

Christmas Shopping

C. E. RAY'S SONS

Your Department Store

Waynesville, N. C.

C. E. Ray's Sons Store Termed The "Christmas Store"

Last minute preparations are being made for the biggest Christmas season in five years at C. E. Ray's Sons. The extra large stocks of holiday goods have been unpacked and placed on the counters for the customers. Additional salespeople have been employed, and everything has been arranged for quick efficient service to the customers. Here is your "Shopping Guide," use it.

Months of planning have been spent on preparing for the season, and indications are that it will exceed all expectations. Better values are offered than ever before. Something that is unique and different this season will be the installation of the public speaking system in the store, with loudspeakers on the street. Once each morning and afternoon music will be broadcast over the system and suggestions given to shoppers.

Santa Claus will be on hand just before Christmas to personally greet the youngsters in the toy department, which is larger this year than ever before.

Enthusiasm has been exhibited in decorating the store in a most appropriate manner. Every nook and corner has been utilized in portraying the spirit of Christmas—open fireplaces—paper bells, streamers, tinsel, banners, panel boards, and window decorations are all of the latest design and display. You have only to go inside to know it's Christmas.

The management of C. E. Ray's Sons have gone to every measure to make it really "The Christmas Store." On every side, you see "sensible wearables" gifts. Some of these have been listed on the following page for your convenience.

Better Than Ever

Every store develops a personality and a reputation. Every store that grows over a period of years is a testimonial of service to the community. Such a store is usually found to have definite objectives, and to be absolutely honest in its dealings with the community. Serving as it should, it becomes a community institution.

C. E. Ray's Sons feels its responsibilities keenly. Its objective always has been to give the community substantial merchandise at the very lowest prices possible. Always the Store has tried to be as modern as possible; both in equipment and in merchandise carried. It has tried to serve homefolks first, and at the same time, to provide facilities needed by summer visitors. The latter is important in order that they may enjoy and prolong their stay among us.

Today we believe that we have a better store; better merchandise; and a better salesforce than ever before. We promise you for Christmas and for 1935, better service, merchandise and values than ever before. During recent months extremely keen competition has developed in the field of low priced goods. As a result of this condition, there is a tendency for sub-standard, imperfect, and inferior merchandise to be offered. C. E. Ray's Sons has no intention of offering you such low buys as these goods turn out to be. We have no desire to sell you trash. In business 40 years ago, we expect to be in business in Waynesville 40 years hence. Remember its thrifty to buy good merchandise.

MERRY CHRISTMAS TO YOU

C. E. Ray, Sr. takes this opportunity to wish all of his friends a Merry Christmas and to thank them for their trade, not for only this year, but during all of the years, in which he has been in business. He extends to you his best wishes for the Christmas season and for the

Like Women Men Always Prefer

Daniel Green Slippers



Even jolly old St. Nicholas wears them. We'll help you choose the right pair from our splendid assortment.

Letter From Santa

This week C. E. Ray's Sons received the following letter from Santa Claus:

North Pole
December 12, 1934.

C. E. Ray's Sons,
Waynesville, N. C.

Gentlemen:—
Your invitation to visit your store on Wednesday, December 19th, received. I find that I can spend part of each day with you from that date

year to come. He expects to be on hand in the store every day to greet you.

The Ray Brothers join in this greeting, and together with all of the salesfolks, thank you for your business. They bid you welcome always, but invite you particularly to trade at the store during the Christmas Season because of the splendid values they are able to offer. Again we say, Merry Christmas to you. And a Happy, Happy and Prosperous New Year.

until Christmas. Notify the boys and girls.

I have checked over my records and found that you have already received the big shipment of toys and gifts that I sent you two weeks ago.

By the way, this year I'm bringing a broadcasting outfit with me and will give your customers plenty of music as well as some personal talks.

I'm anxious to get to Waynesville and see the letters that the children are writing to me. Tell them to bring them to me at your store.

I've finished my work here and will be with you on Wednesday, December 19th. Until then, good luck.
SANTA CLAUS.

P. S.—Let's have the biggest Christmas ever enjoyed. As a tip—C. E. Ray's Sons is the place to shop. The variety is greater. Prices are better.

MEN ARE AGAIN JEWELRY MINDED

This Christmas younger men will expect accessory jewelry—at least that is what repeated calls indicate, and in

In Ready-To-Wear Its What's Becoming That Counts

A statement that has long been misused by all stores is the "Ready-to-Wear Department." Of course that is perfect English, but things like overalls and work shirts are ready-to-wear so to speak, but would not always be becoming to the customer.

Miss Francis Ray, manager of the "Becoming Women" department of C. E. Ray's Sons believes that selling dresses, coats, hats, and even under-

keeping with these calls, C. E. Ray's Sons have put in two of the leading lines of the country—Hickok and Swank.

In both lines initialed belt buckles, tie clasps, are carried. In addition there are toilet sets in leather cases, purses and kindred items. This stock supplies a long felt want in Waynesville. It is the special pride of Joe Howell.

At the time of the year Miss Ray goes to New York to personally go with Miss Nancy Jane Ruffin, who is the new York department buyer for C. E. Ray's Sons and select garments that she knows will become the people of Waynesville and community.

Miss Ray and her assistant, Mrs. Jessie Jolly, are constantly reading and studying the latest fashions, styles and shades of all stock that goes into their department.

Their department, by the way, has the record now of "enjoying a nice business—in fact an increase by a large percentage."

It is Miss Ray's desire to make her department compare favorably with any shop in Asheville, and according to reports of manufacturers of higher quality merchandise which handled in the department, this has been accomplished.

"In my department I live up to the motto I adopted some years ago: 'High Quality, Low In Price and High in Style'."

For Meats---Fish---Oysters Place Your Dependence in Ray's Markets



Fruit Cake Ingredients Per Pound
CITRUS 27c
ORANGE PEEL 27c
LEMON 27c
PINEAPPLE 35c
CHERRIES 49c

Swift's Premium Hams In Holiday Cartons Make Excellent Gifts

Minced Meat For Your Pies Should Be Bought At Our Market

SEE US FOR TURKEYS

See us also for nuts, flour and other necessities.

Candies---Nuts---Fruits

King's Mixed Candies—per lb. . 10c

Little Jumbo Chocolates—per lb. 10c

CAHUTTA CHOCOLATES ASSORTED JELLIES Per Lb. 12½c

ORANGE SLICES PRIDE CREAMS MINT CHOPS AUTO BON BONS Per Lb. 17½c

Vetren Stick Candy—2 lb. box . 23c

Nuts Per Pound BRAZIL 19c MIXED 19c ALMONDS 27c PECANS 25c ENGLISH WALNUTS 22c

Shelled Nuts Per Lb. BLACK WALNUTS 35c ENGLISH WALNUTS 69c PECANS 59c ALMONDS 49c

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

Fruits and fresh vegetables will be sold at the lowest prices consistent with their quality.

THANK YOU FOR YOUR BUSINESS

Among Our Fancy Groceries

Cranberry Sauce Small Can 10c Large Can 17c

Pumpkin—No. 2 1-2 Can 10c

Sweet Potatoes—No. 2 1-2 Can . 10c

Libby's Pineapple No. 1 Flat Can 10c No. 2 Tall Can 17c

LIBBY'S Fruit For Salad No. 1 Tall Can 17c No. 2½ Can 29c

Libby's Asparagus Picnic Size 15c No. 1 Square Can 29c

Libby's Spinach No. 2 Can 15c No. 2½ Can 19c

Phillip's Tomato Soup 5c Vegetable Soup 5c

Heinz Plum and Fig Pudding 15 ounces 32c

Sauers Extracts,—Small Size ... 9c

Baking Chocolate Rockwood's ½ lb. 12½c Hershey's ½ lb. 15c

Ovaltine Small Size 35c Large Size 65c

Fresh Fruits and Vegetables

Oranges—per peck 39c

Tangerines—per doz. 10c

Grapes—per lb. 10c

Bananas—5 lbs. for 25c

Celery 10c

Lettuce—2 for 15c

Grape Fruit—10 for 29c

Staple Groceries

Sunbeam Flour—24 lbs. 92c

Silvertone Flour 24 Pounds \$1.00 48 Pounds \$1.97

SUGAR 10 Pounds 50c 25 Pounds \$1.25

SALT—Per 100 lbs. \$1.10

GREAT NORTHERN BEANS 4 Lbs. For 25c

MICHIGAN PEA BEANS 3 Lbs. For 25c

YELLOW EYE BEANS P BABY LIMA BEANS

PINTO BEANS OCTOBER BEANS Per Lb. 10c

BUTTER BEANS

Loose Grits—per lb. 3c

Quaker Oatmeal—Large Size .. 22c

SANTO COFFEE

19c Per Lb.



31c Lb.

J. F. G. Special

COFFEE

31c

Per Lb.

C. E. Ray's Sons — The Food Store