

A 30-DAY SALE DRIVE!

Exceeding, Appealing, Non-Compromising, Far-Reaching and Aggressive

Begins Saturday, May 27--Ends June 30

Our Encroachment On Higher Prices. No Faltering or Emulation. This Sale Will Be Accelerated in Order for the Public to Avoid the Sales Tax Which Starts on July 1st.

TO THE PUBLIC

We offer you the opportunity to save money and lots of it. You may call this sale bunk, but when you fail to read this advertisement and act, remember you have let go a silent Economy Stalwart that will aid you in lowering the cost of living in the days to come.

Signed,
THOSE IN CHARGE OF THIS SALE.

In normal times dependable merchandise like we handle would not be offered to the public at less than value unless it was at the end of the season. But the Sales Tax that is added to your purchase after July 1st sets the clock up with us.

NEW METHODS

We have the merchandise rolling. Our fleet of trucks often run day and night. It's a switch in and out. The goods come direct from the mills and factories and producers. They are fresh and crisp. We often save on transportation up to 50 per cent. You can save, too, if you center your trade with us. We carry in stock nearly everything to eat and wear, at Tenth and D Streets under one roof. Believe us, we want your trade and need it.

Signed,
N. B. SMITHEY

SHOES! SHOES!

- For the whole family. Over 5,000 pairs to select from. Men's and young men's black Oxfords. Lowest price imaginable. Pr. **\$1.19**
- Men's and young men's Black Bal and Blucher Oxfords. **\$1.69**
- Attractive patterns, a pair **\$1.79**
- Endicott-Johnson Gunmetal Oxfords. Newest styles, pair **\$1.98**
- Bona Allen Sport Oxfords. Combination black and white, also tan and white. Regular \$3.95 stock, pair **98c**
- One table novelty Beach Sandals, \$1.48 values, now only, pair **98c**
- One lot Ladies' Black Oxfords, straps and pumps. A selling proposition, pair **98c**
- One table Ladies' Blond Straps and Pumps, special at pair **\$1.39**
- Ladies' White Kid Oxfords, ventilated toe. A stylish shoe, pair only **\$1.39**
- One lot Ladies' Patent Sandals. A dressy shoe, pair only **\$1.19**
- Children's Tan and Black Slippers, pair **79c**
- Boys' and Girls' Tan and Black Oxfords, size up to 2, pair **79c**
- E. J. Vici Kid Dress Shoes, standard last, comfortable, pair **\$1.98**
- One lot Men's medium weight Work Shoes, plain toe, composition soles, pair **98c**
- Men's better quality Work Shoes in black, excellent blucher shoe. Pair **\$1.19**
- Men's Real Buy Work Shoes, dark tan colors. Very serviceable. A good value. pair **\$1.29**

NEW DRESSES

Stylish tailored models, featuring new sleeves, newest trim treatments, flared and pleated skirts in all the latest summer plaids, checks, stripes and novelty floral pattern, both long and short sleeves—

Special 48c, 69c and 88c

- Men's Athletic Union Suits, reinforced pajama checks, sizes 36-46. Special, each **25c**
- Men's Shorts, made of fine grade novelty striped prints. Special, each **14c**
- Men's Athletic Knit Shirts. Special, each **10c**
- Boys, White Sport Caps, fine quality white duck and linene, with adjustable headsizes and non-breakable visor, very smart, at a special price **25c**
- Men's Knitted Summer Underwear with short sleeves, ankle length. Special, pair **49c**
- Luster mercerized finish Table Damask, full damask weave, strong and serviceable. Special, yard **25c**
- Colored striped Bedspreads, fine quality summer weight, crinkle stripes in assorted colors, size 80x105. Special **48c**
- Men's special Sport Shirt, made of extra fine broadcloth, plain and newest fancy printed patterns. Special, each **35c**
- Men's Fancy Work Socks, colors grey, blue and brown. Special, pair **5c**
- New. Children's Anklelets and Half Hose, plain and fancy colors with contrasting cuffs. Worth more, special pr. **5c**
- Ladies' Silk and Bemberg Hose, superior quality and style, very fine gauze, dull finish, medium weight, in all desirable summer shades. Special, pair **25c**
- Yard-wide Shirting, bleached and unbleached madras with novelty silk stripes, suitable for making shirts, ladies' dresses, blouses and children's play suits. Special, yard **10c**
- Men, now is the time to buy that Straw Hat. Fine quality, new style dress Straw Hats. Special, each **48c**

CLOTHING

We have long been noted for extra values in Men's Suits. Now with the price of wool doubled, our Clothing Bargains are unusual



- One rack men's Summer Suits, small sizes, choice only **\$3.98**
- One lot linen like nubs flannel. Men's and Young Men's Summer Suits, all sizes only, suit **\$3.48**
- All Blue Serge Suits, at old prices this week only.
- Young Men's grey and assorted brown Suits, newest models, all wool, very desirable at—
\$9.95 and \$10.95
- Men's tailor-made suits for odd size men at Special Bargain Prices.

Dresses, Piece Goods



- Ladies, here is an eye opener. Specials in DRESSES, they are the very newest styles, newest prints and plain pastel shades including white, they are rough crepes, flat crepes and chiffons, all sizes, Special **\$2.88**
- New Dress Prints, new patterns, stripes, checks, plaids, poka dots and novelty floral patterns, all guaranteed fast color, Special, yard **10c**
- Extra fine quality, good weight, Sheeting, 38-inches wide, Special sale price, yard **4c**
- Sheer Voiles, Lawns, and Batiste, in solid and printed designs, fine quality, guaranteed fast color, 36-inches wide, Special, yard **10c**
- An outstanding value, a good grade of White Crinkle Crepe for gowns, and undies, Special, yard **5c**
- Beautiful all silk flat and rough Crepe, the very best value ever offered in silks, extra heavy luster finish, and all the colors are here, Special, yard **45c**
- The very newest HATS, new models and new materials in wanted colors, Special—
69c and 89c
- Children's Dresses, made of fine quality guaranteed fast color prints, size 2 to 6 years, Special, each **19c**
- New, Children's summer tams, knitted of fine rayon, cotton and wool, new styles and colors, Special, each **10c**

NOTICE! Prices On Overalls For This Week Only

THE FACTORIES HAVE WITHDRAWN PRICES

- Men's extra heavy, full cut, made-right, tripple seamed Big Ben Overalls. Special **69c**
 - Men's Red Axe Overalls, made of heavy weight blue denim, cut full and roomy, an excellent buy for **49c**
 - Boys' Overalls, good weight blue denim. Size 4 to 10. Special **25c**
 - Men's serviceable, long wearing Work Pants, made of fancy pin striped suiting and summer weight covert cloth. Special, each **69c**
 - Everyday Straw Hats, each **10 & 15c**
 - 10,000 spools of Thread, seconds, spool **1c**
- (Limit, 10 spools to customer)

EXTRA SPECIALS IN GROCERIES

- Just received a solid carload of Staley's Syrup—
- 10 lb. Bucket **39c**
 - 5 lb. Bucket **23c**
 - 1 lb. Can French Sardines **3 for 25c**
 - Fluffo Lard, 4 lb. Package **29c**
- (Subject To Change)

Special! Remarkable Soap Value To Be Sold Saturday Only

- Grandma's White Naphtha Soap, **15c**
- 10 Cakes for Babbitts 1776 Soap Powder. Time and labor-saving powder for every household need, Three 44-oz. packages for Giant size Octagon Soap, **21c**
- 6 Bars for Lux Toilet Soap, **25c**
- 3 Bars for Hollywood Toilet Soap, **19c**
- 2 Cakes for **5c**

Postage Must Be Added To All Mail Orders.

FINAL—It takes nerve to quote low prices like these at a time like this when markets have been shooting up daily, and for this reason we reserve the right to limit quantities, increase charge or alter each and every price herein named.

THE GOODWILL STORE

TENTH STREET

"THE PLACE FOR BARGAINS"

NORTH WILKESBORO, N. C.