

Men!
Dress Up!

— for the —



50th ANNIVERSARY CELEBRATION JUNE 30 JULY 1-4

Be Fitted At
Payne's
So Your Friends
and Critics Will
Admire Your
Selection.



IRA D. PAYNE, Proprietor

Payne Clothing Co.

"B" Street North Wilkesboro, N. C.

**Rhodes-Day Firm
Is Widely Known**

High Type Furniture Merchandise Service Responsible For Success

Rhodes-Day Furniture company's store in North Wilkesboro is one of the best in that line of merchandising in the state and its record since its establishment in 1927 has been one of continued and uninterrupted growth and progress.

Heading the firm as president and general manager is C. G. Day, a native of Surry county who came to North Wilkesboro thirteen years ago because he liked the town and its people.

Since coming here he has been one of the city's most progressive business men and has found time to assume many responsibilities in public service as well as in business. Not the least among his duties in public life is his work as chief of the fire department, which ranks high among volunteer fire departments in the state.

He is also active in church, civic and fraternal circles.

He has an attractive personality which quickly makes friends out of acquaintances—the type of man one likes to do business with.

Rhodes-Day company's big store is located on the corner of Ninth and C streets. Notwithstanding the fact that the first building erected there had three spacious floors and a basement, it became necessary only a few years ago to double the floor space. The large building is literally filled with furniture of the latest designs. By attending the furniture shows twice yearly and by close contact with the markets, Mr. Day keeps the stock of the large store up-to-date all the time.

Because Rhodes-Day company has such a good looking store does not mean that prices are high. Although many of the highest quality lines are carried in stock, the person with the most moderate income can find furniture to fit his budget needs.

And a great part of the business is done on the weekly and monthly payment plans. The company has an enviable record in handling credit business and keeping the goodwill of customers. Credit customers are treated so cordially that they want to pay

Rhodes-Day Head



C. G. (Charlie) Day, one of northwestern North Carolina's most progressive merchants, is president and general manager of Rhodes-Day Furniture company in North Wilkesboro.

and they usually do.

The Rhodes-Day store is a pleasant place to visit and visits are welcomed from those who just want to look around as well as those who buy furniture.

PANTS

It was one of mother's busiest days. Her small son, who had been playing outside, came in with his pants torn. His mother helped him change to another pair but in an hour or so he was back, his pants torn again.

"You go right upstairs, remove your pants and mend them yourself," his mother ordered.

Some time later, she thought of him and went upstairs to see how he was getting on. The torn pants were lying on a chair but there was no sign of Johnnie. Returning downstairs she noticed that the door to the cellar, usually closed, was open, and she called down, loudly and sternly, "Are you running around down there without your pants on?"

A deep voice answered, "No, madam, I'm reading the gas meter."

Halfway through the ceremony she noticed her Mother shedding the maternal tears usual on such occasions, and whispered, wonderingly: "Why are you crying, Mummy? It's not your wedding!"

Use the advertising columns of this paper as your shopping guide.

Greater North Wilkesboro, N. C.

50th ANNIVERSARY CELEBRATION JUNE 30 JULY 1-4

and MERCHANTS

— of —

BARGAINS
A REAL EVENT!

Festival

Our city and county is jubilant over the 50th Anniversary Celebration, and elaborate plans are being made to entertain the crowds which will attend. Here's our invitation that you may be numbered among them . . . we'll do what we can to make your visit both pleasant and profitable. We, too, are celebrating—40 years in the drug business. Make our store headquarters.

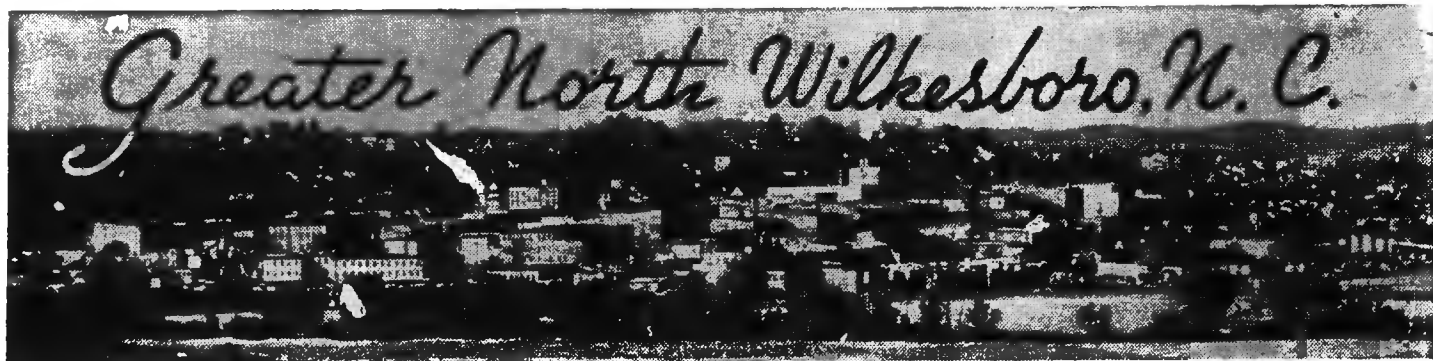
We, Too, Will Have . . .

values galore for you, giving you the double opportunity of attending the Celebration and sharing in our July price reductions as a feature of the occasion. We urge you to visit our store and see the countless bargains that await your selection and which offer real savings in every purchase. Space does not permit mention of the various items on sale, so come and do a little looking and a lot of saving on your buying. We promise to make it interesting for you . . . Cool off, frequently, at our modern fountain. Plenty of sandwiches for the hungry. Highest quality drugs for the sick. Courteous service for everybody.

MAKE YOUR PLANS NOW TO ATTEND

BRAME DRUG
CO.

R. M. BRAME — NORTH WILKESBORO, N. C. — PHONE 10
Owner



50th ANNIVERSARY CELEBRATION JUNE 30 JULY 1-4

— and —
MERCHANTS

Carmin
OF BARGAINS

Everybody Is Invited

Thousands are expected here daily for the big Celebration, and here's our invitation to YOU to come and be with us. Plenty of entertainment and amusement, and a big time for all. Come! . . . And, if you are interested in trading cars, why not come in during your visit here and let's talk it over. Plenty of fine, re-conditioned cars now on our lot, at unusually low prices. If you are driving an old model, why not "step up" a few years and drive home one of our BETTER used cars? Just a little difference in price will make a big difference in your motoring satisfaction, so drive in what you have and drive out one of our later models. You'll thrill at the difference!

- We Offer The Best Used Car Values In Town -
FORD—DODGE—CHEVROLET—PLYMOUTH—CHRYSLER
Also Pickups and Trucks

You can't afford to trade cars or trucks without seeing what we have to offer. Special July Clearance Prices Now, so come in and tell us what you want. We can interest you, and save you some real money, too. Liberal trades and easy terms, on cars or trucks.

We've Sold Ford Products Since 1915

FORD CARS, TRUCKS, COMMERCIALS, MERCURY AND LINCOLN ZEPHYR CARS, AND FORD TRACTORS.

Yadkin Valley Motor Co.

Ninth Street

NORTH WILKESBORO, N. C.

Telephone 60