

The Store of Lowest Prices

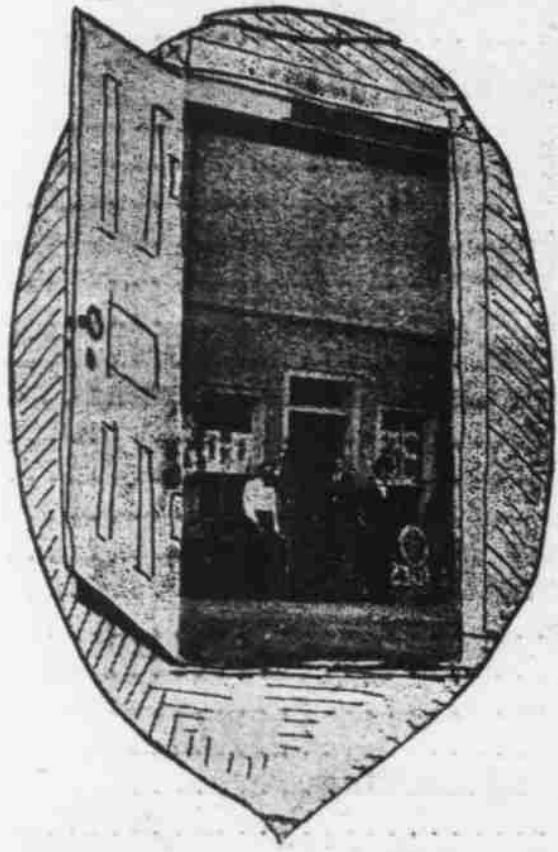
COX'S

The Price is the Thing

ANNOUNCING
OUR

ELEVENTH ANNIVERSARY SALE

Beginning SATURDAY MORNING, Feb. 28



The Acorn from which
Cox's has grown to a
Department Store

It was February 1909 that Cox's opened a very small store in the little pebble dashed building on West Union street. It was a very modest beginning indeed, only a few hundred dollars worth of goods with the first days sales of \$4.81.

When this little store was opened the people laughed and said, "What does he intend to do? He has nothing the people want, he will not be in business six months." But attention to business, striving each day to give the public just a little more for their money than they could get any where else, has made Cox's the big store of to-day.

To celebrate our 11th birth day we intend offering values in this sale that can't be matched even in larger cities. We have spared neither time nor money to secure the merchandise to make this 11th Anniversary Sale the most talked of sale in the town.

Remember Cox's 11th Birth Day Sale begins Saturday Morning, Feb. 28th. 10 Days of the greatest value giving in the history of this store.

WHITE GOODS

In this sale we purchased most these goods six months ago before the big advance in cotton goods.

A good domestic, 36 inches wide, free from dressing at 35cts. yard.

A good unbleached domestic, 36 inches wide... 22c. yard.

Nainsook, long clothes, batistes, voils and organdy, the biggest selection we have ever shown.

TOWELS! TOWELS!

Now is the time to supply your needs in towels. We have them 15c. 2 for 25 to 98c. each, in Huck and Turkish Bath.

LADIES SILK DRESSES

We are proud of these just two prices in this sale. Worth \$35.00 and \$40.00 \$27.50 and \$29.50

Sheets, a big seamless sheet extra good quality, 81x90 inches at..... \$2.19

White Counterpanes, the very best in all sizes and weights at \$2.98. to \$5.98

HATS FOR LADIES AND CHILDREN

Here is where you save money. Nothing like it ever seen in Morganton — such values for the money. You can save \$2.00 to \$3.00 on a nice hat at Cox's Birthday Sale.

Our very special value for Ladies-ready-to-wear at \$6.95 and \$4.95

BOYS' SUITS

at \$6.95 to \$16.50 each, are all big values. Bring the boys in.

CLOTHING

Oh! Men Buy your suit now. You can save \$10.00 to \$15.00 on a suit.

Our special suit for young men at \$27.50 worth \$35.00

Special in a heavy dark blue all wool suit made from the army material, colored dark blue. This is the heaviest suit in town, worth \$65.00 suit. Our special price at \$49.50. Don't fail to see this suit.

COLORED VOILES

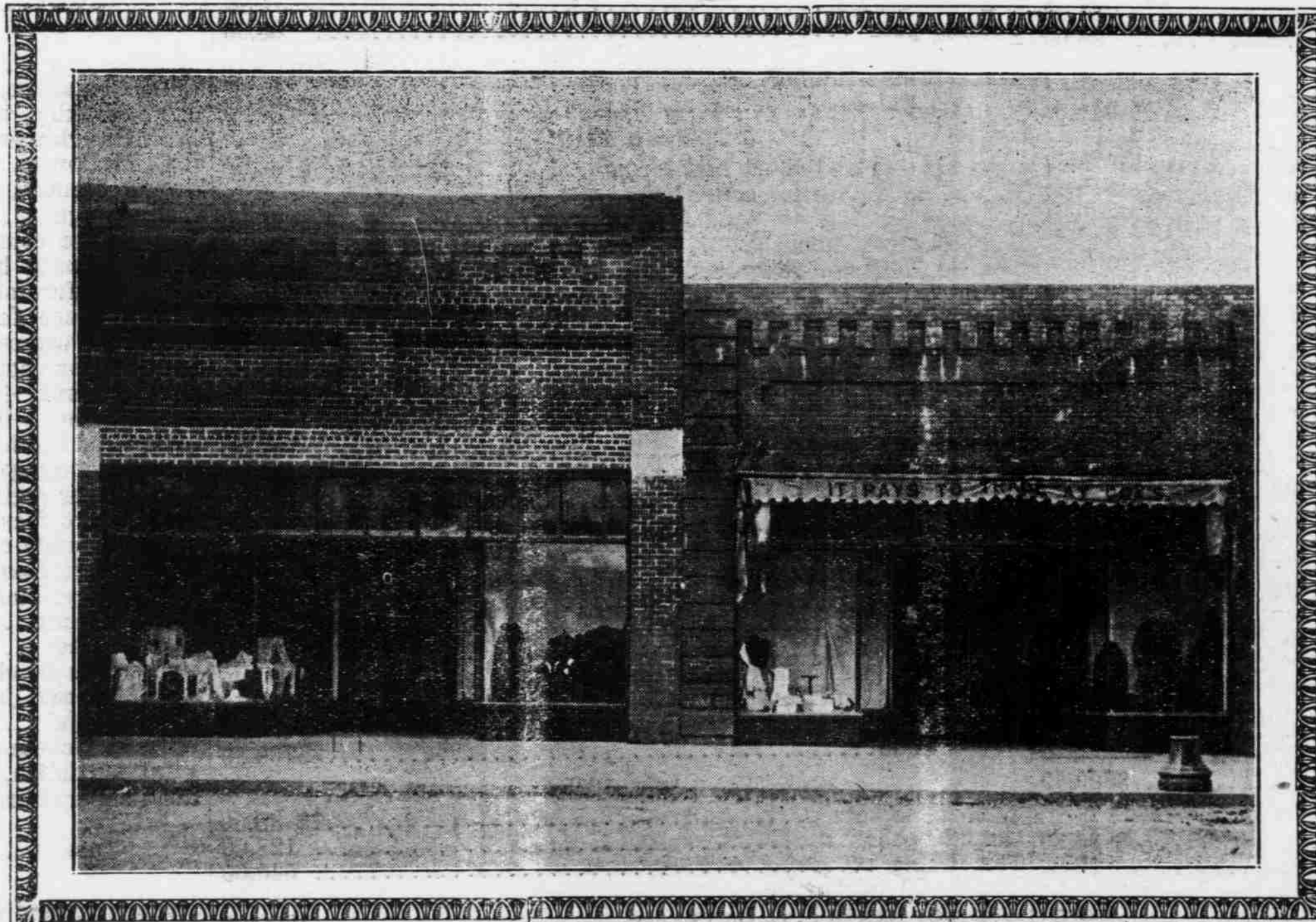
36 and 40 inches in beautiful patterns, all colors and designs the things you need for that dress at... 49c. to \$1.25 yard.

Serpentine Crepe in all the patterns, 36 inches wide, in this sale at 60c. yard.

Ladies Suits, Spring Coats and Dresses

These suits come in serges, tricotine, jerseys and lady's cloth and priced at \$29.50 to \$69.50

Spring Coats the very newest —just what you want priced at \$25.00 to \$35.00



COX'S DEPARTMENT STORE TO-DAY, 109-111 BROADWAY

Madame Grace Corsets

Certified correct style are embodied in these new Madame Graces for Spring. They come in white and pink materials. Back and front laces at \$2.50 to \$15.00 each.



Remember the Dates, Saturday Morning, February 28th to March 6th
IT PAYS TO TRADE AT

COX'S DEPARTMENT STORE