

DAVIDSON DEPT. STORE NEWS

Issued Every Week by the Davidson Department Store with the hope it will please and entertain our friends and customers.

BOONE, WATAUGA COUNTY, NORTH CAROLINA, THURSDAY AUGUST 28, 1924.

A TREMENDOUS

DEMONSTRATION

Of unheard of bargains begins Monday, September 1st and will last all during the coming Fall.

ANNOUNCING DAVIDSON'S FIRST DEMONSTRATION OF QUALITY BARGAINS

We are going to demonstrate to the people of Watauga and surrounding counties our ability to offer high quality goods at lowest prices.

Never before were we able to offer such unusual values in high quality merchandise as at the present.

Read our prices on this page. They talk for themselves.

At Her Service

She (pantink) "Oh, this climb is so steep. Can I get a donkey to take me up?"

He: "Lean on me, darling."

Our buyer, Mr. J. N. Davidson has just recently visited the Baltimore and New York markets where by combining himself with a group of other merchants he was able to purchase a stock of high grade merchandise away below the regular wholesale price.

There are many staple items we can sell you for less than the merchants here have to pay themselves.

Everybody says the dog is the man's most faithful friend. How does the wife feel about it.

SHOES SHOES

\$10,000.00 worth of solid leather shoes for Men, Women, Boys, Girls and Children at prices which will surprise you. Come look them over.

Bargains in Men's Ladies and Boys Rain Coats

- All wool crepe ... 1.19
- Underwear, crepe, value 35c ... 25c
- 36 inch Creton ... 22c
- 72 x 90 sheets, each 98c

Thousands of other unusual values

- Young Men's SUITS
- Norfolk and other models ... \$12.50

OUR PRICES TALK FOR THEMSELVES

PURE SILK PONGEE

The best pongee made. The kind you are paying \$1.50 for only 98c

A women's secret society has been formed in Washington. It sounds impossible.

MENS SOFT COLLAR

A lucky buy enables us to offer men's high grade soft collars, 50c values, per dozen \$1.00

- Good dress gingham per yard 10c
- Curtain scrim, white and tan 11c
- 9-4 pepperel best grade 49c
- Druid LL best 36 inch sheeting 15c
- Wool Crepe 89c
- French serge 44 inch navy 98c

An unusually lucky buy enables us to offer extra high grade

MARQUESETTE for Curtains 30 to 40c value for only 19c

The editor is the only one man who wont always take a joke.

Don't fail to see our MENS WORK SHIRTS

a shirt made of the best obtainable shirt material Extra heavy and full cut double yoke, two pockets. \$1.25 to \$1.50 values only

79c

Buy now your BLANKETS AND COMFORTS

It isn't a question of buying for future needs. The cool nights now you need a blanket, and you can buy it now at lower prices than later. We have the best assortment of wool, wool mixed and cotton blankets and comforts

98c to 9.95

If you don't believe it come in, we will gladly show it to you

BOYS SUITS

2 pair pants sizes up to 17 \$5.95

LAUGHS AND CHUCKLES

A Better Sign

A road sign reads: "Drive slow, you might meet a fool."

A better sign in som instances might be. "Drive slow, two fools might meet."

A motoring writer says that the motorists in this country run into the millions. We know that. We wish they didn't.

The difference between a motorman and a conductor is quite strange. A motorman changes the handle. The conductor handles the change.

Teacher: "Johnnie, tell me what an engineer is." Johnny: "He is a man who works an engine." Teacher: "Correct. Now then, can you tell me what a pioneer is?" Johnny: "Yes sir! He is a man who handles a piano."

Bride (consulting cook book) "Oh my, that cake is burning and I can't take it out for five minutes yet!"

(Framed sign in restaurant:) Banks serve no meals We cash no checks.

A beautiful assortment of Ladies Silk and wool DRESSES and COATS

in all the latest styles and shades at bargain prices.

Don't fail to look over our line of DRESS SHIRTS Every shirt guaranteed not to fade \$1.19 to 3.50

A lot of SAMPLE SHIRTS value up to \$1.75 69c

ERA OF THE GOLDEN DAWN AND DEEP GAP

We have often pointed with pride to Deep Gap—the haven of rest for the weak and weary where one can feel the rejuvenating sunshine and listen to the song of the birds, when on may talk a walk—a leisurely walk being nearly always in harmony with the balmy air that wafts itself over-ward while you can pick for yourself a wayside flower, cheerful, colorful with many tints and inspiring.

Deep Gap is under heaven's canopy where the sweet music of birds thrill your soul, the fragrance of tender flowers and the sighing of pines lofty chestnut that grow on the hillside and dale.

Deep Gap is an open paradise so to speak, and we want you to know what this place holds in store for you. We want to tell you that Deep Gap is started off with a bang and is doubt will grow into a "City on the Hills in the Clouds" within a short time.

We want to give you a little of its past history and give credit to whom

credit is due of the men who saw the light of an opening day and have thrown their whole life in building Deep Gap up to a point that outsiders are looking with longing eyes to become an inhabitant thereof.

Only in the spring season when the birds first began their twitter, Mr. C. M. Yates, A. G. Miller, E. W. Moretz, V. L. Moretz, W. S. Moretz, and others chartered a company to be known as the Deep Gap Tie and Lumber Co., Inc. and extended a line of railroad to this place right in the heart of God's paradise on earth so to speak which linked the works of man therewith that has opened potential opportunities to all who will only come and see.

Mr. C. M. Yates, the president, is a world war veteran, farmer and business man. Mr. A. G. Miller, vice president is a progressive merchant and proprietor of two stores, one being at Brownwood and the other at Deep Gap and known as the Deep Gap Cash Store. Mr. Miller is also an automobile dealer and jobber for many lines for the manufacture of wares and merchandise. Mr. E. W. Moretz is a stockman farmer and

tumber dealer with many years of experience in these lines. Mr. V. L. Moretz is a farmer merchant and a dealer in extract wood, tan bark and cross ties and is educated in the school of business experience which dates back many years. Mr. W. S. Moretz, Sec. Treas. is a farmer, telegraph operator and good business man who has made good all along the line, and a world war veteran.

The above men united together in a common cause which has the hearty support of every citizen here to build up Deep Gap or "bust."

Every now and then new houses are being built and real estate is rapidly changing hands and business is on the boom, and it looks as if nothing can hold Deep Gap from thriving and growing into a good sized town at an early date. There are no land sharks here, and only community spirit prevails which is the time for men with capital to come here and get in on the ground floor. Horace Greeley said "Young man go west" back in the days when the west was unsettled and every young man that went had a lucky strike and today his descendants and posterity are

numbered as those who are in the wealthy class.

We have no idea what will develop at Deep Gap, as our feeble mind cannot comprehend or grasp the meaning of it—but take our word for it that Deep Gap is going to be a town some day—which we think will not be far off.

The possibilities here are greater than at any other place we know in Western North Carolina.

Here is the place to establish a good sanitorium for tuberculosis patients as the air and sunshine would be just ideal for these patients.

This section being right in the heart of hardwoods and pine could develop a manufacturing business that would pay big dividends to capital as the sites here are ideal and nature has supplied everything in the way of raw materials that would be needed. The raw material is now being shipped north to be manufactured

A chair factory, wood or box factory and furniture of all descriptions could offer big possibilities and inducements. Labor is plentiful and health conditions the very best. A crude drug establishment would do

well here.

Hotels and boarding houses, residences for suner hotels of tourists would always be in demand and pay large returns on the investment.

The social atmosphere of Deep Gap is among the very best, as there are churches of most all denominations nearby with Sunday Schools and societies.

A graded school will soon be built near Deep Gap that will offer your children a good education right at your door.

The people are courteous and will give you a royal welcome here if you come in their midst.

We would like to see Deep Gap grow faster than it is growing and those who can catch the vision of golden opportunity will locate here before the great boom reaches its zenith and all the suitable locations are filled to overflowing.

A great day lies before you and Deep Gap is the place is now calling to you—will you heed the cry or turn a deaf ear to opportunity and fall down with the weak.

Agriculture is good and you can grow most any vegetable in your gar-

den here that is needed for your table, as Watauga County is far famed as a county that grows the best Irish potatoes and cabbage that is world famous. Corn, rye and buckwheat is also grown with abundant success, and good grazing and meadow lands are to be found on every side. If you are a tiller of the soil and want a little recreation in the sunshine to build up muscle and enjoy better health or work in the garden you will certainly be rewarded for your labors which repay many times over with fresh vegetables for every meal as you want them.

We want to herald the good news to the people of the low lands and everywhere that Deep Gap is bidding you come here and join with us in building the best town on the face of God's green earth.

Information of any kind will be gladly and cheerfully furnished by W. A. Watson, Yuma, N. C., if you will write him on any point that you want to know. The slogan of Deep Gap is: "ONE IN ALL FOR DEEP GAP!"

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