

## Tom Boone Settled Here On Second Business Try

AHOSKIE—W. T. Boone is one of the few businessmen in Ahoskie who has his name in front of two stores, and it's confusing to some patrons. Tom Boone has been in Ahoskie twice, and in 1954 he came to stay.

A native of Jackson, Tom Boone was graduated from the University of North Carolina Pharmacy School in 1943, served aboard a hospital ship during the war, and first came to Ahoskie in 1948. At that time, he purchased an interest held by Henry Holman in the Walker-Holman Drug Store. The name of the firm was then changed to Walker-Boone.

About two years later, Boone sold his interest in that firm and went to work for a drug firm in Greenville. The name of the Ahoskie firm remained Walker-

Boone, however. When Boone returned to Ahoskie to open his own store, he called it Boone's Pharmacy.

Boone opened his store in its present location on West Main in May, 1951, with a staff of two clerks and himself. But the strain of being a one-man pharmacist, 18 hours a day (and more) was too much, he admits. As a result, he employed a pharmacist—R. M. Martin—who now assists in filling prescriptions. Two more clerks and a bookkeeper have also been added.

Boone's Pharmacy provides a soda fountain, in addition to regular stock of drugs and sundries. Boone has been active in Ahoskie civic affairs, and is on the Ahoskie town board. He is married to the former Katherine Hardison of Weldon, and they have three children.

## Brinkley Latest in Long Line of Ford Dealers

AHOSKIE—One of Ahoskie's newest business firms is Brinkley Motors, Ford automobile dealers. Ledie S. (Mutt) Brinkley, formerly a partner in the Colerain Motor Company's Ford dealership, purchased the Ahoskie franchise from E. S. Evans in 1957.

A new building was constructed for Brinkley Motors on highway 13 at the south edge of Ahoskie, and the firm opened in the summer of 1957. Evans retained the Fordson

tractor franchise, and the former site of the Ahoskie Motor Company was used as a foundation for the present Belk-Tyler's building which Evans constructed and leased.

Ford automobiles have been sold in Ahoskie since about 1914, when the late George J. Newborn became Ahoskie's first Ford dealer. Newborn retained the Ford franchise until 1938, when it was sold to the Ahoskie Motor Company.

## Hogs Support New Industry

MURFREESBORO—"The newest industry in Hertford County" is the way William Z. Howell describes his Howell Manufacturing Company, which began operations in July, 1957.

Howell's success lay in the great eating talents of pigs. No, he doesn't raise them—he helps the farmer raise them by means of the Howell Feed-Rite Creep Feeder, which was first marketed in 1957.

The idea of "creep-feeding" pigs, promoted in recent years by extension service agents, caught on, and so did Howell's creep feeder. In the last two years, he has not been able to keep up with the demand from dealers and farmers alike.

Newest in the Howell line will be a bulk hog feeder, suitable for use in "pig parlors." Howell expects to market it in about three months. It has a 16-pig capacity, with a rounded bottom in the feed trough. Made of 20-gauge steel, it weighs about 500 pounds, standing 10 feet high and 5 feet square.

The bulk hog feeder will have a 3½-ton capacity, and is particularly designed for the commercial mass production of hogs in the "pig parlors" now in vogue.

## Hayes-Miller Oldest Retail Clothing Firm

AHOSKIE—The oldest continuous retail establishment in Ahoskie is Hayes-Miller clothing firm on East Main Street. Founded in 1912 by the late Ernest Hayes and Roder R. Curtis, the firm was an outgrowth of a still earlier establishment.

Hayes purchased the stock owned by the late T. M. Garrett, father of T. Rawdon Garrett, Ahoskie teacher, in the early 1900's after the elder Garrett's death.

About 1925, the Hayes-Curtis partnership was dissolved, and Hayes became sole owner. The name was retained, however, until the 1930's, when Hayes's daughter married Fred Miller, who joined the firm, and the name change was made.

As Hayes-Curtis, the store carried a line of general merchandise. However, Hayes-Miller now specializes in men's clothing and shoes, having carried Star brand shoes for 40 years.

## Newest Firm, Wholesalers, Formed 1952

AHOSKIE—One of the newest wholesale distributing firms located in Ahoskie was founded in 1952 by a group of four Hertford County businessmen. Ahoskie Wholesale Company distributes hardware, farm supplies and groceries in the Roanoke-Chowan area, using eight employees and two trucks.

Officers of the firm are: W. H. McGee, Jr., president and general manager; Robert Newsome, secretary-treasurer and active salesman; Merrill J. Evans of Ahoskie, and R. C. Mason, Jr., of Harrellsville. The plant is located on Railroad Street.

## Harrell's Seeds Since 1930

AHOSKIE—If it's something to be planted, Harrell's Seed Store has it. Each L. Harrell has been in the feed and seed business since 1930, when he opened a small store on Main Street next to the present Baker's Supermarket location.

In 1950, Mr. and Mrs. Harrell purchased a lot at the corner of North and Railroad Streets, and built their present building. They carry a complete line of seeds, insecticides, garden tools, fertilizers and garden plants.

Many of Harrell's customers return each season to display produce harvested from Harrell's seeds. Mrs. Harrell has worked with her husband for the past two years, having been office manager for North State Provision Company for 15 years before that.

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Hertford County ...  
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## Barrels Rolled Uphill for Beasley

COLERAINE — It took "main strength and awkwardness" to effect deliveries of Texaco gasoline and kerosene in 1920. In order to get it to W. H. Beasley's general store in Colerain, the barge from Norfolk unloaded at the foot of the Colerain hill on the Chowan River, and barrels were rolled up the hill.

In the late 1920's, C. W. Beasley became Texaco distributor and set up shop with a little tank at the river, into which supplies were unloaded from barges. Beasley used trucks to distribute the Texaco

products, and during the next 20 years made Texaco signs common throughout the Roanoke-Chowan area.

After Beasley's death in 1950, his widow, Mrs. Lucille Beasley, and son, C. Wood Beasley, Jr., became officers in the C. W. Beasley Oil Corporation Company, Inc., with Carroll Beasley, a cousin. Mrs. Beasley is president, Wood Beasley vice president, and Carroll Beasley is secretary-treasurer.

In 1954, in addition to Texaco products, the Beasley firm became

distributors of bottled and bulk gas. There are now four gasoline trucks and drivers, and two bottled gas trucks and drivers. A small LP gas bulk plant is also located behind the offices in Colerain.

Last year, the Texaco Company leased Beasley land along the river shore, and erected large storage tanks to facilitate deliveries. Some supplies are delivered by truck from Elizabeth City, but the Chowan River still serves as a central supply line for Beasley's oil, delivered by barge.

## Louis Lipsitz and Sons:

### Ahoskie's Own Department Store

AHOSKIE—A book dealing with the life of Jewish immigrants who flooded into the United States in the latter 19th century, written by a Jew who chose to live in the South, made the best-seller list last year.

Harry Golden of Charlotte, in his "Only in America," might well have been writing about the late Louis Lipsitz of Ahoskie, who came to America in 1877 to escape Czarist Russia.

Lipsitz was one of the early pack peddlers, who carried their wares on their backs as they tramped country roads. He was attracted by the Roanoke-Chowan area, and in 1893 settled in Windsor with his bride, a girl from the big Jewish community in Baltimore, Md., where he went to renew his pack stock. Lipsitz's sons, Jack, Sidney, Herman and Alex, were born in Windsor. In 1904, however, he returned to Baltimore, where daughters Sadie Bell and Bernice were born.

The Lipsitz family came to Ahoskie in 1917, where Louis established the Ahoskie Department Store and was briefly in partnership with Sam Applebaum, who had been operating a store here. In 1919, Lipsitz bought the present department store location from the Bank of Ahoskie, which had planned to build there.

Sons Herman and Alex, who had

married sisters, Mabel and Mary Levine of Baltimore, joined their father in the store. The third brother, David, managed a family-owned store in Chase City, Md. In 1940, the father retired and moved back to Baltimore.

During the next decade, the Lipsitz family continued its interest in Ahoskie's development. Alex Lipsitz was active in the drive to obtain Roanoke-Chowan Hospital, a charter investor in WRCS radio station, instrumental in obtaining low-cost housing for veterans. His unexpected death only two years after his father, in 1953, was a blow to Ahoskie.

In 1950 the family enlarged and remodeled the building into the large, modern department store which is 41 years old this month.

Herman Lipsitz, who is now general manager, secretary and treasurer of the firm, was always closely associated with his father and brother in the store's growth. His wife, Mabel, is in charge of the ladies' ready-to-wear department.

Lee S. Lipsitz, son of Alex and Mary Lipsitz, is president of the family corporation. He is married to the former Lillian Sumner of Ahoskie and they have one daughter, Alex's wife, Steven. Alex was graduated last year from Princeton University and lives in New York.

Herman and Mabel Lipsitz are

parents of two children, Hilary Lipsitz and Mrs. L. M. Rout, both of New York City.

## EMPLOYEES

(Continued from Page 1)

Press, Windsor; Larry Cooper, assistant stereotypist and mailer; Mabel Branch, officer manager and society editor, The Roanoke-Chowan Times - News, Rich Square; Ralph Albare, advertising promotion and service.

Sixth row: Alecia Conner, teletypewriter perforator operator; Peggy Hughes, society editor and office assistant; Bertie Ledger-Advance, Windsor; Mary Ellen Albare, feature writer and general reporter-photographer; A. Boone Chandler, circulation manager; Eugene Ward, stereotypist (Parker Brothers, Inc., employees not included in photographs shown are Marjorie Harrell, office assistant; Gatesville; and Scott Flood, The Herald janitor.)

# 1934-1959 THIS YEAR WE CELEBRATE OUR 25th ANNIVERSARY

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## Whedbee-Britton Hardware Co., Inc.

Ahoskie, N. C.

## 1948-1959

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