

# VICTORY SHOPPING DAYS

## WILLIAMSTON MARCH 19-20-21

### Williamston Merchants Making All-Out Plans For Outstanding Shopping Festival This Week

#### Trade Discount on Every Article Far Better Than Prizes Thereby Offering Everyone A Greater Saving In The Long Run

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 Victory Shopping Days 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 trade events, you'll find that in Williamston stores you can get, for instance, \$2 merchandise for \$1, and even \$5 things for \$4.00.

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

So, everyone who is interested in getting real honest-to-goodness bargains should come to Williamston for the big Victory Shopping Days 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.

#### MOTIVE

Forgetting profits and costs to them, Williamston merchants are making extensive preparations for the big Victory Shopping Days trade event. Prices have been slaughtered, and the profit motive has been virtually lost. No greater bargains have ever been offered.

The motive behind the Victory trade event is to prove to increasing numbers that Williamston is an ideal shopping center, one that offers dependable merchandise under convenient and advantageous circumstances.

#### Darden's Store Is Ready For Event

Extensive preparations have been made and Darden's Department Store is all set and ready for Victory Shopping Days in Williamston on Thursday, Friday and Saturday of this week. The firm's owner-manager, Dred Darden, has added special buys for the occasion, and is, along with other firms, offering a golden opportunity for thrifty shoppers to fill their merchandise needs.

Read the list of bargains appearing in the firm's advertisement today, and make your plans to be present for the biggest shopping festival in Williamston in many months.

Victory Shopping Days at Darden's will begin Thursday, March 19th, and continue through Saturday, March 21st.

#### Great Semi-Annual Sales Event To Get Underway Thursday

#### Special Additions Are Made To Large Stocks By Merchants

One of the great trade events in this section of the State will get underway on Thursday of this week when Williamston merchants launch an all-out three-day Victory Shopping Festival. Thrifty shoppers will find one of the greatest arrays of bargains ever seen in these parts. While the war is cutting down on some items, local stores have about the largest stocks in their history, and in some lines the inventories are larger with the sides literally bulging.

The first community trade days in the history of the town were held in 1940 under the sponsorship of the Williamston Chamber of Commerce. The merchants were highly elated over the results of the trade event and have decided to make it an annual affair during the months of March and October. These special days in Williamston not only afford the public to secure unusual bargains but they give both the merchant and the customer an opportunity to become better acquainted and to know each other better.

These special trade days, March 19, 20 and 21st, are certain to attract throngs from miles away, for never before have such great bargains been offered on such an extensive scale. Practically all the Williamston merchants are participating in this special trade festival for the last three

#### Victory Shopping Days Designed To Promote Good Will

#### Marked Reductions in Prices Have Been Effectuated On Large Scale by Stores

Thursday, Friday and Saturday, March 19, 20 and 21, will be big days for the shoppers of the regions hereabouts. Merchants will conduct a special trade event advertised as Victory Shopping Days in Williamston.

Bargains and reductions will be featured in nearly every Williamston store and shop on these three days. Plans were originally planned for the trade event several weeks ago but the uncertainty of prices caused by the war and the scarcity of wearing apparel of certain types prompted the merchants to withhold the promotional days until they could make definite plans to give the shoppers of eastern Carolina the largest and most elaborate trade event ever staged in Williamston.

Despite the rising cost of goods and the difficulties of replacing stocks the Williamston merchants and business firms decided three shopping days dedicated to good will and unusually fine bargains for the people of eastern Carolina would be valuable both to the consumer and to the merchant.

These three days of shopping bargains will feature the idea of buying defense stamps and bonds with the money saved on purchases. The merchants are fostering sales with this idea in mind. According to Richard Smith, secretary of the Williamston Chamber of Commerce, the merchants will, through these sales, attempt to do their bit to foster the purchase of bonds and to make the people conscious of the importance of everybody's contributing to the war effort.

This event will be advertised extensively through the press and by circulars. Many people from surrounding towns and counties are expected to come to Williamston on Thursday, Friday and Saturday to take advantage of the many unusual attractive values being offered.

#### Belk-Tyler Store Is Ready For Festival

Just recently moved to its modern new store on Main Street, the Belk-Tyler Company, one of this section's largest mercantile establishments, has made extensive plans for the three Victory Shopping Days in Williamston on Thursday, Friday and Saturday, March 19, 20 and 21st.

Mr. Chas. Bowers, manager, states that additional purchases had been made in anticipation of the big event, that representatives of the firm had just returned from the markets and that new goods and materials were coming in daily.

While numbers of special bargains are listed in the company's page advertisement appearing in this paper, there are many hundreds of others as equally as attractive and inviting. The management and the company's personnel extend to the people of this entire section a cordial welcome to visit the large and modern new Belk-Tyler store during the special trade event and at any and all other times.

days of the week and a really worthwhile opportunity is being offered the conservative buyer to purchase standard and reliable brands of merchandise at marked savings. These savings will not only apply to the women and young women but to the men and boys as well.

Instead of offering prizes and many other freak inducements to attract shoppers, the Williamston merchants are offering genuine seasonable ready-to-wear and quality items for the home and family. No odds or ends will be featured during this three-day sales event. The items placed on sale will bear trade marks that are nationally advertised and with a nation-wide reputation.

Many of the merchants participating in the Victory Shopping Days event have gone out into the markets to make special purchases. This merchandise will be absolutely new and in many, many instances will be offered at cost. In some cases merchandise, especially wearing apparel, will be sold during Victory Shopping Days for less than half the actual cost mark.

Although the merchants feel that they have purchased a sufficient amount of the special items which they will place on the bargain counter, it is impossible to anticipate the demand. In this case it will be to your advantage to shop as early as possible during these days. However, not all the items will be thrown on sale the first day. A number of special items will be reserved and sold on each of the three days.

#### Local Victory Shopping Days To Boost Sale Of War Stamps

Attend and participate in the Victory Shopping Festival in Williamston on Thursday, Friday and Saturday of this week and help smack down Hitler, Tojo and Company by purchasing savings stamps and bonds with your savings.

Williamston merchants are really going all out with a unique and valuable plan to save exacting shoppers many, many hundreds of dollars, and while they would not dictate the use of those savings, they cordially suggest the purchase of war savings stamps and bonds. Some still call them defense stamps and bonds, but those days are past and as the Allies make ready their offensive, Williamston merchants are staging an offensive of their own by beating down prices and passing the savings

#### Drug Stores Ready For Shopping Event

Clark's and Davis' pharmacies are offering extra special inducements in prices for quality merchandise as their part in cooperating with the Victory Shopping Festival in Williamston the last three days of this week.

Visit these drug stores during the special trade event in Williamston and anticipate your drug and sundry needs for months to come. Remember, Thursday, Friday and Saturday offer golden opportunities to the thrifty shopper in Williamston.

#### Western Auto Store Meets New Demand

Its tire business virtually suspended by government war orders, the Western Auto Store is switching over to meet new demands of the times. One may not be thinking about a bicycle just now, but Mr. W. J. Miller, manager of the store, advises preparation and hints that a bicycle beats walking. Cooperating in the town's Victory Shopping Festival this week, the store is offering specials in radios, garden tools and other items handy in and around the home and yard, and for sports fishing.

#### Victory Shopping At Furniture Stores

Williamston's two large furniture stores, Courtney's and Woolard's, are going all-out in the Victory Shopping festival scheduled on Thursday, Friday and Saturday of this week. While a few items have been "frozen" in their stocks as a war measure, both stores have the largest stocks to be found in this section of the State. The stores and warehouses are literally bulging with furniture and house furnishing being packed so tight.

Both Mr. Woolard and Mr. Courtney anticipated the needs of their customers months ahead, and while others hesitated, they placed their orders and the goods and furnishings, modern and up-to-the-minute, came rolling in in large quantities. They have large displays of radios and many other items that are fast disappearing from the manufacturers' list.

## RADIOS!

JUST RECEIVED — 100 LATEST MODEL RADIOS. BOTH BATTERY AND ELECTRIC TYPES. Also Phonograph Combinations

Trade your old radio in on a new one while they last. We will give you a liberal allowance on your old radio

We Still Have A Fresh Stock of 1000-Hr. A & B Pack Batteries

SEE OUR STOCK OF FINE FISHING SUPPLIES Before Buying. We Have Lots of New Items Added For 1942.

### Western Auto Associate Store

WILLIAMSTON, N. C.

## Special Discount On All Furniture During Victory Days

### Look!.. Venetian Blinds

AT WINDOW SHADE PRICES!

Widths 18"-22"	\$1.98
Widths 23"-27"	\$2.19
Widths 28"-32"	\$2.49
Widths 33"-36"	\$2.98

WHAT! ONLY \$1.98

3-piece BEDROOM SUITE A Regular \$69.50 Value. Selling During VICTORY DAYS For Only — \$44.50

3-piece Living Room Suite. \$69.50 value. Special for 3 Victory Days at. \$44.50

## Woolard Furniture Co.

### Courtney's Victory Furniture Values!

BEDROOM SUITE The Best Value in Town SPECIAL FOR ONLY— \$44.95	Axminster RUGS Many Color Combinations SIZE 9 x 12 \$34.95 up
Breakfast Room Sets 5 PIECES \$16.95 up	LINOLEUM 2 YARDS WIDE 79c up
Cotton Mattresses Special For \$5.95	Living Room Suites A Real Victory Value \$46.95
RADIOS \$9.95 up	LINOLEUM RUGS \$3.95
CONGOLEUM RUGS SIZE 9 x 12 \$5.75	KITCHEN CHAIRS SPECIAL FOR ONLY \$1.49

## B. S. COURTNEY

WILLIAMSTON, NORTH CAROLINA.