PENNY COLUMN






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Very Special Today LADIES＇SILK HOSE

## 79 Cents．

## The New Efirid Store

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## C．E．SHUMAN ROOFING CO．

## Charlette，N．C．



These Suits will appeal to men or young men who appreciate Real Value－Suits with two pairs of pants－cassimeres and all wool worsteds．We＇ra not so much concerned with quoting extra low prices às with giving extra good values．It profits you，and us too，to be able to back up everything wa sell with our guar－ antee of goodness．Does away with doubt．Creates confidence．That＇s what makes it so pleasant to do Fall Outfitting here．Ask to see this extra Suit value－ 2 pair pants－at

## $\$ 18.50$ to $\$ 29.95$

Other snappy，good looking Suits，onepair pants at
$\$ 9.95$ to $\$ 14.95$
MEN＇S NEW FALL SWEATERS The warm wear guaranteed all rope knit， warm and comfortable，all colors and sizes，a real $\$ 5.00$ vatue．See them

## $\$ 3.45$ and $\$ 3.98$

Other warm omfortable Sweters men and boys at＿－．－－－－－98e to $\$ 4.98$


## Our Shoes

WILL NEVER KMDP A MAN FROM SMILING

The fit and wear，quality，looks，al combined in these．
Ralston Health and Belk Shoes－all leathers and lasts－shees that stand the test for all sorts of feet．


BETTER SLIP INTO ONE OF OUR NHW FALL AND WINTER

## Overcoats

They will feel as good as they look these cool brisk mornings and evenings．
All kinds of materials in light or heavy weight or medium，including the popular plaids for young men．

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\$ 14.95 \text { \$16.95 } \$ 19.95 \\
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We have sold them for 13 years．There are few as good－and our prices are less．

BHLK＇S SPECLALS \＄ $2988,53.95$ to $\$ 6.95$

RMISTON HEALTH

