

### R. H. Pearson In Growing Business

North Wilkesboro Grocery Company Does Thriving Business

Mr. Rom H. Pearson is a native of Wilkes County, and is numbered among North Wilkesboro's most popular business men.

Mr. Pearson, although born in Wilkes County, spent his early years in business in other sections. On January 1st, 1929, he came to North Wilkesboro from Morganton, N. C., where he was superintendent of the Drexel Furniture Co. for a number of years, having under his supervision at times approximately three hundred and fifty men. Upon his arrival here he purchased an interest in Pearson Bros., another well known local firm, and was connected with this business concern until the latter part of 1934.

On December 1st, 1934, Mr. Pearson established the North Wilkesboro Grocery Co., of which he is now sole owner, and which has shown rapid growth during the past year. The firm now enjoys a splendid patronage from the merchants and people of Wilkes and adjoining counties and carries on a large wholesale and retail grocery business. Stocks have been enlarged until the firm carries everything to be found in an up-to-date and modern wholesale and retail grocery establishment.

Mr. Pearson is highly appreciative of the patronage extended him since opening his store, and looks to the future with much enthusiasm.

Plans are now being made to move his stock to the new Phillips building near the present location in order that additional quarters may be secured to carry on the firm's rapidly increasing trade.

Mr. Pearson is assisted in carrying on his business by his sons,

### Heads Store Here



ROM PEARSON

Messrs. Harry and James Pearson.

Mr. Pearson is a Mason and a Junior.

### Urges U. S. To Prepare For Future Depressions

Knoxville, Tenn., Oct. 29.—John G. Winant, chairman of the Federal social security board, holds that business revival gives the nation "the opportunity to prepare for future disaster by setting aside part of our current earnings."

"These are opportunities we must not neglect," he told delegates to the American Municipal association convention here yesterday. "unless we prefer chaos to order, and waste to thrift."

He said that old-age insurance and unemployment compensation as provided for in the social security act represent an "honest effort to give greater security to the wage earners."

The thief who looted the strong box of a store in Cadiz, O., made his getaway with 24 uncollectible checks, some of them 10 years old.

### Belk's Store Here Has Rapid Growth

Better Service For Customers Afforded When Floor Space Is Enlarged

The Belk organization with chief executive offices in Charlotte, is noted throughout all the southeastern states for stability and its large buying power, though each store acts as an independent unit and is keenly interested in the various communities as it relates to civic progress, and the advancement of those communities. For instance, at North Wilkesboro no concern is more actively interested in all this section than the management of the Belk store.

Mr. W. G. Gabriel has been associated with the Belk Company for the past six years, though he has eighteen years to his credit in the mercantile business. Since coming to North Wilkesboro, Mr. Gabriel has made many friends and under his administration the retail sales have shown an upward growth. Quite recently the store has undergone a complete overhauling, giving more space for goods and affording a much better service for all customers. The third floor, which is an entirely new department, will be utilized for ladies' ready-to-wear, children's and misses' goods. The lighting arrangement is exceptionally fine, the fixtures are most modern. In fact, the Belk store as it now stands is worthy a city several times the size of North Wilkesboro.

Mr. Gabriel is a native of Catawba county. During the World War he served Uncle Sam for two years in the Marine Corps. He is now Commander of Wilkes Post American Legion.

The Belk store, during the busy season, gives employment to twenty-four people. The three floors and basement are stocked with the best the largest markets have to offer. Mr. Gabriel keeps in intimate touch with merchandising

### Heads Belk's Store



W. G. GABRIEL

conditions. The sales force is composed of local people and are boosters of this trade territory.

No better railroad crossing sign has ever been devised than the old one: "Stop, look and listen."

## COMPLIMENTS OF Lineberry Foundry & Machine Company Founders and Machinists

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High Grade Iron, Brass, Aluminum and Bronze Castings

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For Cars, Trucks, Tractors

A patented, scientifically designed tire with a scientifically designed, self-cleaning tread that will pull your car, truck or tractor through mud or snow where regular tires with chains will fail.

You do not need chains with this remarkable tire because the scientifically designed tread is self-cleaning and will not clog in mud, wet clay, or snow. The heavy bars of rough rubber are so placed that they will give you slow even wear, when it is necessary to drive on paved roads and you do not have the bumping that is so objectionable in other so-called "super-traction" tires. Likewise, you can use your car, truck or tractor in the field or on muddy roads without chains. No matter how bad the weather is or how bad the roads are, you can get positive traction.

FOR CARS	
SIZE	PRICE
4.40/4.50/4.75-21	\$ 7.95
4.75/5.00-19	8.50
4.50/4.75/5.00-20	8.35
5.25/5.50-17	10.35
5.25/5.50-18	10.55
6.00-16	11.85

  

HEAVY DUTY	
SIZE	PRICE
4.40/4.50/4.75-21	\$ 8.50
4.75/5.00-19	10.00
4.50/4.75/5.00-20	10.35
5.25/5.50-17	12.50
5.25/5.50-18	12.75

Other Sizes Proportionately Low

  

FOR TRUCKS	
SIZE	PRICE
32x8 Truck Tyre	\$27.50
32x8 H. D.	30.25
6.00-20	16.95
6.50-20	18.50

Other Sizes Proportionately Low

You Always Get Better Quality at No Higher Price When You Buy A Firestone Tire With The Firestone Name And Guarantee

HIGH SPEED TYPE	CENTURY PROGRESS TYPE	OLDFIELD TYPE	SENTINEL TYPE
Gum-Dipped	Gum-Dipped	Gum-Dipped	
Size Price	Size Price	Size Price	Size Price
4.50-21 \$7.45	4.40-21 \$6.65	4.40-21 \$6.05	4.40-21 \$8.50
4.75-19 8.20	4.50-21 7.30	4.50-21 6.85	4.75-19 6.05
5.25-18 9.75	4.75-19 7.75	5.00-19 7.35	4.75-19 6.40
5.50-17 10.70	5.25-18 9.20	5.25-18 8.40	5.25-18 7.60
6.00-16 11.95	5.50-18 10.40	5.50-17 9.20	

  

COURIER TYPE	
Size	Price
30x3 1/2	\$4.05
4.40-21	4.75
4.50-21	5.25
4.75-19	5.85

A New TUBE That is LEAKPROOF. Running tires at less than recommended air pressure results in reduced tire mileage. Firestone chemists have developed a process of sealing the inner wall of this new tube to prevent air leakage. Cost but a few cents more than ordinary tubes. Firestone SEALTYE TUBE

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### WILKES COUNTY

has made tremendous progress during the past twenty-five years. North Wilkesboro has shown rapid growth and now has many outstanding business houses and residences. New homes dot all the highways and with the help of an abundant supply of electricity, rural Wilkes County has shown wonderful progress.

We hope that we may continue to play a part in the advancement of our native city and county.

## The Wilkesboro Manufacturing Co.

Phone 7 North Wilkesboro, N. C.