

HOLLIDAY CO.

Since The Inception Of This Business

Excess Stock of Over \$175,000 Worth of Furniture, Rugs, Phonographs, And Hardware To Be Distributed To The People in Nine Days

NO STORE CAN SUCCEED WITHOUT CUSTOMERS. NO STORE CAN HAVE ENOUGH CUSTOMERS TO DO A BIG, HEALTHY BUSINESS UNLESS IT GIVES THE PEOPLE WHAT THE PEOPLE WANT. WE BELIEVE THAT NOW IS THE TIME TO GET "BACK TO EARTH." WE BELIEVE THAT THE PEOPLE HAVE HAD HIGH PRICES UNTIL THEIR PATRIOTISM IS TRIED TO THE POINT OF SHATTERING. AND WE ARE DETERMINED TO PUT THIS STORE IN ORDER TO MEET THE DEMANDS OF THE PEOPLE, LET THE LOSS TO OUR CASH REGISTER BE WHAT IT MAY! WE HAVE HAD OUR EAR TO THE GROUND AND OUR FINGER TO THE PUBLIC PULSE. PEOPLE ARE GOING TO START TO BUY FURNITURE, RUGS AND HARDWARE AGAIN WHEN PRICES ARE NORMAL AGAIN! AT THIS STORE THE TIME IS NOW. AND AT THE MOST VITALLY IMPORTANT SALE THE PEOPLE OF THIS CITY HAVE EVER EXPERIENCED!

NO LIMIT!

Important merchandise with the purchase of Rugs and Phonographs and Hardware that we are doing public in all floods of Buy come with the

To Be

- Colonial Walnut, 4-piece, Bed, Dressing Table, \$224.85
- Mahogany Bed Room, 2nd Period, with 3rd, Chiffonette, Dressing Table, Night and 3, \$328.35
- Mahogany Bed Room, Poster Bed, Dressing Table and Chiffonette, \$273.85
- Mahogany Bed Room, Design, Dressing, and Bed, \$67.85
- Ivory, Queen Ann, 7-piece, \$197.85
- Ivory Bed Room, 2nd Period, 9-piece, with Bow End Bed, 2, Chiffonette, 2, Bench, Desk and Sale, \$328.35
- William and Mary, 7-piece, with Bow End Bed, Vanity Case and Sale, \$271.35
- TRUNKS AND BAGS
 - Hand Bag, Walnut, \$4.35
 - Black Walnut, \$5.15
- TRUNKS AND BAGS
 - Suit Cases, warne cow, \$10.98
- ROOM SUITS
 - See Living Room, upholstered in 7, Beautiful Pat, \$297.65
- PARLOR SUITS
 - Sport Table, Ma, \$41.85

\$50.00 7-piece, Fumed Oak Suits, includes Table, 2 chairs and 2 rockers, taborette and Book Ends, Sale Price \$31.95

LIVING ROOM SUITS

\$400.00 8-piece Cane Back and End, Living Room Suit, upholstered in Cut Velour, Sale Price \$268.35

\$425.00 3-piece Cane Back and End Living Room Suits, upholstered in Cut Velour, Sale Price \$288.95

PARLOUR SUITS

\$75.00 5-piece Mahogany finished Parlour Suits, upholstered in Mule Skin, Sale Price \$48.85

\$125.00 5-piece Mahogany finished Parlour Suit, upholstered in Black Mule Skin, Sale Price \$73.95

\$145.00 3-piece Mahogany finished Parlour Suit, upholstered in Black Mule Skin, Sale Price \$67.95

DAVENPORTS

\$37.50 Davenport, Oak Finish upholstered with Brown Mule Skin, with mattress, Sale Price \$23.15

\$67.50 Davenport, Fumed Oak finish, upholstered with Black Mule Skin, with Mattress, Sale Price \$37.85

\$50.00 Davenport, Mahogany finished with Black Mule Skin, upholstered with Black Mule Skin, with Mattress, Sale Price \$27.35

GARDEN HOSE PIPE

25c Garden Hose Pipe, Sale Price, per foot 14c

20c Garden Hose Pipe, Sale Price, per foot 11c

COTTAGE PAINTS

Vane-Calverts Elastic Cottage Paints, Sold \$4.00 per gal. Sale Price, per gallon \$2.45

50 gallons Paints, assorted colors. Sold at \$3 per gal. Sale Price, per gal. 95c

OIL STOVES

\$45.00 New Perfection Oil Stoves, with Cabinet and Oven, Sale Price \$33.85

ROOFING

Barretts Slate—Surface Roofing, weight 85 pounds to Sq. Sold at \$4.50 per Sq. Sale Price, per Sq. \$2.85

Birds Granitized, 2 ply Rubber Roofing. Sold at \$3 per Sq. Sale Price per Sq. \$2.19

Universal 1 ply Rubber Roofing. Sold \$1.50 per Sq. Sale Price, per Square 98c

DOORS

\$6.50 White Pine and Panel Inside Doors, Sale Price \$3.65

\$3.75 Screen Doors, size 2-ft-10-in. x 6-10-in. Sale Price \$3.15

\$3.50 Screen Doors, size 2-ft. x 6-ft.-8-in. Sale Price \$2.85

\$3.00 Screen Doors, size 2-ft. x 6-ft.-6-in. Sale Price \$2.35

SCREEN WISDOWS

\$6.00 Window Sash, 12x32-4 Light, Sale Price \$2.85

\$5.00 Window Sash 12x16-8 Light, Sale Price \$2.65

65c Window Screens, Sale Price, each 48c

90c Window Screens, Sale Price, each 67c

\$1.25 Screen Windows, Sale Price, each 95c

GASOLINE ENGINES

\$65 1-Horse Power Engines, Sale Price \$38.95

WASHING MACHINES

\$65 Power Washing Machine, Sale Price \$39.15

\$150.00 White Lilly Electric Washing Machine, Sale Price \$111.15

All Aluminium, Crockery and Enamelware at an enormous Reduction.



Think Of These Items For 5 Cts.

Holliday & Co., North Carolina

- \$30.00 FELT MATTRESS, with every Bedroom Suit Sold 5c
- \$15.00 ALUMINUM SET, with every Kitchen Cabinet sold 5c
- \$8.00 AXMINSTER RUG, with every Axminster Rug sold 5c
- \$40.00 AXMINSTER RUG— 9x12 with every Piano sold 5c
- \$12.50 AUTOMOBILE ROBE, with every Range sold 5c
- \$25.00 9x12 TAPESTRY RUG, with every living room suit sold 5c