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THE JOURNAL-PATRIOT HAS BLAZED THE TRAIL OF PROGRESS IN THE "STATE OF WILKES" FOR OVER 40 YEARS

PREVETTE'S
40th Anniversary
SECTION
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VOL. 41, NO. 40 Published Mondays and Thursdays. NORTH WILKESBORO, N. C., THURSDAY, SEPT. 19, 1946 Make North Wilkesboro Your Shopping Center

FORTIETH ANNIVERSARY CELEBRATION

PREVETTE'S STORES ARE ONE OF THE OLDEST, LARGEST RETAIL FIRMS IN THIS SECTION OF STATE

Their Growth Has Been Steady and In Step With the Progress Of This Section. Serve Large Territory

In August, 1890, fifty-six years ago, North Wilkesboro received its charter from the North Carolina Legislature to become a town.

The history of the progress of North Wilkesboro must be recorded along with Wilkes and adjacent counties as well. Although the founders and builders of the city worked with untiring zeal and initiative, this city could never have grown into the busy business center it now is had it not been for the natural resources of Wilkes County and the high type of citizenship who occupied the rural areas during the pioneer days and on down through the years to the present day.

The people of the rural area of Wilkes and adjoining counties come to North Wilkesboro and feel that they are at a city which they and their forefathers helped to build by marketing the natural resources at this point.

But, notwithstanding the natural wealth of the outlying districts, North Wilkesboro could not have progressed as it has if the business leaders of the city had not been of the progressive type and had they not had the ambition to make their town equal in opportunities to any in the state. It is this same initiative that has been in evidence throughout the years that led Prevette's Stores to provide the people in Northwestern North Carolina one of the finest and most modern department stores in which the people might find their needs in wearing apparel at reasonable prices and that they might have the same store facilities as are found in the larger cities of the state.

The history of Prevette's Stores is one of progress and initiative on the part of the founder and his followers. The firm today is a striking example of what can be accomplished by hard work, honest dealing and a keen insight to filling the needs of the people.

In the year of 1906 Prevette's Stores was founded, when North Wilkesboro was in its infancy.

FULL TIME BUYERS EMPLOYED IN NEW YORK CITY TO SUPPLY FIRM WITH NEW MERCHANDISE

In order to keep the latest styles and the very best merchandise possible for their trade, Prevette's Stores have employed a staff of experienced buyers in New York City, headed by Iselin W. Simon, who has been buying merchandise in the world's greatest markets for over thirty years.

These buyers scour the market daily, looking for the latest styles of quality merchandise at the lowest possible prices, so the customers can have the assurance when they buy merchandise from Prevette's Stores they are really getting the best money can buy.

Since 1941 it has been a problem for a store to secure sufficient merchandise for their trade without a buyer or buyers constantly in touch with the resources from which it is supplied. Realizing this to be the case, the management decided that the progressive step to take would be to have experienced buyers working for them in the market so their customers could be serviced during this crisis. They feel that they have accomplished this end. While all the desirable merchandise has not been available at all times, Prevette's feel they have had their share to offer their customers.

Now, the war is over, and it won't be long until things will be on a normal basis again and by having these buyers employed who really know the market and how to buy the right kind of merchandise at the right price, Prevette's Stores will be in a position to compete with any organization in offering their trade the very best in merchandise at the lowest possible prices.

FOUNDER



J. Talmage Prevette

In 1906 the late J. Talmage Prevette founded the first Prevette Store, in a small building next door to The Northwestern Bank, now occupied by The G. P. Store. Three years later his brother, R. E. Prevette, purchased one-half interest in the business and for four years the firm's name was Prevette Brothers. Then the late J. T. Prevette purchased the interest of his brother in the business and enlarged it, in the meantime taking over the building adjacent to his original store, which is now occupied by The Hub. Through his fair dealing and by selling good quality merchandise at low prices, the Prevette Stores grew steadily throughout the years, and in 1913 it became necessary that these stores be moved to larger and more commodious quarters. For this reason, Mr. Prevette purchased the building in which the store has been doing business since that date.

In 1928 his brother, Roscoe Prevette, purchased one-fourth interest in the business and remained a partner until his death. Afterwards Mr. Prevette purchased the interest of the business from his heirs and, with his sons, operated the business. In 1933 Mr. Prevette and his sons opened Prevette's Close-Out Store at 919 B Street, which was the number two store. In 1934 the store known as Prevette's Men's Department Store was remodeled into one of the finest men's stores in this section of the state.

In 1938 another branch store was opened in the city of Boone, North Carolina, known as Prevette's Men's Shop, making a total of three stores operated by the firm. In 1940 another store was opened in Elkin, North Carolina, under the name of Prevette's Men's Shop.

Under the leadership and management of Mr. Prevette and his sons, the Prevette's Stores grew into one of the largest retail establishments in Northwestern North Carolina.

On March 27, 1943, Mr. Prevette passed on with a heart attack, leaving the business to be operated by his family, under the same trade name as he established, with the same merchandising policy to be carried out, in giving the trade good quality merchandise at low prices, which was a heritage he spent a life time to build.

Since his death the sons, J. R., H. S., and W. C. Prevette have been managing the business and carrying out the great heritage their father left for them.

In 1944 the firm took over their building formerly occupied by the Miller-Long Grocery Company and remodeled it, opening The Women's Department Store, which is one of the finest and most modern women's stores in this section of the state. In remodeling the buildings, arches were cut between the buildings to throw the two stores together, which gives the firm a department store as large and modern as can be found anywhere in this section.

The volume of business that Prevette's Stores are now enjoying runs into several hundred thousand dollars yearly, which proves, without a doubt, that the firm is giving to the trade the very best merchandise service and good quality merchandise at the lowest prices.

Shop With Us - Save!

PREVETTE'S STORES EXECUTIVES



John R. Prevette



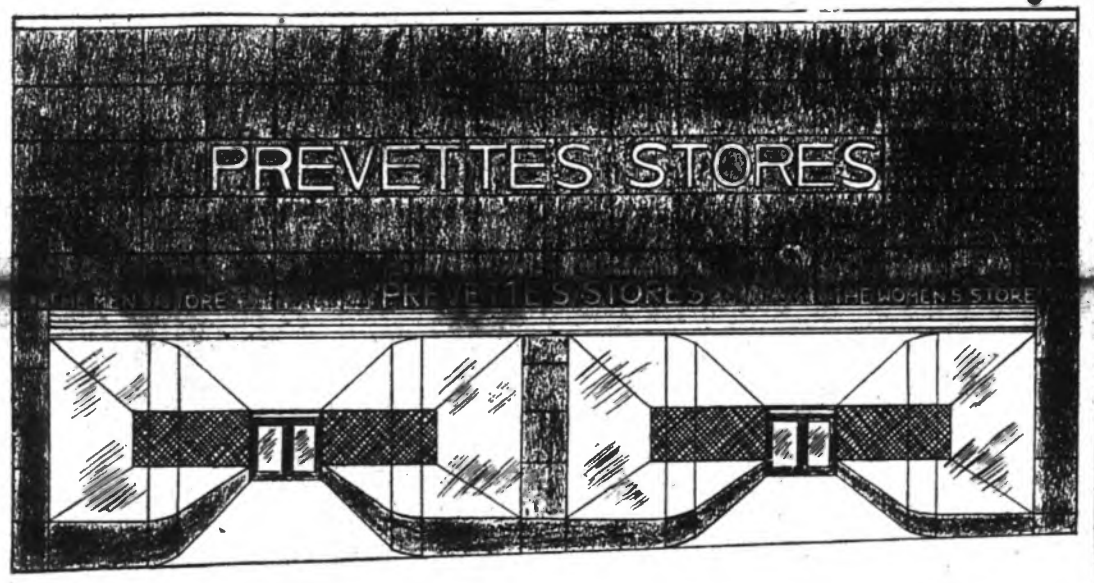
H. Slater Prevette



William C. Prevette

Prevette's Stores are managed by the three Prevette Brothers; John R. Prevette, General Manager, H. Slater Prevette, Assistant General Manager, and William C. Prevette, General Merchandise Manager. Under their management the stores have been enlarged and new departments have been added, with the very best merchandising services inaugurated, in keeping with the progress the firm has made in the past years. Their policy will be to always have the very best merchandising methods employed throughout the stores, with quality merchandise at low prices, to give the customers the most efficient retail services possible. The management extends to you a most cordial invitation to attend their Fortieth Anniversary Celebration and inspect their most complete line of wearing apparel for the entire family, which will be sold during this event at prices far below ceiling.

NEW FRONT TO BE INSTALLED



This is the architect's drawing of the new front to be installed by Prevette's Stores, just as soon as materials are available. Contracts have been let with Canter & Sidden, local contractors, and The Pittsburg Plate Glass Company, Pittsburg, Pennsylvania, to make the installation. This front is in keeping with the policy of the firm to progress with the times.

Prevette's New Store Front to Be Among The Finest In State

Every Detail Designed In Keeping With Present Day Merchandising Selling. It Will Be Modern and Streamlined In Every Respect And Will Reflect Credit Upon City's Business Houses

When materials are available, Prevette's Stores will tear down the canopy in front of their stores, which has been one of the landmarks of North Wilkesboro for the past fifty years. Steel beams will be placed across the front to take care of the new front to be installed.

The new front will be fifty feet wide and twenty-six feet and six inches in height from the sidewalk. There will be placed across the face of the front, down the sides and across the base, big blocks of wine colored carrara glass with the name of Prevette's Stores in two-foot lettering with ivory color embossed in the wine carrara glass half way up the front from the top of the windows. This will give the front a most attractive appearance in color scheme.

Across the front, at the top of the windows, will be a recessed awning case covered with aluminum metal, twelve inches wide, which will give the appearance of a twelve inch aluminum strip all the way across the front. This will enclose and conceal the awning when not in use. Directly over the aluminum recessed awning case will be installed stainless steel letters, eight

and twelve inches high, giving the firm's name, Prevette's Stores, in twelve inch lettering in the center, with The Men's Store on the left side and The Women's Store on the right side in eight inch lettering.

The corners of the windows will be curved plate glass. All vertical bars will be eliminated and all the plate glass will have mitered joints, thus eliminating ugly obstructions from merchandising.

Mrs. James L. Kraft, wife of Chicago's well-known cheese manufacturer, was recently teaching a class of 150 women in the North Shore Baptist church of that city. The lesson concerned the story of the woman who anointed the head and feet of Jesus with a box of ointment—the most precious possession she had. After the lesson was over, Mrs. Kraft decided that she should give "the most beautiful material possession I have" to the Lord. Her only valuable piece of jewelry was a diamond bracelet worth \$10,000, and this she gave to the World Mission Crusade Committee of the Woman's American Baptist Foreign Missionary Society for its missionary work overseas.

dise displayed in the windows. Aluminum petco sashes will be used around the base and at the top of all plate glass to give the windows a streamlined effect.

New transits and doors will be installed made of heavy plate glass and oak woodwork with kick and push bars attached on the doors, which will be in keeping with other features of the front. The doors will be hinged with double action hinges, making it possible for them to work both ways, for convenience of customers entering or leaving the stores.

The interior of the windows will not be changed except to be made longer to fit flush with the metal and wine carrara glass of the front.

Lights will be installed at the top of the aluminum awning recess case, behind the stainless steel letters, to give a flood light effect to the front at night. The front was designed by one of the engineers of The Pittsburg Plate Glass Company of Pittsburg, Pennsylvania, and he incorporated the very newest and latest ideas of modern store front designs, being installed throughout the nation. This front will be one of the finest and most modern to be found in the state.

Prevette's Stores Running Big Sale 40th Anniversary

\$150,000.00 Stock Of Wearing Apparel Is Being Included

In celebrating their Fortieth birthday, Prevette's Stores are staging a big store wide sale on wearing apparel for the entire family at prices far below their ceiling prices and, on some items, below cost. The trade will have an opportunity to buy their fall needs at a great saving during this special event.

You will find on display, in the various departments a very complete array of fall and winter items, such as, men's and boys' suits, coats, hats, shoes, shirts, jackets, hosiery, underwear, sweaters, sport coats, rainwear, rubber footwear, leather jackets, and coats, heavy shoes, high-top shoes, work pants, work shirts, heavy socks, dungarees and many other items.

Also, women's and children's dresses, coats, suits, blouses, skirts, sweaters, hats, bags, gloves, scarfs, costume jewelry, hose, underwear, sport jackets, raincoats, umbrellas, shoes and many other items.

All items have been especially grouped and priced to make shopping easier for the customers to fill their want list.

The management extends a very cordial invitation to their friends and customers to come in and visit the departments and see for themselves the beautiful variety of fall and winter merchandise they have to offer.

FIRM BELIEVES IN QUALITY LINES

For the past forty years the Prevette's Stores have taken great pride in selling only quality merchandise. The customers can have the assurance that they will continue to find some of the best national brands on the market today at their stores.

A NEW GEYSER
Yellowstone Park, Wyo.—Two Iowa couples, Mr. and Mrs. L. F. Albinger and Mr. and Mrs. G. H. Albinger, of Lytton, Iowa, while touring Yellowstone National Park, noticed steam coming through a crack in the pavement of a parking area. Retiring to a discreet distance, they saw the pavement breaking up and steam, hot water and mud soared into the air. After six hours, the geyser had enlarged its outlet to eight feet across and built up a cone of mud 36 feet in diameter and was continuing to erupt.

Chicago. — The Woodlawn Boys Club recently initiated 235 new members into their club—all of them girls.

ALL DEPARTMENTS MODERN IN EVERY PHASE OF DESIGN

When the customers visit Prevette's Stores they find all the departments are modern and up to date with the very newest designs in fixtures and all merchandise nicely displayed and easy to see. Each department is arranged for the convenience and comfort of the customer.

There are five individual departments featuring wearing apparel for the family, and the privacy they desire in purchasing their needs. These are: The Men's Department, featuring everything the men wear in hats, shoes, suits, overcoats, shirts and accessories; The Women's Department, featuring women's, misses', and children's wearing apparel and accessories; The Women's Shoe Department, which features women's shoes exclusively; The Children's Department, featuring boys and girls shoes and wearing apparel; and The Bargain Department which features the lower priced items in heavy goods, shoes and work clothes.

The photographs of these departments are shown elsewhere in this issue, giving you an idea of what they are like.

Quality Merchandise!