

J. E. Sturgill, Rugby

You Are Invited To Attend The Big
House-Warming At Davidson's

In The New Location, Building Formerly Occupied By Belk's

FRIDAY AND SATURDAY
 For The Hundreds Of Heart-Warming Values



Miss Swank

What every woman wants
 At Christmas and every day
 Beautiful New Selection
 Lace-Trimmed or Tailored.
 At \$3.95 up

BEAUTIFUL NYLON
 Satin Slips
 Lace Trimmed, \$7.95

Barbizon Slips, \$2.95
 All Wool Scarfs, \$1.00

Miss Swank

Blouses

These Swank blouses come in both
 dressy or tailored styles, long or short
 sleeved styles. The kind you will want
 to wear and give.



\$4.00 to \$6.95

One lot of Blouses
 Slightly Soiled

Were \$7⁹⁵, Now \$2⁹⁵

Haynes Panties

Sizes 2 to 52. Priced
 75c to \$2.00

A SPECIAL GROUP WOMEN'S, MISSES'
 RAYON PANTIES IN ALL COLORS.

Special at 39c

Women's First Quality, New
Nylon Hose, \$1.

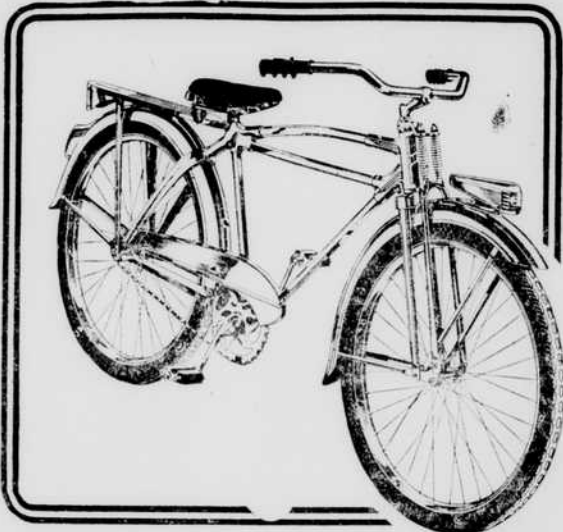
Beautiful Quality. In New Fall Shades.

One Special Group
 50c Towels, 29c
 Others priced up to \$2.95

36" Quality
 Sheeting
 22c yd.

50c Woodbury
 Shampoo, 25c
 50 Woodbury
 Tooth Paste, 25c

We wish to extend our most sincere appreciation to our friends and customers
 for their fine patronage during our three and one-half years in business. We are
 looking forward to continuing to serve you and are happy that we will be able to
 render you better service and provide you with a more comfortable place in which
 to shop in our new location. You have a warm welcome to our new quarters. Make
 Davidson's your headquarters. Your dollars will always buy more here!



BOYS!
GIRLS!
WIN

This **SILVER KING** ALUMINUM BICYCLE

In The
Sundial Rhyme Contest

Here's a contest that any boy or girl can enter with a good chance to win a beautiful
 streamlined SILVER KING BICYCLE, equipped with the latest features. To enter this easy
 contest, simply fill in the last line of this Sundial Rhyme.

*The smart young set . . . and Mother and Dad,
 Find Sundial Shoes are the best to be had.
 They're longer in wear . . . and thrifty, too*

Any member of the family will be able to help
 you fill in the missing line . . . for Sundials come in
 all sizes . . . from baby brother right on up to Dad.
 Everybody knows how popular Sundial Shoes are
 . . . so good looking, longer wearing, packed with
 comfort and easy on Dad's pocketbook, too.

Submit as many entries as you want, and remem-
 ber, if you don't win the bicycle, there are nine
 other prizes that might be yours. This is strictly a
 local contest, and all of the prizes will be reserved
 exclusively for local boys and girls.

HERE'S HOW TO ENTER

Any local boy or girl can enter this thrilling Sun-
 dial Shoe Contest. Simply ask for an entry blank
 at our store, fill in the last line of the Sundial
 Rhyme and return the entry blank to us.

HURRY! HURRY! HURRY!

Get Your Entry Blank Today!

CONTEST CLOSES
 AT MIDNIGHT, DEC. 15.

**10 PRIZES —
 10 CHANCES TO WIN**

Of course you've heard about the GRAND
 PRIZE . . . the newer-than-tomorrow SILVER
 KING BICYCLE, made of strong, sturdy seam-
 less aluminum tubing. The winner will be the
 envy of the neighborhood when the gang
 notices the exciting, exclusive features of this
 beautiful bike. And, there's one year's Fire
 and Theft Insurance on the bicycle. Here are
 the nine additional prizes. Second and Third
 prizes — two handsome radios; Fourth and
 Fifth prizes — two beautiful wrist watches;
 Sixth and Seventh prizes — two popular
 rubber-covered Voit Sport Balls; Eighth, Ninth
 and Tenth prizes — three high-quality Pen
 and Pencil Sets.

Free Gifts For Children

Friday and Saturday, as long as our supply lasts, each child coming to our store
 will be given a —

Free Comic Book and Balloon.

We welcome children at all times. With each pair of SUNDIAL SHOES,

A Sponge Ball Will Be Given Free.

City Delivery-Telephone 3

Davidson's

Next Door To Rhodes Furniture Co.,
 In Building Formerly Occupied By Belk's
 West Jefferson, N. C.

Ask About Our

Dulany 1c Sale

QUICK-FROZEN FOODS
 Now—One Week Only!

Here Are A Few Of The
 Many Specials In Our
 Grocery Dept.

2 BOXES OCTAGON WASH POWDER 15c

WITH EACH 1-2 GAL. PURCHASE OF
 CLOROX, 1 BOTTLE BOON HOUSEHOLD
 CLEANSER FREE.

UNCOLORED OLEOMARGARINE, LB. 37c
 NEW YELLOW QUICK OLEO, LB. 43c
 COLORED IN 1-1 LB. BLOCKS 53c
 PINTO BEANS, LB. 12c
 4-LB. CARTON JEWEL SHORTENING \$1.19

Self Service

If You Want It, Or
 We Will Serve You

**Visit Our Brach's
 Candy Department**

Men's Dress Shirts

ABSOLUTELY NEW!
 WONDERFUL VALUES! **\$1.95**

One lot Men's Work
 Shoes, **\$2.95**

Formerly sold to \$5.95

One lot of Misses' and
Ladies' Loafers, \$2.95

Yards of Values

80-Square Prints at only 49c
 One lot 89c and \$1.00 Cotton, 59c
 One Beautiful lot Rayon, 79c



Hallmark
 Cards Of
 All Types.



Hundreds Of Christmas Gifts, Toys And Dolls On Display