

The Whole Town's Talking About These Great Values

Courtesy and Service . . . For Your Benefit . . . All Patronage Appreciated

The Whole Country and Town
Are Talking About

PENNEY'S

33rd ANNIVERSARY
CELEBRATION

GREAT BUYS FOR SPRING FOR
THE WHOLE FAMILY

Just Two More Weeks Until Easter

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

Not only the whole town but the whole county and
adjoining counties are talking about the many
values you can buy at the . . .

Mark - Down Furniture Co.

Fine Bedroom Suites — Livingroom Suites — Rugs
— all kinds of Home Furnishings . . . both high and
low priced Furniture . . . all priced lower than you
would expect to see. Visit our store often . . . you
are always welcome.

MANY EXCEPTIONAL VALUES
FOR EASTER

Mark - Down Furniture Co.

F. D. FORESTER BUILDING
Cor. 10th and B Streets North Wilkesboro

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

Here's Silent News Everybody Is Talking About

The new G. E. (General Electric) Washing Machine
is here and ready to save you hours of extra labor
. . . make wash-day a day of pleasure with a G. E.
. . . it operates SILENTLY . . . no noise to annoy
. . . automatic wringer and all the many other im-
provements that you might expect to find in a
washer that has just been marketed by a company
with the prestige of General Electric.

Priced \$54.00 Up
Complete and Installed

Small Down Payment—Easy Terms on Balance

LYON ELECTRIC COMPANY

PHONE 22-W WILKESBORO, N. C.

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

THE MOST EXCITING PICTURE IN A DECADE

*inspired by the
biggest front page
sensation
in recent
years!*

LAUGHS
THRILLS
DRAMA
ROMANCE

EDWARD G.
ROBINSON

in the best picture he ever made

THE WHOLE TOWN'S TALKING

A JOHN FORD PRODUCTION

Screen play by Jo Swetling and Robert Hecht
Based on a story by W. R. Burnett
Directed by John Ford

A COLUMBIA PICTURE

New Orpheum Theatre

MONDAY and TUESDAY, APRIL 8 and 9

SEE FOR YOURSELF WHY "THE WHOLE TOWN'S TALKING"

"The Whole Town's Talking"
About Our Fresh . . .

HOME-MADE ICE CREAM

Others Say It's Good . . . We Want You To
Try It, Too.

Pint 15c
Quart 30c

A Variety of Flavors

THE REXALL STORE

(North Wilkesboro Drug Co.)
PHONE 96

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

IT'S THE TALK OF THE TOWN

Our new hot water heater is the talk of the town . . .
it's economy in operation and the easy payment
terms make it possible for every home to be provid-
ed with plenty of hot water after spring fires have
gone out . . . our special offer now in effect makes
it possible for you to have this wonderful new heat-
er installed for as little as \$5 down, balance in 24
monthly payments . . . with \$10 allowance for your
old heater . . . don't be without plenty of hot water
. . . call a representative for a demonstration today!

Southern Public Utilities Co.

PHONE 420

"Electricity Is Cheap—Use It Freely"

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

THE WHOLE TOWN'S TALKING ABOUT THE
JENKINS HARDWARE COMPANY'S

Special Paint & Wallpaper Offer

Free with each \$10.00 purchase or more of Wallpa-
per and Rogers Paint a Beautiful Oil Painting. Hun-
dreds have taken advantage of this free offer. Come
and see these paintings made before your eyes.
Arthur E. Bard, famous lightning artist, joins Rob-
ert Erwin Streamer, who has been here for the past
two weeks.

Special Window Attraction Saturday

JENKINS HARDWARE CO.

NORTH WILKESBORO NORTH CAROLINA

See "The Whole Town's Talking at the New Orpheum
Theatre Monday and Tuesday.

'Why the Whole Town's Talking About the New Master DeLuxe Chevrolet'

Chevrolet Motor Company and Columbia Pictures Are Co-operating To Offer You the Opportunity to Win

FREE! A New Master DeLuxe Chevrolet Town Sedan

and nine additional valuable prizes, including a new Chevrolet Master DeLuxe Coach and three Chevrolet Standard models.

HERE'S HOW YOU CAN WIN!

1. Get Free Entry Blank from your nearest Chevrolet dealer or from the Theatre now showing "The Whole Town's Talking"
2. Write your ideas, in one hundred words or less, "Why The Whole Town's Talking About the New Master DeLuxe Chevrolet."
3. Deposit your entry in the Contest Box at Gaddy Motor Company. Literary excellence does not count. Just write your own opinion in your own way.

Judges For the Contest Are:

C. B. ELLER, County Superintendent of Schools.
T. E. STORY, Superintendent Wilkesboro High School.
JULIUS C. HUBBARD, Co-publisher The Journal-Patriot.

Prize Winners will be announced at the New Orpheum Thea-
tre WEDNESDAY NIGHT. Winners must go to Gaddy
Motor Company to receive the prizes.

EXTRA! Valuable Local Prizes Given

FIRST PRIZE—For the best essay handed in to Gaddy Motor
Co. on or before Tuesday, April 9th—\$50.00 Credit on
New Chevrolet.

SECOND PRIZE—\$25.00 credit on New Chevrolet.

FOR THE NEXT 25 best essays a ticket to the New Orpheum
Theatre good for any show.

COME IN! GET YOUR ENTRY BLANK NOW!

PHONE 112 "C" STREET **GADDY MOTOR COMPANY** NORTH WILKESBORO, N. C.