

A PAGE OF VITAL INTEREST

TO WISE BUYERS!

Gigantic is the Word!

And the only right word to describe the stock we show in men's and boys' clothing. Variety to choose from—why, there's no end to it. A veritable city stock—just as big, just as noble, just as correct in every feature as you would find in a high grade city clothing house. We have all the styles, all prices, —to suit all tastes and purses. We have men's suits from \$1.98 to \$20.00; the former the best so small a price ever bought, the latter the finest creations of the tailor's art. We have everything for everybody. Any clothing want can be best supplied here. Let us prove it to you by a general glance through our stock and follow us what we propose to do this Fall in regard to prices.

Clothing Priced far Below Value.

Last Spring, while in New York buying for Fall, our opportunity came to us to buy very much below price a large lot of men's and boys' clothing, that had just been made up by a certain manufacturer who had afterwards decided to go out of business. We bought the lot, thinking of you and your needs. We might very easily sell the goods from it at regular prices and make a large profit. For they are new goods, the very best and latest the market affords. But we have not too much ready cash into them to sell them in the usual way. We wish to realize and at once. And therefore we offer the entire lot at prices that tell their own story. Most special sales are out of season, when you have little need of the goods offered. Here is an in-season sale of things you cannot help but need. Take advantage of it.

Men's \$5.00 Suits—good, strong working suits—nothing fancy about them but meant for wear and wear close—would be a good bargain at \$5.00, our price... \$3.50
Men's \$7.50 Suits—slightly fancy suits of sterling merit, made up in a good dependable way, our price... \$4.98
Men's \$10.00 Suits—handsome, good fitting, stylish business suits in the newest kind of patterns—worth every cent of \$10.00, our price... \$5.98
Men's \$15.00 Suits—fancy Worsteds and Cassimeres, elegantly tailored—sold everywhere for \$15.00, our price... \$10.00
Ankora Melton Overcoats, sold everywhere at \$10.00, our price... \$7.50
Blue, black and brown Beavers, actual value \$10.00, our price... \$7.50
All wool Beavers and Storm Overcoats go at... \$5.00
\$6.00 Overcoats go at... \$4.50
Mackintoshes at and below cost.

FOR THE YOUNGSTERS.

We offer you the latest kind of Boys' Corduroy pants, worth 75 cents, if it is worth a penny, at just exactly 50 cents. If there is anything which wears longer than Corduroy and gives better service to a growing boy, it has yet to be discovered. By the way, we are selling stacks of those splendid 25 cents boys' knee pants. They are a revelation at the price. Here are some special values in long pants for youths from 14 to 20 years old:
Regular 75 cents pants, only... 50 cts
Regular 98 cents pants, only... 75 cts
Regular \$1.50 pants, only... \$1.25
Don't you think this will be a good place to provide your boy an outfit?



HALF SUIT

Is better than none. If you don't need or can't afford a whole suit here are some wonderful values in men's odd pants: 75 cents pants, only... 50 cts
Outing working pants, \$1.25, only 75 cts
Splendid wearers for every day, \$1.50 pants, only... \$1.20
Some excellent patterns in goods at least 2 1/2 wool and all wool \$2.00 pants, only... \$1.50
All wool, guaranteed not to rip, an excellent lot of patterns, \$2.50 pants, only... \$1.98
The best in makes and fastest in pattern at their price, ever bought, \$4.00 pants, only... \$2.98
Swell cut and made, high-class, handsome patterns, a wonderful bargain in \$3.00 pants, only... \$1.75
Nobly in the extreme; a beautiful line to select from, \$7.50 pants... \$5.00
Beauties indeed, stunningly handsome patterns and beautifully cut and tailored \$10.00 pants, only... \$7.50
Equal to the finest custom made pants at any price. No finer goods in America. The very climax of style and beauty.

This page of true bargains, truly presented—a story of opportunities offered wise economists—a distinct, definite showing of what merchandising on a large scale can do, in the way of saving money to the consumer on the vital essentials of life. No words can do justice to the qualities and prices this page offers.



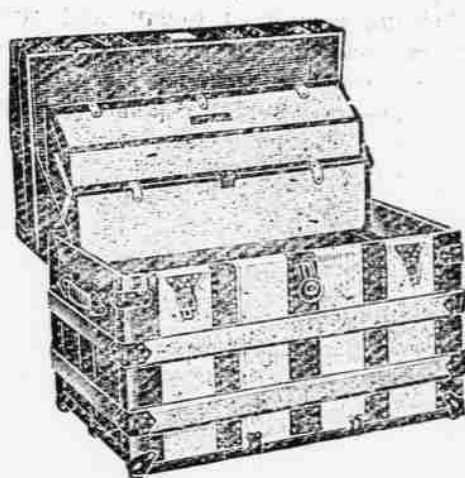
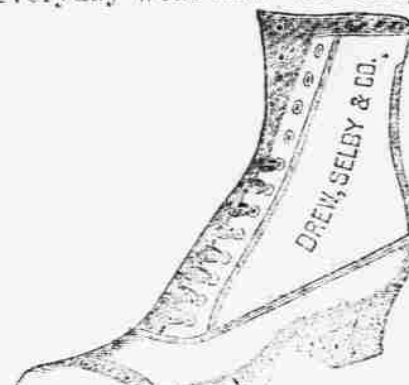
They are beyond description. From the moment that

...THE HENRIETTA MILLS STORES...

were established they have sold better grades of goods at lower relative prices than this section ever before knew. But all our previous successes in value giving—all the notable things we have done in by gone—are far, far outdone in the attractions we present this Fall and of which we have tried to give on this page some faint idea. We are growing, we are broadening. We are incited and stimulated by our daily growing patronage, to unrelenting effort. And the fruit of this effort is to be seen in the Henrietta Stores to-day, in a stock of merchandise undoubtedly the largest, the choicest and the richest in worth, beauty and attractiveness of any that was ever shown in this section.

Ladies Footwear.

We sell at \$1.00 a pair good strong Ladies Shoes for everyday wear that are simply marvels at their prices. They are the kind that are freely sold everywhere at \$1.50. Why not save that half a dollar? The Princess and White Star Shoes at \$1.00 are just as wonderful in their way. They are lighter shoes, intended for finer wear. Then there are the Exceptional and the Old Virginia—two splendid makes of Ladies shoes—as handsome, as durable, as good in every way as any \$2.00 shoe made, and yet we sell them for \$1.25. For a very high class Ladies shoe we handle the famous Drew Selby make. They range in price from \$2.00 to \$3.00 and represent the very finest in feminine footwear. Ladies Rubbers 40 and 50 cents.



Offerings of Extraordinary Seasonable Dry Goods.

In all articles of Woman's wear and use, The Henrietta Mills Stores are naturally supreme in this section. And this supremacy is to be still further enhanced during the coming Fall and Winter. We are able to offer you some of the grandest bargains that you have ever read or heard of, and they are genuine bargains, too—bargains in quality as well as prices. For instance: All wool Henrietta 44 inches, 50 cents a yard; all wool Crepons, 44 inches, 50 cents a yard. Both of these offerings are phenomenal. They consist of goods that sell for 75 cents all over this country—goods that are as corn or cotton—we could sell them at 75 cents quick as a wink—but we offer them at 50 cents because we love to give bargains that will be talked and remembered and that will spread far and wide the reputation of these stores as bargain depots. Now look at these prices on fine Dress Goods. Zibellines, 50 inches wide, \$1.25 a yard; Camel's Hair, for Rainy Day Skirts, \$1.25; Satin Sal-vice, all wool, 44 inches wide, \$1.00; Mohairs, 44 to 56 inches, from 25 cents to \$1.00; Black Taffeta Silk, 36 inches wide, \$1.25; Whipcords, all wool, 44 inches wide, only 75 cents; Venetian Flannel, 52 inches wide, only 65 cents; Ladies Cloth, in all colors, 50 and 52 inches wide, \$1.00.

Children's Shoes.

Children and Misses Shoes are one of our specialties and we offer you a wonderfully complete stock. The Goodman and the Drew Selby are two leading makes. You know what they are—absolutely guaranteed to give satisfactory service. Their prices—from 60 cents to \$1.00, according to size. Children's Rubbers 25 to 35 cents.

Unusual Underwear.

We have outdone all previous records in Underwear buying this year, and the result is a stock of which we are very, very proud. Let us tell you of just a few of its most interesting items. First of all we have a job lot of undershirts—actual 50 and 75 cents quality—as good as you ever bought at those prices. We offer the 50 cents one for 25 cents and the 75 cents one for 50 cents. Then we have some splendid Ladies Ribbed Vests for 15 cents, fully equal to the usual 20 cents quality; and another lot for 25 cents that are worth 30 cents, if they are worth a penny. Of course you know that we have a full line of Boys' and Children's Underwear at just the proper prices. Space won't let us tell you of them here, nor of the Union Suits for Children and Ladies at 25 and 50 cents each that we expect to sell such large quantities of, nor of many other underwear specials that we would like to speak of. But you know that whatever is good and new and right is to be found in these stores.

Sterling Values in Hosiery.

Good Hosiery at very low prices has always been one of the features. It will remain so. We have Misses Ribbed Hose at 10 cents pair, Ladies Ribbed Hose at 10 cents pair, or three pairs for 25 cents. Ladies Heavy Ribbed Hose 15 cents pair, or two pairs for 25 cents, and everyone of them is a veritable gem of value. Our higher priced hose at 20 and 25 cents a pair are wonderfully handsome and pleasing.

All Sorts and Conditions of People

Find this the greatest shoe store in this section. We have bought for this Fall a larger, finer and better shoe stock than we have ever before had and any shoe of any kind for man, woman or child, we can save you money. Look at our prices, look at the durability of the goods, look at the way they are made; look at their fitness of appearance; and then marvel how we can give such values. But there is no secret to it. Handling large quantities—that is the way we do it. And the larger the quantities handled the cheaper we can sell; so that every dollar you pay with us, helps you to buy more cheaply next time.



Men's Shoes.

A good Sunday Shoe for Men \$1.00, all sizes 6 to 11—a marvel of quality at its price. Three famous makes of men's shoes. The Old North shoe, the Defiance shoe and the Quaker City shoe, sold everywhere for \$1.50, our price \$1.25. Another splendid shoe, for every day, regular price everywhere \$1.50, our price \$1.00. The famous Washington shoe, one of the best known and best liked makes in the United States, a full and complete line in all men's sizes at \$1.50, \$2.00 and \$2.50 each. Of course we sell Rubbers and save you money on them, too; 60 cents buys as good a 75 cents man's rubbers as you ever saw.

You May Need a Stove.

If you do the Henrietta Mills Stores can show you the largest and best line of Stoves to be found in this section, at prices that competition simply cannot touch. We buy stoves in car load lots. Do you wonder that no one can compete with us? A grand line of cooking stoves of the famous "Leader" brand, guaranteed for a year, at from \$8.00 to \$25.00, according to size and style. That's our leader.

A Snap in Outings.

Outing Flannels are always popular and seldom, very seldom, indeed, are their regular prices cut into. We have, however, just succeeded in picking up a large lot at a most decided bargain. And we now offer you at 5 cents a yard, as good an outing as we have ever sold at 6 1/2 cents; at 8 1/2 cents as good as we ever sold for 10 cents; at 10 cents as good one as we ever sold at 12 1/2 cents. You can't afford not to see them. A good 5 cents outing we are selling at 4 cents.

Should be Snapped up Quickly.

Here are some things in extra values that should not stay with us long, their quality and price considered. Tricots—all colors—striped or plain 25 to 75 cents. By far the best lot of Tricots we have ever shown. Sea Island Percales, a splendid line, 10 cents and 12 1/2 cents. Calicoes, best on the market, 5 cents. Nera and Iona Cloth, for Underskirts, 12 1/2 cents to 30 cents.

Working Garments.

The Henrietta Mills Stores are, above all, workmen's stores and it is but gratifying that they should give special attention to garments for working wear. We carry the best line of Overalls, Jack-etc and working shirts to be found within a hundred miles. We have Overalls at 35 cents, 50 cents, 75 cents and 90 cents and each one of them is the very best its price will buy anywhere. Our working shirts at 19 cents and 28 cents are both superb values. You should know them.

Little Suits for Little Men.



Our new line of Boy's Clothing is a grand one. It will please both children and parents, including all the latest novelties in Juvenile attire, the Fashionable Blouse Suits, the Norfolk Suits, and other fancy things seldom shown outside the large cities. It is a delightfully complete showing of delightfully handsome suits at delightfully low prices. Here are a few leaders:
Boys 57 cents Suits, only... \$3.00
Boys 1.00 Suits, only... \$5.00
Boys 1.50 Suits, only... \$6.00
Boys 2.00 Suits, only... \$7.50
Boys 2.50 Suits, only... \$8.50
Boys 3.00 Suits, only... \$9.50
Boys 3.50 Suits, only... \$10.50
Boys 4.00 Suits, only... \$11.50
Boys 4.50 Suits, only... \$12.50
Boys 5.00 Suits, only... \$13.50

Young Men are Hard to Please.

Young men are hard to please in selecting their clothing; especially the youths from 14 to 20. Learning this fact in mind, we have taken special pains with that portion of our clothing stock and we have for them a range of style, color and pattern from which the most particular fancy ought to find something to please. As to price, why look here:
Youth's \$3.00 Suits... \$1.50
Youth's \$4.00 Suits... \$2.00
Youth's \$5.00 Suits... \$2.50
Youth's \$6.00 Suits... \$3.00
Youth's \$7.00 Suits... \$3.50
Youth's \$8.00 Suits... \$4.00
Youth's \$9.00 Suits... \$4.50
Youth's \$10.00 Suits... \$5.00
Every one of these suits is worth exactly what we say. Come, see, examine and be convinced.

THE HAT'S THE THING

To make all the differences in the world in your appearance. An old hat spoils the completeness of the noblest outfit, while on the other hand a fine new hat will tone up even an old and thread bare suit in quite a wonderful way. We have a splendid hat stock, including the very best shapes: Black Stiff Hats, the best on the market, \$2; Black Stiff Hats, lower grade, but a bargain, 98 cents; Brown Stiff Hats, their good looks will surprise you, 75 cents; Soft Hats, regular \$1 value, 75 cents; Soft Hats, regular \$1.25 value, \$1.25; Soft Hats, regular \$1.50 value, \$1.25; Soft Hats, regular 50 cents value, 25 cents.

IN BEAUTY'S GARDEN.

Our Millinery Department is in full bloom and presents a most handsome and interesting sight. Up-to-date dress is a dominant note. Our milliner and two trimmers spent some time in Baltimore this summer studying the new styles and striving to catch just the right note of fashion. Come and see how well they have succeeded. A vast variety of trimmed hats awaits your inspection, including some of the daintiest and noblest conceits in head gear that you ever saw. You may be fitted here with just as correct and stylish a hat in the largest city emporium. In how many country towns could this be truly said?

THE HENRIETTA MILLS STORES,
HENRIETTA, N. C., AND CAROLEEN, N. C.