

A Sale That is Looked for Every Summer by the Thousands of People Throughout the Carolinas

Come With the Crowds

We will have a hundred extra salespeople and check girls on duty Thursday morning when store opens and everybody will be waited on promptly.

Keep This Price Sheet

Remember this sale continues for 15 days. Retain this price sheet for future reference.

Not Advertised Specials

To list all the specials we have for this sale it would fill up the entire edition of The Evening Sentinel, so come expecting great bargains and you will not be disappointed.

Sale Starts

Friday Morning, June 23 at Nine O'clock

Closes Saturday Night July 8th

Friday, June 23d
15 Days
Saturday, July 8

Store Closed all day Thursday, July 7, Marking Down Goods for this Sale

ANNUAL MID-SUMMER SALE

Friday, June 23d
15 Days
Saturday, July 8

It is the custom of our Chain of Stores to hold a Mid-Summer Sale in June Each Year. The Sale we are advertising this time promises to surpass all previous events in BIG BARGAINS

Sale Starts

Friday Morning, June 23 at Nine O'clock

Closes Saturday Night July 8th

Bought for This Sale

Our buyers made a special trip to New York last week buying special goods for this sale, and was fortunate in picking up forty cases of Rembrandt White Goods from one of the Eastern Finishing at almost a song. These goods are here and will be among our biggest specials when the store opens Thursday morning at nine o'clock.

As the Sale Goes On

Remember, this sale continues for 15 days and we will continually add new specials to make every day a big one.

Shop Early

Store opens Thursday morning at nine o'clock and each morning after at eight o'clock.

Mid-Summer Prices On All Ladies' Ready-to-Wear



Ladies' Muslin Underwear and Middy Blouses
Ladies' \$1 colored Batiste Princess Blouse 48c
Ladies' Teddy Bear Combination Suits 48c
Ladies' plain and embroidered French envelope combination suits 50c to \$1.39
50 doz. Middy Blouse for women and children, made in every known style. Solid white stripes, and white with colored colts. This sale 18c to 98c

Prety New Skirts
Specially priced for this sale. Big shipment just received for this sale. They are made of serge, poplin, fancy weaves, plaid and stripes. Special sale price \$1.08
Big sample lot of skirts in all the new weaves, shades and stripes. Investigate these and you will invest \$2.50
25 doz. white and awning stripe skirts made of gabardine, poplin and embroidery cloth 98c

61-2c Counter 2nd Floor 61-2c
Merchandise on this counter unmatchable in price.
Genuine domino apron Gingham 61c No. 300 English long cloth 61c
Cross barred Muslin and Dimity 61c
Danville Cotton Checks 61c
10c Dress Gingham 61c
Simpson Prints 61c
36 in. heavy Domestic 61c
10c Curtain Serim 61c

Children's Muslin Underwear
At greatly reduced prices. 25 dozen pairs children's 10c Muslin Dresses, limit 4 pair to a customer. No phone or mail orders. Pair 5c

Children's 25c Muslin Gowns
Dresses, skirts and bodys all included in this special sale. Each 10c

Efrids 5c Counter Has No Competition—Second Floor
Light and dark Calicos 5c
Apron and Dress Gingham 5c
38-inch Domestic 5c
8c Curtain Serim 5c

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Grand Display of New Waists
We have them in all the new materials including silk, crepe de chine, voiles, etc., and to suit every taste; and Efrids' Price 48c, 98c, \$1.08, \$2.98

Crepe Kimonos
75 dozen Crepe Kimonos, bought 50c on the dollar—suff said—divided into three lots. EFRID'S PRICE 48c, 98c, \$1.18
Half Price

WHITE GOODS

White Skirt Goods
Royal Linen 10c
No 250 Royal Linen Skirting 12c
Canon Soft Linen Skirting 12c
36-inch Irish Linen Skirting 11c
25c White Gabardine 12c
32-inch White Romper Cloth 15c
Best Twilled White Gaiters 12c and 15c
Special prices on sheer quality White Dimities, Swisses, Piques, etc., during this sale.

Embroidered Voiles
36-inch Embroidered Voiles, white ground with White, Light Blue, Rose, Pink, Heliotrope and Lavender embroidery work, regular 50c quality. Sale price 32c

Novelty White Goods
One lot White Gabardine, Pique and Ratine Skirts 5c
\$1.50 and \$1.50 Suits, sale price only \$9.75
\$1.50 and \$2.00 Suits, sale price only \$10.50
\$2.50 and \$3.00 Suits, sale price only \$14.50
\$3.00 and \$3.50 Suits, sale price only \$18.00

Dimity and Crochet Quilts at Sale Prices
\$2.00 Double Bed Kinkie Dimity Quilts \$1.10
72x90 Kinkie Dimity Quilts 95c
Full size Crochet Counterpanes, 65c
Heavy Crochet Counterpanes, extra size, worth up to \$1.25 79c
Ultra heavy weight Crochet Counterpanes, at \$1.10
The famous Clarendon \$1.50 Crochet Counterpanes \$1.18

Pillow Cases
Full size 42x36 Pillow Cases 6c
Best 10c Pillow Cases 8c
Sleepy Hollow Pillow Cases, slightly soiled, Ultra 42x36 Pillow Cases, slightly soiled, with all stains 15c
Lonsdale 25c Pillow Cases 14c
Mohawk Pillow Cases 16c
Mohawk Hemstitched Pillow Cases 23c

Seamless Sheets and Pillow Cases at Lower Prices Than They Can Be Manufactured for Today
\$1.50 seamless full bleached Sheets, 75c value 52c
\$1.50 heavyweight Seamless Sheets, torn and hemmed, 85c value 57c
Ultra Mohawk \$1.50 Seamless 79c Sheets 79c
Ultra Mohawk \$1.50 extra heavy Seamless Sheets, \$1.00 value 89c

10-1 Sheeting
81-inch Unbleached Seamless Sheeting 19c
White Rock Mills 81-inch Bleached Sheeting, 30c quality 22c

Pillow Tubing
45-inch 16c Pillow Tubing 12c
45-inch heavyweight Best Seamless Tubing 15c

All Towels Go in Sale
10c Red Border Towels 8c
Soft Barber Towels 10c
12x20 Huck Towels 12c
12x20 Guest Towels 12c
12x20 Colored Bath Towels 12c
25c Large Turkish Towels 12c
25c Pure Linen Towels 12c
50c Pure Linen Towels 12c

Scamled Sheets
22x36 Scamled Sheet 12c
Tulip 23x36 Scamled Sheet 12c
Orchard 23x36 Scamled Sheet 12c
Daisy 23x36 Scamled Sheet 12c

SILKERY

Gauze Stockings
50c Mercerized Lisle Hose, slightly Imperfect, Black and White 12c
50c Mercerized Lisle Hose, garter top, Black and White, 2 pairs for 35c
A special quality White Cotton Hose 10c

Ladies' Boot Silk Hose, 15c
100 dozen Ladies' Black Boot Silk Hose, slightly second. Sale price 12c
25c Mercerized Lisle Hose, garter top, Black and White, 2 pairs for 35c
A special quality White Cotton Hose 10c

Kayser's Italian Silk Hose at \$1.15
Kayser's Italian Glove Silk and Wonderfoot Silk Stockings in Navy, Sand, Purple, Tan, Cape, etc., sold the world over at \$1.50. Sale price \$1.15

New Neckwear
A new lot Ladies' Neckwear, including everything the new Orandy, Lace and Sport Colors, Cuff Sets, etc. 23c, 19c and 48c



All Men's and Boys' Clothing To Go At Sale Prices

New 50c Neckwear, 38c
All Men's 50c Neckwear 18c
25c Neckwear 18c

\$1.00 Overalls, 75c
200 dozen of the best made heavy weight \$1.00 Overalls with coats to match. Sale price 75c
Boys' old time Indigo Blue Overalls, Sale Price 50c

Men's Silk Hose, 15c
Men's 25c Silk Boot Hose, blacks, tans, etc. 15c
50c Silk Hose, black, navy, grey, with dots, rings, stripes, etc. 38c

Straw Hats, 5c
Men's and Boys' Mexican Straw Hats, Sale price 5c
One lot Men's \$1.00 Sailor Straw Hats, Sale price 48c

Work Shirts
One lot Men's and Boys' Blue Work Shirts, all sizes 18c
Long ohn and other regular 50c Work Shirts 37c
Solid Blue and Khaki Work Shirts for 37c

Silk Shirts
Men's extra heavy weight aSilk, Satin stripe Dress Shirts, the kind that is usually sold at high price stores from \$4 to \$5. Special \$2.95

Sport Shirts, 39c
Men's and Boys' Sport Shirts in all the new loud patterns, best 50c numbers at 39c

Shirts, 19c
Men's Percal Dress Shirts and Blue Chambray Work Shirts. Price 19c

Boston and Ivory Garters, 18c
The genuine Boston and Ivory Garters, every day of this sale 18c

Samuel Rosenthal's Rochester Special Clothing Cut in Price
About 100 of Rosenthal's Rochester Special Suits for men, all this season's latest styles and patterns, etc., in Fancy Flannels, Serges, Mixtures, Men's \$4.00 Pants \$2.98
Finest quality Blue Serge and other Fancy Worked Pants \$2.98
Men's Khaki Pants with belt 95c
Heavy weight Khaki Pants 98c
Work Pants worth up to \$3.25 at 98c

Children's White Dresses
\$2.00 White Dresses at \$1.48
Two special lots Children's fine quality Gingham and Percal Dresses, fast colors, all sizes 2 to 14. One lot at \$1.00
Misses' \$2.00 White Dresses at \$1.00
The other at 98c



Colored Wash Goods

Amoskeag Madras, 10c
32-inch Amoskeag Bleached Madras in all shirting styles. Sale price 10c
Amoskeag 22-inch Romper Cloth in all plain colors and every color stripe made that would be worth more if bought today. Sale price 12c

10c Dress Gingham, 7 1-2c
About 6,000 yards regular 10c dress gingham in all the new plaids, stripes, etc., in every color imaginable, warranted fast colors, at 7c

Foulards and Batiste at 9c
15c Mercerized Foulards and Colored Batiste, Organdies, Lawns, etc., all new patterns. Sale price 9c

40-inch Stripe Voile at 9c
46-inch Awaiting Stripe in the narrow and wide stripes, all colors 9c

25c Stripe Voiles, 18c
All the newest patterns and Sport Stripes in Voiles and Organdies, 25c quality, to go in this sale at 18c

Hickory Shirtings, 71-2c
Blue and Brown Stripe Hickory Shirting 71c
Heavy Stripe Chevot for shirts at 83c
15c heavy Blue Stripe Hickory Shirting 11c

Bed Tickings
Good Mattress Tick 81c
Amoskeag A. C. A. 25c Ticking at 16c
15c heavy Blue Stripe Hickory Shirting 11c

President Suspenders 35c
The original President 50c Suspenders during this sale at 35c
One lot genuine President Suspenders 35c
Regular 25c Suspenders 18c

\$1.00 Corduroy 49c
Wide Wale White, Rose, Cope, Washable Corduroys, all qualities, during this sale at 49c

Lace Curtains 25c
About 500 Lace Curtains, mismatched and slightly soiled, all qualities, to clean up quick. 25c
No mail orders.

Longcloth 5c
Yard wide English Longcloth, 10c quality, in short lengths; for Thursday and Monday mornings from 9 until 11 o'clock, per yard 5c
No mail orders.

Laces 21-2c
Several thousand yards Laces, including Shadows, Nets, Torchons, Round Thread Laces, Vals, Lace Bands, etc., qualities worth from 5c to 25c per yard; to go on sale Thursday morning at 21c
Orientals and Net Bands, values worth up to 25c, at per yard 5c
No mail orders filled on the above laces.

Voiles and Organdies at 10c
Perfect 10-20 yard lengths Mercerized Voiles, Organdies and Batistes, qualities worth up to 25c, to go on sale in Dry Goods Department on first floor, per yard 10c

Ladies' Handkerchiefs 1c
One lot Ladies' regular 5c Handkerchiefs, embroidered corners, plain white, hemstitched, etc. 23c
24c Handkerchiefs, including Regular 10c Handkerchiefs, including mercerized batiste handkerchiefs, silk crepe de Chine and other 25c Handkerchiefs, 10c

Paris Garters 10c

Friday and Saturday mornings from 9 to 9:30 we will sell the genuine Paris Garters to men only. No mail orders. 10c

Wholesale Stock
All goods from our Wholesale Department will be turned loose in this sale at less than merchandise prices.

Palmolive Soap 6c
Palmolive Toilet Soap for the first three days of this sale, 15c cases, at 6c
Palmolive 50c Vanishing Cream of Palmolive Soap and 2 cakes of Palmolive Soap every day of the sale, 80c value, at 41c

Two Big Sheet Specials
For the first four mornings of this sale, including Monday morning from 9 o'clock until 11 o'clock, we will sell two of the biggest bargains in Sheets that are ever seen sold in Winston-Salem. Limit four to a customer.
31x90 Seamless Heavy Weight Full Bleached Sheets 49c
52x90 Bleached Seamed Sheets at 25c

Birdseye
Pieces put up in 10 yard lengths, best absorbent quality.
24-inch width 74c
27-inch width 88c
30-inch width 68c
34 square Rubber Sheeting, 23c
1-yard square Rubber Sheeting 18c

White Bargains
40-inch Mercerized Organdies and Voiles, short lengths of Mercerized Pride of the West Batiste and other novelty White Goods in perfect short lengths, qualities worth up to 25c per yard, to go on sale in Remnant Department on second floor when store opens Thursday morning. No mail orders. 61c

To Mail Order Customers
We will fill all mail orders for goods ordered during this sale with the exception of the items as stated in ad. including 5c and 61-2c Dry Goods Specials.

Cut Prices on Table Linens
25-inch pure white Table Damask 18c
24-inch Embroidered Table Damask with blue border 29c
Best 30c quality full Mercerized Damask 32c
72-inch heavy weight Damask 45c

Sale Specials for 1c

1 dozen good Pearl Buttons 1c
Ladies' White Hemstitched Handkerchiefs, 1 Paper Pins 1c
2 dozen Wire Hair Pins 1c
Yard wide fair quality Bleached Domestic 10c quality Cambric, etc. 1c
12x20 Embroidered Cloth 1c
12x20 Cambric 1c
36-inch Bleached Cambric 1c

Bleached Muslins
Yard wide fair quality Bleached Domestic 10c quality Cambric, etc. 1c
12x20 Embroidered Cloth 1c
12x20 Cambric 1c
36-inch Bleached Cambric 1c

Sea Island Tissue, 11c
Woven Sea Island Tissue or Voile in every new pattern made this season. 15c quality 11c
Marcella Mercerized Mulls and Voiles in stripes, floral patterns, etc. 11c

Crochet and Embroidery Cottons
Mercerized Crochet Cottons, white and colors 4c
Mercerized Crochet Cottons, white and colors 4c
C. M. C. Crochet Cotton 8c
Dexter's Darning Cotton 2c
Dexter's Knitting Cotton, per ball 4c

Women's \$4.00 Pumps and Oxfords, \$2.98
\$4.00 Pumps and Oxfords \$2.98
\$4.00 Pat. Leather Plain Pump \$2.98
\$4.00 Dull Kid Spot Heel Pump \$2.98
\$4.00 Gun Metal Cuban Heel Pump \$2.98
\$4.00 Pat. Kid White Piped Pump \$2.98
\$4.00 Bronze Pump \$2.98
\$4.00 Tan English Oxford \$2.98
\$4.00 Pat. Leather Two-Strap at \$2.98
\$4.00 Pat. Leather Low Heel Pump at \$2.98
\$4.00 Comfort Oxford \$2.98

Pat. Leather Cuban Heel Pump
Pat. Leather Cuban Heel Pump \$1.98
Blue Kid Leather Pump \$1.98
Violet Blucher Oxford \$1.98
Plain Toe Vici Oxford \$1.98
Gun Metal Low Heel Pump \$1.98
Satin Evening Slippers in pink, red and white \$1.98
This counter will be found tan, patent leather, gun metal, blucher, English last, very special at \$1.98

big lot of Men's \$2.50 Oxfords
patent leather and gun metal and all good styles, extra special 1.98.

Pat. Leather Cuban Heel Pump
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Blue Kid Leather Pump \$1.98
Violet Blucher Oxford \$1.98
Plain Toe Vici Oxford \$1.98
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Plain Toe Vici Oxford \$1.98
Gun Metal Low Heel Pump \$1.98
Satin Evening Slippers in pink, red and white \$1.98
This counter will be found tan, patent leather, gun metal, blucher, English last, very special at \$1.98

Less Profit Than Any Store In The Carolinas

Barefoot Sandals in All Sizes at Special Prices
\$2.50 Boys' Tan Button Oxford \$1.98
\$2.50 Boys' Gun Metal Button Oxford \$1.98
\$2.50 Boys' Tan Blucher Oxford \$1.98
\$2.00 Youths' Tan Button Oxford \$1.48
\$2.00 Youths' Gun Metal Oxford \$1.48
\$1.50 Little Gents' Gun Metal Oxford \$1.24
\$1.50 Little Gents' Tan Oxford \$1.24
\$1.25 Little Gents' Gun Metal Oxford 98c
\$1.25 Little Gents' Vici Oxford 98c
One counter Men's Oxfords, worth up to \$3.00, good sizes and good styles. This sale \$2.98
Big counter Men's Oxfords, worth \$2.50 and \$3.00, will go in this sale at \$1.98

\$1.00 Values, \$2.98
Extra special values in Men's Shoes and Oxfords. These Oxfords are absolutely solid leather, good workmanship and the very best styles.
\$4.00 Tan English Last \$2.98
\$4.00 Pat. Leather Button Oxford \$2.98
\$4.00 Pat. Leather Blucher Oxford \$2.98
\$4.00 Black Calfskin English Oxford \$2.98
\$4.00 Tan Calf Blucher Oxford \$2.98
\$4.00 Gun Metal Button Oxford \$2.98
\$4.00 Gun Metal Blucher Oxford \$2.98
\$4.00 Pat. Leather Blucher Oxford \$2.98
\$4.00 Vici Blucher Oxford \$2.98

98c—Women's Oxfords—98c
One counter Women's Pumps and Oxfords, extra good values in small sizes, only 98c

Summer Curtain Materials

10c White and Ecru Curtain Examines with colored borders 5c
12-12c Plain White and Ecru Examines only 10c
25c White Marquiesettes and Voiles for 16c

Lace Curtains
We offer three extra specials in lace curtains for this sale. Three yards long, \$1.00 Lace Curtains, three yards long, good strong net, colors extra 50c value, full 2 1/2 yards long, regular 50c value, in this sale for 29c
30c pairs, 1 1/2 yards one curtain, for this sale only, pair \$1.25

Linen Towels, 38c
20 dozen pure Linen Damask Towels, 75c. Sale price 38c

One-Half Price
One lot ladies' and junior's \$1.00 Crepe, Lawn and Gingham Dresses, long as they last we offer them at 48c
10 dozen children's \$1.00 and \$1.25 white Madras Dresses, slightly soiled, sale price 48c
Children's \$1.00 Middy Blouses, solid white and white with red and blue collars, sale price 48c

