

Grand Re-Opening Of Sears Roebuck Co Store Begins Tomorrow In Wilmington

Wonderful Changes Have Been Made In Appearance And Convenience Of The Wilmington Store And Friends Are Invited To See Them

STORE COMPLETELY RE-ARRANGED NOW

The grand reopening of Sears, Roebuck Co., store in Wilmington begins tomorrow and everything is in readiness to give Sears' customers the thrill of their lives when they step into the spacious, shiny new building.

Remember, as you enter the door, to watch for the unusual lighting effects and unusual arrangements, for you will probably never see a more elaborate display. But let's take things as we get to them.

On the right as you enter is the beautiful Coldspot department where 1940 models are shown in a background of grandeur. Let's walk straight back, for right in front of our eyes is the Elgin bicycle rack with each wheel individually displayed.

In the background is the electrical appliance department, and no matter what your list of electrical supplies may call for, you'll have no further to go. Next you come to the paint department and here you find materials to take care of every paint job in the book. Here is a good place to come with your painting problems.

COLORFUL DEPARTMENT
Next you come to one of the most colorful displays in the entire store, the plumbing department, where modernistic kitchen displays and arrangements vie with beautiful bathroom set-ups for the center of the stage. Don't complete your building plans without coming here first to see what the bathroom of tomorrow will be like.

Now across the store for a quick look at the auto accessories department. All-State tires, Cross Country motor oil and batteries are here along with hundreds of other items for your auto—old or new. And out back we have a new service department ready to equip your car. This department is manned by trained mechanics and when you get ready for "off with the old and on with the new" this is your first stop.

Take a few steps toward the front door and you'll find yourself right in the middle of the finest hardware display in town. There's no use trying to itemize the merchandise, but special attention is called to the pots and pans and other cooking utensils that the housewife needs all the time.

On the right near the front door is one of our prize displays—the Silvertone Radio department. See the 1940 model sets that are leaders in beauty and performance. You'll be surprised at the low prices and you'll be delighted with the performance. Ask for a demonstration.

BUSINESS DEPARTMENT
But, hold on a minute. Here on the mezzanine is our business department including the recently added credit department to handle all accounts in this district. You never saw more attractive quarters in your life, and you never saw more efficient workers than the personnel of this group.

Up we go. The second floor and here we are in the beautiful new furniture department. Over on the right is what we believe is the most unique bedding you ever saw. It is new, and it is something furniture dealers have been striving for years to work out. Now have a look at our rug display. It is one of our greatest satisfactions.

Back of the stairs is the stove group which includes coal heaters and the latest thing in oil circulators. These are useful items that actually fit into the beauty

Winnabow News

Mr. and Mrs. Geo. R. Foulke and daughters, Misses Judy and Elizabeth, spent Tuesday and Wednesday in Washington, D. C. and Miss Judy remained to attend the National Cathedral School this winter.

Will Rehder of Wilmington was a visitor here Wednesday enroute from Charleston, S. C. He was accompanied by his son, Billie, who works in Charleston.

Mr. and Mrs. D. N. Sandlin of Fayetteville spent Tuesday with Mrs. E. G. Goodman and sister, Miss Lillie Sandlin.

E. G. Goodman has returned to Durham to resume his studies at Duke University school of medicine after spending a pleasant vacation with his mother and aunt.

Mr. and Mrs. E. V. Wilson and son, Rudolph, and Mr. and Mrs. T. H. Cole and sons, Garland and Bobbie, of Swepsonville spent the week-end with Mr. and Mrs. J. R. Fields and family.

Luke McDuffie and two sisters, Misses Alice and Almetra, and George Hancock of Sanford spent Sunday and Monday with Mr. and Mrs. J. R. Fields.

Mr. and Mrs. W. J. Hogan and children of Wilmington spent Sunday with Rev. W. J. Freeman and family.

of the home just as another piece of furniture. Nearby is the unpainted furniture group with a display that shows just how reasonably an attractive suite of furniture can be purchased. If your budget is limited, here is what you've been waiting for.

EFFICIENT STAFF
Sears, Roebuck and Company proudly re-opens its Wilmington store with an efficient and experienced staff of men and women who have long service records. These people are well equipped to render the highest type of customer service.

Executives are, managers R. Stewart and asst. mgr. D. L. Davis, both of whom enjoy many years continuous service with the company. Philip Schultz, credit and collection manager, a new addition to the organization, comes to the Wilmington store with a long experience in credit and collection work. The following employees have long records of employment with the company: J. L. Hiatt, furniture; W. Coleman, rugs; O. F. Humnicutt, Stoves; C. J. Cunningham, Coldspots; Fred Farrar, radios; R. K. Klander, L. Teachey, hardware; J. T. Marshburn, paint; H. W. Miller, R. L. Freeman, plumbing; R. Fountain, tires; D. Cromartie, C. Lee, auto accessories; Georgia Brown, housewares; Geo. Gore, catalog orders; A. D. Whitehead, Hazel Baden, Louise Sanford, office; R. C. Bunn, Receiving; E. Lowell, shipping; Willie Samuels, Service; L. D. Blake, refrigerator service; T. C. Tyler, radio service; A. Dodson, advertising; Emma Thompson, Ann White, C. Yopp, Credit; H. Hall, Collections.

LOCAL GIRL
Residents of Southport and vicinity will be pleased to know that Miss Emma Thompson is employed by Sears in the newly created credit department. Miss Thompson, a long time resident of Brunswick county, has a host of friends and is always glad to welcome them in Sears store.

CHILDREN'S COLDS
FOR DIRECT RELIEF from coughing, phlegm, irritation, clogged air passages, misery of colds—rub throat, chest, and back with Vicks VapoRub. Its poultice-and-vapor action brings relief without dosing.

ALSO, FOR HEAD COLD "sniffles" melt a spoonful of VapoRub in hot water. Then have the child breathe in the steaming vapors.

VICKS VAPORUB

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Lindsay Skipper of Rocky Mount spent the week-end with his mother, Mrs. Lila Skipper.

Mr. and Mrs. E. Boushe and M. B. Ward, Jr., visited Mr. and Mrs. C. H. Zibelin Sunday. Herbert Peterson and family and Miss Vivian Fayles of Wilmington spent Sunday afternoon with Mrs. Lila Skipper.

Mr. and Mrs. C. H. Zibelin and Miss Dixie Evans visited Mrs. Kate Evans in Doshier Memorial Hospital Sunday afternoon. Friends will be glad to know Miss Kate is some better.

Mrs. Lanier Furpless of Southport is visiting Miss Dixie Evans. Mr. and Mrs. R. L. Sullivan and little daughter, Elaine, visited Mr. and Mrs. S. B. Frink in Southport Sunday afternoon.

Seaside News

FISHING VISITORS

Seaside (Shallotte) Oct. 2.—Former Mayor Charles Lambert of Charlotte, Sergeant Larry Gaines of Fort Bragg, Joseph Moore and John Crosley, well known citizens of Charlotte, spent the past week at Seaside where they made several unusually large catches of channel bass and sheephead. They also reported a daily bag limit of marsh hens.

GOOD HUNTING
With the season for hunting bear, deer and squirrel opening today, this part of the coast is looking forward to the annual visits of many northern and eastern sportsmen. The prospects for a greatly increased number of these visitors are excellent. It is interesting to note here that Andrew Summersett, well known local huntsman and guide, is reporting that there are a large number of deer and other game in the fields and forests this year. The fact that fires have been well controlled or entirely kept out of Brunswick for several years has apparently contributed greatly to game restocking.

SHORE FISHING
Among the shore fishermen, Andrew H. Parker struck it rich twice last week. Monday he made a huge catch of mullets and this was reported in last week's paper. Friday he duplicated his earlier catch. With the cold weather that made its advent today Mr. Parker and other shore fishermen are anticipating some exceptionally great catches this week.

DONATIONS FOR LOCAL LIBRARY
(Continued from page one)
Rev. E. M. Hall gave some very nice books for boys including several of the ever-popular Tom Swift series.

The books will be placed on the shelves within the next few days and the public is cordially invited to come and use them.

FUNERAL HERE FOR E. H. CRANMER, JR.

(Continued from page 1)
Southport.
The deceased was 37 years of age. He leaves a wife, his father and mother, two sisters, Mrs. Arrington and Mrs. Mintz, a brother Pearce Cranmer, of Raleigh, and another brother, Morris Cranmer, who is with the Judge and Mrs. Cranmer in Panama.

WARREN DOSHER IS BURIED HERE

(Continued from Page 1)
Funeral services were conducted Monday afternoon from Trinity Methodist church, Southport, with Rev. E. M. Hall in charge. He was assisted by Rev. R. L. Jerome, Wilmington.
Interment was made in Northwood cemetery.

SEVEN MEMBERS BRUNSWICK BAR

(Continued from page one)
in the room formerly occupied by Robert W. Davis. Miss Lucy Anderson has a position with Mr. Mintz.

Another recent addition to the Brunswick bar is Attorney E. J. Prevatte. He has his office in the old Bell Telephone office quarters.

The above three new disciples of Blackstone increased the list of Southport practicing attorneys to seven. The four more established members of the bar are C. Ed. Taylor, J. W. Ruark, S. B. Frink and R. E. Sentelle. It is interesting to note that while the town now has seven lawyers actively engaged in practice, there is no law partnership firm.

CARD OF THANKS

From the depths of our heart we thank our friends and neighbors for their kindnesses and expressions of sympathy during our bereavement. May God bless you every one.

The family of Warren Doshier.

DEALER

Ashley Automatic Wood Heaters
LEGGETT'S
SOUTHPORT, N. C.



RIGHT! TO THE PENNY

• You can pay in person, or through the mails—right to the penny—when you have a checking account. No delay waiting for change. None of the hazards of sending coins or currency by mail. A checking account is the safest and most convenient way to handle your personal financial transactions. Why not come in and start an account?

WACCAMAW BANK & TRUST CO.

FAIRMONT WHITEVILLE ROSEHILL
CLARKTON CHADBURN TABOR CITY
NORTH CAROLINA
Member Federal Deposit Insurance Corporation

PILLOWS Reg. 70c 17x21 48c Large, soft, filled with fine quality, deodorized feathers, strong durable ticking.	RAG RUGS 29c Value 10c Sensational quality, large, colorful, limited quantity.	COCOA MATS 79c Value 48c Thick, tough, quality fiber, on sturdy base, sale price for re-opening.	PARING KNIFE Reg. 10c 3c Stainless steel blade, enamel handle with improved finger rest, best quality.
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GRAND-RE-OPENING

CELEBRATION... COMBINED WITH

53 YEARS OLD IN AMERICA... 10 YEARS YOUNG IN WILMINGTON

Sears 10th BIRTHDAY SALE

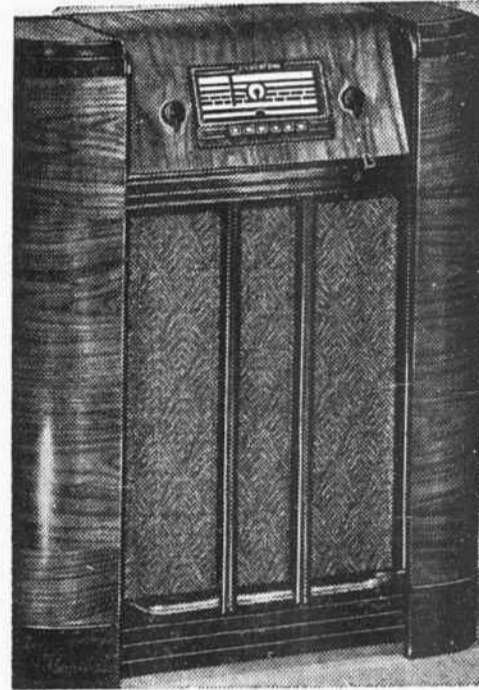
EVERY DEPARTMENT CRAMMED WITH BARGAINS

EASILY A \$70 VALUE

10-Tube Lowboy

CONSOLE

Television Converter Band



\$45

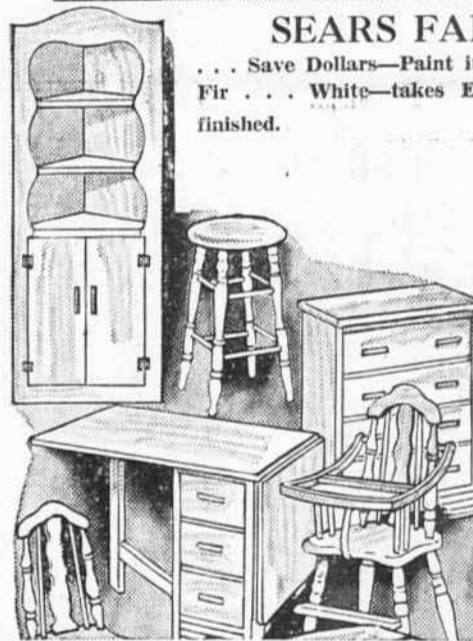
\$5 Down \$5 Monthly

(Plus Small Carrying Charge)

- Handsome Design Lowboy!
- Powerful and Selective!
- New Push Button Tuning!
- Full 5-Band Reception!
- New Radio Development!
- 1940 Model at \$25 Savings!

SEARS FAMOUS "THRIFT-CRAFT"

... Save Dollars—Paint it yourself ... Made of strong, fine quality Douglas Fir ... White—takes Enamel, Paint, Varnish—Beautifully ... Smoothly finished.



- 18x36" CHEST \$3.88
- DRESSER BASE \$5.88
- 26x68 CORNER CABINET \$6.98
- HIGH CHAIR \$2.49
- 54" BED \$8.95
- STUDENTS DESK \$6.88
- DROP LEAF TABLE \$3.48
- GATE LEG TABLE \$4.95

AND MANY OTHER VALUES AT REMARKABLE SAVINGS!

Entire Line Of First Quality

Sale! ALLSTATE TIRES

Buy 1 Tire At Regular Price—Get The Second For—

75% off

GUARANTEED 18 MONTHS.

RIB-TREAD OR NON-SKID

Size	Reg. Price	2nd Tire	You Save
5.25x18	\$12.00	\$3.00	\$9.00
5.25x17	\$11.60	\$2.00	\$8.70
5.50x17	\$13.20	\$3.30	\$9.90
6.00x16	\$14.35	\$3.59	\$10.76
6.50x16	\$17.40	\$4.35	\$13.05

SAFETY TREAD

Size	Reg. Price	2nd Tire	You Save
5.50x17	\$14.65	\$3.60	\$10.99
6.00x16	\$15.95	\$3.99	\$11.96
6.25x16	\$17.95	\$4.49	\$13.46
6.50x16	\$19.35	\$4.84	\$14.51
7.00x16	\$21.95	\$5.49	\$16.46

FIRST SALE OPENING, TUESDAY, OCT. 10

At BROOKS In

WHITEVILLE

Come Early For This Sale, As No Space Will Be Reserved!

ALSO, 1st SALE FRIDAY, OCTOBER 13th
MR. BROOKS and MR. MASON will both be on these sales and each sale until the market closes.

REMEMBER TO COME EARLY AND AVOID THE RUSH!

SEARS, ROEBUCK AND CO.

WILMINGTON, N. C.

Completely New Throughout

—Completely new, beautifully redecorated... new paint, new lights, new partitions... New ease of shopping... for your convenience and pleasure!

9x12 BORDERLESS

Felt Base RUGS

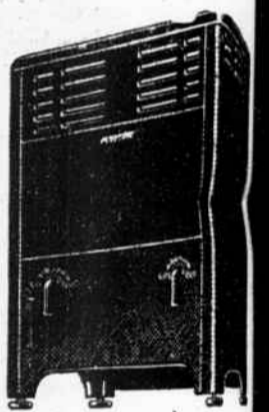
\$3.95 Value

\$2.98

Choice of designs, finest quality, price any where. Gleaming, easy wearing, easy clean, sturdy. Three days only, limited quantity.

2 BURNER

OIL HEATER



4" burners—Heats 1-2 rooms—Portable—Top lift for cooker—Lifetime finish

WORTH \$3.00 MORE

\$2 Down. \$2 Monthly

You'll Be Dollars And More Ahead With Sears' Fine Quality Auto Accessories!

SPECIALLY PRICED

Polishing CLOTH

5c

1 1/2 inch cotton polishing cloth, Reg. 10c, 5c or 10c.

FOG LAMP

\$2.50 Value

\$1.99

Chrome lamp, 6-inch glass, safety lens.

BUY ANY AUTO TIRE

BATTERY... ACCESSORIES

ON EASY PAYMENT PLAN

AUTO HEATER

Worth \$2.50

\$6.45

Electrically operated, with automatic control, easy to install, compact, special.