

"NAME BRANDS" AND WHERE TO FIND THEM QUICKLY IN KINSTON'S FINEST STORES

AIR CONDITIONING EQUIPMENT

FOSTER REALTY COMPANY
YORK AIR CONDITIONING

KINSTON PLUMBING & HEATING
GE COMMERCIAL and RESIDENTIAL

APPLIANCES

BAKER FURNITURE STORES
KELVINATOR & THOR WASHERS

PLUMER DANIELS
MAYTAG & HOT POINT

ERSKINE'S JEWELERS
General Electric Radios, Mixers, Toasters & Irons

FOXMAN'S JEWELERS
G. E., Sunbeam, & Westinghouse

HARRIS FURNITURE CO.
Admiral Line of Appliances

HARVEY'S FRIGIDAIRE

HEILIG-LEVINE of KINSTON, Inc.
PHILCO REFRIGERATORS & RADIOS
FLORENCE ELECTRIC RANGES
MAYTAG WASHING MACHINES
DIXIE GAS RANGES

KINSTON ELECTRIC CO.
AUTHORIZED HOTPOINT DEALER

LENOIR GAS & APPLIANCE CO.
Fryofax Superior Bottled Gas—Caloric & Magic Chef Gas Ranges—Norge Refrigerators & Washers—Bryant Automatic Water Heaters

OETTINGER BROS.
GENERAL ELECTRIC APPLIANCES

SKINNER'S FIRESTONE STORE
Crosley — Firestone — Hot Point

STAPLEFORD PLUMBING CO.
Whirlpool Washing Machines, Hot Point

AUTOMOBILE DEALERS

CARROW BUICK CO.
603 N. Heritage Street — Phone 3118
AUTHORIZED BUICK DEALER

GRAVES MOTORS, INC.
203 WEST BLOUNT STREET
NASH SALES AND SERVICE

GURLEY PONTIAC CO.
415-417 NORTH QUEEN STREET
AUTHORIZED PONTIAC DEALER

HARVEY MOTOR CO.
GREENVILLE HIGHWAY
CHEVROLET & O K USED CARS

MASSEY MOTOR CO.
130 WEST KING STREET
CADILLAC & OLDSMOBILE

MATHIS MOTOR CO., INC.
Corner Bright and Heritage St.
LINCOLN — MERCURY DEALER

PATE K-W MOTORS
207 SOUTH HERITAGE STREET
KAISER - WILLEYS - HENRY J.

SPENCE SALES COMPANY
114 WEST BLOUNT STREET
STUDEBAKER SALES & SERVICE

THOMPSON MOTOR COMPANY
602 NORTH HERITAGE STREET
Dodge - Plymouth Sales & Service

WEEKS MOTOR CO.
CHRYSLER - PLYMOUTH
GUARANTEED USED CARS

BABY CARRIAGES
(See Juvenile Furniture)

BUILDING SUPPLIES

CAROLINA BUILDING SUPPLY CO.
Johns-Manville Building Products

BUSINESS MACHINES

DAUGHETY'S OFFICE & MARKET EQUIPMENT—Sales and Service
401 W. Vernon Ave. — Tel. 70945
R. C. Allen, Burroughs Cash Registers & Adding Machines — Remington & Royal Portable Typewriters — Globe-Simpson Scales, Slicers and Choppers

FOXMAN'S JEWELERS
ROYAL, UNDERWOOD & REMINGTON TYPEWRITERS
CAMERAS

FOXMAN'S JEWELERS
EASTMAN, ARGUS, REVERIE, BELL & HOWELL, POLAROID

CHINA, GLASSWARE, SILVER

B. W. CANADY & SON
PICKARD — FRANCISCAN — ROYAL DOULTON — HAVILAND — HIBSEY — FOSTORIA — SENECA — IMPERIAL

ERSKINE'S JEWELERS
International & 1947 Rogers Silver

FOXMAN'S JEWELERS
INTERNATIONAL, HEIRLOOM, ALVIN, STEIFF, GORHAM, TOWLE, WALLACE, REID & BARTON

MEWBORN & TURNER
Lotus, Imperial & Tiffin Crystal — Gorham & Alvin Silver — Rosenthal, Wedgewood, Syracuse, Royal Tettan & Royal Jackson China

B. F. ROARK, INC.
(Authorized Agents For) LENOX, SPODE and SYRACUSE CHINA — TOWLE, REID-BARTON, GORHAM, WALLACE, KIRK and LUNT SILVER

J. A. WHITFIELD JEWELERS
1847 Rogers & Community Silver

CHILDREN'S CLOTHING

BRODY'S DEPARTMENT STORE
Cinderella, Tiny Town and Twinkles Dresses — Tom Sawyer, Chips and Strudy Boy Shirts

BYE-LO SHOP — Parkview
Ruth Originals, Wee Togs, Elena, Twinkle Frocks — Childcraft & Kitty Kay Coats — Cole - Farragut, Girl Town Sportswear — IMP. Originals — Hi-Line Boys Wear

A. J. SUTTON & SONS
Tom Sawyer Shirts — Mitzl Dresses

THE BLOSSOM SHOP
(Formerly Toddler's Shop)
Johnston, Peaches & Cream, Jean Durain and Betsy Ross Dresses — Coat Craft Girls Coats — Jack Tar Boys Clothing

CHILDREN'S SHOES

BRODY'S DEPARTMENT STORE
Lazy Bones—Play Poles—Weatherbird

A. J. SUTTON & SONS
Edwards — Cozy Foot — Weatherbird

BLOSSOM SHOP
MRS. DAY'S IDEAL BABY SHOES

LOVE'S SHOE STORE
Poll-Parrott, Star Brand

MEN'S CLOTHING

BRODY'S DEPARTMENT STORE
MANHATTAN & MCGREGOR SHIRTS

HARVEY'S
ARROW SHIRTS, DOBBS HATS, HART-SCHAFFNER & MARK SUITS

THE MANS STORE
"Known For Good Taste"
STETSON HATS — ARROW SHIRTS — INTERWOVEN BOX — GRIFFON CLOTHES
French, Spriner & Urner Shoes

H. STADIEM
"Kinston's Leading Clothier"
Botany and Michael Stern Suits, Interwoven Socks, Stetson Hats, Bantamac Jackets, Manhattan and Arrow Shirts BOSTONIAN SHOES

A. J. SUTTON & SONS
Lisner Slacks — Mark Twain Shirts

WOMEN'S CLOTHING

BRODY'S DEPARTMENT STORE
Hose & Lingerie
Larkwood, Belle Sharmeer, Comeo, Vanity Fair, Van Realte & Rogers

CHAMBERLAIN & BRAXTON
DRESSES: Martini — Packables — Marlon Carol — Yvette — Harmay SUITS & COATS: Carmel — Kaybooke — Zelinka — Fashion Lady — Belclana

THE FASHION SHOP
"Season's Smartest Stylings"
125 East Gordon St. — Dial 3278
Davidow, Jablow & Gaynes Suits
Paul Parnes, Pat Preme, Minx Modes, Carolyn Schnurer Dresses
Fisher, Colura Lingerie
Milgrim, Howard Hodge Hats

HARVEY'S
PRINCESS, DUCHESS ROYAL, DAN MILLSTEIN, GAY GIBSON, L'AIGLON, QUEEN MAKE, ALEX of MIAMI, Gossard, Hollywood, Peter Pan, Artemis, Pinehurst, Schrank, Mac Shore, Jane Irwill, Jantzen, College Town

THE LADIES SHOP — Parkview
Handmacher, Swansdown, Marlon McCoy, Tailored Jr., Serbin, Vanity Fair, Charles-Of-The-Ritz Cosmetics

A. J. SUTTON & SONS
Nellie Don, Leslie Fay, Vanity Fair Lingerie, Warner Foundations, Phoenix Hosiery, Gage Hats, Rosenwood Fabrics

WOMEN'S SHOES

BRODY'S DEPARTMENT STORE
Red Cross, Troylings & Life Stride

THE LADIES SHOP — Parkview
I. MILLER — PALIZZIO — JOYCE

COMMUNICATION SYSTEMS

MAY ELECTRIC CO.
TELETALK INTER OFFICE SYSTEMS

CORSETIERES

MRS. HORTENSE M. FAULKNER
SPENCER SUPPORTS

FARM IMPLEMENTS

COPELAND SUPPLY CO.
MINNEAPOLIS - MOLINE & OLIVER

FURNITURE

BAKER FURNITURE STORES
"Complete Interior Decoration Service"
Drexel, Tomlinson, Heritage, Dallas, White Dining & Bedroom — Lee, Mohawk, Wondaweave, Pirth Carpets

HARRIS FURNITURE CO.
SEALY POSTUREMEDIC MATTRESSES

HEILIG-LEVINE of KINSTON, Inc.
SOUTHERN CROSS BEDDING
ARMSTRONG & GOLD SEAL RUGS
UNAGUSTA Mahogany Bedroom Suites
ALEXANDER SMITH CARPETS

HIGHLAND FURNITURE SHOP
Craftique Reproductions — Baumritter Birchcraft Modern — Hungertord Solid Bed Room Furniture
U. S. Koylon Mattress & Springs

OETTINGER BROS.
"Complete Home Furnishing Service"
SIMMONS-BEDDING — BIGELOW RUGS and CARPETS

PATE'S FINE FURNITURE and FURNITURE AUCTION MARKET
Superflame Heaters, Serta Bedding

QUINN & MILLER
GEORGETOWN GALLERIES — Solid Mahogany Bedroom & Dining Room — Beautyrest & Kingsdown Mattresses

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LESTER HARDWARE CO. INC.
233 S. Queen — Phone 6546
SAFOLIN PAINTS and HARDWARE

MIDYETTE HARDWARE CO.
"Complete Line of Building Materials"
BENJAMIN MOORE PAINTS

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W. E. BAILEY CO.
ESSO BOILERS and BURNERS

KINSTON PLUMBING & HEATING
GE WARM-AIR, HOT WATER, STEAM

E. L. SCOTT ROOFING & HEATING CO.
LENNOX WARM AIR HEATING and AIR CONDITIONING

HOME IMPROVEMENTS

BUILDING SPECIALTY COMPANY
204 N. Heritage St. — Phone 5349
FLOORS SANDED & FINISHED
ARMSTRONG-FLOOR COVERINGS
ALUMA ROLL AWNINGS
VENULITE VENETIAN BLINDS

INTERIOR DECORATION

THE DECORATION SHOP
"A Complete Interior Decorating Service"
SCHUMACHER, STROHEIM, GREFF FABRICS—LLOYDS, STRAHAM WALLPAPER—BETH WEISMAN, PAUL HANSON LAMPS

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ALBERT ORMOND - Phone 5553
METROPOLITAN LIFE INSURANCE

STADIEM INSURANCE, INC.
Lumbermen's Mutual Casualty Co.

J. T. SUTTON, JR. - Phone 2068
"Mutual Insurance Service Agency"
Northwestern, Utica, Employers, Grain Dealers, Merrimack, Millers, Mass. Mut.

JEWELRY

ERSKINE'S JEWELERS
Elgin, Bulova & Hamilton Watches
Schaefter & Parker Pens
Samsonite Luggage

FOXMAN'S JEWELERS
Elgin, Bulova, Longines, Hamilton, Accro Watches — Samsonite, Crown and Belber Luggage

J. A. WHITFIELD JEWELERS
"KISSMAK" Diamonds — Elgin, Hamilton & Mido Watches

JUVENILE FURNITURE

JAY DEE'S
Welsh "Boodie-Bugie" & Car Seats
Folda-Rols Strollers, Universal Playground Equipment

LIGHTING FIXTURES

HORACE ERVIN ELECTRIC CO.
Industrial, Commercial, Residential Wiring
LIGHTOLIER and MOE FIXTURES

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JOHN H. CARTER CO.
UNDERWOOD TYPEWRITERS
GLOBE-WERNICKE FURNITURE
"Leading Brands Loose Leaf Devices"

KINSTON OFFICE SUPPLY
"Best Selection of Complete Office Supply Store"
Remington Rand & Smith Corona Adding Machines & Typewriters — Wilson Jones Blank Books & Loose Leaf Supplies

PAINTS

CAROLINA BUILDING SUPPLY CO.
DU PONT PAINTS and VARNISHES

Kinston Building Supply Co., Inc.
GLIDDEN and HANNA PAINTS

THE SHERWIN-WILLIAMS CO.
Super Kem-Tone, Kem-Glo, Applikay - New Decorating Fashion
Wallpaper - Birdge, Imperial, Walltex

PIANOS

JOHNSON PIANO CO.
KNABE — LESTER BETSY ROSS STORY & CLARK — WINTER MINSALL ELECTRONIC ORGANS

THE MUSIC CENTER
GULBRANSON & JESSE FRENCH
SULMAR BAND INSTRUMENTS
GIBSON GUITARS

PLUMBING FIXTURES

W. E. BAILEY CO.
American Standard — Crane — Kohler

PLUMER DANIELS
STANDARD & NATIONAL

W. C. Quinn Plumbing & Heating
American Standard, Crane, Kohler

STAPLEFORD PLUMBING CO.
American Standard — Crane — Eljer

RADIO AND TV

BAKER FURNITURE STORES
ZENITH RADIOS & TV

COPELAND SUPPLY CO.
WESTINGHOUSE TV & APPLIANCES

EASTERN RULANE SALES
MAGNAVOX TELEVISION

FOXMAN'S JEWELERS
General Electric, RCA Victor & Zenith

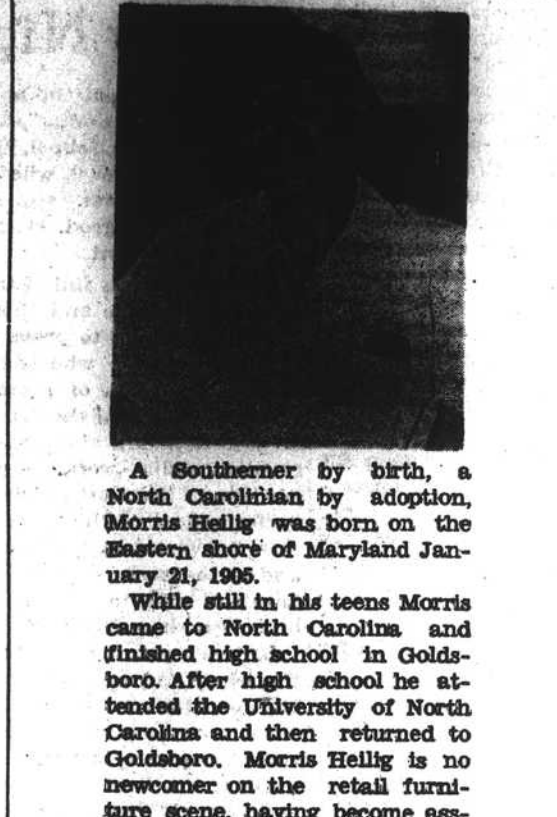
GREENE RADIO SHOP
RCA — Philco — GE Radio & TV

GRIFFITH RADIO & TV
Motorola — Emerson — Westinghouse

ERNEST JONES RADIO & TV
PHILCO and ZENITH

KEITH'S RADIO & TV SERVICE
1894 W. Vernon Avenue
ADIRAL — PHILCO — SPARTON

Profiles of Kinston's Leading Business Men and Women



A Southerner by birth, a North Carolinian by adoption, Morris Hellig was born on the Eastern shore of Maryland January 21, 1905.

While still in his teens Morris came to North Carolina and finished high school in Goldsboro. After high school he attended the University of North Carolina and then returned to Goldsboro. Morris Hellig is no newcomer on the retail furniture scene, having become associated with his brother, W. A. Hellig, in Goldsboro in 1927 in that business.

In 1928, the firm opened a store in Kinston, just across the street from the present location. June 16, 1954 marked the end of his 26th year in Kinston.

Hardly more than a year after Morris became manager of the Hellig and Meyers store in Kinston, he married the former Ida Kadis of Baltimore, Md. They have two children; Debby, a sophomore at Grainger High School, and Alan, who is with Hellig-Levine here in Kinston.

Though most of his time is devoted to his duties as head of Hellig-Levine of Kinston, Inc., which became known by that name in 1947, he has also found time to contribute to his time and ability to the religious and civic aspects of the community. A member of Temple Israel since coming to Kinston, Morris is also a member of the Rotary Club, B'nai B'rith and Chamber of Commerce for a number of years.

As a respected and capable furniture merchant, Morris has always believed that business is best which serves the people

best. His store is well-known for quality merchandise at the most reasonable prices.

He keeps abreast of the times and endeavors to offer the buying public the best values for their furniture dollar. Well-known, advertised brands, too, have a place at Hellig-Levine. Among the leading brand names found at Hellig-Levine are: SOUTHERN CROSS BEDDING, PHILCO APPLIANCES, DREXEL, GOLD SEAL RUGS, ALEXANDER SMITH CARPETS, MAYTAG WASHERS, DEXIE COOK STOVES, DUO-THERM OIL HEATERS, and many, many others.

NOTICE
NORTH CAROLINA
JONES COUNTY

Under and by virtue of an order of the Clerk of the Superior Court of Jones County, made in the Special Proceeding entitled, "Roslynd W. Pollock, widow of John S. Pollock, deceased; John H. Pollock, et als VS ED Meadows and wife, Ollie Meadows, et al,"

nd signed by His Honor, W. Murray Whitaker, and under and by virtue of an order of resale upon an advance bid, signed by His Honor, W. Murray Whitaker, the undersigned Commissioner will on the 14th day of Oct., 1954 at 12:00 o'clock noon, at the door of the Court House in Trenton, N. C., offer for sale to the highest bidder, for cash, upon an opening bid of \$2,150.00 for Lot no. 4, but subject to the confirmation of the Court, that certain tract or parcel of land lying and being on Cherry Street, in the Town of Trenton, Trenton Township, Jones County, North Carolina, and known as the lands of Baalam Meadows, deceased.

This the 27th day of September, 1954.

JOHN D. LARKINS, JR.
COMMISSIONER
Sept. 30-Oct. 7-c

Southern fruit and vegetable marketing co-ops had gross sales of \$166 million in 1953.

DR. JEROME J. MAYER
CHIROPODIST — FOOT SPECIALIST
1009 N. COLLEGE STREET, KINSTON, N.C.
NEXT TO LENOIR HOSPITAL
PRACTICE LIMITED TO FOOT AILMENTS
PHONE 2605 HOURS: 9-5 SAT: 9-12

Smart New Furniture

For Comfortable Living And Handsomely Styled

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HEILIG-LEVINE

of Kinston, Inc.

HOOKER and CO.
STOCKYARDS

AUCTION SALES of
Livestock on Tuesdays
We Buy Hogs Every Day

PHONE 3624 KINSTON, N. C. ROUTE 2