



We are endeavoring to do our part in promoting the progress of North Wilkesboro by providing first-class Barber Shops and an up-to-date Beauty Shoppe. Trade in North Wilkesboro, thereby keeping our money at home.

WILKES BARBER SHOP
TENTH STREET BARBER SHOP
MAYFLOWER Beauty Shoppe



The Liberty

stands ready at all times to keep North Wilkesboro at the TOP as a trading center. Do your buying at home and after you complete your shopping tour, come to the LIBERTY for entertainment. Always the best pictures.

LIBERTY THEATRE



Buy in North Wilkesboro, and especially at the WILKES DRUG COMPANY. We carry a complete line of Drugs, Drug Sunaries, and make a specialty of filling prescriptions. Trade with us and save.

Wilkes Drug Company

Sam Cassel, Manager
 PHONE 48



This Market is 100 per cent. for the continued prosperity of North Wilkesboro, the best town of its size to be found anywhere in North Carolina.

We solicit your meat trade on the basis of quality and service.
 Phone 401 For Prompt Delivery

MOORE'S MARKET

L. H. HOLLAR, Prop.
 R. F. FENTLEY, Mgr.

LET'S MAKE OUR TOWN THE TOPS

Here is a call to all North Wilkesboro Citizens to help make North Wilkesboro The Tops, as a thriving business community . . . Money spent in home town stores and shops stays to be spent another day.

Wednesday Special

FOR A SMOOTH HIPLINE
"QUICK-O-ZIP" SKIRTS
 OF ALL-WOOL FLANNEL . . .

\$1.98

One smooth line from waist to hem with the Quick - O - Zip slide fastener to do away with bumps and bulges! Smart styles in dark shades, new Spring colors—sizes 25 to 34!



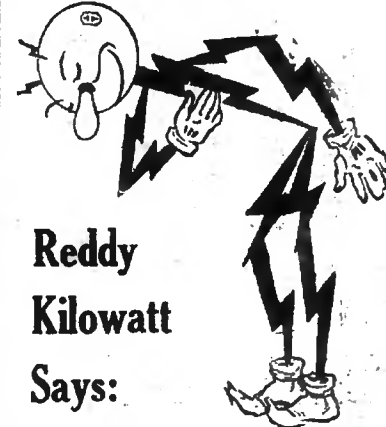
J. C. PENNEY CO.
 INCORPORATED



EVERY dollar spent away from home in other trading centers for home needs, for apparel, for foods, for automobiles and upkeep, for amusements, etc., decreases by just that amount, the opportunities of North Wilkesboro stores and shops to grow and be able to better serve with larger stocks and wider selections . . . Dollars spent in North Wilkesboro stores stay here to help develop home-town stores, pay new salaries, increase tax revenues, and create business volume upon which communities thrive.

Even the smallest North Wilkesboro property owner undermines his own investments here in North Wilkesboro when he takes his dollars away from home on shopping tours.

If citizens want North Wilkesboro to thrive, then we should all now resolve to trade at home and help make our town the TOPS.



Reddy Kilowatt Says:

"North Wilkesboro is the 'TOPS' as the Trade Center of Northwest North Carolina."

Let's keep our town progressing by boosting it and keeping our money at home.

This company is happy to play a part in the continued development of North Wilkesboro and Wilkes County by providing an abundant supply of electric current at the lowest rates in history.

Duke Power Company

PHONE 420

We Are Proud

This institution is proud of the progress North Wilkesboro has made during the past decade. It stands always ready to promote the commercial life of the community.

Like North Wilkesboro, it has enjoyed great growth since its organization, for which the officers and directors are most grateful.

Come in and let us talk over your financial problems with you.

"Accommodation of Customers Our First Consideration"

Deposit & Savings Bank



Reins-Sturdivant, Inc.
 "THE FUNERAL HOME"

is equipped to look after every detail in the hour of sorrow.

TELEPHONES

Night: 228-M Day: 85

If you and your family are not members of our Burial Association, this is an invitation for you to become a member. We now number thousands of people of Northwest North Carolina in our Association, and we feel that it would be of much benefit to you if your name was on our roll. Any representative of our Association will be glad to give you full details as to the low cost of protection at any time.

Reins-Sturdivant Burial Association, Inc.

MADGE L. STURDIVANT, Sec'y-Treas.



A Safe Place FOR YOUR DOLLARS

FOR 43 YEARS

This Bank has grown with North Wilkesboro—one offering a safe, conservative and dependable Banking Service for nearly a half century—the other providing one of the best markets for the produce of this mountain section and numerous mercantile establishments and business firms where trading may be done to advantage at all seasons of the year.

WE BELIEVE IN TRADING AT HOME FOR THE MUTUAL BENEFIT OF EVERYONE.

BANK OF NORTH WILKESBORO

RESOURCES OVER \$1,400,000



23 YEARS OF SERVICE

For 23 years this firm has been serving the people of Wilkes and adjoining counties, carrying at all times a complete stock of dependable Hardware, Farm Implements, Paints, Roofing, etc. We have seen North Wilkesboro grow from a small town to a thriving industrial center, and in the meantime we are happy to state that our firm has grown, too, thanks to your generous patronage. Come to see us for your Hardware needs. We appreciate your trade.

Jenkins Hardware Co.



BUY YOUR CHICKS AT HOME

Don't buy your chicks away from home—buy them where you can get full information on how to raise them and keep them healthy—we make a specialty of keeping in close touch with our customers and often we have been beneficial in stopping disease.

We are now operating at full capacity and can supply you with strong healthy chicks at popular prices. See us at once and get in the money market.

WILKES HATCHERY

MR. AND MRS. C. C. GAMBILL, Props.
 Tenth Street North Wilkesboro, N. C.



You Can't Afford To Miss This Unusual PHOTOGRAPH OFFER

One large Photograph (tinted in oil) for **50 CENTS EACH**. (Cash in advance—bring this ad. with you—it is worth \$1 to you) This remarkable offer Ends February 10. For first 5 days we will give free of charge 3 small photos with each order for a large photo. SPECIAL on Kodak Finishing: 30c per roll (any size), cash in advance. Reprints 7c each. 24-Hour Service. **TUNNELL'S STUDIO**
 Hours 8 a. m. to 6 p. m. NINTH STREET



Buy your automobile tires in North Wilkesboro and if you want "MORE MILES PER DOLLAR" buy FIRE-STONES. We carry a complete stock at popular prices. See us for your next tires—FIRE-STONES.

CENTRAL

Service Station
 H. P. ELLER, Prop.
 Phone 27



Prevette's

People of North Wilkesboro and Wilkes and adjoining counties that have traded with us in the past realize they have received full value for every dollar spent in our store. And we were never in better position to offer you bargains than right now. Trade in North Wilkesboro, the best market in this section of the state. We cordially invite you to visit our store. If you do, you will be "Tops" when it comes to saving money on Men's and Boys' Clothing and Furnishings.

Prevette's

North Wilkesboro, N. C.



This winter weather calls for good half-soles on the family's shoes. Have them half-soled the RIGHT WAY at our shop. We are equipped to do all kinds of shoe repair work at reasonable prices. We will appreciate your work.

Right - Way Shoe Shop

C. G. PLEXICO, Prop.
 Phone 400