

# The L. G. Shell Company's Great Price Smashing

**TEN DAYS**  
of Bargains Never Before Offered

## Mid-Winter Clearance Sale

**TEN DAYS**  
of opportunity to save money on everything you will need for months to come

# Saturday, Feb. 13 to Wednesday, Feb. 24

## Why We are Making The People of This Community This Proposition

### Announcement!

Our Dry Goods Department will be Closed Friday, Feb. 12, to remark and arrange the stock. Doors will open for the BIG SALE Saturday February 13th at 9 a. m.

**AN EXPLANATION:** Business is better and everybody knows it. But everybody also knows that business has been bad during the past fall and winter. Our sales have been as good as we could expect—we are truly grateful for the patronage of our customers—but the business depression, unforeseen when we placed our fall orders, has left us with an immense amount of stock on hand which we must get rid of for two reasons—to get the money we have invested in them and to make room for spring lines.

Clark's O. N. T. Cotton, 4c, Seven Spools for **25c**  
Not over 14 Spools to any one customer

Colgate's & Men's Borated and scented Talcum Powder, sale price **11c**



**Warner Rust Proof Corsets**  
\$1.00 Warner Rust Proof Corsets now **79c**  
\$1.50 Warner Rust Proof Corsets now **\$1.13**  
\$2.00 Warner Rust Proof Corsets now **\$1.39**

**One Large Assortment of Children's Sweaters**  
**15c**

**BIG BEN CLOCKS As Long as They Last, Only**  
**\$1.89**

Ladies Dress Goods	
\$1.50 W. Dress Gingham	98c
\$1.75 W. Dress Gingham	98c
\$1.00 W. Dress Gingham	79c
50c Plaid Dress Gingham	39c
50c W. Dress Gingham	39c
12 1/2" and 15" Dress Gingham	9c
10 1/2" and 12 1/2" Dress Gingham	7c
25c Shirting Gingham	19c
15c	11c
6c 7/8 and 8c 1/2 Shirting	4 1/2c
WHITE GOODS	
25c India Linen	19c
15c India Linen	11c
10c India Linen	8c
25c Flannel	17c
25c	12 1/2c
25c Flannel	19c
10c Flannel	11c
25c Flannel	8c
18c	18c
\$5.50 Children's Gingham	\$4.19
\$5.00 Children's Gingham	\$3.79
\$2.50 Children's Gingham	\$2.48
\$2.50 Children's Gingham	\$1.79
\$1.75 Children's Gingham	\$1.29
\$15.00 Ladies Long Corsets	\$10.98
\$8.00	\$5.98
All Items 15c	
50c Corset	39c
25c	19c
\$1.00 Middy Blouses	79c
1 The assortment of Valerian	4c

Men's Clothing	
Ready to Wear Tailored Garments	
\$25.00 Suits reduced to	\$16.98
\$22.50 Suits reduced to	\$14.79
\$20.00 Suits reduced to	\$13.19
\$15.00 Suits reduced to	\$11.98
\$12.50 Suits reduced to	\$8.51
\$10.00 Suits reduced to	\$6.98
BOYS SUITS	
\$5.00, \$5.50 and \$6.00 suits now	\$3.98
\$3.50 and \$4.00 suits now	\$2.98
\$2.75 and \$3.00 suits now	\$1.98
MEN'S OVERCOATS	
\$22.50 Children's Overcoats	\$13.48
\$18.00 Overcoats now	\$11.14
\$12.50 Overcoats now	\$7.98
\$10.00 Overcoats now	\$6.19

Lamburg Insertion, etc., 10c to 25c sellers	7 1/2c
1c Red and White Flannels	39c
5c Saratoga Eiderdown	27c
1c Percales, all Colors	8c
12 1/2c Androsoggin Bleaching	8 1/2c
15c Cannon Cloth, Sale Price	11 1/2c
25c Cannon Cloth, Sale Price	14c
Unbleached Cotton Goods originally 10c, now	8c
originally 1 1/2c, now	6 1/2c
2c Red Ticking, Guaranteed Feather proof	15c
1 1/2c Red Ticking, Guaranteed	9c
Chambrays, all colors	7 1/2c
10c Amoskeg and other reliable Dress Gingham	7 1/2c
12c, 32 inch Patterson Mills Gingham, Fast Colors	8 1/2c
8c and 8 1/2c Apron Gingham	6 1/2c
10c and 12 1/2c Old Hickory Shirting, Clearance price	8c
One Complete assortment Patterson Mills Crepes, 10c to 15c sellers reduced to	4 1/2c
\$2.00 Tub Silk Shirt Waist Patterns selling at	\$1.39
\$1.00 assorted Messaline Silks	79c
Ladies 25c Fascinators & Shawls	17c
MEN'S TROUSERS	
\$5.00 Men's Trousers now	\$3.98
\$4.00 Men's Trousers now	\$3.29
\$3.50 Men's Trousers now	\$2.79
\$2.50 Men's Trousers now	\$1.81
\$2.00 Men's Trousers now	\$1.48
\$1.50 Men's Trousers now	\$1.29
Boy's Overcoats 10 to 16 years formerly \$5.00 to \$5.50 now	\$3.19
Men's Lion Brand and Shell's Special \$1.00 Shirts now	79c
50c Neckties reduced to	39c
25c	19c
8 1/2c Caps reduced to	79c
5 1/2c Caps reduced to	39c
HATS	
All Hats At and Below Cost	



**Did The Ground Hog Go Back in His Hole? You Bet Your Sweet Life He Did!**

And that means six weeks more of rough weather, during which the shoes you buy at the Big Sale will come in handy

**SPECIAL NOTICE:** The reduction we announce on Korreet Shape Shoes is an unusual one. Under the terms of our agency contract with the Burt and Packard people we are not allowed to reduce the prices on Korreet Shape Shoes. We have arranged with the manufacturers to reduce these prices for this particular sale and we believe we are offering Korreet Shape Shoes, guaranteed by makers and ourselves, at lower prices than anywhere else in the United States.

LADIES' SHOES	
Radeliffe and May Manton Shoes	
\$3.50 Values, Sale Price	\$2.87
\$3.25 Values, Sale Price	\$2.48
\$3.00 Values, Sale Price	\$2.39
\$2.50 Nu-Life Shoes, Sale Price	\$1.88
\$2.00 Godman's Shoes, Sale Price	\$1.48
\$2.00 Ladies Shoes, Sale Price	\$1.39
CHILDREN'S SHOES	
Tess and Ted—Best Children's Shoes Made	
\$1.75, \$2.00, \$2.50 and \$3.00 values during this sale at \$1.39, \$1.59, \$1.89 and \$2.37, respectively.	

MEN'S SHOES	
\$4.00, \$4.50 and \$5.00 Values Korreet Shape, Sale Price	\$3.48, \$3.72 and \$3.98, respectively.
\$3.50 Campus Shoes	\$2.98
\$3.00 Star Brand Shoes	\$2.39
\$2.50 Men's Shoes, all sizes	\$1.98

The Prices Quoted are Flat Cost on all of our Staple and Leading Brands of Shoes.  
No Job Lots or old Stock. All of our old stock in shoes will be placed on bargain counters and sold to you at prices less than half, in some instances, of what they cost.

**25% Off FURNITURE 25% Off**  
Our Entire Line of Furniture is Offered at 25% Off For CASH  
Furniture Store in Rosemary Bank Building

One Lot 10c Striped and Figured Outings, 400 to 500 Yards. Every Conceivable Color  
**6 1-2c Yd.**

Draperies and House Furnishings	
25c Scrim, Voile Draperies now	19c
20c	16c
10c and 12 1/2c Outings	8c

Grocery Specials	
LAUNDRY SOAP During this Sale 8 Cakes for	25c
EIGHT 3c Packages of NIPPON BLENDED TEA	25c
15c PRIDE OF ROSEMARY Blend Coffee, Sale Price	25c
15c GREEN COFFEE, Clearance Sale Price	11c

### OUR BIG FREE GIFT OFFER!

son buying the largest amount of bargains at one time on each of the above days. If a Man -- A \$4.00 pair of La France shoes. If a Lady -- A \$4.00 pair of La France shoes. Of this amount in any other merchandise. THE METHOD. Cash register tickets will be given with every purchase on Gift Days. Save them—for the one for the largest amount gets the Free Gift. The Free Gift Ticket as shown by detail cash register slip will be announced in the store at 2:30 on the afternoon following each Gift Day. You can save money on every purchase and stand a chance for the Free Gift. No person connected with this store will count in this Free Gift Offer.

WRIGHT'S HEALTH UNDERWEAR Men's \$1.00 Values, Sale Price	79c
10c FLEECE LINED and RIBBED UNDERWEAR, Sale Price	39c
10c BOYS' & MISSES' UNION SUITS Sale Price	39c

An Assortment of LADIES' WAISTS \$1.00 Values, Sale Price	39c
A FEW \$1.50 MESSALINE UNDERSKIRTS, All Shades, Sale Price	48c

**A FAIR PROPOSITION Backed by Every Dollar We Own! No Fictitious Prices Used. Every Article Mentioned Will be on Sale**

CASH During This Sale --We need it--or we would never put our prices so far below cost

# The L. G. Shell Co., Inc.

"The Store of Quality"  
Roanoke Avenue Formerly The R. E. Shell Company, Inc. Rosemary, N. C.

SAVE your money for This Sale. An Opportunity like this does not come every month. Take advantage of it NOW