

WILLIAMSTON MERCHANTS



DOLLAR DAY



Thurs., Fri., Sat., + Sept. 19, 20, 21

Williamston To Hold Sensational Trade Event This Week

Trade Discount On Every Article Far Better Than Prizes

Articles Costing As Much As Two Dollars Will Go For a Dollar

What's that something, Mrs. Housewife, that you've been wanting to get for a long while but have not been able to get because it costs just a little too much for your budget?

Well, the good news is here! You will be able to get that something you want much cheaper than you would usually and all because the Williamston merchants are holding a Dollar Day celebration Thursday, Friday and Saturday.

The merchants in town are participating in this event which is being put on with the cooperation of the Williamston Chamber of Commerce.

Instead of the usual prizes that you have heard of for most Dollar Days, you'll find that in Williamston stores you can get, for instance, \$3 merchandise for \$1, and even \$5 things for \$4.

It will be the biggest event of its kind ever held here and will be for three whole days, September 19, 20 and 21st.

So everyone who is interested in getting real honest-to-goodness bargains should come to Williamston for the big Dollar Day celebration and see the fine things you will be able to get for your money in Williamston stores.

Come, look and take advantage of the bargains offered by Williamston merchants.

"Dollar Days" At Martin Supply Co.

Dollar Days will be big days at the Martin Supply Company store on Washington Street in Williamston on Thursday, Friday and Saturday of this week. Operating one of the largest supply stores in this section, the firm is going the limit in participating in its first Dollar Days trade event.

The firm, headed by Eddie Trahey and Stephen Manning, was organized only a few months ago, but during that time it has gained an enviable reputation in the field of merchandising.

Williamston Business Firms Ready for Big Trading Event

Advanced by the Williamston Chamber of Commerce in strong cooperation with the town's leading merchants, Dollar Days will be launched on an extensive scale in Williamston on Thursday, Friday and Saturday, September 19, 20 and 21st. Mapping out unified plans some time ago, the merchants today stated they were ready and adequately prepared to stage the special trade event on an extensive and attractive scale. Special purchases have been made by the merchants especially for the three-day trade event, and there is already a marked interest in the movement which is certain to attract hundreds of thrifty shoppers to Williamston from several counties.

WELCOME

The Williamston Chamber of Commerce, cooperating merchants and the town's citizens, as a whole, are extending a cordial welcome to all visitors for the Dollar Days trade festival here on Thursday, Friday and Saturday of this week.

The merchants have already paved the way to substantial savings for the throngs who are expected to participate in this section's biggest Dollar Days event of years. They will do everything possible to make your shopping tour profitable, convenient and pleasant. Plan now to attend Dollar Days in Williamston Thursday, Friday and Saturday, September 19, 20 and 21st.

Clark's Drug Store Has Big Bargains

Cooperating in what promises to be the biggest Dollar Days trade event ever planned in Williamston, Clark's Drug Store is placing hundreds of needy items on the bargain counter, the firm literally sacrificing prices on every-day goods that go to make up a complete medicine cabinet and toilet.

List your requirements for a long time in the future, and fill those needs during the last three days of this week at Clark's Drug Store, one of the leading firms in this section of Carolina.

To Children's Aid



Off to aid innocent sufferers of Europe's war goes Eric H. Biddle, member of the American Committee for Care of European Children. He is shown leaving New York by clipper plane for trans-Atlantic flight to Europe.

Belk-Tyler Lists Array Of Bargains

The Belk-Tyler Company, figuring prominently in Williamston's Dollar Days event on Thursday, Friday and Saturday of this week, carries an interesting message for thrifty shoppers in this section. Manager Charlie Bowers explains that only a small portion of the super bargains could be listed, but adds that hundreds of other bargains, equally as attractive and valuable, would be found in the large Belk-Tyler store during the special three-day shopping event on September 19, 20 and 21st.

Anticipating the event weeks ago, the Belk-Tyler firm along with other merchants in the town has made many special buys just for the three-day trade event.

Special attention is directed to the Belk-Tyler list of bargains, and readers are asked to remember that hundreds of others, equally as attractive, will be found in the large Williamston store, where the management and every employee are cooperating 100 per cent in the community Dollar Days event.

Two Stores Listing Hardware Specials

Fall hardware needs are being listed in the attractive list of Dollar Days bargains by the Williamston and Woolard Hardware Stores in Williamston for the last three days of this week.

Next to the larder, ready hardware around the home and farm is the most important. Now is the time for thrifty shoppers to fill their needs for months to come.

Cotton Scientists Explore Proteins

Pittsburgh, Pa.—With the ultimate objective of development of methods by which cottonseed proteins may be economically isolated for industrial utilization, Dr. H. S. Alcott and T. D. Fontaine of the Cotton Research Foundation Fellowship at Mellon Institute have under way a series of investigations of the behavior of cottonseed protein toward various extracting agents.

As a result of the research undertaken thus far the scientists report uncovering fundamental phenomena which contribute not only to cottonseed but also to all protein technology.

Within the last year the research foundation has been granted two patents on methods for preparing cottonseed protein.

Arkansas Planning Cotton Program

Little Rock, Ark.—Setting an example to other states of the Cotton Belt, Arkansans meeting here have set forth projects aimed at greater cotton consumption to be carried out by a Statewide Cotton Utilization Committee in cooperation with the National Cotton Council.

Among cooperative projects which leaders of the committee called desirable were cotton exhibits for agricultural fairs, a Cotton Christmas promotion, use of the Cotton Council's identification emblem for Arkansas cotton products, cotton premiums in Arkansas distribution, institutional cotton advertising by Arkansas business, and cotton programs on Arkansas radio stations.

War Chest Plan For Cotton Wins Final Approval

Memphis, Tenn. — With the announcement by the American Cotton Shippers Association that merchants and cotton mills handling 90 per cent of the cotton crop have signed agreements with the National Cotton Council, the council's plan of collection of the greatest promotional fund in the history of the raw cotton industry has become effective from the Carolinas to California.

Under the finance plan the producer is enabled to make his five-cent-a-bale contribution at the first point of sale to the cotton merchant, or to gin or warehouseman acting as merchant. This contribution is carried from merchant to compressor, who remits the accumulated fund to the Council, or from merchant to textile mill which remits on uncompressed cotton.

The three-cent-a-ton contribution on seed, made by ginners and crushers, is similarly assembled and remitted to the council by the oil mills.

The American Cotton Shippers Association headquarters office at Memphis, Tenn., advised the council that its regional units and board of directors have made a final check on sign-ups submitted by the council and determined that in excess of 90 per cent of the crop, on a basis of the 1939 crop, has been signed up.

"The raw cotton industry is ready to launch a thorough-going war for increased consumption," President Oscar Johnston declared. "During the past two years with limited resources it has made enormous strides. With the 100 per cent allegiance of the cotton producer on the battle through advertising, foreign trade and scientific research, it looks forward to an increasingly effective and successful campaign. The five-cent-a-bale contributions will serve as the ammunition with which we will smash down our opposition."

Imports of cattle and beef into the United States in the first half of 1940 totalled 192,000,000 pounds dressed weight, a decrease of 19 per cent under the same period of 1939.

Dollar Days Are Announced on A Town-Wide Basis With Array Of Record Breaking Bargains

Testing New Mystery Gun



W. B. Hale, co-inventor, demonstrates the power of his new mystery machine gun in tests at Los Angeles. Shown with the gun, which is reported to fire 10,000 shots a minute, are the oak planking and armor plate that were perforated by the steel ball bullets. The gun operates on compressed air.

Hundreds Of Real Bargains Will Be Offered Customers

Chamber of Commerce Maps Extensive Plans For Dollar Days

History in the merchandising world will be made in Williamston on Thursday, Friday and Saturday—September 19, 20 and 21st—when local merchants offer the greatest array of Dollar Days bargains ever heard of in eastern North Carolina. Tens of hundreds of specials will be placed at the disposal of thrifty shoppers during the three days.

Sponsored by the Williamston Chamber of Commerce, the special trade days are certain to attract throngs from miles away, for never before have such great bargains been offered on such an extensive scale. Practically all Williamston merchants are cooperating in the special trade festival for the last three days of this week, and a really worthwhile opportunity is being offered the thrifty buyer to purchase standard and reliable brands of goods at marked savings.

Instead of offering prizes and many other inducements to attract the shoppers for this event, the participating merchants concluded that the offering of merchandise bargains would have more appeal. These merchants are really going to put on sale many items that were priced up to \$2.00 for the price of \$1.00. Many other items priced in the higher brackets will be given substantial reductions as a tie-in with the Dollar Days sale.

Although the merchants feel that they have purchased a sufficient amount of the special items which they will put on the dollar bargain counter, it is impossible to anticipate the demand, so the suggestion is now made to the wise shoppers of this area to get an early shopping start on opening day.

In all towns and cities a Dollar Days sale is supposed to stand out as the most outstanding trade event which the merchants sponsor, hence every effort will be made at this time to carry out the Dollar Days sale in Williamston in a way that

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Auto Accessories For "Dollar Days"

Miller and Miller, operators of the Western Auto Store in Williamston, are all set to dish out some never-before-heard-of bargains in auto accessories the last three days of this week when Dollar Days will hold the limelight in this section's early fall trading.

Attractive savings will be effected on thrifty buyers during the period.

Extra Good News At Proctor Shoppe

Shoppers in Williamston during the three day trade festival—Thursday, Friday and Saturday—will find extra good news in trade opportunities at the Proctor Shoppe. In addition to the Dollar-Days specials, the shop is featuring the latest in fall and winter wear at unusually attractive prices.

Israel's Is Ready For Dollar Days

Nat Israel, owner and operator of Israel's Store, is hanging out Dollar-Days signs in great numbers preparatory to Williamston's big trade festival the last three days of this week. Substantial reductions are being effected, and marked savings are being made available on extra special Dollar Days items.

Dollar Days At Furniture Stores

Dollar Days in Williamston's two leading furniture stores on September 19, 20 and 21 will be reflected in many items which are being drastically reduced to figure strictly in the Dollar Days arrangement.

Both stores, Courtney's and Woolard's, are occupying a prominent place in the Dollar Days movement, and furniture buyers will find it highly profitable to meet their needs during the three-day trade event.

Advertisements located elsewhere in this issue list a few of the numerous bargains offered by these stores and their cash prizes. Everyone interested in buying new furniture for the home is urged to turn to these two advertisements for complete details.

Super Specials For DOLLAR DAY

One Gallon Thermos Jug 1.25 Value—NOW \$1.00

Lunch Box and Pint Thermos Bottle 1.35 value . . \$1.00

10 Quarts Good Grade Cylinder Oil \$1.00

Large Size Tire Pump \$1.00

32 x 6 Truck Reliner \$1.00

One Quart Thermos Bottle \$1.00

Can Simoniz Cleaner, Can Simoniz, Polishing Cloth — All for \$1.00

500 Hour B Battery \$1.00

One Ton Auto Jack \$1.00

Electric Iron \$1.00

WESTERN Auto STORE MILLER & MILLER WILLIAMSTON

Bought for Dollar Days 2 Dozen Ladies Dresses

Our regular 2.98 value — To appreciate them you must see them. Fine quality silk materials. A Real Bargain For DOLLAR DAYS

\$1.00

Ann's Variety Store



INDUSTRY DEMANDS SAVINGS

WITHOUT saving money regularly no man can build for his future. Just as we conserve raw materials and human energy so must we conserve part of our earnings. Start a savings account here now.

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