

Do Your Fall Buying in North Wilkesboro, the Progressive City of Northwest North Carolina.

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\$1.50 IN THE STATE—\$2.00 OUT OF THE STATE

North Wilkesboro Has Many Advantages As Industrial Center

Varied Industries Furnish Payroll And Market For Natural Resources

Products of North Wilkesboro Manufacturers Find Ready Market in Nation

Manufacturing has grown and expanded remarkably in North Wilkesboro along with other lines of industry and commerce until at the present time North Wilkesboro is recognized as one of the leading industrial centers in North Carolina.

Manufacturing here dates back beyond the charter of the town and the coming of the railroad. The first products to be manufactured were lumber, building materials, flour, meal and feed.

The oldest manufacturing establishment is the Wilkesboro Manufacturing company, so named because it was established before there was a North Wilkesboro. Its early proprietors were A. A. Finley, under whose management it still does a thriving business, J. G. Hackett and H. M. Dean.

A contemporary concern was the Hackett Mills, manufacturing flour and meal where the city water plant is now located.

After the coming of the railroad the manufacturing industry

expanded rapidly and one of the first and largest establishments was the Wilkes Tannery, operated by the Smoots for several years and later sold to the International Shoe Company. In addition to providing a large and steady payroll throughout the years, the tannery here has continually paid out vast sums of money to the people of Wilkes and adjoining counties for chestnut wood and chestnut-oak bark, which are used to manufacture a tanning extract that is used here and shipped to other plants on a large scale.

The successful operation of the tannery and the other industries here at that time proved that North Wilkesboro, located in the midst of a great area rich in raw materials and natural resources, has its many advantages as an industrial center and other enterprises soon took advantage of the opportunities here.

The virgin forests that covered Wilkes in the nineteenth century and which have not been so disastrously depleted, have been a wonderful source of income to the people of the county when manufactured into furniture and

building materials. In this manner the manufacturing industry has been doubly helpful in supplying employment and in being able to purchase, manufacture, and sell to the world products purchased from the people of Wilkes county and adjoining area.

Thus in less than half a century industrial firms have been established here that are now known throughout the nation and products from a number of local firms find a good export market to foreign countries.

At no time has industry here been in a stage of an inflated balloon but the expansion and growth have been steady and stable, indicating that industry is finding safe and dependable lines of endeavor that ultimately spell success in its true sense.

Almost every industry started in a small way. No large factories sprang up almost overnight. They were started on a small scale and found it necessary to often build greater factories and plants because of the demand for products manufactured.

In the early history of North Wilkesboro a planing mill was operated where the Oak Furniture company now stands by A. M. Church and Sons. The possibilities of manufacture and sale (Continued on page 8, this Sec.)

S. V. Tomlinson Prominent Man

Associated With Many Business Enterprises in North Wilkesboro

For the past thirty-two years, Mr. Tomlinson has been actively identified with the business life of North Wilkesboro. He started in a modest manner, but those years have borne fruit until he is one of the outstanding business men, not only of Wilkes County, but all this section of North Carolina. One of the greatest achievements of society as we know today in America is the opportunity offered people to accomplish real things based upon ability to serve.

Mr. Tomlinson owns and operates the S. V. Tomlinson Grocery Company doing a wholesale business with the retail groceries within a radius of fifty miles of North Wilkesboro. During the course of twelve months his poultry organization and its allied line distribute through this region approximately five hundred thousand dollars. This large sum of money finds its way to the avenues of trade and is a splendid stimulant to business. During 1931 the Tomlinson Department Store became an active factor in various lines handled in the business life of town and country. He represents the Buick motor car in Wilkes county, owns and manages Wilkes Bakery, the product of which is meeting with fine reception among the housewives. Mr. Tomlinson is also wholesale distributor for Standard Oil products at North Wilkesboro, and through the Boone Trail Motor Company distributes Pontiac cars. He is interested in several retail grocery stores.

Mr. Tomlinson is that type of creative ability who puts his resources and time and effort into developing local projects that mean an increase in intrinsic value of every bit of real estate to be found within the corporate limits of North Wilkesboro. His brick plant employs twenty people and is running to capacity. Among other things of which he is interested in is the Forest Furniture Company on whose board he is rated a director.

Mr. Tomlinson is Vice President of the Bank of North Wilkesboro, the largest financial institution in this region, rated from the angle point of deposits. He is Vice President of Jenkins Hardware Company, President of the Grier Cotton Mill, which employs one hundred people, and is a stock holder in the Home Chair Company, one of the City Commissioners, and Mayor pro-tem.

The Upland Farm, located between North Wilkesboro and Millers Creek, is the apple of his eye and a model farm of which the people of North Wilkesboro and the various farming communities take pride in pointing out as being a criterion of its kind. It is one of the beauty spots to be found in Wilkes County and adjoining counties. He owns almost two thousand acres of land and conducts each one of these properties on a business basis. Each laborer is paid on a cash basis and this leaves a mighty fine flavor with them.

Mr. Tomlinson is a member of the Kiwanis Club and active in the Methodist church, being one of the stewards. As some one in North Wilkesboro said to the writer speaking of Mr. Tomlinson, "He has ten irons in the fire, sees that they are all successful and profitable."

He has witnessed the growth and development of all this area. To be the pivot on which several businesses revolve that employ quite a number of people, that executive not only advances himself, but he also does a real service to each and every one who form the sum total of that community. The thing that makes life worth while is to win out and rise above a condition which one commenced the beginning with, is a worth while accomplishment.

Mr. Tomlinson gives active support to all projects that have for their object the advancement of town and country.

The wicked is spared in the work of his own hands.—Psalms 9:16.

Business Leader



S. V. TOMLINSON

Infant Dies

Ruby Gertrude Harris, one-year-old daughter of Leonard and Myrtle Pardue Harris, of Roaring River, died Saturday night. The parents and two sisters, Lillie Mae and Marline, survive. Funeral services were held at Oak Forest church.

Chief Of Police



James M. Anderson was appointed chief of police for North Wilkesboro over four years ago and has served continuously with the exception of the few months he was acting postmaster. "Jim-mie", as he is known locally, serves the city well as head of the police department, and is very popular with the people of the city and county.

Doleless 1936 Seen By Relief Director

Harry Hopkins Sets November For Ending Direct Relief Payments By United States

Washington, Oct. 30.—A doleless relief program for next year was forecast today by Harry L. Hopkins as he set November for ending direct relief payments in the United States.

He coupled this statement with another forecast that the relief load would be "appreciably lighter" during the 12 months beginning next July 1.

Meeting the press after a month-long vacation trip with President Roosevelt, Hopkins replied with an enthusiastic "fine" when asked about progress of the drive toward putting 3,500,000 persons to work and liquidating the relief administration.

Although the program still was 2,000,000 jobs short of fulfillment and the original dole deadline only a week away, the works progress boss asserted it was proceeding "precisely according to schedule" and that 42 states now on the dole will be cut off "during November."

"Will next year's relief program bring a return of the dole?" Hopkins was asked.

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