

PRICES FORCED DOWN

Below the Manufacturer in This Big Sale

From town and county and from the entire surrounding country hundreds of people have visited Lenoir's big store during this great Sale. Never before have they been more satisfied with the bargains they found. This Sale continues with new goods and furnishings added daily. It is a feast of attractive bargains never before displayed in Lenoir.

ALL MEN'S CROSSETT OXFORDS, NOW\$9.50
 \$14.00 brown calf English Oxford
 \$13.50 brown calf medium English Oxford
 \$12.50 brown Blucher Oxford
 \$11.00 brown rubber sole Oxford

\$9.50

MEN'S \$8.50 OXFORDS\$6.50
 Men's tan calf Oxford, rubber heel
 Man's tan Blucher Oxford, rubber heel
 Men's black calf Blucher Oxford, rubber heel

\$6.50

MEN'S \$11.00 OXFORDS\$8.50
 Men's brown vici Senator last Oxf'd
 Men's tan calf Blucher Oxford
 Men's genuine Cordovan calf English Oxford
 Men's black vici bal. Oxford
 Men's tan calf sport bal. Oxford

\$8.50

SHOES

Red Cross white canvas high heel Oxford\$8.95
 Imperial white Rein cloth Baby Louis heel Pump\$8.50
 Queen Quality white canvas covered medium heel Oxford\$8.50
 Craddock white Rein cloth low heel Pump\$5.50
 Imperial white canvas high heel Pump\$8.50
 Queen Quality white canvas French heel Pump\$9.00
 White Sea Island low heel Oxford\$2.42
 Craddock white Rein cloth medium heel Oxford\$5.50

\$15.00 RED CROSS SHOES\$10.50
 Red Cross patent covered Louis heel Pump
 Red Cross dull kid Oxford, covered heel
 Kneeland Patent Kid Oxfords
 Red Cross white Canvas Oxfords

\$10.50

LADIES' LOW SHOES\$8.50
 Imperial, Queen Quality and Craddock pumps and Oxfords, in vici, tan calf, black kid and calfskin, and white Rein cloth; high, low and Baby Louis heels. Worth up to \$12.50. Sale price

\$8.50

LADIES' PULLMAN LOW SHOES\$5.50
 Patent two eyelet, Louis Heel Pump
 Brown two eyelet, Louis Heel Pump
 Brown kid low heel Oxford
 Black kid two eyelet Pump
 Brown kid Walking Oxford
 Patent Military Heel Pump
 Cuban Heel kid tie

\$5.50

SPECIAL QUEEN QUALITY LOW CUT SHOES

One table of black and brown calf and kid Pumps and Oxfords; regular price \$10 to \$14. Special sale price\$5.98
 Big lot of Godman Oxfords and Pumps, all styles and sizes, worth \$7.00 to \$8.00. Sale price\$3.48
 Extra special bargains in women's high cut shoes. Price\$1.98

SPECIAL VALUES IN LADIES' HIGH TOP WHITE SHOES

Special values in high top white shoes for women and misses. Sale price\$1.69
 Ladies' heavy tough hide work shoes, all sizes. Special price\$1.79
 Ladies' tan cap toe heavy elk rawhide shoes. Special price\$3.48
 Ladies' black plain toe heavy work shoes\$3.48
 Ladies' heavy black rawhide work shoes. Special price\$3.48
 Hanan Shoes, worth \$22.50. Sale price\$8.50
 Special counter of \$8.50 Men's tan and black calf Blucher Oxfords. Sale price\$6.48
 Special table of Men's light weight plow shoes; special sale price\$2.48
 Big lot of Boys' and Men's gun metal, tan and patent leather high cut shoes. Special price\$2.48
 Big lot of E. C. Skuffer Sandals and Oxfords, sizes 8 1/2 to 2. Special counter price\$2.48
 Special counter of tennis Oxfords and Shoes; all sizes in black and white. Sale price\$1.39
 Entire stock of Bedroom Slippers. Sale price\$1.18
 Extra special counter of Misses' Low Cut Shoes. Big lot of patent leather pumps, tan Oxfords and black kid and white canvas; Mary Jane pumps. Sizes 11 1/2 to 2. Price\$2.48
 Special counter of children's white and black Mary Jane pumps; sizes 2 1/2 to 8. Price\$1.48
 Special lot of high top baby shoes, sizes 4 to 8. Sale price\$1.59

One counter of 25c Dress Plaid and Apron Gingham18c yard

The Most Magnificent Line of Dresses You Ever Saw at a Saving of About 50c on The Dollar

It is really surprising to know at what prices they were secured. Manufacturers overloaded and exceedingly anxious to dispose of all summer goods accepted almost any offer. We are therefore in position to offer you

One lot of nice plain and beaded Taffeta Dresses. Values up to \$50.00. Sale price\$29.50
 \$40.00 values in Taffeta and Georgette Dresses for\$22.50
 \$39.50 values in plain figured and beaded Georgette Dresses in following colors: Navy, flesh and white. This is a wonderful chance. Yours for\$19.95
 One lot of figured Georgette Dresses. Values up to \$25.00. Sale price\$14.50
 One lot of Georgette and combination dresses. Sale price\$12.95
 Ladies' Shirts in Georgette, Pongee and white Wash Silk. Price for the sale\$3.45
 Ladies' Voile Shirtwaist in different styles. Special for\$1.89

BOYS' WASH SUITS

A great assortment of small boys' Wash Suits, made of Galatea, Poplin, etc., solid white and colors\$2.98

All Spring Coats and Coat Suits Marked Down for this Special Sale

Birds Eye Cloth

24-inch antiseptic 10-yard bolts Bird's Eye Cloth\$2.69
 27-inch, same description\$2.98
 30-inch, same description\$3.18
 27x27 practical hemmed Diapers, per dozen\$3.39
 24x24 hemmed antiseptic Diapers, dozen\$2.95
 4-4 sanitary Rubber Sheeting98c
 1.50 Rubber Sheeting98c

Cool Cloth and Palm Beach Suits

We are offering hot weather two-piece suits at almost pre-war prices

\$17.00 genuine Palm Beach suits in regular sizes, in medium, gray and dark green. Our price\$14.95
 \$18.50 brown patch pocket, with small stripe and cuff effect. Our price\$16.50
 \$10.00 natural color Palm Beach suits in stouts and slims\$6.95
 \$8.50 Palm Beach with small blue stripe. In this sale\$5.95

Silk Hosiery

No. 600, \$2.00 quality black and white Silk Hose\$1.35
 No. 800, \$2.50 black and white Silk, Lisle top\$1.65
 No. 900, \$3.00 All Silk Hose in black and white\$1.85
 \$3.00 full-fashioned fine gauze Silk Hose, black with white clocks\$2.35
 \$4.00 full-fashioned black Silk Hose, with white clocks\$2.95
 \$5.00 pure Glove Silk Hose, black and white, with assorted color tops\$3.25
 \$3.25 Black Cat Silk Hose in cordovan, black and white, at\$2.35
 \$1.00 black, white and gray Silk Hose69c
 Gauze Lisle Thread Hose, at from25c to 55c
 Misses', Boys' and Children's Hose of all kinds at from12 1/2c to 49c

Towels at Manufacturers Prices

\$1.00 18x36 bordered mercerized Turkish Towels75c
 18x35 bordered Turkish Bath Towels69c
 75c 17x34 colored border Bath Towels49c
 18x36 30c bordered Huck Towels—special19c
 35c Towels29c
 50c Bath Towels39c
 \$1.50 value Huck Barber Towels, limited quantity; per dozen\$1.00
 25c Towels18c—two for 35c
 20c quality Huck Towels, plain white and bordered, strictly15c

Toilet Articles

Buy Toilet Articles and Save

Cuticura Soap19c
 Pears' Soap11c
 Jergen's Bath Tablets7 1/2c
 15c Castile Soap7 1/2c
 Cosmo—3 cakes Buttermilk Soap22c
 Colgate's Talcum, all odors15c
 25c Palm Olive Vanishing Cream19c
 25c Palm Olive Talcum, white and flesh19c
 25c La Vie and Lovejoy, flesh and white19c
 \$1.00 size 4 oz. Palm Olive Toilet Water69c
 50c Palm Olive Shampoo35c
 50c Palm Olive Cold Cream and Vanishing Cream in jars35c
 50c Palm Olive Rouge35c
 25c Palm Olive Lip Sticks19c
 15 cakes of Palm Olive Soap for\$1.00

EFIRD'S

SILKS

Our Entire Silk Stock at Less than Half the Original Price

\$2.50 Georgette Crepe in navy and black, white and flesh\$1.35
 \$3.00 40-inch Georgette in flesh, navy and black and white\$1.85
 \$3.00 40-inch Crepe de Chine in flesh, pink, navy black and white\$1.65
 36-inch \$2.00 Crepe de Chine in flesh, black, navy and white\$1.35
 \$2.50 36-inch Silk Taffeta, in Copen, turquoise, navy, green and black\$1.85
 \$3.00 black Satin at\$2.25
 \$2.75 black Messaline\$1.98
 Blue Border black Taffeta\$1.49
 \$1.50 Jap Silk Pongee\$1.18
 \$3.00 yard-wide Silk Figured Foudards\$1.65
 \$3.50 striped all silk Crepe de Chine Shirting in lavender, tan, blue and rose. Sale price\$1.98
 \$3.00 black and navy Messaline\$1.65

Dress Voiles

40-inch \$1.00 highly mercerized white Dress Voiles69c
 40-inch \$1.00 quality flowered dress Voiles, assorted colors69c
 40-inch \$1.00 quality white and blue Organdy69c
 36-inch \$1.00 French dress Gingham, blue plaid69c
 Mercerized white Pique69c
 85c Pongee in striped and plain white69c
 39c quality 36-inch Pajama Checks25c

Big Reductions on Longerie Nainsooks

No. 1645—10-yard \$5.00 boxes Wamsutta, Lustersheer and Mercerized Nainsook, for this sale\$4.39
 No. 210—10-yard \$4.00 boxes Longerie Nainsook, this sale\$3.45
 No. 1625—10-yard \$4.50 boxes for ladies' and children's wear; for this sale\$3.95
 85c pink Nainsook55c yard
 \$5.88 12-yard bolts King Philip Nainsook, at this sale\$4.95
 \$7.00 12-yard bolts extra quality King Philip Nainsook; this sale\$5.95
 \$1.00 quality 40-inch blue Organdy, very sheer79c

39c Counter

15 pieces 32-inch Bookfold Amoskeag fast color Chambray in pink and blue baby checks and striped patterns. Being sold by many merchants at 65c. Our sale price39c
 50c Indian Head cloth39c
 50c Mercerized white Crepe39c
 50c 36-inch white Middy Twill39c
 60c quality 42-inch Mercerized white dress Voile39c
 36-inch 50 Pajama Checks and Nainsooks39c
 50c 32-inch plaid Zephyr Gingham39c
 50c Bradford dress Cambrics in black, red and blue39c
 50c figured Cretone39c
 Windsor Cambric striped fast color Shirting, 50c grade39c

44c Counter

32-inch Renfrew plaid and checked Zephyr Dress Gingham44c
 32-inch Romper Cloth, striped in all colors44c
 50c yard-wide Cambric, Windsor Percals for men's shirts, ladies' waists and dresses44c
 50c 38-inch mercerized Dress Voiles, white only44c

Sheets and Pillow Cases

\$2.18 81x90 seamless Cortland Sheets\$1.85
 \$2.35 81x90 seamless torn and hemmed Dreadnaught Sheets\$1.95
 \$2.48 81x90 "Unoem" Sheets\$2.18
 \$2.79 81x90 torn and hemmed Wearwell Sheets\$2.35
 42x36 Mohawk Pillow Cases59c
 42x36 60c quality Empire Pillow Cases45c
 \$1.25 9-4 Mohawk bleached Sheatings98c
 \$1.25 9-4 Wearwell bleached Sheeting. Sale price98c

Ticking and Shirting

65c 8-ounce Duck48c
 50c blue Shirt Cheviots39c
 Winona 35c Hickory Shirting25c
 Hamilton extra heavy Indigo Striped Shirting, 50 kind; our price39c
 Langston 45c Drilling33c
 35c Cooleemee Mattress Ticking19c
 33c Avon Sea Island25c
 L. L. 35c extra heavy Sheeting29c
 25c Riverside Plaids25c
 55c Feather Ticking43c

33 1-3 per Cent Off on All Men's Wool Clothing