

In Murfreesboro:

Enterprises Straddle Street

MURFREESBORO—Divisions of the Brown-Parker enterprises in Murfreesboro include the Red Apple Supermarket, Northeastern Oil Company, and the Roanoke-Chowan Gas Company.

The supermarket was opened in May, 1957, in a new masonry building on Main Street which replaced the former "company store" operated by the Riverside Manu-

facturing Company as a commissary for 25 years. Jack Hassell is manager of the supermarket.

Across Main Street are other sections of the business empire of Edwin F. Brown and E. W. Parker. These include the Red Apple service station and restaurant, and the nearby oil and gas companies.

Northeastern Oil Company distributes Sinclair and Firestone

products throughout the Roanoke-Chowan area, under the direction of Lemuel S. Lee, manager.

Bulk gas distribution for homes and industry is handled by Roanoke-Chowan Gas Sales, which installed an 18,000-gallon storage tank, one of the largest of its kind in the area, in the summer of 1957.

H. W. (Pete) Whitley is manager of the gas division.

Thornton's Furniture:

Ahoskie First N.C. Location

AHOSKIE—First site in North Carolina to attract the Thornton Store Corporation of Suffolk was Ahoskie, where Thornton's leased the former Belk-Tyler location in July, 1957.

This is the sixth store for Thornton's, which operates retail furniture stores in Suffolk, Franklin and Emporia, Va. George A. Thorn-

ton, president, is recognized as one of the South's most progressive furniture retailers, and has received awards for his advertising ideas from the Southern Furniture Retailers Association.

Charles G. Ward came to Ahoskie from Suffolk to be manager of the store when it opened in March,

1958. Extensive remodeling had been done for several months before the formal opening took place.

A 40,000 square foot central warehouse in Suffolk serves all the stores the firm operates, including the Ahoskie store, which features nationally advertising furniture, home accessories and appliances.

Largest in Carolinas:

Revelle and Sons Serve Agriculture

MURFREESBORO — Charles L. Revelle and Sons, largest single plant cotton ginners in North and South Carolina, have lived up to their motto, "Serving Agriculture." For the past 28 years the Revelle firm has been building business and production for farmers in the Roanoke-Chowan area by introducing latest methods, seeds and equipment for proces-

sing. In 1958, the Revelle firm handled over one million dollars in business.

It was in the 1920's when Charles L. Revelle, Sr., came to Murfreesboro from the grocery he had owned in Pinetops, a little Northampton community. During the '20's, he ran a drug store and insurance agency. In 1931, Revelle opened a cotton gin on the west edge of town, near the present operation.

From 1931 to 1948, Revelle's operation centered on cotton ginning, cotton buying, and local distribution of cotton seed for planting. He also dabbled in the fish business, and has interests in Planters Hardware and the former Pure Food Market in Murfreesboro.

In 1948, Revelle's sons, Charles L., Jr., and John P., joined him in a partnership which has boomed in the past decade. The first year of the joint venture, a new cottonseed processing plant was installed, to give better crops from better seed (and more cotton to gin).

In 1949, a bonded warehouse with 5,000 bale capacity was added. In 1950, a 50,000 - bushel grain elevator and corn shelling plant was erected. This was the first commercial corn dryer in the R-C area, enabling farmers to market corn earlier. Cottonseed distribu-

tion was expanded into a wholesale business in 1951, with 90 outlets in North Carolina and Virginia. These same dealers handle Funk's G Hybrid corn, for which Revelle obtained the distributorship in 1956.

Manufacture of feeds, with custom grinding and mixing of local grains began in 1952. Revelle and Sons became dealers in Purina products in 1953, and expanded grain storage facilities. In 1954, the mill and elevator were revamped, and a new corn shelling plant built.

In 1955, Revelle and Sons pioneered again with preliminary studies of peanut and grain drying and storage. The firm also installed the first cleaning-combing cotton equipment in their gin in 1957. Last year, grain storage and handling was increased, together with sales of peanut and grain drying equipment. The peanut dryer sold by Revelle's is an adaptation designed by Charles L. Revelle, Jr.

Also last year, another facet of production was explored with the installation of four broiler houses and 20,000 broilers on Revelle farm property.

Winton Funeral Home Oldest In R-C Area

WINTON — During the first quarter of the 20th century, leaders in Hertford's Negro society organized two undertaking establishments which today rank among pioneers in the field.

Dr. C. S. Brown, Winton's great Negro educator, was one of those who organized the Hertford County Undertakers Union in 1916, the first funeral service devoted exclusively to Negroes. There are over 100 stockholders in the Union, which has offices in Winton, managed by Mrs. D. W. Smith. Her father, the late J. R. Weaver, and Charles Nickens of Winton were instrumental, with Dr. Brown, in the organization.

In Ahoskie, the first Negro funeral home was established in 1925 by the Reynolds brothers, the late C. E. and J. H. Reynolds, and their brother, Brodie Reynolds. Reynolds Funeral Home was first located on Main Street in an old wooden building which stood on the present site of Thornton's Furniture.

Later, the firm moved to Maple Street, around the corner from Main Street. In 1949, the funeral home was located in the building it now occupies on Maple Street. The firm is now owned by Brodie Reynolds, who because of ill health is no longer active, and his son, Lucius Reynolds, who is funeral director. William F. Bazemore has been assistant funeral director for the past ten years.

Brodie Reynolds' daughters are also active in the firm. Mrs. Odell Reynolds Robinson is the licensed embalmer and lady attendant, and Mrs. Katherine Reynolds Weaver is secretary.

Newest of the funeral homes is Hunter's Funeral Home in Ahoskie, opened in 1949 by Howard Hunter, a native of Hertford. Located on Rhoe Street, Hunter's offers modern direction and equipment. Hunter is also associated in a funeral home partnership at Elizabeth City.

TRADER

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date the planes used in the service.

Among the lines handled by L. S. Jernigan and Son in addition to Allis-Chalmers to give more power to the farmer are Oliver tractors and implements, General Motors Diesel stationary power units, Frick Saw mills, and Clinton chain saws, as well as the complete range of tools and implements for use from the power units.

EARLEY

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to give Ahoskie its first exclusive livestock feed and supply concern. From this beginning has grown the thriving business out on Highway 13 that has given Ahoskie its first and only livestock market; its first and only grain market; and which has done much in pioneering in the agricultural field.

At their location on Highway 13, The Earley Co. showed the way to poultry breeding by setting up the first "caged egg factory" in this area. They also pioneered the way to profitable hog production by setting up the first "pig parlor" at their location. In these operations they demonstrate new and profitable methods of livestock and poultry production and feeding programs, at the same time providing the farmers with a source of supply and a market for their products.

Chronologically, the growth and pioneering of The Earley Co. runs like this, following the opening of the original store on Ahoskie's Main Street in 1943. In October 1945 Willard Earley joined Claxton in the operation of the store, having just completed his service in the Army. In December of that year Willard became a partner with his brother Claxton. It was in January of 1950 that they began operations at their present location and began their milling operations, giving to Ahoskie its first grain market and custom feed mixing service for farmers. In 1953 they established the first unit of their extensive "caged egg-factory" operation. The following year saw the establishment of their hog buying station and in 1955 they pioneered with a commercial broiler operation.

The latest pioneering addition to the Earley Co. plant was completed last year with the erection of the first grain storage elevators in Ahoskie.

The Earley Co. has played a leading part in the development of livestock and diversified farming in the Ahoskie area. It has been done by hard work and diligent application of the principle of service. The growth of the company has been steady but without the fanfare of community promotion, the growth being the result of the quiet resourcefulness of the brothers who are its operators.

Newsomes Were Early Machinists

AHOSKIE — Ahoskie Machine Company started with two men, the Newsome brothers, Graham and James, in 1923. Graham had been an engineer on the old "Walk and Push" railroad—the Wellington & Powellsville—and his brother had also worked for another railroad.

Some was Graham's brother-in-law, R. S. Jeter, who returned to the firm in 1934. J. I. Newsome has been deceased for about 20 years, and the machine company is now a partnership owned by Graham Newsome and Jeter.

Located on land owned by Graham Newsome at the corner of First and Railroad Streets, the

firm has employed as many of 15 men, but is now "back to where we started," says Jeter—with the two owners and a helper. At one time, the firm was located on the site of the present Pure Oil Station at Main and Mitchell. Welding, machine work of all kinds, and some custombuilt machines are turned out by Jeter and Newsome.

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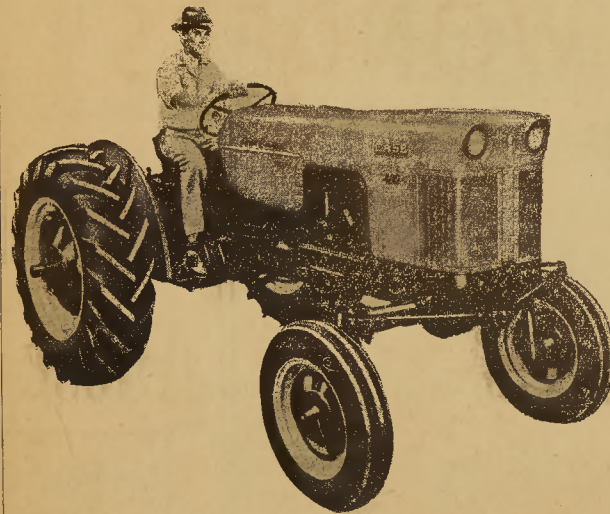
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