

The Store of Lowest Prices

# COX'S

The Price is The Thing

## Annual Thanksgiving Sale

BEGINS

### Saturday Morning, November 23rd

And continues to Saturday night, Nov. 29th. Seven days of the liveliest selling ever witnessed in a Morganton store. We have made special preparations to make this the biggest and most interesting Thanksgiving Sale in the history of our store.

This Thanksgiving Sale has just one goal in view, to emphatically reduce living costs by offering good Merchandise at record low prices. Hundreds of articles from all departments at Cox's will go on sale in this with the one idea only--to make this the most popular sale ever conducted at Cox's.

#### PIECE GOODS

All-Wool sponged and shrunk Serge, 44 inches wide, navy, black and white, worth \$2.50 per yard, on sale at... \$1.89

Amoskeag all-wool Serge, 36 inches wide, black, navy and white, worth \$2.00 yard, on sale at... \$1.65 Yd.

Fine French Serge in Navy, 40 inches wide, all-wool, on sale at... \$3.50 Yd.

Devonshire Cloth at 49c. Yd. Just the thing for the kiddies' suits and dresses. Buy it while you can at 49c. Yd. It's worth 65c.

INDIGO PERCALES 35c. YD. These percales are 36 inches wide and worth 45c. yard. but all colors go in this sale at... 35c.

#### MANCHESTER PERCALES FOR SHIRTS

These are the best Percales made, and we have them in beautiful shirt patterns on sale at... 48c. Yd.

DRESS GINGHAMS 35c. YD. 27 inches wide, in dark plaid patterns for winter.

#### WOOL FLANNEL

Red Wool Flannel 85c. Yard.  
White Wool Flannel... 75c.

Yard Wide fine white, all-wool flannel, at... \$1.25 Yd.

#### CURTAIN MATERIAL

A big lot just in; some with colored border; also white and ecru, at... 25c. Yd.

#### OUTING

All kinds and colors in heavy outings; in this sale at... 35c.

#### SHEETS

Mohawk Sheets, seamless, size 81x90 inches, at... \$2.48 Each

#### WHITE QUILTS

Extra heavy and full size, on sale at... \$2.48 and \$3.48

#### HOSIERY SPECIALS

Ladies' Martha Washington Silk Hose, in all colors, at... 98c. Each

Ladies' Heavy Silk Hose in Black only, at... \$1.50 pr.

Ladies' Pure Thread, heavy Silk Hose, in black and brown, the best thing in a silk hose, at \$2.95 and \$3.95 pr

#### EXTRA SPECIAL

Children's Fine Ribbed Hose, in a brown, all sizes, worth 35 to 40 cents pair, on sale at... 25c. Pair

Ladies' Heavy Wool Hose, in this sale at... 65c. Pair

Men's Heavy Wool Socks, a good one it is, at... 65c. Pair

#### SPECIALS FROM UNDERWEAR DEPARTMENT

Ladies' Fine Union Suits, a fine bleach garment... \$1.25 Each

Children's Union Suits in the Set-Snug, at... \$1.25 Each

Children's Separate Garments, shirts and drawers, each 59c.

Men's Heavy Fleece-Lined Shirts and Drawers 98c Each

Men's Ribbed Shirts and Drawers, Mayo make, at \$1.25 Each

Men's Heavy Ribbed Union Suits at... \$2.50 Each

#### MAN, O, MAN!

We are ready to outfit you with Autumn Clothing that is sound and fine, and at prices that are absolutely reliable. Suits... \$20 to \$40 Overcoats... \$15 to \$35

Dixie Boy Suits for the Boys, made to wear where others tear, at... \$6.50 to \$13.50

#### LADIES' COATS

You can buy your Coat in this Sale and save money. They are priced at... \$16.50 to \$35.00 Each

Blue Serge Middy Suits, big values, at... \$16.50, \$22.50, \$27.50

#### SHOES! SHOES! SHOES! For All the Family

Star Brand Shoes are better, because they are all leather. Our Family Shoes for all the family, made from heavy Box Calf Leather. If you have been buying your children more than one pair of shoes each winter, get a pair of these shoes.

Remember the Date of This Thanksgiving Sale, Begins Saturday Morning, November 22nd

IT PAYS TO TRADE AT

# COX'S DEPARTMENT STORE