

EASTER SALE CHANDISE

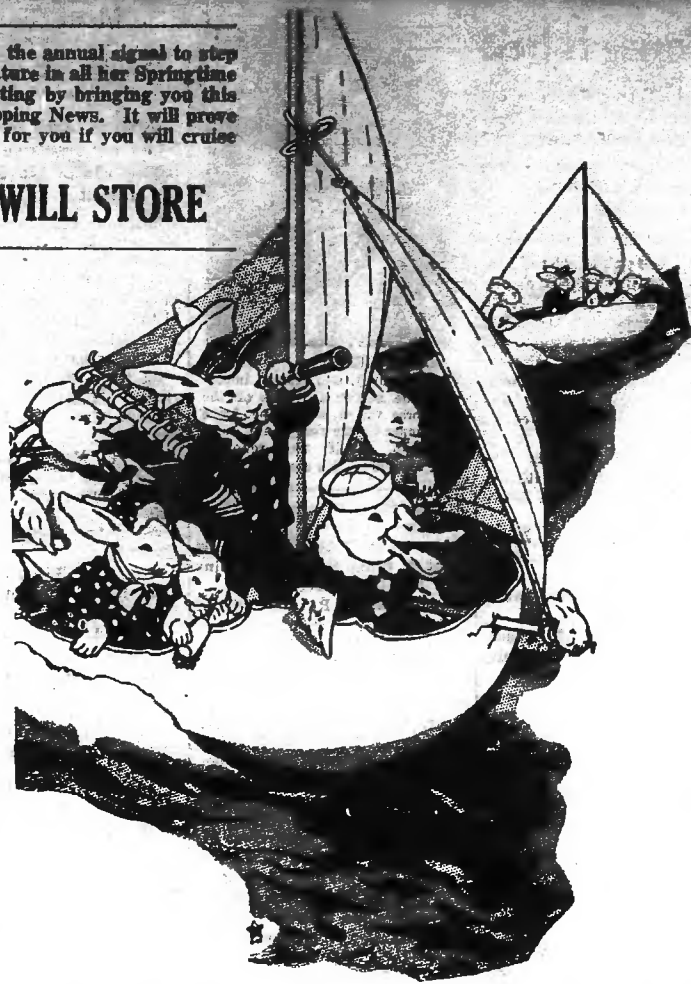
, April 5, at 8 o'Clock

...ed to buy at the advanced prices. "The lack of confidence," "The rainy ...
...ed us to be overstocked with new Spring goods. These goods must be ...
...right at the time when they are in the most demand. From now until

...d Arrange Stock For This Money-Saving Event

The arrival of Easter is the annual signal to step out and greet mother nature in all her Springtime glory. We are co-operating by bringing you this full page of Easter Shopping News. It will prove to be a profitable event for you if you will cruise through...

THE GOODWILL STORE



...s - Dresses

...ors, new novelties at comfortable Sale shop at THE GOODWILL.

...t New Suit or Coat ...

...of making your selection here now. A New York brings these values to you. Only ...
...or ladies. Many dashing new styles of ...
...woolens. The colors are ...
...le they last. Only ... **\$1.98**

...and Coats for Ladies ...

...sport types in the smartest patterns ...
...weave, new silhouettes, new colors. ...
...and see before you buy. **\$7.98**

...Ladies' Easter Dresses

...ered such values. Sheers, prints, taf- ...
...plain colors in all the season's newest ...
...ce styles. Come in for the most ...
...Easter styles. They're here. We ...
...mising and most attractive dresses ...
...Sale **\$2.95 to \$4.95**

...for Ladies ...

...these spring suits, short coats with the ...
...ngle or double breasted fronts, in ...
...st spring color, marvelous, **\$3.95**
...nd only

...Coats ...

...y woolens, double breasted fronts, all- ...
...backs, styles like big sister's. New- ...
...0-14. **\$3.95 and \$4.48**



NEWEST STYLE HITS IN LADIES' HATS

Beauties! Novelty braids, straw fabrics in turbans, brims, off-the-face, sailors and deep crown youthful matron hats, all newest spring colors and every headsize. Special **77c, 97c**

CHILDREN'S NEW EASTER HATS

New straws and braids, brims, off the face and poke bonnets, ribbon and flower trimmed, assorted head sizes and soft pastel colors. Special, each **48c**

The new fabric gloves are here for spring. Some are plain fabric, knits and mesh, attractive and smart to suit the most fastidious. Colors brown, blue and white. Price **25c up**

Ladies, here are new handbags to complete your ensemble, pouch and underarm styles with handy inside fittings. Colors black, brown, navy; truly remarkable at **97c**

LOOK, LADIES!

Here's the kind of sale every woman loves. One rack of ladies' and misses' new print dresses just waiting for you, but they won't be here long. They are brand new, good styles and guaranteed fast colors, snappy, you'll say. Choose yours early. Sizes 14-22. **43c**
Sale price, each

Ladies' New Spring Dresses

Be sure to see these lovely new spring dresses. A special purchase brings them to you. New crepes, prints and acetates, clever styles. All spring tones. Sizes 14-44. Only **\$1.94**

Ladies' nice quality hand-embroidered nain-sook gowns with contrasting color bindings, assorted sizes and colors, each **39c**
only

Ladies' rayon stepins and shorts, novelty lace and ruffled trims, assorted sizes; colors pink or tea rose. Special sale price, each **19c**

Lace-trimmed broadcloth slips for ladies. Sizes 34-44. Special, each **25c**

Brassieres, uplift models, in satins, laces and broadcloth batiste with fancy rayon shoulder straps. Sizes 32-38, each **24c**

Children's socks, sizes 5 to 8, all wanted spring colors. Don't miss this value, pair only **10c**

Table oil cloth, widths 46 and 54 inches, in every desirable spring pattern. Special, yard **21c**

Oil cloth scarfs, size 18x45, assorted patterns on white background. Sale price, each **14c**

Big towel value, medium weight Turkish towels, size 18x36, white centers with fancy colored borders, each **15c**

One pint thermos bottle, \$1.00 value, now **58c**



Back in the dull months of January and February we placed large orders with the factories for goods to be made up. These goods are coming in and must be sold. While they are new and fresh you'll be pleased and delighted with the extra bargains.

Unbeatable Values in Suits For Men

Good for now and the year around. Blue serges, oxfords and greys, worsteds, novelty flannels and basket weaves. These suits are smartly styled, hand tailored, fine workmanship. Just come in and see what you can buy at our clothing department at

\$12.95--\$14.95

Men's hats, fine fur felts in all the new spring colors. Stylish and serviceable. Special sale **\$1.98 and \$2.75**
price

Men's fine broadcloth dress shirts, solid colors and fancy novelty patterns, seven-button front, full length and full cut. Sizes 14-17. Truly a marvelous value, only **77c**

Men's shirts, Winner brand, triple stitched, medium weight work shirts. Sizes 14-17. Sale price, each **39c**

Heavy grey work sox, rib toes and heels, dark blue brown and black, and plain rayon dress sox, all at a special price **10c**



...es to You; Only One Small ...gs You Can't Afford to Miss

A Grand Variety of Infant's Wear

Infant's knit shirts with the rayon stripe, each **19c**

Infant's outing gowns, white only, hand embroidered in pink or blue, each **25c**

Infant's bands or wrappers, soft, cream color flannel, 3 for **10c**

Infant's crocheted sacks in pink or blue, each **48c**

Crib blankets, good size, (samples) **25 up**

Fine hand-embroidered infants' dresses, made of good quality white batiste. Sizes 6 months to 2 years. Special, each **38c**

Children's play suits, made of nice quality covert cloth, dark blue. Sizes 4-10. Special, each **45c**

Children's rain coats, double-breasted fronts, belted models. Colors, red, green and blue. Sizes 7-14. Special, each **\$1.94**

EASTER GROCERY SPECIALS

Pink salmon, one pound can **10c**

2-pound boxes cocoa, special **19c**

Assorted Easter egg dyes, package **9c**

Confectioner's sugar, 1 pound package **6c**

8-ounce bottle imitation vanilla, only **10c**

2 pounds pure Rio coffee **23c**

Putnam's fadeless dyes, package **10c**

3 packages Snow King soda, (one tumbler free) **10c**

Early Valentine and Stringless Green Pod seed beans, 7lb. **12 1/2c**

Assorted colors panned Easter eggs, pound **15c**

Chocolate drops, cream centers, pound **10c**

Three 5c packages chewing gum for **10c**

Three 5c Hershey bars, plain or almond **10c**

Twelve 5c cakes toilet soaps **25c**

Pint bottles rubbing alcohol, 2 for **25c**

\$1.00 bottle Brewer's extract of cod liver oil **58c**

DEPARTMENT STORE

North Wilkesboro, N. C.

It's natural for you to ask if goods will come down. The answer is no. Why the Government is going to spend Four Thousand and Eight Hundred Million Dollars. This is more money than me and you and all of our folks could ever think about.