

# MIGHTY CRASH PRICES

## SHEETING

Heavy, Standard, Yard wide,  
Sea Island Sheeting.

**10 YARDS 39c**

# STARTS Friday 9 A. M.

## SILK PONGEE

**19c**

All pure silk full count 12  
Mummie imported Silk Pon-  
gee.

# REAL VALUES!!!

500 Yards  
EMBROIDERY  
Friday 9 A. M.

**2c**

Heavy Turkish  
TOWELS

Sale at

**8c**

"EVERFAST"  
Fine Prints  
that sold at 50c yard,  
Sale at  
**19c**

Fine Count  
BROADCLOTH  
**9c**

TENNIS  
SHOES  
For All  
The Family.  
Sale at  
**43c**

**THOUSANDS ARE LOST!**  
THOUSANDS AND THOUSANDS OF DOLLARS  
LOST SIGHT OF DURING THIS SELLING  
CAMPAIGN!

Mock's Department Store opens the Greatest Selling  
Campaign ever attempted in the retail world. It will  
not only be the lowness of sale prices that should im-  
press you most favorably. It is the quality of merchan-  
dise handled by this firm that appeals most. A poor  
cheap, shoddy article is dear at any price, but we guar-  
antee the quality of everything sold during this sale,  
regardless of the low price at which it may be sold.  
Thousands of dollars in fine, new and up-to-date mer-  
chandise has literally poured into this store during  
the past month.

## SAVE ON BLANKETS

Buy Now! Elkin woolen  
mills chatham 40%  
wool, full 4 pound  
large plaid blankets.  
Wonderful values at

**\$2.19**  
PAIR

## EXTRA LARGE Bedspreads

Attractive Patterns  
**59c**

## "PEPERALL" NINE QUARTER

SHEETING  
Full 81 inches wide,  
seamless. Sale at

**19c**

## Big News Here!

Another 48 Hours And  
The Greatest And Most Outstand-  
ing By Any Store.  
Compelling Values!

## Mock's Store

ONE OF WAYNESVILLE'S FINEST FIRMS

## MEN'S SILK SOX

All sizes. In this sale  
at

**8c**

## Yard Wide BLEACH DOMESTIC

In this sale at

**6c**

## SALE OF GOOD OVERALLS

"Anvil" best overall  
for men

**89c**

Good 220 weight white  
back overalls for men

**69c**

## SPOOL COTTON

All standard sewing  
thread. White and  
colors.

**4c**

SPOOL

## MEN'S SILK TIES

Full shape, regular 50c  
tie. New patterns.

**29c**

## FINEST ZEPHYR GINGHAMS

Regular 39c quality  
4 Yards For

**4 yards 35c**

## "CORTICELLO" SILKS

\$1.00 to \$1.95 Values.

Sale at

**69c**

## LOOK HERE!

9c YARD

Fast color, fancy and  
solid voils, vat dye,  
fast color prints and  
broadcloth, also lot of  
draperies

**9c**

## RAINCOATS

Womens better grade  
coats, plain and crava-  
nette. Values \$5.00 to  
\$10.00, grouped in a lot  
to go at one price

**\$2.95**

## CORSETS

Values \$4.00 and \$5.00  
broken sizes, to close  
out at

**50c**

## SPECTACULAR CLEARANCE!

# of all SUITS For Men and Young Men

GROUP MEN'S  
WOOL SUITS  
Marvelous values marked down to  
**\$5**

GROUP MEN'S  
"SCHLOSS" SUITS  
Actual Values to \$35.00 Marked down to  
**\$10**

BOYS' SUITS  
Good Wool Suits  
Sale at  
**\$2.97**

PANTS  
Real good work pants  
**94c**

MEN'S PANTS  
All wool, well tailo-  
red, strictly a \$5.00 pant at  
**\$3.45**

MEN'S SUITS  
All worsted 2 pants suits,  
worth twice this price—new  
patterns.  
**\$17.85**

BOYS' SUITS  
Buy now for school; good all  
worsted 4 piece suits. Sale at  
**\$5.95**

FREE  
Friday 2 P. M.  
Create friendly inter-  
est we're giving away  
lot of  
SUGAR

FREE  
Saturday 2 P. M.  
Create friendly inter-  
est we're giving away  
lot of  
COFFEE

SILK DRESSES  
Smart and  
new ..... **\$2.95**

Fast Color  
DRESSES  
**39c and 89c**

Up to \$10.00  
SILK DRESSES  
To close  
out ..... **\$1.95**

Be Here When The  
Doors Open  
FRIDAY 9 A. M.

There will be lot of  
bargains for the early  
shoppers! Friday at  
nine we put on sale;  
group of Womens

HATS Choice  
until sold ..... **10c**

WOMENS  
Slippers and Shoes,  
broken lots Friday  
at nine **10c** PAIR

Men's fine wool  
suits ..... **\$5**

Up to \$5.00 Men's  
straw hats ..... **\$1**

Dresses for Women  
and misses ..... **39c**

SILK UNDIES  
Monday 9 A. M.  
120 pairs Bloomers  
and Panties go on sale  
at  
**15c**

# LOOK FOR

## Men's SHIRTS

Full cut roomy dress  
shirts. Well made of  
fast-color broadcloth.  
Values \$1.00 to \$1.50

**43c and 74c**

All "Van Heusen"  
regular \$1.95 SHIRTS  
**\$1.33**

Group Womens  
COATS  
\$10.00 to \$35.00 to  
close out  
**\$2.95**  
to  
**\$19.85**

SMART  
MILLINERY  
Up to \$3.95 straw hats  
choice of this group at  
**98c**

NEW! At A Special  
Prices. We bought lot of  
new felts to go on sale  
at  
**95c \$1.97**

Close out all  
MEN'S STRAWS  
Up to \$5.00  
Hats ..... **\$1**

Double bed size  
SHEETS  
Soft and  
White ..... **49c**

Large Size  
SHEETS  
Genuine  
"Mohawk" ..... **69c**

Large 22 x 40  
TOWELS  
Heavy  
Turkish ..... **19c**

Good Turkish  
TOWELS  
On Sale at  
**8c AND 10c**

## Store Closed Thursday

Great preparations are being made, every single piece of merchan-  
dise will be marked down. You'll scarcely believe your own eyes when  
you read the low prices of such high quality merchandise. It's a  
genuine, bona fide money-saving event and not for profit. B U Y  
N O W, we're sincere about all we're saying. Read every word; then  
come expecting great bargains—you will not be disappointed. No  
store in the wide world could afford to sell goods of like quality  
and stay in business. Another thing — this store doesn't "holler sale"  
every few days. But when we do, we assure you unmatched values.  
DOORS OPEN PROMPTLY FRIDAY MORNING AT 9 A. M.  
Prices so Low All Sales Will be Strictly Cash

# Greatest Shoe Sale of This Century

SLIPPERS  
For Misses and Children **88c**  
Buy now for school at

MEN'S WORK SHOES  
Solid leather. Sale at  
**\$1.49 and \$1.95**

Group Womens  
SLIPPERS  
Marked down  
to ..... **\$1.49**

Up to \$5.00 a group of  
SLIPPERS  
For Men and  
Women, .....  
**\$2.79**

BOYS OXFORDS  
Solid leather that sold  
at \$3.50. Sale ..... **\$1.94**

All \$8.00 and \$10.00 "Nunn Bush  
MEN'S OXFORDS  
**\$5.95**

\$5 and \$6 Mens  
Oxfords ..... **\$4.45**

PRINTS  
Vat dye fast color  
**9c**

WORK SHIRTS  
The best chevrot shirt,  
seven button, double  
shoulder, triple stitch,  
two pocket, the old  
\$1.00 work shirt on  
sale at  
**44c**

COLD BLACK TYPE NEVER TOLD YOU A STORY OF SUCH RELENTLESS  
TO STAY AWAY WILL DO NO GOOD! COME!  
IN PRICES! GREATEST BUYING OPPORTUNITY IN ALL HISTORY!  
HELP! THE LOWEST PRICES EVER BEFORE WITNESSED.

# MOCK'S DEPT. STORE

WAYNESVILLE, N. C. OUR GREATEST SALE - WE WANT A MAN HERE TO ACT! HIS BUSINESS IS TO SELL