

C. E. RAY'S SONS—A Department Store—WAYNESVILLE

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Ladies' Pocket Books
New fall shades of Blue, Brown and Black. Special at our Variety Counter.
59c

Bloomer Specials
Misses' cotton Jerseys
15c to 35c
Ladies' cotton Jerseys
29c to 49c

Visit Our School Supply Counter
Giant tablets, each **5c**
A 5c seller—3 for **10c**

Wool Yarns
The Finest and the Gayest. All Colors—3 Sizes
10c 25c 39c

2,000 Sweaters
Received this fall to give you the largest and best assortment ever assembled in Waynesville.
49c UP



PETERS' WORK SHOES
SOLID LEATHER
FOR BOYS
TOGETHER

Work Socks
Cotton **7c to 15c**
Wool **25c to 69c**
On Table Display

Men's Overalls
95c to \$1.39
Men's Trousers
89c UP

Kid Leather for the Professional Man
Oxfords and Shoes.
Brown and Black
\$2.95 to \$6.50

Men and Boys Caps
35c to 95c
MEN'S HATS
Bought early—cheaply priced—wisely chosen. Your color, size and price.
69c to \$4.50
Beautiful New Ties 49c, 55c, 95c, \$1.00

BARGAINS GALORE!
Afforded By Our Regular Prices



LADY'S COATS
We offer in coats especially attractive values. These are new stock but bought early enough to avoid the extreme price increase. A few coats bought late last season provide an opportunity for substantial savings.

Redfern's Fine Coats
Like Nelly Don Dresses They come out of the West where Tailoring supremely develops Parisian styles into Thoroughly American Smartness.
\$6.95 To \$45.00

QUEENS OF UTILITY
Sport Coats in the New Redfern fabrics. Smartly practical. Shower, dust and wrinkle proof.
Slip in one and it'll stick



New Hats—Fall-Winter
Brims—Sailors—Turban
Choice of best colors, smart as can be
95c to \$2.95

HAT SPECIALS
Originally priced to \$5.00 now
25c And 49c

HOUSE DRESSES
New stock—New styles Hand-some Cotton Prints.
\$1.19 To \$2.95

KNITTED DRESSES
One, two or three pieces. Comfortable, Good looking. Fashionable, Sporty.
\$3.95 \$5.95 \$9.95

FOR THE STOUT
Madame, we have especially remembered you. Both in Dresses and coats we have attractive garments. In sweaters up to size 50—in hose your size—in underwear your fit.

Dresses—Cosmopolite
Nelly Don, Co-Ed, Servistyle and other nationally approved dresses assure you styles are correct. We assure you of price correctness. New numbers weekly.

Superior Silk Dresses
Exclusive Styles—Handsome Materials
\$16.50 to \$19.75
But Bargains

Smart Silk Dresses
Rough crepes—Smooth crepes fashioned in the latest styles.
\$3.95 \$4.95 \$5.95 \$8.95

Close-out of DRESSES
One lot nice dresses Values up to \$1.95
\$1.95

Children's Coats
Quality, Style, and Price. Trimmed and Untrimmed (Chinchillas, Sizes 2 to 11)
\$2.95 \$3.95 \$4.95 \$6.95

More Than A Bargain
Two lots Children's Coats. Broken sizes being closed out.
\$1.49 And \$1.95

COAT SPECIAL
One group new fur trimmed coats. Silk lined. Values up to \$16.75. This week
\$12.95

C. E. RAY'S SONS Department Store Waynesville

OUR IMPROVED STORE IS READY FOR NEW FALL STOCK IS READY

We bought from the manufacturer months ago. Our present prices reflect only in small part the general rise, and further increases will take place only as absolutely necessary. Our present prices afford bargains galore.

We Believe Unreservedly Two Things—
1. The Fall Season Has Come To Buy Fall Goods
2. The Place is C. E. RAY'S SONS DEPARTMENT STORE

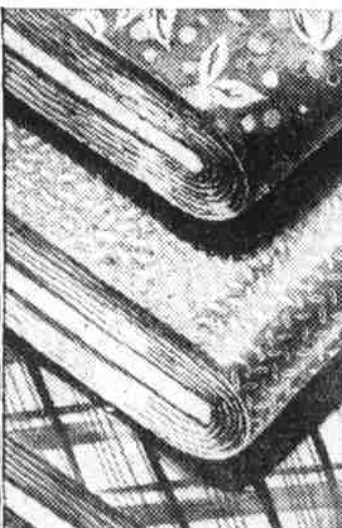
SUIT MATERIALS
Tweeds and Woolens 51 inches—good patterns. Formerly \$1.19 and \$1.95. Now per yard.
89c

TRAVEL CREPE
Snappy patterns, beautiful fall shades. The material for your new fall suit or dress. Per yard
25c 39c 49c

RAYON TAFFETA
Permanent finish in white and flesh. Makes lovely slips, yard
59c

PONGEE
All silk material
33 inches **19c**
Good Selection of colors **39c**

Here they are!



the new **A-B-C**
fine **25c**
PERCALES

Wash-fast, Boil-fast
COTTON PRINTS
A complete assortment, reasonably priced per yard
15c 19c 25c

32 inch GINGHAMS
Plaids and Checks. Beautifully Firm quality, per yard
15c

Thickly Fleece
FLANNELETTE
Light and dark patterns. Nursery prints—36 inches per yard
17c

OUTINGS
Plaids, checks, stripes solids, 27 and 36 inch widths
10c 12½c 15c

Baby and Children's Clothes

Infants Dresses and Gowns
Very fine handmade batiste. Sizes up to 1 year.
79c

CHINCHILLA COATS
Sizes 1 to 6 years
\$1.95 to \$4.95

Children's Sweaters
Slipover and Coat Style. Charming assembled sets
69c to \$1.49

HOSIERY BARGAINS
Full fashioned Silk Hose. Summer shades, service and Chiffon weights, 79c values
49c

Ladies' Cotton Ribbed Hose
all shades
10c

Ladies' rayon, cotton and wool hose, superior values
27c

Children's school stockings. Black, beige and fall colors. Narrow and wide Ribbed.
10c

BOYS' SOX
Three quarter length. Sizes
15c 25c 29c 49c

Let Us Corset You
We feature Madame Grace. A group of Corsetlets and stepins, your choice
\$1.95

Rayon Bed Spreads
Rese, blue, yellow and green
\$1.25

Ripplette Bed Spreads
63x90 and 80x105
69c And 95c

Bedroom and Bath Rugs
Rag rug **49c**
Braided felt **69c**
Cotton Chenille, two sizes, rose blue and green.
98c And \$1.29

NEW FALL BAGS
Genuine Leather. Rough Fabrics. New styles. New shapes.
59c 95c \$1.95 \$2.95
Ready-To-Wear Floor

Victor Leather Jackets
Red, Green, Blue and Brown Real protection against winter cold. Sizes 2 to 6 Special Values
\$3.95

BOYS SUITS
Two-piece. Colored blouse. Wool and part wool pants
69c to \$1.95

Blankets for Baby
Blue and Pink
39c to \$3.50

Humming Birds
MAY BE INEXPENSIVE BUT THEY WILL never be cheap.

Humming Bird
FULL FASHIONED HOSIERY.

HOSIERY'S BEST
ARCHER
CINDERELLA
HUMMING BIRD
Service weights and chiffons

LADIES' RAINCOATS
One group of close-outs up to \$1.95
Now **\$1.98**
New Trench Coats—Plaid lined
at **\$2.95**
New Coats—
Suede finished
Raincoats and Sport Coat combined—with wool finish **\$8.95**
Especially Good Values

TOILETRIES
Visit our toilet goods department for your cosmetic necessities. We carry the well known lines of Coty's Mello Glo and Dorothy Perkins powders, creams, compacts, etc. On our notion counter may be found the convenient 10c size of toilet goods.

NEW FALL BAGS
Genuine Leather. Rough Fabrics. New styles. New shapes.
59c 95c \$1.95 \$2.95
Ready-To-Wear Floor

BATH ROBES
Women's new tailored flannel garments in solid colors and stripes. Soft woolsens and quilted silks. Blues—Rose—Red—Brown.
\$2.95 to \$5.95



For Your Selection
Some 15 styles in Babies and Children's Shoes. See Our Window Display.

Children's Footwear
Oxfords, Straps, and Shoes. Bargain prices that must disappear. Sizes 6 to 2. One lot
85c to 98c



Attractive Sport OXFORDS
A dozen styles. Two-tones and solid colors
\$1.98 \$2.49

Ladies Low Heel OXFORDS
For the economy minded
\$1.00 \$1.49 \$1.98



LEATHER BOOTS
Boys' **1.98 to 3.95**
Men's 16inch **\$3.95 to \$8.75**
Men's 18 inch **\$8.75**
Styles from heavies to dress



Peters Work Shoes For Boys
Sole with Panco sole and better insole. All sizes
\$1.59 to \$2.95



PETERS SHOES
Especially good for Children. They fit better—look better—wear better. Moreover, they are priced better. Our stock offers wide range.

FOR BABY FEET
Soft soles—First Step Shoes, Straps, Oxfords, and Shoes. Black, white and smoked Elk. Bar-cains at
49c to \$1.49

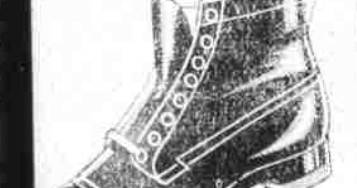


Emma Jetticks
Special lot of Patent straps and ties. \$5.00 values.
\$1.95 to \$2.95

Hand-some Oxfords
Especially designed for the vivacious woman who walks with Vigor. Excellent for teaching of office work. Quietly smart. Wing-tips and Moccasins
\$2.95 \$5.00



Peters Work Shoes For Boys
Sole with Panco sole and better insole. All sizes
\$1.59 to \$2.95



CHILDREN'S
39c UP
All sizes—all colors. Attractive sets.
Women's Coat Sweaters
Sizes up to 50. Various colors, knits and weights.
69c to \$3.95
Keep warm. Avoid catching colds

The Prize of the Season
Sportland offers women a Waistcoat type, snug fitting sweater. Solids and mixed colors.
\$3.49

A large assortment as to styles and colors in a man's all wool slipover sweater. On table display.
\$2.69
Special Values

LL Langtry SHEETING
36 inch width. Special this week 10 yards to a customer
10 yds 89c
Present Regular Price 10c yard.

BLANKETS
Attractive good quality Cotton.
Single **58c**
Double **98c**

Hand-some patterns in wool. Single and doubles in the various price ranges.

Winter Underwear
Boys and Girls Button Union Suits Short and Long
39c
Also Regular boys
Boys Heavy Ribbed
49c and 59c
MENS
Medium Weight **59c**
Heavy **69c**
Cooper superior wear including wool mix, available in various weights.

LADIES
We have for you, priced low, practically every weight and style of garment made. Your inspection is invited. You will be pleased—and don't wait too long. Cold weather is upon us.

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\$2.69
Special Values

Gowns—Nightshirts and Pajamas
We are especially pleased with these garments and recommend them for price, quality and style.

Children's Outing Pajamas
Sizes 2 to 6 **19c**
Sizes 6 to 10 **69c**
Sizes 6 to 11 **95c**

Youths 2-piece outing pajamas \$1.25 to \$1.19
Ladies outing gowns **19c to 79c**
Men's muslin nightshirts **\$1.19 and \$1.25**
Men's flannel nightshirts **89c to \$1.25**
Men's pajamas—solids and fancies.
\$1.90 to \$2.50

Men's Flannel Pajamas **98c to \$1.50**
Faultless Nobelt Pajamas—None Better

For Hitting The Mud—Keep Your Feet Above
For women Cuban Heel Belmont gaiter in Brown and Black.
\$1.19

For Women Low Heel, Chatham gaiter in Brown and Black.
\$1.19

Woman's gaiter with zipper fastener Brown, Black and Grey.
\$1.49

Children's
Galoshes **89c and 98c**
Over-shoes
79c 98c and \$1.19
Men's Rubber Boots **\$1.95**
Men's Galoshes **\$1.59**

SWEATERS in PROFUSION
Buy now and buy here. Save money. Just received for fall sale 2,000 Sweaters
We have anticipated correctly the popularity of sweaters. More quality and style than ever before.

SLIPOVER SWEATERS
Man's all wool **98c**
Man's rayon and wool **95c**

Sport Shirt, Cotton
Sizes for men, women and children—snappy appearance—all colors.
89c

Two Extra Quality Men's Slipovers
\$2.49 and \$2.95
All Colors

Men's Coat Sweaters
Sizes up to 50. Various knits, colors, and weights.
.98 to \$3.50
Big men especially invited to get a fit.

SOCK SPECIALISTS
We range from **7c to \$1.00**
Every conceivable material and style. Two table displays for your convenience.
Dress Socks **10c to \$1.00**
Work Socks **7c to 15c**
Wool hose including boot lengths.
15c to 69c
The best combination of quality and price.

Interwoven Socks
25c to \$1.00

Faultless Nobelt Pajamas
None Better. Muslin, soisettes, and flannel night shirts.
98c to \$2.50

Leather Work Gloves
Splendid Values
25c 29c 59c 85c and \$1.00

Fleece Lined Overall Jumpers
Plenty of Warmth
Boys **\$1.29**
Mens **\$1.49**

Heavy Melton Jackets
Mens button **\$2.49**
Mens zipper **\$3.49**
Boys zipper **\$2.49**

LEATHERETTE COATS
Wool lined
Boys **\$2.95**
Mens **\$4.95**

WORK SHIRTS
Blue chambray **59c**
Extra value **79c**
Heavy cotton
flannel **79c**
Wool flannels in various grades

PARIS GARTERS
No metal can touch you

MEN'S SUITS
Certain suits being closed out as substantial bargains to make way for a new line. Your Chance to Save.
\$7.95 \$9.95 \$12.50 \$14.95

SHIRTS
Excellent full cut shirts, Solids and Fancies.
69c to \$1.75
During the fall these must advance 30%

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