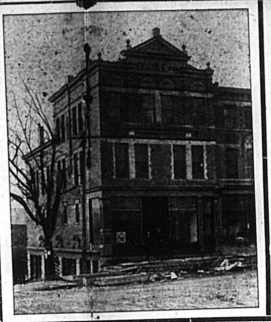
a Flood of Bargains!



A Whirlwind Sale Of No Disappointments

Truly Folks! The Road To Economy Leads Through "Quality" and the Enormous Savings effected by this sale insure Finest Quality At The Lowest Cost to you. The firm of The C. C. Cole Company needs no introduction to you. Ever since its foundation years ago it has stood for Quality Merchandise of Merit and upon this foundation this sale will be conducted. The prices submitted here for your approval are all based on Trademarked merchandise---such as Hart, Schaffner and Marx and Kirschbaum Clothing, Style Park and Stetson Hats, Nettleton, Nunn-Bush and Freeman Shoes, Wilson Bros. Shirts and Furnishing Goods, Bradley Sweaters, etc.---All stand for style and quality---and during this GREAT SALE The C. C. Cole Company is ready to stand behind every price, back up every statement and try in every way to serve you as we would have you serve us.

Every Price Tag Tells The Story Of Tremendous Savings

Sec. 435 % P.L.& R. U. S. POSTAGE PAID Carlisle, Ky. Permit No. 7

BOX HOLDER
Rural Route
Kentucky

THE C. C. COLE COMPANY Carlisle, Kentucky

PRICE CRASHER Sale

Launches A QUALITY MERCHANDISE and 8 DAYS ONLY

Sale Starts FRIDAY MORNING, JULY 10 AT 8:30 Closes SATURDAY, JULY 18

Men's and Boys' Clothing
A REVELATION IN ECONOMY

Group No. 1—Consists of a number of broken sizes of Clothcraft Suits, the actual value of which is far greater than the asking price in this Great Sale. These Suits are all wool and a number of them have two pairs of pants. In quoting this low sale price, we fully appreciate the fact that price and quality go hand in hand in order to make this a successful sale. The Sale Price is only—

$9.95

Group No. 2—Is made up of stocks from Hart, Schaffner & Marx, Kirschbaum and Clothcraft Suits for men and young men, and not a suit in the lot but what represents value giving. There are several two pants suits in this group and every garment is a note-worthy value, for we have a big selection in all models and sizes. To offer you the best of fabrics at the lowest possible price is our aim and we have hammered down the price to such an extent that the values are remarkable. Sale Price only—

$13.95

Group No. 3—Boys where your dollar will go the farthest. Now at this Prince of Sales. Hart, Schaffner & Marx or Kirschbaum Suits, worth from $22.50 to $27.50 all the newest styles in this season's fabrics. Here is the biggest outstanding value in men's and young men's suits in a decade. Hardly would it be possible for anyone to surmise we are selling these suits at this remarkable Sale Price—

$18.95

Group No. 4—When you glance at these suits you will instantly think of a tailor sitting cross-legged at his bench watching every stitch so carefully, so that there will not be a single mistake in the craftmanship of your suit. Just so it is with these hand-tailored suits. For example, if you were willing to walk upstairs you could buy clothes possibly that would look like wool for $17.00. Mail order houses often list garments for less. As compared with these cheap garments, Griffon and Kirschbaum suits sell for twice as much, but the public knows Griffon and Kirschbaum clothing. Consequently Griffon and Kirschbaum selling clothing at twice as much as their competitors, do almost twice as much business as all of their price-cutting competitors combined. So when you see these wonderful $30.00 and $35.00 suits at this sale price you are sure to be highly elated—

$24.95

Mens Overcoats—Overcoats on sale in July? you exclaim, well why not when they represent a saving of $10.00 or more to you, and old man winter just around the corner. These are all wool coats and cost us twice as much as the asking price—but this is one of our main specials for this sale. Come in and see them and if we can fit you the Sale Price is—

$6.95

Mens and Young Mens $20.00 Overcoats $13.95.—This group of overcoats reminds us of the 1914 days when you could buy a "bang up" overcoat for $20.00. When you inspect these overcoats you will readily see that pre-war days never offered a value half so good. Cold bitter weather means nothing when you are encased in one of these generous ulsters, or semi-ulsters, or one of the many box coats, single or double breasted—and the Sale Price Only—

$13.95

Mens $22.50 to $25.00 Overcoats $15.95.—We want men who know good overcoats when they see them to come and look over these values and scrutinize every thread in them. The harder you are to please the better you will like the values. These overcoats are all wool in styles, patterns and colors that will "stand up" for years of hard service. What better investment can a man make than to save $10.00 in about 2 or 3 months time. They are all made up and guaranteed from the leading manufacturers of America. The Sale Price—

$15.95

Men's Hats
Of Quality and Distinction

Stetson $8.00 Dress Hats for men are going in this sale for only $5.95
Mens Style Park Felt Dress Hats. Values to $5.00. Now only $3.95
1 group of mens felt hats that formally sold up to $3.00 going on sale for only $1.95
1 group of mens Straw Sailor Hats going to be closed out at only 48c. Some worth up to $5.00. All are Hopkins Straws. Other values ..... 98c and $1.98
1 lot of Body Straws going on sale at only 98c
The $2.00 values in these soft straws are $1.95
1 lot of mens $3.00 and $3.50 Milan and Leghorn hats. Sale Price $1.95

Tickets Given During This Great Sale

THIS SALE TRANSCENDS IN IMPORTANCE ANY PREVIOUS OFFERING THAT WE HAVE MADE.

It will surprise and gratify that great number who are already acquainted with the unusual price savings and the high standard of merchandise procurable at the C. C. Cole Co's Store. Others have yet to be delighted and amazed at the vastness of its scope—the quality and quantity of its merchandise—the extremely low level of its prices—where such a vast amount of merchandise is offered, it is obviously impossible to list every item in the stock, but if you are in need of merchandise not listed here we can assure you, a sale price of great interest will be given you.

Sincerely, The C. C. Cole Co.

Store Closed All Day Thursday, July 9 To Mark Down Goods

Men's Palm Beach Suits

Mens Palm Beach Suits—Now men, this is a close-out lot and this sale is only an eight day proposition. This special price on this group of Palm Beach Suits is for eight days only, so don't come here after the sale is over and expect to buy these suits here at only **$4.95**

Mens Linen and Palm Beach Suits. As the weather grows hotter, the urge should grow stronger with those of you who would be interested in a saving of $8.00 on these cool summery suits. Their former value ranged to $18.00. The Sale Price **$11.95**

TROPICAL WORSTEDS

Mens Tropical Worsted Suits—We wish to say of all our hot weather clothing, that all are Trademarked Clothcraft or Schoensman. As to this group of "Tropicals" we candidly state that no better value at the sale price asked can be found in America, and they exemplify our aim in merchandise—that of constantly adhering to the principle of quality first. The Sale Price—

$13.95

BOYS SUIT "KNOCKOUT

Come on boys! Regardless of age or infirmities up to 18 years, we can take care of you with an extra suit for less than $1.00. They used to sell as high as $12.50 but we only want ninety-eight cents now. Sale Price—

98c

A BOYS' SUIT VALUE

Another Boys Suit Value—Don't overlook this lot boys. Some of these suits have 2 pairs of pants. All are "bang up" all woolen suits. The values range to $10.00 and the suits are worth twice this. Sale Price—

$3.95

Boys 4-Piece Suits—Age to 14 years only and values to $15.00. In order to close out the entire lot we are going to sell these suits at about one-third of their true value and they are genuine all wool garments. The Sale Price—

$5.95

MENS SHEEP LINED COATS

To close out these $7.00 extra heavy Fleece Lined Coats—we are offering them while they last for only—

$4.69

SWEATERS

It's a pleasure to print the prices on these Bradley all wool, silk and silk and wool sweaters. Sweaters for every occasion. Sweaters for old and young alike, and all reduced in price, to meet your approval. The former prices ranged to $5.00. The Sale Price—

95c $1.95 $3.95

Boys Pure Woolen Lumber Jacks. Former price $4.00. Sale Price—

$1.95

Last but not least—Here is your chance boys to buy the best in the house. All our best and newest garments for boys are marked down in this sale from $12.50 and $13.50 to this extraordinary low level of only—

$9.95

SHOE REDUCTIONS

On quality shoes that will be one of the bright spots during this sale. All are high powered trade marked brands and must be judged on merit alone.

Mens Elk Tan Work Shoes—The best one we ever sold at this Price—

$1.69

Mens all leather oak sole work shoes, worth $3.50. Sale Price—

$2.49

Mens Lion Brand Work Shoes, the regular $5.00 value. Sale Price—

$3.99

Mens $4.00 Dress Oxford. Sale Price—

$2.95

Mens $5.00 Freeman Dress Oxford. Sale Price—

$3.95

Mens Nunn Bush Oxford. Regular $10.00 value. Sale Price—

$8.85

Mens Nettleton Dress Oxfords, worth $13.00 and $14.00. Sale Price—

$10.45

1 Lot of Mens Witch Elk Work Shoes. Values to $13.00 Sale Price—

$9.95

Boys $4.00 Dress Oxfords, Excelsior Brand. Sale Price—

$2.95

Boys Work and Dress Shoes. 1 broken lot Sale Price—

$1.49

1 lot of Mens and Boys Keds or Tennis Shoes. Sale Price—

79c

MENS WORK AND DRESS CLOTHES

At prices that will appeal to eleven out of every twelve men who know "Quality" and want "Quality."

Mens Athletic Union Suits, full cut. Usually sells for 75c. Sale Price 49c
Mens $1.00 Athletic Union Suits. Sale Price 79c
Mens Silk Shirts and Shorts, both in cotton and rayon. Sale Price 39c
Mens Pin-check and Work Pants. Sale Price 79c
Mens $1.50 Pin Check "Seersucker" and Khaki work pants. Sale Price $1.19
Mens $2.50 Tan Work Pants, full cut and re-inforced. Sale Price $1.89
Mens $3.00 to $4.00 Dress Pants. Sale Price $2.19
Mens $5.00 Dress Pants. Sale Price $3.95
1 special lot of Boys Pants. Values to $1.50. Special At 49c
Mens Cotton Work Socks. Sale Price 8c
Mens Rayon Dress Socks. Values to 35c. Sale Price 17c
Mens Wilson Bros. values to 50c. Sale Price 39c
1 Grand Lot of pure thread silk socks that always sell for $1.00. Sale Price 59c
Or 3 pairs for $1.50
Mens 75c 4-in-hand neck wear. Now on sale for 49c
Mens $1.00 silk 4-in-hand ties. Sale Price 79c
Mens Triple Stitched Overalls. A regular $1.25 value. Sale Price 69c
Mens Blue Chambry Work Shirts. Sale Price 39c
Mens Washington Dee Cee Overalls. Now on sale for 98c
Mens Washington Dee Cee Chambry Work Shirts. Were $1.00, now 69c
One lot of Rain Coats, values to $5.00. Sale Price 95c
1 lot of Neckband and Collar attached shirts to close out at 69c
1 lot of mens $1.50 shirts, all "bang-up" Wilson Bros. and Shirt Craft. Values. On Sale $1.19
Mens Wilson Bros. and Shirt Craft $2.00 shirts. Sale Price $1.59
Mens $3.00 Fancy Dress Shirts. All Shirt Craft and Wilson Bros. goods. Now Only $1.85
1 Lot of Mens $1.50 Dress Caps. Sale Price $1.19
1 Lot of Mens $2.00 Dress Caps. Sale Price $1.59

Atwater Kent Super-Heterodyne

6 Tube, including the new Pentode tube, full vision dial, compact cabinet, regular $69.50 value. On sale complete and installed

$54.50