

YOUR BEST BET IN SHOES C. E. RAY'S SONS

Every Type Shoe in the Latest and Best Style



**PRICES
NEVER SO
LOW!**

Women's Oxfords

97c

Will buy bargains in women's low heel elk finish oxfords. See our table display.

\$1.19

Is the price of a women's neat black low heel oxford. Serviceable and a good buy. Panco Sole

\$1.49

Is the price of a women's dressy black oxford. Medium height leather heel.

A Popular Number

\$1.69

Is the price of a black Peters Diamond Brand oxford with low heel especially suitable for house wear.

\$1.94

Is the price at which you can buy a number of attractive serviceable oxfords.

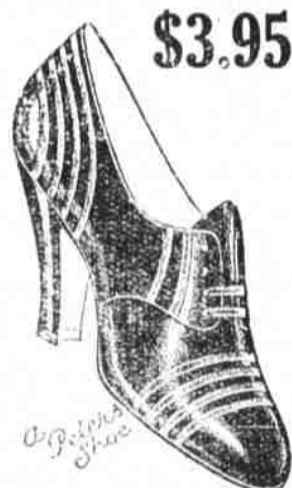
Let Us Show You

OUTSTANDING VALUES

Shoe prices in this store are low on any basis of comparison. Values are outstanding. Nowhere in our opinion can you average getting such bargains as we offer. There is a reason.

First we sell for cash. Secondly our purchasing power is large. We can buy shoes as cheap as anybody and cheaper than most stores. Third we operate for volume. Equally important we have a rule that seasonal shoes must go out in the season bought. This means that our stock is always fresh; our styles the latest. An ancient shoe is not a bargain at any price.

Again we play fair. Every shoe is plainly marked. The price is the same to everyone regardless of who is buying, or who is selling. You are assured of getting your money's worth.



\$3.95

IF...
You're Interested in
**COMFORT
LONGER WEAR**
AT
LESS COST



Come in and slip your feet into a pair of our Peters Solid Leather Work Shoes

Soft flexible all leather upper...extra long wearing soles...strongly constructed at

**\$1.95
to
\$4.50**

MORE MILES OF WEAR FOR YOUR DOLLAR



Biggest Shoe Stock In This Section

Men's Scout Shoes

Sizes 6 to 12

\$1.25

Panco Sole
Neat and Durable

Work Shoes

\$1.49

Leather Insole—Panco Bottom
Biggest Value Yet

HEEL IRON HEAVY

Field Shoes

\$1.95

Moulded Panco Sole Water Resistant

ALL LEATHER PLAIN TOE

Work Shoes

\$1.98

An Extra Special Endicott Johnson Value

\$2.49

Is a price at which you can buy several high grade work shoes.

Let Us Show You

MEN'S EXTRA QUALITY

Work Shoes

Special Style semi-dress shoes are carried in a number of types and grades.

Prices to

\$5.00

Police Shoes

Munson Last
Army Officer Last
Mechanics

Boy's Shoes

Black — Neat — Sturdy
Moulded Panco Sole

8½ to 13½ ... **\$1.29**

1 to 6 ... **\$1.45**

MISSES OXFORD



\$2.95 - \$3.95

10,000

Pairs From Which
To Select

We maintain the largest shoe stock in this section, and for one purpose only. That is to enable our customers to obtain exactly the kind of shoe they want to at the price they want to pay. It provides every type for men, women and children.

These shoes are selected with particular respect to the needs of Haywood County. Types and grades have been carefully chosen to suit you. Every effort has been made to give you the most for your money.

PETERS DIAMOND BRAND SOLID LEATHER SHOES form the base of this stock. Special styles and types have been added from the lines of other reputable manufacturers to meet special needs. The result. While you may find cheaper shoes, you cannot anywhere find better values.

Overshoes — Galoshes



Buy Them Here

SOFT TOE

Men's Kid Shoes



\$3.25

Police Shoes

Dressy Black Styles
Solid Leather

\$4.50

Leather First Sole
Panco Outer Sole

\$3.50

Peters Diamond Brand



\$1.98

Shoes For Men, Women and Children

Peters Shoes

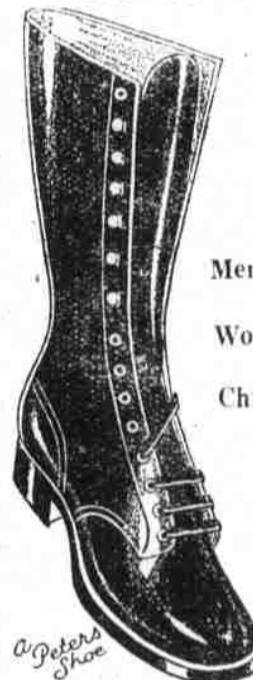
Look for the TRADE MARK



PETERS FINE SHOES

Come
See Them!

HI-TOP LACED Leather Boots



Men

Women

Children

SCHOOL SHOES A SPECIALTY

Shoes for Mamma, Papa and the Children too. Shoes for Grandma and Grandpa. Shoes for all the family in fact. And just what they want. Truly, our shoe department is a family shoe store.

School shoes are a specialty. Neat oxfords for those who want them. Hi-top lace boots for those who must hit the mud. Neat little laced shoes for those who want to cover their ankles. Regardless of type, the style and price are right.

Dress shoes and work shoes. Overshoes and galoshes. Leather boots and rubber boots. Sizes small and large. Most anything you want.

Fitting is important, and we make a genuine effort to see that every shoe sold is a fit. When the fit is right you are assured of longer wear and greater comfort. As a matter of fact, in the long run, the fit is more important than the price.

Childs Shoes

98c

Sizes 6 to 2

Heel Tap—Panco Bottom

Black and Brown

A Popular Number

PETERS DIAMOND BRAND

School Shoes



PETERS
SHOES

5 to 8 ... \$1.25

8 to 11½ ... \$1.39

12 to 2 ... \$1.49

Neat but Serviceable

Child's Brown Oxfords

\$1.49

Heavy Leather Sole

Sizes 12 to 2

Neat — Serviceable

Sturdy SCHOOL SHOES