

THE BIG STORE

A City Within Itself

V. WALLACE & SONS.

Sight Seeing.

A Cordial Invitation to all.

Whether on business or pleasure seeking we swing our doors wide open to you, and tender all a royal greeting. Come in and drink at our fountain. The public eye will be focused on this store because it is the leadership in up-to-date methods of modern merchandising. Every merchant visiting the Yadkin Valley Fair is invited to pay us a special visit. You have not seen the fair if you fail to see this big store, which covers over 35,000 feet of floor space.

THE
LARGEST
HAT
DEPART-
MENT
IN THE SOUTH.

RETAIL



HERE'S a rain-coat that's truly King of them all; rainproof when you need it—stylish all the time.

The WATERSHED, made by Kuppenheimer, of fabrics that have been specially selected for the purpose—that have been waterproofed in the maker's own plant—every step of the process carefully watched from start to finish—its superiority is assured from the beginning.

Some fabrics are not adapted to the waterproofing process. No manufacturer can judge so well what cloth is suitable for rain-coats as they who handle the whole operation from beginning to end.

The House of Kuppenheimer is the only manufacturer that waterproofs its own garments. That's one reason why they are so good—why we recommend them.

No other merchant can offer you such positive assurance of merit in rain-coats as we—nor so much in quality and worth at so reasonable a price.

We'll gladly prove it.

V. WALLACE & SONS.

THE
BIG STORE

Supplies
Over 500 Stores

in the
Two Carolinas.

WHOLESALE