

# Braxton Auto Service Has Had Phenomenal Growth

## Had Beginning With Only One Employee In '31

### Braxton Interests Now Integral Part Of Whiteville; Imagination Plays Large Part In Expansion

Braxton's Auto Service began first of all with an idea, an idea whose hour had struck for fulfillment. That idea, motivated by the intelligence, vision, and energy of Lee Braxton, whose idea it was, has come to fruition in (13) thirteen years as one of the best and most successful business undertakings ever begun in Eastern Carolina.

From a business with one employee in a building on the lot now occupied by the Madison theater, Braxton Auto service has expanded consistently until the Braxton interests now comprise wholesale and retail automobile parts deliveries, a modern, up-to-date garage with an abundance of floor space, a car dealership, a budget store recently moved to South Madison street, and more recently a projected cold storage, freezer locker plant for Whiteville for which Braxton and five other stockholders have formed a corporation.

In thirteen busy years, the Braxton interests have come to be an integral part of Whiteville, Columbus county, and a wide Carolina area. The real success of this undertaken is indicated in the fact that when Braxton went into business in 1931, he bought advertisement from The News Reporter on credit payable during the following tobacco season. This, Braxton declares, was necessary because he had insufficient capital to finance the advertising.

A large advertiser throughout the years of his business experience, Braxton attributes much of the success of his business to the fact that he has freely used the newspaper to keep before the public the services he was seeking to render.

Basing his business philosophy upon the idea of providing something for the community which it needed, Braxton has catered to public interests and needs since his business first got underway. "I believe," he says, "that the way to do business is to demonstrate to the general public that you are doing something beneficial for them and that you are doing it in the spirit of community service."

With uncanny foresight and imagination, he has anticipated the wants and needs of the people. When the war came, he was one of the biggest automobile dealers in this part of the state. With goods he had been selling no longer available, he applied his imagination to making a successful transition from the one line of business to another so as to continue to render a service to the community as well as to take advantage of the period of prosperity his judgment told him would accompany the war effort.

From selling cars, he turned to selling goods still available in spite of the war. Where once he had displayed automobiles, displayed books, dishes, furniture, phonograph records and gadgets of many kinds. The Budget Store thus created was housed first in the display room for new cars. Only recently, he has rented quarters for this store on North Madison street and has installed a varied stock of many items for the business, home, farm, or yard.

Still employing his imagination in search of opportunity for greater service to Whiteville and the Columbus county, he recently sponsored the formation of a corporation consisting of local men for the construction of a cold storage, freezer locker plant in Whiteville with a capacity for 1,000 lockers. Materials are now in the process of assemblage for this plant and actual construction is expected to begin momentarily.

An active leader in all civic enterprises, Braxton has headed city and county-wide campaigns with great success. He has recently been appointed chairman of the transportation committee of the Whiteville Post - War planning committee with the special assignment of working toward the improvement of transportation and transportation facilities in Whiteville and the county. One of the big items suggested as a project for the committee is the survey of possibilities for an airport for the county. Mr. Braxton's interest in an airport has long been a pet hobby.

At the beginning of his fourteenth year of business in Whiteville, Braxton's pledges continued community service as the basis for operation.

**FOR SALE**  
New GMC Truck 1 1/2 ton or larger  
Braxton Auto Service



Lee Braxton believes in Whiteville and Columbus County, is director and past president of Whiteville Merchants Association, has held office in Association from beginning of organization, was instrumental in organizing same; director of Whiteville Rotary club, Chairman of Transportation Division of Post-war Planning committee, Columbus County War Fund chairman of American Red Cross War Fund Drive in 1944 and member of Executive committee Columbus County Chapter American Red Cross; also, vice chairman Columbus County War Finance committee and War Bond Drive; now active in helping build a much-needed cold storage freezer locker plant which he has been planning for over four years. Mr. Braxton is president of Waccamaw Motor company and is also interested in several other business enterprises here in Whiteville.

Outside of Whiteville he is past president of Virginia-Carolinas Automotive Wholesalers association and president of Holmes Students Association Alumni of Holmes Bible College, Greenville, South Carolina, which office he has held for seven years. He has a wheel chair program and loans them without charge to anyone needing them. Also, he has a program of his own to help rehabilitate the young boys from Columbus county who are in training schools in our state and writes them regularly and sees to it that the boys have a little spending money and a little encouragement through his letters and visits. Braxton likes books and has a choice selection in his home library. Also, he likes music for a past-time and plays a cornet and saw. When he announced that he had made his brother manager of the garage and auto sales he was asked what he was going to do with his spare time. He replied that he hoped to go fishing and maybe a few other things in his spare time after attending to all of his business, social, and civic activities. Someone has said that Braxton has a hundred ideas a day, and maybe two per cent of them will work. Braxton says as long as he can keep this percentage going, he will be okay.

### Manager



Lawrence Sellers, Manager of Braxton Auto Parts, moved to Whiteville ten years ago from Richmond, Va., has been with Braxton ten years starting as parts clerk, was promoted to manager of Braxton Auto Parts two and one-half years ago when the wholesale department was separated and moved into building next to bus station. Lawrence is considered by the garagemen, dealer, and service station men to be one of the most efficient auto parts specialists to be found. Braxton Auto Parts carries a complete line of standard brands replacement parts and supplies for all make cars and trucks. Shop equipment and automotive tools are also handled. In addition, complete, auto machine shop service is offered on small parts on up to a complete motor rebuild. All sales are made at wholesale to authorized dealers, garages, and service stations. Outstanding lines such as DuPont Paints, AC Spark Plugs, AC Fuel Pumps, and oil filters, Thermoid Brake Linings, McCord radiators, mufflers, and gaskets, New Departure Ball Bearings, Westinghouse bulbs, Federal Mogul bearings, Toledo Steel Motor and Chassis parts, Globe Batteries, Mobiloil and greases, and many other lines of the very highest quality most of which are original equipment in new cars and trucks.

Two outside salesmen, Eugene Davis and S. E. Norton, cover seven counties in North and South Carolina. Fourteen people are employed in this business. Lawrence stated that he is looking forward to even greater demands for auto parts and equipment and especially machine shop service for the duration and in post-war years. The job of supplying the essential items and serv-

### Motor Club Office At Braxton's Saves Money For Motorists

The location of a Carolina Motor club office at Braxton's saves the motorists of Columbus county thousands of dollars of actual expense and inconvenience. This saving is affected by making it possible for motorists to be able to purchase license plates and make title transfers here in Whiteville.

In the light of tire and gasoline rationing today, this service is of far greater importance than during normal times. Where days or weeks would be required to await title transfers or license plates from Raleigh, the motorist can go to Braxton's and get the transfers or the purchases made within a few minutes.

### RETURNS TO CAMP

T15 Russell F. Chauncey returned to camp Monday after spending a twenty (20) day furlough at home here. He has been in the Army since March 22, 1941 and has spent two years overseas. T15th Chauncey is now stationed at the Army Air Base, Richmond, Va.



MRS. PEGGY HINSON

Braxton Auto Service in keeping with their policy now in their 14th year of operation to render all services required by the automobile owner began a friendly, confidential auto loan and finance service on March 20th, 1943. Since then hundreds of loans have been arranged and hundreds of cars financed and refinanced

through this service. Knowing that people like to handle their financial matters in a confidential way with people they know and can trust was the reason this service was inaugurated. Without this faith and trust the people have in our services our thirteen years of continued growth and progress would have been impossible. This is just another "Braxton Service," and we invite you to consult us about a loan or financing your car. Our service is prompt and courteous, no red tape, and we will appreciate the opportunity of serving you.

Mrs. Peggy Hinson is in charge of this service and will be glad to serve you at any time. Also, she has charge of our rental property and the operation of our Variety Store. Mrs. Hinson has been with Braxton Auto Service for four years. She was formerly employed by R. H. Burns & Sons, Attorneys, here in Whiteville.

### PLANT LICE

Use nicotine spray or dust in the control of aphids, or plant lice, is the recommendation of J. Myron Maxwell, Extension entomologist at State College.

### Sellers Says He Plans Machine Shop Expansion

#### As Soon As Priorities Granted, Many Heavy Machines To Be Installed At Braxton's

Lawrence Sellers, Manager of Braxton Auto Parts, Wholesale Automotive Parts Distributors of Whiteville, said today that expansion of his machine shop service was under way and as soon as priorities are granted many heavy machines will be installed for motor rebuilding and other needed services to help keep America's cars and trucks rolling. Since new cars are a long way off, the Government is urging and giving assistance in securing necessary priorities for needed equipment, and when this expansion program is completed, this will be the most up-to-date and complete auto machine shop in Eastern Carolina and equal to any in the State. Lawrence stated that his company was cooperating with the government and doing all possible to serve the man who essential transportation going.

### MANAGER



Noah Braxton

# "THROUGH SERVICE WE GROW" BRAXTON AUTO PARTS

109 E. Virgil Street Whiteville, N. C.

## WHOLESALE AUTOMOTIVE PARTS, SUPPLIES AND EQUIPMENT JOBBERS

### Braxton Auto Parts Located At 109 E. Virgil Street Whiteville, Next Door To Bus Station.



May 1st, 1944, We begin our 14th year of service with deep appreciation for the Generous business we have enjoyed and with confidence in the future. The good will of our customers is our greatest asset.



LAWRENCE SELLERS

In this building a complete stock of automotive parts, more than twenty thousand different stock numbers are carried. A precision machine shop service is also rendered here including:—

- ★ Koetherizing
- ★ Pin Fitting
- ★ Brake Drums Turned
- ★ Cylinder Re-Boring
- ★ Valve Seats Installed
- ★ Valve Shop Service
- ★ Rod Alignment
- ★ Keys Made
- ★ Reaming
- ★ Motor Rebuilding
- ★ Armature Rebuilding
- ★ Electrical Service
- ★ Crank Shaft Grinding
- ★ Clutch Rebuilding

### Braxton Auto Parts

Distributors of the following well-known standard brands of automotive Parts, Supplies and equipment:—

- American Hammered Piston Rings
- McCord Gaskets, Radiators and Mufflers
- Maremont Springs
- Dupont Anti-Freeze (Zerone and Zerex)
- Duco Paints and Varnishes
- Dupont Cooling System Cleanser and Sealer
- Dupont Acid and Rust Inhibitor
- Toledo Steel Products
- "Standard" Replacement Parts for Starting
- "Standard" Parts for Lighting-Ignition
- Mobiloil Oils and Greases
- A. C. Spark Plugs and Fuel Pumps
- Globe "Spinning Power" Batteries
- Borg-Warner Transmission Gears and Axle Shafts
- Crawford Seat Covers
- New Departure Ball Bearings

The Wholesale Department, employing fourteen people, is efficiently managed by the amiable and capable Lawrence Sellers, who has devoted 10 years of study and experience in building up a service unsurpassed to automotive dealers, garages, and service stations throughout Columbus, Bladen, and Robeson Counties in North Carolina; and throughout Horry, Marion, and Dillon Counties, in South Carolina. Two road salesmen cover this territory regularly every week to help our customers in solving the problems of transportation and in "keeping" 'em rolling" in our all-out effort to help in every way possible in the War Effort.

- Hyatt Roller Bearings
- Carter Carbureters and Repair Parts
- Lamson and Sessions Bolts, Nuts and Screws
- Puritan Brake Fluid
- Sparton Horns
- Kellogg Air Compressors
- DeVibiss Paint Spray Equipment
- Allen Fast Battery Chargers
- Hein-Werner Jacks
- Black and Decker Shop Equipment
- Van Norman Boring Bars
- Hall Cylinder Hones
- Bear Wheel Alignment Equipment
- Linde-Air Welding Equipment and Carbide
- National Welders Electric Welders
- Herbrand and K-D Tools

**GUARANTEED**  
GRADE I TIRES  
600 x 16 — \$15.28  
Plus Federal & Sales Tax  
**Braxton Auto Service**  
WHITEVILLE

TELEPHONE No. 8

WHITEVILLE, N. C.

"We Serve The Man Who Services Your Car"