

PARKS BELK OPENS DOORS OF NEW \$65,000 STORE FRIDAY

Special Values Offered During Opening Days

Special values in each of Parks Belk Company's departments are announced on page 4 and 5 of this section, with each of the departments playing an important role in the store's opening celebration.

The departments of piece goods, shoes, men's ladies' ready to wear, bargain all are offering unusual purchases. Manager S. B. Peavler and his staff cordially invite the friends and patrons of Parks Belk Company to visit the store this week-end and early next week to see the new, pleasant surroundings the store now boasts. There will be extra sales-people on hand to handle the large crowd expected.

Large Staff of Employees Ready To Serve Patrons

With the moving of Parks Belk Company to larger quarters it has also been necessary to add to the employees of the store in order that speedy, efficient service — so well characteristic of Parks Belk — may be continued.

No less than 15 employees in the two store building stand ready at all times to wait on patrons. Most of the staff has been connected with clothing business for several years and are schooled in extending the best services to the public.

Oldest in point of service in serving the Marion public is Miss Sallie Rice, head of the large piece goods department located on the first floor of the new building. Before Parks Belk located in Marion in 1934 Miss Sallie, as she is known to her many friends, had aided customers in other local stores.

Manager of the men's department and assistant manager of the store is Vernon Blackburn, formerly of Bristol. He has been with Parks Belk for six years, including three years at Marion. He is assisted in the men's department by Luke Anderson, with three years' experience.

Vance Boone, Marion, is in charge of the spacious, modern shoe department located on the rear of the first floor. He has had three years' experience in selling ladies', children's and men's shoes. His assistant is Miss Alice Pafford.

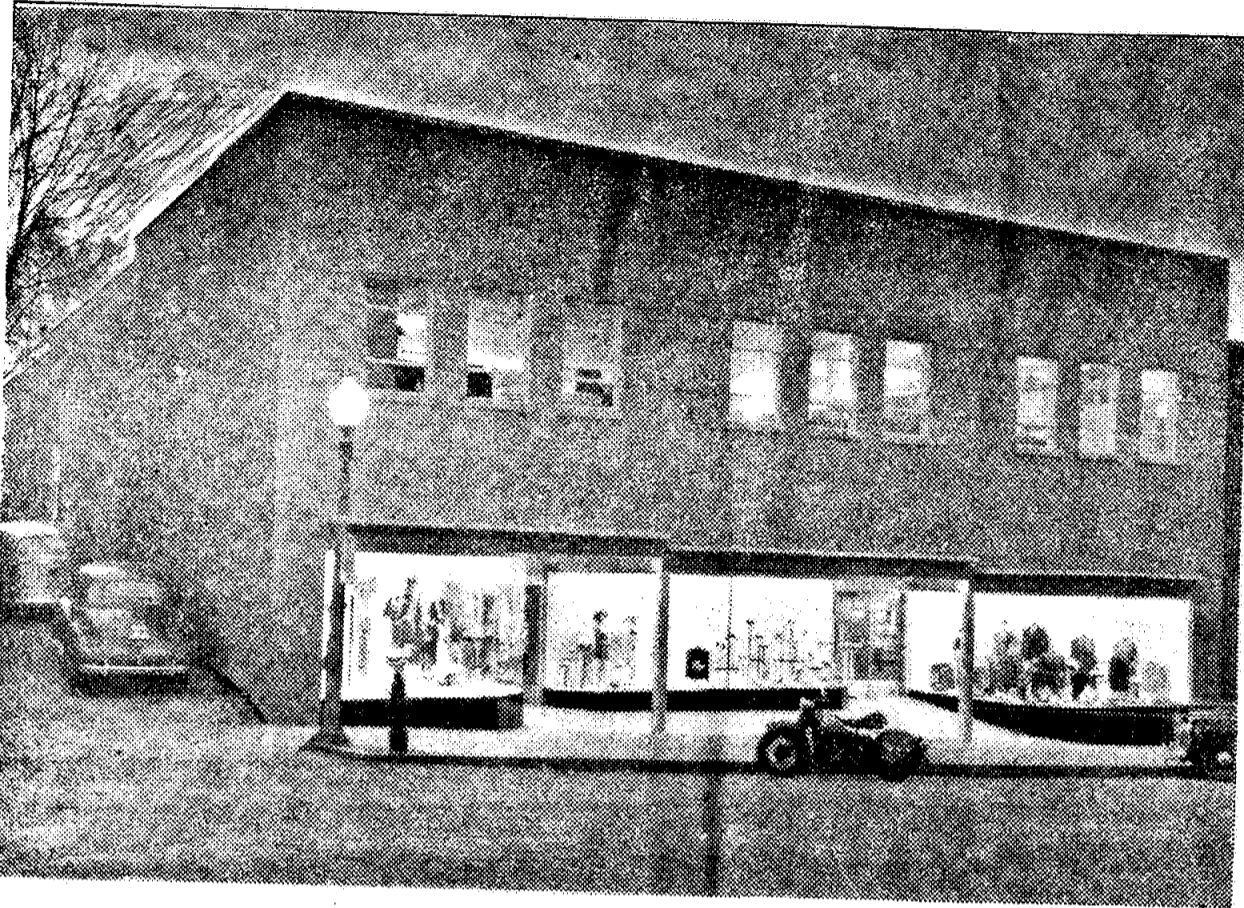
Mrs. Samuel Patton, of Marion, is in charge of the underwear department, with headquarters in the center of the first floor.

Mrs. Clarence Wohlford will have charge of the enlarged department on the first floor for ladies' hosiery, which boasts a larger, more complete line of nationally known brands.

On the balcony, where ladies' ready-to-wear department is found, Mrs. Dora White, who has been working with the Marion store for the past four years, will be in charge. Mrs. Harry White, with her department also located on the balcony, superintends millinery and the baby department. Mrs. Wayne Weaver is in charge of all alterations.

Mrs. H. P. Griffiths, Miss Marie Moxley and Haywood Anderson, with a larger, more modern bargain department, located on floor two, are in charge there. Vowers Osborne also helps with this department.

Miss Helen Ritchey, who has been with the Marion store for three years, is secretary to Mr. Peavler the store manager, and bookkeeper and cashier. She occupies the office in the center of the first floor.



NEW BEAUTIFUL store of Parks Belk Company, which opens its doors Friday morning, May 2, in the center of Marion's shopping district. This front view of the exterior shows the building and its striking windows as it appears at night. Beattie Gwyn of Marion is owner of the \$65,000 building. (Photo for Parks Belk Company)



OWNER of the new Parks Belk store building in Marion is Beattie Gwyn, prominent in many lines of business and community activity.

Mr. Gwyn purchased the lot from the congregation of Christ Episcopal church last year, a sale which played a large part in making it possible for them to build their beautiful new and larger church in the west end.

The new building, as plotted under his supervision, was planned especially for the needs of the Parks Belk organization, the lessees.

During his business career Mr. Gwyn was formerly prominent in the automobile and ice business. At present he is chiefly busy with Gwyn Distributing Company, distributor of Schlitz beer in this territory, and his extensive real estate holdings in Marion.

During his civic career Mr. Gwyn long occupied a seat on the Marion town council. He has been a strong supporter of the Chamber of Commerce and is a former president of the Marion Kiwanis Club.

(Photo Greear Studio)

Building Planned to Eliminate Confusion In Greatest Rushes

Truly a departmentalized store is the new home of Parks Belk Company in Marion. Planned to reduce confusion and eliminate loss of time the store was designed to give the utmost in customer convenience even during the greatest buying rushes.

There are four separate departments on the first floor of the beautiful new asset to Main street. The enlarged men's department begins at the front of the store on the east side of the building and extends to the rear of the building. On the opposite side are the piece goods and shoe departments, both with larger space available in the double sized building in comparison to the old store. The hosiery and ladies' accessory departments occupy the front of the store and extend the width of the building.

On the balcony are found the ladies' ready-to-wear and baby departments. Level with the street, the balcony is an ideal spot for receiving shipments of new goods without disturbing shoppers.

The second floor, which is about two-thirds the size of the first, houses the popular bargain department.

All departments are named and signs telling shoppers of each type of merchandise are in big blue letters, visible from almost any point on the floor. Modern lighting over the 12,000 square feet of floor space will prove to customers that during Christmas and Easter seasons when shopping is heaviest, confusion and commotion have been eliminated by careful planning and building.

Business had so increased in the old quarters that a larger home for the department store was needed, despite the additions several times to the old location. The new store is exactly twice the size in floor space of the old building. Additions to the sales staff, too, will eliminate waste of time by shoppers.



MANAGER of the Marion Parks Belk store is Sam B. Peavler, above, who has been connected with the Belk organization for 12 years and for the past three years has been manager of the Marion store.

Mr. Peavler began with the Belk chain in Kingsport, Tenn., as manager of the men's department and since then has also worked in other Southwest Virginia and East Tennessee stores. He came to Marion in the late summer of 1938 and since then has applied the experience he had gained previously by so capably managing the Marion branch that a new, larger building was needed to take care of Parks Belk patrons.

Mr. Peavler has been active in civic organizations in Marion during his three years here. He is a member of the Marion Rotary club and has several times served on committees of the Chamber of Commerce of Marion.

Almost as well known to Marion as himself is Mr. Peavler's hobby — motorcycleing. Before he began riding the motor cycle Mr. Peavler could be seen riding a combination bicycle-motor up and down Marion's Main street.

Marion Store Doubles Space For "Customer Convenience" In Beautiful New Quarters

New Building Reflects Growth Of Store In Marion Since 1934

Marion's Main street — the pulse of southwest Virginia will quicken its pace Friday morning, May 2, at 9:30, when the doors of the new \$65,000 home of Parks Belk Company are opened to the public.

In the process of construction for the past six months, sometimes slowed because of material for national defense needs, the new enlarged store will show this section the latest in modern department store architecture and fixtures. Its 12,000 square feet of floor space doubles exactly the space of the old store and extends to two floors and a balcony.

Owner of the building is Beattie Gwyn of Marion. The opening of the new building climaxes seven years of progress the Belk chain has made since it established a store in Marion in 1934. The old store was enlarged several times but the company felt new, larger quarters were needed to best serve its public and a new building was leased. The progress the local store has made is typical of the strides taken in the past 50 years since the first Belk store was opened at Monroe, N. C. There are now 190 Belk stores in the south with establishments in the states of Virginia, West Virginia, North and South Carolina, Florida, Georgia and Alabama. The Belk stores are the largest retailers of merchandise in the south.

Peculiar in the fact that all Belk stores are operated separately and that all communities, where stores are located benefit directly from the stores, the Belk chain is the only association of its kind in the United States which has each store independent of each other. The main office of the stores is in Charlotte, N. C.

First Belk store in this section was established in Bristol in 1929. Marion was the next southwest Virginia town to be selected and now several communities in the immediate area have Belk stores. An official of the Belk chain, in commenting on the opening of the new store, said the relations between the store and town have always been most pleasant and because Marion itself has grown so rapidly the past few years it became necessary for the store to expand its quarters.

A feature of the new Marion building, which catches the eye of every passerby is the front with three separate window displays, unlike any other department store in this section. Windows are on both sides of the store and there is one directly in the center, between the two entrances of the building.

But it is in the interior where the modern design really comes into its own. With light ceiling, which reflects the modern fluorescent light, a daytime atmosphere is present always, assuring customers they see what they buy. New fixtures, including new tables, racks, closets have been installed throughout the store and only the most modern up-to-date equipment is used. All trim and the fixtures are in light brown color.

Directly inside of the front door is the hosiery and accessory department for ladies. On the left side going into the store is the piece goods department extending to the staircase midway in the building. On the right side of the entrance from Main street is the expanded men's department which extends the length of the store. Exactly in the center of the building is the cashier and wrapping counter, located in the center to eliminate loss of time and to service customers as quickly as possible. The shoe department occupies the rear west corner of the first floor. New benches and chairs, modernistic in design with bright metal frames and upholstered in blue and cream leather, are in the shoe section as well in other parts of the store.

The ladies ready to wear department is reached by a short flight of steps. The balcony setting for this department is unique and is an attractive beauty feature of the building.

The popular bargain department is on the second floor — five steps up from the balcony. This spacious room is filled with numerous tables with a large amount of aisle space between each.

The building was built and planned for a department store. Clarence B. Kearfott, Bristol architect, who has designed many of Marion's modern buildings, laid the plans to eliminate excessive walking and to make the large building as compact as possible for the utmost of customer convenience.

The store building occupies the former site of the Christ Episcopal church, for many years a landmark in Marion. Mr. Gwyn purchased the site last summer and by Christmas the Episcopal congregation had moved into a new church in Marion's west end.

Clarence B. Kearfott

BRISTOL, VIRGINIA

Architect
of the new

PARKS BELK COMPANY STORE

extends congratulations to the beautiful new store and wishes Parks Belk much success.

Office Address
Dominion National
Bank Building

Telephone
1946

CONGRATULATIONS

PARKS BELK COMPANY

We furnished the structural steel
and miscellaneous iron work for
this fine new building.

ESTIMATES GLADLY FURNISHED

Inter - State Foundry & Machine Company

Engineers-Founders-Machinists

JOHNSON CITY TENN.

Emerson Hats

extends hearty congratulations

to

PARKS BELK CO.

On Its Fine New Store!

MEN WILL FIND

EMERSON HATS

featured in the men's department on the first
floor of the new building. A great selection
at —

\$3.98

KNOW YOUR MONEY And Avoid Loss Due to Counterfeits

TO THE AMERICAN PUBLIC:

The United States Secret Service and your police wish you to KNOW YOUR MONEY, and through this nation-wide educational program aim to suppress the major crime of counterfeiting.



CHIEF WILSON

Observance of these few simple rules will safeguard the pocketbooks of the Nation. Therefore, I urge every person to carefully study the rules and to follow them.

The United States Secret Service is grateful for the whole-hearted cooperation which it has always enjoyed from your police officers, and we now solicit the assistance of every American citizen in this effort to prevent crime through this modern method of education, instead of the age-old method of prosecutions and imprisonment.

Frank J. Wilson

Chief, U. S. Secret Service.

HOW TO DETECT COUNTERFEIT BILLS

1. KNOW YOUR MONEY!
2. COMPARE the suspected bill with a genuine of the same type and denomination. Observe carefully the following features:

(a) PORTRAIT: Genuine is lifelike; stands out from oval background which is a fine screen of regular lines; notice particularly the eyes. The counterfeit is dull, smudgy, or unnaturally white; scratchy; background is dark with irregular and broken lines.

(b) SEAL: On genuine, sawtooth points around rim are identical and sharp. On counterfeit, sawtooth points are usually different; uneven; broken off.

(c) SERIAL NUMBERS: Genuine have distinctive style; firmly and evenly printed; same color as seal. Counterfeit, style different; poorly printed; badly spaced; uneven in appearance.

(d) PAPER: Genuine bills are printed on distinctive paper containing very small red and blue silk threads.

3. RUBBING a bill will NOT prove whether it is genuine or counterfeit; ink will rub off of either.

4. REMEMBER—NOT ALL STRANGERS ARE COUNTERFEITERS, BUT ALL COUNTERFEITERS ARE LIKELY TO BE STRANGERS.

TYPES OF CURRENCY

The only three types of currency printed by the United States Government for circulation are:

1. FEDERAL RESERVE NOTES, which bear GREEN serial numbers and seal.
2. UNITED STATES NOTES, which bear RED numbers and seal.
3. SILVER CERTIFICATES, which bear BLUE numbers and seal.

PORTRAITS

Denominations of bills may be identified by portraits, as follows:

WASHINGTON	on all	\$1.00 bills
JEFFERSON	on all	\$2.00 bills
LINCOLN	on all	\$5.00 bills
HAMILTON	on all	\$10.00 bills

CONGRATULATIONS

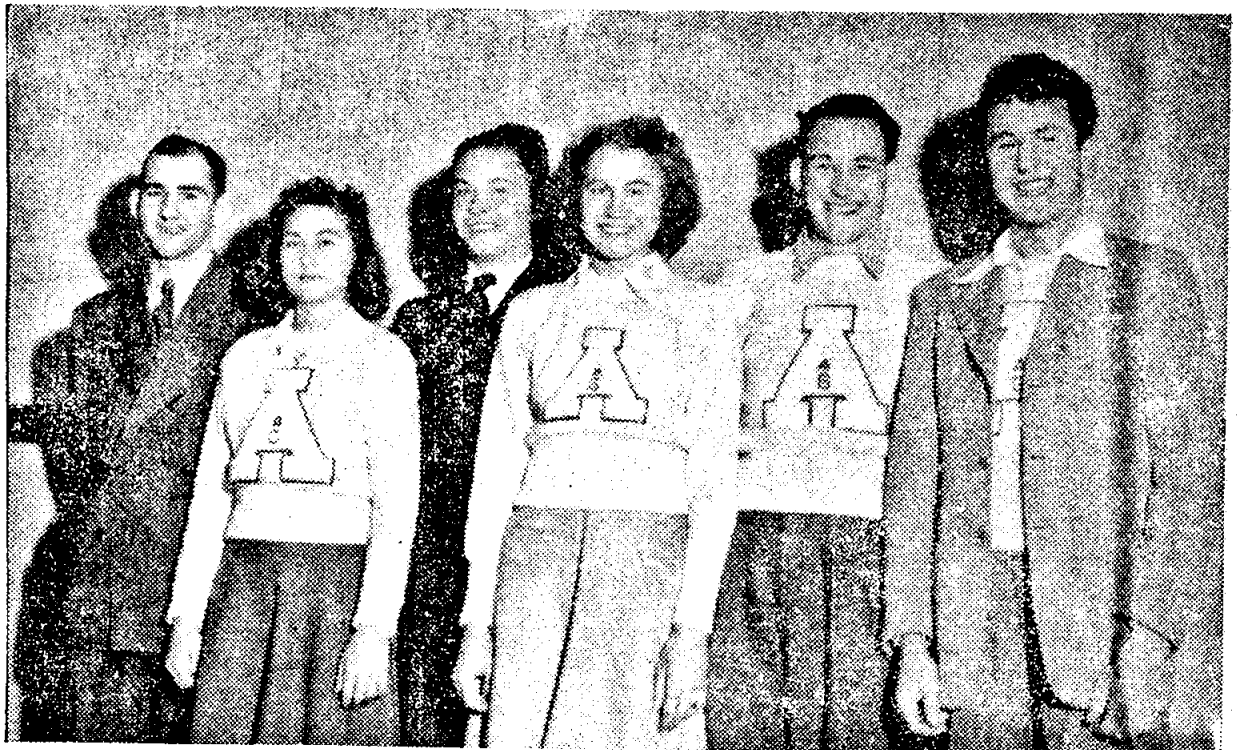
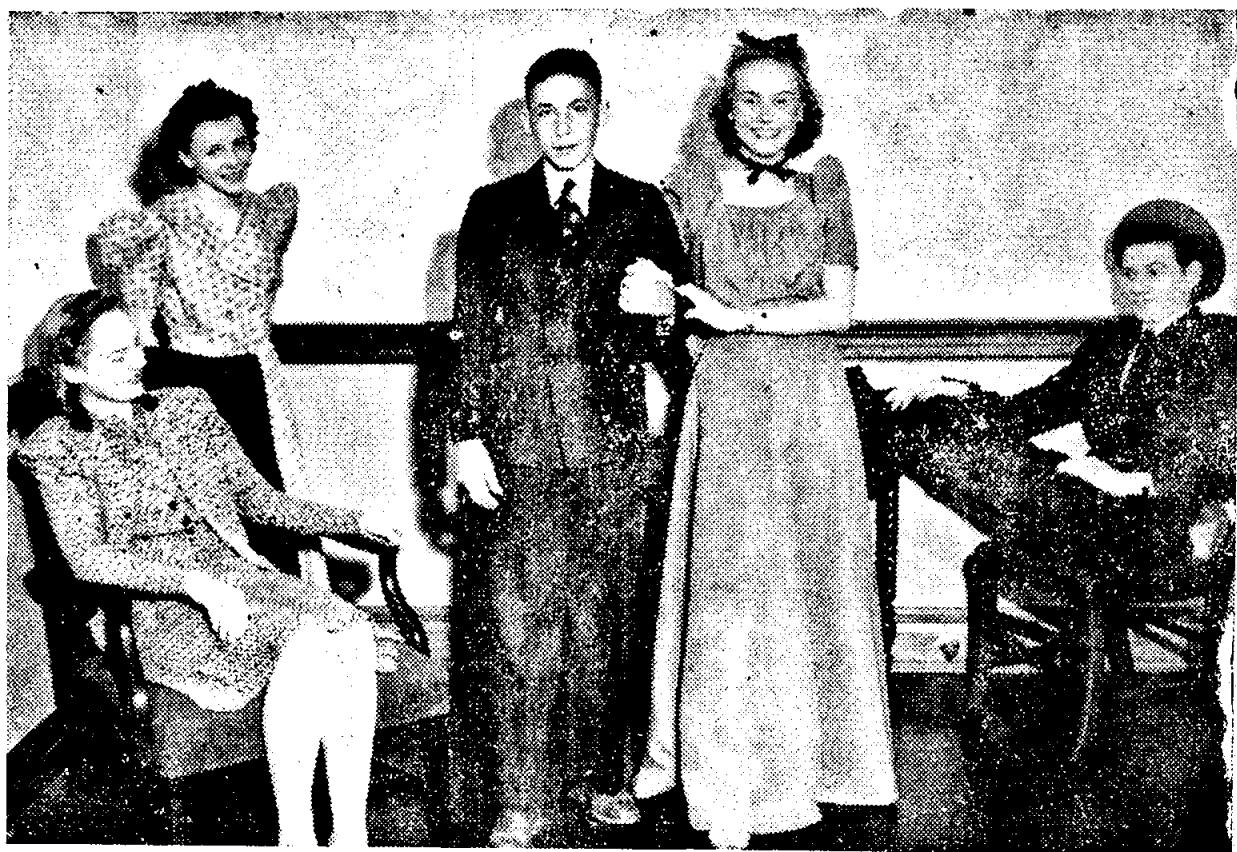
TO

PARKS BELK CO.

I hope that Marion and Smyth
County are pleased with the new-
est addition to our growing Main
Street business section

BEATTIE GWYN

Builder of Parks Belk Building



SCHOOL ACTORS in the three one-act plays given Friday, the 25th, in the Smyth County School Festival are pictured above. Top the Chilhowie cast of "Sugar and Spice" directed by Miss Ella Mae Frye. Left to right are Edna Love Bonham, Frances Dungan, James Cole, Mary Madison, Charles Ratcliffe.

In center is the Allison's Gap cast of

"The Evidence" with faculty member G. S. Buchanan Jr., on left. They are Mary Sue Sprinkle, Audrey Billings, Opal Montgomery, George Collins, Charles King.

Bottom is the Marion cast in action as they gave "The Perfect Gentleman." They are Elizabeth Jones, Joe Prater, Sue Sheffey Parrish, Madeline Snider, Clarence Mairs. They were coached by Mrs. Bernadette Kyle. (Staff Photos—Greear)

Inter-State Furnishes Structural Steel for Parks Belk Building

Inter-State Foundry and Machine Company of Johnson City, Tenn., which furnished the structural steel and miscellaneous iron work on the new home of Parks Belk, is noted over this section of the United States for large amount of steel and iron carried at all times in stock.

Because of this large amount of metal, the company can, at short notice, ship materials for jobs where speed is an important factor.

Inter-State Foundry and Machine Company operates a foundry, machine shop, pattern shop, structural steel and ornamental iron department, each of which is an entirely separate building and department. J. H. Miller is president and treasurer of the organization; B. M. Crumley, vice-president, and Guy A. Miller, secretary.

Notable among the company's recent jobs is the Hercules Pow-

der Company at Radford, which was erected in an amazingly short time, far in front of the schedule. The company has recently finished, also, two large jobs in Roanoke.

Parks Belk Features Craddock-Terry Shoes

In the new, spacious building of Parks Belk Company are featured two leading brands of shoes manufactured by Craddock Terry Shoe Corporation of Lynchburg. Natural Bridge shoes for women and Tom Terry shoes for men are the Craddock Terry products so well known to Smyth county men and women.

Natural Bridge shoes offer several special hidden comfort features for women. The shoes have a cushion for the metatarsal arch, a cushion for the heel, cushion for the instep and a built-in metatarsal arch, all designed to give the greatest amount of comfort to wearers. Always among the leaders in fashions, Natural Bridge shoes combine comfort with style. Many

Smyth county women chose this shoe exclusively.

For men Tom Terry shoes, featuring collegiate styles, are accepted leaders in its price field. Looks, wearability and comfort are featured to give the utmost satisfaction to the many wearers of Tom Terry shoes.

Terrazza Installed By Rainero Tile Co.

The work of Joe Rainero Tile Company, of Bristol, Tenn.-Va., in laying terrazza in the beautiful, attractive front of the Parks Belk building is typical of the work Mr. Rainero has been doing for the past 25 years he has been in business.

Everything must be done to insure beauty for time to come and Mrs. Rainero and his son, Leno, personally oversee each job to see that it is done right. The attractive front of the new store building is just one of the Marion jobs Mr. Rainero has done. Marion's other new building, Marion Drug Company, which opened last fall is another example of the Rainero skill.

Congratulations--

Parks Belk Co. Beattie Gwyn S.I. Dye & Sons

... to the occupant, the owner and the builder of the new Parks Belk store in Marion — and to the Marion and Smyth county community now graced by this fine new business structure — Marion Hardware & Supply Company Inc. offers its congratulations.

We are thankfully proud of the part we had in the construction of the new Parks Belk Store. Our contribution included:

Furnishing and Installing Plumbing and Heating System and Fixtures.

Furnishing lead-coated tin roof.

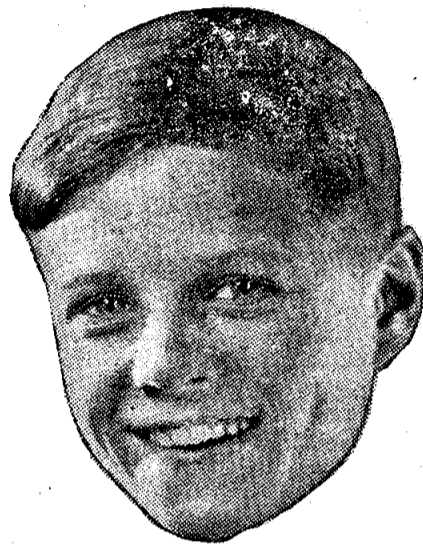
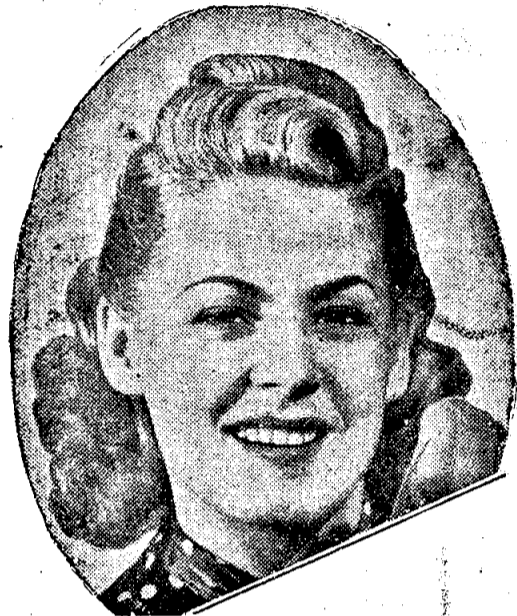
Furnishing Mill Work and many building materials, including cement, masonry mortar, plaster, metal lath, plaster base, builder's hardware.

*We Salute Progress on Marion's
Fast Growing Main Street!*

MARION HDWE. & SUPPLY CO.

INC.

THERE ARE SPECIAL VALUES PARKS BELK OPENING



EVERY MEMBER OF THE FAMILY IS INVITED!



A Great New Store
Features An Up-to-Date
Ladies' Ready-to-Wear
Department, 2nd. Floor

Hundreds of new silk dresses, in every imaginable style, color and pattern decorate our larger, more complete department for women. Many of these silks are being shown for the first time in Marion when our doors open. Save for summer by saving today!

\$1.98 - \$2.98 - \$3.98
\$5.95 - \$7.95 - \$9.95

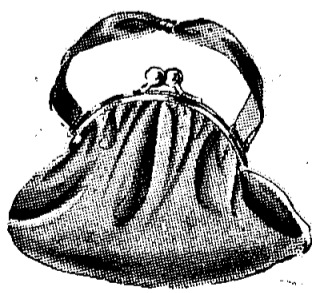
It will pay you to shop the millinery department on the balcony and see the hundreds of creations we have for this summer. They've just been unpacked.

98c - \$1.98 - \$2.98

UNDERWEAR

Right at hand on the first floor you'll find the underwear department and here you'll find wonderful bargains. Panties and step-ins in assorted sizes—

15c-19c-25c



Handbags

Summer and spring bags in latest most popular materials and colors. Whites, black, red and browns are featured.

98¢

STRAW HAT TIME!

May 15th in Straw Hat day and if you wait that long your chance of getting one of these new, serviceable summer hats will probably be gone. Brand new styles shown in Marion for the first time.

98c & \$1.98



BONAIRE SHIRTS

If you searched and searched you would never find a value in shirts such as these Bonaire sanforized. Every shirt is guaranteed. New patterns, colors and styles with non-wilt collar. A regular \$1.50 value offered for special opening value at —

\$1.00

Nylon Hose

Nylon hose — American Women's first choice — are in demand. These are regularly priced at \$1.39 but while they last they're offered on the first floor for —

\$1.00

Uniforms

A new feature added to our second floor ready-to-wear department are these nurse and maid uniforms in whites and colors. Duti-Duds is the name. Ask for them for long serviceable wear.

98c



Piece Goods

Thousands upon thousands of yards of p silks will greet you as you enter the new. These silks, including triple sheers, solid c and wash silks, were shipped just in time the opening.

49c yd.

SHEER GOODS

As the merry month of May arrives thos turn to summer materials. Sheer goods fil larger and even better piece goods depart and are priced at —

15c-19c-25c yd

Lace Table Cloths

A gorgeous decoration to any table. These beautiful patterns are very much in demand and are worth a careful inspection.

\$1.69 & \$1.98

CHENILE BED SPREADS

Lots of new patterns and new colors are included in this first showing to the Marion public. Unpacked in time for our opening.

\$2.98 - \$3.45

\$3.98

L VALUES FOR EVERYONE AT OPENING CELEBRATION



INTERIOR VIEW OF THE spacious first ladies' accessory counter. The shoe department floor of Parks Belk's new store. In the foreground is shown at rear left and the men's department is pictured rear right.

FAMILY IS INVITED!



value in shirts
anteed. New pat-
lar \$1.50 value

Piece Goods

Thousands upon thousands of yards of pretty silks will greet you as you enter the new store. These silks, including triple sheers, solid crepes and wash silks, were shipped just in time for the opening.

49c yd.

SHEER GOODS

As the merry month of May arrives thoughts turn to summer materials. Sheer goods fill our larger and even better piece goods department and are priced at —

15c - 19c - 25c yd.

Lace Table Cloths

A gorgeous decoration to any table. These beautiful patterns are very much in demand and are worth a careful inspection.

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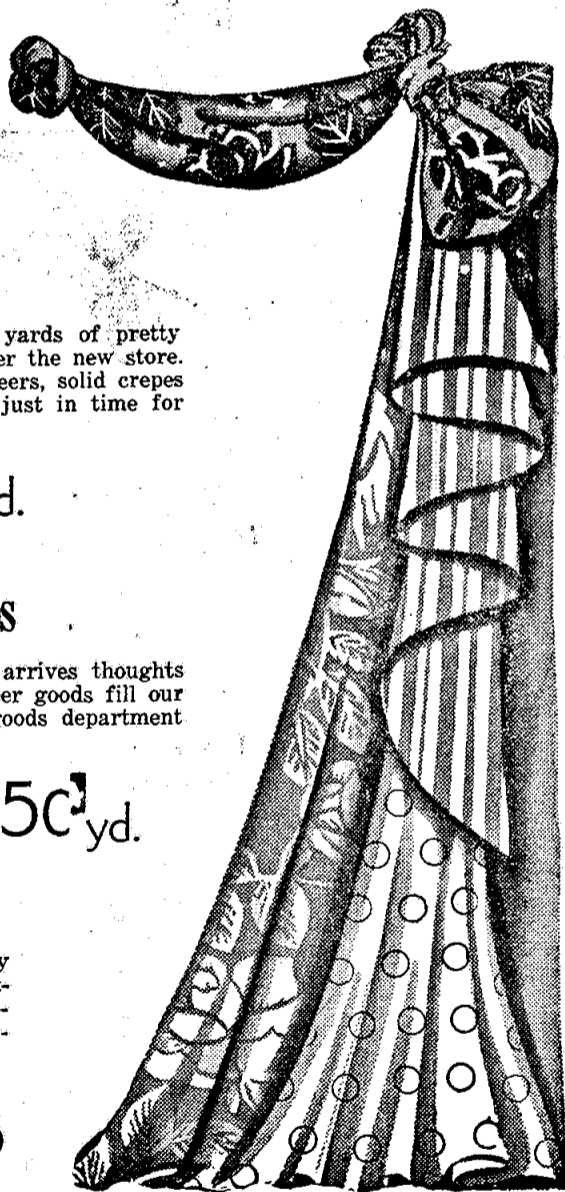
\$3.98

NEW TOWELS

Every kind, any description you'll want. Serviceable and very attractive these towels are featured in our first floor and bargain departments.

5c - 10c - 19c

25c



BARGAIN DEPARTMENT

Thousands of items await you in our second floor BARGAIN DEPARTMENT. You'll find here the greatest array of goods we have ever offered. Our space has been greatly enlarged and therefore we are able to have several times the amount of bargains we formerly had in our old store. We are listing a few of our special openings in our bargain section.

Curtain Materials
5c yard

Felt Scatter Rugs
\$1.00 each

Broadcloth
Solids & Whites
10c, 15c yard

Boys' Covert Work
Shirts
39c

Bed Spreads
49c, 79c, 98c

Card Tables
\$1.00 each

Mirrors
98c and \$1.98

Feather Pillows
59c each

Percal Prints, 36 in.
10c yard

Hundreds of pairs of women's and misses oxfords. Straps and ties in white, brown and combinations. Regular \$1.98 —

\$1.49

Little Boys' Unionalls and Playalls, just the thing for him this summer —

59c

Here's a real buy. Store your winter clothes in this moth-proof cabinet.

\$1.98, \$2.98

Latest summer hats for misses in light shades. A perfect chance for you to get your summer bonnet at a savings.

59c

Striped Chambray
15c yard

Cretones
10c, 12 1-2c, 15c

Men's Dress Shirts
69c

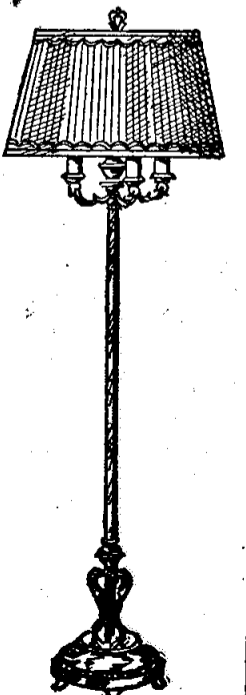
Men's Work Shoes
98c, \$1.49, \$1.98

98c - \$1.98

7-Way Floor Lamps

A beautiful addition to any home would be this 7-Way floor lamp, giving you seven way light. Take advantage of this opening special.

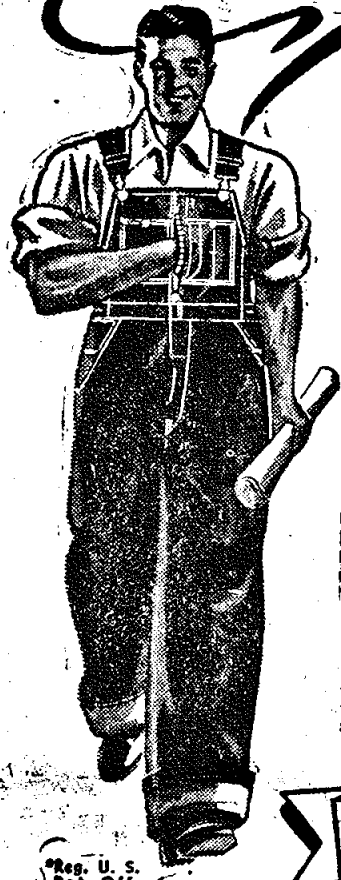
\$3.98



HEADLIGHT OVERALLS Congratulates PARKS BELK CO.

FOR ITS FINE NEW MARION STORE

AT LAST! A REALLY SAFE PLACE
TO KEEP PAPERS, MONEY AND
OTHER VALUABLES!



**HEADLIGHT
SAFE DEPOSIT
OVERALLS**

UNION MADE

\$1.69

COST NO MORE THAN
ORDINARY OVERALLS

Famous Headlight Overalls with an exclusive new feature. All the regular bib pockets and two big, new Safe Deposit zipper pockets—almost the size of the entire bib—yet they close so securely that a single pin couldn't fall out. Rust-proof Talon zipper is self-locking.

Valuable papers, blue prints, money, keys . . . your pipe or cigarettes . . . whatever you put here stays safe and clean.

• SHRUNK AND SANFORIZED
• EXTRA HEAVY DENIM
• CUSTOM SIZES FOR CORRECT FIT

You'll Find
**Headlight
Overalls**
on
First Floor
**Parks Belk
Store!**

Here's Another- "Built By Dye"

The new Parks Belk Company building, erected on contract for Mr. Beattie Gwyn, is another of a long line of outstanding local buildings "Built by Dye." Big business men and small home owners alike have learned to depend on the careful workmanship, attention to detail painstaking selection of materials, sound buying, and money saving advice that go into a Dye-built job. Dial 4953 for plans, estimates, information.

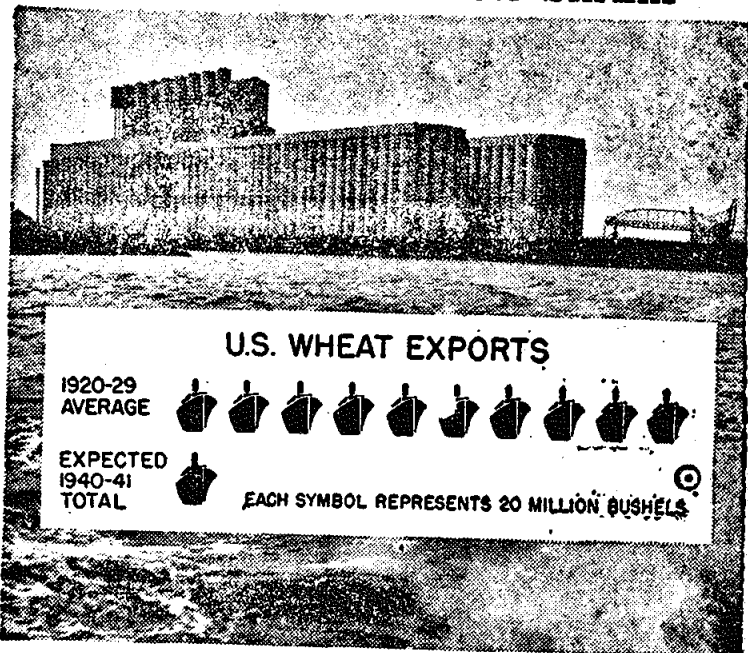
S. I. DYE & SONS

— BUILDERS & CONTRACTORS —

Marion

Virginia

U. S. Wheat Markets Shrink



A problem facing U. S. farmers in 1941 is the great reduction in wheat export outlets, as shown by the chart above. U. S. Department of Agriculture officials point out that continued acreage adjustment under the AAA Program is necessary to balance wheat supply with decreased demand.

Rich Valley

Broadford, April 28—Mrs. George Rosenbaum has returned to her home at Pocahontas after nursing her sister, Mrs. S. T. Buchanan, for several days. Mrs. Buchanan is very much improved from her recent illness.

Barnes Buchanan underwent an appendectomy at Lee Memorial hospital in Marion last week.

D. R. Maiden of Philadelphia, Pa., who was called to Adwolf on account of the death of his grandmother, Mrs. D. J. Blankenbeckler, returned home Saturday. He was accompanied by his mother, Mrs. Hattie Maiden, and his two sisters, Mrs. E. L. Roberts and Mrs. Carl Koellner.

Mr. and Mrs. C. L. Clark spent Wednesday with W. B. Clark.

David and Laura Sexton Buchanan spent the weekend with Misses Gray and Helen Buchanan.

J. M. Pratt Jr. who is employed at the Hercules Powder Plant at Radford spent Sunday at his home here.

Mr. and Mrs. Archie Buchanan and son, Sam, spent Sunday afternoon at the home of Mrs. J. S. Roberts.

Miss Mary Helen Hayes spent the weekend with her sister, Laura, at Radford College.

Mrs. Elizabeth Garnett spent the weekend with her parents, Mr. and Mrs. John G. Buchanan. She left Sunday for Sweetwater hospital at Sweetwater, Tenn., where she will be technician.

Friends of Mrs. Maggie Hays Peterson of Radford regret to hear of her illness at Roanoke hospital.

Mr. and Mrs. Leslie Lane of Eldorado, Ark. were guests of Mrs. D. J. Buchanan and Mrs. Nannie Gaddy last week.

Dr. Hugh J. Rhyne, Marion College president, who went to Richmond late last week to preach a sermon there Sunday was stricken with an attack of pleurisy and will be confined to a Richmond hospital for at least a week.

Nick's Creek

Atkins, April 28—Mrs. Tom Sexton is visiting Mrs. J. W. Long.

Miss Dorothy Huffman has recovered from a recent illness.

Roy Sexton is able to be out after a recent illness.

Roy Blevins and sister, Marie, have been visiting in Konnarock.

Mr. Groggs of Bristol has been a recent guest of his son, Robert Groggs, and Mrs. Groggs.

Miss Queenie Harris spent Sunday with Misses Anna Mae and Georgia Fay Funk.

Mr. and Mrs. Robert Sexton spent the weekend with Mr. and Mrs. J. B. Cruff.

River Items

Chatham Hill, April 28—Mr. and Mrs. J. A. Stephenson and daughters, Kate and Polly were visiting Mrs. M. S. Carter Sunday afternoon.

Mr. and Mrs. William Moore Jr. and daughter, Joyce Ann, Robert and Bruce Moore and Miss Margaret Billings were visiting Mr. and Mrs. James Hoover at Marion Sunday.

Herbert Moore and Taylor Anderson returned home from Gaithersburg, Md., Saturday.

Mrs. Mary Bowling has returned home from Lee Memorial hospital where she underwent an operation.

Mr. and Mrs. A. J. Hoover and sons, Herbert and Billy, and James Anderson visited Mr. and Mrs. Henry Hoover Sunday at Quarry.

Mr. and Mrs. Chester Wilson and daughter of Gaithersburg, Md., are visiting Mr. and Mrs. Willie Gillespie.

Mr. and Mrs. Mike Eller of Chilhowie announce the birth of a daughter, Martha Jane, at Homeland hospital Thursday, April 24, weighing five pounds, five and one-half ounces.

Student Talks High Light Meet Of Kiwanis Club

A grand short program in which students of Sugar Grove high school explained their activities and school progress featured the regular weekly dinner of Kiwanis Tuesday night, the 29th, when the club met at Sugar Grove high for a splendid dinner served in the cafeteria by ladies of the P. T. A.

The visitors were welcomed to Rye Valley by E. M. Cahoun, with President Bill Wolfe of Kiwanis responding. Principal Fred McDonald presented the school faculty, who were dinner guests.

On the program, arranged by Mrs. W. H. Copenhaver, were Pete Slomp, FFA president, who

told of chapter activities; Miss Mary Jo Dutton, who reported on the new home ec courses; Miss Jackie Hutton, who gave a most informative description of the new core curriculum course and described it as learning not facts so much as "successful living and understanding"; Miss Louise Choate, who gave a light reading.

Bill Wolfe earnestly congratulated the community on the addition to the school which made the cafeteria possible, and the Rev. Bill McFall delivered the club's thanks to the ladies for a grand meal. C. E. Keesling and Ed Pugh spoke up for the home folks.

Mr. and Mrs. Ralph Brickley are the parents of a son born Tuesday, April 29, at Homeland hospital, weighing seven pounds, thirteen and one-half ounces.

DONE RIGHT!

Terrazza and Asphalt Tile Floors
of the new

**PARKS BELK CO.
BUILDING**

Terrazza, Tile, Asphalt Tile, Rubber Tile,
Marble Installations and all similar work —
get the best!

**JOE RAINERO TILE
COMPANY**

BRISTOL

VA.-TENN.



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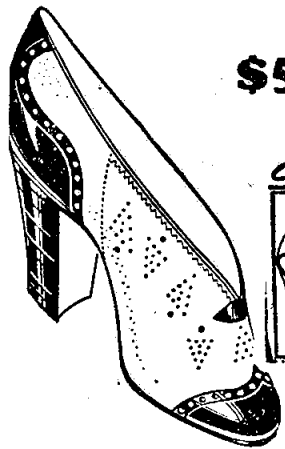
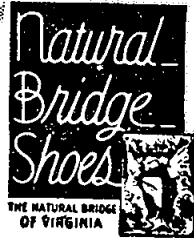
You'll like the looks and the feel of these new TOM TERRY styles. Fine styling and fine craftsmanship. They'll give you service much longer than you expect. Drop in soon to see these new styles.

Featured in the new Parks Belk Shoe Department.

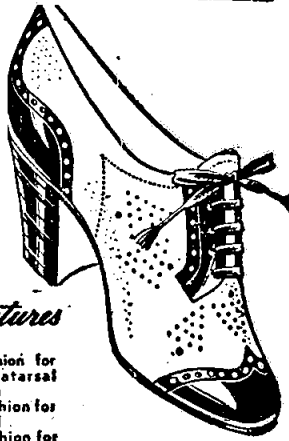
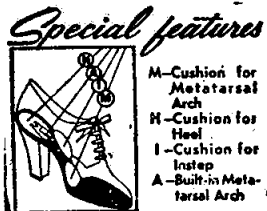
Natural Bridge Shoes Step UP Your Ankle Appeal



Step into Natural Bridge Shoes today, and step out with new grace and more buoyancy. Special, hidden comfort features give added spring to your step. And that isn't all the good news. Natural Bridge Shoes come in light, airy models and streamlined designs. Come in, try on these lovely little shoes. There's a treat in our store for your feet!



\$5



\$5

Featured in the new Parks Belk Shoe Department.

Friedman-Marks Clothing Sold By Parks Belk

Among the well wishers to Parks Belk Company on the opening of its new store is Friedman-Marks Clothing Company, Inc., of Richmond, whose clothes are a feature of the men's department.

Manufacturers of Rockingham clothing and Rockool summer suits, the Richmond concern is a leader in the manufacturing of men's clothing. Style, good, long wearing material and all efforts for customer satisfaction are included in a Friedman-Marks suit.

Vernon Blackburn and his assistant, Luke Anderson, at the Parks Belk store have had several years of experience in selling this brand of men's clothing and recommend its quality.

Emerson Hats Are Featured

Emerson Hats, featured in the men's department of Parks Belk Company, extend congratulations on the opening of the new \$65,000 store, located in the heart of the Marion shopping district.

Office of the Emerson brand of hats, leaders in the price field, is located in Danbury, Conn. and offer the best possible workmanship and material in their products. Many styles for men are included in this nationally known line of head wear for men.

Store Floor is Thing of Beauty

The 12,000 square feet of floor space in the new Parks Belk building is truly a thing of beauty. Covered with an asphalt composition called moultile and furnished by the Engineering Sales Corporation of Bristol the floor is designed to relieve walking fatigue.

The new building's floor is of checkered design of black and light tan and is in keeping with the color design to give a cheery, light atmosphere in the building at all times.

Engineering Sales Corporation has its offices in the Union Trust Building of Bristol, Va.-Tenn.

Marion Hardware Installs Parks Belk Heating, Plumbing

The complete heating and plumbing system of the new Parks Belk Company store in Marion, including blower fixtures, was sold and installed by Marion Hardware & Supply Company Inc. In recent years the complete plumbing and heating service of

Rural Retreat

Rural Retreat, April 28—The Literary club held the regular meeting at the home of Mrs. H. M. Bellamy Wednesday, April 23. A delightful luncheon was served and a social hour was enjoyed by the members and visitors.

Mrs. H. J. Greever presided over the business session and this followed by the program which the leader, Mrs. C. L. Jennings, presented. She gave a paper on the development, the needs and the accomplishments of the American Negro. Mrs. S. E. Bratton gave two poems by Paul Lawrence Dunbar, "The Lord Had a Job For Me" and "Little Black Sheep."

A very interesting meeting of the MacDowell Music club was given Monday evening at the home of Miss Kathryn Etter with Mrs. L. A. Ophoff as guest speaker. She gave a report of the State Meeting of Music clubs which was held in Richmond last week.

The Senior Home Economics class entertained the faculty and county officers at dinner, April 17th at the Home Economics Cottage. A three course was served to eighteen.

A very entertaining program was given, which consisted of songs, readings, and games.

Mrs. F. E. Nelms returned Friday from Washington, D. C. where she attended the national convention of the American Red Cross. Mrs. Nelms is chairman of Home Service, a Red Cross program, which concerns the welfare problems of members of military services of the U. S. A. including Army, Navy, Marine Corps and Coast Guards.

W. E. Richmond is very ill at his home here. His son, Pleasants, of Coalwood, W. Va. and daughter, Frances, of Tazewell are at home.

Mrs. J. N. Cassell left Sunday for Bristol where she was joined by her sister, Mrs. Charles McGhee for a trip to Trenton, Tenn.

It's a pleasure for

FRIEDMAN-MARKS CLOTHING CO. Inc. Richmond

TO CONGRATULATE PARKS BELK

on its progress.

Friedman-Marks Clothing offers fine suits for men at reasonable prices. You'll find our line a feature of the men's department, first floor.

Child Health Aided When Farmers Enrich Soil



Observance of Child Health Day every May 1 indicates the nation's interest in the welfare of its future citizens such as this radiant child. This interest is shared by the 6 million farmers cooperating in the AAA farm program. As a contribution to proper nutrition for growing children, these farmers are creating soil conditions which assure an abundance of healthful foods both now and in the future. Application to the land of liming materials and superphosphate, shown in the top picture, is one means of doing this. Such practices mean better pastures, more and better milk from dairy cows, and healthier American children.

to spend some time with Dr. and Mrs. Orin Barker. Mrs. Cassell will visit friends in Louisville, Ky. before returning home.

Miss Etta Pleasants of Lynchburg is visiting her sister, Mrs. W. E. Richmond.

Congratulations Parks Belk!

12,000 square feet of floor space and every foot made comfortable by

Moultile

"A Flooring suitable for all types of buildings and homes."

MOULTILE is an asphalt composition for floors designed for walking comfort. All designs in plain and marbled colors.

PARKS BELK FLOOR WAS FURNISHED AND INSTALLED

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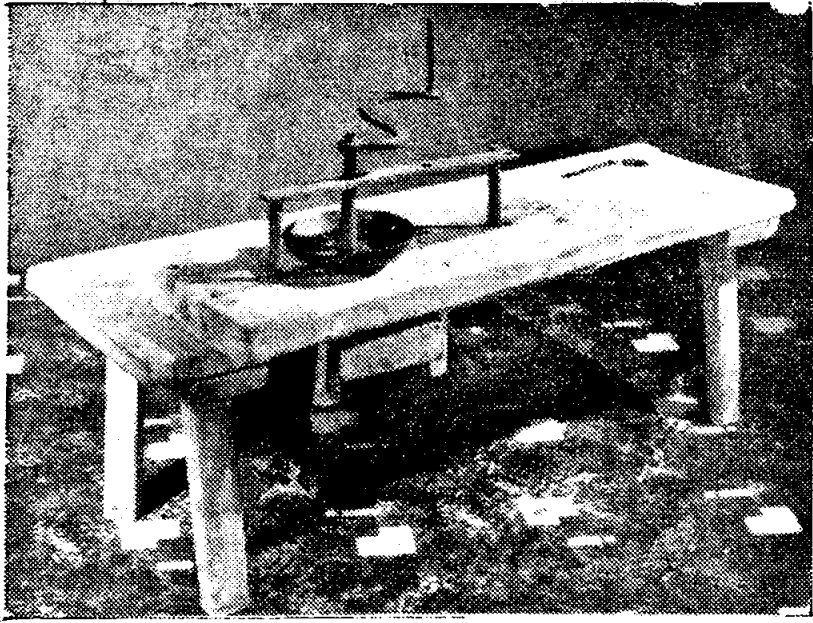
ENGINEERING SALES CORP.

Bristol, Tenn.-Va.

PHONE 884

UNION TRUST BUILDING

back tracking through Smyth.... with Clara Hill Carner



About one hundred forty years ago, people living in what is now Smyth county must have drunk coffee with a vengeance from the looks of the old coffee mill in the above picture. This truly antique can be seen in the Fixit Shop of Charles S. Porter on Main Street, near the Marion Hardware Store. "There is none like it in captivity", was the facetious remark of Mr. Porter when showing it to the writer.

This old coffee mill is the handiwork of Mr. Porter's great grandfather, Simon Wolfe, a blacksmith and farmer of the Riverside community, who lived in the neighborhood of C. B. Rouse's store.

This mill dates back to the time when Thomas Jefferson was president. It was the time in which roasted coffee, dated coffee, electrically ground coffee for percolator or drip, minus-caffeine coffee, and coffee good to the last drop were never heard. It was the time that all coffee was purchased GREEN from the cross-road store and home roasted. It was the time before electric ranges, gas ranges, oil or gasoline stoves, chaffing dishes which used alcohol, sterno canned heat, charcoal stoves, coal or crude oil ranges, or the old reliable wood cook stove were in use.

The open fireplace was the cook stove in the home of Mr. Simon Wolfe. The coffee was roasted in the old fashioned iron baker which was placed in the hot ashes with hot coals placed on the lid. It was the same old baker in which the corn pone bread was baked to a rich golden brown.

Roasting the coffee required a good deal of stirring to keep it from scorching just as it did in later years when coffee was roasted in a bread pan in the cook stove oven. After it had attained an even rich dark brown, the aroma permeating the atmosphere — the beaten white of an egg was stirred into the baker or pan of hot coffee which gave it a glaze and also added to its flavor.

The grandfather of Mr. Porter, W. B. Williams, who is 82 years old, testifies to the authenticity of this interesting old mill. Mr. Williams was reared by his grandfather, Simon Wolfe. He states that when a small boy the mill had been in operation for many years.

Most of the old coffee mills were of two types, either the hopper type which fastened on the wall or the box type which was held on the lap, or placed between the knees in order to get a better hold, for grinding.

Mr. Wolfe surely had the same philosophy as an old lady about whom Henry Boley tells in his book, "Lexington in Old Virginia." (You will find this book on the Confederate Bookshelf at the Marion High School Library.) Upon being offered a chair, she replied, "I never stand when I can sit, and I never sit when I can lie." Mr. Wolfe believed in sitting while grinding his coffee.

This mill is made on a poplar bench 3 ft. long and stands 1 ft. high. The mill proper consists of a hand-forged iron buhr embedded in the bench in which a circular buhr is operated by a long curved handle. The hopper (into which the coffee is poured) is of solid copper and shows the impressions of the smith's hammer.

When originally made, there was a shaft to the rear of the hopper which extended upward. On this shaft was a chain gear which gave more speed to the mill without having to turn the handle so fast. In time the chain wore out and the cogs of the wheels wore smooth, so Mr. Wolfe, the maker, changed the handle to its present position.

The buhr can be adjusted from beneath so as to grind fine or coarse.

Under the bench, suspended on long wooden pins which have inside extensions, is the drawer to catch the ground coffee. On these extensions is tacked a wooden track upon the drawer slides. So as to prevent the drawer from falling at the rear from its track, Mr. Wolfe made it wedge-shaped narrower at the rear than at the front.

While Mr. Williams was yet a lad, there was an interesting and colorful character, the guest ever so often in the big log house of his grandfather, Simon Wolfe.

Seventy-five years and more ago these mountains were the habitat of much wild life. Many noted hunters, besides Charles Sin Clair who was the owner of a thousand acres along the South Fork of the Holston River and from whom Sin Clair's Bottom gets its name, visited this section. One intrepid hunter, Wilburn Waters, whom it



NOW RECOVERING from the effects of a dangerous fall in Abingdon a few weeks ago is S. I. Dye, head of the building and contracting firm of S. I. Dye & Sons, builders of the new Parks Belk store building.

Mr. Dye was injured in a tumble from a wall of the Zephyr Theatre, recently burned, which his firm is rebuilding.

Able assisted by his sons, Mr. Dye has built many of Marion's finer buildings. The firm recently completed the beautiful new Christ Episcopal church in the west end.

S. I. Dye & Sons does not, however, confine its operations to large business buildings. Many of Marion's most modern and attractive homes, in both the small and medium classifications, have come from the hands of Mr. Dye, his sons and their skilled craftsmen. (Greear Studio Portrait)

is said to have been a frequent frequenter of these parts.

Mr. Williams recalls hearing him tell of some of his hair-raising encounters with bear and other animals. The Wolfe home had a long front porch from which the stairs extended from the outside to the rooms above. (British architecture style). After listening to those stories, that made the "goose bumps" stand out on his flesh, he was afraid to go out on the long dark porch to climb the steps to bed.

Charles B. Coale has written a book entitled "The Life and Adventures of Wilburn Waters", this famous hunter and trapper of White Top Mountain, embracing history of Southwestern Virginia, sufferings of the pioneers, et cetera. The first edition of this book appeared in 1878. Copies sell now for \$15.

This old coffee mill may be out of date but it is not out of service. The family presses it into use for cracking corn for chicken feed. (Staff Photo — Greear).

MARY HELEN BROSIUS ON COLLEGE HONOR LIST

Miss Mary Helen Brosius of Marion was on the dean's list of honor students for the winter quarter, session 1940-41, at Mary Washington College, Fredericksburg, it is announced by the college.



LARGE AND EFFICIENT staff of Parks Belk Company ready to serve patrons at all times. Several were added to the sales staff when the store moved from its old location to the more spacious building on Marion's

Main street. Each department has its experienced salesladies and salesmen to insure fast, efficient service — a characteristic of the company. (Photo for Parks Belk Company)



MODERN IN EVERY ASPECT is the up-to-date ready to wear department for ladies, balcony of the Parks Belk store. Bright and cheery this department is a feature of the new \$65,000 building. (Photo for Parks Belk Company)

HOLSTON DISTRICT SCHOOLS MEET FOR ONE DAY SESSION

Holston district of the student cooperative association will hold a meeting in the Marion high school Friday, May 2, beginning at 10 a. m.

Included in the program are two welcome addresses by Robert F. Williams, Smyth school superintendent, and W. W. Wilkerson, Marion high principal. An original

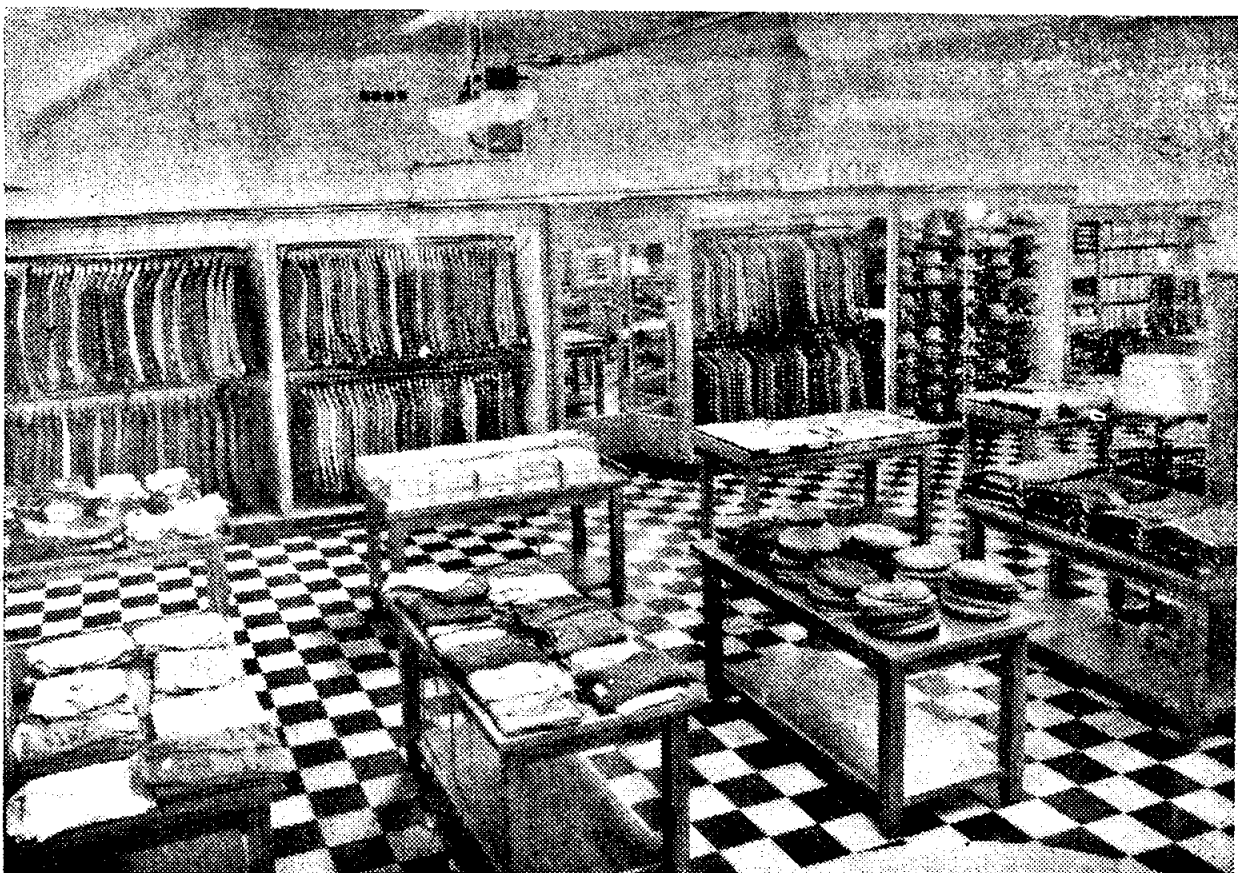
pageant "The Spirit of the Southwest" will be given by students of Riverside school, Miss Minnie House, principal. During the remainder of the morning session each pupil will visit two laboratory groups at work. Each group will consist of a teacher and group of pupils represented. The afternoon program will consist of a resume of the day's work.

The association is composed of schools from Bland, Smyth, Washington counties and the city of Bristol.

Mrs. Virginia Tate is in charge

of the program for the elementary group, and Paul Cox of Galax for the high school group. The program for the high school group will be centered around the theme "The School as a Contributing Factor in our National Defense Program."

Miss Freida Koontz, secretary of the state SCA, of Richmond will take part on the program. Also included in the program are Bristol, and about 600 or 700 students are expected to attend the meeting.



TYPICAL OF THE beautiful departments of the new Parks Belk store is the men's furnishing section, which occupies almost one-half

of the spacious first floor. The department, with larger space in the new building, will offer a larger store to Smyth county men. (Photo for Parks Belk Company)

Sales Students To View Film Tonight

Students in the state department of education course in "Personalized Selling" being given by Miss Doris Cunningham at Marion high school will see "The Come Back," a motion picture study of the problem of merchandise returns, in the library at 8 tonight.

Enrollment in the course increased to 18 last week and any new enrollments by full-or part time salespeople will be welcomed, or such persons may feel free to drop in tonight to see the film.

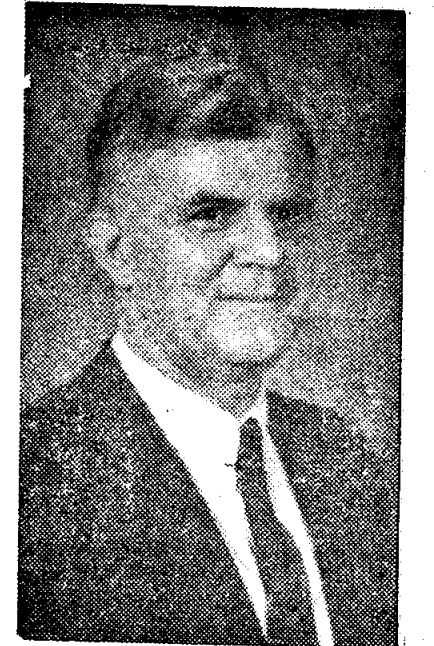
Tonight's meeting is the third of a series of eight.

TROY K. ROSS

Troy K. Ross, 79, died at his home at Sugar Grove, Wednesday April 30.

He is survived by one son, Chester Ross, of Salem.

Funeral services were held Thursday afternoon at 2 o'clock at the home. Burial was nearby.



THE WORK of Clarence B. Kearfott, architect of Bristol, is in demand in Marion as his past and present record will bear out. The latest designed building by Mr. Kearfott is the new Parks Belk building, located in the center of Marion.

Planning big buildings is not new to Mr. Kearfott, whose list of Marion plans include Marion Drug Company, Harwood Manufacturing Corporation plant, two buildings for Southwestern State Hospital, additions to the Baptist and Methodist churches, the Lutheran church building, Royal Oak Presbyterian church, new home of Seaver and Son.

His work is not confined to business and industrial buildings for the list of homes designed by Mr. Kearfott include Mrs. W. V. Birchfield, Sr., the Charles S. Wassum home, the A. T. Lincoln residence, home of Mr. and Mrs. Bill Birchfield, home of George A. Collins, home of Mrs. Mary Cahlan and the home of Mrs. H. P. Copenhaver, all in and near Marion.

Back of Architect Kearfott lies 33 years of experience in designing buildings and homes in southwest Virginia, east Tennessee. His home and office is in Bristol.