

"PROGRESSIVE FIRMS OF LENOIR N. C."

SMITH TRANSFER COMPANY

Phone 24

Is noted for completeness of service in handling freight to and from all points. They have a most complete equipment. All goods transferred and handled with care.

In the undignified hurry of moving days there is no name in this section of the country that sounds better than this up-to-date transfer.

They are equipped in most modern

manner, having to meet all demands. In charge of them are drivers who are not only careful and honest but have a clear understanding of all the good rules and a thorough acquaintance with the mechanical equipment of the truck they are driving, thus assuring the people of efficient and rapid service.

They can move you anywhere the roads go, all at one time. All you have to do is call them on the phone.

If you want to ship your goods they will free you from all worry when you turn the key over to them.

This firm operates a modern motor express service to all points.

In this review we desire to call the attention of the people to the attractiveness of their service and to say that the Smith Transfer Co. is always on the lookout for new features that make things more complete.

LIVINGSTON LUMBER COMPANY

Phone 556-J

Located in Lenoir, N. C.

They carry a complete line of lumber and builders' supplies and is a concern with an enviable record of business in this line, and is a concern which has a reputation as one of the leaders in the lumber industry in this part of the country in quality, price and service, under the direction of men of wide experience in the business.

This firm manufactures building material and lumber of every description.

We will not attempt to detail the very large stock that they carry. Sufficient to say that this establishment compares favorably with the best and most up-to-date establishments of much larger places in point of extent of their stock, quality of work and material, and the general excellence of everything in the field of lumber.

The contractors and builders, the farmers and the people generally have come to know that they can depend on this well known firm for just about everything there is in the

lumber business. The reputation that they established for stocks of quality and for straight-forward dealings is bringing thousands of dollars to town that would go to some other trade center were this establishment not located in Lenoir.

Livingston Lumber Co. is a valued asset to the community and in this edition which calls to mind our onward progress, we wish to direct your special attention to their commendable and activity as one of the distinct features of our business and industrial efficiency.

LENOIR PAD COMPANY

Phone 189

Located in Lenoir, N. C.

This is a concern with an enviable record in their line, and has built a reputation as one of the leaders in this part of the country. The Lenoir Pad Co. has brought publicity and business activity to Lenoir from all parts of this section. It is under the direction of a management high in the business, manufacturing and social circles of the community, which has done its share in aiding the continued progress and development of the city of Lenoir and section. Truly an admirable industrial institution,

operated under 20th century policies.

As the general purpose of this edition is to give an adequate idea of their progress and the general excellence of their product, we deem it quite appropriate to devote space to this well known firm.

Meeting with instant and almost universal approval, the products of this company are now going to all parts of the country and with the dawn of new prosperity in the country the future will see this industrial plant one of the busiest industrial

beehives as prosperity gives impetus to the desire for efficiency. There is not an establishment in the country which is of greater commercial value than this company. Its directing head and associates have opened up channels of trade that were heretofore unknown to local industry.

They employ a number of people, and selling, as they do, their products out-of-town, this industry is of great advantage to the prosperity and growth of the city as it brings money from all parts of the country to be spent among the people.

Ray Morris Motor Company

Phone 636

Located in Lenoir, N. C.

This firm is agent for the Dodge and Plymouth motor cars.

Dodge motor cars have taken their place as one of the essential fixtures of latter day equipment. They are popular with business men and farmers and have come into favor because they sustain their reputation for efficiency and dependability and have stood up under tests to which they have been subjected by all classes of purchasers.

Famous and superior as the Chrysler motor cars have been, Chrysler

engineers made Plymouth. They have succeeded in getting more out of this principle than ever before. Just what this means you can easily learn by driving the Plymouth yourself or riding in it while someone else drives. We wish to say in advance that you will marvel at such vibrationless smoothness coming from this car.

The Plymouth is of extraordinary high quality. It has a speed of better than 75 miles an hour, vibrationless motor at all speeds and other attractive qualities.

Such as double drop frame, easy gear shift transmission, four-wheel hydraulic brakes, full size all-

steel body, Tinkin bearings throughout, and is called the floating power.

We are pleased to compliment the Ray Morris Motor Co. upon the satisfactory service they are giving the people and the wide popularity this establishment has attained in the business life of the community.

We know of no concern fully equipped or better prepared from the standpoint of workmanship to be able to turn out work of class for its reasonable charges and for getting it done when promised than Ray Morris Motor Co. This firm has a fine line of used cars priced right. Drop in and look them over.

GLOBE HARDWARE COMPANY

Phone 111

Located in Lenoir, N. C.

They operate one of the prominent hardware stores of this part of the state. Carry a complete line of high grade hardware and are paint headquarters, carrying 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 hurry and rush the patron demands that his call for a nail or a screw be given the same careful attention as though he were buying a bill of hardware.

At this popular establishment par-

ticular attention is given to this feature. They will be pleased to welcome all patrons. As the store has a stock that comprises thousands of every necessary article it can readily be seen that hundreds of people are continually visiting this store.

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

The Globe Hardware Co. has always prided itself upon furnishing the people of the surrounding territory with the very highest in quality.

Their experience in the buying world and the 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 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 contractors and people with their products for many of the fine residences and larger buildings for exterior and interior activities that have aided in the progress of the community.

A. C. McCormick, Quality Jeweler

"On the Square"

Phone 104

Located in Lenoir, N. C.

This store is quite a factor in the social life of this section of the state as it is headquarters for the very latest in vogue in the jewelry of the day.

Furthermore, the A. C. McCormick Quality Jeweler, is a store that is excellently appointed and carries a select stock, including diamonds, pearls and precious stones, watches, including the latest designs in wrist watches, rings of all kinds, necklaces, fine silverware, chains and also do all kinds of engraving and many novelties. These are all of the very

latest style. They are offered at prices that are very reasonable and the store is known as a place to secure the most reliable jewelry. All their prices are guaranteed to meet competitive prices.

Just at present they are well stocked with a large selection of appropriate gifts and an unusually fine display of birthday and wedding presents.

They have made a continual study of the history of jewelry from the customs of the past and can tell you exactly what is appropriate for you to have. They understand the birthstones and in fact every legend con-

nected with the art of jewelry adornment.

An excellent service is also offered in diamond settings and watch, clock and jewelry repairing. They have all of the equipment and have expert jewelers to execute the work. They are able to take care of the most delicate repairs on all kinds of jewelry by resetting stones and making special designs to order. If you have any repair work to be done or would like to have some old jewelry modernized go in and let them look the work over. They are able to outline the work and give you an estimate of the cost.

Pennell Smith Construction Co.

Phone 503-J

Located in Lenoir, N. C.

Like the old violin maker, they prefer to do fewer jobs and make each one a masterpiece. "Quality and Service at Reasonable Prices," is their motto.

When this firm started business they were thoroughly convinced that the public cared as much for quality as price. With that belief behind them, "Quality First" was the motto drummed into the ears of every man in their company. They were right. The public does want quality; you want quality in whatever you build. And because they have constantly

kept this fact in mind, this place is recognized as one of the best office building, residence or business building contractors throughout this section of the state.

A personal invitation is extended to all those interested in the better class of building. No matter what offer you a service that is different. When you visit this firm you will see for yourself just what they mean by "Quality and Service." It is not an empty catchword they use when selling you on a contracting job and forget when doing it. You should see

the pains with which each operation is handled. It is the attention which they give to the little details as well as the big points that not only gives their work the greatest utility possible but adds also a touch of distinction which no other has equaled.

The fact that they have existed and thrived in face of the competition they have had to meet is proof sufficient that their work has always been of the very highest quality. Their many satisfied customers are all the advertisement they need. Give them a trial on your next building contract.

Fry Chevrolet Company

Phone 10

Located in Lenoir, N. C.

This firm is dealer for the Chevrolet. It is the home of famous bargains in used cars and their line includes many late models.

Have a car to suit the price limitations of every purchaser and willingly give demonstrations. Also have attractive purchase plan through which it is possible to purchase a car and pay for it as you enjoy it.

Truly a most admirable firm, under the management of a prominent and well known business man. This is one of the liveliest automobile firms in this part of the country and is prepared to take care of the demands of every class of purchaser with cars which prove the superiority of the

high-grade used car over the so-called second-hand automobile. These cars will give many thousands of miles of service and in many cases will outlive and out-last many of the new cars which are selling at a higher price.

You do not need to have all cash as this firm is ready to take care of the amount and you can be using the car while you are making payments.

This establishment has become known far and wide as a leading one dealing in new and used automobiles. They have very many satisfied customers in all surrounding counties who have learned real motor economy through their service. They are pleased to give you any and all information about the cars they offer and

they are men who know what they are talking about and men upon whose word you can depend.

A feature of this establishment that makes this a safe place to buy a used car, is the fact that every car is in good shape and you can rest assured that it will be in the very best of condition.

We take pleasure in this business review in directing your attention to the Fry Chevrolet Co.

The management is one of the well known business men of these parts and takes an active interest in the onward progress of this section of the state and has merited the leading position now held in the business life of this section.

Lenoir Stationery Company

Phone 192

Located in Lenoir, N. C.

They are known all over this section of the country as headquarters for office supplies, gifts, picture frames, kodak material and supplies of all kinds, and all that pertains to a modern and progressive firm of this kind.

It is under able and widely experienced management and carries a tremendous stock, being one of the largest establishments of its kind in the state. It may well be said that no house transacting business in this part of the state has maintained better heritage or has a higher standing as a leading merchandise establishment than this well known concern. It features stationery, gifts, pic-

ture frames, kodak material and supplies of all kinds. In fact it is equipped to supply you at all times of the year with the most suitable articles for the office.

This firm carries a complete line of office supplies. While this store is one that in point of extent of stock, quality of goods, workmanship and attractiveness of appointment would compare favorably with the largest establishments in metropolitan centers, the prices are most reasonable. It has been the object of this establishment to secure fair and honest profits, but never an exorbitant one.

When making selections for office supplies, this up-to-date and complete store should be given first considera-

tion. It is prepared to serve you in the way of office supplies and we wish to suggest that the problem of what to buy may readily and satisfactorily solved by a visit to this store of many suggestions.

This firm carries a tremendous stock and is known as one of the largest establishments of this kind in this section. Always try the Lenoir Stationery Co. first if it is anything you find in any store of this kind you will find in any store of this kind you will find it there in the highest quality and at the most attractive price.

In charge is a prominent and well known business man of the community whom we wish to compliment.

LENOIR MACHINE SHOP

Phone 230

Located in Lenoir, N. C.

This shop is under the direction of management of wide experience in the business. Well equipped for all classes of machine work and does all kinds of electric and acetylene welding. This shop has established an enviable reputation for expert service and reasonable prices. Much work is daily received by this shop from the surrounding territory.

Lenoir Machine Shop is equipped with the latest machinery and the fact that they are machinists of ability themselves makes it a place to take work. They can tell you in

an instant what can be done, and what the probable cost will be. If it will pay you better to get a new part they will very promptly tell you so.

This is one of the reliable institutions of this section and when you need anything in the line of machinery and foundry service you cannot do better than go to them.

The service has always been efficient and courteous. As a result their business grew to such proportions they found it necessary to provide a modern plant. This they did and now have one of the most modern in the country.

They are experts in the business and no matter what work you desire you will find them always ready and willing to give you available advice and suggestions as regards anything connected with the business. Their plant is a credit to the community and a tribute to their progressive and reliable policies.

In making this review of our progress we are glad to compliment the Lenoir Machine Shop on its position occupied in the business world and call attention to their excellent service as well as reasonable prices to the public.

O. P. LUTZ FURNITURE CO.

Phone 207

Located in Lenoir, N. C.

They invite their friends from the neighboring towns to drop in and look over their store and stock. For the information of the readers, "friendly service" is the watchword of the whole institution in all its dealings with the public. This reliable furniture firm has built this kind of service up to the present height by serving sincerely, conscientiously and helpful at all times. It is fair and courteous and just in all its dealings and esteems the confidence of the customers as its most precious asset.

The O. P. Lutz Furniture Co. is prepared to serve the most exacting customer. Many designs in living room suites that are luxurious, built to last and at reasonable prices can be found here. There are living room

suites in a large selection whose last minute designs show the creative ability of a master workman's art. Bed room suites that are exclusive and beautiful are to be found here, which will please the eye and at the same time please the purse. Pieces of furniture that glow with colors and others warmly subdued, are grouped about on the floor and offered at prices which are right, for it has always been the policy of this

store to sell at a fair margin of profit and never an exorbitant one.

This firm solicits weekly or monthly charge accounts, will furnish a room complete with small down payment and remaining payments as suitable to the purchaser.

The next time you are in Lenoir, drop into the store and learn the many interesting things in reference to the scope it covers in handling the complete furnishings of the home.

We wish to compliment the management upon the high grade merchandise offered the public and recommend to all our readers its "friendly service" which is not surpassed by any institution in this section.

SAYS BRUCE BARTON:

"You can't advertise today and quit tomorrow. You're not talking to a mass meeting. You're talking to a parade."