

Nothing Keep YOU Away DIFFERENT!

Now at the Mercy of the **Buying Public - LET'S GO!**

limit value-giving. Make a check up now and see what you need, for the more you buy, the more you SAVE. IT'S A SALE THAT WILL be on every counter, in every case, and on every side of you, you is needed for fast and furious selling.

THOMAS RAY, "The World's Selling Ace."

TOWELS

MONDAY FEB. 2nd, 9 a. m. we will sell large Turkish Bath Towels for **5c**

(Limited)



DRESS PRINTS

FRIDAY JANUARY 30th, 9 O'CLOCK A. M.

We will sell Dress Prints, limit 3 1/2 yards to a customer, at, per yard... **5c**

Gingham

THURSDAY JAN. 29th

Good Grade Gingham, Limit 5 yards to a customer, at only **2c yd.**

FREE FLOUR WRITE YOUR NAME FREE FLOUR

OVERALLS

BUCKLE OVERALLS, full cut 98c

STORE CLOSED DOORS LOCKED AND BARRED ALL DAY WED., JAN. 28th-DON'T MISS THIS SALE!

PRICES SLASHED, Profits Forgotten

MR. HARRIS SAYS

Good friends and customers, in appreciation of your past favors and in consideration of your patronage we are inviting you to the greatest sale in our entire history. We have employed Mr. Ray, a famous expert on price reductions and selling. His instructions are explicit. Sell, Sell More, Sell All, for we want to convert our entire stock into cash in as short a time as possible. We know you will rush down as soon as you read these prices for he sure is living up to his reputation as the "World's Price Cutter." These figures speak for themselves.

C. C. HARRIS

BOY'S SUITS

values up to \$4.95;
Ages from 8 to 18

2.98

Ladies Dresses

Ladies' Silk Dresses, reflecting fashion's newest creations in all shades, colors and figures; plain, printed and what-have-you. You'll instantly fall in love with these:

LADIES SILK DRESSES Values up to \$16.50	6.95
LADIES SILK DRESSES Values up to \$5.50	3.98
SPECIAL GROUP OF SILK DRESSES, \$3.95 and \$4.95 values, at	2.98
LADIES' COATS, values up to 24.50, specially priced at	12.98

MEN'S HATS

Men's Felt Dress Hats, regular 2.95 value

98c

LADIES RAINCOATS

Ladies Raincoats, all colors, a regular 6.95 value

3.95

MEN'S SHIRTS

VAN HEUSEN COLLARITE SHIRTS, 1.95 value **1.49**

MEN'S DRESS SHIRTS, regular 1.75 value **1.29**

COMFORTS

Large, full-size comforts, regular 1.25 value at

89c

New Low Prices on New Merchandise!

Shoes

Over 5,000 pairs of the famous Brown Bilt and Sun Dial Shoes. Each and every pair fully guaranteed or money back.

Special group ladies, Shoes, Oxfords, Pumps, etc. value to 3.95	1.98	Men's Dress Oxfords, black and tan, regular 4.95 value	3.95
Ladies Dress Slippers 3.95 to 4.95 values	2.98	Men's Scout Work Shoes regular 2.25 value	1.79
Ladies Dress Slippers, all latest styles, 6.50 values	3.95	Men's 18 inch, Ball Band High Top Boots, 8.50 value	6.39

House Dresses

Tuesday Feb. 3, 9 A. M.

to the first ten ladies entering our store we will sell a \$1 House Dress, guaranteed fast color, for

49c

WATERS DEPT. STORE
Boone, North Carolina

CHILDREN'S STOCKINGS

Regular 25 cent value heavy ribbed **18c**
Only

BARGAINS

OPPORTUNITY

WATERS DEPT. STORE

PURE THREAD SILK HOSE full-fashioned, \$1.00 value **79c**

PURE THREAD SILK HOSE Chiffon or service weight, regular 1.50 value **1.09**

PURE THREAD SILK HOSE, full-fashioned silk to top or hile top, 1.95 value **1.39**