

**EXTRA**

**Gigantic**

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# FIRE NEWS!

EDITION—15M

PUBLISHED BY SPAINHOUR'S DEPARTMENT STORE, NORTH WILKESBORO, NORTH CAROLINA

## Statement From Mr. Spainhour

TO OUR PATRONS AND CUSTOMERS

We are deeply grieved that due to our disastrous fire, we have been unable to serve our friends and loyal patrons. We feel that "Spainhour's" has come to mean a great deal to our town, and it is our desire, as quickly as possible, to be a service to the community once again. We do not know why disasters must come, nor do we question such, but we feel deeply that the loyal expressions of sympathy—and friendship generously tendered by so many, have compensated, in great measure, for our loss. We cannot let this opportunity pass without personally expressing our appreciation to the Fire Department, corps of Police, and all others who helped fight the flames and congratulating them upon the efficient manner in which they handled the fire. Within a week, we shall re-open at our old stand, and at that time offer for sale every article in the store at the time of the fire at a tremendous reduction. After this sale, the store will be re-stocked with an entire new line of goods, and so, we feel that in spite of the fire, we shall be able to offer a wider service and have on display a more varied selection of merchandise than ever before in our history—or in the words of the poet we shall progress and build on "Stepping Stones of Our Dead Selves."

It will be a great pleasure to have the privilege of again serving the people of the two towns and this surrounding territory.

J. E. SPAINHOUR.

Thousands To Attend

From all over the counties of Northwestern North Carolina hundreds will come here to avail themselves of the opportunity to supply many of their needs in this great fire sale at unparalleled savings.

It is to your advantage to attend the sale, early in order that your needs can be filled as nearly as possible. All the stock must go and those who buy will benefit from this sale.

Merchandise Slightly Soiled By Smoke And Water

And Other Goods Not Even Touched Will Be Offered Regardless Of Loss.

We have spent the last ten days in sorting each piece of merchandise into different grades, some of which has never been touched by water or smoke. Other slightly soiled by fire and water, yet showing no signs at all that will cause any reductions. However, great reductions have been taken on everything in order for quick disposal of every piece of merchandise before we go into our new store. The adjustment that we received from the Insurance Company will be offered to our many customers and friends in the form of great savings on every article that they purchase during this sale. Be sure and visit us and get your share of the great savings.

# Spainhour's Store At North Wilkesboro Burns

## BIG FIRE SALE

### Begins Wednesday Morning November 21st, At 9 A. M.

### Over Fifty Thousand Dollars' Worth of High Grade Merchandise Will Be Offered During This Sale

We have recently received the majority of our Fall merchandise purchased for Fall, Winter and Christmas business. Every bit of this merchandise will be included in this sale. There are thousands of gift items of underwear, ladies' dresses, shoes and all kinds of yard goods that we will offer at tremendous reductions in order to make room for new merchandise which our buyers in New York are getting for us.

### Everything Must Be Sold

### Nothing Will Be Carried Over

During this sale everything must be sold for cash only. Nothing will be credited or any refunds made. In fact every sale must be final. Items that are slightly soiled by smoke and water have been sorted into special groups and have been priced according to the damage done to each article. Other merchandise that has been slightly scorched by the fire will be included in this sale at ridiculously low prices, as we have made adjustment with the insurance people and we are able to pass this saving on to our many friends and customers.

### FOUR BIG PAGES OF BARGAINS

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### Store Will Remain Open From

### 9 A. M. Until 9 P. M.

In the Morning At Night

### During First Week of Sale

### Never Again Will This Opportunity Present Itself

### Our Losses Will Be Your Gain

When taking mark downs not one article was missed. Everything was marked at the very lowest possible price, which in some cases would be less than half the wholesale cost. However, we feel it our duty to present this to our many friends and customers.

If you are not here early to obtain the very best selections it will be your own fault, as all high grade merchandise characteristic of this organization will be included in this great sale.

## Selling For Cash Only; No Charges Made During Sale

### All sales final. No refunds and no exchanges or approvals. No deliveries. Every sale final. Each piece of merchandise must be sold as is.

### Worst Fire In The History Of No. Wilkesboro

### One of Western North Carolina's Best Department Stores Damaged Tremendously.

### BURNED OVER 2 HOURS

At twelve o'clock on Sunday morning, November 4, the most disastrous fire in the history of North Wilkesboro got under way and before the combined efforts of the fire departments of this and two other cities could quench the flames tremendous damage had been wrought on several business firms, including the Spainhour-Sydner Dry Goods Company, a leading department store of this part of the state and head of the chain of Spainhour stores.

The origin of the fire could not be determined but before the fire was discovered and the local fire truck reached the scene the second store of the Spainhour store was enveloped in flames and for two hours firemen fought valiantly before it was seen that the fire was definitely checked and that it would not spread into still other firms.

The total loss of the fire has been estimated at around \$100,000. Spainhour's, The Wisteria Beauty Salon, The Mayflower Beauty Shoppe, the A & P. Store and adjoining firms suffered large losses, although the greatest loss was to the Spainhour-Sydner firm, with a \$65,000 stock of merchandise, much of which had just arrived for the winter season and was of the latest styles and patterns for their customers in this section.

The entire top floor of the building was demolished and burned into a mass of ruins, while the merchandise on the main floor and in the basement was heavily damaged by water and smok.

The fire loss on the damaged firms was partially covered by insurance, although lacking much of covering the replacement cost.

The merchandise in the Spainhour-Sydner store has been taken care of since the fire in the best possible manner and a satisfactory adjustment has been made with the insurance company. The goods have been dried and carefully kept and will now be offered in the great fire sale described in this publication.

### Store Directory

- SHOE DEPARTMENT—First Floor and Basement
- Shoes in Basement
- YARD GOODS—First Floor and Basement on First Floor
- HOUSE FURNISHINGS—First Floor
- LADIES' READY-TO-WEAR—First Floor
- CHILDREN'S WEAR—Balcony
- NOTIONS AND SMALL ITEMS—Basement
- MEN'S WEAR—Basement

## One of Carolina's Best Department Stores

### Established In 1870 by Mr. R. A. Spainhour, Father of the Present Owner

Spainhour's has become a landmark and a tradition in Wilkes County. A tradition of honorable treatment and dependable merchandise have been paramant. It was back during the troublesome days of the Reconstruction Period in 1870, that R. A. Spainhour, one of the pioneer merchants of this county, established a mercantile business in Dellaplane, a small village about eight miles east of the present city of North Wilkesboro. At this place he operated successfully a general merchandise store for about two years. He then moved to Wilkesboro, and stayed there for a like period, moving to Moravian Falls in 1875. At this time the village was one of the educational centers of this part of the state. The Moravian Falls Academy having been established in the early eighties.

Mr. Spainhour carried on a flourishing business, having far reaching interests and reputation. He regularly made his trips to the Northern markets, of which Baltimore was the most renowned at this time; at all times endeavoring to have not only reliable merchandise but the newest as well. Caravans of mule drawn wagons hauled his newly bought stock of goods from the then far away town of Statesville, although the nearest railway center. It was during this time that the ideals and reputation of the present Spainhour's firmly took root. Again in 1893 a move was made, Mr. Spainhour moving to Wilkesboro, a town rich in historic lore and fame. As time went on and as his children grew older they too became interested in the business, and during this time the firm operated under the name of R. A. Spainhour and Company; of which J. E. Spainhour, his son, and F. G. Holman, his son-in-law, became part owners. When the railroad for the first time pushed its way into the county, but missed the fine old

landmark and a tradition in a new young city sprang up around this outlet and the firm of Spainhour-Sydner Dry Goods Company came into being, rich and old in fine ideals but young in years.

The joint owners of this new young firm were J. E. Spainhour, W. A. and E. B. Sydner. As the young town grew and flourished, just so the new firm prospered. The store was operated in the Call Building, adjoining the Deposit and Savings Bank, until April, 1919, when the entire stock was destroyed by flames; having at this time a heavy stock of spring merchandise. Not daunted and rising above the tremendous loss the store firm went into business at its present location.

Feeling the need and opportunity of expanding a branch was established in Boone in 1925. Consecutively followed by similar establishments in Elkin in 1926 and in Hickory in 1929. Although rough sailing at times, these modern department stores weathered the stormy days of the depression successfully and each had prospered in its own peculiar way. On November 3, 1934, the mother store was again ravished by flames. At present, the owners are making every effort to quickly rise above the disastrous loss sustained and again be ready to serve their friends and patrons.

## ONE OF THE COUNTRY'S MOST OUTSTANDING SALES EXPERTS WILL ASSIST WITH THE SALE

### W. H. Bellman Employed By the Spainhour Company to Dispose of This Stock

Mr. Bellman, who will be in full charge of this sale has been instructed by the Insurance people and the Spainhour interests to dispose of every piece of merchandise that was in this store at the time of the fire. He has taken great pains in sorting the merchandise out into different price ranges, in order to offer the very best bargains possible. Having had a long experience in handling this type of sale he was re-arranged the store entirely, placing the first floor shoes and the basement shoes into one mammoth shoe department. Everything will be marked as to size and prices. Other departments will also be consolidated in the same manner. Part it will be very easy for you to wait on yourself. Also, have plenty of cashiers and bundle wrappers and seventy-five sales ladies to help you during this sale.