

Where Other Gilmer Stores Are Located

Winston-Salem, N. C., Wil-
son, N. C., Danville, Va.,
Greensboro, N. C.,
Durham and Raleigh,
Lexington, N. C.



—SHELBY, N. C.

Greenville, S. C., Shelb-
Asheville, Statesville, N. C.,
Roanoke-Lynchburg, Va.,
High Point, N. C.



The Gilmer Chain Policy

YOUR MONEY'S
WORTH
OR THE MONEY
BACK



COURTESY
SERVICE
AND
CREDIT

—SHELBY, N. C.

The Season's Greatest Event---Values Unheard Of---Beginning Saturday, Sept. 26th, Ending Mon. Oct. 11th

A GOOD PLACE TO TRADE

Wrought Iron Bridge Lamps

These lamps are tall and graceful. Have parchment shades and long cords. On sale every day. Choice **\$1.84**

LOOK OVER THESE BARGAINS

Childs Coats

Made of Velour. Some belted models. Colors, Gray, Navy, Brown and Black, sizes 4 to 14. Every day **\$2.98**

NOT A BANK, BUT A PLACE TO SAVE

Picture Frames

Gilded wooden frames, most all sizes. Swing frames with felt base. On sale Every Day **\$1.00**

SERVICE IS OUR MOTTO

4 String Brooms

Good quality 4 string brooms. Get these while they last. While 25c last **25c**

VISIT OUR FURNITURE DEPARTMENT

Boys 2-Pants Suits

Sizes 7 to 17. These are dandy school suits. Let us fit him up. On Sale Every Day **\$4.98**

BUYING POWER IS SAVING POWER

Men's Suits

Men's 2 pants suits. These extra pants double the wear. Patterns of Blue and Black pin stripes. Come in and be fitted. While 25 last **\$14.95**

YOUR DOLLARS ARE ELASTIC HERE

Men's Pants

These pants are made of the best quality at such price. Many patterns to select from. Maybe we can match your coat. Note the price. While quantity lasts **\$1.98**

VISIT ALL OUR DEPARTMENTS

WOMENS DRESSES

Made of all wool Charmeen, Flat Crepe, Crepe Satin, and Satin. Some with pin stripes. They range in sizes from 16 to 52. This is a good purchast. On Sale **\$10.00** Every Day

SPEND

MEN'S SHIRTS

Men's broadcloth shirts. Some white and cream. Others checked and plaids. Most all sizes. These have the collars attached. On sale opening day **\$1.48**

BATH ROBES

Robes for children. White ones for the tots. Other colors of Pink, Blue, Plaids, light and dark colors. These are genuine blanket robes. Unfinished. Come in and make your selection. On sale every day **\$1.19**

SAVE

GINGHAMS

Good grade dress gingham in very pretty patterns. This material is 32 inches wide. Come, make your selection of any pattern **12 1-2c**

IT PAYS TO TRADE AT GILMERS

Childrens Hats

A big selection of children's hats for children and the Miss. Wonderful values. On sale Oct. 1st only **\$1.00**

SATISFACTION OR YOUR MONEY BACK

Felt Slippers

Women's Felt Slippers in all colors and sizes. Now is your chance to save. On Sale Every Day **69c**

WATCH THE SALE DATES

Quilted Slippers

Women's quilted bed room slippers in very attractive colors. All wanted sizes. Make your selection now. On sale every day **79c**

READ EVERY ARTICLE

SHEETING

Father George. Good quality unbleached sheeting. 36 inches wide. Come in and get your supply while so reasonable **97-8c yd** Opening Day, limit 8 yards

NEW ITEMS DAILY

OVERALLS

Boy's Blue Denim, triple stitched overalls. Such "brands as "Blue Bell", "True Blue" and others, Sizes 2 to 16. On Sale Oct. 3rd only **99c**

REAP THIS BARGAIN HARVEST

Rugs, 27X54

These are velvet rugs with an array of colors that's pleasing to the eye. This is an exceptional value. On Sale September 28th only **\$1.98**

WE AIM TO PLEASE ALL

Dining Room Suite

This beautiful 10-piece dining room suite consists of six chairs, Table, Buffet, China closet and serving table. This suite may be purchased on the easy payment plan, thereby enabling you to pay as you use **\$149.50**

READ THIS AD CLOSELY

Womens Fall Apparel



NEW FALL AND WINTER DRESSES
In such materials as Crepe Satin, Satin and Silks. These dresses are exquisitely made, featuring the new Flared skirt and long sleeves. Colors of Navy, Brown, Cuckoo and other shades **\$14.95**

DRESSES
In this lot of dresses, we are offering you a varied assortment of the better merchandise. The materials are Silk, Crepe Satin, Satin, etc. Some of these are fur trimmed, featuring the new vest effect. Sizes 16 to 44 **\$19.95**

WOOL DRESSES
New wool dresses made of Pin Striped and Twill. These are extremely well tailored and very Chic. We are also offering a few wool jersey suits, for the Miss in this lot. All have long sleeves and new collars. Sizes 16 to 40 **\$5.95**

WINTER COATS

These coats are very stylish and will appeal to the most fastidious dressers. Graceful slender lines, some few are belted, others fur trimmed. The new flared bottoms predominates. Materials of Velour and Bolivia **\$7.95 TO \$27.95**



WOMEN'S, MISSES AND CHILDREN'S HATS

A beautiful assortment of hats for women, misses and children. Materials of velvet, Velour and Felts. Also Velvet combinations. Never before have we offered our clientele such varied assortment **\$1.19 TO \$8.48**

PRINCESS SLIPS

Made of good quality silk hemmed. Also a lot of Radium silk slips, scalloped with ruffles. Sizes 36 to 44 **\$1.98 TO \$2.98**



PIECE GOODS VALUES GALORE

Pin striped wool crepe 40 inches wide, per yard **\$1.69**
Wool Jersey, 54 inches wide, per yard **\$1.38**
Wool Flannels, Plain, solid and checks per yard **\$1.29**
New Silk Crepes, 38 inches wide per yard **\$1.99**
Kiddie Cloth, 32 inches wide, many pretty patterns, yd. **25c**
Silk Striped bed spread, with bolster, in colors, each **\$6.25**
Fur Trimmings, A varied assortment, per yard **89c to \$10.48**
Wool yarn. All shades, 8 ounce ball, each **29c**
Blankets, Wool Naps, beautiful plaids, sizes 68x80 **\$4.25**
School bags, with handles and straps **29c to 98c**
Many other bargains will be found in this department and we advise you to make your selections here before going elsewhere.

Large Remnant Rolls

Many pretty patterns to select from. This is the last shipment we will sell **89c** These will be on sale every day

LOOK

9-Piece Dining Room Suite

A beautiful 9-piece imitation Mahogany dining room suite. Table, 6 chairs, Buffet, China Closet. A beautiful suite for **\$125.00**

Things For Men & Boys



MARX MA
We have just received the latest model suits. They come in materials, also Cashmere, Worsted, and Serges. Lavender, Camel and Gray, London **\$24.50**

MEN'S HATS FOR WINTER
Our new hats are exceedingly stylish. Materials as Velours, Gray, Tan, Poudre Blue, etc. **98c to \$6.48**

GENTS FURNISHINGS

A new, clean stock of the latest pattern ties, Beautiful and foulards **50c and \$1.00** Sale price
Men's Fibre Silk Hose, Pretty Patterns
Men's "King Comfort" Bath Robes in pretty combination plaid and solid colors. Choice **\$6.00**

BOYS 3 and 4 PIECE SUITS

Boys Suits, with two pants. Pants. Some Suits with Vests. Best grade materials for winter wear. Sizes 7 to 18 **\$7.50-\$12.50**

MEN AND BOYS SWEATERS

A beautiful selection of men and boys, all Virgin wool sweaters. These are the world famous "Thermo" brand sweaters, with the double guarantee. Many pretty patterns. Sizes 24 to 44. Priced **\$2.48 TO \$9.95**

House Furnishings

Guaranteed Electric Irons **\$2.98**
Decorated Oil Lamps **\$1.00**
Wash Boards **29c**
Toilet Paper (3 rolls) **\$1.00**
Waste Baskets **19c**
Punch Bowl Sets **\$1.19**
8-Quart Bucket **98c**
White Enamel Cabinets **\$1.00**
Dinner Plates **10c**
Gold-band Diner Plates **23c**
Gold-band Cups and Saucers Set **\$1.38**

SHOES FOR THE ENTIRE FAMILY



FOR MEN AND BOYS
Our shoes are made of the best quality leather and each pair will exceed the service expected in either work or dress shoes. We have a complete stock of shoes for men and boys, so come in and let us show you. Priced **\$1.95 to \$7.98**



FOR WOMEN AND GIRLS
Our line of shoes for women, Misses and growing girls, consist of some of the best lines carried in the city. The styles selected and offered for sale is new merchandise in the seasons best styles **\$1.75 to \$5.95**



NOVELTY GOODS FROM OUR FURNITURE DEPARTMENT

Rag Rugs, 27x54 **79c** Mirrors 14x25, (Polychrome) **\$5.95** Window Shades, 36-inch **50c**
Grass Rugs, 27x54 **69c** Mirrors 12x25 Gray or Polycr. **\$11.95** Bed Room Pictures **79c**
Cocoa Door Mats **\$1.69** Congoleum Rugs, 1-yd square **\$1.19** Perfection Oil-stove Wicks **25c**
Boudoir Lamps **\$1.95** Phonograph Needles, 3pkgs for **25c** Mirrors (white) 10x16 **\$1.50**

HOSIERY FOR THE WHOLE FAMILY

MISSES SPORT HOSE.
A beautiful assortment of sport Hose in all the newest shades. Most all sizes. This is a good value **48c**

INFANTS SOX
They are very dainty and of beautiful colors. Choice **25c**

LADIES SILK HOSE.
One table of ladies silk Hose to be had in sizes from 8 1-2 to 19, choice **48c**

CHILDRENS 3-4 HOSE.
Childrens 3-4 Hose with combination color tops. Sizes 6 1-2 to 10 Your choice during sale for **48c**

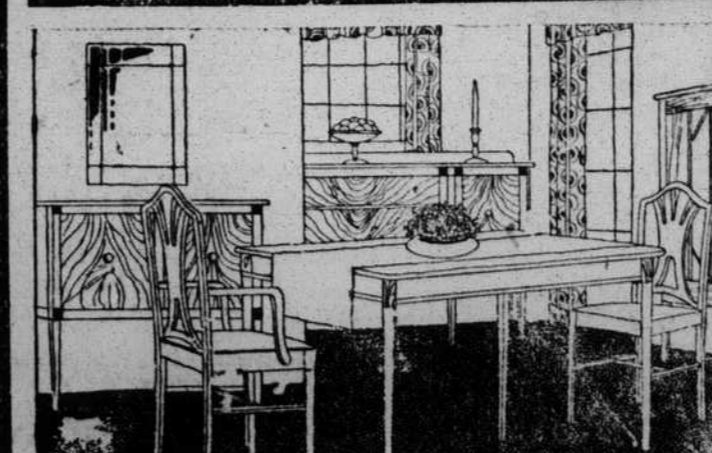
LADIES SEMI-FASHIONED HOSE.
Ladies semi-fashioned silk Hose in all desired colors. Sizes 8 1-2 to 19, Your choice for only **\$1.00**

BOYS SCHOOL HOSE.
Boys school Hose in black and cordovan. Made to stand hard wear. Sizes 9 1-2 to 11, for **35c**

FULL-FASHIONED SILK HOSE.
Ladies full-fashioned silk Hose, with "Pointex" heels. All wanted colors. Sizes 8 1-2 to 19, Choice **\$1.75**

LADIES FULL-FASHIONED HOSE.
These are in colors of black and gunmetal. Sizes range from 8 1-2 to 19. Your choice **\$1.40**

Buy Furniture On Credit



3-PIECE FIBRE SUITE **\$65.00**
Consisting of Settee, Chair and Rocker. Spring cushions, upholstered in beautiful tapestry. This may be purchased on the easy payment plan **\$65.00**



WOOD AND COAL RANGES **\$49.50 TO \$98.50**
We have just received a big shipment of wood and coal Ranges. Made in many different designs. Priced from **\$49.50 TO \$98.50**

BREAKFAST ROOM SUITE

Beautiful 6-piece Breakfast-room suite consisting of 4 chairs, table and serving table. Finished in Gray and Blue Enamel. A big value at this low price. **\$51.95**

3-PIECE BED ROOM SUITE

Bed, Vanity and Wardrobe. Finished in Gray Enamel. A very attractive suite, at such reasonable price **\$110.00**

Bath Towels

Plush Bath Towels with blue and yellow borders. Very absorbent and fluffy. Buy by the dozen and save. We sell one dozen every day for **\$1.00**

TRADE

Rugs, 27X54

Beautiful rugs, consisting of the most attractive patterns. Make your selection while they last. On sale October 3rd only **\$1.00**