

With every department brimful of new Fall Merchandise you'll be saving money by coming to Plummer & Trantham's

# ECONOMY SALE

THOUSANDS OF DOLLARS WORTH OF QUALITY, MERCHANDISE ATTRACTIVELY LOW PRICED

A SALE THAT'LL BENEFIT EVERY MEMBER OF THE HOUSEHOLD AND THE HOME ITSELF

SALE BEGINS  
**Saturday, October 11**  
AND LASTS ONE WEEK.  
CLOSES  
**Saturday, October 18**

PLUMMER & TRANTHAM STAND LIKE A STONE WALL AGAINST THE TIDE OF ADVANCING PRICES  
Economy here applies to the price—a fair price for everything—and everything Plummer & Trantham quality. There is no stinting of the latter to make the price seem low. The saving at all times is real. The time to test our low prices is now—when stocks are at flood tide for the new season.

We are in our New Building. We want you to visit us during the FAIR.  
Make our store your headquarters during the FAIR:

COME HERE DURING THE FAIR

NO GOODS CHARGED AT SALE PRICE

MONTHS AGO ANTICIPATING THE HEAVY ADVANCE IN SHOES WE BOUGHT SHOES FOR FALL and WINTER. WE KNOW WE CAN SAVE YOU FROM 50c TO \$2.50 PER PAIR ON OUR SHOES NOW. FOR FAIR WEEK WE ARE GOING TO MAKE A SPECIAL 10 PER CENT DISCOUNT ON EVERY SHOE IN OUR ENTIRE STOCK. NOW IS THE TIME TO SHOE THE ENTIRE FAMILY FROM BABY TO GRANDDADDY.

<p><b>Outing Flannel</b> One small lot outing flannel, about 500 yards, to close out in this sale at <b>15c</b> Good quality outing flannel, good stock of this outing, worth 30c per yard, sale price <b>25c</b> One lot of gingham, come in good style for dresses and aprons, worth 30c per yard, price <b>19c</b></p> <p><b>Ladies' Coats and Coat Suits</b> Everything new and right up-to-the-minute in style. We are showing the largest line in Transylvania county. And to move to the point, we are going to give 10 per cent off on all coats and coat suits during this sale.</p>	<p><b>Hosiery</b> Boys' and girls' good quality stockings, worth 35c per pair <b>25c</b> Boys' heavy 2-in-1 ribbed hose, worth 50c, sale price <b>29c</b> Men's wool work sox, worth 50c, sale price <b>29c</b> Ladies' fleeced lined hose, worth 25c, sale price <b>15c</b> Men's good quality half hose, black and tans, worth 25c, price. <b>15c</b> Men's heavy good blue Denim overalls; some get \$2.50 and some \$3.00 for these goods <b>\$2.15</b></p>	<p><b>Men's Heavy Worsted Underwear</b> Men's heavy fleeced Underwear, worth \$1.25, sale price <b>95c</b> Men's heavy undersuits, wrth \$2.50 per suit, sale price <b>\$1.95</b> Men's heavy ribbed shirts and drawers, worth \$1.25, at <b>95c</b></p> <p><b>Ladies' and Children's Underwear</b> Children's good quality union suits, worth 75c, sale price <b>59c</b> Ladies' vests and pants, 75c grade, sale price <b>69c</b> Ladies' \$1.25 union suits, price <b>98c</b></p>	<p>Ladies' Setsnug union suits <b>\$1.95</b></p> <p><b>Children's Knit Caps and Toboggans</b> A fortunate purchase of knit caps and toboggans enables us to offer you these at a saving from 25 to 50 per cent. Children's knit caps, worth 35c, sale price <b>18c</b> Children's knit toboggans, worth 35c, sale price <b>25c</b> Ladies' and children's knit caps and toboggans, worth 50c <b>39c</b> Ladies' and childrens knit caps and toques, worth from 75c to \$1.00, sale price <b>50c</b></p>
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A DETERMINED EFFORT TO SMASH THE H. C. OF L. TAKE ADVANTAGE OF THESE SAVINGS Men's \$1.50 Work Shirts ..... \$1.00

TEN PER CENT REDUCTION ON EVERYTHING WE CARRY IN STOCK. WE CARRY THE FOLLOWING:

- |                  |                    |                   |                      |
|------------------|--------------------|-------------------|----------------------|
| Ladies' Coats    | Men's Sweaters     | Men's Work Shirts | Blankets             |
| Children's Coats | Men's Clothing     | Men's Wool Shirts | Comforts             |
| Ladies' Suits    | Boys' Suits        | Trunks            | Ladies' Hats         |
| Ladies' Sweaters | Rain Coats         | Suitcases         | Men's and Boys' Hats |
| Boys' Sweaters   | Men's Dress Shirts | Bags              | Dry Goods            |

TEN PER CENT REDUCTION ON EVERYTHING WE CARRY IN STOCK DURING THIS ECONOMY SALE.

# PLUMMER & TRANTHAM