

Why Our Basement

Dear Customers—
We are mindful of the fact that times are much better than they have been, yet we realize that there are many who cannot afford to buy high priced merchandise. We are also mindful of the fact that there are still those who insist on higher priced goods, and it was because of our intention to please both groups that we built our GENUINE BARGAIN BASEMENT.
Now we have two stores in one—the only one like it in Haywood County.
With over 11,000 square feet of floor space we are prepared to meet your needs at very lower prices.
MASSIE'S DEPARTMENT STORE

Announcing The Grand Opening Of Massie's Bargain Basement

Friday, November 9th At O'clock---A Gigantic Event

Ready To Open

For six years we have been serving Haywood County and the surrounding territory with wonderful values.
By our good values and your patronage we have grown from a small store to the largest exclusive drygoods store in Haywood.
Our first floor space six years ago was 3500 square feet, and now with a floor space of over 11,000 square feet we are better prepared to serve you than ever before. We guarantee that you will find better values at this store than elsewhere in the county.
"COME DOWN 'N SEE US, SOMETIME"

Here's The News All Of Haywood County Has Been Anxiously Waiting For---Our BARGAIN BASEMENT Is Ready

Our GENUINE BARGAIN BASEMENT is almost a separate store from our up-stairs business—it has a full and complete line within itself. The merchandise in OUR GENUINE BASEMENT IS NOT just cheap junky stuff like a lot of basements, but it is merchandise that every better store handles. The only difference being our prices are lower.
Visit our Genuine Bargain Basement on Friday and see for yourself that it is really HAYWOOD'S BARGAIN CENTER.

New QUALITY Large Variety To Select From. e BARGAIN BASEMENT Same First Floor

The buzz of the saws—the swish of the paint brushes and the pounding of hammers have ceased—MASSIE'S BARGAIN BASEMENT IS READY FOR THE GRAND OPENING.
Hundreds of additional feet of floor space have been added to the store—and hundreds of additional items of QUALITY MERCHANDISE have been added to our stock.
After months of preparation, OUR GENUINE BARGAIN BASEMENT IS READY FOR THE THRIFTY PUBLIC.

When We Say BARGAIN BASEMENT We Mean Just That! Bargains Galore On Every Hand---Come For The Opening

Special
Yard Wide
PRINTS
stripes, solid colors and dark
patterns—Special
11c Yard

Its not a dream---These are Real Bargains for women and children

Special
QUILT ROLLS
TWO POUND
25c Each

Special
School Tablets
Regular 5c Size
2 for 5c

Special
THREAD
2c A Spool
100 Yard Spools
All Sizes, Black and White

Special
Napier's
Just the Thing for Making
Children's Clothes, SPECIAL.
9c Yard

Special
CHILDREN'S JERSEY
Bloomers
All Sizes
15c

Special
Rear Bags
SPECIAL
17c Each

Special
BOYS' AND GIRLS'
Sweaters
49c

Special
Guaranteed Full 3-lb
ROLL COTTON
39c Each

Special
WOMEN'S LISLE AND COTTON RIBBED HOSE
10c A Pair

Special
Ladies' Silk and Wool
Stockings
19c

Special
Other Boys' Wool and Wool Mixed Sweaters
69c 98c 1.49

Special
YARD WIDE
PRINTS
9c Yard

Special
26 INCH FAST COLORS
Broad Cloth
12c Yard

Special
Children's Button Waist
Union Suits
39c

Special
BEAUTIFUL TWIN
Sweater Suits
1.98
All Colors

Special
A new case of fast color
PRINTS
beautiful patterns, special
11c yard
This print has never sold for less than 15c a yard

Special
EXTRA GOOD QUALITY
Stockings
For Boys and Girls
10c Pair

Special
All Colors
Cretannes
In Beautiful Patterns
10c

Special
Extra Special
MEN'S HEAVY PART
WOOL SOCKS
10c

Look at these or U want Values

Outing, All Colors
9c Yard

Special
Reversible
Sweaters
Colors
1.98 Each

Special
MEN'S HEAVY WOOL
Army Style Shirts
1.49

Shoes A Pair One Shoes

Boys' Boots
All Sizes
1.98

Special
LADIES'
Dress Shoes
Ties and Pumps
Shown
1.49

Special
Extra Special
MEN'S EXTRA HEAVY
PLAIN TOE WORK
SHOES
1.49

Men's Boots
3.95
Heavy weight leather insole and leather middle sole with pancu out sole.

Special
DREN'S
Oxfords
5 1/2 to 2 at
7c

Special
1 LOT
Ladies Dress Oxfords and Dress Ties, Closing out at
1.98

Special
MEN'S DRESS
Oxfords
All Sizes
1.98

Special
1 Large Lot of
BOYS'
Work Shoes
Closing For Bad
Weather
1.89

Special
MEN'S HEAVY
Dull Overshoes
98c

Just a Few of our many money-savers for men and boys

Special
MEN'S HEAVY
Suede Shirts
Gray and Tan, Special
89c

Special
BOYS' LINED
Overall Jumpers
98c
All Sizes From 1 to 18

Special
Boys' Union Suits
All Sizes 6 to 16 at
39c

Special
MEN'S BLUE CHAMBRAY
Work Shirts
49c

Special
MEN'S HEAVY WINTER
Union Suits
SPECIAL
69c

Special
MEN'S COTTON
Coat Sweaters
69c
A Real \$1.00 Sweater

Special
MEN'S HEAVY OVERALL
Double Pocket On Bib And
Interlace Suspenders
97c

Special
MEN'S KNIT
Zipper Jackets
1.98

Special
Boys' Blue
WORK SHIRTS
SPECIAL
35c

Special
Men's All Wool Heavy 32oz.
Blue
Zipper Jackets
2.98
This is a real \$3.95 value, Sizes
36 to 46

Special
BOYS' HEAVY
Rams Horn Overall
59c
All Sizes

Special
BOYS' HEAVY
Sheep Lined Coats
Leatherette Just As Shown
2.95
Sizes From 1 to 18

Special
Men's Odd Coats
SPECIAL
1.49

Special
BOYS' HEAVY
Hot Shot Overall
49c

Special
Boys' All Wool 32oz. Blue
Zipper Jackets
All Sizes, 6 to 18
2.69
Just as shown

Special
One lot men and women
Heavy Shaker Knit
SWEATERS
Values up to \$1.95, Closing
out at
97c

Special
Men's Heavy Cotton
WORK SHIRTS
All Sizes, This is a real 75c
shirt
59c

Special
Boys' Blue
WORK SHIRTS
SPECIAL
35c

Special
BOYS'
DRESS SHIRTS
in solid colors and fancy
patterns
59c
This is a real 75c shirt...

Special
MEN'S
DRESS SHIRTS
In solid colors and fancy...
patterns.
69c

These Prices Will Prevail In Our Store Every Day

MASSIE'S DEPARTMENT STORE

MAIN STREET
WAYNESVILLE, N. C.

FIRST FLOOR SPECIAL
All Ladies' New
FELT HATS
Reduced
One Half Price