

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

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Section 2

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## NORTH WILKESBORO IS LOGICAL TRADING CENTER FOR VAST AREA

### History of City Is One of Service In Supplying Market To Producers And Consumers; Large Trade Volume

Market Center For Farm and Forest Products; Merchandising Service Adequate To Fill Demands of People In Wilkes and Adjoining Counties; Good Banking Facilities

By DWIGHT NICHOLS

North Wilkesboro is a trading center by virtue of its strategic location, its large trading area, the varied industries carried on in and around the city, its lines of communication and transportation, and because a merchandising service superior to that of any other town in the extreme northwest portion of North Carolina.

Vision of Founders

It was in 1890 that men of the past generation visioned a town on the spot where North Wilkesboro is now located. The founders of the town at that time knew that the country was growing. People were rapidly settling along the fertile valleys of the Yadkin river and its many tributaries. North and west of the ground on which North Wilkesboro was founded and beyond the Blue Ridge mountains sturdy pioneers were developing a splendid area with great possibilities as agricultural counties.

Those who visioned a town where North Wilkesboro now stands realized that the people of Wilkes and adjoining counties, a vast area, would need a market for the products they had to sell and a market for the things they needed to buy.

Supplying A Need

Thus North Wilkesboro had its beginning, not because promoters wanted to start a land boom by founding a town but with the realization that something was being born that would render a needed service and supply a demand of that and coming generations.

Geographic Location

The Southern Railway company saw in the new town an opportunity and had faith enough in the people of Northwestern North Carolina to extend their lines approximately 75 miles from Winston-Salem into this part of the state to what is now

North Wilkesboro, the railroad terminal.

North Wilkesboro is almost in the center of Wilkes county, one of the largest counties in the state and which has a population at this time approximating 40,000. The population of adjacent counties in which are located no towns of more than 1,500 or 2,000 inhabitants added to the population of Wilkes makes a potential trading field with a population numbering well over 100,000 people.

Market For Products

Not only is North Wilkesboro a trading center for those whose demands for merchandise in all lines must be filled, but it is a market center for farm and forest products of a vast area composed of all Wilkes and parts of several adjoining counties.

To this reason can be attributed much of the town's comparatively rapid and steady growth from a beginning in 1890 to more than 5,000 population (including Wilkesboro) at the present time.

The markets here have been able to buy great quantities of farm and forest products and send them on to metropolitan centers in other parts of the nation, bringing in throughout the year an income for the city and county's population.

The south's largest produce house, buying annually thousands upon thousands of pounds

of country and farm produce has been a great factor in building up an industry that is still growing. Throughout more than a third of a century North Wilkesboro dealers and manufacturers have bought products of the forest, shipped them to outside markets and paid a steady stream of cash to an enterprising people.

Transportation System

Being a trading and industrial center it was perfectly natural that North Wilkesboro should be made the hub of a transportation and communication system. Transportation and communication are closely correlated and may be dealt with as one subject.

Although the highway system yet falls short of three of the main thoroughfares leading out from North Wilkesboro through Wilkes and into the trading area of adjacent counties, these roads have been started and the people in this part of the state have been assured that the roads will be finished. From North Wilkesboro a hardsurfaced highway leads north into Alleghany county; one northwest into Ashe county (under construction); the famous Boone Trail splits the county open east to west and into Watauga county; highway 18 from the Wilkesboros into Caldwell on the southwest; highway 16 into Alexander county on the south; a highway is under construction into Iredell on the southeast; and the Boone Trail and temporary 268 (under construction) go into Piedmont North Carolina to the east.

This article so far has tended to show how the city was visioned by its founders as a trading center, how it is a marketing center, and its geographic location as the "Key to the Blue Ridge" and the counties beyond. Coherent to these thoughts, the relationship can be shown between a natural center of marketing and industry and a merchandising mecca.

Steady Growth Cited

In the final analysis, the existence of anything depends upon whether or not its renders a service essential and satisfactory. Applying this truth to North Wilkesboro, it is found that the town not only existed after it was founded but that it has grown steadily year by year and its expansion has been consistent, notwithstanding the ups and downs of economic endeavor, panics or depressions. Not a year has passed but that there has been some addition to the city that tends to make it a trading center and the trend has always been forward with never a backward step.

Like water running downhill, commerce and industry by the very laws of nature and the judgment of mankind will centralize in communities among an enterprising people and at a geographic location made to order for successful operation of business.

Merchandising Services

It has often been declared that a greater volume of business is transacted in North Wilkesboro than in any other city of its size in North Carolina. This assertion has been made, not only by local residents and those naturally with a good word for the community, but by men of wide experience whose path of travel bring them through North Wilkesboro.

It is a merchandising center because the merchants have throughout the history of the city realized to a great extent its possibilities and because they have necessarily filled the demands of a buying public over a wide area.

Good Banking Facilities

The people of North Wilkesboro and all Wilkes county can point with pride to the two banks located here and their record of service. Along with the city the banks have grown in strength and have the confidence of all the people. Adequate banking facilities are essential to the growth and progress of any city or town. Both the Bank of North Wilkesboro and the Deposit and Savings Bank are manned by able business men of the highest calibre who are able to see and fill the needs of the city and county. Both banks are members of the Federal Deposit Insurance Corporation.

Buy To Advantage Here

The natural conclusion is that people in the counties of north-west North Carolina can buy and sell to advantage in North Wil-

### Reins-Sturdivant Is Growing Firm

Popular Manager Is Successful Young Business Man; Is Kiwanis President

One of the younger business men who is making good is Mr. W. K. Sturdivant, general manager of Reins-Sturdivant Funeral Home, with offices in North Wilkesboro. Mr. Sturdivant is a funeral director, thoroughly versed in every angle of the profession. A responsibility of this character requires tact and the art of handling people at most distressing moments. Mr. Sturdivant took his degree at the Cincinnati College of Embalming. For the past 17 years, 10 years of which have been spent in North Wilkesboro, he has carried on in a manner that has won the confidence of both town and rural community. There are many

### Business Man



W. K. STURDIVANT

Realizing the growth of the city as a shopping center, the merchants of North Wilkesboro have stocked heavily and well for the fall and winter trade. They have spent much time and have used great care in buying and selecting merchandise that is calculated to fill all the needs of a fast growing patronage.

families when bereaved would not think of letting any other person beside Mr. Sturdivant serve them in the last rites, as relating to a funeral director. The Reins-Sturdivant Funeral Home is equipped with every modern device with motor hearses and all accessories to do its work in a most efficient and effective manner. Funeral homes are also con-

ducted by the company at Spots and Boone.

"During the decade which I have lived in North Wilkesboro has been one of the most pleasant memories of my life," said Mr. Sturdivant. "This area is made up of American-born citizens representing the salt of the earth. The schools of Wilkes county are doing a work of inestimable value. I am glad to co-operate with them." Mr. Sturdivant is president of the North Wilkesboro Kiwanis Club and active in the Baptist church. Mr. Sturdivant is president of the North Carolina Burial Association.

Roosevelt Optimistic

En Route With President Roosevelt to Washington, Oct. 23 — President Roosevelt returned ashore today from his vacation cruise and cross-country survey with the confident assertion that we "are coming back."

His tanned face beaming, Mr. Roosevelt told a throng assembled on the campus of the Citadel, military college of South Carolina, that "all evidence" he had seen gave assurance "we are coming back more solidly than ever before because we have planned it that way."

"And don't let anyone else tell you different," added the smiling President as the crowd cheered.

## J. C. Penney Company

A NATION-WIDE INSTITUTION

Your local J. C. Penney Store is more than just a member of a chain store . . . it is a member of an organization that is recognized as one of America's outstanding merchandising institutions—an institution that has served efficiently the American public for 33 years. Buying in vast quantities from the markets of the world, it is only natural that a J. C. Penney Company Store stands out in this community as a store where savings are great on dependable merchandise.

### Millions of Dollars Are Spent In the South by Our Company Each Year For Merchandise.

The millions spent in the South during past years by the J. C. Penney Company has enabled southern manufacturers to keep their factories running longer hours, and to give employment to thousands of additional workers. And company statistics show that North Carolina receives a large share of this money each year.

### We Are Interested In the Continued Growth and Development of Wilkes County.

Your local J. C. Penney Store is always ready to do its part toward making North Wilkesboro and Wilkes County a greater county. As a member of the North Wilkesboro Trade Expansion Bureau it is doing its part in bringing thousands of new customers to North Wilkesboro to do their trading.

A VISIT TO YOUR LOCAL J. C. PENNEY STORE WILL BE APPRECIATED

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated

"WHERE A NATION SHOPS AND SAVES"  
NORTH WILKESBORO NORTH CAROLINA

## A HEARTY Invitation

We extend a hearty invitation to the people of Wilkes and adjoining counties to pay our store a visit when in North Wilkesboro.

You will find that we always carry a complete line of

**FURNITURE, RUGS, RANGES, STOVES, KITCHEN CABINETS, BEDS, SPRINGS, MATTRESSES, ETC.**

When you select furniture from our store you may be assured that you have bought the most modern furniture obtainable. We keep in touch with the leading markets of the country and always strive to keep our stock up-to-date in both style and quality.

The new Fall lines are now in and you will really enjoy seeing the many beautiful living-room, bedroom, and diningroom suites and other furniture now on display. And don't forget Rhodes-Day has a most liberal payment plan that is open to all responsible parties.

BE UP WITH FURNITURE TIMES . . . TRADE AT RHODES-DAY'S

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"ALWAYS OUTSTANDING FURNITURE VALUES"

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