

Good Solid Facts for Fellows

INTENDING TO BUY CLOTHES

Our policy is to procure for our patrons the best wearables possible---to sell them at prices based on Economical merchandising methods---to tell about them in plain language with no attempt at cleverness---never did Our Quality stand out more prominently than is shown this season in the wonderful Suit and Overcoat values at

\$7.50, \$10 \$12.50 \$15

and up to 25.00--giving you dollar for dollar value--giving you a garment that positively cannot be re-duplicated at our price--its this Better Value Giving that makes this Store grow.

If You are Undecided



About that new suit or overcoat, it will pay you to see these great values, if you've been in the habit of paying more for your clothes, then you will be doubly interested in these garments. If these are the prices you usually pay for a suit or overcoat then you'll realize all the more the wonderful values that J. O. WILLIAMS offers at \$7.50, \$10.00, \$12.00, and \$15.00. You'll find styles and patterns seldom seen at these prices.

What About It, Will You
Come Just to See?



and give them a chance to make their own selection, it is only right that their taste should be considered. Think of the clothes that were bought or made for you when you were his age and you wore them willingly or unwillingly. Times have changed, we give the boys the same attention as we do his "dad," his suit will be as well tailored and have the same snappy appearance as the suits for "grown-ups." Our prices you will find much lower; we feature our Boy's Department in the way of Low Prices.

Bring the Boy Here---
We can Please You Both.



Stunning Fall and Winter Dress Goods

Unquestionably the best and most attractive line we have ever shown. It will be worth you time to give them a look.

Beautiful Dress Silks in plain stripes and fancies

New arrivals in Satin and velvet bags, purses, Pins, Lace Collars Jabots,

J. O. WILLIAMS

The One Price Store

HENDERSONVILLE, N. C.

Main Street