

Santa Claus Will Be In New Bern Beginning with Friday December 10 Until Christmas

COME to NEW BERN

To Greet Old Saint Nicholas upon his arrival at 4 p. m. Friday of this week. If unable to be here then, come later for all your

Holiday Shopping

Make your headquarters in New Bern at the **COPLON-SMITH** ready-to-wear department store,

Holiday Shopping

Home of a Thousand Gifts

Public telephone, free public rest rooms, and wonderful values in all departments for gifts for the entire family.

Get Your Trip Free

You can come to New Bern at our expense. We will pay you two cents a mile, here and return, up to a round-trip total of 100 miles, if your purchases at our store aggregate \$25 or more. Come either by train or motor.

Gifts For Ladies

25 per cent reduction on all dresses, coats, fur coats and sport jackets, \$4.97 and above. Many assortments of beautiful garments.

Gotham or No Men's full-fashioned silk hose, \$1 per pair. Van Realte gowns and slips of Stryp-Lings silk in petal pink or turquoise, \$1.97. Knit pajamas, 79c to \$1.79; silk pajamas, 97c to \$2.97. Handbags, 59c to \$1.97. Gloves, 59c to \$3.97. Costume jewelry, 25c to \$1.97.

Wide assortment of toilet articles and cosmetics. Toilet sets, 97c to \$7.50. Week-end bags, plain or outfitted. Handkerchiefs, three to the box, 19c, 25c, 39c, 48c.

Gifts For Men

Imp. handkerchiefs, white and colored, three to box, 25c, 48c and 75c.

Two ties and one handkerchief in box, \$1 and \$1.50.

Three pairs of socks to box, 50c, \$1 and \$1.50.

Suspender set combination, 97c.

Attentive slippers, 48c, 97c, \$1.97.

Bel. p. wrinkle-proof neckties, \$1.

Special Arrow ties, \$1 and \$1.50.

Other ties, 25c and 48c.

Pajamas, \$2 to \$4.97.

Lounging robes, \$3.97 to \$10.

Dress shirts, \$4 to \$2.50.

Toilet sets, 59c to \$4.97.

Ingram wrist watches, \$1.97.

Gifts For Children

DOLLS! DOLLS! DOLLS!
From 59c to \$4.97

The 59-cent doll even is a "Drinks-N-Wets" nursing doll that will delight all children.

All-wool snow white suits, three-piece, \$2.97.

Shir. Temple bedroom slippers, 97c.

Taffeta party dresses, 97c.

Ready-to-wear clothing of all kinds.

25 per cent reduction on all children's coats, \$4.97 and above.

And Many More Gifts

COPLON - SMITH CO.
NEW BERN, N. C.

Fashion Specialists for Men,
Women and Children

CHRISTMAS ENTERTAINMENT

A musical and dramatic Christmas program based on the "Nativity Story" will be given in the city school auditorium Thursday evening, Dec. 16 at 8 o'clock.

Over a hundred girls and boys will take part in this program. The play which includes the Holy Family, angels, shepherds and the three kings, will be dramatized by forty children selected from all grades. Several traditional Christmas carols and some of the more modern ones, will be sung.

PASTOR'S RESIGNATION

(Continued from page one)

Several months ago tragedy occurred in the Morgan family. Rev. and Mrs. Morgan were in a serious automobile accident in the vicinity of Wake Forest. A short while later Mrs. Morgan died as a result of the injuries she received. The Rev. Mr. Morgan came back to Beaufort and to his pulpit, saddened at heart and soon the victim of failing health which brought about his request for an indefinite leave of absence from his post here. Shortly afterwards,

he entered the Winston Salem hospital.

The Rev. Mr. Gehring, now supplying the Baptist pulpit is a native of Pennsylvania. He spent 20 or more years preaching in Louisiana and Texas. He came here from Raleigh. His daughter is private secretary in Raleigh to Carl Goerch, North Carolina's best known publisher and radio news caster.

An Ideal Christmas Present

Give A Subscription To

The Beaufort News

Carteret's All-County Newspaper

An Ideal Christmas Present

SPECIAL ANNOUNCEMENT

The Red Star Texaco Station is Now Under the Management of David Beveridge. A Complete Service For Cars and Trucks.

TEXACO FIRE CHIEF GASOLINE—TEXACO OIL—MARFAK GREASE JOBS

RED STAR SERVICE STATION

FRONT STREET

BEAUFORT

C. D. JONES CO.

"Everything to Eat"

Phones 314-1 & 315-1 Free Delivery

QUALITY FOODS — REASONABLE PRICES — COURTEOUS AND EFFICIENT CLERK SERVICE

— BREAKFAST FOODS —

BALLARD'S PURE WHEAT Pancake Flour, pkg. 10c
BALLARD'S OLD FASHIONED Buckwheat, pkg. 12½c
Home Made Sausage, lb. 25c
(Made in our Market)
Log Cabin Syrup, can 25c
Cloverbloom Butter, lb. 47c
ROYAL SCARLET
Orange Marmalade, 1 lb. jar 20c
Cloverbloom Fresh Eggs, doz. 35c
Local Eggs, doz. 40c
Post Toasties, 3 pkgs. 25c
Florida Oranges, (216 size) doz. 25c
Florida Oranges (150 size) doz. 35c
Break o' Morn Coffee, lb. 18c
(Our Grinder Separates the bitter chaff from the coffee)

— CROCCERY VALUES —

ARMOUR'S Vegetole Shortening, lb. 12c

LIGHT WHITE FLOUR—
12 lbs. 50c 24 lbs. 95c
(This is the best selling brand of flour in Carteret County—We recommend it for all cooking purposes)
Lee's Old Fashion Corn Meal—
5 lb. sk. 13c 10 lb. sk. 25c
BLUE ROSE—
Whole Grain Rice, lb. 05c
White Navy Beans, lb. 05c
Hominy Grits, lb. 05c
Big Hominy, lb. 05c
LIBBY'S—
Santa Clara Prunes, 2 lbs. 15c
Coca Cola, 6 bottles. 25c
(Plus 2c bottle deposit)
Cigarettes (all popular brands) pkg. 13c
Scott Tissue, 3 rolls 25c



Xmas Poultry

ORDER NOW!
For Sure And Prompt Delivery Xmas
Turkeys, Chickens Corned Hams

Giftland...

Appropriate Selections for Gentlemen,
Ladies, Children and Babies
At DAVIS BROS. STORE

Gifts For Men



Shirts
89c to \$2

Gifts For Ladies

Frocks
Coats
Sweaters
Blouses
Gloves
Hose
Step-ins
Brassieres
Pajamas
Slips
Gowns
Luncheon Sets
Towels
Linen
And Everything
Suitable as Gifts
For Ladies



Braces
25c to 75c



Men's Hose
25c to 50c

Gifts For Children

Ski-Suits
Pajamas
Caps
Sweaters
Shoes
Shirts
Ties
Suits
Stockings
Rain Coats
Frocks
Underwear
and Many Other
Useful Gifts



Ties
50c to \$1

Gifts For Babies

Teddy-Bear
Suits
Panties
Blankets
Knitted Goods
Booties
Diapers



Pajamas
\$1 to \$5



Handkerchiefs
5c to 25c

And The Most Complete Line of Fine Baby Goods in Carteret.

Visit Our Store And See For Yourself
The Fine Selections of Gifts We Offer

Gifts That Will Be Appreciated

DAVIS BROS.

—and—

MARGARET'S BEAUTY SHOP

FRONT STREET

BEAUFORT, N. C.

32nd Anniversary Sale

Thirty two years ago the Fuller Music House was established in New Bern by George R. Fuller and this week the firm began celebrating its thirty-second anniversary with a gigantic sale in which are being featured two solid carloads of pianos and radios and the occasion gives promise of being one of the most successful of its type ever held in this city.

Located at No. 71 1-2 Middle street, right in the heart of the shopping district, the store is easily accessible and the management is extending a cordial invitation to the public at large to visit the store and inspect the large assortment of pianos and radios which are being shown there during this anniversary event.

Every piano and every radio offered during this sale is of standard make and is guaranteed to give satisfaction in every respect. There will be found pianos in both the upright and vertical style and at a wide range of prices.

The firm is featuring the popular Wells-Gardner radio, termed the nation's smartest radio with phantom dial tuning, the greatest tuning device on the market. In connection with the sale of radios during this sale, the firm is making a special offer to take in one's old radio as part payment.

Mr. Fuller and his assistants will be pleased to meet their old friends and customers—and new ones too, during this anniversary sale, and in extending a cordial invitation to the public to visit the store while the occasion is in progress.

Essentially nothing would make a man a pleaser or acceptable Christmas gift than a radio or piano and now, while special low prices are being offered, is the time to make a purchase.

New Studio Uprights, \$159.50, \$199.50 and \$219.50.

If it is so you cannot call, write or phone us at our expense.

FULLER'S MUSIC HOUSE
NEW BERN, N. C.

SALT MULLETS

FOR SALE

See or write

STYRON'S SEAFOOD COMPANY

E. Front Street

BEAUFORT, N. C.

PLACE YOUR ORDER NOW

—FOR—

CHRISTMAS TREES

(Expected Daily)

All Kinds of Salt For
Salting Meats

**BALLARD'S FEED,
FLOUR AND SEEDS**

Dial 329-1

JAMES D. RUMLEY

Front Street

BEAUFORT, N. C.