

# Jackson Bros. Fall Opening Sale

## Now Turning Loose an Avalanche of Bargains

**Best Grade Yard  
Wide Sheeting  
Per  
Yard 10¢**

Limit 25 Yards to a Customer

The cotton and leather market has gone sky-high, but we were keeping watch, and before it started up we bought extra heavy stocks of dry goods, shoes, men's and boys' clothing, ladies ready-to-wear and millinery. You may come to our opening expecting to find extra values, for we bought all these things at prices that we can not duplicate today. We urge you to buy early and take advantage of our buying on the low market. Later we will be forced to buy more goods and we know we will pay a higher price than we have heretofore.

**Mount Airys' Leading Store Offers Values That Can Not Be Duplicated**

### Ladies' Ready-to-Wear

Jackson Bros. displays unfold the newest modes booked for a successful season. We are maintaining our reputation for presenting only the newest in style, finest of quality, and fairest of prices.

#### DRESSES

Fashions newest modes for Fall in a large and diversified showing. It is an easy task to choose just the dress you have in mind. Displaying rich combinations of silk with velvet touches, one of the outstanding style combinations of the new season. Shining Satins, soft Crepes, and practically every new weave that has found favor. Glorious new colorings, smart trimmings, new neck lines, flares and tiers. All at the most moderate prices.

**\$4.95 to \$42.50**

Jerseys, one and two piece, ..... **\$9.95 and \$16.75**

Wool Georgettes, Frost Crepes, striped Repp and Twills, priced, ..... **\$16.75**

#### COATS

In the smartest models, for the baby, the little girl, the Junior, the Miss and the Matron.

There is not a smart fashion note but can be found here. From Tweeds Sport Coats, to the luxurious furs. Varied new collars and cuffs, are shown in the different treatments of fur. Dashing new models in all the beauty of Autumn shades and in perfect harmony. You'll like the prices too.

Children's coats, ..... **\$3.95 and up**

Women's Coats, ..... **\$8.95 and up**

LOOK



#### New Fall Millinery

Hats That Top the Mode, ..... **\$1.95 to \$12.50**

Since it is the hat that is uppermost in the minds of every woman with the first sharp winds of Autumn, we suggest that you make your first selections here.

#### Hats For The Occasion

And to match every frock, for if you would be "In the Know" of Fashion, you'll be very wise to match the hat to your costume. Children's Hats, ..... **98c and up**

### Men and Boys' Clothing

For our opening we have by far the largest stock of clothing ever shown by us. You will miss a rare opportunity if you fail to take advantage of the real bargains we are offering.

50 young men's plaid suits, 2 pr. pants, at ... **\$14.50**  
 50 young men's suits, ..... **\$12.50**  
 50 men's, all wool, worsted suits ..... **\$16.50**  
 100 young men's suits in all sizes, consisting of neat patterns in flannels, tweeds, herring bones and cashmiers. A big bargain at \$25.00 our opening, ..... **\$18.50**

#### OVERCOATS FOR MEN AND BOYS

Men's top coats \$18.50 value, special ..... **\$14.50**

### Boys' Suits

Our Boy's suits are so moderately priced that parents like to buy them.

A good wool Cashmere suits, size 4 to 8 at ..... **\$2.95**

A good wool Cashmere suit, coat, vest and 2 pair pants, at ..... **\$6.95**

Better grade Boys' suits, 1 long and 1 short or 2 pair long pants, size 10 to 18, 100 per cent wool, ..... **\$9.95**

### Dry Goods Department

This season we are better prepared to serve you than ever before. We have a much larger line of novelty and staple goods to select from, and our prices are right.

All wool jersey tubing, 56 in. wide, new shades, per yd., ..... **\$1.98**  
 Sport checks and striped woolens, 54 in. wide, per yd., ..... **\$1.98 to \$2.98**  
 Printed woolen crepes, 36 in. wide, per yd., ..... **\$1.59**  
 Novelty Tweeds, 36 in. wide, per yd., ..... **98c**  
 Mandarin washable crepes, guaranteed fast color, all shades, per yd., ..... **\$1.98**  
 Crepe-Back satin, all shades, 40 in. wide, per yd., ..... **\$1.98 to \$3.50**  
 Duchess Charmeuse Satin, per yd., ..... **\$1.48 and up**

#### BUY EARLY AND SAVE!!



Our regular \$1.95  
**POINTEX HOSE .. \$1.50**

Also **POINTEX HOSE—**  
 Silk to top ..... **\$1.95**

One lot of Women's silk hose, all shades, Pointex heels, \$1.25 value, very special ..... **78c**



### Shoe Department

There has been for the past year a serious shortage of hides for shoes, therefore the prices on shoes will be much higher later in the season. We were forced to place our orders for shoes three months ago, so that we could take advantage of the low market. **SHOES WILL BE HIGHER**, but we will save you money by selling you shoes at last year's prices. Never before have we had greater values to offer.

**\$2.50 and Up**

#### SWEATERS

This season we have the most complete line of sweaters for Men, Women and Children that we have ever had, and their prices are eye-openers.

Price ranges from ..... **98c to \$9.95**

# Jackson Bros. Department Store

"Where Most People Trade"