

ALL NEEDS OF THE EASTERN CAROLINA SHOPPER CAN BE FOUND HERE



Whether you're looking for a needle or a 60-horsepower tractor you can find either in the area pictured here. This is the biggest part of the business section of Kinston. Here dozens of merchants and hundreds of clerks await the shopper with millions of items to make life better and more comfortable. Their job is supplying the people of the Kinston trading area with all the necessities and every possible luxury. There are a few things that you cannot find in this shopping area, such as caviar and Kosher corn beef, but when the tastes of this section get around to these delicacies they

will be found in the stores that line the business section of Kinston. Courtesy (the war's over now), economy, variety and reliability are just a few of the many reasons why this is a favorite place for the shoppers of Eastern Carolina. This week on Thursday and Friday a big two day DOLLAR DAY sale is being held in these stores. Hundreds of bargains are on hand to ease the strain on the summer time pocketbook, and wise shoppers will be on hand during this two-day event to take advantage of this opportunity. (Whitaker-Leffew Photo by courtesy of Carolina Aircraft Corp.)

and Garland Lyons, late of Harvey's Men's Shop, will be the ruling elder there.

A. J. Sutton and Sons is busy changing its floor plan and when completed their men's and women's department will be separated.

For office supplies better service and variety are offered in the expanded store of John A. Carter on East North Street and across the street from Carter's, Ed West has a fairly complete line of light office supplies along with a most professional photostat service.

In the area around the corner of Gordon and Heritage one of the largest concentrations of auto supply dealers in the section can be found. Kinston Auto Parts, Blackwoods, S & A (Slim Sutton and Bernice Arthur), Coastal Motor Parts Company, Lenoir Auto Parts Company and just around the corner on North Street Henry Johnson is in the auto parts business.

Up on North Queen Street in the Radio Building fine pastries and breads can be obtained from a new bake shop called Aunt Jenny's.

Last but not least the Lenoir County News has a downtown office at 114 West King right alongside the fire station. Each and all of these new ventures along with all the older establishments in Kinston are back now on a competitive basis after the business honeymoon of the war and post-war years and the shopper will be assured good service at reasonable prices in any that he cares to trade.

Improved Business Facilities For Shopper In Kinston Will Be Open And Ready To Serve On August 18

The people who come to sell their tobacco and trade in Kinston this fall will not only find a greatly improved and enlarged facility for the handling and sale of their golden weed but will also find considerable enlargements and improvements in the trading areas of the community, ranging from completely rebuilt stores to modest renovations and extensions.

Most eye-catching change to the anatomy of the Main Drag is the new Brody store that is expected to be ready for business by October First. Upon completion the Brody Brothers will have one of the nicest stores in this part of the State. Full lines of attire for every member of the family and many items for the home will be housed under their expanded roof.

Nearly next door to the Brodys' another renovation, not nearly so extensive, is going on at Harvey's. There in the hardware and men's wear departments considerable face lifting is in progress and the addition of a jewelry department plus air conditioning of the women's department point to increased comfort and services in this establishment.

The town's two big chain food stores are now in bigger and better locations. The Atlantic and Pacific Tea Company is now

housed in a brand new building on the corner of Gordon and McLewee Streets and the Colonial Store is in a larger, more accessible location on the west side of the 300 block of Queen Street.

In the spot where the old A&P store was J. D. Paschall has moved his toy and sewing machine shop. One of the largest selections of both ever seen in Kinston are tastefully displayed in this addition to the trading center of Kinston.

On East Gordon Street just back of Hood's Drug store is another new type business for the community. The Toddler's Shop, an emporium devoted entirely to the clothing of the little folks. Everything from a diaper on up can be found in the showcases of this store.

John Shimer and Company have deserted their old stand on the corner of Bright and Heritage and now have a much larger and nicer war surplus store, The United Surplus Company, just across the LaRoque bridge in the midst of the new warehouses that

line the highways on that side of the river.

Belk-Tyler's has become more comfortable with the addition of an air conditioning system. Polly's Department Store is getting its face lifted and inside it also has an air conditioning system that it didn't have during the sweaty days of last summer.

A new haberdashery is just before throwing open its doors. It will be called the Sports Shop

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109 N. Queen St. KINSTON, N. C.

Johnson Motor Company

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SPECIALS for DOLLAR DAYS

Reg. 2.00 to 2.50
MEN'S PANTS
\$1.00

Reg. .97 Men's
BOXER SHORTS
2 for \$1.00

LADIES' RAYON PANTIES
4 for \$1.00

Reg. 1.59 Boys'
BLUE DENIM OVERALLS \$1.00

LADIES' and CHILDREN'S
PRINT DRESSES
2 FOR \$1.00

LADIES' COTTON SLIPS
Eyelet Trimmed
\$1.00

Reg. 2.50 and 3.00
Ladies' SANDALS
\$1.00

SIDNEY'S
W. North Street



THURS. and FRIDAY **DOLLAR DAYS** AUGUST 11TH and 12TH

SOCKS 3 Pr. For \$1.00
Reg. 39c Each

Rubber PANTIES 2 Pr. For \$1.00
Reg. 59c Each

DRASTIC REDUCTIONS on all Summer Merchandise

TODDLER'S SHOP

110 E. Gordon St. — Kinston



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