 281 page counter book.

The new patterns for July are ready. An array of unusually lovely fashions, yet each designed to afford the maximum of war-time economy in material and making.

FELDMANS'

"Where the Styles Come From"

SALISBURY, - - - N. Carolina