## R. H. Pearson in **Growing Business**

North Wilkesboro Grocery Company Does Thriving

Mr. Rom H. Pearson is a nalive of Wilkes County, and is marbered among North Wilkesmost popular business

Mr. Pearson, although born in Wilkes County, spent his early years in business in other sections. On January 1st. 1929, he. mme to North Wilkesboro from Morganton, N. C., where he was agneriatendent of the Drevel Purniture Co. for # ne noer of years, having under his supervision at times approximately three hundred and fifty men. Upon his arrival here he purchased an in -terest 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 joys a splendid patronage from Wilkes and adjoining counties the nation "the opportunity Stocks have been enlarged until the firm carries everything to grocery establishment.

ative of the patronage extended to order, and waste to thrift." him since opening his store, and looks to the future with much

move his stock to the new Phillips building near the present loeation 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, 10 years old.

Heads Store Here



ROM PEARSON

Messrs. Harry and James Pear-

Urges U. S. To Prepare For Future Depressions

Knoxville, Tenn., Oct. 29 .the past year. The firm now en- John G. Winant, chairman of the Federal social security board, merchants and people of holds that business revival gives and carries on a large wholesale prepare for future disaster by and retail grocery business, setting aside part of our current earnings."

"These are opportunities be found in an up-to-date and must not neglect," he told delemodern wholesale and retail gates to the American Municipal association convention here yes-Mr. Pearson is highly appreci-terday, "unless we prefer chaos boro.

He said that old-age insurance and unemployment compensation as provided for in the social se-Plans are now being made to carity 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

Belk's Store Here Heads Belk's Store Has Rapid Growth

management of the Beik store.

sociated with the Belk Company

and under his administration the

retail sales have shown an up-

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 Wilkes-

tawba county. During the World

War he served Uncle Sam for two

years in the Marine Corps. He is

now Commander of Wilkes Post

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

American Legion.

Gabriel is a native of Ca-

growth. Quite recently the



W. G. GABRIEL

for the past six years, though he has eighteen years to his credit in conditions. The sales force is com the mercantile business. Since posed of local people and are boostcoming to North Wilkesboro. Mr. ers of this trade territory. Gabriel has made many friends

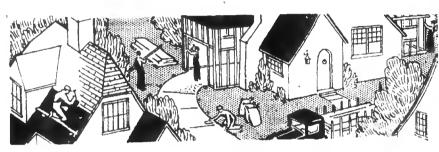
No better railroad crossing sign has ever been devised than the old one: "Stop, look and listCOMPLIMENTS OF

Lineberry Foundry & Machine Company Founders and Machinists

NORTH WILKESBORO, N. C.

High Grade Iron, Brass, Aluminum and Bronze Castings

> Finished Pulleys and Shafting General Repair Work A Specialty



## **Build That New** Home Now

See Us For Your

> Sash Windows Doors Glass Flooring Ceiling Roofing Carey Shingles

AND ALL OTHER KINDS OF BUILDING MATERIAL

LUMBER PRICES ARE

**INCREASING** 

There are two excellent reasons why you should build that new home NOW . . . the weather is ideal for outdoor work . . . and lumber prices are on the upward swing . . . Why not let the plans you have been making over a long period materialize by erecting that new home, or remodeling the one in which you now live? We are in position to quote you lowest prices on building materials of all kinds . . . we carry a full and complete stock . . . and every order is greatly appreciated and will receive our closest and most prompt atter-

## 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.



Firestone GROUND-GRIP TIRES

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 HEAVY DUTY

FOR TRUCKS

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

HIGH SPEED TYPE Gun: Dipped		CENTURY PROGRESS TYPE Gum-Digaed				SENTINEL T Size F 4.49-21 . SI 4.50-21
4.50-21 4.75-19	\$7.45 8.20	4.50-21	7.30	4.50-21	6.65	Size P 80x31/2 S4
5.25-18	9.75	4.75-19 5.25-18	7.75	5.09-19 5.25-18	7.55	4.40-21 4
5.50-17 6.00-16	10.70 11.95	5.50-18	10.40	5.50-17	9.20	4.75-19

Ennaing tires at test than recommended air pressure results in reduced tire mile-age. Firestone chemists have Cost but a few cents more than ordinary tubes. Firestone.

LEAKPROOF

That is



Fire Chieffirst GRADE 18c

... POLISHING ... GREASING ... TIRE REPAIRING

Corner "B" & Tenth Streets

North Wilkesboro, N. C.