

# PATRONIZE THESE LEADING BUSINESS CONCERNS - In Rocky Mount And Save -

## THOMAS FUNERAL HOME

422 SOUTH CHURCH PHONE 300

The Thomas Funeral Home represents the well respected trade of this community.

They have shown the true spirit of their service to the entire community by rendering a distinctive service on many occasions when tact and thoughtfulness alone can meet the requirements. They maintain a complete funeral service. Through this service they have gained many friends over the country.

The modern funeral home they furnish is very complete & is always at the disposal of those who

want to take advantage of it. The funeral home has taken its place in our modern life, for in all the metropolitan centers people from all walks of life are taking advantage of its conveniences.

They have access to the best stock in the line of their service and this is furnished at reasonable prices. They are prepared to arrange all details. When you turn a service over to them they relieve you of every responsibility so that there is no more worry about plans.

Accommodations and courtesy

are outstanding features of their service and they are ready to prove their excellent spirit of service whenever opportunity affords. The community is fortunate in having a firm of such reliability and the management is to be commended upon the position they occupy in this section.

In making this business review we deem it appropriate to voice our appreciation of this firm and to express our assurance of their permanent position in the community life.

## ENTERPRISE FURNITURE CO.

158 S. WASHINGTON ST. P. H. Bradshaw, Mgr. Phone 987

Here is the place to furnish your home at a real saving. Their stock contains everything the modern home desires, from living room to the kitchen.

When you buy furniture of this reliable firm you are assured of the very best and are paying only a very reasonable price for the articles that you buy. It takes care and judgment to buy the right quality and when you are told at this establishment that the goods are the latest style you need not hesitate in making the purchase.

Furniture of all kinds and practically everything needed to furnish the modern home can be secured here. The stock is only limited by the styles of the manu-

facturers. You are able to get furniture here cheaper than most places and thus are aiding to the building up of the home life of the community.

They specialize in real service. They make the word "service" actually mean what it says. You are invited to visit this store and inspect the large stock of fine furniture and we are certain you will be pleased and besides gain a great many valuable ideas.

In this review of the onward progress of the community we wish to recommend the Enterprise Furniture Co., as one worthy of the highest commendation and trade.

## TAR RIVER LUMBER CO.

HAMMOND STREET AND NASHVILLE, R. R. ROCKY MOUNT, N. C.

This lumber and builders supply concern in Rocky Mount is under the direction of experienced lumbermen.

This is a lumber concern with an enviable record of years in business in this line and is a concern which has built a reputation as one of the leaders in the lumber industry in this part of the country in quality, prices, and service, under the direction of men of wide experience in the business.

On account of their experience and keen knowledge of the lumber markets, they buy at the lowest possible prices and offer the local public astounding values in lumber and building supplies of every description.

The people of this territory for many miles around are offered at very reasonable rates high-class lumber and building materials of

every description and of the very best grade.

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 that there is in the lumber and building material business. The reputation that they established for stock of quality and service, under the direction of men of wide experience in the business, has brought many dollars to town that would go to some other trade center were this establishment not located here.

It may be truly said that this establishment 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 activity as one of the distinct features of our business and industrial efficiency.

## PLANTERS NATIONAL BANK AND TRUST CO.

ROCKY MOUNT, N. C.

This local financial institution is a notable example of substantial progress. Their business is conducted long modern policies, and is noted for strength and sound judgment of its officers.

They invite you to consult with their official staff upon any financial matters. Business men with puzzling problems, neighborhood merchants who appreciate immediate attention to their banking needs, business women or home managers will appreciate the cordial atmosphere you will find at the Planters Natl-Bank and Trust Co.

Let the integrity of this reputable and growing institution be your guide. Here you have the convenience of every modern banking facility. They are a strong, safe and conservative bank which welcomes the small accounts as well as those of the large proportions.

Here you may open a savings account and by systematic savings soon accumulate funds for various purposes. You will be surprised at the really substantial funds you can accumulate by systematic saving. Perhaps just a little each week to start and soon

you will have the saving habit, making weekly trips to the Planters Natl-Bank and Trust Co.

No matter how much or how little money you deposit with them you will at all times receive prompt attention and courteous service that will make your business transactions pleasant and profitable.

Its officers and directors are men who fully understand the banking business and who work for the advancement of this section. We are pleased in this review, to commend this progressive institution upon the success they have so well merited.

## ORANGE CRUSH BOTTLING CO.

This Concern are Sales Agent for that Famous Southern Beer Brewed in the South for Southerners LOCATED IN ROCKY MOUNT PHONE 52

Since the legalization of beer this Company has been running full time and has hardly been able to meet the demands since the public has learned to depend on them for the best of wholesome products. Beer is fast becoming the most popular beverage throughout the country due to its purity, ingredients and modern equipment used in production.

This is one of our modern distributor's of the community and is fully worthy of the support of the people, for not only it is the leading concern engaged in its special field of endeavor but Southern Beer is fast gaining a wider reputation of general excellence.

The management and associates

in this company have not been satisfied with providing for the immediate needs of the people of this vicinity. With a broader vision of the future prosperity they have made improvements with the view of greater expansion of their service and have been loyal supporters for community betterment.

In conclusion we will say that the prosperity of this firm indicates a higher order of the business management on the part of responsible officers and directors who have taken a splendid interest in public improvements. They merit the trade of every citizen who can after tasting Southern Beer appreciate good beer.

## THE FASHION SHOPPE

224 SOUTH MAIN ST. PHONE 1141

This ladies shop in Rocky Mount is one of the leading fashion centers in this section of North Carolina. They carry a complete line of dresses for street wear, evening and sport wear. Their coats and new line of spring suits are of the latest fashion. Millinery of the latest designs is to be seen at this establishment.

Individuality and distinctiveness of design is noted in specialties and ready-to-wear from this establishment and this is in a large degree responsible for the extensive trade of the store.

All the goods from The Fashion Shoppe come from the arbiters of the very latest fashions. Copies of Parisian models and exclusive models of America's foremost de-

signers are featured here.

The service at this store is individual. The sales people are students of the types of people, the correct styles of the day and of excellent judgment, thus being able to aid in the selection of garments that are very becoming. This service is helpful but never obtrusive and no one is urged to buy. They do not want to sell you anything that they know you will not like as they are not looking for a sale, but customers who depend on their service for the coming fashions. It is a pleasure for us to direct your attention to this well known store as one of the prominent features of this community's commercial efficiency.

## HUNTER OIL CO.

400 S. Church Street C. C. Hunter, Mgr. Sole Agent for McClaren Tires

This company supplies a large territory and has come to be known in this and adjacent counties as one of the foremost oil companies and by reason of their satisfactory service are rapidly expanding and will merit their increasing patronage.

Having sound financial backing they were able to equip their business with all the necessary modern conveniences for serving the public. They maintain a fleet of large motor tank trucks which daily cover the territory on schedule time, making deliveries to both large and small dealers. It matters not whether you phone for one hundred gallons or only ten gallons, you are accorded the same satisfactory service.

Members of the firm are among the business men of high standing in the community and prominent in the community life of the city. They have the interests of this section of the country, at heart and in this business review embracing as it does the most outstanding features of the community's progress, it is due them that we direct the attention of this establishment as one of the important features of the efficiency of the community and one that renders a service par-excellence in a most essential business.

Their best advertisements and greatest assets is their army of satisfied patrons.

Frank H. Daniel Funeral Parlor 210 East Thomas St.

24 Hour Service, Day Phone 397, Night Phone 866-M. Free Ambulance Service In City

This funeral home in Rocky Mount represents the well respected and substantial institutions of the community that serve the people in an unselfish manner.

They have shown the true spirit of their service to the entire community by rendering a distinctive service on many occasions when tact and thoughtfulness alone can meet the requirements. They maintain a complete funeral service. Through this service they have gained many friends over the country.

Mr. Daniel is recognized as a careful and tactful man in his profession, and furnishes a modern service in every way. He is prompt and reliable, which means so much to those in need of this service.

The community is fortunate in

## CARBISCO FEED MILLS

Conveniently Located On South Grace Street

Products Coming from their Establishment are Always Fresh, Phone 61

This establishment is one of the leading feed and supply firms in this part of the state located in Rocky Mount.

Few, if any feed dealers in this section of the country have attained the prominence in this locality that is awarded this popular establishment. Maintaining an up-to-date establishment for the accommodation of the public this progressive business firm has an enviable record for fair price and good quality. Insisting that everything about their place be in accordance with the most modern scientific ideas regarding sanitation they have thus assured the public that feeds and grain coming from their place are pure and wholesome.

They are familiar with the feed and grain business and by experience have learned the various features that are conducive to success. During this year they evidenced their wisdom by purchasing in large quantities at the right time and are therefore able to offer the people the very best goods at very reasonable prices.

In making this review of the progress of the community and in outlining the more prominent firms which give valued service to the public we wish to direct the special attention of our readers to Carbisco Feed Mills and to say that when it comes to these lines you can depend upon his service and the brands they carry.

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In making this business review we deem it appropriate to voice our appreciation of the service of this firm and to express our assurance of their permanent position in the community life.

## CHARLES STORE'S CO.

318 South Main Street Phone 1673

One of the community's most popular stores in Rocky Mount, they feature merchandise of recognized standard quality. Every department store need can be filled in this modern store.

Nowhere can there be found a more complete stock than in the various departments of this reliable retail establishment.

The growth of this store has been accomplished solely by catering to and pleasing the public.

In the extensive dry goods department will be found the latest weaves and colorings in the most popular fabrics of the day and affords a most economical shopping center for ladies of the city and adjoining territory.

When shopping in the various departments the patrons of this store do so with a feeling of satisfaction and utmost confidence. They fully realize that the service and qualities obtainable at this store today will be remembered in the future seasons.

The buyers in the many departments are men and women of long experience in their lines and spend a portion of each season looking over the style centers of the country. Thus the stocks are kept absolutely up-to-date and very complete at all times.

Another valuable and up-to-date department of this leading firm is their personal shopper. During inclement weather or if indisposed, write or call them and you will be more than pleased with the selections which they make for you. Daily more people are taking advantage of this department.

The management is in the hands of competent and public spirited men and in this business review we would suggest that upon your next shopping trip into the city you include Charles Store's Co., and you will find it much to your interest both from the standpoint of economy and satisfaction.

## ANNE'S BEAUTY SHOP

125 WEST THOMAS ST. PHONE 107

This shop conveniently located in Rocky Mount has established an enviable reputation and trade upon the merit of the excellent service rendered here.

They have made a study of the permanent wave from a scientific standpoint and have supplemented this with much actual work, which makes this service both tried and modern. Permanent waving has advanced very rapidly in the last few years and this shop has kept right abreast of the times.

This beauty salon is fully equipped with permanent waving machines and has licensed operators to give you the best and most courteous service possible at a very modest price.

Here the operators will put a wave in your hair in the shortest time possible consistent with the quality of work which they do. All you have to do is phone 107, for an appointment, go there at the appointed time and leave the rest to them.

The operators in this shop have made a scientific study of the hair and skin and use only the correct tonics and creams that stimulate and heal in their treatments.

In this review we are glad to compliment Anne's Beauty Shop on the greatest success they are making in this chosen profession and to refer their valuable service to the people of this community.

## DUKES LUNCHEONETTE

526 Raleigh St. Also News Stand 370 S. Main St. Phone 9186 or call in person, they appreciate Your Trade.

Dukes Restaurant is a center for motorists, the local and traveling public and each has taken a prominent place in the social and business life of this section.

They specialize in good foods any style and no matter how you want it you will find that they will be able to serve it so that they will be tasty. They know all the details of handling and cooking and serve it with the various condiments which make it relished by all. You will be served just as well as though sitting in your own home.

The service is equally satisfactory whether your order be large

or small, and you will be made to feel that your trade is desired and appreciated by the management. There are no more clean and sanitary restaurants in this section of the state than this restaurant, and there are none that have attained a greater measure of popularity. There are none in which the service and cuisine are more pleasantly satisfactory.

We are pleased to compliment Dukes Luncheonette upon the distinctive character of their food and would suggest that everyone drop in occasionally to add variety to the menu.

## BATTLEBORO OIL CO.

BATTLEBORO, N. C. J. P. Bunn, Proprietor MANUFACTURERS OF Cotton Seed Oil, Cotton Seed Meal, Cotton Seed Hulls, Also Cotton Linters

## BEAUFORT SEA FOOD CO.

157 SOUTH WASHINGTON N. R. Burifoy, Prop. Phone 1610 or 1836

The Beaufort Sea Food Market located at Rocky Mount is a place where quality, service and satisfaction meet and where people from the surrounding territory go to find the perfect food center.

This popular sea food market is for at least one meal each day a feature of the home life of the part of the state as sea foods can be secured here that are in the very best of condition and the housewives have found them of the best quality.

They have a very modern market and all precautions have been taken for sanitation, seeing that the sea foods were properly cared for and were cleaned according to the individual desires of the customers.

Sea foods are becoming more

popular all the time as people spend time during their vacation at the shore. In the hinterland the people were only accustomed to eat sea food on Fridays, but today they are becoming the meat of the day at least one meal each day all over the country.

In this review we are glad to compliment Beaufort Sea Food Market as a place that makes a continual study of the food problems of the day and as conducting a market that is in advance of the times. We would advise anyone having trouble with the food problem in any way to visit this market and make the family happy by furnishing them with the freshest of sea foods.

## A-AND-E TRUCK LINE

BATTLEBORO, N. C. Armstrong & Everett, Props. Phone 3511

With office in Battleboro street, phone 3511 this is one of the leading transfers of the community rendering an excellent and satisfactory service in all branches of the business has provided extensive equipment for all classes of moving and enjoy a large patronage under competent management.

One of the greatest conveniences of modern life is the efficient and careful transfer company. It has been demonstrated that the truck is the best way for handling moving problems and this firm is one that specializes in giving the best service to the many patrons it serves in this capacity.

Realizing the necessity of this type of service and knowing that the public was entitled to the best there was to be had, large motor trucks have been provided. These trucks are modern in all respects and of large capacity. By the proper packing of your furniture they are able to haul very large loads and also able to pack in such a manner that you will not need to fear of having any of your furniture being marred or

damaged. It is such conveniences that are provided by this firm that add to the attractiveness of the community and we wish to direct the attention of our readers to this firm when anything in the trucking line is contemplated.

They are interested in the advancement of the community and is ready and glad to give you any information that you may desire regarding any phase of this important side of the modern life of today.

The modern moving service has proven a great convenience to the householder and business man of today. No longer need to worry about hiring carpenters to build crates then hunt a drayman to haul the goods to the depot. Now that is all that is needed is to call this firm and they will look after all the details. This firm makes a specialty of the handling of pianos and other heavy articles. You can rest assured that when you turn your moving over to this firm, everything will be looked after as carefully as if you were doing it yourself.