

DO IT NOW

THE PLACE, SIMMONS'

The money saving event of your life is now going on at O. B. Simmons & Son's Big Dry Goods Store. This is the only big

HALF PRICE SALE

that has ever been put on in Laurens, and you owe it to yourself to buy merchandise as cheap as possible, you will find them cheaper here than anywhere else.

Read these prices, come to this big **HALF PRICE SALE**, your dollar will buy two dollars worth of merchandise.

Dress Goods

40-inch French Cecillians, worth \$1.00, Sale price	.82
Black Mohairs, Panamas, Wool Taffetas, Nuns Veiling and a great many other fabrics of different weaves and designs, worth from \$1.00 to \$1.50 yard, Sale price	.82
All 50c Mohairs, Cecillians, Panamas, Flannels, Batists and Woolen Bingalines to close them out quick, Sale price a yard	.39
All Sunburst Silks, the well known lining fabrics, worth 40c yard, Sale price	.26
Spun Glass and Iona Linings going in this sale, yard, from 8 1/4c to	.11 1/2
We will sell all Kid Cambrics for linings at, a yard	.31 1/2
White and Colored Curtain Swisses, worth 10c, 12 1/2c and 15c, Sale price	.81 1/4

Silks

We have a big line of Fancy Silks for Waists and Suits, worth from \$1.00 to \$1.25, our price per yard until all gone at	.79
33-inch guaranteed Black Taffeta Silk, worth \$1.00, to be closed out at	.66
36-inch guaranteed Black Taffeta Silk, worth \$1.25, until it is all gone, a yard	.82
Yard wide guaranteed Black Taffeta, worth \$1.50, sale price, yard	.99
Yard wide Cashmere de Soie, in all the season's shades, worth \$1.25, Sale price	.82
A big line of Colored Taffeta, yard wide, worth \$1.00, sale price	.79
Yard wide lining Satins, were 75c, going in this sale at	.55
27-inch Moire Silks, were \$1.00 per yard, this sale price, a yard	.79

Shoes! Shoes!

We have an immense line of Ladies' Misses' and Children's Shoes, and have put prices on them that will move them, so if you, or your boy or girl need Shoes, don't forget that they are cheaper here than anywhere else.

All \$3.50 Shoes, Sale price	\$2.69
All 3.00 " "	2.13
All 2.50 " "	1.98
All 2.00 " "	1.59
All 1.50 " "	1.19
All 1.25 " "	.99c
One lot odds and ends at from 48c to	1.19

Prices on all other Shoes have been cut to the quick

Hosiery

10c Hose,	8c	15c Hose,	12c
25c Hose,	19c	50c Hose,	39c

Our Suit Department

The sensational feature of this sale will be in our Suit Department. We have a large and well assorted stock, and in order to close them out we have

Cut the Prices One Half!

You say this is wonderful—and it is. This is the first time a merchant of Laurens has had the nerve to sell Suits at one-half price; and it's right in the middle of the season, too.

\$30.00 Suits, now	\$15.00
28.50 " "	14.25
26.50 " "	13.25
25.00 " "	12.50
12.50 " "	6.25
10.00 " "	5.00
8.00 " "	4.00
5.00 " "	2.50

Skirts

We are going to close them up, and if you don't get one it's your fault, for the sale price is one-half what it was when the season opened.

\$16.50 Skirts, sale price	\$8.25
12.50 " "	6.25
12.00 " "	6.00
10.00 " "	5.00
9.00 " "	4.50
8.50 " "	4.25
8.00 " "	4.00
5.00 " "	2.50
1.50 White Wash Skirts, sale price	75c

1/2 Price Embroidery Sale

This is something you can't afford to miss. Think of it—all our line of Fine Imported Embroideries to be sold at one-half price. You have seen them and know the class of Embroidery we carry—and this half price sale is going to create a sensation, so you had better come early, for they won't last long. The line comprises Bauds, Insertings, Edgings, Allovers, Entredeaux on Cambric, Nainsook Lingerie and Swiss.

10c Embroidery	5c	15c Embroidery	7 1/2c
20c Embroidery	10	25c Embroidery	12 1/2
30c Embroidery	15	35c Embroidery	17 1/2
40c Embroidery	20	50c Embroidery	25
75c Embroidery	37 1/2	85c Embroidery	42 1/2
\$1.00 Embroidery	50	\$1.25 Embroidery	62 1/2
\$1.50 Embroidery	75	\$2.00 Embroidery	\$1.00

Sounds good, doesn't it; and will look better when you see the stuff.

Parasols

Parasols at almost your own price. We have a well assorted line and the weather is just now beginning to be warm enough, so don't let this opportunity slip.

Long Kimonas

In Silk and Serpentine Crepe at one-half price.

\$2.00 Kimonas, sale price	\$1.00
3.00 " "	1.50
4.00 " "	2.00
8.00 Silk Kimonas, sale price	4.00

Lingerie Dresses One-half Price

\$12.50 Dresses	\$6.25
10.00 " "	5.00
8.00 " "	4.00

Millinery

What is left in our Millinery Department in the way of Hats and Shapes, will all be sold at half price. All Ribbons and Flowers will also be reduced.

Waists

A large and varied assortment of Ladies' Silk Lingerie and Tailored Waists, which we are going to throw in this sale at prices that will astonish the most conservative buyers. Grasp this opportunity, you may never have another like it.

Muslin Underwear Sale

One lot Gowns, worth 50c, sale price	29c
One lot Corset Covers, worth 50c to 75c, at	25c
One lot Children's Drawers, ages 2 to 12, at	10c
One lot Gowns, worth 98c to \$1.50, at	69c
One lot Ladies' Drawers, 25c kind, at	19c
One lot Ladies' Drawers, 50c kind, at	39c
One lot Corset Covers, at	10c
One lot Corset Covers, at	19c
One lot Corset Covers, at	29c
One lot Corset Covers, at	48c

and many more things in Underwear we haven't time nor space to mention. Come and see for yourself.

Spool Cotton

One lot Mutual Spool Cotton, Nos. 40, 50, 60, black and white, at, per dozen spools,	25c
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Sold only in dozen lots of a number.

Underskirts

Silk and Cotton Underskirts all reduced for this sale. We will only give a price on one Skirt to give you an idea what the prices will be: \$5.00 Silk Skirts at **\$2.98**

All other Skirts cut proportionately.

Owing to the extremely low prices we are making during this sale, no goods will be charged only at regular prices, and no goods sent on approval. So please don't ask us to charge goods at Sale Prices. We positively can not afford to do it.

O. B. SIMMONS & SON

Get it at Simmons'

Remember the Sale Closes Saturday Night, July 9th.

Do it Now