

# ANNOUNCING THE OPENING OF NELSON MERCANTILE CO.

Plymouth, North Carolina

Sale Starts  
**FRIDAY**  
August 9th  
9:00 A. M.

# SALE

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## WANTED

2,000 NEW CUSTOMERS  
TO GET ACQUAINTED  
WITH THE MONEY-SAV-  
ING ADVANTAGES OF-  
FERED BY THE NELSON  
MERCANTILE CO. STORE  
PRICE SLASHING.

**ALARM CLOCKS**  
LORD BALTIMORE

One year guarantee. For the open-  
ing sale only—

HERE ARE ONLY A FEW OF THE FINE BARGAINS IN BRAND NEW MERCHANDISE OF  
GUARANTEED QUALITY. THERE ARE HUNDREDS OF OTHER BARGAINS IN OUR STORE  
WHICH YOU CAN'T BEAT. NELSON MERCANTILE COMPANY FOR VALUE. COME ONE,  
COME ALL. TRADE WITH US FOR THE SAKE OF YOUR POCKETBOOK.

*Opening Bargains in*  
**SILKS AND DRY GOODS**  
Javanese, fast colors, beautifully  
figured, yard ..... 89c  
Flat Crepe, yard ..... \$1.59  
Genuine Gale Prints, guaranteed  
fast colors, yd. .... 49c

*A Special Group of*  
**SILK DRESSES**

**Beautiful Souvenirs**  
**FREE!**

*The first hundred adult customers*  
*enterings our store Friday, August 9,*  
*and Saturday August 10, will receive*

**110 BRAND NEW SILK  
DRESSES**

Summer and Fall Smart Styles, good  
quality. Silk crepe back satins, geor-  
gettes, tailored and ensemble and other  
smart styles. 110 Dresses—110 Styles.  
We bought these to sell for \$9.95. For  
the opening sale only we offer you an  
unusual value—

**Greater Savings**  
FOR THRIFT-WISE PLY-  
MOUTH AND SURROUND-  
ING COUNTIES FOLKS.

*\$1.65 Full Fashioned*  
**SILK HOSE**

Lovely quality all-over silk chiffon  
and service weight silk stockings;  
smooth, even, perfect silk texture, for  
every summer occasion. Choose from  
the leading sun-tan and conventional  
shades. Special at—

**\$1.00**