

Growth Of Carl W. Steele's Jewelry Business Here Rapid

Had \$9.75 In Borrowed Money When He Opened Business Here In 1930

From a watchmaker's bench to a modern jewelry store with a personnel of six people and a large stock of jewelry in ten years is going some, but that is the record of Carl W. Steele.

Mr. Steele, who was born and reared on a farm in Surry county, was an employe of a jewelry firm in Elkin in 1930 when he decided to go into business for himself.

Knowing that North Wilkesboro was a rapidly growing town, he selected this city as a place to enter the jewelry business and consequently opened up here on April 10, 1930.

He rented a small space in what was then the Wilkes Drug company on the corner of B and Ninth streets where Brame Drug company is now and put in a watchmaker's bench. When he got in the bench with its meagre equipment he had only \$9.75 in money left and it was borrowed.

With \$9.75 of borrowed money to live on he naturally didn't know just how long he would stay here and when he would get his first dollar. That afternoon about five o'clock he got his first watch repair job and that was the beginning of his business.

Only a few months passed until his business had grown to where space was not only necessary but essential and he leased quarters next door to Tomlinson's Department store on B street. Four years ago he moved into larger quarters on B street.

In addition to Mr. and Mrs. Steele, there are four employes of Carl W. Steele at present, making a total personnel of six, and they operate one of the most modern, up-to-date and well stocked jewelry stores and repair shops in northwestern North Carolina.

Is Progressive



Beginning with a watchmaker's bench ten years ago, Carl W. Steele has one of northwestern North Carolina's most modern jewelry establishments.

Mr. Steele is a progressive business man and his progressive spirit extends beyond the sphere of his own establishment. He has actively supported every progressive, cooperative movement among the business interests of the city and has highest regards for North Wilkesboro, where he started with nothing but a willingness to work only ten years ago.

IS PECULIAR

Master—"Can you tell me the name of an animal peculiar to Australia?"

Boy—"The rhinoceros, sir."

Master—"Wrong. That's not found in Australia."

Boy—"Well, sir, that's exactly why it would be peculiar."

Lumber Business Provides Income

Presley E. Brown Distributes Large Volume Yearly For Native Products

Presley E. Brown (better known as "Sheriff Brown"), in one of the native Wilkes citizens who has made good and by his efforts has aided greatly in the progress of North Wilkesboro and Wilkes county.

He is a lumber manufacturer and operates a large lumber factory in North Wilkesboro.

Thousands of dollars are paid annually for lumber, providing a substantial income to many people of Wilkes county in addition to the payroll income at his factory.

All his life Mr. Brown has been an active participant in the political and commercial growth of his native county. In public life he is widely known in political circles. He was sheriff of Wilkes county from 1906 to 1914 and from 1925 to 1929 represented Wilkes in the state legislature.

In church affiliation he is a Methodist, being an active member of the Wilkesboro Methodist church. He is also a member of the Masonic lodge.

Although he has many interests, Mr. Brown derives much satisfaction out of the successful operation of his lumber business because he knows that upon the lumber business depends the livelihood of many families in the Wilkesboro and throughout the county, even into the thickly wooded hills of the Blue Ridge country.

When he set up his lumber plant here it was primarily for the manufacture of trim and other finishing materials. Precision-type machines were installed because the products had to be right. Later when the business was expanded to include manufacture of building materials the high degree of precision resulted

Makes Lumber



Presley E. (Sheriff) Brown, who owns and operates a large lumber plant in North Wilkesboro, distributing yearly a large sum of money for lumber and labor in the manufacture of finished products.

in a superior product. Bee supplies are also manufactured in large quantities.

There are few people in this part of North Carolina who do not know "Sheriff" Brown and who do not know something about his long and interesting career, not only in political activities, but in the progress of industry.

Making Log Cabins Endure

With vacation time approaching, building a log cabin is often included in ones plans. Log cabins in these days are built mostly for summer homes and recreation purposes although in wooded sections of the country the building of log cabins for year-long homes has not entirely ceased. Few people care to put up a cabin that will begin to rot in a short time, but many are built in such a way that early decay is almost certain, says the U. S. Forest Products Laboratory, Madison, Wis.

Of first importance is the foundation. The easy thing to do, and too frequently the thing that is done, is to lay the bottom log directly on the ground. Placing wood in direct contact with the ground is one of the surest ways to hasten its decay. The soil moisture has direct access to the wood and keeps it damp, making conditions very favorable for the growth of the fungi that cause decay. Logs of some species, such as cedar, are very decay resistant and their heartwood will last a long time even under unfavorable conditions. Since the decay resistance is only in the heartwood longest life can be expected from logs containing the least sapwood. Aspen, is one of many species that have little resistance to decay either in the heartwood or sapwood.

Good practice requires that the bottom logs or sills be kept a foot or two above the ground on foundations that will keep the wood dry. Stone or concrete is excellent. Good ventilation beneath the floor is important because it keeps the soil and the wood dry. Foundation posts or piers allow good ventilation unless the spaces between them are filled solid. In putting up the walls and framing the window and door openings care should be taken to avoid forming crevices where water can accumulate and soak into the wood. Storm water does little harm to the building if it can run away quickly.

Peeling the logs as soon as they are cut avoids the attack of bark beetles and most other insects, but there are a few insects that will attack peeled logs, especially hardwood logs, after they become dry. Light coatings of coal-tar, creosote applied to all surfaces before the logs are built into the cabin are more effective than other kinds of coatings, but they cannot be counted on to protect the wood very long under conditions that favor decay.

Questions Answered By State College

Question: What is the best ration for a fresh cow?

Answer: The feed for the first few days after freshening should be very limited with the first day's grain feed being restricted to bran mash. A mixture of wheat bran and ground oats, equal parts, should then be fed for the next four days. On or about the fifth day after freshening the cow may be started on the regular milking ration and gradually brought to full feed over a period of three weeks. A reasonable amount of legume hay and a small amount of silage may be fed at all times during the freshening period.

Reading the ads, gets you more for less money. Try it.

"Pete" Says City Has Good Future

Pete Antonakos, who came to America from Greece in the early years of his youth and has become a most patriotic citizen of this great democracy, is proprietor of The Little Grill, one of North Wilkesboro's best known cafes.

Pete was first in business in Georgia and in 1911 entered the confectionery business in High Point. He built up a lucrative volume of business in that line but later decided to enter the restaurant business and put his talents for preparing and selling food to more general use.

In High Point he operated one of the finest restaurants and had a big trade but the depression of the early 30's hurt him financially as it did many other successful business men.

Four years ago he decided to enter into business in a smaller city with a bright future and he selected North Wilkesboro. He had passed through this city going to and from Boone, where one of his sons was a professor in college and another was a student. On his visits here he was favorably impressed with the town and its people.

After almost four years here, Mr. Antonakos likes North Wilkesboro immensely. Asked what he thought of North Wilkesboro, he said: "I think a whole lot. North Wilkesboro is more progressive and has a brighter future than any other place in the state."

The Little Grill has become a very popular eating place, whether it be for only a soft drink or a square meal with all accessories.

Pete had rather talk to you about his family than almost anything else and he has every right to think a lot of his five sons and two daughters. Of the seven, five hold college degrees, one had two years of college training and the other three. All are useful citizens, gainfully employed in highly responsible positions.

Greater North Wilkesboro, N. C.

50th ANNIVERSARY CELEBRATION JUNE 30 - JULY 4

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Greater North Wilkesboro, N. C.

50th ANNIVERSARY CELEBRATION JUNE 30 - JULY 4

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North Wilkesboro is planning a big home-coming Celebration, and here's our invitation to the public to come and be a part of it. We are grateful for the generous support given our firm during the years we have been in business here, and gladly join in celebrating the 50th Anniversary of our fine record of progress as a city and county. We have accomplished a great deal . . . we will accomplish more in the years to come, for we are a determined people, and will co-operate for a still greater North Wilkesboro and Wilkes county.

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Greater North Wilkesboro, N. C.

50th ANNIVERSARY CELEBRATION JUNE 30 - JULY 4

WELCOME!

— TO —



Ready For Service

We invite you to visit our city and join with us in celebrating our 50th Anniversary as a group of peace-loving, cooperative people. We are indeed proud to be numbered among such a progressive-spirited citizenship, and pledge our best efforts toward a continued growth and expansion of our activities.

The owner of this market enjoys the unique distinction of having had 50 YEARS EXPERIENCE IN THE MEAT BUSINESS, dating back to the origin of our city. The present manager has had 20 years' experience, giving to the public the benefit of their knowledge of the business in all its phases. We want to serve YOU.

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