

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

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FOSTER REALTY COMPANY
YORK AIR-CONDITIONING

KINSTON PLUMBING & HEATING
GE COMMERCIAL and RESIDENTIAL

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BAKER FURNITURE STORES
KELVINATOR & THOR WASHERS

PLUMER DANIELS
MAYTAG & HOT POINT

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General Electric Radios, Mixers, Toasters & Irons

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

HARRIS FURNITURE CO.
Admiral Line of Appliances

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

KINSTON ELECTRIC CO.
AUTHORIZED HOTPOINT DEALER

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

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Crosley — Firestone — Hot Point

STAPLEFORD PLUMBING CO.
Whirlpool Washing Machines, Hot Point

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NASH SALES AND SERVICE

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

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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 - WILLYS - HENRY J.

SPENCE SALES COMPANY
114 WEST BLOUNT STREET
STUDEBAKER SALES & SERVICE

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

WEEKS MOTOR CO.
CHEVROLET - OLDSMOBILE
GUARANTEED USED CARS

BABY CARRIAGES
(See Juvenile Furniture)

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CAROLINA BUILDING SUPPLY CO.
Johns-Manville Building Products

BUSINESS MACHINES

DAUGHETY'S OFFICE & MARKET EQUIPMENT—Sales and Service
401 W. Vernon Ave. Tel. 70848
R. C. Allen, Burroughs Cash Registers & Adding Machines — Remington & Royal Portable Typewriters — Globe-Simpson Scales, Slicers and Choppers

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ROYAL UNDERWOOD & REMINGTON TYPEWRITERS
CAMERAS

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

CHINA, GLASSWARE, SILVER

B. W. CANADY & SON
PICKARD — FRANCIS — ROYAL DOULTON — HAVILAND — HEISLEY — 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, Wedgwood, Syracuse, Royal Tettau & 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, Wet Togs, Elens, Twinkle Frocks — Childcraft & Kiddy Kay Coats — Cole - Farragut, Girl Town Sportswear — IMP Originals — Hi-Line Boys Wear

A. J. SUTTON & SONS
Tom Sawyer Shirts — Mitzel 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
Lacy Shoes—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 SOX — GRIFFON CLOTHES
French, Shriner & Urner Shoes

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

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

WOMEN'S CLOTHING

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

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

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

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

THE LADIES SHOP — Parkview
Handmacher, Swansdown, Marion 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 — FALIZZIO — JOYCE

COMMUNICATION SYSTEMS

MAY ELECTRIC CO.
TELE-TALK INTER OFFICE SYSTEMS

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MRS. HORTENSE M. FAULKNER
SPENCER SUPPORTS

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COPELAND SUPPLY CO.
MINNEAPOLIS — MOLDIE & OLIVER

FURNITURE

BAKER FURNITURE STORES
"Complete Interior Decoration Service"
Dress, Toiletroom, Heritage, Dallas, White Dining & Bedroom — Lee, Mackay, Woodruff, Firch Carpets

HARRIS FURNITURE CO.
GRAY POSTURE-BED MATTRESSES

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

HIGHLAND FURNITURE SHOP
Craftique Reproductions — Baumritter Birthcraft Modern — Hungerford 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

HARDWARE

LESTER HARDWARE CO. INC.
228 S. Queen — Phone 6548
SAPOLIN 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.
LENOX WARM AIR HEATING and AIR CONDITIONING

HOME IMPROVEMENTS

BUILDING SPECIALTY COMPANY
204 N. Heritage St. Phone 5949
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ARMSTRONG FLOOR COVERINGS
ALUMA ROLL AWNINGS
VENULITE VENETIAN BLINDS

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THE DECORATION SHOP
"A Complete Interior Decorating Service"
SCHEUMACHER, STROHEIM, GRIFF FABRICS — LLOYDS, STRAHAM WALLPAPER — BETHE WEISMAN, PAUL HANSON LAMPS

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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, Merchants, Millers, Mass. Mut.

JEWELRY

ERSKINE'S JEWELERS
Eight, Bulova & Hamilton Watches
Schneffer & Parker Pens
Samsontite Luggage

FOXMAN'S JEWELERS
Eight, Bulova, Longines, Hamilton, Accu Watches — Samsontite Crown and Beiler Luggage

J. A. WHITFIELD JEWELERS
"Kinston's Diamond & Gem, Jewelry & Gold Watch"

JUVENILE FURNITURE

JAY DEE'S
Welsh "Boodle-Buggy" & Car Seats
Folds-Rols Strollers, Universal Playground Equipment

LIGHTING FIXTURES

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

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

KINSTON OFFICE SUPPLY
"Kinston's Most 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, Walliter

PIANOS

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

THE MUSIC CENTER
GULBRANSON & JESSE FRENCH
SELMAR 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 RULINE SALES
MAGNAVOX TELEVISION

FOXMAN'S JEWELERS
General Electric, RCA Victor & Zenith

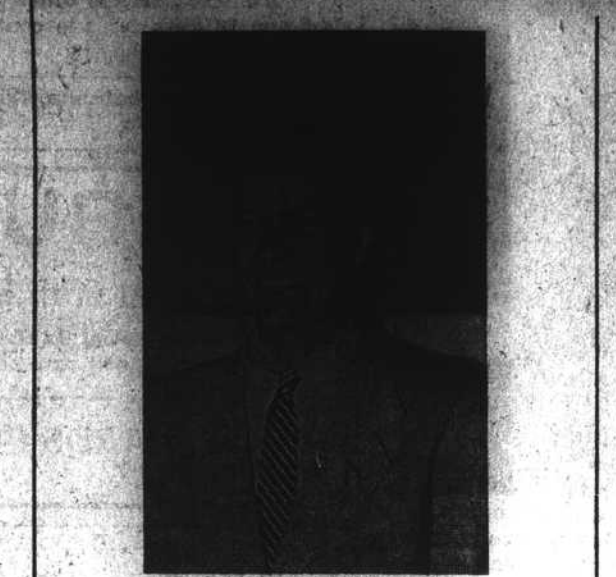
GREENE RADIO SHOP
RCA — Philco — GE Radio & TV

GRIFFITH RADIO & TV
Motorola — Emerson — Westinghouse

ERNEST JONES RADIO & TV
PHILCO and ZENITH

KEITH'S RADIO & TV SERVICE
104 W. Vernon Avenue
ADMIRAL — PHILCO — SPARTAN

Profiles of Kinston's Leading Business Men and Women



Herbert William Pate is a Kinstonian born and Lenoir County bred. He arrived in Kinston on June 28, 1920, son of Bernice and Della Mae Langston Pate, also native Lenoir Countians. Shortly after his arrival to the Pate home in Kinston he was moved to Institute and there he grew up and attended Wheat Swamp School, graduating with the class of 1937.

"Herb", as he is better known over Eastern Carolina, was a better than average baseball player and after his high school days he did a lot of semipro balling with a good curve, fair speed and respectable control.

But baseball didn't provide enough beans to keep a growing Pate growing, so he continued to work with his father on the family farm and during the tobacco sales season he worked with Liggett & Myers Tobacco Company in Kinston.

That continued until January 4, 1942 when he entered the army at Fort Bragg.

For the next three years and three months Fort Bragg was his home. He became an instructor for the Field Artillery replacement center at that huge base.

The duties of instructor didn't materially interfere with his seeing a lot of Sarah Elizabeth Turner, daughter of the late Mr. and Mrs. Dallas Turner of Woodington Township in southern Lenoir County.

After six months of hanking around with that Army uniform

JOHN A. KING RADIO & TV SHOP
212 N. HERITAGE STREET
RCA — VICTOR — EMERSON

SKINNER'S FIRESTONE STORE
GENERAL ELECTRIC RADIOS & TV

STAPLEFORD'S — 1500 W. Vernon
Halleraters TV Sales & Service

RECORDS

FOXMAN'S JEWELERS
RCA, Columbia and Victor Records

GREENE RADIO SHOP
RCA — Columbia — Capitol — Decca

ERNEST JONES RADIO & TV
RCA — DECCA — COLUMBIA

"Herb" persuaded Sarah to change her name from Turner to Pate. They were married June 2, 1942.

Finally the need for trained men in Europe caught up with "Herb" and in March of 1945 he embarked from New York for France, where he disembarked at Le Harve late in that same month. After a brief sojourn at that famous center named "Lucy Strike", "Herb", now assigned to the 553rd Field Artillery Battalion, moved through France and Belgium into Germany.

His outfit never quite caught up with the rooting, tooting and shooting, which didn't make "Herb" or anybody else in the 553rd mad. At Metz, Germany for three months his outfit was assigned to occupation troop duty. Then he was shipped back to Camp Washington near Leon, France, where he remained until he had enough points in January 1946 to return to home, his new daughter, and civilian life.

Discharged January 6, 1946 after four years and two days, "Herb" gave up the "three up and one under" of a Staff Sergeant to climb aboard the civilian merry-go-round.

The Coastal Plain League was going great in those first few boom years after the sportless war years and "Herb" did a little chunking for the Kinston Eagles of that now defunct league. But in July 1946 he took time out to attend the Reppert School of Auctioneering at Decatur, Indiana.

The shortage of automobiles and the fantastic prices they were bringing caused many auto auction lots to spring up. One of these just west of Kinston belonged to "Herb" and since he had turned into a better-than-average auctioneer he worked other sales in Eastern Carolina.

Then Detroit began to catch up with the demand for cars and the money that there once was in auto auction lots vanished like other war-end enterprises.

But "Herb" was first, last and always an auctioneer and he fetched about for some way to keep that talent paying off.

There weren't enough private sales going on so he opened on East Caswell Street the "FURNITURE AUCTION MARKET" in September 1949. It flourished in that spot and did even better when it was moved to 133 West North Street two years later.

Then the second-hand furniture business opened the path for "Herb" to move on into the new furniture business and that 113 West North Street location

became "PATE'S FINE FURNITURE" store. The FURNITURE AUCTION MARKET was moved and is still doing business at 126 West Gordon Street.

Now "Herb" has two furniture stores, one of used and one for new furniture. In addition to this he still spends a goodly part of his time chanting the dollar and cents tune over every kind of private auction and land sale that Eastern Carolina turns up.

His family has now grown to six: Judith Dianne is 10 years old, Herbert William Jr. is six, Douglas Turner is 5 and Sarah Elizabeth is 16 months old.

The "Herb" branch of the Pate Family belongs to the Gordon Street Church of Christ. "Herb" belongs to the Junior Chamber of Commerce and the Kinston Chamber of Commerce.

"Herb" has many name brands in his store on West North Street but the three he hollers loudest and longest about are SUPERFLAME HEATERS, SERTA BEDDING AND DEEPFREEZE refrigerators and food freezers.

Whether you're buying or just talking "Herb's" is a fine place to stop in and he'll admit that is true too.

Notice Of Service Of Summons
By Publication
In The Superior Court
North Carolina
Jones County
Willie H. Murrell
Vs.
Josebed Cox Murrell
The defendant, Josebed Cox Murrell, will take notice that an action entitled as above has been commenced in the Superior Court of Jones County, North Carolina, and the purpose of said action is to obtain divorce from the defendant by the plaintiff on the grounds of two (2) years separation, next prior to issuing summons and filing complaint in this action, and Josebed Cox Murrell, the defendant, will further take notice that she is required to appear at the office of the Clerk of the Superior Court of Jones County, in the Courthouse in Trenton, N. C., not later than November 20, 1954, and answer or demur to the complaint in said action, or the plaintiff will apply to the court for the relief demanded in the complaint.
W. MURRAY WHITAKER
Clerk of Superior Court
Jones County.
This, the 29th day of Sep. 1954.
R. P. Bender,
Attorney for the Plaintiff.
Sept. 30, Oct. 7-14-21/c

HOOKER and CO.
STOCKYARDS

AUCTION SALES of
Livestock on Tuesdays
We Buy Hogs Every Day

PHONE 3624 KINSTON, N. C. ROUTE 2