

WORLD'S LARGEST CHAIN DEPARTMENT STORE ORGANIZATION

J.C. Penney Co. INC

A NATION-WIDE INSTITUTION- DEPARTMENT STORES

RELIABLE QUALITY GOODS ALWAYS AT LOWER PRICES

130 E. CENTER ST., N., GOLDSBORO, N. C.

COATS AND DRESSES

Styles, Materials and Prices Which Do Nothing But Please!

Our purchasing power for 676 stores gives you real high-grade materials and style for these low prices.

Corset-Girdle Lady-Lyke Make



If you want support, freedom, and comfort—at a small price, try this Corset-Girdle! No laces. Front hook style. Only,

98c

Uplift Bandeau For Slender Figures



For a trim smart appearance, the slender woman or miss chooses one of these Lady-Lyke Bandeaux! Priced,

49c

Stylish, Economical Coats Smartly Fur-Trimmed, Too

Yes, these Coats are priced this low! If you saw them hanging without any price tickets, you'd think them much higher priced garments because materials, workmanship, and trimmings are of good quality.

In Flares and Straight-Line Modes

In the representative and smart styles of the season. The flare, with all its dashing spirit! The dignified straight-line modes! And all at this price!

\$14.75

OTHERS \$8.90 TO \$29.75

Also see our feature of Ladies' Coats, with big fur collars. New styles and all the new shades \$9.90



NEW PARTY DRESSES

Evening dresses and party dresses of the newest styles. All new shades and trimmings. Materials of Georgette, Crêpes, Lace Brocades, etc., high grade dresses, at a low price.,

\$19.75 \$24.75 \$29.50

Shimmering Silk Dresses In The Popular Flare Styles



What could be more attractive than the Silk Dresses of this Winter—with their flares in the deep, rich satin materials? Truly, a most feminine mode!

Dress Savings At This Store

And what Value could be greater than these Frocks we are showing at this low price? Stop in and look at them! Sizes for women and misses. Priced, only,

\$14.75

OTHERS \$6.90 TO \$24.75

Youthful Coats for Girls Serviceable and Moderate in Price

Winter Coats for girls must be serviceable! They must be attractive, too—and warm! You will find all the desired qualities in our Coats—and you will find them priced lower.

Sizes — From 2 to 14 Years

For girls who are toddling youngsters, for long-legged school girls, and for the young miss who is just growing up, we have appropriate Coats. In a range of prices from,



\$3.98 \$9.90

LOCAL NEWS

WAYNE TIRE COMPANY RECEIVES SOLID LOAD OF TIRES

A solid carload of Firestone tires has just been received by the Wayne tire company of this city. This car consists of gum dipped, cord, high pressure, balloon and truck tires to fit any make of car or truck, and steam-welded tubes of all sizes. This company specializes in factory methods of repairing all makes of tires and tubes, and have recently installed a modern and complete tire repair machine. A service truck is maintained by the company, which together with its courteous employees, assures its patrons of the best service obtainable. A complete line of tire and rim accessories are carried by the company, and free air and water are obtainable at their quarters on Center street. Tire experts are ever ready to inspect all makes of tires and advise the car owner free of cost just how he may obtain the best results from his tires.

COOKING DEMONSTRATION AT GOLDSBORO GAS CO.

Mr. A. F. Timberlake, factory representative, was at the offices of the Goldsboro Gas Company yesterday, directing a demonstration of the Direct Action gas range, and will also be there today, where at three o'clock this afternoon a Thanksgiving dinner will be cooked in the oven of the range to demonstrate its efficiency. This dinner will be served to those attending the demonstration. The Gas Company will present to everyone purchasing a Direct Action range during the demonstration a \$12.00 set of aluminum ware, with which an entire meal can be cooked in the oven of the range at one time.

Vacuum bottles and lunch kits help school children enjoy lunches so much better. All sizes and equipment. Palace Drug Store.

THANKSGIVING SERVICES AT FIRST BAPTIST CHURCH THURSDAY MORNING

There will be no prayer meeting at the First Baptist church tonight because of the conflict with the Temperance Rally to be held at St. Paul, but a Thanksgiving service will be held at the First Church at 11 a. m. Thursday morning. It was stated last night in accordance with usual custom, a Thanksgiving offering for the Baptist Orphanage at Thomasville, will be taken at this time. The Orphanage Association, urges that everyone give the equivalent of one day's income for the upkeep of the orphan children.

MR. W. A. SASSER DIES

Mr. W. A. Sasser, age 71, a native of this county, died at 7:45 o'clock last night at the home of his daughter, Mrs. Lloyd E. Gurley, 112 N. Lionel street. Mr. Sasser had been in declining health for several months. Funeral services will be held, with Masonic honors, from the home of Mr. Gurley at 2 o'clock this afternoon, and the remains will be carried to Kenly for interment. Mr. Sasser is survived by one sister, Mrs. Hulda Crawford, of Kenly, four sons, Messrs. D. B. and J. R. Sasser, of Mount Olive; K. C. Sasser, of Falon and O. W. Sasser of Wilson, and seven daughters, Mrs. Lloyd E. Gurley and Miss Effie Sasser of Goldsboro; Mesdames J. F. Crump-

LOCAL NEWS

Mr. W. H. Pierce and J. F. Hill of Kenly, and Mrs. R. B. Spencer and Mrs. A. F. Hays, of Ayden.

CO-OPERATION OF NEWSPAPERS AIDED IN SUCCESS OF TOUR

The NEWS is in receipt of a letter from Mr. Holmes Bryson, President of the Asheville Chamber of Commerce, stating that much of the splendid success of the recent "New North Carolina" tour, participated in by a large number of residents of Western Carolina was due to the co-operation of the newspapers of the state. Mr. Bryson said that the sponsors of the tour were deeply appreciative of this co-operation, and also the cordial welcome given the motorists by citizens of Goldsboro and other cities it visited.

FIRST BAPTIST CHURCH ISSUES CALL TO REV. J. D. TURNER

In accordance with a unanimous vote of the church membership the First Baptist church has issued a call to the Rev. J. D. Turner, of Albany, Ga., to accept the pastorate of the church. Rev. Mr. Turner delivered a sermon here last Tuesday night, making a very favorable impression upon his hearers. No response had been received from Mr. Turner yesterday, it taking some time for an exchange of letters, but it is expected his decision will be communicated to the church within the next few days.

REAL ESTATE TRANSFERS

Goldsboro Development Company to Board of Trustees of the Goldsboro Graded Schools, school site near Herman Park, \$39,000, deed dated September 29, 1925; Goldsboro Masonic Building Corporation to Goldsboro Development Company, two tracts of land in vicinity of Masonic

Home, \$24,000, deed dated October 26, 1925; Board of Trustees of the Goldsboro Graded Schools to Goldsboro Development Company, two tracts of land in city, \$17,000, deed dated October 26, 1925; James A. Edens and wife to Mrs. Jennie M. Edens, Columbia, S. C., property on Mulberry street, this city, \$4,000; E. Bradford and wife to Mrs. E. J. Jenett, lot in East Goldsboro, and other considerations; Mr. E. Bradford and wife to Mrs. E. Bradford, lot in Pikeville, \$10 and other considerations; R. N. Crawford and wife to Bank of Pikeville, lot in Pikeville, \$10 and other considerations.

MARRIAGE LICENSES

One marriage license was issued yesterday by the Register of Deeds of Wayne County, this being to Roy P. Hooks, of Great Swamp township and Miss Myra Whaley, also of Great Swamp.

THANKSGIVING SERVICES AT FIRST CHRISTIAN CHURCH

Union Thanksgiving Services will be held at 10:30 o'clock Thanksgiving morning at the First Christian church, the congregations of St. John's Methodist the Friends and the First Christian church co-operating in the services. Rev. Tennyson Lewis, pastor of the Friends church will deliver the sermon. A social invitation is extended to everybody to attend these services.

REV. J. E. FITZGERALD TO HOLD THANKSGIVING SERVICES

There will be a Thanksgiving service at Outlaw's Bridge, church at 11 o'clock Thursday morning. From this church the minister, Rev. J. T. Fitzgerald, will go to Christian Hill, where another similar service will be held. There will be a box supper at Christian Hill Thursday night.

Most of us are met at the world just because there aren't enough first prizes for all of us to have one.

ROLLS HOT ROLLS

We have made special arrangements to have fresh hot rolls for your Thanksgiving Dinner. Cakes of all kinds, fresh and rich.

Goldsboro Bakery

Turkeys

ALIVE 35c Ready for Oven 50c

Dressed Hens Fresh Pork WE WILL BE OPEN TONIGHT UNTIL 10 P. M.

Sanitary Market Phone 545

Marked Down Sale Dresses

for Ladies and Misses. Extra small and extra large women included in the celebrated Betty Wales Co-Ed and Claire models. Over 150 for your selection at



Weil's