

# Food Store To Have Formal Opening Friday

A New Creation In  
**Uneda Bakers**  
**COOKIES**  
 N. B. C. Social Treats  
 SPECIAL  
 Friday and Saturday  
**19c Package**  
**THE FOOD STORE**  
**C. E. RAY'S SONS**

You Will Always  
 Be Pleased With  
**SELECTO**  
 "The Ham Delicious"



In Selecto Products you will get flavors that are distinctive and appetizing.

SELECTO PRODUCTS are Quality Meats made from corn fed hogs, U. S. Government Inspected and tested. This SELECTO LABEL is your assurance of satisfaction

Meats The Whole Family  
 Enjoys

Congratulations To  
**THE FOOD STORE**



HOME BAKING IS EASY WITH  
**Rumford**  
**29c Baking Powder**  
 Pound  
 PERFECT TWO-TO-ONE LEAVENER  
 Makes Tempting, Tasty Cakes  
 and Delicious Hot Breads

**THE FOOD STORE**

## MODERN MARKET AND GROCERY STORE TO OPEN

Nationally Known Brands Are  
 Featured In New Store.  
 Modern Equipment  
 Installed

The formal opening of The Food Store, Waynesville's newest grocery store, and meat market, will be held Friday, August 10, at 10 o'clock, as announced yesterday by Emmet Ballentine, manager of the grocery department. R. M. Fie, manager of the meat department, will be in charge.

The new store was opened some two weeks ago, but the managers have been busy engaged in developing the new fixtures and building up a new stock. For that reason the formal opening was delayed until this week.

The store is in the building formerly occupied by The Eagle 5-10 & 25c Store. The building has been entirely gone over. New fixtures and equipment, all of the latest and best, were installed in black and white. The result is a long, clean, and attractive and sanitary interior.

The store is equipped with a modern lighting system, and the fixtures are of the latest design. The store is also equipped with a modern refrigeration system, and the fixtures are of the latest design. The store is also equipped with a modern refrigeration system, and the fixtures are of the latest design.

The market also carries a large stock of fresh produce, and the fixtures are of the latest design. The store is also equipped with a modern refrigeration system, and the fixtures are of the latest design.

Some of the leading national brands are featured at The Food Store, many of which are advertised in this issue of The Mountaineer. The management have as their goal, "The best grocery store and market in Western North Carolina." To this end they are working.

The Food Store is associated with C. E. Ray's Sons, but is managed by Mr. Ballentine and Mr. Fie. Those associated with the store at present are: Grocery department, Emmet Ballentine, manager, Edward Potts, and William Ballentine, meat market, R. M. Fie, manager, and Locklyn Hyatt. These men on Friday will give a "rose to each customer calling. They wish you to visit them on that day.

### Mr. Fie Has Been In Meat Business Seven Years

R. M. (Bob) Fie, manager of the meat market of the Food Store, gets such a delight in slicing and packing meats that he seldom finds time for anything else, except to occasionally fish for trout and in the winter time hunt for a few hours.

Mr. Fie, who is known throughout the county as "Bob," started in the market some seven years ago, and has been at it continuously since that date. During the seven years he has held several positions and took a day's rest between jobs.

"Bob" was born near Maggie 30 years ago, and until 1917 worked on a farm. When the United States entered the war, he went to Wilmington, Delaware, and worked in the ship yards. After returning to Haywood he engaged in public works and then entered the market, first with the City Market.

In 1918 he married Miss Hazel Berry. They have two boys, and live near Waynesville. Mr. Fie is a member of the Junior Order and assistant secretary of the First Methodist Sunday School.

He takes an interest in all civic affairs, but most of all he takes pride in his work, which after all is about his only real hobby.

### Milk on Water Lures Fish

Fishing in slow-moving or sluggish water can be stimulated by pouring milk on the surface ahead of the boat. As soon as this spreads and permeates the water the fish wake up and begin biting.—Detroit News.

## FOOD STORE MANAGERS



Emmet Ballentine, manager of the grocery department of the new Food Store, and R. M. Fie, manager of the meat market.

## Mr. Ballentine Started In Grocery Business In 1922

Emmet Ballentine, manager of the grocery department of the new Food Store, is one of the youngest grocery men in the business. He has accounts to a large degree for from every boy to manage large stores in eleven years. Eleven years ago Mr. Ballentine came to Waynesville from near Wife Shoals, S. C., where he secured a large grocery store for the firm of W. Ferguson. After four years he came to work for C. E. Ray's Sons, where he managed the grocery department of the Food Store.

Mr. Ballentine has been a member of the Waynesville Baptist church since he was a child. He is a member of the Baptist church in the K. P. League, and is a member of the Baptist church.

**Don't Like Suffering**  
 The growth of the sentiment against suffering is greater today than in any previous period of human history.

## THE FOOD STORE

Friday  
 A Rose  
 To Each  
 Customer

Good Groceries  
 Good Groceries are essential where good home-grown produce.

Best Values  
 Our aim always is to give our customers the best value obtainable. Trade with us constantly and you will save money. Our prices are right.

Sanitation  
 Sanitation comes first with us. We handle your foods with the same care that we would want to receive in a hospital.

Maintenance  
 No expense has been spared to make The Food Store both attractive and sanitary. It will be kept that way.

Serving You  
 Emmet Ballentine,  
 Bob Fie,  
 Ed Potts,  
 Locklyn Hyatt.

Our Farmers  
 Whenever possible home-grown products will be sold. Our farmers need the merchants' help and we need theirs. Let's work together.

Summer Cottagers  
 We are especially prepared to meet the needs of visitors summering here. As a Waynesville firm it will be a pleasure to help make their stay pleasant.

Friday  
 A Rose  
 To Each  
 Customer

## Foods of Quality

### Among our Groceries

WHITE HOUSE	Apple Sauce	3 For	25c
	Grape Fruit Juice	1/2 Gal. Can	33c
	Pineapple Juice		10c
	Pineapple	No. 2 1/2 Can	19c
LIBBY'S	Tomato Juice	3 For	25c
	Peanut Butter	2 lb. Jar	23c
		1 lb. Jar, 2 for	25c
	Tomatoes	No. 2 CAN 3 For	25c
	Rice	5 Lbs. 25c	Jello 3 For 19c
MOTHERS	Cocoa	2 Lb. Box	19c
	Bulk Vinegar	Per Gal.	25c
RUMS DRY	Ginger Ale	3 For	25c
CALO	Dog Food	3 For	25c
	Scott Tissue	2 For	15c
VELVET	Flour	(Kansas Hard Wheat) 24 lbs.	\$1.15

**FRUIT JARS**  
 Pts. . . 70c; Qts. . . 79c; 1-2 Gal. . . \$1.10

### IN OUR MARKET

Swifts Branded Beef—Round Steak,	per lb.	25c	
"T" Bone Steak, Native,	per lb.	25c	
Beef Roast, per lb.		14c	
Laurel Slice Bacon (Wilson),	per lb.	23c	
Swifts Premium Hams, 8-10 lb. size	per lb.	21c	
Picnic Hams	14c	Stew Beef	8c
Pork Chops	19c	Cheese	19c
Mixed Sausage	9c	Ham-n-aise	19c
Hamburger 12 1-2c		Cottage Cheese	10c

## The Food Store

PHONE 36 MAIN STREET