

Penney's In 12th Year In This City

J. C. Penney Company Operates 1,567 Stores In All Parts Of Country

Store number 989 in North Wilkesboro was opened in August, 1928. Since that time the Penney company has grown to 1,567 stores. True, the J. C. Penney store of 1902 was but a small "general store" but, the founder, James Cash Penney, laid down certain rules of dealing with customers that have been followed rigorously ever since. Mr. Penney's first year's volume of business was probably smaller than any dry goods store in North Wilkesboro and only worked one man in the 1902 Krommer, Wyo., store. Today the Penney company employs over 30,000 salespeople. This year the Penney company will add two stores to its now 26 in North Carolina. The company has grown continually since its beginning.

Manager's Statement
"In the 43 states there are today 1,567 J. C. Penney Company stores—each one run by the most efficient methods of modern business management. By this economical operation the manager of every J. C. Penney Company store passes on to you, undiminished, the savings that we earn by our immense buying power. In addition, each store is stocked strictly to meet local needs, as the result of the intensive study which each manager gives to his community. Moreover, the stocks in each store are kept strictly up-to-date by an almost continuous supply of new, fresh merchandise from recognized sources of production. Thus you are always able to get what you want, when you want it, if you trade with us. We buy and sell only standard, soundly made goods. We do not handle bankrupt stocks, imperfect goods or "seconds". Therefore, we have no pretext for "reducing prices." On the arrival of new goods we do not "mark up" prices unduly so as to provide a margin for "mark down" prices later on. Instead, when merchandise is received at our store the lowest possible price consistent with its market value is placed on it. You get the advantage of this low price every day, not alone on special occasions. Fair, isn't it? And not only fair but most convenient. No need to brave stormy weather or to suffer inconven-



J. W. Steele, who joined the business life of North Wilkesboro this year, is owner and manager of Western Auto Associate Store, which is located in Hotel Wilkes building on Main street.

Western Auto Store Popular

J. W. Steele Comparatively New Citizen Here But Likes This City

J. W. Steele, a young Guilford county man, came to North Wilkesboro about two months ago and purchased the stock of the Western Auto Associate store located in Hotel Wilkes building on Main street next to Duke Power company.

Although he has been here comparatively a short time, Mr. Steele has formed a deep liking for North Wilkesboro. He finds the people genial, pleasant and friendly and the climate and scenery in this section of the state are conducive to good health and contentment.

The Western Auto Associate Store is owned by Mr. Steele, who is making his home here, but his connection with a nation-wide organization of Western Auto Associate stores gives him the advantage of mass buying from mass production industries. This means lower prices.

The store not only carries a big line of automobile accessories but many household appliances and items for home use will be found there at all times at low prices and on easy term payments if desired.

Mr. Steele is glad to be a citizen of North Wilkesboro and hopes to do his part toward the continued progress of this metropolis of northwestern North Carolina which has a most enviable record of steady and continuous growth over half a century.

Intense or hardship in order to enjoy "A Special Price for Today" or "For This Week Only." Shop tomorrow or next week—the same values, the same service await you then as now.

A low price is not necessarily a good value—often it is an apology for inferiority. How well will the merchandise serve its purpose, not how cheaply can we sell it, is the rule by which all our goods are bought. The best proof of this is the enormous growth of our business. Prices are transient—quality endures, surviving longer after price is forgotten. That's why millions do practically all their shopping at J. C. Penney's. Our efficient store operations and the intelligent use of our immense buying power, may have attracted in the beginning, but it was demonstrated quality that convinced. It will pay you, too, to shop where low prices always include good value.

"Getting credit" is the same as borrowing money. You have to pay for both. Therefore, if we gave you "credit" (that is, loaned you money to buy with) we would have to charge you for the service and the extra bookkeeping involved. This charge would have to be tacked on the prices that you pay for our merchandise. Instead, you pay cash and save money. Moreover, when a "credit" customer turns out to be a "slow payer," or a "non-payer," the money lost must be added to the store's expense, which in turn is reflected in the charge made against the cash-paying customers. At a J. C. Penney store every customer pays as he goes, and the "cash customer" is not penalized for the shortcomings of the "credit customer." Shop where savings and fair treatment are assured.

FOURTH OF JULY: THE AMERICAN IDEA. A timely patriotic poem by Edgar Lee Masters, distinguished American poet, illustrated with a reproduction in full color of a famous historical painting of the Adoption of the Declaration of Independence. Don't miss it in The American Weekly Magazine with next Sunday's Washington Times-Herald, now on sale.



Paul Billings, a member of the firm of Motor Service Sales company, which sells Chrysler and Plymouth cars and G. M. C. trucks. A modern repair and service department is also maintained.

Motor Service Well Known Firm

Has Dealership Here For Chrysler and Plymouth Cars, G. M. C. Trucks

Motor Service Sales company, which has dealership here for Chrysler and Plymouth cars and General Motors trucks, has been successfully operating in North Wilkesboro for several years.

The location of the company's business is on Ninth street near the corner of Ninth and D streets in a spacious building which adequately houses all departments of the business.

New model cars and trucks are on display at all times and any member of the personnel of the company will be glad to give a demonstration. Some very good bargains in used cars are also on hand at the present time.

A modern repair and service department is maintained at all times with well experienced mechanics to take care of almost any kind of job in automotive repair work. A service station is operated in connection with the business, providing one-stop service.

Hackney Specials

In the rush of getting out this special edition, a few items of copy were inadvertently left out of the advertisement of Hackney's Dept. Store, and should have appeared as follows: "Ladies' full fashioned silk hose, two and three thread, in 'Bettersilk' brand at 69c and 79c pair; ladies' summer hats in white and pastel colors at 97c; ladies' slacks in assorted colors, with zipper pockets, 97c; children's slacks, assorted colors, at 59c; Anvil brand work shirts and pants to match, hard to beat in value, only \$2.49 per suit; John Bee dress hats for men, \$2.00; other hats 97c. Lady Patricia ankle-fitting cashmere insole shoes at \$2.00 pair."

City's Fiftieth Anniversary Celebration Begins Sunday

(Continued From Page One)

as a prominent leader in religious work throughout the south, will be the speaker for the services. It is expected that many rural church congregations and visitors from comparatively distant points will join with the people of this city in attending the open-air service. Mass singing will begin at seven o'clock and Dr. Turner will speak at 7:45.

On Monday, July 1, the activities will begin at 6:30 p. m. by a demonstration by the North Wilkesboro fire department. At seven o'clock will be a band concert. "On Wings Of Time" will be shown for the first time at the fairgrounds at eight o'clock. The pageant will be replete with action, dazzling scenery, appropriate costumes and music. It will be under the direction of Keith Gingles, dramatic director, and Miss Rowland, technical director, of John B. Rogers Producing company, of Fostoria, Ohio.

At 6:15 p. m. on Tuesday, July 2, will be another demonstration by the North Wilkesboro fire department. At 6:30 a parade will form on the corner of Tenth and D streets and the historical parade will be carried out at 7:30. "On Wings of Time" will be staged for the second performance of the celebration at eight o'clock on the fairgrounds.

On Wednesday evening at 6:30 the pet and novelty parade, which promises to be very interesting, will form on the corner of Tenth and D streets. "On Wings of Time" will be staged at the fairgrounds at eight p. m. and the "Queen's Ball" will be at Hotel Wilkes, beginning at 9:30. A full day's program is mapped

Liberty Theatre Is Well Equipped

Features Paramount and Metro-Goldwyn Pictures, and Stage Shows

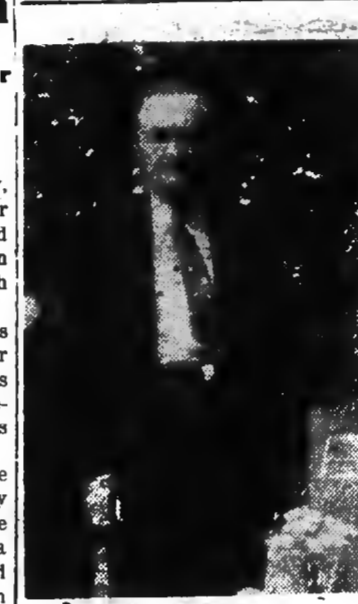
Liberty Theatre is one of the best equipped theatres in this section of North Carolina.

It has the famous Western Electric sound system, most modern type screen, new upholstered seats and a beautifully finished and well decorated interior.

The Liberty features Metro-Goldwyn-Mayer and Paramount pictures, which need no introduction; and is widely known for early showings of the latest hits.

Ivan D. Anderson, who came to this city a few years ago, has rapidly taken a place among the city's public spirited citizenship, and is always ready to lend his support toward movements which he believes will further the progress of North Wilkesboro and Wilkes county. Genial and courteous at all times, Mr. Anderson has made many friends in this section of North Carolina.

Wholesaler



Carl A. Lowe head of the firm of Carl A. Lowe and Sons, pays out large sums annually for produce and few fur buyers in the nation exceed his firm in volume of business yearly.

Carl A. Lowe Is Buyer Produce

Also Wholesale Dealer And Is One Of Largest Buyers Of Furs In Nation

The reputation of the firm of Carl A. Lowe and Sons is not confined to any local boundaries. In addition to being a wholesaler grocery, fertilizer dealer and buyer of produce, Mr. Lowe and associates are known throughout the country as being one of the leading fur dealers in the nation.

Each year the firm pays out enormous sums of money in the purchase of furs to people in all parts of the country and locally pays out large sums to people of Wilkes and adjoining counties for poultry and produce. The operation of his business has provided a big source of income to many people in northwestern North Carolina.

Mr. Lowe's reputation for square dealing and integrity of

out for Thursday, July 4. At 9:30 a. m. a motorcade of visitors will be formed here to tour the Blue Ridge Parkway. Simultaneously, a county-wide gospel singing convention will be in progress at the courthouse in Wilkesboro.

At two o'clock the North Wilkesboro fire department will carry out a fire drill.

At 2:30 a mammoth parade will form at the intersection of Tenth and D streets. At four o'clock Governor Clyde R. Hoey will speak at the fairgrounds.

A band concert will be held at the fairgrounds, beginning at seven o'clock, and the last showing of the historical pageant will begin at eight. A fourth of July dance at the armory, beginning at 9:30, will be the closing number on the celebration's program.

Large crowds are expected for every event of the celebration, which will also be a home coming for former residents of North Wilkesboro and Wilkes county. Every detail possible is being arranged for, looking toward the entertainment of a record crowd in North Wilkesboro throughout the event.

The celebration is being sponsored by North Wilkesboro's Commerce Bureau, Inc., a central organization of business and professional interests in North Wilkesboro.

Much interest has been taken by numerous citizens and groups in plans and arrangements for the elaborate event and now North Wilkesboro is all ready to celebrate.

Theatre Manager



Ivan D. Anderson is the popular manager of Liberty Theatre, which features Paramount and Metro-Goldwyn-Mayer pictures. The Liberty is modernly equipped and is one of the best known theatres in this section of North Carolina.

Much Interest In Guessing Contest

Much interest was taken by the people in the guessing contest conducted Friday and Saturday by the new Wilkes Tire Store located on Tenth street in the Phillips building. The contest was centered around the weight of a huge Goodyear tire which was displayed for the two days in front of the tire store.

Mr. R. N. Vannoy, of Purllear, won first prize with an exact guess of 436 pounds, (this being the actual weight of the tire), and Mr. Franklin Faw, of North Wilkesboro Route 1, won second prize, his guess being 485 pounds. First prize was \$7.50 credit and second was \$5.00 credit, these being good for anything carried by the tire store.

USE A Want Ad FOR QUICK ACTION

FOR SALE

FOUR FRESH COWS with first calf. C. A. Canter or see W. K. Sturdivant. 1t-pd.

FOR SALE: If you need hose see your Real Silk representative. I can now sell as many Nylon hose as you want. Mrs. John Johns, Box 452. 1t-pd.

FOR SALE OR TRADE: Deposit on new Ford, any type, for good milk cow or horse. G. G. Foster at Gaddy Motor Co. 7-1-2t

FOR SALE: Five-room house, running water, with 240 feet front on highway 18, 1 1-2 miles north of city. Buell Shepherd. 7-8-4t-pd

TOMATO PLANTS FOR SALE: Best varieties, stocky plants, Golden Ponderosa, Woods Improved Ponderosa, Purplish pink, few seeds. Also large Brimmer tomato, 5c per dozen. Albert Parks, 1215 Hinshaw Street, North Wilkesboro. 1t-pd

FOR RENT

FIVE LARGE ROOMS with bath. For information phone 295-W or see C. B. Grayson. 1t-pd

TWO NICELY furnished bedrooms, gentlemen preferred; also one good, concrete garage for rent. 733 Kensington Avenue, Phone 228. 6-13-tf

WANTED

WANTED: To do your radio repair work on all makes and models. Expert repairmen. Satisfaction guaranteed. — Day Electric Co., Phone 328. 8-10-tf

SPECIAL: Ice boxes, ice refrigerators and electric refrigerators traded in on new Frigidaires; as low as \$2. Henderson Electric company. 6-13-tf

HEADQUARTERS for Poultry and Stock Remedies—Walco tablets and other known products, at low prices. Red Cross Pharmacy, "Your Service Drug Store," 10th Street. 4-18-tf

USUAL BARGAINS in good used cars and trucks, several makes and models. Wilkes Motor company, two miles west on Boone Trail. 10-2-tf

MISCELLANEOUS

YOUNG MAN, age 26, wants job, experienced truck driver; will work at anything, best of references. Address B, care Journal-Patriot. 1t-pd.

Sells Ice, Coal



F. P. Blair, Jr., is head of North Wilkesboro Ice and Fuel company and is one of North Wilkesboro's young and progressive business men. His firm offers valuable services in winter and summer—ice for summer and coal for winter.

North Wilkesboro Ice And Fuel Co.

Operating By F. P. Blair, Jr., Prominent Young Business Man Here

The North Wilkesboro Ice and Fuel company is one of those firms equal to the occasion—they will furnish you with ice to give you comfort in the summer time and in the winter sell you coal to keep you warm.

The firm has been in business for many years in North Wilkesboro and is glad to have had the privilege of serving the people of

Shop Manager



Dick Thompson is manager of Tenth Street Barber Shop, a very popular establishment here and one with many loyal customers.

North Wilkesboro and surrounding communities over such a long period of time.

The reliability of the firm is ready well known throughout Wilkes county and a high type of service is rendered at all times.

The firm now has several styles and sizes of ice refrigerators at attractively low prices. The refrigerators are so constructed as to furnish adequate refrigeration and food protection.

F. P. Blair, Jr., is manager of North Wilkesboro Ice and Fuel company and is one of North Wilkesboro's best known young business men. He is active in civic and social life of the city and is glad to be a native citizen of what he terms the most progressive little city in this entire section of the country.

Reading the ads. get you more for less money Try it

EDDIE'S BACK



When your favorite gangster goes gunning for culture... it's all over but the shooting! Not since "A Slight Case of Murder" has there been such hysterical homicide, such mad mirth!

EDW. G. ROBINSON

Brother Orchid

It's a slight case of merger!

ANN SOTHERN HUMPHREY BOGART DONALD CRISP RALPH BELLAMY ALLEN JENKINS

MONDAY — TUESDAY

HOT FROM THE TROPICS! JAMES CAGNEY ANN SHERIDAN PAT O'BRIEN

"TORRID ZONE" TODAY — FRIDAY

"Your Entertainment Center" DRPHEUM

PROPERTY OWNERS!

Special THIS WEEK ONLY SWP HOUSE PAINT

IN 5 GALLON PAILS \$2.69 Per Gallon

HERE'S YOUR CHANCE to use the best house paint at a cost no more than you have to pay for ordinary paint. Order...

SHERWIN-WILLIAMS SWP HOUSE PAINT (World's Leading Brand)

And here's your chance to make FIVE SAVING, if you place your order this week... (1) you save on cost per gallon, (2) you save on labor—SWP brushes easier, (3) you save on paint—SWP goes farther, (4) you save on repairs—SWP protects better, (5) you save on repainting—SWP lasts longer.

Use SWP on your home this Spring and find out for yourself why Sherwin-Williams SWP House Paint is preferred by more people than any other brand!

ORDER NOW! Even if you do not plan to paint for several weeks!

You just can't beat Sherwin-Williams SWP House Paint for good looks that last!

Carlton's Hardware Call 109 For Paint and Painter

SHERWIN-WILLIAMS PAINTS