

You Need the Benefit of This Store's Value Betterment! ARE YOU GETTING IT?

We want you to know that this is "The Store for You to Pin Your Faith In," that here business is founded on the highest principals of integrity in all dealings with the public. A sincerity that springs from scrupulous regard for truth in all our words and actions, a courtesy that will insure the pleasantest relations between our customers and ourselves, and value giving which will literally carry out our inflexible rule of Supplying Dependable Qualities at the Lowest Prices Always. Upon these and other important principals, we strive to conduct our business, sure of their time proved soundness, and seeing in them also the foundation of that public confidence which is our aim and hope and purpose to maintain.

GET THE HABIT OF TRADING AT **MORROW-BASS CO.'S** NEW DEPARTMENT STORE

MORROW-BASS COMPANY
MONEY SAVERS

Yard Wide Black
Taffeta, 49c
Value 85c

MORROW-BASS COMPANY
MONEY SAVERS

36-In. Yard Wide
Black Taffeta, 49c
Value 85c

DRY GOODS—New Dress Goods, Silks, Linens, Domestics, etc.

An elegant showing of all the very newest things for the season. You will find it exceedingly easy to decide on what you want—the courteous assistance of our salespeople in this department will be appreciated by you—to women who know our prices will appeal. We have endeavored to gather together merchandise that we can recommend to you and still keep the price down within reach of all. We always welcome comparison as to quality and price for we know we are always sure of a customer when they will do this. We know we can save you money on your Dry Goods, but its hard to prove it by merely saying so—YOU MUST COME AND SEE FOR YOURSELF—seeing is believing—VALUES TALK. We extend to you all a most cordial invitation to call and learn the MORROW-BASS CO. WAY OF BETTER VALUES.

Always Striving to Please You

We are always striving our level best to please you. If it ever happens that we don't please you in quality, price or service won't you kindly tell us? If you are dissatisfied with anything purchased here, you will find us only too glad to make it right. We look to our satisfied customers to tell others and to make our business grow. We won't allow anyone to be dissatisfied with any of our goods if we know it. Learn the Morrow-Bass Co. way—it means satisfaction to you.

Ladies' Ready-to-Wear
(On the Second Floor.)

The elegant assortment of new Spring and Summer Suits, Coats, Dresses, Underskirts, Waists, etc., will win your trade if you see them and hold your trade if you wear them. To know just how good they are—how beautiful they look—how varied the assortments and how moderately priced they are—you must come and see them. To know how well they wear—how well they fit—how well they retain their shape you will have to give them a trial. When you have done this you are among the best and most satisfied dressers in the city, and we have the satisfaction of not only knowing that you have a garment strictly in style but you have also saved money. Isn't it right that you should test our claim before you buy. See how well our merchandise comes up to these claims. Complete line of Ready-to-Wear Apparel for Children.

MORROW-BASS COMPANY
MONEY SAVERS

Five Cases 36-Inch Per-
cal, 10c and 12 1-2c
values, only **5c**
the yard.

MORROW-BASS COMPANY
MONEY SAVERS

Two Cases of White
Goods for Ladies'
Suits and Shirt
Waists, 25c
value at **12c**

Clothing for Men and Young Men and Boys

Its the good behind the "ad" that makes satisfaction—a saying that rings with a mighty truth. We want your Clothing business and we offer you values so good that they will convince any man who will COMPARE that we DO give you greater value for your money. Every garment we sell is guaranteed to give satisfaction or we "make good". We like to have you COMPARE values—our clothing always wins with the man who COMPARES. If you can save money on your clothes—you want to do it. Remember we sell the best of everything that men and boys wear. If you haven't acquired the "Habit of Trading at Morrow-Bass Co." it will pay you to investigate our goods and our prices before making your next purchase. We hope to get your business and KEEP IT by sheer force of dependable merchandise and fair and progressive business methods.

New Ideas in Millinery

Advanced season styles now being shown for the first time—prettier than ever—new shapes—colorings and trimmings are more typical of the late spring and early summer and there are many new and becoming effects that have not been seen here before. The values in our Millinery Department have been the talking event with all Charlotte women. We assure you that these same exceptional values will continue in our Millinery Department. We crowd every dollar's worth of value possible into every hat that we sell and once we secure your order for a hat we feel reasonably sure that we have made a permanent customer for our Millinery Department.

Smart Snappy Shoe Styles

This department holds a ready welcome for the person who comes to see our shoes for the first time. We do not urge you to buy—but we do strive to show you such attractive styles—such excellent qualities at prices so low as to make buying here appeal to you. We want you for a permanent shoe customer and we believe we can best do that by giving you maximum values and satisfaction. We know that right now is a good time for you to put our claims to the test. Quality is first, last and all the time the important consideration in our Shoes. The celebrated REGAL AND WALDORF shoes for Men and Women and EDUCATOR Shoes for misses and children.

Remember-- That no matter what the price you choose to pay for any article of merchandise—at that price you can get the best values here.

MORROW-BASS COMPANY
MONEY SAVERS

On Calicoes For
Saturday and
Monday
Only
3 1-2c Yard

MORROW-BASS COMPANY
MONEY SAVERS

Four Cases of
Ginghams for
3 1-2c Yard

MORROW-BASS COMPANY
MONEY SAVERS

Curtain Swiss
Curtain Goods up
to 25c, Short
Lengths
10c the Yard

MORROW-BASS COMPANY
MONEY SAVERS

Sample Hosiery
Men, Women and
Children
Half Price

MORROW-BASS COMPANY
MONEY SAVERS

Ribbons, 15c to
40c values all on
middle counters
Only 10c

Always Striving to
Please You
Phone 1437

Morrow-Bass Company, Inc.
E. Trade St., 31-33 "We Sell It Cheaper" Charlotte, N. C.

Your Dollar Buys
More Here
Phone 1437