

# Mussolini Sends More Troops

## TO ETHIOPIA

What the outcome will be no one knows. B. C. Moore & Sons are opposed to wars, save for the best interest of the majority. On Saturday, September 21st, we will open a new department store in Aberdeen—and will declare war on all high prices. We strive at all times to give the buying public quality merchandise at prices within the reach of every one's pocketbook. All merchandise marked in plain figures so that even a way-faring man, tho he be a fool can see and understand.

**All Wool  
KNICKERS**

for Boys

**25<sup>c</sup>** pair

**Men's and Boys  
Dress Caps**  
**25c each**

**Fast Color  
Boys' Shirts**  
**48c each**

81x99 Seamless Sheets—  
Smooth Quality—  
**79c each**

**Pillow Cases**  
42 x 36  
**10c, 19c and 25c ea.**

**Dan River Sheets**  
81x99—97c each  
**Riverside Sheets**  
81x99  
**\$1.25 each**

**Father George "LL"  
Sheeting**  
36 in. Wide,  
12 Yards  
**\$1.00**

**Bed Spreads**  
**48c - 98c to  
\$2.75c**

## Mens' and Boys' CLOTHING



Men's All-Wool Suits .....\$7.95, \$9.95, \$12.75, \$14.95  
Boy's Suits .....\$1.98, \$2.98, \$6.95 and \$9.75  
Men's All Wool Overcoats .....\$12.50  
Men's Pants .....97c, \$1.49, \$1.98, \$2.98, \$3.98 and \$4.45  
Boys' Longies .....97c, \$1.49 and \$1.98

## Shoes

There are hidden secrets in the sale of B. C. Moore & Sons Shoes. Every pair guaranteed to give satisfactory wear.

Men's Work Shoes ..... 97c pair; \$1.49; \$1.94 and \$2.91  
Ladies Work Oxfords, pair .....97c and \$1.49  
Children's School Oxfords, sizes 8 1-2 to 2, pair .....49c  
Better Grade Oxfords .....97c and \$1.45  
Ladies Dress Oxfords and Ties, pair 97c, \$1.94 and \$2.98  
Men's Dress Oxfords .....\$1.94, \$2.90, \$3.98 and \$4.95

## Hosiery

Chetwode Hose — the chiffon hose with wearing qualities at .....69c  
Cannopus Hose—has the style and beauty of hose at double the price—a hose we are proud to show you, per pair .....95c  
Cannonette service weight hose—a hose that will wear and wear, pair .....69c  
Full fashioned hose, irregulars—but no mended or deep thread—every pair guaranteed to give satisfactory wear at, per pair .....48c  
Ladies' All Silk Hose at per pair .....25c  
Ladies Rayon Hose .....10c, 15c and 19c  
Men's Half Hose, pair .....5c, 10c, 15c, 19c and 25c

## Serviceable Everday Clothes

Play-romp Cloth for the Kiddies, per yard .....8c  
Tom Thumb Play Cloth, per yard .....10c  
Covert Cloth, yard wide for work dresses and work shirts, yd. ....10c  
Riverside Plaids, per yard .....12 1-2c  
Outing, 36-in. Wide Stripe and Fancies, per yard .....10c  
Mattress Ticking, per yard .....10c, 12 1-2c, 15c and 19c  
Feather-Proof Ticking, yard .....25c  
Cretonne, 36-in. wide, per yard .....10c

## "An Honest Man Is the Work of God"

and likewise honest merchandise within the reach of everyone's pocketbook should be the ambition of every merchant. B. C. Moore & Sons offers honest values for your hard earned dollars—even a rusty penny seems to have an elastic tendency when spent at B. C. Moore & Sons.

Men's Work Shirts, well made, full cut, only .....39c  
Better Grade Work Shirt .....48c, 59c, 69c and 95c  
Men's Overalls .....59c, 69c, 97c and \$1.15  
Boys' Overalls .....49c, 59c and 79c

## Ladies' Wear



At the witches ball Tom O'Shanter's wife wore a gown that Mr. Burns described as being rather scant—you will find all dresses at B. C. Moore & Sons Korrekt in Longitude, Korrekt in Latitude, Korrekt in Style and Korrektly Priced. We have a large assortment for our opening—beautiful styles and the new novelty silks and wools.  
Ladies Dresses at .....\$1.94, \$2.95, \$3.95, \$4.95 and \$6.95  
Large Assortment of Ladies Coats .....\$4.95, \$7.95, \$9.95, \$14.95, and \$19.95  
Ladies Rain Coats .....\$1.94 and \$2.95  
Children's Wash Dresses, fast colors at .....45c and 95c  
All the new shapes and styles in Ladies Hats, priced from .....69c to \$1.94

## Dress Fabrics

One lot of short length silks, plains, prints and novelty weaves, values up to \$1.00 per yard all at the special prices of .....48c per yard  
All wool suiting, 54 inches wide—for ladies' and children's coats and suits, per yard .....98c  
Mixed Suitings at, per yard .....19c, 25c, 35c, 45c and 59c  
Dress Prints, fast colors, per yard .....10c  
Beter qualities at per yard .....15c and 18c

36-in. Bleached  
Muslin  
12 YARDS  
**\$1.00**

J. & P. Coats  
Sewing Thread  
**4<sup>c</sup>** spool

Pleasures are like poppies spread, you seize the flower its bloom is shed; Or like the snowfall on the river, a moment bright then gone forever. There are no permanent pleasures gained by money foolishly spent. Bring your nickels and dimes to B. C. Moore & Sons where you are guaranteed honest returns for every purchase. Even a rusty penny seems to have an elastic tendency.

**Large Bath  
TOWELS**  
**10<sup>c</sup>** and **15<sup>c</sup>** ea

38-Inch Unbleached  
Muslin  
VERY SPECIAL  
**6<sup>c</sup>** yd

**21 Cash  
Department  
Stores**

# B. C. MOORE & SONS

**North  
and South  
Carolina**

"BUY FROM MOORE AND SAVE MORE"

LOCATED IN BUILDING FORMERLY OCCUPIED BY LADIES' STYLE SHOP BETWEEN PROGRESSIVE STORE AND BRYAN DRUG STORE.