

INDUSTRIAL SECTION

R. E. Quinn and Company

Leading in Quality Furniture at Moderate Prices.

It is the purpose of this reliable and valued establishment at 418 South Main Street, Telephone 664, Burlington, N. C., to successfully and comfortably furnish the home at moderate prices. Through their years of business they have rendered a most valuable service to the people of this community.

They handle furniture of the better grade, a quality that is durable and that you may depend upon to give you maximum service. They have anticipated your needs and their adequate stock is composed of tasteful, practical, artistic and expensive furniture from which you may make your selections. In their furniture or furnishings, visit R. E. Quinn Co.

Their stock shows many lovely living room, dining room and bedroom suites; many separate pieces that will add miracles of charm to the suites you already have. Perhaps you need just a table or a chair to complete a correct grouping.

The most asset to your family is a well furnished and comfortable home. Well-balanced home surroundings aid a child's character.

The large volume of buying of this establishment enables them to sell at reasonable prices. Rugs of lovely color combinations and most durable quality may be had here. They have a delightful line of beautiful and artistic lamps for every purpose. Values beyond comparison is the constant aim of this successful home furnishing establishment. You will at all times meet with courteous, pleasant, and accommodating salespeople.

We are pleased to compliment the R. E. Quinn Co., in this Industrial Section and refer them to our readers.

Gate City Motor Company

Agents for Plymouth Cars.

This popular firm on South Main Street, Telephone 911, Burlington, N. C., invites you to visit their show room and inspect the new 1934 Plymouth.

Plymouth is the world's lowest priced car with individual Springing. It is on all models, even the lowest-priced. Individual Wheel Springing is the strongest and simplest type known. In principle, it's exactly like the kind used on much higher-priced cars.

Plymouth gives you more than one feature to insure smooth, easy riding. Every Plymouth has patented Floating Power engine mountings to end engine vibration. These mountings are more than just rubber under the engine. They suspend the motor in balance—it absorbs its own vibration. You can rest and relax—because with these two big features, Plymouth gives you the smoothest

ride in the low-price field.

Everyone wants to be safe—so look at Plymouth's brakes, and Plymouth's safe-steel body. The brakes are all-hydraulic. No bolts, rods, cotter pins. Sure, smooth, equal action on all four wheels at all times—because hydraulic brakes are automatically self-equalizing. Every Plymouth has a safety steel body—built of steel and reinforced with steel—then welded into one permanent piece. This means real protection. It means no joints to rot, pull loose or squeak. It means longer life with less need of "service" because of body troubles. Plymouth is the only low-priced car that gives you all of these important features.

In this Industrial Section we take great pleasure in recommending this car to our readers, and urge them to see the 1934 Plymouth before buying.

Coca Cola Bottling Works

The Home of Good Beverage.

That Coca Cola is not a one-season beverage may readily be seen by the activity of trucks of this up-to-date bottling works, at 603 South Main St., Telephone 201, Burlington, N. C. They are seen this year around busily conveying this refreshing and popular beverage to the various retail establishments.

Coca Cola is popular because it is good, wholesome, refreshing, and is made from only pure ingredients. It is served to the public in the original sterilized bottle. Many prefer buying Coca Cola by the case and having it in their home for a personal consumption or for entertaining friends. Order a case today from Coca Cola Bottling

Works or your favorite dealer.

Coca Cola is a great national drink whose popularity and good qualities are so well known they do not need to be described. Practically everyone knows about Coca Cola.

They maintain an up-to-date plant with modern bottling machinery which is a model of cleanliness and efficiency. No where do you find a more scientific Coca Cola Bottling works than at Burlington, N. C.

We are pleased in making this Industrial Section to compliment them upon the high-grade beverage they offer to the people.

Correct Time Inn

Quick Service—Best of Everything.

There is something about the Correct Time Inn, on Greensboro Road, Telephone 1204-J, Burlington, N. C., that is different. The courtesy, friendliness and service all add to the popularity of this place. They give you minute service on sandwiches, prepared in a most sanitary manner. Here good food is combined with moderate prices. There is nothing more refreshing than a glass of your favorite beverage either in bottle or draught, served with one of their sandwiches.

Correct Time Inn is not only popular among the people of this community but among the people of the motoring public as well. So for one of their delicious sandwiches, you'll enjoy it so much that you'll return for another. We take pleasure in this Industrial Section in directing the special attention of our readers to the service they offer.

In Yadkin County, 84 wheat growers have received rental payments of \$2.19,20 for reducing the acreage this winter.

Eldermont Hatchery

Hatched with the Strength to Live.

Specializing in the hatching of sturdy, healthy and vigorous chicks, this reliable firm, located two and one-half miles out, on Alamance Road, Telephone 5421, Burlington, N. C., has a reputation far and wide for furnishing baby chicks. Their hatchery eggs are selected from thoroughbred free range flocks. They produce quality chicks that make money for poultry raisers wherever they are sent. Don't fail to give your next order to chicks to Eldermont Hatchery. You may be assured of thoroughbred chicks that will thrive, and make money for you.

These chicks are hatched under ideal conditions, supervised by men who have made a scientific study of this business. They are hatched in the most scientific and up-to-date manner where the proper ventilation, warmth, etc., is taken into consideration and properly adjusted.

We wish in this Industrial Section to compliment this firm upon their efficient business methods and refer all our readers to them when interested in this line.

The Road To Prosperity

Believing that the President is a masterful leader and is leading the country out of this wilderness of depression the people are giving him their whole-hearted support, and as a result, there is evidence of our entering into a new and better era under his wise direction.

As further evidence of the patriotic attitude, all firms are working to cooperate with the administration in its worthy effort at recovery. Prosperity depends upon keeping industries in operation.

Let all of us work together and patronize these firms when in need of either merchandise or the service they offer.

Sykes Foundry and Machine Shop

A Complete Foundry Service.

Only skilled workmen are employed here who fully understand this work. When you take your foundry troubles to Sykes Foundry and Machine Shop, Maple Ave., extension, Telephone 170, Burlington, N. C., you know they are handled by experts.

Brass foundries can make castings from brass, bronze, bell metal, gun metal, acid metal and white metal to meet almost any requirements.

Some form of brass or bronze is being used more and more in every line, due to its conductivity of electricity, resistance to rust, resistance to crystallization and ease of wear on machinery and beauty of finish.

An advantage of brass and bronze castings over any other kind is time saved as these can be secured in hours, where it might take days to get a steel or cast iron piece. They do not break as easily as cast iron and if mixed properly will wear longer than steel.

In this Industrial Section we take pleasure in congratulating this prominent firm upon the success they have attained. The community is indeed to be congratulated upon having in their midst a foundry doing this class of work.

Coolley's Coffee Shop

Select Food and Service.

There is something about Coolley's Coffee Shop on West Front Street, Telephone 1233 in Burlington, N. C., that sets it apart from other eating places and that makes it highly satisfactory. The extreme care and thought that goes into everything; the cooking, serving and arrangement creates a dining room to be visited regularly.

You'll like the surroundings, they are attractive, and comfortable. The food is good. The cooking is done in a modern, sanitary and scientific manner.

Here good food is combined with moderate prices. Proper food well chosen and well cooked is an absolute essential to good health. Their food is not only health-building, but deliciously appetizing.

They are prepared to serve the public with Sizzling Steaks. These steaks are served to the customer still cooking and stay hot in their specially arranged service while being eaten. They buy these steaks direct from Chicago's leading purveyor who furnishes high class Restaurants and Hotels. This meat is as fine as any coming into the State.

This restaurant caters to your taste, and you must learn for yourself what a pleasure it is to eat at Coolley's Coffee Shop. They are not only popular among the people of this community but the people of the motoring public as well.

We are pleased in this Industrial Section to direct the special attention of our readers to this metropolitan restaurant service.

Kalos Beauty Shop

Where Personal Service Prevails.

You not only feel at home in this attractive and refined beauty shoppe, on second floor of Straler building, Telephone 328, Burlington, N. C., but the work done here is so satisfactory that once you visit it, your return is assured.

They are adept in all phases of this work and cater to the discriminating—those who desire the best and the latest methods of beauty culture. They keep in touch with all new developments in this line, and you are assured of that personal touch so necessary to successful beauty operations.

After all, beauty is contour and this establishment has made a close study of types for so long that they are well able to advise in these matters.

It is a woman's desire, not to say birth-right, to look her best, under all circumstances and nowhere will you find operators better qualified to perform those little touches of feminine attractiveness than at this beauty shoppe.

Not many communities can boast such an exceptional metropolitan service, and in this Industrial Section we wish to congratulate them.

Zimmerman Lumber Co

Lumber—Paints Varnish and Roofing.

This firm on Trade Street, Telephone 475, Burlington, N. C., enjoys a most enviable reputation in this community by virtue of honest business dealings with the people. Their dealings are as substantial as the materials they sell.

They know that a satisfied customer is the best advertisement they can have and have built their business around this method. They are ever striving to please and secure for their customers the best that can be had in lumber and supplies.

They are always able to furnish you with all building materials necessary to the construction of a new home. It will be interesting to you to see the different grades of lumber and you no doubt will appreciate your new home more if you personally select the quality items that go into a building of the same. If you complete building get in touch with Zimmerman Lumber Company.

They offer the public a full line of Rogers paints and varnishes, also John Manville Roofing.

They are absolutely reliable and dependable. Their reputation for honest, straight forward business dealings have earned for them an ever increasing volume of business.

That it pays to patronize home industry is shown by having such an efficient establishment in this community.

This Industrial Section commends this establishment upon their very capable management, their progressive and public spirited manner, and refers them to our readers.

Mystery of the Disappearance of Tourists. An exciting story in The American Weekly, the big Magazine which comes with The Palm-Sunday American February 11. Buy your copy from your favorite newsdealer or newsboy.

Nehi Bottling Works

The Drink that Refreshes.

This company on West Elm St., Telephone 183, Graham, N. C., is one of the most sanitary and carefully conducted institutions of its kind in this section of the country and makes the most popular beverages.

They are fully equipped with the most modern equipment and devices for the manufacture of pure soft drinks. Their beverages are made from none but pure syrups, flavors and other ingredients and for this reason their products are sought by the large majority of people. They long ago established a reputation which they have lived up to in every respect. The public also appreciates the fact that this firm's delicious beverages cost no more than inferior brands on the market.

At Graham, N. C., where these beverages are prepared is a model of system and cleanliness and no pains or expense is spared to serve the public with a line of soft drinks surpassed by none.

Nearly all soda fountains, restaurants and soft drink establishments in this community handle this firm's beverages and will take pleasure in serving you with your particular flavor. You should keep a case or two with your particular flavor in your home as there is nothing more refreshing for the tired housewife than a cool satisfying glass of delicious beverage. Try a case of any of the flavors the cost is trivial. Those who desire the "best made" in soft drinks, should phone their order to Nehi Bottling Works and they will not be disappointed.

TAXICABS

Ride in Comfort and Safety

This Taxi company at 211 West Front Street, Telephone 777, Burlington, N. C., is always in readiness. They will have a car at your door within an unbelievable short time after you phone. They have a sufficient number of cars at their disposal to assure you of satisfactory prompt, courteous, and efficient service at all times.

They offer the public 24-hour service at twenty-five cents in the city limits. The surrounding territories at a small additional charge.

They furnish taxicabs that are comfortable and smooth riding. A great deal of money has been spent to secure the highest type of motor taxicabs for their patrons.

You will find all of their drivers courteous and competent. They do nothing but drive and hence become experts in this line. You may feel absolutely safe in their hands under all circumstances.

Many have found that it is more economical to call a cab than to own a car. They can use a cab for less than the upkeep on a car, not to mention the investment and loss by depreciation.

This popular company has a most enviable reputation for prompt response to all calls, day or night. They are the busy man's first thought and may be depended upon to transport you to your desired destination in safety.

Ford Automobile Agency

Alamance County's Oldest Automobile Dealer.

The Ford Agency at 523 South Main Street, Telephone 310, Burlington, N. C., have the new 1934 Ford V-8 on display for your inspection.

The New Ford V-8 occupies both the fine car class and the low-price field. It brings to the average driver the advantages formerly found only in the most expensive cars.

The engine is the most important part of any automobile. Other features may contribute to your comfort and convenience, but it is the engine that runs the car. Performance, economy, reliability and long life—all these depend on what's under the hood.

The V-8 gives not only superior performance, but economical service on the road, because Service and Economy have been built into it

at the factory.

Ford springs provide individual transverse cantilever suspension for both front and rear axles. In the new Ford these springs have been made more flexible. This type of construction is not experimental and has the advantage of unequalled comfort plus the proved safety of a front axle.

This new Ford combines V-8 power with gasoline economy—20 miles to the gallon at a speed of 45 miles per hour. It will do 60 miles an hour without difficulty; 50 or 60 miles per hour it is actually running at ease!

This reserve power means acceleration unequalled by practically any other make of American automobile, regardless of cost. Before you buy ANY car at ANY price, drive the Ford V-8 for 1934.

The National Bank of Burlington, N. C.

Offering A Complete Banking Service.

This Bank on the corner of Main and Front Streets, Telephone 114, Burlington, N. C., is more than a financial pillar of this entire section. It has aided many agricultural and industrial developments through financial difficulties and enabled them to grow into modern and progressive factors of the day.

The National Bank of Burlington is a forward looking bank, conservative in policy but always progressive.

You will find it a complete banking service planned for the future of Burlington and for your own benefit.

They know through long contact the problems of those engaged in farming and industries and it has been their privilege to help many people over tight places.

They feature a savings department together with their regular banking business. They advise a systematic savings whereby you deposit a certain amount regularly. However a savings account may be opened by the deposit of ten dollars in that department.

Their service is pleasant, courteous and accommodating. If you have a problem which seems too much for you, visit this progressive institution and talk things over with them. They are able to give you sound advice.

The officers and directors of this institution are men of affairs who make a study of the banking history and seeing the present day needs sustain a modern day institution. In making this Industrial Section we wish to commend them upon their successful efforts and service to the public.

Melville Dairy Farm

Producers of that Rich Jersey Milk.

This modern, up-to-date dairy on Haw River Route 1, Telephone 653-W, Burlington, N. C., is one of the best known in this community. It is clean and sanitary in every particular. It is their endeavor to give the people of this community the best that can be had.

They feature the finest quality grade A Raw milk from their own tested herd. They can also supply you with excellent pasteurized milk and Lactic buttermilk.

Their milk is pasteurized in the most sanitary manner as soon as it reaches the plant. For this, they have strictly modern machinery and their plant and equipment is immaculate. Pasteurization of milk means to heat the milk to 162 degrees F. holding it at that temperature for a given length of time and cooling it quickly. Thus the bacteria is eliminated and the qualities of the milk unharmed.

A bottle of milk is a bottle of health is an expression of today that is quite in order. Many people can point to their pure healthful milk and say this. A glass of milk at ten in the morning and three in the afternoon, wards off that tired feeling. It beautifies the skin and the complexion. Everywhere, school and health authorities are insisting that milk be served to school children. Serve milk at meal time and between meals, too, to the whole family. Milk consistently used builds health and vigor in the frail, restores pale cheeks, revitalizes wasted nerves. Order extra milk today from the Melville Dairy Farm.

In this Industrial Section we take great pleasure in complimenting the management of this dairy upon their modern business methods. The people of this community are indeed fortunate to have them here.

C. C. Brown Plumbing and Heating Company

Complete Service in Plumbing and Heating

This review would not be complete if we were not to give extended mention to this modern heating and plumbing establishment, on East Davis Street, Telephone 338, Night call 118-J, Burlington, N. C. There is nothing connected with modern plumbing with which they are not thoroughly conversant.

In this day and age our congested living conditions will not permit us to live without plumbing and sanitation. Our modern sanitary service has increased not only the length of our lives but saved the thousands of lives as well.

They have had years of experience in this business. They operate a complete plumbing shop. Whether it is the installation of new work or repairs on old, they are expertly qualified to meet the demands.

They are equipped to install steam hot water, hot air or vapor heating systems. They will gladly go into

detail upon the merits of the different systems, so that you may decide which method is best suited to your needs. They also install the automatic coal burner controlled by thermostat in connection with steam or hot air systems, thus keeping your house at a desired temperature at all times.

Their reliable and dependable workmanship together with reasonable charges has won for them an ever-increasing patronage.

In this Industrial Section we wish to direct the special attention of our many readers to the indispensable service afforded by this well-known establishment.

Stories without a country. Revealing story of how military secrets were stolen and sold to enemy countries. One of many fascinating stories on February 11 in The American Weekly, the magazine which comes every Sunday with the Baltimore American. Buy your copy from your favorite newsdealer or newsboy.

Approximately 95 percent of the tobacco growers in Wilson county signed acreage reduction contracts.