

Head Belk's Store



W. G. Gabriel, manager of Belk's Department store, is a very capable business executive but no less known is his splendid record as one of North Wilkesboro's most progressive citizens.

Belk's Store Here Has Rapid Growth

W. G. Gabriel, Manager, is One of This City's Best Known Citizens

Belk's, who advertise as the south's leading distributor of retail merchandise, has general executive offices in Charlotte and in North Wilkesboro has a store which would be a credit to a city much larger in population.

The spacious store is one of the largest mercantile establishments in western North Carolina and is modern in every respect. It has three spacious floors and a mezzanine, which are always stocked

Widely Known



A. A. (Dick) Cashion, with a long career as service station owner and operator in North Wilkesboro, has made the acquaintance and gained the friendship of many people, not only of those in Wilkes and adjoining counties, but numerous people from a distance who use highways through this city.

with the latest merchandise direct from the manufacturers.

W. G. Gabriel, a native of Lincoln but now one of North Wilkesboro's leading boosters and progressive citizens, is manager of Belk's here. His mercantile experience totals 16 years, during which time he has acquired a wide knowledge of the needs and desires of all types of customers in the mercantile field.

Those who have been visiting Belk's store here since it was established are familiar with the fact that it has more than trebled in size under Mr. Gabriel's management and the populace of North Wilkesboro know something of what Mr. Gabriel has meant to the city in lines of endeavor other than business.

He has aligned himself with several organizations which have as their aim to promote the progress and welfare of the city and county and to make this a better community in which to live and carry on business. He has been very active in church work, being a member of the North Wilkesboro Methodist church, for several years led the Wilkes County Evangelistic Club, is a past commander of the Wilkes post of the American Legion (he served in the Marine corps during the World War), is executive head of the Merchants' Bureau of North Wilkesboro's Commerce Bureau, and can be found doing his part with every progressive movement.

His ability as a mercantile executive is reflected by the progress of the business of which he is manager and his place as a citizen is attested by the esteem in which he is held by so many friends and acquaintances.

Goodman Predicts Biggest Farm Week

Present indications point to a record-smashing enrollment at this year's Farm and Home Week, to be held at State College, July 29-August 2, announces John W. Goodman, assistant director of the State College Extension Service.

Their attendance at these annual events always far outdistanced by women, men delegates will have their strength bolstered this year by county and community AAA committeemen who will attend the convention.

Goodman pointed out that all of North Carolina's 100 county committees, composed of men and women, have been so scheduled. In addition, one delegate from each township committee will be present. This should assure at least 1,200 farmers in attendance at the convention. Ordinarily, from 1,200 to 1,500 farm women register for the event.

Plans for the week are now nearing completion, Goodman said. Subjects of interest to both men and women will be taken up during joint sessions of the two groups, while separate sessions will be held for other topics.

In addition to the educational side of the program, a full schedule of entertainment and recreation have been planned for the delegates. Tours, contests, games, group singing, square dancing, and other lighter features will serve to enliven the program.

As has been the custom for the past three years, Governor and Mrs. Clyde Hoey will appear on the Thursday, August 1, night program. Other than these two, there will be no speakers scheduled for the evening recreational periods.

SURPLUS

A large amount of American surplus food supplies will be sold through the U. S. Department of Agriculture to the Red Cross at half price to feed war refugees in France.

Ads. get attention—and results!

A. A. Cashion Is Widely Known

One Of Best Known Service Station Owners In This Section Of State

A. A. (Dick) Cashion has been in the service station business in North Wilkesboro for many years

and has become one of the best known citizens of this thriving metropolis of northwestern North Carolina.

Dick's friends and acquaintances are not confined to North Wilkesboro or this immediate vicinity. Thousands of motorists who use the highways of Northwestern North Carolina, even at infrequent intervals, have made his acquaintance and often drive miles out of the way in order to renew his acquaintance and stop

at his place of business on Town street.

In addition to business, Mr. Cashion has a keen interest in North Wilkesboro, which is constantly reflected in his civic and church activities. He is a member of the board of deacons of the Presbyterian church and is an active member of the North Wilkesboro Kiwanis club and North Wilkesboro's Commerce Bureau, giving of his time and means to movements which he believes will

promote the progress of the community.

Mr. Cashion also shows a keen interest in political affairs and this year is a candidate for representative in the general assembly.

His genial personality is evident in all his activities.

LONGEST POISONOUS SNAKES

Longest of all poisonous snakes in the world, according to a recent article in "The Southern

Specimens" is the "king snake" which often reaches a length of 15 feet. In the United States the rattler attains the greatest length of any venomous snake, some giant Southern specimens measuring nearly 8 feet long. The cottonmouth moccasin grows to a length of 5 feet.

The state of New York has a population of 12,588,066, while the population of all Canada is only 10,376,789.

WELCOME
— TO —
NORTH
WILKESBORO

We Gladly Join Other Business Firms In Extending A Most Heartily Welcome To Our City. May Your Visit Be Both Pleasant And Profitable.



MOUNTAIN MAID ICE CREAM PARLOR, 10th STREET

WELCOME
— TO —
OUR ICE
CREAM PLANT

While Here, We Invite You To Visit Our Plant and See How MOUNTAIN MAID ICE CREAM Is Manufactured, and Learn Why It Is Better Through and Through



50th ANNIVERSARY CELEBRATION JUNE 30 JULY 1-4

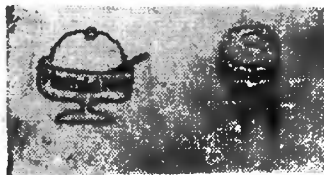
Reviewing the progress made by our city and county, we are reminded of many accomplishments throughout the past 50 years which have been made to make life more livable and enjoyable. We are proud of our existence among such fine citizens and business men. And we are proud of the most liberal patronage received during our career in the business life of this section. We are making progress, and we will continue to do so. And we invite you to come and celebrate with us, that we may receive renewed energy to go forward in still greater undertakings and accomplishments in the future. As this section has progressed in its various endeavors, may we remind you that...

We Have Kept Pace with Progress of Ice Cream Improvement

SO WE SAY— MOUNTAIN MAID BECAUSE IT'S Better
Ask For ICE CREAM "Cream of Quality"

Made In A Sanitary Plant

Oh! Boy!



Any style you choose . . . Mountain Maid Ice Cream is GOOD!

- Cone
- Dish
- Package
- Bulk

Special Quantity Prices

for parties, picnics, birthday events, etc. Place your order early, stating quantity, style, and when and where to deliver it.

Popular In All The Most Flavors

FORESTER ICE CREAM CO.

N. S. FORESTER, Jr., Proprietor

10 STREET

NORTH WILKESBORO, N. C.

PERMANENT

Values

You Will APPRECIATE

As long as you care for your Permanent, you are adding a permanent value to your appearance. Your friends see you and admire you . . . or do they? Your hair dress is the "difference" in the opinion of those friends. No matter what your type may be, we can style your hair so becomingly that you'll be coming back to us regularly as needed.

PERMANENTS \$3.00 up

EMILY'S Beauty Salon

Mrs. R. J. Hinshaw, Prop. —PHONE 168—

