



**POLISH**

'Shinola' 15c Shoe Polish in all colors selling in this sale at

**6c**

**Howell-Armstrong Co.**

**MOST ASTOUNDING**

**SHOE SALE**



**Oxfords**

Special for this sale, two hundred pair Women's Vici and Patent Pumps, values up to \$7.50, at

**97c**

**EVER WITNESSED IN THIS SECTION**

**Howell-Armstrong Co. Gastonia, N. C.**

**Starts Friday February 17, 9 a. m.**

**Entire Stock on Sale 8 Days**

**STORE CLOSED**  
All day Thursday, February 16th, this store will be under lock and key to re-arrange stock and mark down goods so as to handle the **GREATEST CROWDS** this town has ever seen at a sale.

Special lot Women's Dull Kid low heel Pumps, that sold regular at \$8.50, sell in this Sale **\$4.47**  
Beautiful Bronze Oxfords that sell for \$10.00, in all sizes, actually selling in this Sale **\$2.79**  
Women's Black Vici, Cloth Top Shoes, solid leather, Sure to please. While they last **\$2.24**

**Make Both Sides of Your Dollar Work**  
"Daniel Green" Comfy Bed room Slippers, beautiful colors, \$2.25 values at **\$1.37**  
Regular 50c fancy soft Silk Collars, all sizes, at **9c** or per dozen **97c**  
Men's fancy Silk Hose, that would be cheap at \$1.00, in this sale, per pair **47c**  
Lot of several dozen new Ties that sold up to \$2.50, to close out **97c** quick at  
Men and Young Men's good \$1.50 Ties in this sale at **77c**

**Special Man in charge to conduct this Powerful Bargain Event.**  
We have employed the services of an experienced Sales Manager, Mr. Chas. L. Hobbs, of Charlotte, and turned our entire stock over to him. Giving him authority to cut and slash the price as he sees fit, with **STRICT and URGENT ORDERS** to **SELL this STOCK** of high-grade merchandise within 8 days. And sell it, I will; I have full authority to give the limit and am going to give you the **OPPORTUNITY OF A LIFE TIME** to stock up for months to come at unheard of prices.

**OXFORDS**  
Women's Black Kid Oxfords, Louis heel, all sizes, that would be cheap at \$8.50. Selling in this Sale **\$3.45**  
Patent Oxford, Louis heel, very special **\$2.47**

**OXFORDS**  
For women, truly an opportunity. Big rack of 200 pair Pumps, Oxfords and low cuts of all kinds and sizes that sold regular up to \$7.50, to close out quick. Your choice, per pair **97c**

Several dozen boys' Caps that sold at \$1.50, to go in this sale **69c**  
Men's and Young Men's new Caps for Spring, regular \$2.50 Caps, **\$1.35**

**GET READY AND COME!**  
Thrifty people, Economical People, Rich people Poor people, the Logical Buying Hour is at Hand We can't tell you half the story, but we can say that Greater Preparations are Being Made than ever before.  
**You Have Heard of Special Shoe Sales**  
Probably you have attended special sales but when you attend this one all other attempts at Special Sales will have faded into insignificance. Considering that every dollar's worth of this merchandise came from America's Best Makers and will go in this sale at such Unbelievable Low Prices that will be the talk of the thrifty for years to come.

**\$25,000.00 STOCK**  
of High-Grade Shoes, Gents' Furnishings and Ladies Hosiery.  
Goes on sale Friday, February 17th, 9 A. M. It is one of the greatest, if not the biggest sale of the kind ever held in Gastonia. This sale will be conducted along intelligent lines with a reason and purpose backed up by the best shoes that money and years of experience can buy. Thousands of items not mentioned here will be on sale—everything goes—nothing reserved.

**TELL YOUR NEIGHBORS—Phone your friends**  
**KNOX HATS**  
You know what "Knox" stands for in a Hat. Including all new Spring styles.  
\$7.50 Hats **\$4.95**  
at .....  
\$6.50 Hats **\$4.45**  
at .....  
\$5.00 Hats **\$3.47**  
at .....  
\$6.00 Knox Derby Hats to close out **\$2.95**  
at .....

**BELT BUCKLES**  
Sterling Silver  
\$2.00 Buckles **97c**  
at .....  
\$1.50 Buckles **79c**  
at .....  
\$1.00 Buckles **47c**  
at .....

**\$50.00 CASH FREE**  
Opening hour of sale **Friday, 9 A. M.**  
In appreciation and for general advertising, fifty dollars given to the first 50 men and women to enter our door. No red tape. Just be here when the doors open.

**COLLARS**  
"Arrow" Collars for Men in soft or linen, all sizes and most any style you desire. Selling in this Sale at **14c**  
Per dozen **\$1.47**

**HOLE PROOF HO-SIERY**  
For Men and Women. Shipment of the new Elastic Ribbed Top to go in this sale at a Drastic Price-Reduction.  
**SHIRTS**  
Extra heavy Wool Coat Shirt that sold at \$5.00. Selling in this sale at **\$2.45**

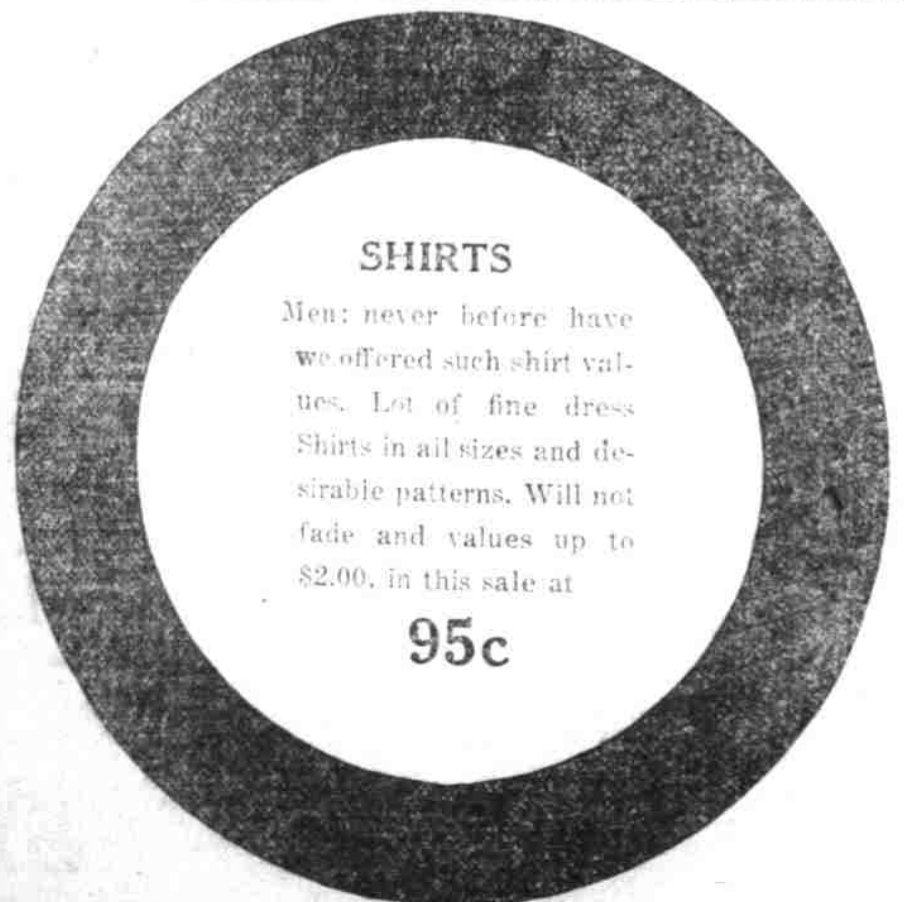
**\$1.00 Men's Leather Belts at 69c**  
**BOYDEN & FLORSHEIM** Shoes for Men in Gun Metal Leather, at **\$5.95**  
"BATTREALL" Heavy solid leather Work Shoes for Men, selling at **\$2.95**

**READ THIS**  
Keep Your Cash and Wait—A remarkable sale only lasting eight days. It's like letting money slip through your fingers, if you fail to avail yourself to the fullest extent of these savings. So low have we sacrificed the price that we cannot allow approval purchases and must sell for cash only.

**HURRY FOLKS!**  
We have turned the Clock back 7 years to get prices like these.  
**SHOES**  
Women! Think of it, selling in this sale \$7.00 Patent with White Kid Top, top at **\$1.69**

Big rack women's solid leather Shoes in all sizes and styles. Actually selling in this sale at **\$1.24**  
**PUMPS**  
Big lot White Canvas Pumps while they last at **79c**  
**MEN'S**

Heavy Work Shoes, solid leather and built for hard wear, selling at **\$1.97**  
**OXFORDS**  
Men's genuine Russia Calf, dark brown Oxford, regular \$6.50 value, good style and all sizes, to close out quick at **\$3.47**  
15c Large Bottle Black Shoe Polish, for **9c**



**SHIRTS**

Men: never before have we offered such shirt values. Lot of fine dress Shirts in all sizes and desirable patterns. Will not fade and values up to \$2.00, in this sale at

**95c**

**EVERYTHING SACRIFICED EXCEPT QUALITY**

**Howell-Armstrong Co.**

**Gastonia, N. C.**

**Phone 151**

**You Have the Date! You Know the Place!**

Advertising and Display by **C. L. Hobbs, of Charlotte, here in charge of the Sale**



Women's Brown Suede Satin Top \$9.00 Boots to go **\$3.95**  
at .....

\$13.00 Bronze Kid Lace, while they last at **\$2.97**

\$4.00 Gun Metal Oxfords for Men **\$2.47**  
at .....

\$7.50 Vici and Gun Metal Shoes, for Men, to the first buyers **\$3.29**  
at .....