

# BIG

# Summer Sale

# AT

# SWITZER COMPANY

WILL BEGIN

## Thursday, JULY 13th, 1911

We will have an event that will break the record for Value-giving and a death knell to profit. The Goods must go. We will positively increase the size of the Great American Dollar. Here is the cleanest stock of Dry Goods in the city, no junk or trash allowed to enter here. Prices speak louder than words. A square deal to all. Satisfaction or money back. We can name only a few items here. A look will demonstrate the fact. This store allows no joking and what we advertise we do.

## LISTEN TO THESE PRICES.

### Calicoes, Gingham and Percales

Best Calico, worth 6½¢ now . . . . .5c  
 Dress Gingham, worth 10c, now . . . . .7c  
 36 in. Percale, worth 10c, now . . . . .8c  
 6,000 yds. Standard Gingham, worth 12½¢ and 15c, only 9c  
 Don't forget to ask about our special bargain table. You will find goods worth 10c and 15c per yd, on this table for only . . . . .5c

### Lawn Batiste and Madress.

This is where you want to LOOK THROUGH. THE BEST YET.  
 Beautiful quality white, only . . . . .8c  
 Beautiful quality colored Lawn, worth 10c, . . . . .7c  
 Beautiful quality colored Batiste, worth 15c . . . . .9c  
 Beautiful quality colored Voile, worth 25c . . . . .15c

### Big Bargains in Sheets and Pillows.

Big bargain in Sheets and Pillar Cases. This is your opportunity if saving money will interest you. Now is the time at Switzer's.  
 27 inch Brown and Gray Linen, only . . . . .8c  
 36 inch Taffeta Silk, only . . . . .89c

### Ladies' Wool Skirts at Half Price.

We will not carry over Skirts from one season to another. For ten days we will sell you Skirts at one-half price.  
 All \$5.00 Skirts, black, blue and tan . . . . .2.50  
 All 6.00 Skirts, black, blue and tan . . . . .3.00  
 All 8.00 Skirts, all wool, black only . . . . .4.00  
 All 10.00 Skirts, all wool, black and blue . . . . .5.00  
 All 12.00 Skirts, all wool, black, brown and blue . . . . .6.00

### Specials for Saturday.

1 lot of \$1.50, \$1.75, \$2.00, \$2.25 Ladies Oxfords in tans and blacks. We will sell Saturday between 3 and 4 o'clock for \$1.00.  
 \$3.00 in all leathers . . . . .2.35  
 \$2.50 in all leathers . . . . .1.95  
 \$2.00 in all leathers . . . . .1.55  
 \$1.75 in all leathers . . . . .1.30

### One Lot of Ladies' Oxfords! One lot Gun Metal, Tans, Patent and Vici at Half Price.

### Colored Parasols Must Go.

\$1.50 and \$1.75 Ladies Parasols, going at . . . . .98c  
 \$2.00 and \$2.25 Ladies Parasols, going at . . . . .1.29  
 \$2.50 and \$3.00 Ladies Parasols, going at . . . . .1.98

### Ladies' Corsets--all New Styles.

Ladies Corsets, Batiste with Supports . . . . .39c  
 Ladies Corsets, worth \$1.00 . . . . .89c  
 Ladies Corsets, worth \$1.50 . . . . .1.29  
 Ladies Corsets, worth \$2.00 . . . . .1.39

### Notions and Hosiery.

Ladies Bleached Vests, tape neck, worth 10c, only . . . . .5c  
 Ladies Black mercerized Hose, worth 15c, only . . . . .11c  
 Ladies Black Hose, worth 12½¢, only . . . . .8c

### Great Reduction in Men's Oxfords

\$5.00 Pat. Vici, going at . . . . .3.75  
 \$4.00 Tan and Gun Metal Blucher going at . . . . .3.35  
 \$3.50 Tan and Gun Metal Blucher going at . . . . .2.75  
 \$3.00 Tan and Gun Metal Lace . . . . .2.35  
 \$2.50 Gun Metal and Patent, Lace . . . . .1.95

### Shirt Stock Must be sold.

\$1.00 in neat black stripes . . . . .89c  
 50c and 75c in neat black stripes . . . . .42c  
 75c soft, with collar to match . . . . .45c  
 Short Sleeves Undershirt . . . . .19c  
 Drawers . . . . .19c  
 Muslin, short sleeve Undershirt . . . . .39c  
 Knee Drawers . . . . .39c

### Ladies' Black Underskirts.

Special for 10 days, 75c skirts only . . . . .39c  
 Special for 10 days, \$1.00 Skirts, only . . . . .39c  
 Special for 10 days, \$1.50 Skirts, only . . . . .1.19  
 Special Black Silk Underskirt . . . . .2.75  
 Special \$5.00 Black Silk Underskirt . . . . .3.69

### Ladies' White Tailored Shirt Waists.

Just the kind you want for your summer trip.  
 \$1.00 plain tailored Waist . . . . .69c  
 \$1.00 Lawn Waist, tucked . . . . .69c  
 \$1.75 all Linen Waist . . . . .1.29  
 \$2.25 all Linen Emb. Waist . . . . .1.69

### Bed Spreads Special.

White Quilts, worth \$1.25 . . . . .79c  
 White Quilts, worth \$1.50 . . . . .1.19  
 White Quilts, worth \$2.00 . . . . .1.49

**Don't Forget the Date, July 13. No Goods Charged at Summer Sale Price**

# SWITZER COMPANY

Enterprise Bank Building

Laurens, South Carolina