VALUE Headliners That Shout Bargain News For You

Please Tell Your Friends, Too, About It -- The Most Sensational Sale In The History of this Section



COME EARLY



Sale Starts Friday, July 2nd -- Ends July 17th

MEN'S

Shirts - Shorts

All Sizes

Each

MEN'S Heavy Good Blue Denim

All Sizes

A Statement:

TO OUR FRIENDS AND CUSTOMERS OF OUR COUNTY AND THE ALBEMARLE SECTION:

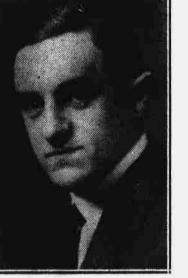
We are telling you the TRUTH when we say that We are stocked up to the brim with Seasonable Merchandise throughout the store and we want to CLEAR our Shelves and Racks during this July Clearance Sale. Our prices of what items we could print here show that we have forgotten our Profits and are giving you a chance to BUY and SAVE on your purchases of goods you can use and need right now. We all know that merchandise prices are advancing right

along and that is the reason why you should BUY NOW. You save our profit and the price advance on goods we are offering in this sale. Many an article we are selling today cannot be bought at prices offered you in this Sale. Buy—and buy plenty. Imagine the many extra things you can buy with the savings! Imagine the kind of values you would like to see and then see even bigger values than you had hoped for. Many items are priced actually less than replacement costs—so in fairness to yourself, make all arrangements to be here when our door opens Friday morning. Sincerely, SIMON RUTENBERG.

NOTHING ON APPROVAL DURING THIS BIG PRICE - CUTTING SALE!

"STORE OF VALUES"

HERTFORD, N. C.



SIMON RUTENBERG

FREE!

2 lbs. Sugar With Each \$2.00 Purchase

Friday and Saturday July 2 and 3

Only

ALL OF OUR

Suits

Valued \$17.50

JULY PRICE ONLY