

**BOYS HOSE, all sizes;**  
Sale Price ..... 10c

**MENS SHIRTS; Sale**  
Price ..... 59c

**1 LOT SLIPPERS; Sale**  
Price ..... \$1.98

**1 LOT MENS OFFORDS**  
Sale Price ..... \$2.98

**SPOOL COTTON; Sale**  
Price ..... 5c

**LACE; Sale Price 2 1-2c**

**LADIES SPORT HOSE**  
Sale Price ..... 39c

**LADIES SILK HOSE**  
Sale Price ..... 49c

**LADIES SANDALS;**  
All colors sale price \$2.98

# WILMINGTON, N. C.

# ORLEANS

## BROADWAY

## SPRING

WILMINGTON, N. C.

# ANNOUNCING THE GREAT

# OPENING SALE!

Beginning Today, April 11- Ending Saturday, April 19, 1924

THE BIGGEST, MOST SENSATIONAL VALUE-GIVING EVENT WE HAVE EVER ATTEMPTED!

**NOT TO OVERLOOK OUR SPRING SUITS!**

In fact, when you see them, you'll agree it's much wiser to look them over than to overlook them. They represent an unusually strong line. There is an unlimited diversity of patterns in worsted and cashmere—our exclusive "decorated" fabrics. As always, popular priced—and worth seeing early!

**YOU'LL FEEL BETTER!**—If you dress up. Did you ever notice the zip a new suit of clothes gives you? You step out with shoulders thrown back ready to meet any emergency. We want to make you feel better today. **DRESS UP!**—For a small investment it will pay large dividends in good health and success.

SUMMER WILL SOON BE HERE AND YOU WILL NEED THINGS TO WEAR. COME IN AND SEE THE NEW FURNISHINGS, THE STYLE, THE QUALITY AND THE LOW PRICES WILL PLEASE YOU.



**See our Summer Furnishings**

Mens Garters, sale price ..... 19c  
Mens Hose, sale price ..... 23c  
Mens Silk Hose, sale price ..... 47c  
Mens Belts, sale price ..... 39c

We have included in this sale the justly famous **Nofade Shirts**: Guaranteed Fast Color, a new one if they do not give absolute satisfaction.

\$2.00 NOFADE SHIRTS, sale price ..... \$1.59  
\$2.50 NOFADE SHIRTS, sale price ..... 1.98  
Values to \$5, sale price ..... \$2.85  
1 lot shirts, sale price ..... 59c  
1 lot shirts, collar attached, sale price ..... 98c

**HAT AND CAPS**

1 lot adjustable size caps, values to \$3.00 sale price ..... \$1.69  
1 lot caps, sale price ..... 98c  
1 lot mens sport hats, sale price ..... \$2.98  
1 lot mens new spring hats, Sun Fast Fadeless Hats, values to \$7, sale price ..... \$3.98

**MENS NEW SPRING TROUSERS**

**Complete New Stock to Pick From**

1 lot pants, values to \$5., sale price ..... \$2.98  
Others reduced in proportion

1 lot mens suits, sale price ..... \$14.98  
1 lot mens sport models, values to \$30.00 sale price ..... \$19.85

Our New Spring Hats are Here. There is a Great Variety and whether you seek the Quiet Kind, a Novel Creation or a Saucy Sport Hat We Have What you Want And at a Saving. Buy your hat early—You will enjoy it Long. Buy it Here.



1 lot of Hats, values to \$1.00, sale price \$1.98  
1 lot Childrens Hats; values to \$3.00; sale price ..... \$1.89  
1 lot children Hats, values to \$5.00, sale price ..... \$2.49  
1 lot of hats; values to \$7.50, sale price \$3.95  
1 lot of hats; values to \$10.00; sale price ..... \$5.95  
1 table hats; values to \$5.00, sale price \$2.49



Before you ran your Spring and Summer Costume Come into our Store and See our Ready-to-Wear Suits, Coats, Wraps and Frocks. You will find a large assortment of the Latest Patterns, Shades and Styles to Select From. You will find that you save Money.

EVERY DAY OF OUR SALE YOU WILL FIND REAL VALUES BACKED BY IRON CLAD GUARANTEES. MONEY BACK IF NOT SATISFIED. EVERY DAY YOU WILL SEE ON DISPLAY FRESH MERCHANDISE OF QUALITY AND DISTINCTION. EVERY DAY, NOW AND ALWAYS OPEN FOR YOU. COME IN & LOOK AROUND. IF YOU WANT TO BUY WE WILL BE DELIGHTED TO WAIT ON YOU. IF NOT YOU ARE OUR FRIEND JUST THE SAME. ONLY COME IN AND CHECK UP THE TRUTH OF THESE BONA FIDE STATEMENTS. YOU ARE ALWAYS WELCOME AT OUR STORE.

**SERVICE**—No store is striving harder to make every transaction thoroughly satisfactory than we are—we stand ready to make good whenever our merchandise fails; you buy here with an absolute guarantee of satisfaction.

Values are always here. Everyone interested in quality should be here. No one can afford to miss the opportunity. Come and see for yourself. Nothing like it ever attempted before. The closer comparison you make the more satisfied you will be.

BEFORE The HOT WEATHER ARRIVES WHY NOT COME IN AND GET YOUR SUMMER MATERIALS. THEY ARE PRICED RIGHT AND AT A GREAT SAVING.



1 lot gingham, apron and dress patterns, values to 25c, sale price ..... 12 1-2c  
1 lot percale, sale price ..... 9c  
Unbleached muslin, sale price ..... 10c  
Long cloth, sale price ..... 15c  
Silk Striped shirting madras, sale price 42c  
Embossed crepe, suitable for underwear, sale price ..... 22c  
Curtain scrim with colored border, sale price ..... 12 1-2c  
Lace, sale price per yard ..... 2 1-2c  
All voiles and dotted effects at greatly reduced prices.

1 lot mens Oxfords, dark brown, new French toe, sale price ..... \$2.98  
1 lot black Satin Slippers, values to \$7.00 sale price ..... \$3.98  
1 lot Slippers, stitch down, sale price \$1.49

**LADIES DRESSES**

Group 1, Values to \$16.50, sale price ..... \$9.85  
Group 2; Values to \$25.00, sale price ..... \$15.95  
Group 3; Value sto \$10.00, sale price ..... \$4.98

**Ladies Spring Coats:** We have taken Our Entire Stock of Ladies Spring Coats and You will find them Priced just Half of Their Worth. At these Prices they will not Last Long. Come Early.

1 lot ladies white waists, some trimmed with constrastinf materials, values up to \$1.50, sale price ..... 49c

AN ATTEMPT TO GIVE YOU MORE FOR YOUR MONEY THAN EVER BEFORE

A LET DOWN IN PRICE ... BUT NO LET UP IN QUALITY!

There's A Demonstration At Value Giving All Over This Store At This Sale