

UNLIMITED ELECTRIC POWER CONTRIBUTES TO INDUSTRIAL PROGRESS

Duke Power Lines Also Extend Into Many Rural Communities In Wilkes

Rapid Progress and Modernization of City Accomplished in Past Few Years

The people of North Wilkesboro and of Wilkes county are proud of the progress which this area has enjoyed during the past few years. In many respects there has been more progress in this city and county during the past 6 or 8 years than during any period of several times that period in the past.

It is interesting to analyze the reasons for the progress of this city and section. Probably the outstanding factor in the more recent progress of this city and county has been the availability of Duke Power electric service in unlimited quantities and at low rates.

The Duke Power Company, through what was then the Southern Public Utilities Company, purchased the electrical distribution system of North Wilkesboro in 1927. The city of North Wilkesboro was at that time serving 810 customers. The Duke Power Company has extended its service into new areas

and into rural districts, making the high quality of electric service rendered by that organization available to hundreds of families and commercial establishments to whom service had not been available before.

For instance, the company has built approximately 70 miles of rural lines since its advent in this area, these lines making service available to 688 customers in the following communities, and between those communities and North Wilkesboro: Millers Creek, Purlear, Mt. Pleasant, Fairplains, Mountain View, Roaring River, Oakwoods, Brushy Mountain, Boomer, and other smaller communities.

In the city the street lighting has been greatly expanded and improved and the distribution lines of the company have been rebuilt to take care of the increased service which has been commanded by the public.

Since 1927 practically every merchandising concern in North Wilkesboro has remodeled its store front and display windows, installing better lighting systems in windows and stores. Many electric signs have been installed, bringing to the business district bright and attractive displays such as are seen in the larger cities.

Three important new industries have been established in North Wilkesboro since the advent of the Duke Power Company, these being the American Furniture Company, the Scott Cheese and Butter Company, and the R. C. Woods lumber plant.

Several industries already existing have enlarged their plants since the coming of the Duke Power Company. Among these are the Oak Furniture Company, Wilkes Hosiery Mills, Home Chair Company, Key City Furniture Company, the Kennedy Pottery and the Lineberry Foundry and Machine Company.

Since the coming of the Duke Power Company with its abundance of low priced electricity a large number of industrial establishments, mills and shops, large and small, have discarded less convenient and less economical

Owens Big Store



OLAUDE PEARSON

Claude Pearson's Store Expanding

Operates Progressive Mercantile Establishment 10 Miles West of City

Claude Pearson is a Wilkes County young man who has made good in the mercantile field. Starting his store five years ago near Purlear Postoffice on Highway 421 (Boone Trail), he has enjoyed a continuous increase in patronage until now the annual business runs into the thousands of dollars.

Mr. Pearson established his store on a small scale, but from time to time it was necessary for him to enlarge in order to take care of increased patronage. He sells most everything the people need—dry goods, notions, hardware, men's and women's clothing, fancy and staple groceries, flour, meats, and feedstuffs of all kinds, and especially the famous line of International brand of shoes which the store handles in this territory.

The Pearson store is located ten miles west of North Wilkesboro and is the biggest country store in the county. Only recently a new addition was added giving much more space for display of merchandise.

Mr. Pearson is a young man who appreciates the patronage the people have given him during the 5 years he has been in business. He gives his customers all the credit for whatever success he has attained in the business world, and in order to show his appreciation to them he is now staging a store-wide appreciation sale.

"I buy direct from the mills and factories and give my customers advantage of the middleman's profit," Mr. Pearson stated. "The saving amounts to thousands of dollars a year and this is one big reason why our business grows rapidly each succeeding year."

The Pearson store also handles the International brand of fertilizer, and is a cash buyer of country produce, roots and herbs.

ONE OR THE OTHER WAS MISSING

There is an Eastern tale to the effect that a man once sent home three pounds of meat, for his dinner, but that when it reached home his wife, being hungry, cooked it and ate it all herself.

When the man came home he asked his wife about the meat. "It reached here safely," she said, "but before I could prepare it for you the cat stole it and ate it all herself."

"Indeed!" he said, and calling his servant, told him to fetch a pair of scales. Then he put the cat into one balance and a three-pound weight in the other. They balance just evenly.

Then he turned to his wife. "Wife," he said, "if this be the cat, where is the meat? And if this be the meat, where is the cat?"

power plants and have availed themselves of the more convenient and more economical electric power.

One striking advantage of the central station power is found in the fact that an industrial plant may expand or enlarge at will without the expense and inconvenience that attend such expansions where the industrial establishment has its own more or less inflexible power plant. This, of course, makes it easy for a given establishment to increase its operations at the minimum of inconvenience and expense. It also makes it possible for an industry to put all of its plant investment into productive equipment, rather than putting 25 to 35 per cent of it in an individual plant.

Lumberman



GENIO CARDWELL

Genio Cardwell Is Dealer In Lumber

Engaged In Sale Of Building Materials Here For Quarter of Century

For the past quarter of a century, the Cardwell Lumber Company, of which Mr. Genio Cardwell is president and general manager, has been engaged in the business of supplying retail lumber, builders' supplies and all accessory lines to North Wilkesboro and its tributary trading territory.

Prior to 1909, the organization was known as the Cardwell-Kreger Lumber Company. The concern now employs eight people and keeps thousands of feet of lumber on hand in order to give prompt service to the trade. The company also sells vast quantities of rough lumber in wholesale carload lots to points in North Carolina, Virginia, Tennessee, and Northwestern states.

Mr. Cardwell is a native of Abingdon, Va., though for the past thirty-one years a resident of North Wilkesboro. He is a past president of the Kiwanis Club and now a member of the club. For a number of years he was a member of the board of school trustees. He is a steward in the Methodist church.

"The lumber industry has exerted tremendous influence in bringing business back to normalcy. This is true in practically every community in North Carolina. The schools of Wilkes county are a credit to the State and I am glad to co-operate with them in matters of public interest," declared Mr. Cardwell.

Lineberry Foundry Progressive Firm

H. J. and R. S. Ogilvie Partners in Business; Widely Known in State

This industry is owned and operated by Messrs. H. J. Ogilvie and R. S. Ogilvie, who occupy equal relations in partnership and management. The concern employs a number of people and the annual payroll approximates a large sum annually which is quite a tidy amount to find its way to the avenues of trade at North Wilkesboro. The business was established in 1921 and is the largest of its kind in this section.

Both of these gentlemen migrated from Scotland in 1898, since which time they have been in North Wilkesboro and built up a worthwhile reputation as successful business men. The organization, in its relation to industry manufactures cutters for furniture factories, and makes cotton mill castings, shipping these products to various parts of North Carolina, South Carolina, Virginia, and other southern states.

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Mrs. Ray Mullins, of Lefe, Ark., writes: "My husband and I both take Theford's Black-Draught and find it splendid for constipation, biliousness, and the disagreeable, aching, tired feeling that comes from this condition." With reference to Syrup of Black-Draught, which this mother gives her children, she says: "They like the taste and it gave such good results."

BLACK-DRAUGHT

Speaking to The Journal-Patriot they said, "North Wilkesboro and its adjacent territory is an ideal spot in which to reside and carry on business. We like the people and the scenic attractions, which are delightful at all seasons of the year."

PROGRESS IN EDUCATION
Years ago, before education became widespread in England, a presbyter took ailing to an old man in his parish, and taught him how to read. One day, after not having been there for some time, he called at his pupil's cottage, and found only his wife at home.

"And how is John getting on with his reading?" he asked. "I suppose he reads his Bible very nicely now?"

"Why bless you, sir," said the

woman, "John was out of the Bible and into the newspaper long ago."

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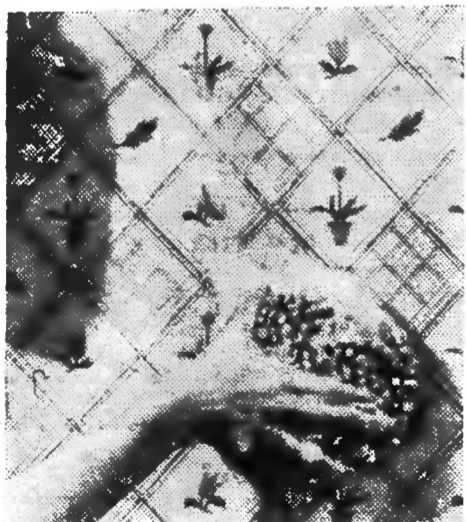
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