THE STORE THAT KNOWS NO COMPETITION

REMNANTS

Thousands of remnants of every description, including Voiles, Ginghams, White Goods, Percales, Cretonnes, Drapery Materials, Sheetings, Muslins, Damask, Wash Goods, Calico, Foulards, Gabardines, Denims, etc., at wonderful prices, yard ... 10c, 12 1-2c, 15c, 19c, to 35c.

10 Cent OCTAGON Soap 3 for 23c

10c Arrow Soap three for only 23c

15c POST TOASTIES two for 23c

15c BOX LUX two for 23c

Campbell's Pork and Beans 13c

BEST 5c. TOILET Pap'r 6 ro'ls 23c

15c Quaker Oats two for only 23c

UNEEDA BISCUITS 5 cts Friday Only

YOU AND THE MILLS — Gilmer Bros. Co. SPECIALTY STORES — YOU AND THE MILLS

HIGH POINT'S GREATEST UNDERSELLING STORE — 131 S. MAIN ST. — HIGH POINT, N. C.

Campbell's Soups two for only 23 cts

35c Eagle Brand Milk for only 23 cts

15c Armour Rolled Oats two for 23 cts

15c Armour Corn Flakes two for 23 cts

10c CAN SARDINES three for 23 cts

15c Quaker Oats two for only 23 cts

Clearance of Fruit Jars & Jelly Glasses

Mason Fruit Jars pint size, dozen ... 84c
Ideal Fruit Jars 1-2 Pint, dozen ... 96c
Mason Fruit Jars quarts, dozen ... 92c
Ideal Fruit Jars, pint size, dozen ... 98c
Ideal Fruit Jars quart, dozen ... $1.08
Mason Fruit Jars 1-2 gallon, doz. ... $1.17

NEW FROM FACTORY TO YOU

UNDERSELLING SHOE DEPT.

STARTS OFF WITH A MIGHTY SALE OF HIGH GRADE DEPENDABLE FOOTWEAR FOR EVERY MEMBER OF THE FAMILY.

This new department, brings to you the world's best in footwear at the lowest prices possible. It means that we have taken another important step to help all High Point cut down the high cost of living. Immense stocks have been purchased for this new department—we placed the largest single contract ever made with the largest factory organization in the world—placed it almost two years ago when shoe prices were 50 per cent lower than present market prices; the result is an extraordinary one, the savings we made are extraordinary, and now we are going to let these great savings step to you on the same basis. Every shoe is a high grade, dependable quality throughout, and sold under a "money back" warrant of quality. There is a shoe for every member of the family—a style to suit every taste. Only a few of the hundreds of styles and offerings are mentioned here. Come and see them—buy and save.

LADIES' NEW FALL SHOES

VALUES TO $4.50 — 3.48

When you see them you will agree that they are elegant shoes. There are styles for street wear and dressy styles of black gun metal or tan calf, solid leather, all sizes, at

Men's Work Shoes

VALUES TO $4.50 — 3.48

A good solid well built work shoe in black or in tan leather, heavy or medium soles, broad toe, lace style, all sizes, extra special at

Ladies' Fall Shoes

VALUES TO $5.00 — 3.98

An extra good shoe, of fine gun metal, box calf and dull kid, broad toe and dressy styles, solid leather; all sizes at $3.98.

Ladies' Fall Shoes

VALUES TO $5.50 — 4.48

The season's smartest models, in dressy and street styles, in all the best leathers black or tan, solid leather throughout; all sizes at $4.48.

MEN'S $5 SHOES A sturdy, dependable work shoe, broad toe style, with heavy sole, black or tan; all sizes ... $3.98

MEN'S $7 SHOES Latest English or box toe styles, in black or tan leathers, good soles, solid leather throughout; all sizes ... $5.98

LADIES' $6 SHOES Clever fashions in black or tan leathers, English or street models, solid leather; all sizes, at ... $4.98

LADIES' $6.50 SHOES Smartest styles in dress or street models, in all the best leathers and all style toes, black or tan; all sizes at ... $5.98

MISSES' $3.50 SHOES Dressy box toe styles of black gun metal or tan calf, solid leather; all sizes ... $2.98

MISSES' SHOES In all the smartest styles and best leathers, black or tan at big savings— $3.98 TO $6.98

MISSES' $4.50 SHOES In a variety of smart styles of black gun metal or tan calf, solid leather; all sizes ... $3.48

LADIES' SHOES A world of the season's smartest styles in all the best style toes and heels, all sizes, at extra big savings, prices range from ... $9.98

BOYS' $4 SHOES English or wide toe styles in black gun metal or tan calf solid leather throughout; all sizes, at ... $2.98

BOYS' $5 SHOES Good strong makes, in black gun metal or tan calf, English or box toe styles; all sizes ... $3.98

CHILD'S $2.75 SHOES Of fine gun metal or vici kid, with solid leather soles; all sizes ... $2.24

CHILD'S $3.00 SHOES The kind that will give the best of wear, in all best styles and leathers, all sizes ... $2.48

INFANTS' SHOES Infants' 85c Shoe Soft sole ... 59c

LADIES $1.50 SILK HOSE

Exceptional good grade, with high spliced heels, double sole and toes, black and all the best colors, at pr. ... 98c

$3.00 SILK HOSE High grade make, pure thread silk, with high spliced heel, double sole and toe, black and newest color ... $1.98

50c. SILK HOSE In sec, in black, white and best colors, pair ... 39c

$1.00 Silk Hose ... 79c
$1.39 Silk Hose ... $1.19
25c Cotton Hose ... 19c
19 Cotton Hose ... 15c
25c Cotton Hose ... 25c

OUR ENLARGED AND NEWLY ARRANGED STORE IS COMPLETED AND STARTS OFF WITH A MIGHTY BARGAIN FEAST OF VERY EXTRAORDINARY ECONOMIES

FIRST ANNUAL DEMONSTRATION SALE

EVERY ITEM A BIG FEATURE. EVERY REDUCTION GENUINE

A SENSATIONAL BANQUET OF BARGAINS PLANNED to KEEP DOWN HIGH COST of LIVING

A genuine feast of remarkable values—we have gathered immense stocks of new merchandise of every description and for every need all to be sold at the most astonishingly low prices you have ever known—come and share them.

Best $1.50 Corsets

Of fine coutil in front or back lace styles — correct new models, special

$2.50 Corsets — Correct front or back lace models of white jean, coutil or white batiste. A model for every type of figure ... $1.98

$3.50 Corsets — A high grade make in front back lace style, special ... $2.98

SALE STARTS FRIDAY AUG. 29

GRAND OPENING NIGHT THURSDAY 7 TO 10 O'CLOCK

YOU AND ALL YOUR FRIENDS ARE CORDIALLY INVITED

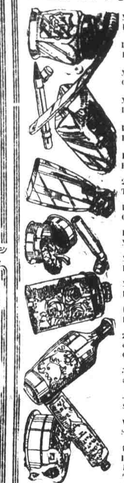
Music---Refreshments for All---Candy for Ladies

The store will be open from 7 to 10 o'clock for inspection only (no goods will be sold) Come view the store—see the new grocery department, the new shoe department, the new children's and glassware department, the new kitchenware department, the enlarged ladies' ready-to-wear department, waist and corset department, and many other new features—Come help us celebrate.

SPECIAL

30c Rumford Baking Powder ... 25c
Pinetine Baking Powder ... 33c
16c Kaio Syrup, 48c
10c Good Luck Coffee ... 9c
90c Wesson Oil, 1 quart ... 83c
50c Wesson Oil, 1 pint ... 41c
80c Snowhite lard, 2 lbs. ... 71c

SALE of TOILET GOODS



Mavis Talcum Powder ... 23c
Pebeco Tooth Paste ... 44c
Melba Face Cream ... 44c
Melba Face Powder ... 44c
Djerkiss Face Powder ... 63c
Lov'ne Face Powder ... 63c
25c Dentapearl Tooth Paste ... 16c
Pompeian Night Cream ... 33c
Pompeian Hair Massage ... 23c
Mellaline Face Powder ... 23c
Melba Rice Powder ... 23c
Lov'ne Talcum Powder ... 23c
25c Cremola Mentor Face Cream ... 19c
50c Face Cream ... 39c
Jergen's Toilet Soap, 3 cakes ... 25c
Woodbury Facial Soap ... 23c
15c Box Face Powder ... 9c
Large Pound Can Talcum Powder ... 7c

SUGAR

Friday Only lbs. limited 10c

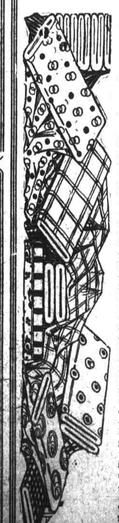
45 Cent Arbuckle Coffee 38c

Thousands of Beautiful Waists in a Great Sale!

A history making event a value-giving standpoint. You can choose from a bewildering assortment of the season's cleverest fashions and in all the best liked materials. (Second floor)

$1.50 WAISTS	$3.00 WAISTS	$4.00 WAISTS	$5.00 WAISTS	$6.00 WAISTS
1.98	2.98	3.98	4.98	
$7.00 Waists $5.98	$8.00 Waists $6.98	$9.00 Waists $7.98	$10.00 Waists $8.98	$11.50 Waists $9.98

SALE! $2 SILKS

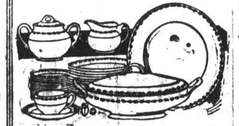


Yard wide Silk Taffetas and Silk Messaline, splendid quality in black and colors, special at

$1.69

$2.00 Silk Crepe de Chine, 40-in wide at per yard ... $1.59
$3.00 Silk Crepe de Chine, 40-in. wide at per yard ... $1.98
$1.50 Silk Poplin and foulards, plain and fancies ... 98c
$2.00 Silk Georgette Crepe, 40-in wide, at per yard ... $1.48
20c Ginghams in Plaids Checks and Stripes 37 in. wide, yd. ... 17½c
25c Ginghams, 27 in. wide, in pretty plaids, checks and stripes, at yard ... 19c
20c Ginghams, fine quality in a great assortment of patterns and colorings at yard ... 25c
35c Ginghams in a variety of pretty patterns, at yard ... 29c
80c Rob Roy Cloth in plain and fancy patterns ... 33c
$1.50 Bed Sheets size 72x90, at ... $1.39
65c Turkish Towels, size 40x20, heavy border r. ... 48c
22c Sheeting 38 ins. wide at, yard ... 19c
$2.75 Bed Spreads size 80x90, at ... $3.48
48c Ticking, 32 inches wide, Heavy quality ... 43c
20c Pillow cases, size 42x36, at ... 25c

New Underselling CHINA and GLASSWARE DEPT



25c White Cups and Saucers ... 15c
25c White Plates ... 15c
35c Decorated Cups & Saucers ... 23c
35c Decorated Plates ... 23c
65c Large Decorated Bowls ... 57c
$1.50 Decorated Casseroles ... $1.39
35c Bakers, special at ... 29c
35c Pickle Dishes ... 29c
60c Butter Dishes ... 47c
17c Dessert Saucers ... 14c

Aluminum Ware

$1.00 Aluminum Sauce Pans ... 89c
$1.00 Aluminum Kettles ... 89c
at ... 59c
75c Aluminum Frying Pans ... 59c
75c Aluminum Sauce Pans ... 59c
75c Aluminum Pudding Pans ... 59c

MEN'S $1.25 AND $1.50 SHIRTS 98c

A special purchase of several thousand dozen, high-grade makes, in soft or stiff cuff styles and in a big variety of newest patterns ... 98c

$1.00 Work Shirts—Full cut and extra well made of good quality blue chambray; all sizes; special at ... 69c
Men's $300 Dress Shirts at ... $1.98
Men's $4.00 Dress Shirts at ... $2.98
Men's $2.50 Dress Shirts at ... $1.79

Men's $1.25 Union Suits

Cool, athletic nainsook Union Suits or fine summer weight balbriggan Union Suits in all sizes ...

Men's $1.75 Union Suits

of cool Nainsook and Crepe combinations—All sizes ... $1.48
of fine Nainsook, athletic style ... 59c
Men's 19c Cotton Hose ... 15c
Men's $1.25 Silk Hose ... 98c
Men's 25c Cotton Hose ... 19c
Men's 50c Silk Hose ... 39c

40c Golden Blend Coffee 37 cts

Our Enlarged and Newly Arranged READY-TO-WEAR

Department Starts Off With a Sensational

Clearance of Dresses!

DRESSES Worth to $20. Beautiful late summer models of fine Satins, Taffetas, Silk Poplins, French Voiles and other wash materials. ... $9.98

DRESSES Worth to $30. Charming models of fine Georgette, Crepe Meteor, Satin and Taffeta Silks, in plain colors and pretty flowered effects, in a great variety of the smartest trimming effects ... $15.98

DRESSES Worth to $25. Clever fashions, of smartest silks and smart materials; all late summer models, special— ... $13.98

DRESSES Worth to $35. The handsomest late summer fashions of fine Georgette Crepe, Crepe de Chine, Taffeta Silks, Crepe Meteors and other silks; styles after styles to select from, in all the most fashionable colors— ... $19.98

DRESSES Worth to $7.98. Of fine White Voiles, trimmed with lace, tucks and buttons, also some with colored collar effects— ... $3.98

DRESSES Worth to $8.98. Of fine Voiles, Organdies and Lawns, draped, tunic and plain models, in white or flowered effects— ... $4.98

$3 Wash Skirts. Of fine Piques, Gabardine and Madras; belted and pocketed styles and button trimmed styles—all sizes and colors. Special at $1.98

$2 Wash Skirts. Smart belted and pocketed styles of fine White Gabardine, Pique and Madras, Pearl Button trimmed, special at $1.48

40c Arbuckles' Coffee ... 38c
Best 20c Matches, 10 boxes ... 16c
15c Jiffy Jell 2 for ... 23c
Be Arg & Rumsey Soda 6 for 23c
10c National Biscuit Company Cakes and Crackers 3 FOR 23c

New Underselling Kitchen Ware Dept.

Enamel Ware

VALUES TO 65c

Choice of milk pails, water pails, stew pans, mixing bowls, pudding pans, etc., special at 47c.

47c

75c Large Tin Dish Pans ... 69c
85c Tin Dish Pans ... 29c
30c Tin Sifters ... 15c
25c Tin Dippers ... 17c
15c Tin Pie Plates ... 10c
20c Tin Buckets ... 17c
20c Tin Milk Strainers ... 15c
75c Tin Water Sprinklers ... 69c
$1.25 Tin Dinner Buckets ... 98c
40c Tin Coffee Pots ... 38c

$1.50 MUSLIN UNDERWEAR

Choice of fine Muslin Gowns, Petticoats and Envelope Chemise with pretty embroidery and ribbon trimming, special at

75c Corset Covers Of fine soft muslin, trimmed with embroidery and ribbon ... 48c

$2 Muslin Wear Choice of Gowns and Petticoats, lace and embroidery trimmed ... $1.48

75c Drawers Of good muslin with embroidery trimmed bottoms special ... 48c

Silk Camisoles Worth $1.50, pretty lace and ribbon trimmed styles ... 98c

Silk Camisoles Worth $2.50—of fine wash satin, pretty lace and ribbon trimmed ... $1.98

EXTRA SPECIAL

$1.60 Snowhite Lard, 4 lbs $1.48
$3.00 Snowhite Lard, 8 lbs. $2.69
$1.60 Snowdrift Lard, 4 lb. $1.48
$3.00 Snowdrift Lard, 8 lb. $2.69

HIGH POINT'S GREATEST UNDERSELLING

CASH AND CARRY GROCERY

Our enormous buying power for our chain of stores enables us to buy groceries from America's largest manufacturers. We have added this new department to help our patrons cut down the high cost of living which means that you can now choose from the largest stocks of highest quality groceries at the lowest prices in America. Our new cash and carry plan practically means wholesale prices.

Grandma's Washing Powder, 5 for ... 23c
Tooth Picks 7 boxes for ... 23c
Elkhorn Kraut Cheese, 1 lb. ... 18c
8c Potted Meats 5 for ... 23c
10c Tels Napa Ox Soap, 4 for ... 23c
String Beans, 1c can, 2 for ... 23c
Electric Asparagus ... 29c
35c Bottle 1 for ... 23c
Clothes Pins, 2 dozen for ... 23c
Instant Postum 50c Pkg. 1 for ... 43c
Instant Postum 35c Pkg. 1 for ... 27c
Loose Roasted Coffee, 1 lb. ... 23c
Toilet Paper, 1c Roll, 2 for ... 23c
Toilet Paper, 10c Roll, 1 for ... 23c
Tenglets, 12 double sheets ... 23c
20c N. B. C. Cakes and Crackers ... 16c
20c N. B. C. Cakes and Crackers ... 16c
10c N. B. C. Cakes and Crackers, 3 for ... 23c
25c Stuffed Olives ... 23c
Strawberry Preserves, pint jars ... 23c
Blackberry Preserves, pint jars ... 23c
Apple Jelly, 5-oz Jar ... 23c
Wilson's Fruit Jelly, 2 jars for ... 23c
Marshmallow 30c Jar ... 23c
Le Creme Peanut Butter, 2 15c Jars for ... 23c
25c Armour's Tomato Catsup, pint bottle ... 23c
35c Armour's Cocktail Sauce, pint bottle ... 23c
Brooks 16-oz. Salad Dressing ... 23c
Half gallon Distilled Vinegar ... 23c

35c Pie Grated Pineapple ... 23c
15c Cans Pumpkin, 2 cans for ... 23c
Prepared Mustard 15c Jar, 2 for ... 23c
20c Can Arlington Sugar Corn, 2 for ... 23c
20c Can Wilson's Sifted Peas, 2 for ... 23c
35c Del Monte Spinach ... 23c
15c Lee Hoaing 2 cans for ... 23c
30c Can Del Monte Pork and Beans ... 23c
15c Vienna Sausage, two cans for ... 23c
30c Veal Loaf for ... 23c
30c Deliria Sausage Meat ... 23c
30c Can Herring Roe s. ... 23c
15c Can Tuna Fish, 2 for ... 23c
15 Little Queen Sardines in olive oil two for ... 23c
Potmone Brand Fresh Herring, 2 cans for ... 23c
10c Golden Age Macaroni, 3 for ... 23c
15c Jello, 2 for ... 23c
25c Package Postum per pkg. ... 23c
10c Davis Baking Powder, 3 for ... 23c
10c Good Luck Baking Powder, 3 for ... 23c
30c Domestic Coconut ... 23c
15c Red Seal Lye, 2 for ... 23c
6c Export Soap, 5 for ... 23c
6c Mascot Soap, 5 for ... 23c
10c P. and G. Soap, 3 for ... 23c
6c Star Soap, 5 for ... 23c
30c Cream of Wheat ... 23c
10c Clean Easy Soap, 4 for ... 23c
75c Armour's Grape Juice ... 69c
60c Armour's Salad Dressing ... 39c

35c Bayle Peanut Butter ... 29c
35c Armour's Table Sauce ... 27c
30c Picnic Stuffed Olives ... 19c
Armour's 5-lb. Crocks Jelly ... $1.09
White House Half Gallon Vinegar ... 41c
20c Jar White House Vinegar ... 14c
30c Bottle Soup Pickles, 1 pint ... 19c
35c Dia Grated Pineapple ... 29c
35c Booth's Sliced Pineapple ... 29c
25c Early June Sifted Peas ... 19c
40c Del. Asparagus Tips ... 39c
20c California Pimentoes ... 16c
25c Home Canned Tomatoes ... 19c
20c Van Camp's Chile Con Carne ... 14c
30c Can Brooksdale Salmon ... 19c
20c Molier Sardines in Olive Oil ... 15c
35c Rex Cooked Brains ... 29c
45c Wilson's Sausage ... 2 lb. 39c
45c Wilson's Roast Beef ... 39c
25c Armour's Sandwich Dainties ... 21c
9c Armour's 6-oz Milk 7 cans ... 47c
18c Armour's Evaporated Milk ... 14c
25c Libby's Evaporated Milk ... 16c
20c Quaker Oats ... 47c
15c Quaker Rolled Oats ... 14c
20c Quaker Puffed Wheat ... 14c
20c Quaker Puffed Rice ... 14c
15c Grape Nuts ... 14c
40c Old Hickory Coffee ... 31c
50c Arbuckle's Breakfast Coffee ... 43c

80c Rumford Baking Powder, three-pound can ... 69c

30c Mary Jane Syrup, half gallon cans for ... 48c

Ladies' $4 Silk Poplin Skirts

Dressy styles, in belted, pocketed and button-trimmed effects, in black and plain colors

$2.98

SMART $5.00 SKIRTS

Handsome styles of Silks, Silver Bloom and Gabardines, in plain colors and plaid effects; belted, pocketed and button-trimmed models

$3.98

$7.00 SKIRTS

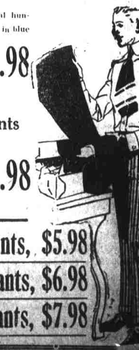
Of fine Silk Taffeta and Silk Poplin, in plain colors, striped and fancy patterns—

$4.98

$8.00 Skirts ... $6.98
$10.50 Skirts ... $7.98

MEN'S $4.50 NEW FALL PANTS

A special purchase of several hundred pairs—high grade pants in blue serges and dressy dark striped worsteds. We doubt if such values as these can be duplicated under $5 elsewhere. Our price $3.98.



Men's $5.50 Pants

Fine hand tailored pants in blue serges and darkr striped worsteds in all sizes, special at

3.98

Men's $6.50 Pants, $5.98
Men's $7.50 Pants, $6.98
Men's $8.50 Pants, $7.98