SOCIETY
 Mrs. Leont were Mrs. Earl York and
Lit Little Miss Nancy York, daughter of Mrs. Earl York, will be one of the class masc
uating exercises.
Pre-Nuptail Courtesies Given Bridal Pair Thursday
Miss Lucile Cox and Willian
Bernard Harris, Jr., whose mar Bernard Harris, Jr.., whose mar-
riage Saturday was one of the outstanding social events of the
spring, were honered spring, were honored Thursday Thirteen close friends of
bride-elect, including her wed bride-elect, including her wedding
attendants, gave a dinner party
for or her in the private dining room of the Bon-Ton Grill. A colorful
bouquet of mixed garden flowers bouquet of mixed garden flowers
was used as a centerpiece for the
table. table.
Mr. Harris was honored at a
stag supper at the private dining room at the Rendezvous. TTh
guest list of nineteen included groomsmen at the wedding and
number of friends. Miss Bagby To Be Soloist For The final meeting of the club
year for the Elkin Woman's Club ear for the Eikin Woman's Club
will be held Tuesday afternoon,
May 7 in the May 7, in the elub room at Hotel
Emkin in observance of National Music week.
A musical program has been
arranged with Miss Bagby of Winston-Saiem, solois

Just Received
CAR LOAD OF BASIC SLAG
F. A. BRENDLE \& SON
Elkin, N. C a THE ELK

Honorit Luncheon Couple Honoring Miss Lucile Cox an
Whose Bernard Harris, Jr
whian whose marriage was a brillian
social event Saturday ned at a lovely Luncheon Sat
年 on Gwyn Avenue. Guests in haddi-
tion to the members of their falilies, mem-
bers of the bers of the wedding party and
number of out-o pink tue living, purple lilacs, narciss and snowdrops were effectively
arrranged. In the bridal green and white were roon in all the appointments. Covers
were placed for 32 .
Miss cill Miss Lillard was assisted in en
tertaining by her mother tertaining by her mother, Mrs,
Mason Lillard, and her sisters
Miss Carolyn Miss Carolyn Lillarc and Mrs.
John Sager. Miss Lillard's gift to Miss Cox
was a silver bon Mrs. Whisenhunt is Honored at
Farewell Party Farewell Party
Honoring Mrs. Eph Whisenhunt,
superintendent. of the Young Honoring Mrs, Eph Whisenhunt
superintendent of the Young Peoples' Department of the Sun-
day school of the First Baptis day school of the First Baptist
church, who will leave early in May to make her home in Nor-
ton, Virginia, the ton, Virginia, the officers and
teachers in the department, Miss
Mattie Brende Mattie Brendle, Mrs. Leslie Rein
hardt, Miss Fannie Sue Harris harat, Miss Fannie Sue Harris,
Mrs. Johnny Sears, Mrs. Lonnie Martin, and Mrs. Carl Young, en-
tertained at a party at the Mrs. Young Monday evening.
Throughout the home bowls of Throughout the home bowls of
iris and dogwood were used in an attractive arrangement. A Anum-
ber of games and contests were enjoyed during the evennig with
the prize, a corsage of old fashioned ficwers, going to Mrs. Sila
Nichols. Mrs. Whisenhunt was presented
a shower of handkerchiefs from
the twenty-fur Phe twenty-four guests attending
Punch and wafers were served
buffet style durin the buffet style during the evening. Church Has Informal Reception
To Honor Ministers and Wives Menbers of the Me Wives
Murch entertaine church entertained at an inform-
al reception at the church Wednesday evening to honor the new
pastor of the church, Rev. Her-


## LEONARD'S

Jewelers Since 1893
Next to Post Office
Elkin, N. C
Not Only Africa

Mrs.. Peck (reading)-It says
here in the paper that in some


## Lull y-i.t Geome

## No. 2 common 6 -in

Select No. 2, 6-in.
Clear, 6-in.
No. 2 common, 8 -in. $\$ 25.00$ 27.50

Select No. 2, $8-\mathrm{in}$. 37.50

Select No. 2,
Clear, 8 -in. 30.00 ell dried,

Elkin Lumber \& Mfg. Co.
"Everything to Build Anything" Phone 68

Elkin, N. C

## How Does Your Advertising Investment Compare

 With The Average . . . .Competent business men scale their adver-tising investment in proportion to gross salesThen they use their advertising on a program basis so as to follow a systematic plan.
*The following percentage of gross sales usually are followedaccording to surveys made by recognized authorities:
Department Stores ..... 2.5
Men's Stores ..... 3.3
Women's Wear Shops ..... 3 .1
Furniture Stores ..... 6.3
Drug Stores ..... 2.9
General Merchandise ..... 1.5
Jewelry Stores ..... 3.1
Grocery Stores ..... 1.0
Meat Markets ..... 1.0
Specialty Shops .....  3.8
Dry Cleaners and Dyeing .....  3.3
Hardware Stores ..... 1.0
Other Businesses ..... 2.0

## What About YOUR Firm, Mr. Business Man?

Check your gross sales and your advertising percentage can easily be figured . . . Your business cannot differ much from the average in your line, and if you wish to improve it-or even hold it where it is today - then you cannot ignore your duty to yourself . . . And maybe we can help you.

The advertising medium that for more than 25 years has produced the greatest results for business men who have desired to reach homes in this trade territory with their messages is-

## The Elkin Tribune

## NORTH CAROLINA'S BEST WEEKLY

[^0]
[^0]:    Figures compiled by Harvard Bureau of Business Research and Northwestern University Burea of Business Research.

