

C. E. Lenderman is Pioneer Merchant

Does Thriving Business in Wilkesboro; Appreciates Loyal Customers

Mr. C. E. Lenderman, of Wilkesboro, is among the pioneer grocers of the county. He opened his store in 1907, twenty-eight years ago, and the value of his stock at that time amounted to only \$150.00. Today his annual business runs into thousands of dollars, and his customers are numerous in this community and county.

Mr. Lenderman has always been at the post of duty. He has been willing to accommodate his customers early or late, and he is popular with the people with whom he comes in contact.

From year to year his business has grown until today his store is filled brimful with both fancy and staple groceries, notions, flour, feedstuff, etc.

Mr. Lenderman has made a success in the grocery business. He has not only accumulated a big stock of merchandise but has become a large land owner.

In speaking of whatever success he has attained in his life's work, Mr. Lenderman stated that he gives full credit to his many loyal customers and friends, a large number having been continuous customers from the time he first entered the mercantile business.

Mr. Lenderman is a generous citizen, and a liberal contributor to the Methodist church, with which he is affiliated. He is an asset to the community in which he resides, and he will do everything possible to help his neighbor and friend.

Mr. Lenderman is assisted in operating his store by his son, Mr. Paul Lenderman.

Pioneer Merchant



C. E. LENDERMAN

Heads Home Chair



J. D. MOORE

Insurance Man



C. C. FAW

Our Postmaster



J. C. REINS

Jim C. Reins is Postmaster Here

Owens Marble Yard Business; Firm Widely Patronized in This Territory

An all-round good fellow. That's J. C. Reins, North Wilkesboro genial and accommodating postmaster.

Mr. Reins was born near Wilkesboro, and his first public job was with the business that he now owns—Reins Bros. Memorial Works.

Reins Bros. was established in Wilkesboro 40 years ago by C. B. Webb. Later the late C. Y. Miller became a stockholder and the business was operated in Wilkesboro until about 1900 when it was moved to North Wilkesboro. Mr. Reins bought a half interest about 1905, and later purchased all other interest in the business.

Reins Bros. is one of the oldest monumental firms in this section and has served its many patrons well for nearly a half century. New equipment has been added from time to time and all work turned out by the marble works may well be expected to be up-to-date in every way.

Mr. Reins gave his full attention to his business up until the time of receiving his appointment as Postmaster here. He then turned the management over to his brother, Ralph R. Reins.

Mr. Reins has been one of the city's most active citizens. He is affiliated with the Masons and Juniors, is a member of the Board of Deacons of the First Baptist church, president of the North Wilkesboro Building & Loan Association, an active mem-

Wm. E. Mayberry Is Taken By Death

William E. Mayberry, 68-year-old resident of the Cycle community, died on Sunday, October 20. Funeral and burial services were held at Shady Grove church on October 22 with Rev. J. W. Wright in charge.

Surviving are his wife, Mrs. Sarah Jane Mayberry, and five children: S. G. Mayberry and Mrs. Claude Howard, Cycle; Mrs. A. M. Yarborough, Spencer; Mrs. Olin Souther, North Wilkesboro; Miss Emma Lee Mayberry, Winston-Salem.

THE PERFECT DAY

The perfect day is the day when work is so well done you have no fear that your conscience will throw things at you from a dark corner after you've put out the light.

J. D. Moore Head Home Chair Co.

Reorganized Old Business On Successful Basis; Large Volume of Business

There is no more popular manufacturer in North Wilkesboro than Mr. J. D. Moore, president of the Home Chair Company.

Taking over the business when it was practically at a standstill, Mr. Moore re-organized the company, rolled up his sleeves and went to work building up a splendid business. Today the Home Chair Company is favorably known throughout this section of the country and ships thousands of chairs annually.

During the course of twelve months the Home Chair Company's tribute to this community through the medium of the payroll will run thousands of dollars. This money is a great stimulant to the business of North Wilkesboro and one that the whole community should appreciate. The company gives employment to two hundred and twenty-five people. Practically every state in the union receives the product of this prosperous North Wilkesboro plant.

Mr. Moore was born in Caldwell County, but has been a resident of North Wilkesboro for thirty years. Mr. Moore takes an active interest in every person on his payroll and the latch string to his office always hangs out to everyone on the force. The late Col. Wade H. Harris, editor of The Charlotte Observer, once said: "My friends up in Wilkes County tell me there is no finer or more constructive citizen in all that section of the state than Mr. J. D. Moore."

Mr. Moore is a member of the North Wilkesboro Kiwanis Club, affiliated with the Masons, and a member of the Board of Stewards of the Methodist church.

In all worthy civic matters this

C. C. Faw Is In Insurance Firm

Forester-Prevette Insurance Company Shows Growth; Mr. Faw Secretary

Claude C. Faw, secretary and treasurer of the Forester-Prevette Insurance Company, is a native of Wilkes county. He was born at Millers Creek and received his early education at the Moravian Falls Academy, and Helton High School in Ashe county.

Mr. Faw has given thirteen years of his life in the school room, being a member of the faculty of Wilkesboro high school and other high schools in the county. For ten years he was chairman of the County Board of Education and during his administration the school system of Wilkes county made great advancement. Mr. Faw and his board were instrumental in getting many of the present brick schools in the county erected, these buildings now reflecting much credit to the county.

For ten years Mr. Faw served the state as oil inspector and has been the nominee of the Democratic party for sheriff of Wilkes county.

Entering the insurance business here in 1925 as secretary-treasurer of the Forester-Prevette Insurance Company, located in the D. & S. Bank Building, Mr. Faw has seen the business of his company increase in volume more than four times since that date. His company is recognized as one of the progressive insurance agencies in this section of North Carolina, and some of the oldest and most substantial old line stock companies of the country are represented.

Anyone wishing to discuss any gentleman may always be depended upon to put his shoulders to the wheel in full co-operation.

insurance problem with Mr. Faw at any time will find him willing and anxious to go into every phase of the problem without any obligation, in fact, the writer knows Mr. Faw is happiest when he is talking insurance, and he does so with the one idea in view of rendering a helpful service to those seeking expert information as to proper insurance protection.

Washington, Oct. 28.—The office of Senator Robert R. Reynolds of North Carolina was notified today that Secretary Ickes, the public works administrator, had approved allotments of \$24,580 to Iredell county for school construction and \$21,072 to the city of Charlotte for an addition to the municipal jail.

Check COLD and FEVER first day HEADACHES in 30 minutes

666 Liquid-Tablets Salvo-Nose Drops

BE SURE TO SEE THE NEW 1936 MODEL ALL-METAL TUBE

Westinghouse Radio

BEFORE YOU BUY

Wilkes Electric Company

Refrigerators, Electrical Supplies, Motor Rewinding

PHONE 328 North Wilkesboro, N. C.

KEEP WARM WITH HANES UNDERWEAR PAYNE CLOTHING COMPANY

You won't believe the thermometer when you get into HANES!

HANES Heavyweight Champion never asks Old Man Winter to pull his punches! You'll know that the minute you climb inside, and those luxurious, soft, close-knit ribs snuggle up to your skin. Mister, if you want to start your own private heat-weave, get into HANES this Winter!

And understand this about HANES: You get your true trunk-length and chest-measure too. And the elastic-knit is so pliant that you can stretch and strain as much as you want—and nothing cuts or binds. Buttons, buttonholes, cuffs, and seams are sewed and stitched to stay. In this union-suit there is strength! See your HANES Dealer today.

P. H. HANES KNITTING CO., WINSTON-SALEM, N. C.

A nearby dealer has HANES Union-Suits, \$2 and up... Shirts and Drawers begin at 75c... Boys' Union-Suits, 75c... Merichild Waist-Suits, 75c... also New Winter-Weight Shirts and Shorts (illustrated at right), 95c and 85c each.

THE ANTI-FREEZE UNDERWEAR FOR MEN AND BOYS

You Won't Mind the Cold Weather if you Buy HANES Underwear. Buy Your HANES at Tomlinson's Department Store OPPOSITE LIBERTY THEATRE

Get Your **WHEAT CROP** Off to a Good Start by using

Armour's BIG CROP FERTILIZERS

- Grow Better Quality Wheat.
- Get More Bushels to Sell.
- Produce Each Bushel Cheaper.
- Improve Your Clover and Hay Crops, Too.

Let us supply you with Armour's, the fertilizer with the Seven Active Plant Foods.

CONTAINS DOLOMITIC (MAGNESIUM) LIMESTONE

S. V. TOMLINSON NORTH WILKESBORO, N. C.

"Have you seen the new FORD V-8?"



BACKED BY OVER 2,000,000 V-8's THE 1936 FORD V-8 BRINGS YOU:

25% EASIER STEERING: two new roller-type bearings, a longer steering knuckle-arm and an increased steering ratio.

SUPER-SAFETY BRAKES: with exceptionally large braking surface (186 sq. in.). The last word in sureness of operation.

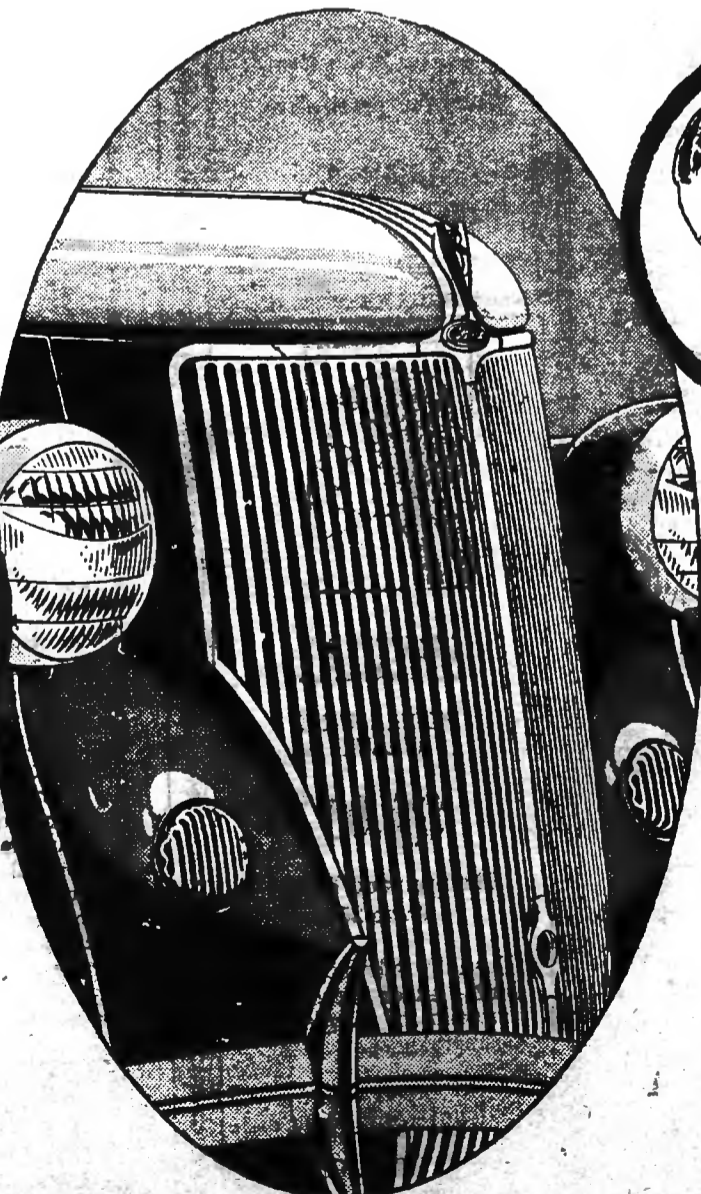
EASIER SHIFTING AND STILL QUIETER GEARS: silent, helical gears for all speeds

NEW FREEDOM FROM NOISE: a specially insulated, welded-steel body

NEW DRAWN-STEEL WHEELS

V-8 ENGINE: 8-cylinder smoothness, pick-up and power with proved V-8 economy.

\$510 AND UP, F. O. B. DETROIT Standard accessory pack including bumper and spare tire extra. Easy terms through Universal Credit Co., Authorized Ford Finance Plan.



"Seen it? I've driven it!"

Never enjoyed driving any car so much in my life."

YOU'VE heard lots about the Ford V-8. Performance so unusual that it has won over 2,000,000 owners is bound to be talked about enthusiastically.

But praise for past Ford V-8's seems almost mild beside what we hear from those who drive the 1936 Ford V-8.

Sleek longer lines, distinctive new interiors, even greater handling ease and safety—are a few of the things that set this new car further than ever above its price class.

Drive this new Ford as soon as you can. Know for yourself what it means to have Ford V-8 power and handling ease, to ride in Ford safety and comfort.

For your own knowledge of what value you can get in a 1936 car—arrange a Ford V-8 demonstration today.

YOUR FORD DEALER

Ford V-8 for 1936

SEE IT AT YOUR NEAREST FORD DEALER'S