

Waynesville, N. C.

A DEPARTMENT STORE

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Only Eight More Shopping Days

With only eight more days in which to do your shopping we have carefully devised plans whereby we may serve you quickly and efficiently in all departments of our store. Extra salespersons will be ready to wait on you. We suggest, however, that you do your shopping during the morning hours.

We also suggest that you not wait until next week to do your shopping as by that time stores will be crowded and it is most likely that many choice gifts will have been bought by earlier shoppers.

In the event that you are forced to

READY TODAY BECAUSE WE BEGAN PREPARING FOR CHRISTMAS MONTHS AGO

This sales season was not begun this week. At months ago we conceived the idea of giving to the people of Haywood County a Christmas Selling Event that they would long remember. No expense has been spared to secure merchandise suitable to the needs of our customers. Every effort has been made to get only merchandise that could be sold under our recommendations and at prices that are really

Now until the last minute remember, however, that we shall be ready and will gladly serve you.

Old Man Prosperity

The tobacco market has opened. The first tobacco was sold yesterday. Prices, while perhaps not all we would like, are fair and we hope will improve in present day market.

The fruits of months of preparation for this event will be found when you visit our store to do your Christmas shopping. Every department will convince you that never before has there been such a wide range of items from which to select your gifts.

Months ago when we reached our store we had in mind such events as this and we feel that you too will realize the distinct advantage of a modern store, featuring new modern merchandise.

Meet Santa Himself



See a close-up of Santa Claus himself on Thursday afternoon Dec. 11. He expects to visit our store to some time each afternoon.

We Will Welcome And Serve You

At E. Ray's, Santa is more than just a story. We are a group of folks working together trying to make a living giving you better store. Our success will be determined by your ability to forgive our faults.

As the Christmas season opens up we will have a Merry Christmas and a season of our desire to be of service. You will find us standing in the departments as follows, and we are Merry Christmas.

As mentioned we would like to be better acquainted with you. E. Ray's Sons are grouped by departments as follows:

Free Notebook Covering Gifts You Need

A notebook, similar to that of Santa Claus, is the ideal gift for women, children, and young men. It is a gift that is both practical and beautiful. It is a gift that is both practical and beautiful. It is a gift that is both practical and beautiful.

Our Clerks Will Assist You

Realizing that many people are more or less undecided what to give, different members of their families and friends our clerks have carefully studied the situation and are ready to assist you in every way to make this Christmas shopping time a pleasant one instead of the usual burden.

All of them make a list of their that will not only be suitable, but would be appreciated by the recipient. Our wide range of merchandise will also make your shopping easier. All departments are ready and all of our clerks will assist you in every way possible. We recommend visiting our store often. For your convenience.

Choice Values for Christmas Groceries that Assure Good Food

- Special Ingredients**
- White Raisins**
1 lb. Pkg. 19c
- Seedless Raisins**
3 Pkgs. 25c
- Currants**
15c
- Dates**
15c
- Figs**
Per Pound 23 and 29c
- Cherries**
Per Pound 49c
- Pineapple**
Per Pound 49c
- Citron**
Per Pound 33c
- Orange Peel**
Lemon Peel
Per Pound 33c
- Pecans**
Per Pound 19 and 25c
- English Walnuts**
Per Pound 25c

- Jello**
3 Pkgs. for 19c
- Fine Cranberries**
Per Pound 12 1/2c
- Cranberry Sauce**
No. 1 Tall Can 15c
- Fresh Coconut**
2 for 15c
- Bulk Coconut**
Per Pound 19c
- Powdered Sugar**
3 Pounds for 25c

- Swan's Down Cake Flour**
Package 31c
- Lard**
8 Pound Carton 58c
- Christmas Cake**
2 Pounds 49c
- Celery**
Large Bunches, Finest Grade 10c
- Salad Dressing**
1/2 Pint 8c
Pint 13c
Quart 23c

Fruit Cake 5 Pound \$3.50

- DRESSED**
- Hens and Fryers**
Hens Per Pound 20c
Fryers Per Pound 23c
- Fresh Spare Ribs**
Per Pound 11c
- Steaks**
Native or Western Per Pound 15c

- SLICED**
- Breakfast Bacon**
Per Pound 18c
- Oysters**
Extra standard Pint 28c
Extra selects Pint 33c
- Swift Hams**
Will be offered at a special price in a Christmas wrapper.

LETTER TO SANTA

Clyde N. C. Dec. 11, 1947
Dear Santa Claus:

Please bring me a large marble, popcorn and a pair of shoes to keep my fingers warm in case it is very cold going through the snow and please bring my little brother a lot of things. Don't forget to visit the poor little boy and girl. Bring them a lot of things. Take them more than you think so it will make them happy. But don't forget me Santa.

DEWEY CHAMBERS

From the Methodist Farm

prove they should put money into the hands of many farmers and we hope everyone will realize a good clear profit. The money going into circulation will help everybody.

The CWA money will keep the wolf away from many a door. While we regret the necessity of such a situation we are glad that our many friends are again employed.

The Park to Park Highway, when completed and the Waynesville section will be a southern terminus, with Waynesville at northern. The Park is prepared and anxious to make its annual opening next season. The Park and the highway will bring many people to the section and much incidental employment will be created. Better times seem ahead. Let's be cheerful and let us see a way to spend these times near the City. We are all very glad to see a gift that will make a Merry Christmas for all.

Smart Dresses Received Daily

Ready-to-Wear Department Worth Visiting Any Time

Our resident buyer has been in New York since her visit here late in November, devoting her time to the study of styles and fashions. She has shipped us daily a few choice dresses, also she has forwarded select blouses, shirts and lingerie.

In these new dresses you will find materials—such as "Moosey crepe" wools, so sheer and soft they are like silk. Some are photographed by Hollywood's leading actresses and shown in all the better stores. One model of gold crepe—has the same neck line and sleeves worn by Miss Lanvin at her mid-season opening.

Miss Lanvin being one of the world's outstanding designers. Another group include all the high color—red, bronze, green, blue, wine, and brown—that will be worn during the holidays and early spring. Each dress is new in every detail—Sleeves, waist line, length—and the neck line—which is a decided change. No customer has been disappointed who has seen these dresses.

No gift is more appreciated than lingerie—our line was never more complete. Hand made gowns—gowns with Alencon lace trimmings—Pajamas nicely tailored—or lace trimmed—materials of the softest satin and crepes—colors: Tea rose, light blue and pink. You will be happier—just to have seen "Ray's Lingerie."

C. E. RAY'S SONS

The Best Combination—Price—Quality—Sanitation

Christmas Boxes Paper Strings Seals Cards Etc.	BEAUTIFUL Dorothy Perkins Set \$2.95 Powder—Cream—Rose Lotion Case makes a nice sewing or jewelry box	Coty Set \$1.00 Exquisite Face Powder Perfume	CASHMERE Bouquet Sets 98c - \$1.95	William's Holiday Package—Men's \$1.00 \$1.45 Value	Bath Crystals Bath Powder 39c	Cutex Sets 29c 60c \$1.00	BEAUTIFUL Stationery 25c - 45c 49c - 75c Nice Gifts	Gloves Make Nice Gifts Kid Fabrics Wool Fleece Lined
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Christmas Cards
In a Nice Selection
Reasonably Priced

Christmas Goodies

Candies --- Nuts --- Fruits

Stick Candy, 2 lb. box

Kings Mixed Candies, per lb. 10c

Gum Drops, per lb. 12 1/2c

Chocolate Drops, per lb. 12 1/2c

Orange Slices, per lb. 12 1/2c

Coconut Bonbons, per lb. 19c

Mint Chops, per lb. 19c

French Creams, per lb. 19c

Mixed Nuts, per lb. 19c

Brazil Nuts, per lb. 19c

Almonds, per lb. 25c

English Walnuts, per lb. 25c

Many other candies and nuts will be offered at comparably good prices.

Oranges, grapefruit and tangerines of the highest quality will be sold at the lowest price consistent with their grades.

We Wish You A Merry Christmas