

AN UNPARALLELED UNDER-PRICED

MONEY SAVING SALE

That will be on the tips of the tongues of thousands of people for miles around. It is a big selling drive, rich in scope, and with sparkling values, making all former sales look like mere shadows

Sale Starts Thursday, October 23

9:00 o'clock A. M., Lasting 9 Days

STORE OPEN NIGHTS DURING THIS SALE UNTIL 8 O'CLOCK. SATURDAY NIGHTS UNTIL 12 BELLS.

Men's Dress Shirts

89c

SHIRTS SOLD UP TO \$1.75

This is an unusual assortment of Dress Shirts in neck band style, all made of good quality washable materials that will wear well and keep their good looks. Every Shirt well tailored with turn-back soft cuffs and matched buttons. All sizes in this lot. Every man should lay in a supply of these Shirts at this price,

ONLY 89c

Men's Union Suits

\$1.29

Here men is a whale of a buy for you. The good old quality Mayo Ribbed Union Suits with elastic knit cuffs and bottoms. The finest garment made at the price of \$1.75. You know what they are for wear and comfort and now you can take them at

ONLY \$1.29

MEN'S AND YOUNG MEN'S

Suits \$14.95

Put aside any opinion you have that good clothing cannot be had at this price altho we will have to admit this this is the lowest price that we have ever known for Suits of this quality, but we are going to show the men within fifty miles of Forest City that we can sell real \$25.00 Suits at \$14.95 during this sale. They come in fine stripe, checks and plain colors in the popular styles for men. Now going at

\$14.95

MEN'S AND YOUNG MEN'S

Suits \$18.95

Here are values especially selected to attract economical men from far and near. It is another one of those tremendous value giving events for which J. M. Price & Son are famous. Dozens of brand new, stylish, high grade Suits are in this group at a price to make you buy quick, fine all wool worsteds, cassimeres and serges in the latest styles and coloring. Instead of \$28.00 and \$30.00 they are yours during this sale

\$18.95

MEN'S AND YOUNG MEN'S

Suits \$29.95

Here is a group that enables you to select a smart Suit, in the best styles at the low price of \$26.75. Yes, they are the newest models for men and young men and the best products of the foremost tailoring establishments. You will find dark mixed worsteds and chevots and solid colors. A style and size for practically every type of man. These are regular \$32.50, \$35.00 sellers and you can buy them now

\$29.95

MEN'S AND YOUNG MEN'S

Suits \$26.75

And remember the money saving is not the only feature of this sale, of equal importance is the wonderful variety of desirable styles to choose from. In this group you have the newest models to select from and they are Schloss Bros.' fine tailored garments. Here they are by the dozens in any style or size you may wish. This group is one of the outstanding features of this sale. Up to \$45.00 values think, only

\$26.75

Men's Work Pants

\$3.00, \$3.50 Sellers—\$1.79

Here men is values in Work Pants that fairly scream at you. When have you been face to face with values like these? Don't wait too long as they will go fast at that price,

Only \$1.79

Men's Overcoats

ALL STYLES
ALL PRICES
ALL GO IN THIS SALE

Men's Dress Pants

\$6.00 to \$7.00 Values \$4.45

You know men you always want an extra pair of Pants to go with that Coat, and think of coming in and buying a good all-wool serge of worsted Pants for less than a five spot. During this sale

ONLY \$4.45

Furnishings At Prices That Will Demand Quick Action

Men's \$2.50, \$3.00 Dress Shirts, Silk Stripe

\$1.79

Men's \$3.00, \$3.50 imported Scotch Madras Shirts

\$1.98

Men's 75c quality silk Hose, all colors

49c

One lot soft Collars, the 25c seller

9c

Van Heusen Collars, most stylish semi-soft Collar made. Now 3 for

\$1.00

Men's 75c quality silk and knit Ties

49c

Men's fine quality cotton Handkerchiefs, each

8c

Men's \$1.00 Athletic Union Suits, Haynes quality

79c

One lot Boys' Sweater Coats to close quick at

\$1.19

Men's mixed wool Sweaters, \$3.00 values to go at

\$1.98

One lot \$2.00, \$2.50 Dress Caps of the better quality

\$1.59

Bradley all wool heavy Sweaters in white, camel, sea brown, maroon and navy, \$10.00 to \$12.00 values

\$7.89

J. M. Price & Son's Plain Statement of Facts

This is a sale more drastic and sweeping than any similar occasion in our history. In point of values, quality and assortments, we believe it to be unapproachable. Every article is marked far below the selling price by a wide percentage. Plenty of groups to choose from—plenty of sales people to help you choose.

Thursday, October 23, we open our doors on the most amazing event it has ever been our privilege and pleasure to offer to the public. It is an occasion that has been weeks in the making, and one that has called upon our every resource; one that will surely rank first among the great merchandizing achievements of our business in such a way that the goods we sell give permanent satisfaction to the people who buy them.

SHOES AND OXFORDS

Men look at these values can you pass them? Men's Goodyear welt Dress Shoes and Oxfords in brown and black calf skin, English and Blucher last, \$5.00, \$6.00

Will go at \$3.79

MEN'S WORK SHOES

Men if you want an extra soft good solid leather retan Work Shoe that will give you service, see this \$5.00 value

At \$3.69

MEN'S FLORSHEIM

Take the count during this sale. You all know this is one of the best Shoes made to sell at \$10.00, but we are going to pass them out to you

\$8.85

MEN'S DRESS OXFORDS

Here is a line of vici kid and calf skin Oxfords, American Gentleman make, up to \$8.50 values

Go At \$2.89

Big Values That Are Indeed Worthy of Your Attention

\$1.00 heavy blue Chambray work Shirts

89c

220 weight white back Denium Overalls

\$1.59

One lot Men's fine Dress Caps, \$1.50 values

79c

Men's Athletic Union Suits, 75c quality

49c

Boys' and Girls' bear-skin quality heavy Hose

24c

Men's Par Silk Hose the good old 50c seller

38c

Men's 35c Bels will go during this sale

19c

Men's Dress Pants, \$5.00 to \$6.00 values

\$2.89

Boys' Wool Suits. Here mothers is your chance to buy that boy a suit at a great saving. We have a big line to select from all at real sale prices. Don't miss seeing them. Space will not permit us to list them here.

Men's heavy two thread Shirts and Drawers, the regular \$1.00 quality

59c

Men's fine Dress Hats, \$5.00 to \$6.00 values

\$3.79

Men's 20c quality Dress Hose

9c

NINE BIG SELLING DAYS

THE HOUSE OF QUALITY
FOREST CITY, N. C.

Extra Specials EVERY DAY