

THANKSGIVING MENU



Thanksgiving Holiday

We beg to announce that the store will be closed all day Thursday. In giving this timely notice we can not too strongly emphasize the importance of your doing all your shopping before that day.

Yes, this has been an exceedingly prosperous year in all kinds of business, and we give thanks to an All-Wise Providence for our share of the business that a thrifty people has so beneficently bestowed upon us. Yes, we are thankful, very thankful, and will take a rest on that day. After Thanksgiving comes Christmas, and this is eminently a Christmas store.

Something to Remember

S. H. & Co.'s Green Trade Discount Stamps are free. Our books hold only \$50 worth of stamps, while other companies require you to fill a \$99 book and yet give no better premiums. We start you off with a book containing 10 stamps free. Our books are exchangeable for premiums, merchandise or cash. Our premiums are high quality goods suited to the wants of the stamp-collecting public. We have just the articles that you will soon have to purchase. So by saving S. H. & Co.'s Green Trade Discount Stamps you will be able to get exactly what you want absolutely free.

Rugs, Portieres and Lace Curtains

Special Sale goods are always under regular price, hence the Special Attraction.
 Smyrna Rugs, bright patterns, 3 by 5 feet, heavily fringed \$1.50, \$2.00 and \$3.00
 Royal Art Draperies, Portieres in Red, Blue, Green and Color Combinations. A pair \$2.00 to \$5.50
 Nottingham Lace Curtains, figures, leaf and floral designs. A pair \$1.50 to \$6.50

Ready to Wear

So immensely popular are Tailor-made Garments, the manufacturers are rushed as never before. New suits are quickly sold upon arrival. Something new every day.
 Six or eight dozen Satin Skirts, Panama Cheviot, Serge and Mannish Mixtures, in all sizes from 22 to 34 inches, waist measure. Two prices \$5.00 and \$6.75
 Genuine Crayonette Rain Coats in Tan and Oxford Grey \$14.00, \$16.00 and \$18.00

Millinery

New arrivals of Fine Headwear almost daily. The largest stock in the city to select from.
 We have bunched on one table a little lot of fifteen or twenty fine Dress Hats that are worth \$6, \$7, \$8 and \$10, and make a Thanksgiving offering—Choice \$5.00
 Children's Toboggans, Tam's and School Caps, 25 and 50c
 New Materials: Velvets, Ostrich Plumes, Feathers, Flowers, etc.

We are members of the MERCHANTS' ASSOCIATION of Raleigh

Take advantage of this liberal offer of refunding your Railroad Ticket.

A TWO-STRIKE IN BUYING NOW

You can make a two-strike in buying at this Thanksgiving Sale. Your purchases made now may mean a noticeable saving in your Christmas buying—you can have use of these wares for Thanksgiving and the same purchases will serve you on Christmas day. In fact, the wares on sale here at this Phenomenal Sale will be of infinite value and service on any occasion. The prices are irresistible. You cannot afford to miss the sale. The stock is large and varied and includes the most serviceable and wanted goods—the kinds and qualities that housekeepers find use for, as well as those wishing novelties and presents for all occasions.

HOSIERY

As a result of special efforts we lay before you these extra good bargains and court an investigation.
 One case Ladies' Extra Heavy, Fast Black, Flat Knit Hose—regular 12 1/2c. values 10c.
 Ladies' Fine Black Lisle Thread Hose, Hermsdorf Dye—25c. values— at 19c.
 Or 3 pairs for 50c.
 One case Ladies' Jersey Ribbed Fleece Lined Vest and Pants—Extra heavy—39c. quality 25c.

MAGNIFICENT CHINAWARE

Monday we inaugurate the Greatest Sale of Chinaware ever conducted in the State—a sale consisting of more real values than were ever before known in the South for merchandise of this class. This gigantic stock of China pieces and novelties will be a revelation to buyers of wares of this kind. This huge variety of Thanksgiving China consists of Beautiful Turkey Sets, Fish Sets, Chocolate Sets, Wine, Tea, Coffee Sets, etc. The finest Potteries in the world are represented in this mammoth collection. These fascinating China pieces so numerous in variety cannot be duplicated in the South at our prices.

SHOES

Selected Shoes, under priced, for this special Thanksgiving Sale; familiar lines that you all know.
 Burt & Packard's "Korret shape," \$3.50 Box Calf and Vice Kid Shoes for \$3.00
 The famous Turner Shoes for men. Everywhere \$5.00 and \$6.00. For this sale \$4.00
 Ladies Hand-Sewed Kidskin Shoes, Oak Tan Soles—bought to retail at \$2.50 \$2.00
 Infant's Turn Shoes, Patent Tip, Lace and Button, no heels 50c.
 Spring heel 60c.

NOVELTY POST CARDS

Our Post Card Stock is the largest and most varied to be found in the State. Usual price is two for five. The Newest in Post Cards are Burnt Leather and Burnt Wood in comic styles and catchy phrases 5c.

French and Austrian Fans

This purchase made at this time of year is advantageous to you as well as ourselves. All of them are Evening Fans and the prices are all in your favor. Values from 50c. to \$3.00. Sale price. 29c., 42c., 75c., 98c., \$1.50

Moviac Vases

These were intended for New Orleans. For sufficient reasons they were landed in New York. We were fortunate in securing this one case. Genuine Moviac Vases in a dozen designs, made to sell for 50c. Special price, 25c.

Odd Lots at Odd Prices

In this collection are Equestrian Tights, Children's Wool Sweaters, White and Grey Wool Underwear, Unelta Union Suits for Women; Pants, Vests and Drawers for Girls and Boys. All at very much reduced prices. From 1/4 to 1/2 less than actual value.
 Garments worth 50c., 75c., \$1.00, \$2.00
 Blue penciled 33c., 50c., 67c., \$1.25

Underwear for Men

and Boys

Umbrella Specials

Men's Full Black, "Velvet Back" heavy Cotton Shirts and Drawers, all sizes. The last case of this Fine Underwear for this season. 69c. value for the flat price of 50 cents.
 Boy's Jager and Sinitary Heavy Fleece Lined Shirts and Drawers. Regular 39c. values for 25 cents.
 Ottoman Serge and Gloria Silk Umbrellas, Hardwood Stick and Fancy Horn Mounted, Silver Trimmed, \$1.25 value for \$1.00

Thanksgiving Offering of Kid Gloves

We sell the Centemeri Kid Gloves. Centemeri is a synonym for goodness. Every pair of this brand of Gloves are warranted. We are exclusive agents for the celebrated P. Centemeri & Co. Kid Gloves. Fashionable colors, Black and White. The prices are \$1.00, \$1.50, \$1.75 and \$2.00.

OUR GUARANTEE

We guarantee every pair of our Gloves against manufacturer's imperfections; also against tearing or breaking the first time they are put on, and if they are immediately returned to us we will give another pair in exchange, but Gloves that have been worn or soiled will not be exchanged.

SHERWOOD HIGGS & CO.



MAIL ORDERS

All orders by mail filled and answered the same day received. We prepay express charges on all purchases of \$5.00 and above, when remittance is made with order.

Standard Patterns

The Standard Patterns, reduced in price, but not in value. No matter how elaborate the design, only 5c., 10c. or 15c. will be charged for any Pattern. We are the only people keeping a stock of Patterns full and complete—right up to the minute. The Designer is a complete Fashion Book for women. The Christmas number will be the handsomest ever published. Price, 10c. a copy; 80c. a year, postpaid.
 Standard Fashion Catalogues, issued quarterly, 10c. Fashion Sheets free.

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