

# Meet Your Duplin County Merchants

## Introducing

# Rose Hill Trading Co.

"The Farmer's Store"  
Rose Hill, N. C.

The oldest continuous business in Rose Hill is the Rose Hill Trading Co., organized in 1921. This stable and growing business has been selling farm supplies at the same location and under the same management since 1929, over thirty-five years.

But, it is not old in ideas or in methods or in quality of merchandise. It is as modern as today. The quarters are heated with forced air heat and air-conditioned throughout and have modern fluorescent lighting and the latest innovations.

They sell everything from air rifle shots to step ladders, from snuff to chicken wire, from bubble gum to garbage cans.

They carry a complete assortment of seeds, garden, field and flower. They seem to be just as happy to weigh out an ounce of collard seed to a gardener as they are to load a ton of seed corn on a farmer's truck. They sell a lot of seed corn, having it in season stacked in large piles as high as the ceiling, and you can not be in the store long before they weigh out a little dab of okra for some fellow who wants to plant a row. And that is the way the customer calls for it. "Gimme enough okra to plant a row." Without knowing the length of the row, they have done it so much, that they are able to give him just the right number of seed. In mid-winter many folks come from a distance to buy their tobacco seed there because they know they will have the variety in stock that they want to plant that year. They, also, carry tomato, pepper and cabbage plants, etc.

Erchey L. Lanier, who has managed the firm through depressions and wars, through

good times and hard times, but has seen it growing always, is ever ready to remind you that they have insecticides of all types and in all quantities. They carry tobacco bed covers and fumigation needs, weed killers, grass killers and all types of chemicals used to treat the land, the seed or the plants.

Leo Lanier, son of Mr. Erchey, was born in the store and began helping his father with the customers some 15 years ago when he was 13 and came in after school for a few hours. He will tell you that they have the best line of paint in Sherwin-Williams that money can buy. They carry a complete line of paints, roofing coatings and like materials, and have facilities for mixing any color or shade desired. They have color chips by the score so that the customer can make any possible selection of this well-known, high-quality paint.

Maybe you enjoy fishing in fresh or salt water. Wilbur Fussell, who has been with the firm since 1943, is manager of the fishing equipment department. Not only can he fit you up with the rod, reel, line, tackle or lures you want, but he can suggest places where they are biting. They carry a full line of the best in fishing equipment and accessories. They have stringers, nets, floating buckets, baskets, tackle boxes, flies, spinners or anything you need.

Now that summer is coming on, it would be a good time to see them about an air-conditioner or fan. They have a complete line of Hot Point app-

lance - stoves, hot water heaters, washing machines, refrigerators, dryers, etc. You can trade in your old one to them and they will finance the difference on the new one. The Trading Co. handles small appliances too, toasters, irons, hair dryers, etc.

One of their specialties is lawn mowers. They have a large variety and different types to choose from, regular, rotary, self-propelled and riding. You can find any type you desire at a price that will please you.

The large store sells as much hog, chicken, cow and mule feed as the average feed mill and always has a good stock of feeds to meet any requirement and price.

They carry a complete line of building materials and hardware of well-recognized brands and have a variety of farm implements - hoes, shovels, rakes, forks, brush cutters, handles, wheelbarrows, etc., planters, distributors, dusters and plow parts.

Their groceries are clean and fresh and name brands. Many a child raised on certain brands from the Trading Co. grows up and will have no other for his children, in fact the child will not eat some off brand, so that it is common to see three generations toting sacks of groceries out of "The Farmer's Store."

Whatever you require from a nickle piece of candy to a screen door, Rose Hill Trading Co. has it in dependable qual-

ity at an economical price with courteous and prompt service. They will appreciate your business and tell you so!



"Your Shopping Center"  
**Kramer's** Wallace, N. C. **Kramer's**  
Dial AT5-2283

**Collins Department Store**  
"Never Knowingly Undersold"  
Wallace, N. C.

**PAGE HOME APPLIANCES**  
"Your FRIGIDAIRE Appliance Dealer"  
Gleem Paint, Maytag Washers, Zenith TV, Hardware,  
Fishing Equipment Phone 293-4342 Warsaw, N. C.

**E & S Refrigeration & Appliance Service**  
"Your Norge Dealer"  
24 Hour Refrigeration Repair Service  
Dial 298-5171 Day Beulaville, N. C.  
Nite 298-5821

Heating & Curing Gas Heating & Cooking Appliances Hot Water Heaters Forced Air Furnace  
**Proflame GAS CO.**  
Beulaville Dial 298-7641 Jacksonville Dial 346-9892

**JAMES MILLER HARDWARE**  
SAMPSON PAINT - COMMANDER WATER SYSTEMS - HARDWARE - SEED - LAWN MOWERS - FARM & HOME SUPPLIES "At Prices You Can Afford To Pay"  
Dial CY8-3171 Beulaville, N. C.

**BEULAVILLE FARMERS EXCHANGE**  
Farm & Building Supplies - GE Appliances and GE Television  
Dial CY8-3356 Beulaville, N. C.

**WATSON CHICKENS**  
"The Tasty Treat"  
Raleigh Rose Hill Siler City

**L. E. Pope Furniture Co.**  
Kelvinator Appliances - Motorola & Sylvania Television - Mohawk Carpeting and Furniture  
Dial 289-2395 Magnolia

**The Country Squire** "HOME OF THE 72 OUNCE STEAK"  
Telephone 296-3691 Dinner Served Tues Thru Sun - Open At 11:30 A.M. - 2 P.M. Sunday 12 Noon - 3 P.M. 1 5:30 'Til

**ROSE HILL TRADING CO.**  
YOUR **Hotpoint** DEALER  
"The Farmers Store" Rose Hill, N. C.

**ROSE HILL HARDWARE CO.**  
- Hardware - Paints - Plumbing - Appliances  
C. R. Johnson & Hugh S. Johnson  
Dial 289-2758 Rose Hill, N. C.

**FREDERICKS FURNITURE CO., INC.**  
Sealy Bedding - Kelvinator Appliances - Furniture Zenith TV & Radio - Armstrong Floor Covering - Carpeting & Wallpaper Rose Hill, N. C.

**R. D. PRECYTHE** HARDWARE, APPLIANCES, COAL, SEEDS, FERTILIZERS VEGETABLE PACKAGES - FRUITS AND PRODUCE  
"Your GE Appliance Dealer" Phone 267-2711 Faison, N. C.  
Dist. of Smith-Douglas Fertilizer

**BREWER FEED SERVICE**  
— Your **Nutrena** Dealer — Seeds & Fertilizers  
On The Farm Custom Grinding And Mixing Phone 267-4001 Faison, N. C.

**J. A. RACKLEY HEATING & SUPPLY**  
Heating, Air Conditioning, Sheet Metal Work & Building LENNOX & MUELLER Home Heating & Air Conditioning  
Hiway 117 - 2 Miles North - Dial AT5-3414 - Wallace, N. C.

**A. J. Cavanaugh, Jeweler**  
All Nationally Advertised Lines - China, Crystal, Watches, Silver "Gifts That Last"  
Dial AT5-2867 Wallace, N. C.

**GASTOBAG** **Wallace Gas Company**  
Distributor of Green's Fuel Gas and Appliances J. F. Branyon  
Dial 285-3233 Wallace, N. C.

**Johnson Cotton Company** OF WALLACE, INC.  
ATwater 5-2151  
REFRIGERATORS, RADIOS, ELECTRIC PUMPS, FURNITURE.

**DUPLIN GAS COMPANY**  
Complete Line of Gas Tobacco Curers, Appliances, Space & Central Heating Plants - Also Electrical Appliances  
Phone 293-4667 WARSAW, N. C.

**E & B OIL COMPANY, INC.**  
\* SINCLAIR PRODUCTS \* GOODYEAR TIRES  
Phone AT5-2101 WALLACE, N. C.

**QUINN-McGOWAN CO., INC.**  
Furniture - Funeral Directors  
WARSAW BEULA/VILLE  
Dial 293-7151 Dial CY8-4611

**HERRING SUPPLY COMPANY**  
Retail Lumber - Building Supplies - Ceramic & Resilient Tiles Home and Property Improvement Contractors  
Phone 289-3154 ROSE HILL, N. C.

**Sam's Drug Store**  
"Prescription Specialist"  
Dial 289-2440 ROSE HILL, N. C.

**HOME FEDERAL SAVINGS ASSOCIATION**  
of Kinston  
Assets over 22 Million Dollars  
Dial 293-7186 WARSAW, N. C.

**M & J FINANCE CO.**  
Of Wallace For Cash Without Delay, See A. R. Stanley Ed Wessell  
Dial 285-3106 Railroad St. Wallace, N. C.

**BLIZZARD & HOLMES MILL**  
Mfg. of Corn Meal & Purina Chows Farm Supplies - Chicks  
Ph Mount Olive 658-2402 Route 1 Seven Springs

Shop At Home - Keep Your Money In DUPLIN County