

# BUSINESS REVIEW OF MADISON'S LEADING FIRMS

## Chilton Motor Company.

R. T. CHILTON, Mgr.

Located in Madison, N. C. Phone 35. The company has installed new equipment and machinery for adjustments on the new Ford car. Also it is one of the most metropolitan motor companies of this section, being the sales and service people for the Ford. Have mechanics who are trained for Ford products.

That the Ford is universally recognized as the greatest motor value of the age is the opinion of experts as well as the casual buyer. For service and reasonableness of price the Ford reigns supreme.

The Ford car has brought a personal freedom to their legion of users, giving to the many the travel benefits enjoyed by the few. It has increased individual accomplishments and thereby added enor-

mously to the sum total of human achievement and progress. In this lies the real significance and importance of this "universal car."

The Ford is made in the various models of the day and no matter whether it is for city or country use, for the winter or summer, for business or pleasure, they are able to fit you out so that you will ride in luxury, ease and comfort, and have that pride of ownership that goes with the possession of something worth while.

In the way of parts you will find the Chilton Motor Company has every part for all the cars, trucks and thus be able to render complete service. These are genuine Ford parts from the manufacturer and not the cheap imitations that cause trouble by not being accurate

and give the purchaser no end of trouble.

Throughout all of this part of the country this progressive firm has become known as one of the finest, most efficient Ford service stations in this section. Ford products are known throughout the civilized world, but at no point of the compass can more efficient service be obtained than at this firm's modern service station.

The management is courteous and accommodating and will be pleased to show you the advantages of having this wonderful car. We are pleased to compliment the Chilton Motor Company on the efficiency of their service and the wonderful car they have chosen to offer the public of this section.

## D. W. Busick's Son.

WADE H. GENTRY, Mgr.

Located in Madison, N. C. Phone 37. Visit this store as this is a merchandising center offering the highest quality in men's and women's apparel, dry goods and notions at most reasonable prices and thus aiding all in this community by enabling them to keep well and fashionably attired in distinctive clothes at prices they can afford to pay. Truly a valued and reliable store.

When a store is able to satisfy the most exacting demands of all classes of people, then it must be acknowledged that it has reached an enviable position in its trade. Such is the case with this store, operated by one of the prominent firms of this section of the state. People of every class have found

that clothes from this store are satisfactory in every particular, and made of the best materials. The most exclusive patterns and mixtures can be found in the complete lines, and if you prefer the most moderate priced of the tasteful and approved designs of the season they can be had at very reasonable prices.

In ladies' ready-to-wear you will find coats, dresses and other apparel which reflects the very latest of the approved fashions, at prices you can afford to pay.

The same is true of the men's department where there is made a specialty of catering to those of modern means and distinctive manner that present-day business and social activities demand. The

men's department is most complete. The boys will find that they have not been overlooked at this store as they specialize in boy's clothing and have a most complete stock which is snappy and reasonable in price.

Through the very commendable methods that have marked their business career and the excellent quality of materials and expert workmanship they have built up a reputation which extends throughout this section and which adds to the volume of their business each season.

We are glad to compliment D. W. Busick's Son, upon the high standing in the business world of this section and upon the efficiency of the concern which they so ably direct.

## Madison Jewelry Company.

BEN R. APPLE, Prop.

Located in Madison, N. C. Phone 22. Has merited the position this establishment has attained as one of the leading jewelry stores in this section of the State, and because of its unexcelled quality and metropolitan service during the time it has served the public has merited the large custom it receives.

The gift season is always on and the jeweler receives his share in making possible the wisest selection of presents for all occasions. An up-to-date jeweler is indispensable to every community of taste and refinement and he whose work shows marked skill is sure of liberal patronage. The people of this commu-

nity are in no way behind in this respect and the generous patronage extended to this popular jewelry firm shows how this community appreciates their efforts.

The stock has been selected with rare judgment and includes everything necessary to conduct a modern and up-to-date store. Here will be found the leading makes of watches, diamond rings, pins, studs and ornaments, novelties in silverware, clocks of handsome design, and an extensive variety of jewelry.

Particular attention is given to fine watch repairing and there is no watch too complicated for them to

adjust or repair and if you have any piece of jewelry that you thought useless because a clasp was broken or a part missing take it to them and it will be repaired to your entire satisfaction.

We take particular pleasure in directing our readers to Madison Jewelry Co., and to point to it as one of the business enterprises of the country that is aiding in making this a more progressive place to live. We take great pleasure in complimenting them on the character of the establishment and the quality of merchandise they have chosen to offer the public.

## Piedmont Drug Company.

J. R. HUGHES, Prop.

Located in Madison, N. C. Phone 61 and 125. This is one of the most up-to-date and progressive drug stores in this section and has established a reputation during these years of business for honest, courteous treatment of its large and growing list of patrons. For this reason this store is popular and its popularity is increasing daily.

Quality goods are sold at this establishment at reasonable prices. No profiteering here and when a customer makes a purchase, whether the amount involved be large or

small, the customer can rest assured that he is getting the value of his money.

Good quality, honest prices and courteous treatment have been responsible for the success of this well-known drug store.

Many lines of goods are handled at this store, all standard and of timed merit, and their store is so advertised that anything carried in a twentieth century drug store can be found here. Included in their list are toilet articles of every description as well as household

remedies which have proved their worth in thousands of American homes.

The prescription department uses only the purest of drugs and each prescription is compounded by a practical pharmacist.

In this business review we wish to compliment this well-known and capable drug store for the manner in which it is serving the public and suggest to our readers that they call and see them for anything they may need in the apothecary line.

## A. W. Daniel Hardware Co.

PHONE 107.

Located in Madison, N. C. They have everything in the sporting goods line and operate one of the most prominent hardware stores of this part of the State. Carries a complete line of high grade hardware, and is paint headquarters and carries all that pertains to an up-to-date store.

It is without doubt necessary that an immense stock of goods be carried by the hardware dealer who wishes to be successful and keep pace with the demand of his customers. In this present day of hurry and rush the patrons demand that his call for a nail or a screw be given the same careful attention as

though he were buying a bill of hardware.

One of the features of this service is the fact that the salesmen are yours. They will be able to tell you just how much paint, oil, etc., you need to paint the house, barn or interior and will assist you in picking out the color that will make it a place of charm and beauty.

The A. W. Daniel Hardware Co. has always prided itself upon furnishing the people of all the surrounding territory with the highest in quality. Their experience in the buying world and their familiarity with the manufacturing, wholesale

and retail conditions in the paint trade has placed them in a position to be able to secure the highest quality in this line. They have built up their business upon the policy of furnishing the very highest quality at reasonable prices.

They have been responsible for much of the improvement in the appearance of real estate in this part of the country. They have furnished the contractors and people with their products for many of the fine residences and large buildings for exterior and interior work and thus their business activities have aided in the progress of the community.

## Rockingham Auto Company.

DR. J. A. ROACH, Prop.

Located in Madison, N. C. Phone 135. They are agents for the DeSoto and Plymouth automobiles, products of the Chrysler engineering. This is headquarters where you get the best of service in auto parts, tires and tubes. They also do rewinding armatures for any make of car, also is an auto parts establishment placing at your disposal the best of parts for most any make of car. One of the largest and most complete lines of auto parts carried in this section.

This is a later day business house which determined when they opened their doors to the local public to see that motorists in this part of

the country were given all of the advantages of metropolitan parts service, and positively there can be no question but that they have succeeded.

Throughout this section of the state this place is known as one establishment where high-grade parts are sold at exceedingly low prices and many motorists have marveled at the wonderful values offered.

It makes no difference what the name or model of your car, if you need a part for it see them. You will be pleased and surprised at the price they offer their parts for.

They have many satisfied customers in all the surrounding

country who have learned real motor car economy through their service. They are pleased to give you any and all information about the parts they offer and they are men who know what they are talking about and men upon whose word you can depend.

They have a host of friends as well as patrons throughout the community and have always been courteous and ready and willing to give the best of service. We are pleased to compliment this business and in this review wish to direct your attention to this establishment as one of the important places of this section and to its management as among our best citizens.

## Hawkins & Son Garage.

B. W. HAWKINS, Prop.

Located in Madison, N. C., Phone 62. This garage features a complete repair service to auto owners and the fact that they render an up-to-date and reliable service for the automobilist makes their establishment The Repair Shop of Good Service in this section of the State.

One of the centers of activity that is visited by autoists from this section of the country is this very popular shop, which by reason of its very accommodating policy has wide popularity.

This shop is conveniently located and commodious enough to look af-

ter the local patrons and the traveling public in the way of service.

When they started in business they determined to furnish service to every automobile owner, and there is no question but that they have succeeded.

In the repair department they have in charge able and efficient workmen, and being backed by vast facilities, which enable them to rebuild, replace or repair automobiles, no matter what the trouble may be in a most satisfactory manner.

It can readily be seen that Hawkins & Son Garage is very import-

ant and adds materially to the advantages of every owner of an automobile. The fact that visitors and local patrons can get real service at this up-to-date institution instills in the mind of the automobilist confidence in the fact that all his troubles can be taken care of in a "Most Workmanlike Manner."

We know of no concern more fully equipped or better prepared from the point of workmanship to be able to turn out work of class, for its reasonableness of charges and for getting it done when promised than Hawkins & Son Garage.

## Madison Furniture Company.

R. T. MOORE, Mgr.

Located in Madison, N. C., Phone 121. This firm merits the position it has attained as one of the foremost home outfitting firms in this section.

Its unequalled quality and metropolitan service during the time it has served the public in this community has merited the large patronage it receives.

It may well be said that no business in this section has maintained a better heritage or has higher standing as a leading home outfitting establishment than this well known firm.

The Madison Furniture Co. is a store "of the people and for the people"—a store built on the plan

that aims to give mutual pleasure satisfaction and benefit, for it is the aim of this establishment to make the life of the people worth while by supplying at reasonable prices the necessities, comforts, conveniences and luxuries. Their stocks have been selected by the management with a view to perfection in three things: comfort, beauty and durability, and embraces as a whole the most beautiful and durable productions of the American furniture maker's art. It makes no difference whether it is a room you desire to furnish, the whole house or just a piece or two that you want you can secure it here for the most favorable price that the

market affords.

They are artistic and the colorings and effects charm and delight the eye. The people in charge of each department are familiar with the business and can tell you exactly what you need to match up with your surroundings and when your house is fitted out, everything will move in peace and harmony.

The proprietor is a prominent citizen, who is thoroughly conversant with the business and has always been a booster for all things that promise public improvement.

The Madison Furniture Co. is one of the most valued commercial assets in this section—progressive, complete and up-to-date, serving the public in a very satisfactory manner.

## Patovia Theatre.

P. L. WRIGHT, Mgr.

Located in Madison, N. C., Phone 72. This is entertainment headquarters for the people of this section that has taken its place in the social and educational world of this part of the State and has become an institution in the life of the young people that has been beneficial to the young, old and middle-aged.

This popular theatre is appointed most excellently, the ventilation and cooling arrangements are the best that can be secured and all sanitary precautions are taken for the health of the people. Here amidst comfortable surroundings you are entertained while music that entrances helps drive dull care away.

The management personally sees that people of this territory are given not only the very latest of productions from the studios of the east, but also from California and European studios, thus furnishing to the people the very latest and most select singing and talking pictures. These plays are all clean and the themes are selected with great care so that the ladies and children of the surrounding territory know this theatre as their moving picture home. A quiet air of refinement pervades the audience and this accounts for the large patronage from all classes of people.

If you have not formed the show habit you ought to. Go down some evening even though you have put

in a hard day's work. You will be much refreshed and all the more ready for your next day's work. Take the whole family with you as the price is very reasonable. High class features from some of the country's leading producers are the kinds of production shown here. You will see here the world's greatest movie stars.

In making this review of the social life of this part of the state we are glad to compliment the management upon the popularity of this theatre and upon the position it occupies in the life of the people. It has been aptly said that it is truly "The House of Quality or Broadway at Hand."

## Madison Shale Brick Company.

E. L. HEDGECOCK, Mgr.

Located in Madison, N. C. Phone 166. They are manufacturers of High Grade Building Brick, used in many fine buildings, a firm that offers the best grade products and has aided in the up-building of the community.

Commendable publicity and valuable advertising is given our community by this progressive firm. Their operations are of a most extensive nature and add to the commercial efficiency and attractiveness of the community.

The tendency to build better homes and buildings than in the olden days is very marked, as we are now building for the future. The beauty of brick construction as well as the lasting qualities is constantly increasing the demand and this industry has prospered beyond ex-

pectations. The advantage of building with brick is self evident as it reduces the cost of insurance, lasts forever, and the first cost is the last cost, as it requires no painting or upkeep and in time is the cheapest.

It may be well to add that this is one of the best equipped and one of our best conducted concerns. Realizing the increasing demand for better built homes and public buildings, they have equipped their plant with the latest and best machinery for the production of better grade products, which have always found a large and ready sale.

It is not every community that has the advantages of the location of a progressive concern, whose commercial activities are confined

to these interests. This section is indeed fortunate to have such a progressive firm to serve us in the brick line; it adds in no little way to the progress and prosperity of the community.

The management of the Madison Shale Brick Co. has had experience in the brick industry and has witnessed the advances in this field. Through their wide experience and comprehensive knowledge of every branch of the business, they have kept thoroughly abreast of the times and turn out a product with a reputation for superior quality.

We wish to call our readers attention to this progressive firm and suggest that the next time you are in need of building brick give their a trial.