

OUR OPENING SALE

Was a Grand Success

Began Wednesday, July 26, Continues 15 Days

EVERYTHING IN THIS STORE IS BRAND NEW MERCHANDISE, DIRECT FROM THE MARKETS. WE HANDLE NO OLD STOCK. WE HAVE TWO BUYERS--ONE ON THE SHOE MARKET, ALWAYS LOCKING OUT FOR US TO BUY THE RIGHT MERCHANDISE AT THE RIGHT PRICES, ONE IN THE LADIES' WEARING APPAREL MARKET

Look At These Remarkable Bargains:

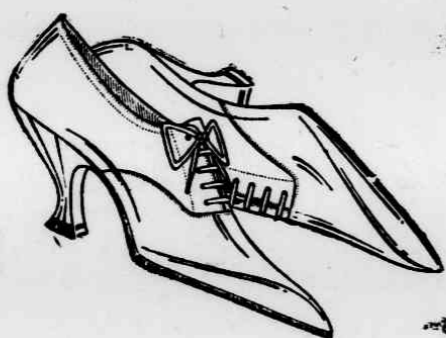
MEN'S FURNISHINGS

- Men's Union Suits 49c
- Men's Slips 49c each
- Men's Overalls 89c
- Men's Work Shirts 69c
- Men's White Shirts with Collar 98c
- Men's Handkerchiefs 5c
- Men's Hose 9c
- Men's Felt Hats 98c up
- Men's Tennis Shoes, suction sole \$1.69
- Men's Caps, all colors and styles 98c
- Men's Dress Shirts 49c
- Arrow Brand Collars, all sizes, hard and soft styles 19c
- Men's Silk Hose 49c
- Umbrellas 98c
- Boys' Caps 49c
- Boys' Union Suits 49c

MEN'S SUITS—GOOD QUALITY AND VALUES

- Men's Suits, lot just came in, different styles and colors .. \$12.95
- Men's Suits, 2 pair of pants \$16.50
- Men's Tweed Suits \$14.95

LADIES' SHOES



- 1 lot Blk and Tan Oxfords, Rubber Heel \$1.85
- 1 lot of Satin Slippers, Baby Louis Heel, all sizes \$2.75
- 1 lot of Patent Straps, Rubber Heel, all sizes \$2.75
- 1 lot of White Canvas Oxfords and Pumps \$1.75
- 1 lot of Sport Oxfords, Flat Heel with Rubber \$4.75

CHILDREN'S SHOES



- Misses and Children's Skufflers 98c
- Misses and Children's Patent Leather Mary Janes \$1.79
- Infants Blk and Tan Lace and Button Shoes, Twin Soles .. 98c
- EXTRA—Comfy House Felt Slippers, various colors, all sizes 89c

MORE SHOES ARRIVING—BEST VALUES IN TOWN

- 1 lot of Men's Dress Shoes, narrow and wide lasts, plain and brogue styles in Blk and tan, kid and calf leather, all Goodyear welts, solid leather innersoles, rubber heel, all sizes \$3.79
- 1 lot of Men's Tan Oxfords, wide and narrow toes, Goodyear welts \$3.79 and up
- 1 lot of Men's Sport Smoked Elk Oxfords, rubber sole and heels, all sizes \$4.79
- EXTRA—1 lot of Men's Wide Toe, Tan Calf Skin Shoes with rubber heel, solid leather innersoles, all sizes, just come in \$4.15
- 1 lot of Men's Army Shoes with Rubber Heel, Munson Last . \$3.75
- EXTRA—1 lot of Men's Dress Shoes, narrow and wide toes with Rubber Heel \$2.50
- 1 lot of Men's Officer Dress Shoes with rubber heel and filler \$3.75
- Rubber Boots \$2.95

BOYS' PANTS

- 1 lot at 89c to \$1.95
- 1 lot of Kahki Knickers 45c to 59c
- 1 lot of Kahki Riding Pants \$1.35
- EXTRA—1 lot of Men's Odd Coats, all sizes \$5.45

BOYS' SUITS

- Tweed Suits, 2 pair of pants \$5.95
- Boys' Suits, various styles \$4.95
- Boys' Blue Serge Suits \$6.95

MEN'S PANTS

- 1 lot just arrived \$1.49
- 1 lot of Blue Serge, good quality \$3.95
- 1 lot, extra sizes 44-50 \$3.45
- 1 lot Kahki Work Pants \$1.19-\$1.49
- 1 lot Men's Riding Pants \$1.75 to \$2.45

WORK SHOES—BEST VALUES IN TOWN

- Work Shoes, best values in town
- 1 lot of Men's Scouts, sewed and screwed soles, with solid leather innersoles \$1.85
- 1 lot of Men's Scouts, sewed and screwed soles, solid leather innersoles and rubber heel, manufacturer's McElwain . \$2.29
- 1 lot of Men's Oil Grain Heavy Shoes, made on army last (McElwain) \$2.79
- 1 lot of Men's Blk. and Tan Work Shoes, all sizes \$1.69

BOYS' SHOES

- 1 lot of Boys' Tan Shoes, narrow and wide toe, rubber heel all sizes \$2.49
- 1 lot of Little Gents' Shoes, narrow and wide toes, rubber heel, all sizes \$2.19
- 1 lot Boys' Scouts, sewed and screwed soles, all sizes \$1.69
- Shoe Polish, Ox Blood, Black and White 8c
- Shoe Laces, all colors and lengths 5c

MISCELLANEOUS

- 1 lot of Ladies' Sample Voile Dresses, sizes up to 52, \$10.00 value, sale price \$3.45
- 1 sample lot of Ladies' all wool Tricotine Dresses, \$30.00 value, sample \$13.95
- 1 sample lot of all wool tricotine and French Serge Suits, latest models \$25.00 and \$30.00 value, sale price .. \$13.95
- Children's guaranteed fast color gingham dresses, sizes up to 14, \$1.25 value, sale price 89c
- 1 lot Crepe de Chine and Canton Dresses \$5.45
- 36 inch French Voile, 75c value 45c yard
- Plain and Fancy Curtain Scrim 9c yard
- 36 inch Organdie, 75c value 49c
- J. and P. Coats sewing cotton 5c
- O. N. T. Crochet Thread, per ball 10c
- 1 lot of georgette waists, all sizes, sale price \$2.25
- Double Bed Blankets, sale price \$1.69
- Double Bed Sheets 79c
- Pillow Cases 19c
- All pure silk hose, \$1.25 value, sale price 69c
- 35 inch Bullap, 30c value 19c
- Best Quality Ahoskeag Gingham, 29c value 17c
- 15c gingham, sale price, while it lasts 11c
- Good quality Gauze Vest 12 1-2c
- Men's, Ladies' and Children's Hose and Sox 9c

Everything in our store is brand new; no shoddy stuff

Between Post Office
and
Pisgah Bank

JEROME & PUSHELL
Fashion's Place To Trade

It's Your
Department Store--
Use It