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INDEPENDENT IN POLITICS

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THURSDAY, JUNE 20, 1940



North Wilkesboro

It is with pleasure that on the eve of the 50th anniversary of North Wilkesboro that we devote these columns to a recount of some of the progress made by our city and community during its half century existence.

Fifty years ago a railroad was constructed from Winston-Salem westward to within one mile of the old historic town of Wilkesboro and that spot happened to be where the North Wilkesboro depot is now located.

At that time agricultural and industrial progress was following the railroads and construction of a railroad meant opening up of new territory for development and higher standards of civilization.

The end of the railroad here was very near the center of Wilkes county and so geographically located that it naturally became a center of trade and industry.

The first industry here was the Wilkesboro Manufacturing company, organized for a specific purpose, which is characteristic of business endeavors in North Wilkesboro, which has grown to be one of the most thriving little cities in North Carolina and which today has a population within its incorporated limits of more than 4,501 and with a population in a three mile radius of about 12,000.

North Wilkesboro has never been a boom town. Its growth and progress have been pronounced but very steady and continual, nevertheless.

The advent of the railroad made North Wilkesboro the most convenient shipping point for all Wilkes county and a number of counties and communities nearby. It opened up to the world the vast natural resources of the extreme northwestern part of North Carolina.

The first large industrial plant erected in North Wilkesboro was the C. C. Smoot Tannery. The growth of that manufacturing business in North Wilkesboro is well known and today the plant is one of the larger ones of the International Shoe company, which has manufacturing plants in many cities throughout the country.

Soon other manufacturing plants were begun. With but few exceptions all North Wilkesboro industrial plants were started by local people, had small beginnings and climbed by steady expansion to their present state. Several conditions make North Wilkesboro ideal for manufacturing. Proximity to big areas of timberland has been a factor in the growth of the furniture industry and manufacture of building materials, there being seven factories in those lines of manufacturing now operating very successfully.

Another factor in industrial growth has been the abundance of good labor, free of strike and trouble and of the purest Anglo-Saxon stock. There are many industrial employes in North Wilkesboro who have been with the same firms for a quarter of a century or more. Employee-employer relations in North Wilkesboro cannot be excelled anywhere in the nation.

North Wilkesboro has since the days of its beginning as a village been a center of trade in this section of the state. The fact that it has served as a market as well as a place of distribution accounts for its high position as a commercial center. Products of the farms and forests of northwestern North Carolina have for half a century found a market here.

Before the days of hardsurface highways, covered wagon trains could be seen almost any days on the roads into North Wilkesboro. They were carrying products to market and taking back with them the necessities and luxuries of life purchased in North Wilkesboro, the trading mecca

for a big area in this part of North Carolina.

North Wilkesboro has developed along many lines. The city has splendid churches well supported by the citizenship of the city. The three large churches are the First Baptist, with Rev. Eugene Olive as pastor; North Wilkesboro Methodist, with Rev. A. L. Aycock pastor; and North Wilkesboro Presbyterian, with Rev. Watt M. Cooper pastor. Beautiful church buildings are characteristic of the city and at the present time work has begun on a beautiful new building for the Presbyterian church. In addition to the three above named churches there are other smaller churches in the city with a large combined total in membership.

North Wilkesboro school ranks high among the schools of the south. A charter was granted the school system here in 1905. In 1913 the present elementary building was constructed and because of the growth of the city it became necessary to double school facilities and contracts were let for the modern high school building in 1924.

The North Wilkesboro schools during the past term had a total enrollment of 1,152 and the faculty consisted of ten high school teachers, 17 teachers in the elementary white school and four in the colored school.

North Wilkesboro school system has been a member in the Southern Association of Accredited schools since 1923. This means that any graduate may enter any college in the south without an examination, in other words, it is a symbol of high educational standards.

The people of North Wilkesboro are satisfied with nothing less than the best school system to be had and special elections for the benefit of schools have always carried by substantial majorities. North Wilkesboro was one of the first cities in the state to vote a local tax supplement in 1933.

The citizenship not only wants, but demands, an efficient school system and today it stands as a leader in North Carolina. Paul S. Cragan, one of North Carolina's most influential school men, is superintendent of North Wilkesboro schools.

The business life of North Wilkesboro is perhaps greater than that of any other city near its size in the state. North Wilkesboro merchants strive to render a complete merchandising service comparable to that of cities with population many times its size.

In this city is located the Wilkes Hospital, privately owned and operated with a highly competent staff. The financial institutions, including two banks and a building and loan association, have enviable reputations and are headed by men whose capability and integrity have never been questioned. Men of every profession necessary to serve the people promptly and efficiently are among North Wilkesboro's citizenship.

North Wilkesboro has many splendid civic organizations in which citizens lend their combined efforts for community service. The organizations include Kiwanis, Lions, Juniors and Senior Woman's Clubs, American Legion, Legion Auxiliary, Veterans Foreign Wars, Dokies, and chapters of several widely known fraternities.

We, the people of North Wilkesboro, are glad of the opportunity to celebrate fifty years of progress and invite everybody from far and near to attend the celebration here June 30 through July 4. We believe you will enjoy the entire celebration as an effort is made to depict some of this city's progress and the history of the entire northwestern North Carolina area.

The citizenship of North Wilkesboro will welcome you at the celebration on any other time.

North Wilkesboro looks forward with anticipation to the coming years and as it continues to progress and grow will be grateful for the continued cooperation of all the people of this great section of a great state.

Sanity For Fourth

A plea to the people of North Carolina to make the Fourth of July this year a "holiday instead of a horror day" has been made by Ronald Hocutt, Director of the Highway Safety Division.

Pointing out that nine people were killed on North Carolina streets and highways over the Fourth of July week end last year, Hocutt said:

"Each year America chooses the Fourth of July to stage a jamboree of carelessness. This mass slaughter on Independence Day can be stopped if every one of us uses caution and common sense. The things that causes these tragedies are things we can control—haste, selfishness, thoughtlessness, the desire to show off

HEAD COMMERCE BUREAUS



R. G. Finley, left, and W. P. Kelly, right, president and executive secretary, respectively, of North Wilkesboro's Commerce Bureaus, Inc.

Commerce Bureaus Offer Medium For United Efforts For Progress

Comprehensive Commercial Organization Organized Here A Year Ago

Fifty years ago the foundation was being laid for what is today the progressive industrial, commercial and agricultural center known as the Town of North Wilkesboro, which is recognized as one of the best towns of the size in the country.

The advent of the railroad and the building of the Town of North Wilkesboro was a great blessing to the people within a radius of approximately forty miles because it opened up a market for farm and forest products and because the establishment of wholesale and retail stores made it convenient for the inhabitants of this area to obtain supplies for their homes and farms. In the early days of North Wilkesboro covered wagons drawn by horses, mules and oxen traveled what then seemed a long journey bringing produce, roots, herbs, lumber, tan bark, extract wood, locust pins, cross ties and other farm and forest products to North Wilkesboro and carrying back to their respective homes, farms and country stores, food, clothing, medicine, fertilizer, farm implements and other supplies. North Wilkesboro was then and is today the great trading center for Wilkes and parts of surrounding counties.

In addition to being a great produce market and trading center, North Wilkesboro is an outstanding industrial town. One of the industrial plants in operation here today was in operation before the first train pulled into the station in North Wilkesboro and soon afterwards other manufacturing plants were established. The industrial growth and development of the Town of North Wilkesboro has been steady ever since the town was established in 1890 and today there are twenty-three manufacturing enterprises within the community.

The Town has schools, churches, civic organizations, town government with its several departments, stores, financial institutions, etc. as usually found in any progressive community, but with the large trading area, excellent climate, splendid water, favorable location, natural resources and good reserve of native labor, North Wilkesboro offers unusual opportunities to new industries.

Realizing the need of a comprehensive commercial organization through which the business and professional men could unite their efforts in promoting the industrial growth and development of our community, some of the business men met in the City Hall on June 12th, 1939, to discuss ways and means for perfecting an organization that could sell all the advantages that the Town of North Wilkesboro had to offer for industrial and commercial growth. At this meeting a plan was presented and accepted to coordinate the efforts of all business and professional men in our community in promoting the interests of North Wilkesboro and Wilkes County. The Charter for North Wilkesboro's Commerce Bureaus, Inc., together with the Constitution and By-laws were read and adopted at this meeting and the organization has been functioning ever since.

The Advertising Bureau is functioning for all members of the corporation as an information clearing house through which the business men of the Town of North Wilkesboro unite their efforts in such vital projects as industrial development, retail

ways and means of helping the farmer with his marketing problems, community advertising, park and playground development, safety and fire prevention, municipal improvements, efficient governmental operations, improvement in transportation facilities and meeting the present day competition between communities for advantages to growth and development within the community.

The Better Business Bureau functions to sustain the high ethics of business standards among the business men of North Wilkesboro and safeguards them against unethical and unscrupulous methods that would lower or undermine the high standards of business dealings. The Bureau does everything within its power to expose all unlawful schemes, propositions or skin games which would be detrimental to the business interests or citizens of the community.

The Credit and Collection Bureau is operating for the business men of North Wilkesboro who sell merchandise or services on a credit basis. It operates as a medium for bringing about a better understanding among the members of the corporation and their credit customers and acts as an agent for all members in the collection of accounts due them.

The Manufacturers' Bureau cooperates with manufacturers in North Wilkesboro as a medium to bring about a better acquaintance and more fraternal and binding feeling among the manufacturers, and acts in formulating plans and making suggestions on how to promote North Wilkesboro as a manufacturing center.

The Merchants' Bureau operates for the Merchants of North Wilkesboro to effect a closer union of the merchants and cooperates in all matters pertaining to the welfare and advancement of North Wilkesboro and its trade. This Bureau cooperates in developing the territory around North Wilkesboro in making it a trading center.

The Wholesalers' Bureau functions for the wholesalers in North Wilkesboro in coordinating a more cooperative union among the wholesalers by working out plans for advancement and does everything possible to promote and advertise the Town of North Wilkesboro and increase its trading possibilities.

Ever since this organization started functioning, North Wilkesboro has been making some real progress in carrying out the objectives that North Wilkesboro's Commerce Bureaus, Incorporated, advocates and the future for the continuous growth and development in a commercial way for the business men of North Wilkesboro and this section looks promising.

Current Topic Club Met Wednesday Afternoon

The members of the Current Topic club, with a few additional guests, were delightfully entertained by Mrs. Weaver Starr and Mrs. J. M. Crawford at the Starr home on Ninth Street Wednesday afternoon.

Following the business session and current events, rock was played at five tables, which were arranged in a festive setting of mixed garden flowers. Top score prize among the club members went to Mrs. R. T. McNeil while for the visitors Mrs. W. E. Jones was the winner.

At the close of play the hostess served a tempting salad course followed by sweets. An exchange of books was made during the afternoon.

Jean's Shop Is A Modern Store

Store Established Here Three and One-Half Years Ago Now Popular

Jean's Dress Shop, located on Main street next to Brains Drug company, has become one of North Wilkesboro's favorite stores since it was established three and one-half years ago.

Mrs. Zella Culpepper is manager of Jean's. Mrs. Culpepper has ten years of experience in the merchandising field and is recognized as an authority on women's clothing. Her wide knowledge of the business enables the firm to render a high type of service to a rapidly increasing patronage.

Jean's is an exclusive women's shop, featuring at all times the latest styles as relayed direct to the store from their New York buying office, which is in constant touch with the latest creations in women's ready-to-wear, shoes, millinery and accessories. The store has exclusive agency here for a number of nationally advertised lines.

Mrs. Culpepper is assisted in the store by Mrs. Will Blair, who has many years of merchandising experience, and Miss Lucille Pierce, both of whom are well qualified to render to the firm's many customers a very efficient service.

Some of the firm's many mid-summer values are quoted in an advertisement elsewhere in this newspaper.

COLORED WEDDING

Robert Brown and Mavis Croppa, colored waiter and cook for several years at Williams Boarding house, were united in marriage Monday afternoon.

The vows were spoken in the office of North Wilkesboro Insurance Agency before Rev. A. L. Aycock.

J. B. Williams financed the

Manager Jean's

Mrs. Zella Culpepper, manager of Jean's Dress Shop, which was opened in this city two years ago. The store, which deals exclusively in women's apparel, has become widely popular in this section of the state.

nuptials, having purchased the marriage license and paid the preacher.

Mrs. Frank Gentry Is Bridge Club Hostess

The members of Our Bridge club and one additional guest, Mrs. Dewey Davis, were delightfully entertained by Mrs. Frank Gentry at her home in Wilkesboro Monday evening. Mixed garden flowers made a colorful setting for the players at two tables, in which Mrs. Alene Godfrey Upchurch received high score prize. The bingo prize went to Miss Willie Guthrie. An ice course was served at the conclusion of the game.

Use the advertising columns of this paper as your shopping guide.

WE UNDERSELL EM ALL!

Make Us An Offer!

USED CARS

—at your price—and terms

- 1939 DeLuxe Ford Tudor
- 1939 Standard Ford Tudor
- 1939 Chevrolet Town Sedan

RED HOT SPECIALS

- 1939 Chevrolet Coach
- 1938 DeLuxe Ford Sedan
- 1938 DeLuxe Plymouth Coach

YADKIN VALLEY MOTOR CO.

Ninth Street — North Wilkesboro, N. C.

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