

# PRICES FALL

## ADMINISTRATOR'S

# VALUES

## Greatest Ever Offered

# W

YOU KNOW THE QUALITY OF GOODS CARRIED IN THIS STORE. YOU KNOW HOW SCARCELY HIGH-GRADE GOODS ARE GETTING. INCREASING LABOR COSTS MEAN HIGHER RETAIL PRICES. YOU CAN BUY HERE AT THIS SALE FOR LESS THAN THE OLD TIME PRICES.

LATE

## SALE BEGINS FRIDAY

# ZENER'S

# NOV 14

High Grade Merchandise  
Entire Stock Must be  
gone by January 1st.

## STORE CLOSED

MON., TUES., WED., and THURS.—NOVEMBER  
10, 11, 12, 13.

# THE BIG SIGN

THE MOST IMPORTANT MERCHANDISING EVENT IN THE HISTORY OF WESTERN NORTH CAROLINA. THE ONE CHANCE YOU HAVE BEEN WAITING FOR. BUY NOW FOR FUTURE NEEDS—FOR YOU WILL WAIT LONG FOR ANOTHER SUCH OPPORTUNITY.

# Close on January 1st

Administrator

## 25 Experienced Clerks Wanted