

# Expect Throngs For Victory Shopping Days In Williamston

## Israel's Is Listing "Victory" Specials

Nat Israel, owner and operator of Israel's, Main Street, Williamston, is extending a cordial invitation to all thrifty buyers to take advantage of the super Victory Shopping Days bargains especially planned for this event in Williamston.

As a cooperator in the movement to acquaint more people with Williamston as a real shopping center, the management in addition to Victory specials, is offering greatly reduced prices on a store-wide scale.

## Thrifty Shoppers To Come Here From Five Counties This Week

Victory Shopping Days in Williamston on Thursday, Friday and Saturday of this week will be long remembered as the trade event of years.

## Leading Stores In Town Cooperating In Great Movement

### Victory Shopping Days Effective in Every Field of General Merchandising

Staging their most appealing and most effective selling event in history, Williamston merchants are making ready for the greatest shopping throngs in the early spring season. Throwing their weight behind a town-wide Victory Shopping Days festival, the leading stores will offer astounding and super buying opportunities to wise and thrifty shoppers on Thursday, Friday and Saturday of this week. With few exceptions, the festival will be extended to every store and shop in the town, making available all types of merchandise at bargain prices.

Designed primarily to acquaint a larger clientele with the advantages offered by Williamston as a modern, convenient and advantageous shopping center, the Victory Shopping Days will attract hundreds here from five or more counties in this section of the State. Never before have Williamston merchants cooperatively advanced a bigger and greater trade event. While the various advertisements in this paper list numbers of special Victory Days bargains for the last three days of this week, there are hundreds of others too numerous to mention awaiting the careful and wise shopper.

Any and every member of the family who would tune up his or her wardrobe, equip the tool house and make ready for an uninterrupted work schedule on the farm and in the garden and yard will find it absolutely advantageous to attend Williamston's Victory Days festival the last three days of this week.

It will require a little time, to be sure, to read all the specials listed in the advertisements appearing in this paper, but the buyer who would save good money will do well to read and study every item carefully. This Victory Days festival is not an ordinary event; it is one that helps Williamston merchants meet and make new friends and customers and it is conducted on a narrow margin basis and in many instances at a loss to the merchant. Take time out for this big trade event; it will pay you to travel far for the astounding bargains listed by Williamston's leading firms.

Hundreds of special items have been added to the large stocks for the event. Store operators have anticipated for a large crowd, but exercise discretion and don't wait until the last day to stock up for the spring and summer with dependable merchandise.

## Town's Growing Shopping Center

While recognized as one of the youngest mercantile establishments in this section, the Martin Supply Company on Washington Street in Williamston is now rated as one of the town's main shopping centers. Under the active management of Eddie Trahey and Stephen Manning, the Martin Supply Company is enjoying an ever-expanding patronage.

Victory Shopping days at the Martin Supply Company's store are be-

## Blackout Diaper—War Creation



Newest creation of the war is the blackout diaper, which has luminous ties to eliminate the use of pins. Mary James is holding baby Robert Deering during a demonstration in New York City.

chants point out that replacements can now be effected only with difficulty and waiting, that some few items have already been lost to the shelves for the duration. However, a thorough survey reveals that Williamston merchants were not caught napping when the real emergency presented itself, that they had anticipated shortages and had taken steps to relieve their situation for an expanding clientele. Those thrifty shoppers who would save money and at the same time keep abreast with the trend of styles and last-minute developments on the mercantile front will find it to their great advantage to attend Williamston's Victory Shopping Days on Thursday, Friday and Saturday of this week.

## VICTORY DAYS SPECIALS

### LADIES' SPRING HATS

Hundreds to select from. Straws and Felts. All colors, shapes and styles. Special

\$1.00

### LADIES' EASTER HATS

All the new Spring shades and wide brims. Hats you usually pay as much as \$5.00 for.

\$1.29 to \$2.49

### LADIES' SPRING COATS, SUITS

\$7.95 to \$12.95

### DRESSES FOR EASTER

Expertly tailored and made from the finest quality materials. All sizes.

\$3.98 to \$6.95

### CHILDREN'S SPRING DRESSES

\$1.09 to \$2.98

### CHILDREN'S SPRING COATS

\$2.98 to \$6.95

### LADIES'

### DRESS SHOES - SPORT OXFORDS

\$1.98 to \$3.98

### Children's Sandals and Oxfords

\$1.25 to \$1.98

### Ladies' Gloves and Pocketbooks

All Colors and Sizes

97c to \$1.98

### WASHABLE SILK BLOUSES

All Colors - Quality Material

\$1.19 to \$1.49

## Ann's Variety Store

## Victory Days Specials

### WOMEN'S SUITS—Plaids, Solids

\$6.95 — \$7.95 and \$9.95

Sizes 12-20 and 38-44

### LADIES' COATS

\$6.95 and \$9.95

### NEW SPRING DRESSES

\$1.98-\$2.98-\$3.95 and \$4.85

Sizes 9-17; 12-20; 38-50

### LADIES' SPORT JACKETS

\$1.98 — \$2.98 and \$3.95

### CHILDREN'S SILK DRESSES

Only \$1.98

Skirts, Hats, Shoes, Gloves and Children's Coats

ISRAEL'S — Williamston

## Good Will-Trade Expansion Will Feature "Victory" Days

Although the average individual cannot be converted to the fact, the profit angle is not taken into consideration when a group of merchants collectively sponsor a unique trade event. Particularly is this true with the Williamston merchants for they are interested in creating good will and acquainting themselves with the potential customers of this trading territory.

A careful study of the bargains offered in this section will reveal or rule out the profit angle of this town-wide trading event. Thousands

of special items have been bought for dollar days and they, with the usual staple items, will be sold at practically cost. On items such as dresses or coats, prices will be lowered to as much as half of the original cost.

The Victory Shopping bargains, recognized as the most tempting ever offered in this section, are not being placed before the shoppers in an off-season, but they will fit in with the thrifty shopper's current needs.

The following stores are cooperating in the extensive Victory Shopping Days festival:

## Cigarettes May Be Rationed To Men In Armed Services

### Rationing Will Likely Boost Consumption To a New High Peak

Danville, Va.—There is some reason to believe that the War Department may change its attitude towards cigarettes as a ration for men in the service.

Congressman Thomas G. Burch, of Virginia, has been pressing the matter for some time. But he has received, until now, little support, because Secretary of War Stimson brushed the proposition aside, saying that cigarettes must be considered a luxury, and that Uncle Sam cannot afford to provide his fighting men with luxuries.

Recently, however, it has become known that the Commodities Credit Corporation has awarded a \$600,000 order for cigarettes in this country to one of the major tobacco companies, or possibly more than one for the manufacture of a cigarette for British tastes. This is a lend-lease order, and congressmen are beginning now to take the position that, if the American taxpayers' money is to be used in providing cigarettes for the British Tommies, the government can do no less than supply American soldiers, sailors and marines with free smokes. Nobody seriously entertains the belief that any of the lend-lease costs to this country will ever be liquidated. Theory is that one can neither lend nor lease a cigarette because it is consumed, and there has never been any assurance that any of this American investment will be repaid.

If this plan eventuates, there will be a tremendous rise in the already increasing domestic demand for tobacco, and one which might possibly balance loss of trade through spiked exports.

It is thought possible that this situation was at the back of the mind of officials of the Department of Agriculture in recently stepping up the bright belt acreage allotments by 10 per cent.

It was not generally known here that the cigarette making contract had been awarded. It was known that Brown and Williamson is making a smoking mixture for the British navy at Louisville, Ky., and Petersburg, Va., but the size of this order has not been revealed.

Purpose in manufacturing these tobacco products for England is that it is easier to ship the finished cigarette and manufactured smoking tobacco than it is to ship hogsheds of raw leaf. And it is also true that, if British labor can be released from tobacco making, it can turn out more valuable war products.

ing advanced on a super-extensive scale, and it is certain that thrifty buyers will fill their needs in advance from the extensive and varied stocks of dependable merchandise. A trip to Williamston is not complete until every store has been visited and especially the Martin Supply Company store.

## Shoppers Turning To Basic Material

While there are still many, many calls for the frills, trinkets and strictly ornamental gadgets, shoppers are rapidly becoming more conservative in their wants and are more and more demanding serviceable goods and articles. Style, too, is still a big factor in Milady's shopping schedule, but there is a definite trend away from the extreme frills that at one time were puzzling of description.

No marked change in styles is yet apparent, but all wide-awake mer-

## 10% DISCOUNT

ON EVERY ITEM IN OUR STORE

During

## WILLIAMSTON VICTORY DAYS

MARCH 19, 20 and 21st

This special offer includes every single item in our store except Dynamite.

Many of the items we are offering cannot be duplicated or replaced. Take our sincere advice and buy your hardware needs at 10 per cent discount.

## Williamston Hardware Co.

## Shop Here During Williamston Victory Days

## Our Stock

We are a comparatively new concern in Williamston and our stock is absolutely clean and new. Any item in our store is a bargain and rest assured we have hundreds of special values especially bought for Williamston's VICTORY DAYS!

## Prices Lower

The policy of this store is to give you just a little more for your money than other mercantile establishments. However, we never sacrifice quality and make our purchases according to the styles, seasonable colors and fabrics.

## Easter Specials

With Easter just a little over two weeks off we suggest that you make your purchases now. The finer quality materials and clothing may be a little difficult to get and they may be secured here now at no extra cost.

## Martin Supply Co.

LOCATED ON WASHINGTON STREET